

# Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 14

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**FIRST ALLOCATIONS MOVE** by FCC is request to staff for more information on deintermixture; Senate committee under pressure to "instruct" Commission (p. 1).

**COMMUNITY ANTENNAS** attacked by group of western stations in "complaint" to FCC charging systems inhibit development of small-town TV service (p. 2).

**ABC RADIO TO MODIFY** "New Sounds" sales concept of evening programming, having failed to attract sponsors; comments of other networks on sales plans (p. 3).

**TV DOESN'T SELL AUTOS** and other durable goods? "Nonsense," reply aroused TV film makers, citing chapter & verse to rebut GM agency man's statement (p. 4).

**COURT OF APPEALS** decides on en banc hearings April 18 & 20 to resolve possible inconsistencies in rulings on deintermixture cases (p. 4).

**FIGHT ON COMMERCIAL EXCESSES** renewed by Federal Trade Commissioner Mason, saying NARTB code is inadequate and enforcement might violate law (p. 6).

**CLOSED-CIRCUIT TV** teaching guardedly endorsed as worthy of local experimentation in report to President by top-level committee on school problems (p. 7).

**PHILCO STARTS MECHANIZATION** program to reduce cost of producing TVs in Philadelphia. Westinghouse sets TV production goal of 450,000 this year (p. 10).

**STROMBERG-CARLSON QUILTS** TV production, will continue in radios & phonos. Tait cites competitive conditions, will review decision in fall (p. 12).

**1955 COMPENSATIONS TO OFFICERS** as reported by RCA, CBS, Admiral, DuMont, Emerson, Hazeltine, Storer, Zenith and other companies (p. 13).

**ELECTRONICS PROCUREMENT** increase due in fiscal 1957, as Defense Dept. asks \$1 billion in electronics-communications obligation authority, triple 1956 (p. 15).

**TOP DEFENSE CONTRACTORS** listed by Pentagon showing GE still No. 1 in electronics field with \$4 billion in prime contracts in 5-year period (p. 15).

**EDUCATIONAL STATION KETA**, Oklahoma City, poised to go on air this week end as 20th educational TV outlet. Reports on other upcoming stations (p. 9).

**LARGE STATION SALES:** Stromberg-Carlson sells Rochester TV-AM properties for \$5,000,000 to new group; Minneapolis KEYD-TV & KEYD go for \$1,500,000 (p. 16).

**COMMISSION'S FIRST STEP ON ALLOCATIONS:** FCC's first move to break allocations deadlock -- a very tentative one -- came at April 6 meeting when it told staff to look further into possibilities of deintermixture. Action definitely is not interpreted to mean Commission now views deintermixture favorably. It's described as an effort of commissioners to familiarize themselves more completely with feasibility of separating vhf & uhf in some markets.

Another action of Commission was to ask staff to explore legalities and procedures which might be involved in a "limited evidentiary hearing" if deintermixture should be decided upon. Exactly what Commission means by this isn't clear.

Despite cautionary word at Commission that these moves are by no means decisive, they'll be interpreted in some quarters as favorable toward deintermixture -- inasmuch as FCC believes the concept is worth this additional attention.

Allocations could come to a head rather quickly. Office of Defense Mobilization may come forth next week with decision as to possibilities of shifting some vhf channels from military to TV use. ODM hasn't shown its hand yet, but few at FCC or in industry expect any substantial offer of vhf spectrum.

April 6 action of Commission was last until after NARTB convention April 15-19, no further sessions on allocations scheduled until then.

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Will Capitol Hill give FCC a push, try to force its hand in the allocations rule-making? That possibility is alive. Senate Commerce Committee is at a good stopping-place right now, having completed its allocations hearings last week (and ready to turn to subject of fee TV week of April 23, return to network inquiry in May). The question at this point is: Now what?

Committee has 3 basic choices before it: (1) It can wait until the whole TV

investigation is over before taking action, or (2) issue an interim report on the allocations phase of hearings, with or without recommendations, and/or (3) heed the calls for haste and fire a letter or "Committee resolution" to FCC outlining its views on the problem, perhaps suggesting or urging specific actions. Congress was away on Easter vacation this week; next regular meeting of Committee is April 25.

Resolution by full Senate or whole Congress is ruled out -- it's too controversial, the date is too late and lawmakers have heavy legislative program. But any action by Senate Commerce Committee -- which has Senate responsibility to oversee FCC -- would carry heavy "authority," though, of course, not force of law.

There's strong push now for Committee to urge FCC to complete its allocation deliberations by June 1 and come up with plan involving some degree of deintermixture. This was proposed last week by ABC v.p. Ernest Jahncke (Vol.12:13).

Same program is espoused by new Committee for Competitive TV, which is now marshalling broadest support, even from the traditional "non-joiners" among the uhf telecasters. CCT is showing signs of becoming effective lobbying group.

On heels of its successful Harrisburg meeting at which it signed up majority of Pennsylvania uhf operators (Vol.12:13), it held session this week in Youngstown at which all 6 Ohio commercial uhf telecasters took the pledge, and state's 2 non-commercial educational uhfs promised to consult their governing boards about it.

CCT's first aim is to get a "deintermixture -- quick" directive out of Commerce Committee, and it already has appointments to make presentations at special meetings this week of Pennsylvania and North Carolina Congressional delegations -- which, not so incidentally, include Senate Commerce Committee members Duff (R-Pa.) and Ervin (D-N.C.). CCT has retained McIver Adv. Agency in Washington, which has specialized in industry group presentations to Congress. In addition to its program of contacting key state delegations, CCT is having agency prepare material to go to all members of Congress explaining its views and aims.

In its grass-roots campaign, CCT can boast of influential backing. It has pledges of support from such newspaper licensees as Akron Beacon-Journal (WAKR-TV), Ashtabula Star Beacon (WICA-TV), Cleveland Plain Dealer (part owner of Youngstown's WKBM-TV, with CP for Cleveland's WHK-TV), Youngstown Vindicator (WFMJ-TV), Zanesville newspapers (WHIZ-TV), Erie Times (WSEE) -- in Ohio & Pennsylvania alone.

CCT has invited all uhf telecasters to mass meeting in Conrad Hilton Hotel, Chicago, April 15, on eve of NARTB convention.

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Call for "high level" Congressional study of needs of advertisers for access to TV with an eye to possibility of "ultimate gradual transfer of all broadcasting to the uhf band" was issued this week by Americans for Democratic Action. In statement filed with Senate Commerce Committee, ADA conditionally endorsed fee TV, called station availability "wholly inadequate for free competition."

CBS announced primary affiliation with uhf station for Evansville, Ind. and Henderson, Ky. area, meanwhile -- despite fact that WTVW holds CP for Ch. 7 there. CBS said WEHT (Ch. 50) was chosen because of the "excellent ratings" it has been pulling for the CBS shows it carries. At last week's Senate hearings, Sen. Pastore (D-R.I.) subjected CBS v.p. Wm. B. Lodge to thorough grilling about the network's revocation of its affiliation agreement with Fresno's uhf KJEO and its signing of upcoming vhf KFRE-TV as soon as latter got go-ahead to build.

Note: Following up anti-network testimony of KTTV's Dick Moore (Vol.12:13), Senate Committee plans to send questionnaires to all TV network affiliates on practices of networks, will also closely question TV film distributors & syndicators.

**SMALL-STATION ATTACK ON COMMUNITY ANTENNAS:** Long-brewing frontal assault on community antenna operators, by group of western small-town TV and radio station operators, was launched this week in shape of formal "complaint" filed with FCC.

What is requested, briefly, is this: That the Commission declare community systems to be common carriers; that their rates and operations be regulated as such; that Commission determine whether continued operation of CATV systems in specific markets will inhibit growth of stations.

Named as "defendants" in the complaint are 288 systems, picked from directory in our TV Factbook No. 22, selected by station's counsel Koteen & Burt because they're believed to be the "most active." FCC is obligated by law to send copy of complaint to all 288 -- and all are required to respond formally.

State regulation has been imposed on CATV systems in a very few states, but this is first nationwide demand that Federal controls be imposed.

Move is no surprise to CATV operators. Nonetheless, it is unwelcome, of course, because they've generally flourished untrammelled by govt. regulation. They plan to fight vigorously -- and a long dispute is clearly in prospect.

Burden of station's complaint is that existence of CATV systems in small towns prevents development of regular station service. They state:

"The unrestricted and unregulated development of community antenna systems is a force working to subvert the Commission's primary objective, which was to establish a truly nationwide TV system."

Because CATV systems carry signals of distant big-city stations, they argue, regional and national advertisers have no incentive to duplicate coverage by buying small-station time, and local advertisers have difficulty weaning viewers away from watching the big-city pictures. Meanwhile, they add, rural viewers are deprived of service because the wired systems can't reach them economically and prospective TV stations are deprived of support in heart of the markets.

"Complainants are not of the view," document states, "that all community TV antenna systems should be abolished, but they are of the view that they should be regulated in such a manner as will prevent them from fundamentally impairing or destroying the force and effect of the Commission's allocation plan in those areas where this will occur." Implication is that some CATV systems should be abolished.

Specific "relief" requested in complaint: That Commission formally rule CATV systems to be common carriers; that rule-making be instituted to determine the bases on which systems should be regulated; that rule-making be instituted to determine status of CATV systems if FCC isn't now convinced they're common carriers.

How long it will take to resolve controversy is, of course, impossible to predict. But it's safe to say process is likely to take many months, if not years.

Following stations filed the complaint: TV -- KFBC-TV, Cheyenne, Wyo.; KSTF, Scottsbluff, Neb.; KFXJ-TV, Grand Junction, Colo.; KOTA-TV, Rapid City, S.D.; KID-TV, Idaho Falls, Ida.; KGVO-TV, Missoula, Mont.; KLIX-TV, Twin Falls, Ida.; KLAS-TV, Las Vegas, Nev. Radio -- KSPR, Casper, Wyo.; KANA, Anaconda, Mont.; KGLN, Glenwood Springs, Colo.; KRAL, Rawlins, Colo.; KSID, Sidney, Neb.

**FURTHER REVISIONS OF RADIO SALES PATTERNS:** Those new sales concepts adopted by radio networks last year in effort to meet overwhelming competition from TV -- how are they doing? To get an interim progress report, we surveyed the networks this week, found them generally reluctant to reveal specific figures on billings and even less inclined to predict how long current sales patterns will continue.

ABC is virtually abandoning its "New Sounds" concept of evening programming, effective April 9. That concept, involving 25-min. program strips Mon.-thru-Fri. 7:30-10 p.m., had been virtually sustaining since its inception last Oct., with 5-min. partic. going begging at \$800 each. Spokesman said "New Sounds" concept is being revised somewhat "but not entirely eliminated." He said daytime programming, in which TV competition is less severe, is doing better sales-wise.

CBS Radio v.p. John Karol says network's "segmentation plan", which opens several top-rated evening shows to 5-min. partic. sales at \$2100 per segment, is coming along nicely. He cites R.J. Reynolds' recent decision to sponsor 30-min. musical series, Schlitz's return to network radio after 4-year absence as one of Arthur Godfrey Time sponsors. Other new business in first 3 months has come from Carter Products, Chesebrough-Pond, Jel-Sert Co., Kasco Mills, Lever Bros., Renuzit, Standard Brands, Prentice-Hall. Also, Ferry Morse Seed Co. renewed for 12th year.

NBC says it's doing "better than we had expected" on its 3 types of partic. programs -- Monitor, Weekday & Top 10. Latter are tape recordings of top-rated eve-

ning radio shows. As sample of their progress, he cited combined annual gross billings of \$3,078,000 for the 3 shows as of March 6, of which Monitor garnered \$2,109,000, Weekday \$588,000, Top 10 \$381,000.

MBS v.p. Robert Monroe says it's too early to analyze results of "block" programming and guaranteed circulation sales plans of his network, predicted that new plans aimed at exploiting music, news & sports would evolve from affiliates meeting April 15 in Chicago. He urged "closer liaison" with affiliates as one answer.

Note: PIB last Sept. discontinued monthly reports on network radio billings due to changes in rate and discount structures (Vol. 11:41). But Printers' Ink last week estimated network radio billings in Jan. were down 6% from Dec. 1955 and 31% below Jan. 1955 (Vol. 12:13).

**I**MMEDIATE AND FURIOUS reaction came from industry to last week's speech by pres. Ernest Jones of McManus, John & Adams agency to the effect that TV isn't effective medium for moving cars and other durable goods (Vol. 12:13). Networks didn't issue reply to statement by head of agency which handles Pontiac & Cadillac accounts, but TV film distributors were quick to rebut the charges—on top of TvB's reply, already reported.

"It's no secret," said National Telefilm Associates pres. Ely Landau, "that the line forms on the right to buy prime time on the TV networks. Many in that line are the manufacturers of automobiles and other durable goods." He pointed to the longevity of Lincoln-Mercury's sponsorship of *Ed Sullivan Show* as one example of auto advertiser staying in TV "for the only good reason that it sells automobiles." On local level, he cited Ford Corner in Manchester, N. H., which became largest Ford dealer in New England "because of proper use of TV," and Jim Moran of Chicago, who "using TV exclusively, grew from a small new-car dealer to the largest in the world." In appliance field, he gave example of Chicago discounter Sol Polk, who spends \$650,000 annually on TV, has become "world's largest seller in virtually every nationally advertised appliance line [and] attributes his success almost exclusively to his use of TV."

Ziv TV sales v.p. pointed out that local auto dealers or dealer groups sponsor Ziv film shows in all 48 states, that 52% of Ziv's dealer-sponsored shows have been signed by dealers handling GM lines, that GM dealers are buying Ziv films faster than those handling other auto lines, that Ziv's over-all auto dealer increase in last 12 months is 17% while spending by GM dealers for local sponsorship of TV films has increased more than 25%. Much of this added spending, he said, represents "advertising dollars shifted from other local media, such as print and radio."

Another agency man spoke up this week. In letter to *N. Y. Herald Tribune* advertising columnist Joseph Kaselow, Ruthrauff & Ryan v.p. & TV-radio director George Wolf pointed out that ad agency has some responsibility for effective use of TV. "Speaking as an agency man," he added, "I am embarrassed by [Jones'] attack on a medium that has done so much for the agency business and advertisers in the last decade."

Meanwhile, McCann-Erickson v.p. Ted Bergmann denied widespread trade rumors that Chrysler plans to drop *Climax* on CBS-TV next season. On contrary, he says the auto maker intends to renew the show next fall.

Ford Foundation's TV-radio workshop has made 23 of its *Omnibus* film features available to educational stations free of charge through Educational Radio & TV Center, Ann Arbor, Mich.

**U**NEXPECTED action of Court of Appeals this week was to set for 8-judge *en banc* hearing 4 celebrated deintermixture cases. After previously splitting 4-4 on question of full-court hearing, court in effect reversed itself and set April 18 to hear argument on merits of uhf operators' contention that FCC should never have made vhf grants in Corpus Christi, Madison and Evanville until whole allocation problem had been decided (Vol. 12:7). It set April 20 for hearing on Vail Mills case. A 9th judge, recently appointed Warren Burger, ex-Asst. Attorney General, may join other 8 on cases.

Court's action is regarded as admission its various 3-judge panels were inconsistent in staying Vail Mills vhf drop-in while failing to stay vhf CPs in the other 3 cities.

Regardless what court finally decides after forthcoming hearings, ultimate decision is still up to FCC. Uhf operators hope court will criticize Commission with strong language and that Senate Commerce Commtee will do likewise—thus influence FCC deliberations.

Supreme Court, meanwhile, rejected another vhf applicant's efforts to get an FCC hearing decision overturned—refusing to hear appeal of WTSP, Tampa-St. Petersburg, from grant of Ch. 8 to WFLA-TV.

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One CP was issued this week—Ch. 18 satellite in Elmira for Syracuse's WSYR-TV (Ch. 3).

In Buffalo, as anticipated, WGR-TV's protest against sale of WBUF-TV (Ch. 17) to NBC was dismissed at request of WGR-TV.

Venerable case of protest against site move of WJRT, Flint (Ch. 12) moved another step when examiner Herbert Sharfman issued supplemental initial decision rejecting contention of WTOM-TV, Lansing (Ch. 54) that it would be injured by WJRT's operation from proposed site.

One channel-shift petition received by Commission was request of prospective applicant KBMN, Bozeman, Mont. that Ch. 12 be moved from Helena.

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Seeking move to Chattanooga area, WROM-TV, Rome, Ga. (Ch. 9) told FCC it will be forced to leave air unless it can move transmitter to the bigger market. The unaffiliated outlet pointed out in application that Rome is only 54 mi. from Atlanta with 3 vhf stations, 56 mi. from Chattanooga which has one and one CP. Since it began in July 1953 losses have increased to more than \$50,000, it said, listing average monthly gross billings of \$5500, expenses \$5800 (not including depreciation or employe salaries, latter being charged to radio WROM). Chattanooga's Radio WDOD, which lost Ch. 3 contest there, has option to acquire 50% of WROM-TV if FCC approves move.

Lar Daly, "America First" presidential candidate seeking free network time, has asked FCC for help in getting it. This week, Commission sent copies of his 5-page letter to all networks, requesting "expeditious" reply.

**Personal Notes:** Alan W. Livingston resigns as exec. v.p. of Capitol Records to become pres. of expanded Kagran Corp., NBC licensing subsidiary, Hollywood; Alfred Stern, asst. to NBC pres. Robert W. Sarnoff, elected Kagran v.p. . . . J. I. Meyerson, ex-national sales rep for Time stations & onetime gen. mgr. of its KOB-TV & KOB, Albuquerque, named gen. mgr. of upcoming WITI-TV, Whitefish Bay-Milwaukee (Ch. 6), due shortly; he replaces Soren H. Munkhof, resigned . . . Joseph L. Merkle, ex-gen. mgr. of WTCN-TV & WTCN, Minneapolis, rejoins ABC-TV station relations dept. as regional mgr. for 14 western states, Hawaii & Alaska, headquartering in N. Y. . . . James Schiavone promoted to operations mgr., WWJ-TV, Detroit . . . Bill Adler promoted to sales mgr., WABD, N. Y., replacing George BarenBregge, now gen. mgr. of WIRI, Plattsburgh, N. Y. . . . John Cummins promoted to asst. sales mgr., KFMB-TV, San Diego . . . Frank E. Pellegrin, partner & v.p. of H-R Representatives, received distinguished alumnus citation last week from Creighton U, from which he was graduated in 1931 . . . John Brent promoted to studio mgr. of TCF TV Productions, 20th Century-Fox's TV subsidiary, replacing Harold Lewis, resigned . . . David Carpenter, onetime TV-radio director of *Atlanta Constitution* prior to merger with *Journal*, named sales mgr. of KOAT-TV, Albuquerque . . . A. E. (Abe) Cowan, ex-WCPO-TV, Cincinnati, named program director of WLWT there . . . R. A. Reinhart promoted to mgr. of CFPL-TV, D. C. Trowell to mgr. of radio CFPL, London, Ont., both reporting to gen. mgr. Murray Brown; W. C. Wingrove promoted to asst. mgr. for TV, Glen A. Robitaille continuing as TV-radio engineering director . . . Lawrence J. Pollock, ex-Dancer-Fitzgerald-Sample, named ABC Radio research mgr. . . . Wm. Aronson promoted to ABC Radio director of sales service, Peter Wade to director of station clearance, George Sax to mgr. of radio co-op program dept. . . . Wm. Davis, ex-Grand Union Stores, named merchandising director of WATV & WAAT, Newark . . . Don Tuckwood named program director of KTVK, Phoenix, replacing Carl Kent, resigned; Lloyd Steinkamp promoted to succeed Tuckwood as production mgr. . . . Bill Bozarth, ex-KOAT-TV, Albuquerque, named production supervisor of KSBW-TV, Salinas, Cal.; Claud Mann, ex-WIBW-TV, Topeka, program director . . . B. W. S. Dodge promoted to adv. director of Gulf Oil, in charge of all TV-radio activities . . . John T. Valdes, ex-BBDO, joins Theatre Network TV as sales exec. in Tele-Sessions div. for business & industry . . . Bette Doolittle, onetime TV asst. at NARTB, joins Paramount Pictures, N. Y., as promotion specialist . . . James E. Allen, ex-Sponsor Magazine, named adv. & sales promotion mgr. of WBZ-TV, Boston . . . Theodore F. Hardy, ex-KBTB & KLZ-TV, Denver, named sales promotion director, KCCC-TV, Sacramento . . . C. Greg Van Camp, promotion director of WTRF-TV, elected v.p. of Wheeling Ad Club . . . Harry Albus resigns as Mutual publicity mgr. to become public relations director of National Telefilm Assoc. . . . Perry Walders promoted to national sales mgr., WTTG, Washington; Jules Huber promoted to local sales mgr.

Latest round in efforts of Ted Granik & Wm. Cook to obtain CP for WESH-TV, Daytona Beach, Fla. (Ch. 2) with radio WMJF was March 31 denial by local Circuit Judge Robert H. Wingfield of their application for injunction to block sale by W. Wright Esch to John H. Perry Jr. newspaper family (Vol. 12:8). Granik & Cook charge that Esch violated Oct. 20, 1954 agreement to sell properties to them.

"White Columns," new home for WSB-TV & WSB, Atlanta, dedicated April 7-8, station chartering plane for guests from N. Y. and Washington.

**ADVERTISING AGENCIES:** Robert W. Ballin, ex-v.p. of J. Walter Thompson, named v.p. in charge of TV-radio program development, Sullivan, Stauffer, Colwell & Bayles, N. Y. . . . Edward W. Harbert II, ex-NBC, named director of TV-radio program development, Kenyon & Eckhardt, N. Y. . . . Charles H. Pinkham, ex-chairman of plans board, Erwin, Wasey & Co., named exec. v.p.-gen. mgr. of Chambers & Wiswell Adv., Boston, replacing Charles F. Hutchinson, resigned . . . Ben Norman promoted to TV-radio production director, Doyle Dane Bernbach, N. Y. . . . John A. Winter named TV-radio mgr., Kenyon & Eckhardt Ltd., Montreal . . . Edward C. Fritz Jr., ex-TV-radio director of W. E. Long Co., Chicago, named a v.p. of Cody Adv., Chicago . . . Muriel Bullis, ex-Foote, Cone & Belding, named TV-radio timebuyer, Erwin, Wasey & Co., Los Angeles . . . Reggie Schuebel named v.p. of Norman, Craig & Kummel, where she specializes on Democratic National Committee account, continuing to operate her Reggie Schuebel Inc. agency consultant service.

Slight decrease in use of film by TV stations and by CBS & NBC networks since last fall is reported in April 2 *Broadcasting-Telecasting* programming survey, with data supplied by 132 stations. During week beginning March 10, magazine reports, 31.1% of average station's programming was "non-network film," down from 34% last Oct., but above the 30.4% of year ago. TV films accounted for 15.7% of programming, theatrical films 15.4%—both down from comparable Oct. 1955 figures. Interconnected network affiliates averaged 28.6% non-network film, compared with 31% last October, and non-network stations averaged 74.6%, up from 72%. Of ABC-TV's 41½ hours of programming for March 10 week, 25 or 59.8% were on film, up from 41.4% last March. The other networks: CBS-TV, 15½ of 86¼ hours on film, or 18.5%, down from 21%; NBC-TV, 8½ of 83¾ hours, 10%, down from 16.2%. All networks: 23.2%, up from 22.3% in Oct., 13.3% last year. Survey found average commercial station is on air 99½ hours weekly, up from 94¼ hours last Oct. and 88¾ hours in March 1955.

Free business films (institutional so-called "sponsored films") are used regularly by 72% of all TV stations, according to survey by John T. Fosdick Associates for Modern Talking Picture Service. Of 232 stations cooperating in survey, 98% reported "some use" of the free films, with average use of sponsored films 4.9 hours per week (4.4 for vhf stations, 6.2 for uhf).

"Military Reserve Week" April 22-28 will be supported by ABC, CBS & NBC with extensive promotion including appearances by TV-radio stars and military leaders, frequent spots, half-hour documentaries.

ABC-TV reduced 5-min. political broadcast rates from 26¾% to 10% of regular hour rate. When regular programs are reduced for 5-min., sponsors are refunded 10% of hour rate.

Credo Fitch Harris, 82, founder of *Louisville Courier-Journal's* WHAS in 1922 as first AM station in Ky. & one of first 10 in U. S., died April 3 in Louisville after long illness. In 1937 he wrote *Microphone Memoirs of the Horse and Buggy Days of Radio*.

Russell G. Winnie, 49, asst. gen. mgr. of WTMJ-TV & WTMJ, Milwaukee, & pioneer radio sportscaster, died March 30 of heart attack while vacationing in Ft. Lauderdale, Fla.

Maurice Collette, 70, who retired in 1952 as BBDO v.p. in charge of all E. I. duPont accounts after 35 years with agency, died April 3 at Lawrence Hospital, Bronxville, N. Y.

**COMMERCIAL EXCESSES** on TV-radio can't be dealt with adequately by NARTB code, and industry might be violating anti-trust laws if it tried to implement its code with "any practical and effective enforcement measures" against transgressors. So said Federal Trade Commissioner Mason in address this week to Federal Communications Bar Assn. luncheon in what amounted to a follow-up of his earlier criticism of "parlor hucksterism" (Vol. 12:11). He declared:

"It's all right to name your product, puff it, blow it up, but don't lie about it. For this is where the Federal Trade Commission looks in on the scene. But, more important, this is where you advisers and guides of this billion-dollar industry should look in on the scene yourselves."

He commended NARTB for its responsibility to the public in assuring decent, proper programming, but added: "This is a splendid responsibility but one that by the very nature of our anti-trust laws must remain only a devout wish for, unfortunately, the code leaves the 90 and 9 legitimate broadcasters at the mercy of the one shill, the one huckster and the one bait and switch artist."

He repeated that he would suggest legislation to Congress to restrict over-commercialization, said it would serve "as a point of departure" in the next session of Congress and indicated it would cover a field broader than false advertising.

Donald H. McGannon, pres. of Westinghouse stations, also sharply criticized TV-radio stations which accepted so-called "bait" advertising. In address to Advertising Federation of America's 5th district in Canton, O., he said: "I am certain that most of the people in the broadcasting industry are interested in the long range. These people have not permitted this kind of advertising to appear on their TV programs or to be heard on their radio stations."

Expansion program for DuMont Broadcasting Corp.'s WABD, New York, and WTTG, Washington—including color facilities—was announced this week by v.p.-gen. mgr. Ted Cott. Involving expenditure of \$250,000, program includes new 25-kw DuMont transmitters for both stations—bringing WABD up to maximum permitted power—as well as 16mm DuMont color film & slide equipment and RCA vidicon black-&-white film cameras, new projectors and slide machines for both stations. Power boost and new equipment for WABD should be completed early next month, and WTTG's film gear is now being installed with power increase due by midsummer. Cott said further expansion will come in "immediate future," including "re-design of existing equipment to new standards, such as the use of new and radical changes in live camera equipment."

Revised order blanks for agencies buying time or space were released this week by AAAA. As result of recent anti-trust decision, AAAA eliminated former provisions against rebating. Chief addition is warranty in which agency represents that it is "primarily engaged in the business of developing, servicing and placing advertising, and that no advertiser, medium or supplier has a direct or indirect financial interest in it, and that its principal owners are active in its work." Forms are designed primarily for AAAA members, but other agencies may use them.

Affiliates' meetings at Conrad Hilton Hotel, Chicago, in conjunction with NARTB convention: CBS April 13-14, ABC & MBS April 15. NBC has none scheduled, had one late last year.

**Station Accounts:** Montgomery Ward, in first TV campaign, will use 60-sec. film spots in 71 markets in 3-month campaign starting in latter April to test its sales pull for wide range of home furnishings, thru Foote, Cone & Belding, Chicago. According to retail sales promotion mgr. Arthur H. Truitt, time will be purchased in markets serviced by at least 6 Ward outlets. If spot campaign is successful, said Truitt, Ward may sponsor a full program . . . Standard Oil (Indiana) plans big increase in TV-radio spot expenditures this spring and summer as part of expanded ad program, thru D'Arcy, Chicago . . . Coca-Cola to use big spot campaign in N. Y. area to promote its new 26-oz. bottle, thru McCann-Erickson . . . New product campaigns by old sponsors: Procter & Gamble, for Jif peanut butter, thru Leo Burnett Co., Chicago; Johnson's Wax, for J-Wax auto paste, thru Foote, Cone & Belding, Chicago . . . Eagle Clothes, fittingly enough, to sponsor premiere of 20th Century-Fox's "Man in the Gray Flannel Suit" at Roxy Theatre, N. Y., on WPIX April 12 . . . Among advertisers currently reported using or preparing to use TV station time: Dutch Maid Food Products, Salem, Ore. (margarine), thru Roy Adams, Eugene, Ore.; Trager Mfg. Co., Scranton, Pa. (Sea Mist ammonia), thru Anthracite Adv., Scranton; Blue Bell Mattress, Hartford, Conn. (mattresses, box springs), thru Arnold Kupper Adv., Hartford; Massey-Harris Div. of Massey-Harris-Ferguson, Racine, Wis. (tractor farming equipment), thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee; Winegard Co., Burlington, Ia. (TV accessories & interceptor antenna), thru Burton Browne Adv., Chicago; Kirsch Beverages, Brooklyn, N. Y. (Neff and No-Cal beverages), thru Grey Adv., N. Y.; Ex-Lax Inc., Brooklyn, N. Y. (Ex-Lax & Jests antacid tablets), thru Warwick & Legler, N. Y.; Interstate Bakeries, San Francisco (Blue Seal bread), thru Philip S. Boone & Assoc., San Francisco; Best Fertilizer Co., San Francisco, thru Kelso Norman Adv., San Francisco.

Biow Co. will go out of business June 30 after 38 years as a major ad agency, pres. Milton Biow retiring from business. It changed name to Biow-Beirn-Toigo in 1953 but reverted to Biow Co. last Dec. following resignations of pres. F. Kenneth Beirn and exec. v.p. John Toigo. In course of executive reshuffling, agency lost such key accounts as Bulova Watch, Philip Morris, Pepsi-Cola, Whitehall Pharmacal & Ruppert Beer. Agency currently has estimated \$25,000,000-\$30,000,000 annual billings from such accounts as Benrus Watch, Lanolin Plus, Hudson Pulp & Paper and several Procter & Gamble products. Agency last year had combined TV-radio billings of \$30,000,000, of which \$25,000,000 was in TV.

Plea for more "broadcast-minded" executives in ad agency management was voiced by Donald H. McGannon, pres. of Westinghouse stations, in address to Advertising Federation of America's 5th district meeting in Canton, O. He said that establishment of TV-radio depts. in ad agencies wasn't enough, declaring: "Unless both print and TV-radio are equally represented, the agency's philosophy will be dominated by one rather than being shared equally . . . Today, we do have top people in the advertising profession who grew up in the broadcasting branch of advertising, but too many agencies, in my opinion, continue to suffer from a lack of broadcasting's representation in the agencies' highest decision-making councils."

CBS-owned TV stations (WCBS-TV, N. Y.; WBBM-TV, Chicago; WXIX, Milwaukee; KNXT, Los Angeles) report first-quarter local time sales up 48% over first quarter year ago, combined national & local business up 20%.

Avery-Knodel rep firm moves Los Angeles offices to new Tishman Bldg., 3325 Wilshire Blvd. (Dunkirk 5-6394).

**Network Accounts:** Gillette this week informed NBC-TV it's not interested in paying \$3,000,000 for sponsorship of World Series when new contract is negotiated starting in 1957. Baseball Commissioner's office, at behest of players (who will get 60% of World Series TV receipts), reportedly is seeking \$3,000,000 per year for the rights. NBC spokesman said it was extremely doubtful that it would bid for rights at that price—especially in view of Gillette's position . . . Shulton Inc. (toiletries), emphasizing special programs, to sponsor Ed Murrow's next 2 *See It Now* shows on CBS-TV, both titled "Report from Africa," Mon. April 23 & Thu. May 17, 10-11 p.m., and *Victor Borge Show* on CBS-TV June 14, Thu. 10-11 p.m., thru Wesley Assoc., N. Y. . . . Maybelline (eye makeup) to sponsor film coverage of Grace Kelly wedding on CBS-TV April 21, Sat. 11-11:30 p.m., thru Gordon Best Co., Chicago . . . Texaco to cancel *Jimmy Durante Show* on NBC-TV this fall as result of wrangle over whether shows should be live or on film . . . Polaroid Cameras buys Mon. segment of *John Daly & the News* on ABC-TV starting in May, Mon.-thru-Fri. 7:15-7:30 p.m., thru Doyle Dane Bernbach, N. Y. . . . General Foods (Jello) buys 3 partic. a week on *Afternoon Film Festival* on ABC-TV starting April 23, Mon.-thru-Fri. 3-5 p.m., thru Young & Rubicam . . . Squirt Co. (soda) buys one partic. a week for 4 months starting in June on NBC-TV's *Today*, Mon.-thru-Fri. 7-9 a.m., thru Fletcher D. Richards Adv., Los Angeles . . . Plymouth to cancel Wed. & Fri. segments of John Cameron Swayze's *NBC News Caravan* on NBC-TV, effective June 29, Mon.-thru-Fri. 7:45-8 p.m. . . . Chrysler buys East-West Shrine football game from San Francisco Dec. 29 on NBC-TV, thru McCann-Erickson.

"Poet laureates of confusion"—that's Ted Cott's description of various program rating services. Addressing Women's Ad Club of Washington April 5, the v.p.-gen. mgr. of WABD, N.Y. & WTTG, Washington, said: "Adolf Hitler was considered a master of genocide, but he was a bum compared to TV ratings. A difference in one decimal point can represent the loss of 1,000,000 people." He stressed necessity of developing uniform measurements for program ratings.

**Rate Increases:** WFLA-TV, Tampa-St. Petersburg, raises base hour from \$500 to \$600, Class AA min. only rate from \$125 to \$150. WDEF-TV, Chattanooga, raises base hour from \$400 to \$450, min. \$90 to \$100. WLOS-TV, Asheville, N. C., raises hour from \$300 to \$400, min. \$60 to \$80. KOAM-TV, Pittsburg, Kan., raises hour from \$250 to \$300, min. \$50 to \$60. KCKT, Great Bend, Kan., raises hour from \$225 to \$250, min. \$20 to \$50.

Assn. of American Railroads should launch \$100,000,000 all-media campaign to promote greater use of railroads, suggested Robert Young, chairman of N. Y. Central and Chesapeake & Ohio. Spokesman for Benton & Bowles, AAR agency, said it would be interested in sponsoring a TV program if suitable show & time period could be arranged.

Show business attorney Henry Jaffe this week resigned posts as counsel for AFTRA and its New York local. He's held both positions since AFTRA was organized nearly 20 years ago. He said he wants to devote more time to his law firm's activities in Showcase Productions Inc., which produces NBC-TV's *Producers' Showcase* color spectaculars. It's known, too, that his dual AFTRA attorney role has become increasingly difficult because of disagreements and differences between boards of national union and N. Y. local.

**E**ducational closed-circuit TV is guardedly endorsed in report submitted April 6 to President Eisenhower by Committee for the White House Conference on Education, with the caution that such teaching aids must be judged on basis of their suitability to the local school situation and that experimenters should remember that education of children is primary goal. The 195-p. size-up of nation's educational problems and possible remedies included these comments on teaching by TV:

"Justifiable opportunities to extend the services of a teacher to a larger number of pupils should be sought, tested and evaluated. The use of modern radio & TV techniques—wherever and whenever compatible with financial resources—should be explored. The responsibility for research and experimentation in this area rests primarily with school administrators, but committees of teachers, parents and other local groups should participate in the formulation of plans and the execution of experimental steps.

"The support of agencies beyond the local district—foundations, state depts. of education, the U. S. Office of Education, professional groups of teachers, groups of lay citizens—should be invited and encouraged. Since education goes forward in more than 50,000 local districts, however, and since conditions and resources vary so widely, the final evaluation of proposals should always be made locally.

"Experimentation and research should be unhampered by any existing assumptions and practices. But the primary goal, the education of children, should be carefully guarded in every case. In addition, full advantage should be taken of this opportunity to enhance the status of teaching—an important step in alleviating the teacher shortage."

Nationwide committee drafting the report was headed by pres. Neil McElroy of Procter & Gamble Co., with President Eisenhower as honorary chairman, and Health, Education & Welfare Secy. Folsom and U. S. Commissioner of Education Brownell as vice chairmen. Among committee's 34 members were CBS chairman Wm. S. Paley and Sylvania chairman Don G. Mitchell.

Churches are expressing interest in closed-circuit TV, according to General Precision Lab, which has been lending them equipment for special events. Use of GPL closed-circuit gear was made by 2 churches on Easter Sunday—to accommodate overflow crowds at All Souls Unitarian Church in New York City, and at Manhasset, N. Y. Congregational Church. In both places, large-screen projection receiver was installed in parish hall, relaying video and sound to congregation's overflow. Similar use of GPL closed-circuit gear was made March 25 by First Presbyterian Church of Germantown, Pa., and April 6 by Central Synagogue of Nassau County, Rockville Center, N. Y., to relay to over-capacity audience a special performance by West Point Choir. Another novel religious use of GPL closed-circuit recently overcame the problem of distance between choirmaster and his choir. Location was Keneseth Israel Temple, Philadelphia, where choirmaster also played organ in organ loft, while choir itself sang from main floor. Vidicon camera was focused on choirmaster, who led singers by means of monitor mounted inconspicuously in front of choir.

CBC Board of Governors at March 28 meeting recommended grant of Ch. 6, Victoria, B. C., to David M. Armstrong, operator of CKDA, turning down application of International TV Corp. Ltd. Also recommended were power boosts to CFRN-TV, Edmonton, Alta. to 180.3-kw; CKCK-TV, Regina, Sask. to 100-kw; CJIC-TV, Sault Ste. Marie, Ont. to 28-kw.

**Telecasting Notes:** Another repeat performance is due on *Kraft TV Theatre* (NBC), which last year pioneered the idea of repeating a top-notch drama while people were still talking about it (Rod Serling's "Patterns"). The show which Kraft may repeat has been hailed as a milestone in live TV—but unfortunately, any repeat will have to be via kinescope. *A Night to Remember*, on March 28, was one which showed just exactly how exciting a live TV drama can be. Based on sinking of the Titanic, and authentic to the last detail (sets were made from ship's architect's drawings), it used 31 sets, 107 actors, 30-ft. water tanks in NBC's Brooklyn studios . . . Could film have done it better? Consensus was that it couldn't. Camera work was excellent, and performances gave feeling of "you-are-there" realism. Yet budget for show was only \$85,000—high for live TV drama, but extremely low for film version of a similar spectacle . . . Acclaim from experts as well as critics was showered on Kraft for "Night to Remember." April 4 *Variety* says legitimate producer Guthrie McClintic, among the show's fans, "suggested that this single effort will probably open up a whole new vista and scope in TV productions heretofore restricted to the dimensions of films." *Film Daily* editor Chester B. Bahn editorialized March 30: "TV shows of the calibre of 'A Night to Remember' constitute a far greater threat to the motion picture box office than either our old features now on the video market, or shortly to be on it, or toll TV. The show's ratings topped competition, too, were highest this season for *Kraft Theatre* . . . Across-the-board re-runs of Joan Davis' *I Married Joan* begin May 14 Mon.-thru-Fri. 5-5:30 p.m. on NBC-TV, replacing *Pinky Lee Show*, with same Joan Davis show also on NBC-TV Sat. 10:30-11 a.m. It's first time a network has scheduled across-the-board re-run of a weekly show, and indicates abandonment by NBC of 5-5:30 p.m. segment as a kiddie show. Re-run rights to *Joan* (96 films) were bought from Interstate TV at a reputed \$1,000,000 . . . Movie folk didn't like having Oldsmobile commercials on the "Oscar" telecast, are again talking about a movie studio-sponsored Academy Award show for next year . . .

Significant AM decision by FCC this week removes some 120 daytime and limited time applicants from protection of hearing "umbrella" they've had since May 9, 1947—when Commission froze all such applications on U.S. 1-A & 1-B frequencies pending determination of daytime skywave proceeding. Action was based on petition of Charles R. Bramlett, who seeks 1190 kc, 250-U (DA-1) in Torrance, Cal. He had asked that 1190-kc application of Robert Burdette, San Fernando, Cal., be thrown open to competition and that similar application of Huntington Park Broadcasting Co., Huntington Park, Cal., be dismissed. Latter 2 had gone through hearing in 1946-47, had been frozen—but protected—ever since. Commission declined to dismiss Huntington Park application but it removed the 2 applications from hearing.

Purchase of radio WGMS, Washington, by RKO Tele-radio (Vol. 12:13) was confirmed this week, price approximately \$400,000, Allen Kander the broker. M. Robert Rogers remains as mgr. Lawrence M. C. Smith, Philadelphia, 16% owner, filed suit in Wilmington, Del., asking sale be enjoined. He said he was in Europe during negotiations, wants to purchase full ownership himself—but Rogers says he doubts sale will be blocked by suit.

San Antonio Radio KTSA (5-kw, 550 kc, MBS-ABC) is being sold for \$306,000 to McLendon Investment Corp. (Gordon McLendon) by auto dealer O. R. Mitchell, who bought station for \$175,000 from *San Antonio Express* and *News* in 1954, when newspapers were required to sell after buying KENS-TV & KENS from Storer (Vol. 10:44).

Return to normalcy: *I Love Lucy* is back in No. 1 position in March ratings by both Nielsen & ARB; \$64,000 *Question* and *Ed Sullivan Show* are in 2nd & 3rd spots . . . Theatre to TV: West coast stage production of operetta "Rosalinda," which begins Los Angeles run this month, has been bought by NBC, will be colorcast July 23 on *Producers' Showcase* . . . Hollywood TV writers gaining: Writers Guild of America, West, reports gross earnings for west coast TV writers increased from \$1,441,500 for 10 months preceding Jan. 31, 1955, to \$4,583,500 for 10 months following . . . First production by Hal Roach Studios for station-owned Vitapix will be *Blondie* TV film series based on comic strip, due for showing on Vitapix stations beginning next Oct. . . . For movie spectacular, NBC-TV has been offered Jose Ferrer's "Moulin Rouge" before it's put into theatrical reissue. Deal would follow "Richard III" pattern, with NBC paying \$350,000, sharing in theatrical reissue proceeds. Network is thinking it over . . . Second movie to be serialized on *MGM Parade* will be Judy Garland-Gene Kelly "The Pirate," a 1948 release, to run April 18-25 & May 2 on the faltering ABC-TV show . . . Guild Films has bought full TV rights to works of Jack London . . . Most stations don't intend to increase amount of time devoted to feature films, despite influx of better and later movies, April 7 *Billboard* reports on basis of its latest "TV Editorial Advisory Board" survey . . . Sid Caesar tentatively scheduled to return to the Sat. 9 p.m. period he made famous on NBC-TV . . . Who says Britons don't like U. S.-style TV? Nielsen London area ratings give first place to BBC's *What's My Line?* (British version of the American show), while ITA's *Dragnet* gets No. 1 spot in London ratings of TV Audience Measurement (TAM). For new commercial Birmingham station, *I've Got a Secret* tops TAM survey . . . Touching public-service use of TV: Cooperating with Minnesota Welfare Dept., Minneapolis' WCCO-TV presents twice-a-week interviews with children for whom state has had difficulty finding permanent homes. Though children are completely unaware of it, purpose of program is to call the attention of prospective adoptive parents to them.

Daytime AM stations' petition for longer hours of operation was opposed this week by group of 20 stations represented by Pierson, Ball & Dowd, on grounds no factual data to support action was offered. The stations: WGR, Buffalo; WIND, Chicago; KLZ, Denver; WJLS, Beckley, W. Va.; WKNA, Charleston, W. Va.; KOB, Albuquerque; WKY, Oklahoma City; WSFA, Montgomery, Ala.; KFRE, Fresno; WWJ, Detroit; KSEL, Lubbock; WWDC, Washington; WDSU, New Orleans; KGLO, Mason City, Ia.; KDYL, Salt Lake City; WDEF, Chattanooga; WKJG, Ft. Wayne; WING, Dayton; WIRE, Indianapolis; WFOB, Fostoria, O.

TV station automation equipment, due for production before year's end, will be displayed by GE at NARTB convention in Chicago. As described by company, it's "an electronic device, operated by punched tape or cards, which automatically programs at the exact time all films, slides, network and audio required in station operation for a full 24-hour period." GE will also show new 2000-mc microwave relay system featuring "immediate warm-up."

Entering closed-circuit business meeting field, manufacturers sales firm Visual Electronics Corp., 11 W. 42nd St., N. Y., names Morris Mayers mgr. of closed-circuit operations. Mayers was gen. mgr. of closed-circuit operations for DuMont Network, and later for DuMont Broadcasting Corp. Visual is headed by James B. Tharpe, former DuMont transmitter sales mgr., and represents DuMont in some equipment sales fields.

**O**KLAHOMA'S first educational station, KETA, Oklahoma City (Ch. 13) was all set for test patterns this week end, plans program debut shortly. It's 20th educational starter, bringing total on-air boxscore to 466 (99 uhf). It has 10-kw RCA transmitter and 14-section supergain antenna on 1572-ft. tower it shares with KWTV (Ch. 9). Oklahoma Educational Authority also holds CP for KOED-TV, Tulsa (Ch. 11) and operates radio KNAD, Norman. John W. Dunn is director for broadcasting activities; Keith E. Stagg, ex-KEDD, Wichita, chief engineer.

WCBI-TV, Columbus, Miss. (Ch. 4) will start July 13 with 3-11 p.m. daily schedule carrying CBS and NBC shows, instead of month earlier as reported (Vol. 12:12).

WITI-TV, Milwaukee (Ch. 6, allocated to Whitefish Bay) is wiring 25-kw DuMont transmitter and hopes to begin test patterns about April 23, programming May 21 from permanent studios at Mequon, Wis. transmitter site, reports pres. Jack Kahn. Kimco 963-ft. tower with 6-section RCA superturnstile antenna has been ready since Nov. 25. Planned as independent outlet emphasizing color, it will begin with 50 hours of programming weekly, with all live shows in color, some feature films in color, as well as approximately 300 Paramount color shorts—and all local slides and film commercials will be produced in color. Wilmer E. McClenahan, ex-KCRG-TV, Cedar Rapids, Ia., will be asst. sales mgr., with Leon A. Dolnick promotion director. Base hour will be \$600. Rep will be H-R Television.

WSPA-TV, Spartanburg, S. C. (Ch. 7), despite court appeal by WAIM-TV, Anderson and WGVL, Greenville (Vol. 12:12), plans to begin test patterns April 10, reports pres.-gen. mgr. Walter J. Brown. It recently got FCC approval to build transmitter on Paris Mt., 6 mi. from Greenville and 34 from Anderson (Vol. 12:10). It has completed installation of 25-kw RCA transmitter, and antenna on 400-ft. tower formerly used by WFBC-FM. It will be CBS affiliate with \$525 base hour. Rep will be Hollingbery.

KFRE-TV, Fresno, Cal. (Ch. 12) expects to start as CBS basic June 5 after running test patterns "sometime in May," reports pres. Paul R. Bartlett. It has 10-kw

Week-long whoop-de-do marking opening of new \$500,000 TV-radio center for *South Bend Tribune's* WSBT-TV (Ch. 34) & WSBT, designed by Pereira & Luckman, begins April 9. Among guests expected at ceremonies will be Herb Shriner, Hoagy Carmichael, retired N. Y. Stock Exchange pres. Emil Schram and other Indiana-born celebrities. Also assisting at ceremonies will be CBS-TV pres. J. L. Van Volkenburg, FCC Comr. Rosel Hyde, CBS-TV station relations dir. Edward T. Shurick, newscaster Charles Collingwood.

Check for \$100,000 was presented by City Council last week to Metropolitan Philadelphia Educational Radio & TV Corp. to help cover first year's operating expenses of its proposed non-commercial Ch. 35 station, for which CP was received last week. Another \$100,000 has been authorized by City Council as part of 3-year financing plan. Station will probably request WHYY-TV call letters.

Experimental translator station to operate on Ch. 74-83 with 10 watts is sought by Adler Communications Labs, to be built at New Rochelle, N. Y. plant. Adler plans to pick up and rebroadcast N. Y. stations, estimated construction cost at \$10,000, yearly operating \$25,000.

Ground was broken last week for new WEWS studios at Euclid Ave. & E. 30th St., Cleveland. Upon completion in Dec., the station will have \$2,500,000 in TV facilities.

GE transmitter ready, plans to install 3-section directional Alford antenna on 188-ft. Stainless tower week of April 9. It will be 4th outlet in area already served by uhf stations KJEO & KMJ-TV, Fresno, and KVVG, Tulare. Base hour will be \$650. Rep will be Blair.

KVIT, Santa Fe, N. M. (Ch. 12) now hasn't target because of zoning delays, reports owner, Oklahoma City's Video Independent Theatres, which also owns 12½% of KWTV, Oklahoma City. Final hearing on zoning is set for May 23. Video Independent Theatres also holds CP for KSPS, Hot Springs, Ark. (Ch. 9), which is building mountain road to site before setting target.

WTVE, Elmira, N. Y. (Ch. 24), delayed from return to air by extremely hard winter, now hopes to resume by May 1, "if it ever quits snowing," writes v.p. & 30% owner John S. Booth. Other owners are pres. Thompson K. Cassel, 30%; Wm. W. Scranton, chief owner of Scranton's WARM-TV, 30%; and 4 local businessmen with 2½% each. It's replacing tower destroyed by hurricane in fall of 1954 (Vol. 10:45) with 700-ft. Truscon tower and RCA antenna on mountain-top site. Base hour will be \$150. Rep will be Forjoe.

WSES, Philadelphia (Ch. 29), granted March 28, hasn't completed construction plans or ordered equipment, but thinks it may be on the air in 6 months or so, reports exec. v.p. & 57% owner Theodore R. Hanff. Other owners are Community TV Systems pres. Murray Borkon, with 14%; garageman Isadore B. Sley, 28%. Rep not chosen.

KGMS-TV, Sacramento (Ch. 46), granted March 31, hasn't completed construction plans or ordered equipment, but hopes to get going within 6 months, reports gen. mgr. & ½ owner Irving J. Schwartz. City already has 2 vhf, 1 uhf. Rep not chosen.

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CHLT-TV, Sherbrooke, Que. (Ch. 7) plans to be on air June 15, reports Paul Desruisseaux, owner and publisher of Montreal's French-language daily *La Tribune*. Construction of transmitter house in Mount Orford Provincial Park began March 12 and 10-kw RCA unit is due May 1. Base rate will be \$300. Reps will be Adam Young's Canadian Station Representatives and Jos. A. Hardy & Co. Ltd.

Limit on alien ownership of Canadian TV & radio stations was proposed by CBC Board of Governors at March 28 meeting, following approval of transfer of 2677 out of 8000 shares outstanding of CKLW-TV, Windsor-Detroit (Ch. 9), with CKLW, to Thomas F. O'Neil's RKO Distributing Corp. of Canada Ltd. Board approved transfer on condition that there be no further transfer of ownership to non-Canadian interests and suggested that Govt. pass law to limit alien ownership in future to 20%, same as in U. S. Previously, Board turned down application to transfer CKLW-TV control to Paramount Windsor Theatres Ltd. because it interlocks with Famous Players Canada, which has interests in Kitchener & Quebec City TV stations (Vol. 11:50). Another Board action was to deny transfer of control of radio CKNW, New Westminster, B. C. to group comprising Southam Co. (Southam Newspapers), Inglewood Investments Ltd. & Muro Investments Ltd.—on ground of excessive multiple ownership. Newspaper chain has interest in TV-radio in Calgary, Alta. & Hamilton, Ont., as well as AMs in Edmonton, Alta. and Ottawa, Ont. Board approved alternate plan to transfer CKNW to Inglewood & Muro.

General Precision Lab has shipped video recording equipment to educational WCET, Cincinnati (Ch. 48). Company says 18 of the 20 educational starters now have its kinescope recording gear.

**MORE PRESSURES IN COMPETITIVE TV MARKET:** Philco's multi-million-dollar shift to mechanization in TV production, Stromberg-Carlson's formal discontinuance of TV output, more rumors of impending deals among smaller manufacturers -- all provided new evidence this week of how tough the TV competition has become.

Reese B. Lloyd, Philco v.p. for TV, informed the 6000 TV production workers that company is starting to change over to mechanization "in order to stay in business in Philadelphia." In 10-p. statement to employes, released only few days before negotiations were to begin with IUE on new contract, Lloyd said no reduction in work force is contemplated as result of mechanization program, but warned:

"Philco is now up against the keenest competition in its entire history in TV from giants like RCA and GE and from hard-hitting smaller companies like Zenith, Motorola and Admiral. As we examine our present situation, we find that in many cases we are losing business to our competitors because our prices are too high."

Whether lower production costs would mean lower retail TV prices in immediate future wasn't stated, and spokesman declined to comment. It's known, however, that some of the sets to be introduced in June will be produced by mechanized equipment.

The cost problem of producing TV sets in Philadelphia, one of highest-paid labor markets in nation, was effectively treated by Lloyd's statement. He said that Philco was forced to close its Croydon, Pa. TV plant in Feb. because of high production costs and declared that it was determined not to make the same mistake in Philadelphia. "We believe that together we can win this fight for our economic lives in Philadelphia, and that's what we are setting out to do," he commented.

He said some Eastern set manufacturers have moved to Midwest -- an apparent reference to RCA's shift of TV production from Camden, N.J. to Bloomington, Ind. -- and stated: "We have given it a lot of careful, painstaking analysis, and we are confident that a fair day's work for a fair day's pay can lick our Philadelphia TV production problems." He said new program promises "more jobs and more security."

James M. Skinner Jr., new Philco pres., appealed to all workers to support new program, saying: "The whole future of Philco in Philadelphia is wrapped up in this undertaking." An IUE spokesman expressed confidence that workers would go along, declaring: "If Philco didn't adopt this, they wouldn't stay in business."

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Stromberg-Carlson's suspension of TV production came as no surprise, as such a move had been rumored before and since company was taken over by General Dynamics last year. It will stay in radio-phonograph production, however (details on p. 12).

Rumors involving proposed sale of 2 other TV companies were published this week -- and both drew emphatic denials. One had IT&T offering Capehart-Farnsworth for sale to several companies, including Sylvania. Latter referred all inquiries to IT&T, which declared in name of pres. Wm. H. Harrison: "There's absolutely nothing to it." IT&T's annual report noted that Capehart-Farnsworth operated unprofitably in 1955 and said company's trend is "away from consumer goods" (see p. 13). Rumor mill also had Montgomery Ward buying Crosley-Bendix home appliances div. but this too drew denials from both parties.

Brief highlights of other major trade developments this week:

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**Westinghouse Swings Back:** Details of a massive comeback program aimed at production of 450,000 black-&-white and at least 10,000 color sets this year were revealed April 2 at luncheon in 21 Club, N.Y., by key Westinghouse consumer products officials headed by v.p.-gen. mgr. Chris J. Witting. Over-all objective is to boost consumer products sales by 35% over 1955 levels in last 9 months of year, Witting said. A 156-day strike at 30 Westinghouse consumer products plants ended March 21.

Witting said bulk of a \$32,000,000 corporate ad budget for 1956 would support the consumer products push. He said: "We confidently expect sales of Westinghouse consumer products will reach the billion-dollar mark within a very few years." As for TV-radio plans, gen. mgr. Edward J. Kelly said company would shortly introduce a 17-in. portable and, later in the year, a 14-in. portable. He commented: "We are certain that through the combination of price, dealer discount, overall size and weight, Westinghouse will find a big market in this area. Revelation of our portable TV set program to some of our key distributors already has them watering at the mouth for the movement and profit which they foresee in this field." Color output will start within 30 days, he said, indicating that table model will be \$695. At least 3 other color sets will be in the line, all with 22-in. glass rectangular tubes offering viewable area of 248-sq. in.

**Tube Measurement:** Philco this week petitioned Federal Trade Commission for reconsideration of Rule 9 of trade practice rules relating to measurement of screen sizes in TV receiver ads. It was the first formal petition filed with FTC since adoption last year of rule which has caused considerable confusion in industry, resulting in widespread revisions of ads and, in some cases, delays in TV ad campaigns (Vol. 12:13). Predicting FTC's action on Philco's petition is hazardous, because FTC itself is known to be divided on the question. Commission staff is currently working on recommendations to be sent to Commissioners on Philco petition, which stated: "The objectives of this rule have never been clear, and the industry has always insisted that adoption of the rule would result in public confusion. Since its effective date, Dec. 28, 1955, the confusion which the industry predicted has in fact been created, and at the moment there is no generally accepted standard for designating the relative size of TV receivers." It scoffed at FTC contentions that industry's practice of designating screen sizes by diagonal measurement was in any way deceptive, declaring: "More than 43,000,000 TV receivers with size designations based on this measurement have been sold, and it is estimated that 7 out of every 10 homes are now equipped with TV receivers. Sales of this magnitude have not resulted from confusion of the public, but on the contrary, the public has accepted the historic method of comparative size designation used by the industry."

**Production:** TV output totaled 122,370 for week ended March 30, compared to 131,224 preceding week and 131,963 week ended March 16. It was year's 13th week and brought production for first quarter to about 1,830,000, compared to 2,188,000 in first 3 months of 1955. Radio production totaled 246,302 (85,104 auto) week ended March 30, compared to 258,394 preceding week and 276,983 week before. Radio output in first quarter was about 3,640,000, as against 3,450,000 in same period of 1955.

**DISTRIBUTOR NOTES:** Admiral appoints newly formed Adams Distributing Co. Inc., 5 No. 2nd St., Ft. Smith, Ark. (Carl B. Adams, pres.), replacing R & M Distributing Co., being dissolved . . . Philco appoints TCR Distributors, Decatur, Ill., covering northwest Ill. territory of Williams Inc., Peoria, dissolved . . . DuMont reopens Chicago factory branch at North Pier Terminal, headed by Jack Chichester, ex-Sentinel & Magnavox . . . Capehart-Farnsworth appoints newly formed Rubinger-McAllister Corp., Park-Sheraton Hotel, N. Y.; principals are David H. Rubinger, ex-v.p. of Gross Distributors, N. Y. (Stromberg-Carlson) & W. R. McAllister, ex-Capehart-Farnsworth eastern regional mgr. . . Whirlpool-Seeger appoints RCA outlets Sea Coast Appliance Distributors Inc., 1481 NW 22nd St., Miami (A. L. Carr, pres.) & Ohio Appliances Inc., 1171 Goodale Blvd., Columbus, O. (R. C. Euchenhofer, pres.) . . . Trav-Ler Radio to open factory sales branch, Trav-Ler Northwest Sales Co., Portland, Ore., serving Ore., Wash., Ida. & Alaska . . . Guild Radio & TV Co., Inglewood, Cal. manufacturer of own Guild & private label brands, opens branch office at 146 E. 34th St., N. Y. (Wm. Mooza, mgr.) . . . Ohio Appliances Inc., Dayton (RCA-Whirlpool) appoints Joseph A. Nauer, ex-Crosley-Bendix, as sales mgr. . . Baltimore Gas Light Co., Baltimore (sylvania) pro-

notes Everett Catterton to sales mgr., replacing George Hoelflich, resigned . . . Graybar promotes E. R. Yonkers to eastern district mgr., succeeding Herbert Metz, retiring May 1; Wayne J. Berry promoted to southeast district mgr., succeeding Louis G. Field, also retiring May 1; D. B. Eardley named mgr. of Salt Lake City branch, succeeding B. L. Leavy, now asst. district mgr. at St. Louis . . . Raymond Rosen & Co., Philadelphia (RCA) appoints Robert J. Boyle sales promotion mgr., replacing Cary Austin, resigned . . . Associated Distributors, Columbia, S. C. (Admiral) appoints Clyde T. Collins as district mgr. . . Lincoln Sales Corp., Baltimore (Bendix Radio) moves to 930 E. Monument St. . . Admiral appoints H. A. McRae & Co. Inc., 155 River St., Troy, N. Y. (A. J. Dupont, pres.) . . . Sylvania appoints Radio Trade Supply Co., 1224 Grand Ave., Des Moines (Crandall Lassaux, v.p.-gen. mgr.) . . . CBS-Columbia appoints Kelvinator div. of American Motors Sales Corp., 1600 St. Charles Ave., New Orleans (B. C. McCoy, zone mgr.) . . . DuMont appoints Western Massachusetts Distributors Inc., 1 Belmont Ave., Springfield (Arthur E. Beggs, pres.) . . . Electric Ltd., Brantford, Ont., which markets Capehart TV-radio products manufactured by Canadian Westinghouse, appoints H. P. Willson & T. E. Cordell as factory district mgrs.

**Topics & Trends of TV Trade:** Stromberg-Carlson suspended TV production indefinitely this week, climaxing months of indecision and speculation (Vol. 12:2, 4), but will expand its output of radios, phonos & high-fidelity equipment. Pres. Robert C. Tait announced:

"The name of Stromberg-Carlson has been an honored one in the field of home entertainment since 1924, when we were one of the pioneers in the production of home radio receivers. Since that time our company has contributed substantially to the advancement of the industry, being the first to introduce many features that have since been universally accepted and adopted.

"Stromberg-Carlson in the TV business has always occupied a position as a producer of a limited number of instruments built primarily for fine performance rather than price appeal. However, in recent years the increasing costs of maintaining our traditional high quality have required us to scrutinize this phase of our operations more closely than ever before, for this policy has made consistently profitable operation especially difficult for our radio-TV division."

Tait said TV production facilities have been converted to output of telephone equipment and electronics products for armed forces. Virtually all TV personnel have been absorbed in these activities, he said.

Tait said decision to suspend production of TV receivers was reached after more than a year of careful study, and after survey of field by independent research organization. He declared that company would review the TV situation this fall and would decide then whether to resume TV output. He suggested possibility that color sets only would be produced then.

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Big, long-rumored appliance merger was consummated this week when Borg-Warner Corp., parent of Norge, purchased controlling interest in air conditioner manufacturer York Corp. for more than \$40,000,000. York, supplier of air conditioners for several TV manufacturers, will be operated as div. of Borg-Warner. Subject to approval of stockholders, each York shareholder will receive 1/2 share of Borg-Warner common and \$2 cash for each share of York common. Borg-Warner closed April 6 on N. Y. Stock Exchange at 50 1/4, York at 26 3/8.

Sylvania changed warranty policy covering receiving tubes last week, requiring distributors to return defective tubes to factory warehouses to take advantage of 5% credit. Harold H. Rainier, mgr. of distributor tube sales dept., said receiving tubes for renewal use are warranted against defects in workmanship, materials & construction for length of time to be determined by code dates on tubes.

Douglas Roesch Inc., Los Angeles, manufacturer of remote-control Douglas TV sets and other electronic products, was purchased this week by Hall-Scott Motors Co., Berkeley, Cal., producers of automotive engines. It will continue current operations as a Hall-Scott subsidiary, with pres.-founder Douglas J. Roesch becoming v.p.-gen. mgr. of its electronics div.

Admiral increased Eastern list prices of 2 TV models by \$30 each this week, in move attributed to higher cost of materials. A 21-in. table model was raised from \$200 to \$230, 21-in. console from \$270 to \$300. Admiral also increased its remote control accessory from \$20 to \$25 for those models.

Magnavox's first transistor radio, called "Companion" and priced at \$64.50, is being shipped to dealers. It weighs 20 oz., has 6 transistors & one germanium crystal rectifier.

Olympic Radio adds 17-in. table model at \$130 in mahogany or grained oak.

**Trade Personals:** Howard Letts, mgr. of RCA record operations, elected v.p. & operations mgr. of record div., succeeding Lawrence Kanaga, now v.p.-gen. mgr. of record div.; George Marek, mgr. of record album dept., also elected a v.p. . . . George T. Stevens, pres. of own appliance distribution firm, George T. Stevens & Assoc., Chicago, named Whirlpool-Seeger director of merchandise development. . . Paul T. Clark named gen. mgr. of technical products div., Corning Glass . . . Paul A. Hilton promoted to new post of mgr. of DuMont factory branch operations, headquartering at TV receiver plant in E. Paterson, N. J. . . . E. B. Freeman, Admiral New England regional mgr., transferred to Chicago as midwest regional mgr., replacing Walter M. Davis, resigned . . . Mrs. Charlotte S. De Armond resigns as Hoffman Electronics public relations director to set up own public relations counselling firm at 6902 Teesdale Ave., No. Hollywood, continuing to serve Hoffman as consultant; Wm. Herrman promoted to news bureau mgr. in realignment of public relations functions . . . Wm. J. Roach, ex-N. Y. Telephone Co., joins Sylvania public relations dept., N. Y., as project mgr. . . . Hershner Cross promoted to mgr. of GE's marketing specialization consulting service . . . James J. Loney, ex-George Spencer Co., Minneapolis (Admiral), appointed Capehart-Farnsworth regional merchandiser for Minn. & Wis. . . . Sidney A. Schneider, ex-American Television Co., named service mgr., Crescent Industries . . . Marshall E. Minich promoted to finance mgr. of GE broadcast equipment section, Russell E. Norem to finance mgr. of communication equipment . . . John S. Lewis promoted to CBS-Columbia regional sales mgr., covering W. Va., Ky., Tenn. & Ark., reporting to sales director David J. Hopkins . . . Richard Rochek promoted to Magnavox mgr. for Ore., headquartering in Portland.

Looks like a record year for records, says April 4 *Variety*, estimating retail gross of \$300,000,000 for phono record industry this year. What's worrying record companies, says story, is that retailers won't be able to keep pace with rest of industry. It says the 7000 retail record outlets are insufficient, and many of them use antiquated merchandising methods.

James M. Skinner Jr. formally assumed presidency of Philco following April 6 board meeting, which also re-elected Wm. Balderston as chairman. Skinner, whose father was pres. from 1929-39, succeeds James H. Carmine, who continues as director, member of finance committee & special consultant on sales & merchandising (Vol. 12:7).

Marcus A. Hollabaugh resigns as chief of Justice Dept. special litigation section, where he was key figure in preparing still-pending anti-trust suit against RCA patent structure, to become chief counsel to Senate subcommittee on patents, trademarks & copyrights.

Hoffman Electronics' new 14-in. portable, weighing 26 lb. and priced at \$130, was introduced this week. Called "Featherlite," it has aluminized tube, measures 13 3/4 x 10 5/8 x 15 1/4. It has V-type telescopic optional antenna.

CBS-Columbia's "dollars into scents" promotion broke this week, in which samples of Sortilege perfume, advertised on *Arthur Godfrey & His Friends* on CBS-TV, were mailed to agencies & press—along with promotional material on CBS TV sets.

Rudolph F. Blash, 70, founder & chairman of Webster-Chicago Corp., died April 3 of heart attack at his home in Ft. Lauderdale, Fla. He formed Webster Novelty Co. in 1914, changed it to Webster-Chicago in 1918, served as its pres. until April 1954 and sold controlling interest last June to industrialist Titus Haffa, its current pres. He is survived by his widow.

**Financial & Trade Notes:** Westinghouse lost \$16,000,000 in first quarter of 1956, as result of 156-day strike at 30 consumer products plants, pres. Gwilym A. Price told annual stockholders meeting April 4. Strike ended March 21. Loss amounted to about \$1 a share, comparing with net profit of \$12,782,000 (75¢) in first quarter of 1955 and loss of \$1,037,000 (9¢) in 4th quarter of 1955. Strike cost company \$300,000,000 in billings, he said.

Earnings will be adversely affected during second quarter because of delay in billings, said Price, adding that he hoped present dividend rate will be maintained and that in future Westinghouse would allot about 50% of its net earnings for dividends. "The financial structure of the company has remained sound through the rigid economic measures effected during the strike," he said.

"With production just getting under way at many of our plants, it is impossible to forecast accurately what the results are likely to be in the second quarter," he commented. "For all of our consumer products—refrigerators, ranges, TV receivers, lamps and many others—and also for numerous of our industrial products, it will require weeks and in some cases months to refill the pipelines to our distributors and dealers."

[For details of Westinghouse's TV-radio-appliances "comeback" plans, see p. 10.]

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IT&T set new sales and profit records for 1955, with consolidated net sales of \$448,378,128 and net income of \$23,070,327 (\$3.21 a share), compared to 1954's net sales of \$372,638,805 and income of \$20,068,525. However, financial report stated that TV-radio manufacturing subsidiary Capehart-Farnsworth's sales "were not up to expectations, particularly in TV, and operations for the year showed a loss." Color TV manufacturing, it said, will probably be continued "just so we can keep our hands in the field, [though] we're losing money in that particular field, just like all color TV set manufacturers are." Farnsworth Electronics Co.'s first year was a success, report said, and further expansion is due this year. IT&T's trend is "away from consumer goods and into the more specialized fields where we can put to good use our research & development facilities." Report dwelled on expansion in electronics, with emphasis on "unlimited possibilities for expansion and service in automation and the control of atomic power for peacetime use." There was no mention of current negotiations for merger with office equipment & computer manufacturer Underwood Corp., which officials in both companies conceded were in progress last week.

GE plans public offering of \$300,000,000 of debentures later this spring—its first public financing since 1920. Proceeds will be used for capital expenditures, working capital and retirement of bank loans. It will be one of largest blocks of corporate debt securities ever underwritten for public offering. Details will be disclosed when registration is filed with SEC, expected within 2 weeks. GE issue will be underwritten by nationwide group of investment firms headed jointly by Morgan, Stanley & Co. and Goldman, Sachs & Co. GE 2 weeks ago borrowed \$100,000,000 from commercial banking sources to provide funds for its March 15 income tax payment, first time since 1946 that company has borrowed for any purpose.

Wells-Gardner & Co. earnings last year rose to record \$1,221,856 on peak sales of \$26,646,745, up from \$911,340 on \$21,200,318 in 1954. Annual report stated that increase in civilian business more than compensated for decline in Govt. sales.

P. R. Mallory & Co. earned \$2,225,649 (\$2.04 per share) on sales of \$63,931,811 in 1955, compared to \$1,071,803 (79¢) on \$54,630,091 in 1954.

**COMPENSATIONS** paid in 1955 to officers-directors of TV-radio-electronics companies whose financial reports have been summarized during recent weeks; these are as reported in proxy statements (figures in parentheses indicate number of shares of common stock held):

**RCA**—David Sarnoff, chairman, \$200,000 (15,000); Frank M. Folsom, pres., \$197,991 (13,108); Elmer W. Engstrom, senior exec. v.p. & exec. v.p. for research-engineering, \$96,982 (743); Charles B. Jolliffe, v.p. & technical director, \$79,723 (673); John T. Cahill, gen. counsel, \$3450 (500) out of \$425,000 legal fees paid to firm of Cahill, Gordon, Reindel & Ohl, of which Cahill is senior partner. In addition, directors receiving compensation and holding stock were Harry C. Hagerty, \$16,800 (100); John Hays Hammond Jr., \$700 out of \$60,000 paid for research laboratory services to Hammond Research Corp., of which Hammond is pres.; George L. Harrison, \$8800 (1000); Mrs. Douglas Horton, \$6550 (300); Harry C. Ingles, \$12,900 (100); Edward P. McGrady, \$17,550 (200); Wm. E. Robinson, \$950 (100); Walter Bedell Smith, \$1810 (100).

**CBS Inc.**—Wm. S. Paley, chairman, \$225,000 (120,199 Class A, 694,467 Class B); Frank Stanton, pres., \$281,522 (106,138 & 31,288); Edward R. Murrow, \$316,076 (936 & 624), primarily as news commentator, excluding \$105,600 royalties to Persons to Persons Corp., of which he, his son & mother beneficially own 32½%; J. L. Van Volkenburg, pres. of CBS-TV, \$115,000 (8115 & 624); Arthur Hull Hayes, pres. of CBS Radio, \$42,307 (122 & 0); Henry C. Bonfig, pres. of CBS-Columbia, \$40,154 (none); Charles F. Stromeyer, pres. of CBS-Hytron, \$59,999 (7110 & 6856); James B. Conkling, pres. of Columbia Records, \$74,999 (0 & 312). In addition, Bonfig & Hayes each has option to purchase 7650 shares of Class A common at \$27.94 & \$21.81, respectively. Bonfig's options are exercisable for 6 years starting June 8, 1956; Hayes' options are for 6 years starting Nov. 11, 1956.

**Admiral**—Ross D. Siragusa, chairman-pres., \$103,715 (245,467); John B. Huarisa, exec. v.p. & treas., \$103,715 (99,731); Wallace C. Johnson, v.p., \$54,340 (2200); Vincent Barreca, v.p., \$40,965 (435); Edmond I. Eger, v.p., \$49,288 (none). In addition, Siragusa's wife, Irene O. Siragusa, personally owns 430,620 shares and together they own 240,480 shares as trustees for their children. Huarisa's wife, Wanda Huarisa, owns 13,294 shares and 7200 together as trustees for daughter; Barreca's wife, Marjorie Barreca, owns 400.

**Emerson**—Benjamin Abrams, pres., \$60,008 (228,876); Dorman D. Israel, exec. v.p., \$31,980 (1364); Max Abrams, secy.-treas., \$39,936 (80,900). In addition, Benjamin Abrams owns 26,869 shares as trustee under various trusts for members of his family, his wife owns 12,470 shares, and aggregate of 63,170 is owned by 3 charitable membership corporations of which Mr. & Mrs. Benjamin Abrams and Mr. & Mrs. Max Abrams are members. Max Abrams also owns 6590 shares as trustee for members of his family, his wife owns 2800 shares, their 2 sons own 26,073.

**DuMont**—Allen B. DuMont, chairman, \$50,000 (38,601); Wm. H. Kelley, v.p.-gen. mgr., \$45,000 (none); Irving G. Rosenberg, v.p.-technical products & govt. manufacturing, \$40,000 (none). In addition, Dr. DuMont holds 8000 shares of common in irrevocable trust for benefit of son Allen B. DuMont Jr.

**Storer Broadcasting Co.**—George B. Storer, pres., \$75,500 (14,640 common & 1,278,250 Class B common); J. Harold Ryan, senior v.p., \$20,616 (5500 & 100,000); Lee B. Wallis, exec. v.p., \$11,228 (13,000 & 0); Stanton P. Kettler, v.p., \$55,285 (11,200 & 0); Wm. E. Rine, v.p., \$49,418 (10,000 & 0); George B. Storer Jr., v.p., \$36,178 (2046 & 0); Charles V. McAdam, director, \$200 (5000 & 0).

**Hazeltine**—Jack Binns, chairman, \$51,100 (4000); W. A. MacDonald, pres., \$55,575 (2300); Jennings B. Dow, exec. v.p., \$35,704 (600); L. B. Dodds, pres. of Hazeltine Research, \$49,999 (300); W. M. McFarland, exec. v.p. of Hazeltine Electronics, \$32,425 (310).

**Zenith**—E. F. McDonald Jr., pres., \$204,280 (44,193); Hugh Robertson, exec. v.p., \$199,230 (1378); Leonard C. Truesdell, v.p. & director of sales, \$85,200 (none); Joseph S. Wright, v.p. & gen. counsel, \$61,999 (110).

**Whirlpool-Seeger**—Walter G. Seeger, chairman, \$75,000 (40,246); Elisha Gray II, pres., \$100,313 (30,900); John S. Holl, v.p., \$80,000 (55,687).

**Texas Instruments**—J. Erik Jonsson, pres., \$63,600 (505,219); Patrick E. Haggerty, exec. v.p., \$60,300 (149,859); Cecil H. Green, v.p., \$65,497 (406,314); Fred J. Agnich, exec. v.p. of subsidiary Geophysical Service Inc., \$38,019 (32,905). In addition, Jonsson owns 3400 shares as trustee for associate.

**Philco**—See Vol. 12:11, p. 16.

Terms of contract with pres. David T. Schultz were revealed by DuMont in proxy statement for May 7 meeting, mailed to stockholders this week. The former Raytheon senior v.p. has 5-year contract at \$75,000 a year, continuing through end of 1960 and renewable for another 5 years on same terms. On 6 months notice by either the company or Schultz, agreement may be modified to provide for his employment on part-time consultant basis for remainder of the additional 5-year period, at \$30,000 a year. Subject to stockholder's approval, Schultz was given option to buy 25,000 shares of DuMont stock at \$9.81¼ after Jan. 3, 1958 and before end of 1965. Stock closed April 6 at 8½.

Collins Radio earned \$2,197,271 (\$1.38 per share) on sales of \$67,103,794 for 6 months ended Jan. 31, compared to \$1,495,572 (98¢) on \$48,214,224 in same period of preceding fiscal year. Backlog of orders totaled \$125,000,000 on Jan. 31, as against \$155,000,000 same date year ago.

**Color Trends & Briefs:** Color will be featured heavily at NARTB convention in Chicago's Conrad Hilton hotel April 15-19, both at exhibits and in technical papers.

RCA plans extensive display of both live and film color equipment, including new optical filter for converting 3-V film camera to handle lenticular film. DuMont will emphasize its live "Vitascan" equipment as well as film "Multi-Scanner." Coincident with convention will be department store demonstrations with "Vitascan" by Owens-Corning "Color Cavalcade" (Vol. 12:7) at nearby Carson, Pirie, Scott & Co. store. GE reports it will show new color-gain amplifier for adjusting color density for slides & film.

In technical sessions, April 16 will be devoted completely to color, featuring papers on following subjects: systems planning, Chester A. Rackey, NBC; lighting, Edward Tong, WDSU-TV, New Orleans; monitor, Charles A. Cady, General Radio; test transparencies, Edward P. Bertero, NBC; receiver installation, E. R. Klingeman, RCA Service Co.; plug-in video equipment, Wilfrid B. Whalley, CBS; studio systems planning, Andrew F. Inglis, RCA; film reproduction, H. N. Kozanowski, RCA; test procedures, John W. Wentworth, RCA.

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Sales of more than 1700 color sets in Philadelphia market have made RCA distributor Raymond Rosen & Co. leader in the nation, Wm. J. Strandwitz Jr., mgr. of Rosen's RCA div. told Sales Managers Assn. of Philadelphia last week. He attributed results primarily to free home demonstrations. During recent "color TV week" promotion, he stated, dealers sold 73% of the 257 sets demonstrated.

Second full year of live colorcasting was concluded April 8 by WKY-TV, Oklahoma City, first station out of N. Y. to employ live color cameras. Station color coordinator Aaron Britton reports that station has offered more than 450 hours of live color during the 2 years, including full-hour colorcast of symphony in low-key lighting and closed-circuit surgery.

Sales of 300,000 color sets this year were predicted by Dr. Alfred N. Goldsmith at color film forum of National TV Film Council in N. Y. last week. Chairman of NTFC, he estimated color and monochrome sales would be equal by 1960. Forum agreed that standardization in color film is needed, is considering starting with publication of manual on color gradations and grey scale.

Full-scale live opera colorcast was scheduled for April 7 by KMTV, Omaha, first of its kind to originate from station other than network key. Opera is "Prodigal Son," presented by Omaha Lyric Theatre, full orchestra, cast of 35.

DuMont shipped color scanner and 2 color monitors March 29 to upcoming WRVA-TV, Richmond (Ch. 12), due this month.

National Telefilm Assoc., film syndication firm headed by Ely A. Landau, reports net income of \$145,051 (22¢ per share) in 6 months ended Jan. 31, compared to net loss of nearly \$300,000 in full 1955 fiscal year. Exhibition contracts written in 6-month period aggregated record \$2,423,483, compared to \$1,548,631 in preceding 6 months. Deferred film rental income totaled \$1,248,701 on Jan. 31, compared to \$526,835 on July 31, 1955—increase attributed primarily to acquisition of group of Grade A features from David O. Selznick.

Gabriel Co. 1955 sales were \$15,295,612, net income \$262,923 (45¢ a share) vs. \$18,310,269 & loss of \$23,891 in 1954. Sales in quarter ended Dec. 31 were \$4,990,750 and profit \$193,018 (36¢) vs. \$3,856,413 and loss of \$113,193 in same 1954 quarter.

## Network Color Schedules

(April 9-22, 1956)

- April 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- April 13—NBC: *Howdy Doody*, 5:30-6 p.m.
- April 14—NBC: *Max Liebman Presents*, "Marco Polo," 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30.
- April 15—NBC: Segments of *Wide Wide World*, 4-5:30 p.m.; *The Sunday Spectacular*, "Salute to Baseball," 7:30-9 p.m.
- April 16—NBC: *Howdy Doody*, 5:30-6 p.m.; segments of *Camel News Caravan*, 7:45-8 p.m.
- April 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- April 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 21—CBS: *Gene Autry Show*, 7-7:30 p.m.
- April 22—NBC: *Zoo Parade*, 3:30-4 p.m.

Russians have chosen compatible color, according to London United Press dispatch reporting Radio Moscow broadcast. The UP report: "Soviet scientists are working on a new type of TV which combines color and black-&-white images on the same screen, Radio Moscow reported today. The broadcast said the system makes for better televiewing and is based on the principle that the human eye does not distinguish the colors of very small images. Only large objects will be shown in color, it added, and the new system will permit reception of color programs on ordinary sets."

First color TV films produced by church group is "This is the Answer" series offered by Southern Baptist Convention. Thirteen of the half-hour dramas already have been produced at cost of \$350,000, are being offered stations. Each film presents parable from New Testament dramatized in modern setting.

Joint campaign this fall by RCA and Cluett Peabody & Co. (Arrow Shirts), built around theme "The Look of Compatible Color," will promote color set and shirt sales in full-color double-page ads in *Life* and *Saturday Evening Post*, commercials on NBC-TV's colorcast *Producers' Showcase*.

It's not too early for advertisers to prepare for color, Westinghouse engineering v.p. Ralph N. Harmon told district meeting of Advertising Federation of America in Canton, O. April 6. He said color isn't necessarily "just around the corner," but he noted that product re-design, etc. is a long-term job.

"Jumbo" 26x20-in. schematics of 3 Hoffman color sets are included in 36-p. service bulletin available from Hoffman distributors for \$1.25.

RCA Shipped 3-V color film camera March 30 to KARD-TV, Wichita, Kan. (Ch. 3).

Offer of \$50,000,000 for RKO studios has been turned down by parent General Tire & Rubber Co., pres. Wm. O'Neil told stockholders at meeting in Akron this week. He says the movie company is carried on parent company's books for less than \$2,000,000. Though General Tire paid \$25,000,000 for the movie company, it has already gotten back well over that amount on the property—its most spectacular deals being sale of feature backlog to C&C Television for \$15,200,000 and sale of 2 unreleased films to Howard Hughes (from whom studio was purchased in first place) for \$12,000,000 (Vol. 11:53 & 12:1).

Avco Mfg. Corp. reports consolidated net income of \$665,300 (7¢ per share) on sales of \$88,763,084 in 3 months ended Feb. 29, compared to \$579,445 (6¢) on \$70,266,747 in corresponding quarter of preceding fiscal year.

**Electronics Reports:** Increase in electronics procurement is planned by Armed Forces for fiscal year beginning July 1, 1956, though it's difficult to say how much, because of the role of electronics in basically "non-electronic" procurement. However, about 10% of Defense Dept.'s requested \$10.3 billion for procurement in total \$35.6 billion budget for fiscal 1957 is earmarked for electronics-communication.

This breakdown was released by House Appropriations subcommittee in record of recent Defense Dept. budget hearings. As described by asst. Defense Secy. W. J. McNeil, new budget "requests \$1.009 billion for electronics and communications equipment. This is just about 3 times the amount provided in fiscal year 1956, and reflects for the most part the high cost of expanding and improving our extensive system of radar defenses and related communication system."

Actual electronics-communications expenditures "are expected to total \$745,000,000 during fiscal year 1957 compared with \$671,000,000 in the current fiscal year," McNeil said. "It should be noted that this category does not include expenditures for electronic equipment installed as integral components in aircraft, ships, missiles and other military equipment, expenditures for which are also expected to increase in fiscal year 1957."

As to missiles, Defense Dept. is requesting total obligational authority of \$1.776 billion, compared with \$938,000,000 in fiscal 1956. Expenditures for missiles are due to total \$1.276 billion vs. \$976,000,000 in current fiscal year. Total of \$1.532 billion is requested for all types of research & development, \$112,000,000 more than provided in fiscal 1956.

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Survey of 84 digital computer systems—with descriptions, illustrations, applications and data on operations, reliability, cost, delivery time, etc.—has been released by Army through Commerce Dept.'s Office of Technical Services. Report PB 111996, *A Survey of Domestic Electronic Digital Computers* (271 pp., \$4.75) is available from OTS, Commerce Dept., Washington 25.

New textbook on transistors, including sections on materials & techniques, devices, fluctuation noise, test & measurement equipment and applications, has been published by RCA Labs. *Transistors I* (676 pp., \$4.50) contains 31 papers never before published, together with other previously published material. Copies are available from *RCA Review*, RCA Labs, Princeton, N. J.

Six new power transistors, including 12-volt types suitable for audio output stage of auto radios, were announced this week by Clevite Transistor Products. New brochure, listing specifications and performance characteristics of all Clevite transistors, is now available from company at 241 Crescent St., Waltham 54, Mass.

Indiana Steel Products Co. this week purchased Hayward Tyler Foundries Ltd., Kitchener, Ont., producer of stainless steel castings, which will be operated by newly organized subsidiary Indiana Steel Products Co. of Canada Ltd. Henry Barnett, ex-pres. of Hayward Tyler, is pres. of new subsidiary.

January transistor sales at factory level totaled 572,674, worth \$1,893,250—highest for any month on record—according to RETMA statistical dept. Due to a RETMA error, an incorrect Jan. figure was given in our story on transistors last week (Vol. 12:13).

New catalogs of govt. technical reports on transistors (CTR-310), magnetic amplifiers (CTR-244) and cermets (CTR-319) are available at 10¢ each from Office of Technical Services, Commerce Dept., Washington 25 (order by catalog number).

**TOP DEFENSE** contractors were listed again by Pentagon this week, showing GE still No. 1 among companies heavily in electronics. New lists of 100 biggest U. S. prime contractors are divided into 3 periods—from Korean war period in July 1950 through June 1955; for 2 years ended June 1955, and for first 6 months of 1955. Defense Dept. says latter period should be "more representative of current peacetime procurement programs."

On over-all 1950-1955 list, General Motors is No. 1, with \$6.874 billion in total contracts. Except for GE (4th), all rest of top 10 are aircraft companies (including General Dynamics, 7th place).

We've taken all 3 new "top 100" lists, excerpted companies which are identified with electronics and related products and combined them into one list, showing net amount of contracts and ranking among defense contractors for each of the 3 periods. Dashes after a company's name means it was not among top 100 prime contractors for that period. The defense electronics giants (all dollar figures in millions):

Company	July 1950- June 1955		July 1953- June 1955		Jan.-June 1955	
	Contracts	Rank	Contracts	Rank	Contracts	Rank
General Electric	\$4,003.2	4	\$428.3	9	\$268.8	6
General Dynamics	3,109.6	7	966.7	5	374.4	2
AT&T	1,908.9	12	409.7	11	151.1	12
Sperry Rand Corp.	1,343.5	15	234.4	15	65.5	19
Bendix Aviation	1,269.7	16	336.3	14	122.0	13
Hughes Tool Co.	1,187.2	17	—	—	171.0	11
Westinghouse	1,162.9	18	—	—	14.8	67
RCA	801.7	22	126.4	25	49.4	22
Avco	566.0	29	105.2	28	43.7	26
IT&T	532.3	30	101.9	30	—	—
Philco	462.3	38	123.5	26	58.0	21
Raytheon	414.6	40	91.1	34	40.4	28
Collins Radio	381.1	44	48.9	57	39.5	30
Hazeltine Corp.	213.5	62	54.0	48	22.4	53
Mpls.-Honeywell	207.8	63	50.1	55	18.3	59
Amer. Bosch Arma.	203.3	65	35.5	76	18.5	58
Sylvania	194.1	67	43.1	63	—	—
Gilfillan Bros.	183.2	69	52.3	52	30.1	40
Motorola	172.3	76	49.9	56	19.5	56
Admiral	150.9	83	—	—	—	—
Gen. Precis'n Equip.	—	—	85.2	36	36.8	33
M. I. T.	—	—	52.9	51	12.2	78
Thompson Products	—	—	47.3	61	—	—
Dynamics Corp. Am.	—	—	36.4	72	—	—
(Reeves Instr.)	—	—	—	—	—	—
Lear Inc.	—	—	33.5	80	25.9	46
General Mills	—	—	32.1	83	—	—
Westhouse Air Brk.	—	—	31.0	86	—	—
(Melpar Inc.)	—	—	—	—	—	—
Burroughs Corp.	—	—	29.8	83	31.8	38
Bill Jack Instr.	—	—	25.6	99	—	—
IBM	—	—	—	—	105.2	14
Standard Coll.	—	—	—	—	11.0	84
(Kollsman Instr.)	—	—	—	—	—	—
Loral Electronics	—	—	—	—	9.5	93
Lewyt Corp.	—	—	—	—	9.3	95

Skiatron Dark Trace CR tube, to be used in Dage Data-Vision slow-scan closed-circuit TV system (Vol. 11:45, 12:12), will be made by National Union under contract with Skiatron Electronics & TV Corp.

Sprague Electric Co. is licensed to produce Philco Surface Barrier transistor under terms of agreement under which both firms exchange data in semi-conductor field.

Capt. Roy Jackson, USN Ret., named to Farnsworth Electronics (IT&T) management staff, in charge of expediting research projects.

Raytheon reported receipt of \$46,000,000 Air Force contract for airborne electronics equipment, bringing its govt. backlog to about \$150,000,000.

Paul R. Donovan, ex-Laboratory for Electronics, appointed mgr. of Dayton, O. office of Admiral govt. labs div., handling liaison with Wright-Patterson Air Base.

Local TV loops provided by Bell System—the "A2A system"—are described technically in April *Bell Laboratories Record*.

Roy E. Nelson promoted to mgr. of RCA microwave planning & promotion, Harrison, N. J.

STATION SALES were consummated this week—subject to FCC approval—in 2 important TV markets, for aggregate of \$6,500,000, both to new corporate entities in TV field. Changing hands are pre-freeze WHAM-TV & WHAM in 2-station Rochester market and post-freeze KEYD-TV & KEYD in 4-station Minneapolis-St. Paul.

Stromberg-Carlson's sale of NBC-affiliated WHAM-TV, Rochester (Ch. 5) with WHAM (AM & FM) this week to Transcontinent TV Corp. for approximately \$5,000,000 emphasizes parent General Dynamics' decision to get out of TV, since Stromberg-Carlson is also discontinuing set production (see p. 12). Sale marks departure from the field of one of industry's pioneer entities—but veteran station pres. William Fay and staff will be retained intact. Radio WHAM (50 kw, 1180 kc) started in 1922, was acquired by Stromberg-Carlson in 1927. WHFM began in 1939, WHAM-TV in 1949. Details of sale are to be filed shortly with FCC. Transcontinent, formed early this year for express purpose of TV-radio station acquisition (Vol. 12:5), states that it's being joined in the purchase by Rochester's General Railway Signal Co., and pres. David C. Moore disclosed that company is actively negotiating to buy additional stations, including some outside U. S. Moore, ex-IBM div. sales mgr., served last year as special asst. to the Asst. Secy of the Air Force (materiel). Chairman is Paul Schoellkopf Jr., v.p. of Niagara Shares Corp., Buffalo investment firm, and chairman of Spirella International Inc., Niagara Falls. Among other principals: Seymour H. Knox 3rd, mgr. of Buffalo office of Dominick & Dominick investment firm; David G. Forman, ex-mgr. of Bell Aircraft's Helicopter Div.; J. Fred Schoellkopf, v.p. of Schoellkopf, Hutton & Pomeroy, N. Y. investment firm. Several principals also hold minority interests in WGR-TV, Buffalo (Ch. 2).

First TV-radio purchase by new United TV Inc., is independent KEYD-TV, Minneapolis-St. Paul (Ch. 9), with KEYD, for \$1,500,000. United, which plans further acquisitions, comprises these major stockholders, holdings not yet disclosed: Thomas P. Johnson, Pittsburgh attorney who heads WENS and is principal owner of Pittsburgh Pirates, chairman; Sy Weintraub, exec. v.p. of Flamingo Films, pres.; Larry H. Israel, mgr. of WENS, v.p.; George Eby, an associate in John Harris Enterprises (Ice Capades, etc.), secy.-treas.; Don Lott, Pittsburgh steel company owner; Wm. Adler, publisher of Pittsburgh edition of *TV Guide*. There are other smaller stockholders. Israel will supervise management of both stations, remaining in Pittsburgh; Minneapolis resident mgr. to be named. Station has specialized in sports & films, will expand extensively in those fields. It carries Minneapolis Millers baseball, Lakers basketball. Selling stations are Minneapolis Tower Co. (owned by Morris T. Baker family), with 84% control, and v.p.-gen. sales mgr. Lee Whiting, 10%.

\* \* \* \*

Transfers of 50% of KRGV-TV, Weslaco, Tex. (Ch. 5) to Mrs. Lyndon B. Johnson's LBJ Co. and 5% of off-air WCAN-TV, Milwaukee (Ch. 25) to Lou Poller were approved this week by FCC. LBJ Co. acquires 50% of KRGV-TV for \$5000 cash, agreeing to lend station \$140,000 and give other financial aid (Vol. 12:11). LBJ also holds option to purchase 50% of radio KRGV for \$50,000. O. L. (Ted) Taylor has been 90% owner of KRGV-TV, will continue with half interest, having made deal to acquire 10% held by Lloyd M. Bentson Jr. by paying the \$12,500 owed Bentson by station. WCAN-TV sole owner will be Lou Poller, who pays Alcx Rosenman \$54,259.59 for 5% (Vol. 12:11). He plans to dissolve Midwest Bestg. Co. and hold CP as individual. WCAN-TV left air in Feb. 1955 after turning over studios and transmitter site to CBS's WXIX (Ch. 19) in exchange for \$650,000 and former studio of WOKY-TV (Vol. 11:6).

Draft of that new "TV code" being prepared by west coast group (Vol. 11:45) has been completed, and copies are said to have been mailed to "key TV industry people" for their suggestions. Initiated by National Society of TV Producers (film) and National Audience Board, new code closely follows Motion Picture Production Code, with many passages identical in the two. Part of its language follows NARTB TV Code. Station and network officials were at a loss to explain why another TV code is needed—particularly since new Hollywood code contains little that's not already covered by NARTB code, and even omits such sections as political broadcasting which are in NARTB code. New code appears to be aimed primarily at TV film—though its sponsors say it's intended for entire TV production industry. Main difference between intent of Hollywood and NARTB codes is that latter is aimed at TV stations for their use in screening acceptability of programs, while former is designed to guide producers of programs themselves. After comments and suggestions have been obtained, code will be submitted to Academy of TV Arts & Sciences, which code's sponsors hope will administer it. The 8-man committee which drew up latest code: Martin Leeds, Desilu exec. producer, chairman; Thomas Lewis, Lewislor Productions, chairman of NSTP; D. B. Bernstein, National Audience Board; Wm. H. Moor-ing, TV-movie columnist for Catholic publications; TV producer Hal Hudson; Max Gilford, NSTP. Group's literature identified CBS & NBC as committee members—which the networks quickly denied, saying that their representatives had attended only one meeting as "observers."

Trans-oceanic TV in 5 years was predicted as a "possibility" by exec. v.p. Henri Busignies of Federal Telecommunication Labs (IT&T) last week at luncheon commemorating 25th anniversary of first successful microwave demonstration. Conceding that it may actually be 20 years before live program exchanges will be commonplace, Busignies added: "It's more a matter of economics and cost rather than technical development." He said over-the-horizon transmission techniques could be used to island-hop TV signals across North Atlantic.

New series of low-band vhf transmitters were announced this week by RCA. Using 2-kw transmitter as basic driver, they are designed to permit station "to get on the air with a minimum investment and add higher power amplifiers as expansion is desired." They're all designed for remote control when FCC rules permit. Prices: TT-2BL 2-kw transmitter, \$39,500; TT-6AL 6-kw, \$64,500; TT-25CL 25-kw, \$139,500. A 6-kw unit will be on display at NARTB convention in Chicago.

Another uhf application was filed with FCC this week, bringing total applications on file to 130 (17 uhf). It was for Victoria, Tex., Ch. 19, by oilman Albert Alkek, owner of local KNAL, who once held 50% interest in CP for same channel, surrendered Nov. 1954. Application is competitive with one filed recently by Victoria businessman O. L. Nelms (Vol. 12:7). [For details, see *TV Addenda 22-M* herewith.]

TV viewing hit all-time high in January, A. C. Nielsen Co. reports, average U. S. TV home watching 6.02 hours daily, compared to 5.81 hours in Jan. 1955. In any given hour, sets-in-use topped same period last year (except 2-3 p.m. period which stayed the same). Biggest gains were 4-5 p.m. (28.8% of TV homes this year vs. 25.2% last year) and 7-8 p.m. (58.3% vs. 54.3%).

Overseas Press Club awards, presented April 3: best TV reporting of foreign affairs, Edward R. Murrow (CBS-TV); best reporting originating in U. S. or U. N. on world affairs, John Daly (ABC); best radio interpretation of foreign affairs, Eric Sevareid (CBS); best radio reporting from abroad, David Schoenbrun (CBS).

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# Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 15

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

**NO NEW VHF CHANNELS** from military, says ODM, as Penna. & N. C. Congressional delegations urge FCC settle "future of all-channel TV" by June 1 (pp. 1 & 6).

**ALL AFFILIATED STATIONS** quizzed in mail questionnaire by Senate Commerce Committee, delving into station-network relations, payments, contracts, etc. (p. 3).

**VIDEO TAPE RECORDER** for black-&-white perfected by Ampex; CBS buys first 3 units, will put them in regular use next fall for West Coast rebroadcasts (p. 4).

**\$103,872,000 SPENT ON SPOT** by 3017 advertisers in 4th quarter of 1955, excluding talent & production, reports TvB (p. 4 and Special Report).

**CHICAGO IS COLOR "TEST TUBE"** as WNBQ starts color-casting all local live originations, while industry looks for significant growth in last half of year (p. 5).

**THREE NEW STATIONS** due on air within week—in Richmond, Spartanburg & Chattanooga—with Milwaukee & Tucson outlets also shooting for this month (p. 6).

**ADMIRAL'S 10-in. PORTABLE** shown, weighing 16½ lb. and priced starting at \$89.95. Demand for higher-end sets remains strong. Export data cutback protested (p. 11).

**RETMA URGES REPEAL** of Federal Trade Commission's controversial Rule 9 requiring revisions in ad practices on designating TV screen sizes (p. 13).

**ADMIRAL PROFIT INCREASED** in first quarter over first 3 months of 1955, but sales declined by 3%. Siragusa foresees \$500,000,000 volume by 1961 (p. 14).

**SUBSCRIPTION TV TESTS** in Cuba depend on outcome of Skiatron negotiations with business group. Magnuson announces witnesses for 5-day fee-TV hearings (p. 10).

**BRISTOL'S CH. 5** goes to WCYB, as Commission still holds up action on vhf cases in markets concerned with deintermixture. Allocation shifts sought (p. 10).

**NETWORK TV BILLINGS** in February up 19% over year ago—ABC-TV increasing 80%, CBS-TV 15%, NBC-TV 11%—for total of \$37,191,571 (p. 16).

**NARTB—ITS VITAL WASHINGTON FUNCTION:** NARTB's reason for being and justification for locating its headquarters in Washington were seldom more obvious than they are today, on eve of its annual convention in Chicago's Conrad Hilton Hotel April 15-19.

Govt. has thrust its probe into workings of TV-radio industry more deeply than it has for years. No small part of its search is dictated by a hunt for headlines and free time in an election year. Nonetheless, Congress and FCC have their fingers on some serious matters -- and several are at a critical point. Two of these are TV allocations and network-station relationships. For reports on current developments in these fields, see below and p. 3.

Paradoxically, and despite Washington's concern over industry's health, evidence of TV's basic strength is apparent on many fronts. Good examples of these are TvB's report on spot expenditures (p. 4), the great efforts to bring color to the public (p. 5) and the excellent technical progress in TV magnetic tape (p. 4).

**NO VHF FROM ODM; DEINTERMIXTURE ENHANCED?** With unanimous and official word from the Govt., through Office of Defense Mobilization, that no vhf spectrum can be transferred to TV, FCC is forced to turn to other proposals for expansion of TV -- notably deintermixture, vhf "squeeze-ins" or the status quo. (For reasons given by ODM for the vhf turndown, see story on p. 6.)

Commission knew of ODM's decision earlier, hence the action last week directing FCC staff to give deintermixture additional study (Vol. 12:14). This still doesn't mean deintermixture is a certainty, or even a probability -- but it does mean its chances of adoption have improved from previous extremely low odds.

Vhf "squeeze-ins" through mileage-power cuts, etc. will get renewed attention, too -- as will the simple retention of the status quo.

If pressures of all kinds mean anything, and they do, it seems that deintermixture has slight edge at the moment. Uhf operators are conducting vigorous and highly organized campaign directed at Congress -- and they're seeing some results (see below). Well-situated vhf operators generally consider deintermixture least

of several evils -- if any changes must be made. They'd much prefer deintermixture (of somebody else's area) to any type of vhf squeeze-in which would carve holes in their coverage -- and offer prospects of gradually eroding their contours still further through the years.

Strongest opponents of deintermixture are operating vhfs and vhf grantees who would be in jeopardy of being moved to uhf, as well as those vhf applicants who expect grants in several strong uhf markets. This group is not numerous -- but it includes people with great influence, friends in high places.

Not to be underestimated are prospects of the status quo -- no changes of any kind. Some FCC members are prepared to settle for that immediately.

At NARTB convention, FCC chairman McConnaughey will undoubtedly review the allocations status, pointing to increased study of deintermixture, ODM's decision, etc. -- but any flat promises are considered most unlikely. FCC panel will probably give good insight into individual members' thinking -- but nothing conclusive.

There's still no indication when definite decision will be made. Commissioners are yielding little to each other's views. Next meeting is due week after convention. Things could break quickly -- for Commission would find itself under terrific Congressional pressure if it didn't make up mind before Congress recesses.

Two resolutions urging FCC to "forthwith declare its intentions on the future of all-channel TV [and] provide an answer to the TV allocations problem on or before June 1, 1956" were sent to Commission this week, signed by 28 Congressmen and 4 Senators -- 2 of them members of Senate Commerce Committee -- as the uhf Committee for Competitive TV (John G. Johnson, pres.) got its lobbying activities rolling.

It met this week with Congressional delegations from 2 states -- Republican lawmakers from Pennsylvania, and North Carolina's Senators & Representatives, and apparently impressed them with urgency of a quick allocations decision recognizing importance of "all-channel TV system." The resolutions were one result. Perhaps even more significant was warm reception from the 2 members of Senate Commerce Committee among the delegations -- Pennsylvania's Duff and North Carolina's Ervin.

Another immediate result of CCT's drive was the introduction by Rep. Kearns (R-Pa.) of bill to reduce to 5% the excise tax on TV sets capable of receiving at least 50 uhf channels, retaining 10% tax on vhf-only sets (HR-10424). [Sen. Langer (R-N.D.) this week introduced S-3575 to abolish excise tax on all TV sets as well as autos, appliances, etc., but it doesn't stand the proverbial chinaman's chance.]

Continuing its systematic campaign, CCT hopes to contact all legislators -- concentrating on members of Senate & House Commerce Committees -- from their home states and using home-state people, wherever possible.

Effectiveness of this approach is underscored by fact that 13 of the 14 home states of Senate Commerce Committee members either have or once had uhf TV stations. (Nevada being the exception). These 13 states now have total of 44 uhf outlets on the air, or nearly half of the 99 now operating. In these states, 23 uhf stations have gone off air, and 43 uhf CPS have been surrendered -- making the uhf problem a real one to the Senators on the Committee.

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CCT is determined to talk to anyone on Capitol Hill who will listen, and it is scheduled to supply lead-off testimony when Rep. Celler's House anti-trust subcommittee opens investigation of FCC later this month.

If Senators have made up their minds on solution to allocations problems, they aren't talking about it. In a quick poll this week, we were able to contact half of the Commerce Committee members, who unanimously said they hadn't decided yet or didn't want to comment at all for quotation.

These were Chairman Magnuson (D-Wash.), Smathers (D-Fla.), Bricker (R-Pa.), Butler (R-Md.), Duff (R-Pa.), Purtell (R-Conn.).

Sen. Bricker is reported as currently believing it's too late to deintermix, but is keeping his mind open pending study of the hearing record.

Sen. Potter (R-Mich.), who chaired the uhf hearings 2 years ago, told us: "My position has always been that a means must be found to make full use of the uhf

channels economically feasible. Our Committee has repeatedly emphasized the urgent need for as speedy action as possible. It would be presumptuous of me to anticipate their recommendation and it could prove dangerously detrimental to their goal if we were to insist on an arbitrary completion date, but this work must be done soon."

**SENATE'S MAIL-ORDER QUIZ OF TV STATIONS:** Wasting no time in its intensified probe of network-station relations -- touched off by attack on network practices by KTTV's Richard Moore (Vol. 12:13) -- Senate Commerce Committee this week put some 400 network TV affiliates on the witness stand via a "confidential" 9-page questionnaire asking detailed information on their relationships with networks.

TV film producers & distributors may be asked to give some data -- or at least present their ideas -- to the Committee, too. Chief TV investigation counsel Kenneth Cox and Committee's communication expert Nick Zapple were on west coast this week, where they were understood to be talking with TV film people, among others.

The questionnaires were mailed early this week with request that they be returned by May 7, so that information may be compiled in time for presentation at the "network phase" of TV hearings later that month. They contained 26 main questions -- some divided into subparts -- delving into intricacies of affiliation contracts, station advertising revenues, etc., in essence, adding up to this over-all question: To what extent, if at all, do the networks control the programming and the business practices of their affiliates? Individual stations' replies won't be made public, but presumably industry-wide compilation will be put in record.

Network spot sales organizations and network TV film sales departments are dealt with in questionnaire, in questions like these: "Has a network ever suggested, directly or indirectly, that you make use of [its spot] representative?" "Indicate the number of hours of filmed programs purchased in 1955 from film sales agencies affiliated with the respective networks."

Many questions deal with details of affiliation contracts -- duration, cancellation, cable charges, payments by networks. Others seek to determine networks' part in setting stations' network & spot rates, free time required by networks, the number of hours of network programming carried by stations, network "influence" in determining transmitter sites of stations, overlap with other stations carrying the programs of same network, whether networks have refused to supply programs to stations ordered by advertiser, "block-booking" practices of film distributors, etc.

On subject of option time, questionnaire asks to what extent stations have been able to program non-network shows, and asks stations whether they believe the networks' time options should be changed or abolished.

What might be called the \$64,000 question is: "Did you operate at a profit in 1955?" Stations are asked to give total 1955 compensation from networks, and to break down time sales as between network, national & regional spot and local.

Subscription TV and uhf are also covered. Do stations think fee TV is in the public interest and would it "strengthen your position by adding a new source of revenue?" Uhf stations are asked about conversion, coverage and rate-per-1,000 viewers compared to nearby vhf outlets.

\* \* \* \*

Sen. Bricker, too, had some questions this week -- 50 very pointed ones -- which he inserted in Commerce Committee's hearing record, and addressed to KTTV's Richard Moore. The "questions", mostly network-baiting, were rhetorical. Samples:

"Insofar as TV networks control time on affiliated stations, they are the same as time brokers for the sale of station time on each of their affiliates, are they not?" "Your objection is not only to the licensee abandoning his responsibility to select programs at any given hours, which would best meet his licensee responsibility under the law, but also that its licensee responsibility is delegated to a non-resident network executive hundreds or thousands of miles away, is it not?" "...is it not true that a vast majority of TV stations are operating on no standards except the networks' balance sheet?"

Counsel for Moore said he would supply answers to the 50 questions by the time network hearings resume next month.

**TV TAPE READY; CBS TO USE IT NEXT FALL:** Video tape will be used regularly for west coast rebroadcasting of network black-&-white programs beginning in September or October -- on equipment newly perfected by Ampex Corp., Redwood City, Cal. pioneer of broadcast sound tape recording. Surprise announcement and demonstration of new recorder-reproducer came at CBS-TV affiliates meeting in Chicago at week's end.

Among best-kept technical secrets of industry, there had been no leaks on Ampex's approach to video tape recording and its development progress, though 14-man engineering team worked on project 2½ years. While RCA chose to concentrate on color in its VTR development work, Ampex perfected monochrome-only model, now is working on system for color TV recording.

CBS has ordered first 3 prototype units at \$75,000 each, for delivery by late summer. Other prototypes will be made to meet immediate demands of other networks and govt. & private research labs interested in wideband instrumentation recording. CBS engineering v.p. Wm. Lodge expressed opinion price could come down to as low as \$25,000 in year or 2 -- assuming substantial production.

Network hopes to put its recorders into use as soon as possible after delivery to supplant kinescope recording for west coast rebroadcasts, providing better quality pictures for western viewers.

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Advantages of magnetic tape recording over film & kinescope: (1) Potential of live-quality reproduction. (2) Immediate playback; no processing. (3) Tape may be erased and re-used. (4) Greater operating economy.

Ampex VTR can record full hour program on 14-in. reel of tape 2-in. wide, at remarkably slow speed of 15 in. per second. RCA's developmental color VTR runs at 20 ft. per second, using ½-in. tape. Slow speed of Ampex's tape movement, says CBS's Lodge, means high ceiling on performance, leaves plenty leeway for improvements.

It records 4-mc video bandwidth, despite its slow speed. Secret is in unique recording head assembly, consisting of 4 heads placed on drum which rotates at speed of 14,000 RPM so that one head is always in contact with surface of tape. Magnetic pattern is recorded transversely across tape instead of longitudinally as in conventional tape recorders. Sound is recorded in ordinary manner along edge of tape.

VTR is as simple to operate as audio tape recorder, Ampex engineers claim -- it's pushbutton-operated, same head assembly being used to record and play back.

Resolution is "far beyond the capability of the average TV receiver," according to Ampex, which says horizontal resolution is more than 320 lines, compared to average home set's ability to reproduce only 275 lines and TV stations' maximum capability of 340. "Gray scale" -- ability to reproduce accurately all shades from black to white -- a weakness of photographic film, is inherent in the new VTR, according to Charles P. Ginsburg, senior project engineer in charge of development.

**\$103,872,000 SPENT ON SPOT TV IN QUARTER:** Television Bureau of Advertising's long-awaited tabulation of spot TV advertising expenditures in fourth quarter of 1955, released April 16, reveals that 3017 advertisers spent gross of \$103,872,000 for facilities alone, before discounts -- excluding talent & production costs. The total compares favorably with time-only expenditures of \$116,336,797 on network TV in 4th quarter of 1955, as calculated by PIB using same yardsticks.

[Full text of TvB tabulation is published as Special Report with this issue. It contains list of 200 leading spot advertisers with their respective expenditures; next 300 advertisers in groups of 100, arranged alphabetically; breakdown by product categories among the spot advertisers.]

Spot TV's net expenditures for full 1955 are now estimated at \$280,000,000, up from TvB pres. Treyz's earlier estimate of \$275,000,000 and McCann-Erickson's preliminary estimate of \$265,000,000 (Vol.12:6). This takes into account discounts ranging up to 25%, plus addition of talent & production costs (figured at no more than 15% in spot.) Network TV last year had net of \$520,000,000, with local TV about \$250,000,000, according to McCann-Erickson (Vol. 12:6).

TvB report reveals "hidden half" of TV advertising revenue, said pres. Treyz. He said the study fills 2 "pressing" industry needs: (1) "To put TV spot billings

into focus so that they may be compared to those already regularly reported for newspaper, magazine and network TV activity." (2) "To put spot TV billings into focus, by advertiser, so that each will have a basic, accurate and continuing knowledge of overall and competitive activity."

It's first of series of quarterly reports on spot TV to be issued by TvB, based on data supplied by N. C. Rorabaugh Co., which converted to one-time rate the reports submitted by 267 stations "which are regularly viewed by 97% of U.S. TV homes and which account for 90% of total U.S. TV viewing," according to Nielsen spot check in Jan. 1956. TvB said that Rorabaugh converted all station reports to dollar data by multiplying the one-time rate by the time used.

TvB validated its own findings by checking confidential reports of 113 advertisers (with spot billings of \$25,644,000 for the quarter) and 69 TV stations. Very little discrepancy was revealed in check, said Treyz.

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Top 10 spot advertisers in 4th quarter: Procter & Gamble, Brown & Williamson Tobacco Co. (Kool, Raleigh, Viceroy), General Foods, Sterling Drug, Ford, Miles Labs (Alka-Seltzer), General Motors, Robert Hall Clothes, Bulova, Colgate-Palmolive. Food & grocery industry was biggest category of advertisers, followed by beverages & drug products. Issued subsequent to report is list of the 10 top spot agencies for 4th quarter, each billing more than \$1,000,000: Ted Bates, Leo Burnett, McCann-Erickson, BBDO, Dancer-Fitzgerald-Sample, Benton & Bowles, Young & Rubicam, J. Walter Thompson, Compton Adv., Cunningham & Walsh.

**CHICAGO COLOR—AN ALL-OUT EFFORT:** In RCA-NBC's "grand strategy" to put color across, another major battle begins in Chicago this week end as WNBQ inaugurates transmission of all local live shows in color -- while parent RCA and local RCA Distributing Corp. redouble promotion of color set sales.

This will make Chicago the nation's color test tube. Even now, those who should know say it has largest color set circulation of any market -- over 2000 for RCA sets alone, exceeding even New York and Philadelphia.

With RCA due to break color set prices in June -- many think to \$495, though more expect \$595 -- color should flower in Chicago if it's to burgeon anywhere within the predictable future. Admiral this week promised \$600 color set this year.

Though there are but 40,000-45,000 color sets-in-use in the nation, according to skilled estimators, there are indications latter part of 1956 will see emergence of color as substantial factor in set sales. Even GE, highly conservative about color so far, reports it's buying several thousand tubes from RCA for last-half set production -- introducing color line at June furniture market in Chicago -- despite fact it's developing own tube and doesn't think RCA's is the answer.

Chicago area set makers are watching project like hawks, ready to take advantage of promotion. Raytheon's v.p.-mgr. Henry F. Argento was first to congratulate RCA and NBC, stating WNBQ's programming will "energize sales of color TV sets like the opening of the baseball season sells box seats at the ball park."

Even the dealers, who are traditionally slow to go overboard, are beginning to stir -- according to acute observers Mort Farr, ex-chairman of National Appliance & Radio-TV Dealers Assn., and A.W. Bernsohn, NARDA managing director (see p. 5).

\* \* \* \*

Promotional effort going into Chicago area is enormous -- RCA-NBC spending some \$275,000 in first 3 weeks alone, employing just about every known medium.

Some 55 color sets have been installed in big dept. stores, banks, hotels, etc. During NARTB convention, color will be shown on them 9 a.m.-11 p.m. daily, closed-circuit film being offered when no colorcasts are available.

Kicking off whole effort -- the beginning of "Color TV Week" as proclaimed by Mayor Richard J. Daley -- are April 15 dedication ceremonies at WNBQ, attended by local, state & industry VIPs. NBC pres. Robert W. Sarnoff, in colorcast segment of Wide Wide World, states: "The future, I am firmly convinced, lies in the complete programming of TV in color."

**M**MILITARY'S REASONS for holding on to vhf spectrum sought by FCC for more TV channels come as surprise to few—but effort to get the channels has been pending so long that the concept began to assume more significance than was warranted. As Office of Defense Mobilization, under director Arthur S. Flemming, put it this week, there are 3 basic reasons—agreed upon by all members of govt. committee, including FCC—making impossible any such spectrum shift:

- (1) The 50-300 mc range is employed by defense elements which can't work elsewhere.
- (2) International agreements and commitments, including military, would be extremely difficult to change.
- (3) Cost of some shifts would be too great in terms of time and money.

Summarizing its studies, ODM gave 9-page chronological analysis of the effort and concluded:

"National security requirements and the needs of air navigation and air communications preclude the release for non-Govt. use of any of the very high frequencies now utilized by the Federal Govt. . . .

"The classified report which resulted from the study pointed out that in addition to national security requirements, the programs for guided missiles, radar networks, earth satellites and other defense necessities have placed and will continue to place an ever increasing demand for radio frequencies. Full national benefit could not be ob-

**N**EXT 3 STATIONS due on air are WRVA-TV, Richmond (Ch. 12), WSPA-TV, Spartanburg (Ch. 7), WRGP-TV, Chattanooga (Ch. 3)—all to start week of April 16. Other 2 planning April debuts are WITI-TV, Milwaukee-Whitefish Bay (Ch. 6) and KDWI-TV, Tucson (Ch. 9). Those planning to start in May are: KRIS-TV, Corpus Christi (Ch. 6), KOKE, El Paso (Ch. 13) KFRE-TV, Fresno (Ch. 12) and KFXJ-TV (formerly KREX), Montrose, Colo. (Ch. 10).

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

WDAM-TV, Hattiesburg, Miss. (Ch. 9), has deferred March delivery of 10-kw RCA transmitter, now plans test patterns by June 1, NBC programming June 9, reports chief engineer John Carroll. RCA 6-bay antenna was installed on 500-ft. Ideco tower week of April 2. Studio-transmitter building won't be ready until April 25 and RCA transmitter will be installed late in May. Grantee firm is being reorganized to include Alvin H. Fine, who will hold 25%, along with Milton J. Fine, David A. Matison Jr. & Harold M. Matison. Each is paying \$25,000 for 25% of stock and agrees to loan WDAM-TV additional \$25,000. Owners also operate Fine Bros.-Matison clothing stores in Hattiesburg & Laurel, and Matisons are co-owners of radio WABO, Waynesboro, have interest in WAML, Laurel, Miss. Rep not reported.

KREX, Montrose, Colo. (Ch. 10), projected as satellite of KFXJ-TV, Grand Junction, Colo. (Ch. 5), will switch call letters with mother station May 1, Grand Junction calls becoming KREX-TV & KREX, reports owner-gen. mgr. Rex Howell. It still hopes to start test patterns on parent station's second anniversary May 22, programming about May 30. Gates 100-watt transmitter and RCA 6-bay antenna are due early in May. Transmitter on Flat Top Mesa will be 2 mi. from Montrose, 500 ft. above valley floor, and will pick up signal direct from Grand Junction, some 50 mi. away. About 1¼ mi. of road remains to be built before prefabricated transmitter house can be moved to site. Station will give its time at first as bonus for Grand Junction outlet (\$120 base hour), later will have

tained from these vital services without the continued use of frequencies between 50 and 300 mc, the area where additional frequencies are now being sought by commercial and private interests.

"In addition, the report noted that the world-wide buildup of our international defense facilities in collaboration with friendly countries has intensified the reliance which must be placed for defense purposes on these frequencies.

"The report specifically noted that operation of modern weapon systems has become increasingly dependent upon a complex of communications and electronic devices requiring more and more space dispersed throughout the spectrum . . .

"The report also pointed out that the U. S. could not, by itself, change frequencies used by domestic and foreign shipping services and airlines since they are used under international agreement."

At one point in report, some observers see hint of danger for lower vhf channels in these words: "The rapidly developing requirements for the use of ionospheric scatter circuits for national security and other purposes may displace some operations now carried on between 40 and 60 mc. Many of the displaced operations can be accommodated satisfactorily only in the vhf bands. In addition, some flexibility in the allocation table should be retained for this purpose and for the satisfaction of ever changing requirements necessitated by advance of the art."

own studio facilities and resident mgr. Stations' rep is Hal Holman.

Elmira, N. Y. Ch. 18 satellite granted April 4 to WSYR-TV, Syracuse, expects to be on the air in July, writes chief engineer A. J. Eichelzer. Equipment contracts are ready for signing and it already has building and 275-ft. Blaw Knox guyed tower on Hawley Hill, purchased for reported \$23,000 from defunct WECT (Ch. 18), which left air 2 years ago (Vol. 10:22). Station will be manned by engineers and time given as bonus with WSYR-TV (\$900 base rate). Rep is Harrington, Righter & Parsons.

Tri-Cities Telecasting Inc., Canton, O. (Ch. 29), granted March 21, plans to use GE equipment, but hasn't placed order, reports pres.-gen. mgr. Morton Frank, publisher of weekly *Canton Economist* and bi-weekly *Stark County Times*. Canton is in area blanketed by vhf stations, he points out, and even if station went ahead "without time for study necessary due to changes in the TV industry, it probably would be at least Dec. before we could get on the air." Rep not chosen.

WETV, Atlanta, Ga. (Ch. 30, educational) has architect working on plans for TV building providing some 15,000-sq. ft. of working space, but hasn't target, reports Haskell Boyter, TV-radio education director for Atlanta Board of Education. No equipment has been ordered. Also on staff will be Kenneth A. Christiansen, exec. coordinator of TV education for Atlanta Public Schools.

WHYY-TV, Philadelphia (Ch. 35, educational) has ordered RCA equipment, and plans Oct. 1 start, reports managing director Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N. C. Construction problems will be minimal as it has acquired studios formerly used by WCAU-TV at 1622 Chestnut St.

**World's oldest TV studio**—London's Alexandra Palace, origination point of BBC telecasts since 1936—has been replaced by new Crystal Palace station, housed in underground building dug into side of hill. Using Marconi transmitters, station initially will have 60-kw ERP, compared to Alexandra Palace's 24-kw. Power will be boosted this summer to 120-kw, by end of 1957 to 200-kw.

**Telecasting Notes:** Is trend to 60 & 90-min. shows coming to untimely end? Trade reports of sponsor and station dissatisfaction hint that NBC & CBS may be forced to put more emphasis on 30-min. as the building block of network TV. *Variety's* astute George Rosen reports in April 16 issue that NBC may go in far more heavily next season for 30-min. shows than originally planned—in fact, is “caught with its pilots down,” hasn’t got enough top-quality 30-min. shows to fill 8-10 holes in program schedule . . . Ironically, CBS-TV—prime exponent of the regular 30-min. series—appears to be caught in hassle over its scheduled 90-min. *Playhouse 90* Thursday nights, with advertisers who hold franchise for the time period reported complaining bitterly, along with stations which would have to give up 10:30-11 p.m. time to network . . . Another network-station time squabble may come up in Chicago at NBC TV Affiliate Committee meeting next week. Network is said to want stations to give up 2:30-3 p.m. period for a top NBC show preceding color *Matinee Theatre*, and in turn NBC would give up its option on 5:30-6 p.m. vacated by *Howdy Doody*, and let stations themselves try to win rating battle with opposite-slotted *Mickey Mouse Club* on ABC . . . Prestige coup for ABC: Ford Foundation’s *Omnibus*, consistently one of best programs on TV, switches to Sun. evening time slot on ABC-TV, after 4 years of afternoons on CBS-TV . . . Orson Welles becomes TV producer, as partner with Desi Arnaz-Lucille Ball in new series of 60-min. films, based on theatre classics and using “concept of actual theatre.” Budgeted at \$100,000 a film, work has already started on series in Hollywood . . . Cartoon commercials won out not only as “most imaginative” in *Billboard's* 4th annual TV film commercial awards, but also as “most effective.” All of top 10 in former category were animated, as were 9 of 10 in latter category. Winning commercials and producers for 1955, as listed in April 14 issue: Most effective, and also most imaginative, Ford Cars animated film, produced by Storyboard Inc.; quality of performance regardless of type of commercials, Sarra Inc.; speed, Filmack Studios;

economy, Alexander Films . . . Italian movie biography of artist Pablo Picasso reportedly has been bought by NBC for U. S. premiere on TV . . . Representing TV for pooled coverage of Eniwetok atom blasts about May 1 will be NBC’s Dexter Alley & Ted Mann and CBS’s Wade Birmingham . . . RKO and Warner Bros. feature film backlogs may yet be handled through single distributor organization, as talks continue between C&C TV’s Matty Fox and PRM’s Eliot Hyman. Meanwhile, Hyman has begun vast expansion of his Associated Artists Productions to handle tremendously enlarged feature film library . . . Paramount’s 200 “Popeye” cartoons—168 in color—bought by PRM Inc. for \$2,400,000 . . . RKO’s 950 short subjects will be put on market next week by UM&M TV, which now has library of nearly 2500 shorts . . . “Champion” package of 10 features made in 1948-54 being marketed by Atlantic TV, including “Champion” (Kirk Douglas, Marilyn Maxwell) and “Home of the Brave” (Frank Lovejoy, Lloyd Bridges) . . . Hal Roach Jr. planning heavy commercial production in N. Y., negotiating to lease 50,000 sq. ft. of studio space there . . . Repeat: NBC-TV’s 60-min. “conversation” with Herbert Hoover, originally telecast last November, will be re-run Sun. April 22, 4:30-5:30 p.m. . . . “Junior spectacular”—Verdi’s opera “Aida,” with entire cast composed of elementary school children—was presented April 14 by Baltimore’s WAAM, with cooperation of city Dept. of Education . . . Not shrinking from controversy, new weekly 30-min. *Open Mind* series on NBC key WRCA-TV beginning May 12, Sat. 6-6:30 p.m., plans to deal with such subjects as nature of Communism, marriage in America, integration & segregation, alcoholism, homosexuality in America, children & mental health, why Johnny can’t read, etc. . . . Widespread praise from national scientific, education and military leaders has been bestowed on new 30-min. public-service *Explorers of Tomorrow* series on San Francisco’s KRON-TV. Aim of program is to help alleviate severe scientific manpower shortage by instilling in children and youth the desire to follow careers in science.

**Station Accounts:** Unusual “double exposure” was launched this week by Emerson Drug & Electric Auto-Lite, whereby their co-sponsored *Science Fiction Theatre* (Ziv) is on 2 N. Y. stations in same week. Show is on WPIX Wed. 10:30-11 p.m., with same episode repeated on WRCA-TV Fri. 7-7:30 p.m. Emerson’s agency is Lennen & Newell, Auto-Lite thru Grant Adv. It’s second “double exposure” plan now operating in N. Y., with Ballantine Beer sponsoring same *Highway Patrol* episodes 2 days apart on same stations . . . Johnson & Johnson (surgical goods) plans biggest spot TV campaign in its history and one of biggest all-media drives in its industry, thru Young & Rubicam, N. Y. . . . Richfield Oil to use heavy TV schedule for new premium gas to be introduced shortly in east, using theme “More Power on Less Gas,” thru Morey, Humm & Warwick, N. Y. . . . Parker Pen to use extensive spot campaign starting May 1 for new pen-&-pencil set packaged in woman’s purse, thru Tatham-Laird, Chicago . . . Revlon to launch spot campaigns in key markets starting April 15 for variety of cosmetic products thru BBDO, Emil Mogul & C. J. LaRoche . . . Dairy Cream Assn. plans big spot campaign in N. Y. market starting May 12, thru Fairfax Adv., N. Y. . . . Lee Hat Co. to use heavy spot campaign in Aug. stressing “Back to Work with a Fresh Look.” thru Ruthrauff & Ryan, N. Y. . . . Among advertisers currently reported using or preparing to use TV station time: Trimount Clothing Co. Inc., Boston (Clipper Craft clothes), thru Sifton Bros., Boston; Hood Tire Div. of Goodrich Rubber Co., Akron, O. (tires), thru Griswold Eshelman, Cleveland; Gulf Oil Corp., Pittsburgh (Gulf Spray and Trak insecticides), thru Young & Rubicam,

N. Y.; F & S Construction Co., Phoenix (interstate home builder), thru Jennings & Thompson, Phoenix; Tuxedo Candy Co., div. of Safeway Stores, San Jose, Cal., thru Hofer, Dieterich & Brown, San Francisco, replacing Foote, Cone & Belding, S. F.; P. J. Ritter Co., Bridgeton, N. J. (catsup, pork & beans), thru Roy S. Durstine, N. Y.; Lederle Labs. div., American Cyanamid Co., Pearl River, N. Y. (pharmaceuticals), thru Geare-Marston, N. Y.; Old Fashion Products, Comton, Cal. (Foster’s freeze), thru Barton A. Stebbins, Los Angeles.

Top sponsors on British commercial TV during first 5 months, according to Television Audience Measurement: Unilever (soap, etc.), \$1,117,000; Lyons (catering), \$417,000; Beecham’s Pills, \$384,000. Runners-up: Shell Oil, Cadbury’s chocolate, Gillette, Guinness ale, Whitbread ale. During period, 91 advertisers spent total of \$6,740,000 on TV sponsorship.

Procter & Gamble assigns Lilt permanent wave & Shasta shampoo accounts to Grey Adv., N. Y., Fluffo shortening to Tatham-Laird, Chicago, and Spic & Span to Young & Rubicam. All had been handled by Biow, which goes out of business June 30 (Vol. 12:14).

Increase of 13.5% in local sales, 10.4% in national spot in 1955 over 1954 levels was achieved last year by Westinghouse stations, reports Robert Teter, exec. asst. to pres. Don McGannon.

Westinghouse Bestg. Co. distributes to advertisers 28-p. booklet, *How to Make Radio Campaigns Move Goods in Local Markets*.

**Personal Notes:** Frank Stanton, CBS pres., to receive American Marketing Assn.'s 1956 Parlin award, its top honor, at annual dinner May 15 in Philadelphia's Union League . . . Thomas B. McFadden, v.p. in charge of NBC Spot Sales, promoted to v.p. in charge of WRCA-TV & WRCA, N. Y., replacing Hamilton Shea, now pres. & 50% owner of WSVN-TV & WSVN, Harrisonburg, Va.; John Reber promoted to succeed McFadden, with Edwin T. Jameson elevated to succeed Reber as director of TV spot sales, Jack Ryan to eastern spot sales mgr. . . Wm. Kaland promoted to national program mgr. of Westinghouse stations, reporting to programming v.p. Richard Pack . . . John McClay resigned as asst. gen. mgr. of WCAU-TV, Philadelphia, appointed asst. to Rolland V. Tooke, Westinghouse stations v.p., Cleveland . . . Hugh Terry, pres. of KLZ-TV & KLZ, Denver, left for 7-week trip to Europe, where he plans to tape interviews for *Denver at Night* series . . . Wm. A. Ripley, onetime v.p. & gen. mgr. of radio WTRY, Albany-Troy, N. Y., under Col. Harry Wilder, later with radio WLAW, Lawrence, Mass., returns to Albany-Troy as gen. mgr. of WTRI (Ch. 35), due to return to air July 1 after 17 months; Kal Ross, ex-mgr. of WCAN-TV, Milwaukee, now off air, named operations director of WTRI . . . Charles R. White resigns as gen. mgr. of KLEW-TV, Lewiston, Ida., to become v.p.-gen. mgr. of radio CKDA's upcoming Ch. 6 in Victoria, B. C.; Willard W. Thomas is promoted to replace White . . . Geo. W. Harvey, general manager of WFLA-TV, Tampa-St. Petersburg, elected a v.p. . . William Seaman, ex-DuMont, named program services manager of ABC-TV, succeeding Willard Mellor, promoted to staff associate producer . . . Leonard Higgins, mgr. of KTNT-TV, Tacoma, elected president of Wash. State Bcstrs. Assn. . . Roland W. McKittrick & Everett M. Nelson elected v.p.'s of Nielsen broadcast div.

. . . Michael LaMonica, ex-WFIL-TV, Philadelphia, named asst. to chief engineer, WNBC-TV, Binghamton . . . Robert W. (Pat) O'Brian, ex-Harrington, Righter & Parsons, named mgr. of Chicago office of Television Programs of America, succeeding H. J. Eells, now mgr. of Kansas City office; Alton Whitehouse promoted to asst. to Hardie Friedberg, v.p. for eastern div. . . Wm. Wolfson resigns as business director of NBC film div. to become controller of TPA, replacing Seymour Malamed, now handling contracts & fiscal affairs for Screen Gems . . . Clark Grant upped to promotion director of WOOD-TV & WOOD, Grand Rapids . . . Ed Thorne, mgr. of Cooper Foundation Theatres, Oklahoma City, joins Sindlinger & Co. research firm as mgr. of new client service dept. . . Harry J. Feeney, trade news editor of CBS Radio press information dept., transfers to same position for TV, succeeding Beryl Reubens, now mgr. of press information for news & public affairs programs . . . Bob Watson promoted to sales mgr., CHCT-TV, Calgary . . . H. Wilson Lloyd, ex-J. Walter Thompson, named v.p. & director of Stephen Fitzgerald Co., N.Y., public relations firm supervising survey of TV's long-range effects on baseball . . . Ken Page, operations mgr. of Teleprompter of Canada Ltd., promoted to asst. to pres. of parent S. W. Caldwell Ltd., Toronto . . . Percy Hearle named director of community projects, WAGA-TV & WAGA, Atlanta . . . Miss Sue Grotta promoted to SMPTE director of press relations . . . Barry Nicholls, ex-CHCH-TV, Hamilton, named promotion mgr. of CHCT-TV, Calgary, replacing Bob Nystedt, resigned to return to U. S. . . Lawrence A. Wilkinson promoted to technical operations mgr., WTOP-TV & WTOP, Washington, succeeded as chief TV engineer by Donald H. Cooper . . . George K. Kupper promoted to v.p. of reps Wm. G. Rambeau.

**ADVERTISING AGENCIES:** Howard Connell, creator & co-owner of *Stop the Music*, resigns as v.p. & TV-radio director of Ogilvy, Benson & Mather to rejoin Foote, Cone & Belding as a group copy head; Arthur Daly, ex-D'Arcy, succeeds Connell . . . Courtenay Moon, director of TV dept., elected a v.p. of Guild, Bascom & Bonfigli, San Francisco . . . A. L. Hollander Jr., ex-DuMont operations director, named TV-radio mgr., Edward Kletter Assoc. . . Edwin T. Morgan, ex-Leo Burnett, Chicago, named TV-radio production mgr., Erwin, Wasey & Co., Los Angeles; Marion Russell, ex-ABC, named TV-radio business co-ordinator . . . George A. Bradford, onetime GE adv. mgr. for TV-radio receivers, Henry R. Turnbull & Ralph L. Wolfe—all working on Crosley-Bendix account for Compton Adv.—elected agency v.p.'s . . . Howard Gossage promoted to TV production director, Brisacher, Wheeler & Staff, San Francisco . . . Ben Alcock, creative supervisor on Chesterfield account, elected v.p. of Cunningham & Walsh . . . Charles A. Holcomb, exec. v.p., elected pres. of H. B. Humphrey, Alley & Richards Inc., N. Y., succeeding R. S. Humphrey, who moves up to chairman, continuing in charge of Boston office; Deane Uptegrove, creative director, succeeds Holcomb as exec. v.p. . . Fred P. Donati, ex-Aerovox adv. mgr., becomes part owner & secy. of Lescaboura Adv., Croton-on-Hudson, N. Y. . . Warren C. Rossell, ex-WGR-TV, Buffalo & WSYR-TV, Syracuse, joins TV-radio dept., Ketchum, MacLeod & Grove, Pittsburgh . . . Ray Baker, ex-commercial mgr. of Seattle's KOMO-TV, named gen. mgr. of Washington Transit Adv., same city . . . Herbert Hall, operating own agency last 8 years, named TV-radio director of newly formed Powell & Schoenbrod Adv., 430 No. Michigan Ave., Chicago.

Clair McCollough, WGAL-TV, Lancaster, Pa., was nominated this week as pres. of Radio Pioneers, succeeding Raymond F. Guy, NBC. It was explained that 1st v.p. John Patt, pres. of WJR, Detroit & upcoming WJRT, Flint, who normally would succeed to presidency, had resigned for reasons of health. Annual meeting and banquet will be held April 18 at Chicago's Conrad Hilton Hotel, in connection with NARTB convention. Dr. Lee De Forest will receive special citation in honor of 50th anniversary of his invention of grid audion.

Joseph M. Kittner, FCC attorney since 1941, joins Washington law firm of McKenna & Wilkinson. He's held numerous top legal positions with Commission, serving in Office of the General Counsel as chief of litigation section, chief of rules & administration section, asst. to gen. counsel—before becoming asst. chief of Broadcast Bureau, then asst. chief of Safety & Special Radio Services Bureau.

Leonard H. Goldenson, AB-PT pres., named a director of Marshall Field Awards Inc., non-profit organization created to reward "fundamental and imaginative contributions to the well-being of children."

Philip L. Graham, publisher of *Washington Post & Times Herald* (WTOP-TV & WTOP, Washington; WMBR-TV & WMBR, Jacksonville, Fla.) is subject of April 16 *Time Magazine* cover story.

The 25-year history of Dr. Allen B. DuMont and his companies is subject of 30,000-word book by Tom Kennedy, ex-N.Y. *Times* science writer now in DuMont public relations dept.

Norman Knight, exec. v.p. & gen. mgr. of WNAC-TV, Boston, appointed to business advisory committee of Boston College Community Research Center.

Paul Harron, pres. of WPFH-TV, Wilmington, Del. awarded honorary Doctor of Laws degree by St. Joseph's College, Philadelphia.

A. C. Spector, author of best-selling book *The Exurbanites*, resigns as editor of NBC-TV's *Home* show to become asst. to publisher of *Playboy Magazine*.

**First TvB Report**

**Spot TV Advertising on U.S. Stations—Fourth Quarter 1955**

Compiled by Television Bureau of Advertising

**National and Regional Gross Expenditures, Before Discount. Talent and Production Costs Excluded.**

Including Breakdown Giving Top 200 Advertisers by Rank, Next 300 Alphabetically in Groups of 100, Plus Expenditures by Product Category

Note: Though This Tabulation, Compiled by TvB, Is Confined to the Leading 500 Spot Advertisers, TvB Estimates That a Total of 3017 Advertisers Invested \$103,872,000 in National and Regional Spot TV During the Fourth Quarter of 1955.

**Leading 200 Television Spot Advertisers According to Rank**

Rank	Advertiser	Estimated Expenditure	Rank	Advertiser	Estimated Expenditure	Rank	Advertiser	Estimated Expenditure
1.	Procter & Gamble Co.	\$4,064,600	68.	Salada Tea Co. Inc.	308,600	135.	Mars Inc.	181,200
2.	Brown & Willms'n Tob. Co.	2,739,100	69.	Pillsbury Mills Inc.	306,100	136.	Mennen Co.	180,100
3.	General Foods Corp.	2,004,000	70.	H. J. Heinz Co.	304,000	137.	Duffy-Mott Co.	176,300
4.	Sterling Drug Inc.	1,893,000	71.	San Francisco Brewing Corp.	300,600	138.	United Vintners Inc.	174,800
5.	Ford Motor Co.	1,746,800	72.	Avon Products Inc.	296,700	139.	National Carbon Co.	173,600
6.	Miles Laboratories Inc.	1,561,400	73.	Pabst Brewing Co.	294,200	140.	Cream of Wheat Corp.	172,700
7.	General Motors Corp.	1,423,700	74.	Armour & Co.	289,500	141.	V. La Rosa & Sons Inc.	169,600
8.	Robert Hall Clothes	1,245,500	75.	Great A & P Tea Co.	286,800	142.	Household Finance Corp.	167,000
9.	Bulova Watch Co.	1,238,900	76.	Borden Co.	286,200	143.	Norwich Pharmacal Co.	166,900
10.	Colgate-Palmolive Co.	1,231,000	77.	Commercial Solvents Corp.	286,100	144.	Drewrys Ltd.	166,300
11.	Kellogg Co.	1,199,300	78.	Theo. Hamm Brewing Co.	274,200	145.	Thomas J. Lipton Inc.	164,400
12.	Philip Morris & Co.	1,175,700	79.	Wesson Oil & Snow Drift	267,200	146.	Quality Bakers of America	160,300
13.	National Biscuit Co.	1,158,500	80.	Lee Ltd.	266,200	147.	Penick & Ford Ltd.	157,500
14.	Nestle Co. Inc.	961,600	81.	Pacific Tel. & Tel. Co.	265,700	148.	Hudson Pulp & Paper Co.	157,500
15.	Liggett & Myers Tob. Co.	902,100	82.	Pacific Coast Borax Co.	265,500	149.	Greyhound Corp.	155,100
16.	Anahist Co. Inc.	887,800	83.	Standard Brands Inc.	265,100	150.	Jackson Brewing Co.	150,800
17.	Block Drug Co.	879,900	84.	New York Telephone Co.	265,000	151.	Hazel Bishop Inc.	148,600
18.	Coca-Cola Co./Bottlers	835,300	85.	Brewing Corp. of America	264,800	152.	General Cigar Co.	148,600
19.	Campbell Soup Co.	763,100	86.	Anheuser-Busch Inc.	263,000	153.	Simmons Co. Dealers	147,700
20.	Warner-Lambert Pharm. Co.	755,200	87.	P. Lorillard & Co.	260,900	154.	Coats & Clarks Sales Corp.	147,400
21.	Harold F. Ritchie Inc.	703,300	88.	Beechnut Packing Co.	258,300	155.	Lucky Lager Brewing Co.	147,200
22.	Coty Inc.	672,800	89.	Los Angeles Brewing Co.	258,300	156.	Green Giant Co.	143,700
23.	Vick Chemical Co.	665,600	90.	E. & J. Gallo Winery	256,800	157.	Kroger Co.	143,500
24.	Continental Baking Co.	609,000	91.	American Home Foods	254,600	158.	Paxton & Gallagher Co.	142,700
25.	Shulton Inc.	600,000	92.	Hawley & Hoops Inc.	253,700	159.	Leslie Salt Co.	142,600
26.	Florida Citrus Commission	598,500	93.	Whitehall Pharmacal Co.	252,300	160.	International Milling Co.	139,500
27.	Motorola Inc.	592,200	94.	Bristol-Myers Co.	252,300	161.	George Wiedeman Brewing	137,800
28.	Peter Paul Inc.	567,900	95.	Proctor Electric Co.	251,900	162.	Bond Stores Inc.	137,300
29.	Chrysler Corp.	558,100	96.	Hills Bros. Coffee Inc.	250,200	163.	Drackett Co.	136,400
30.	Esso Standard Oil Co.	553,600	97.	American Chiclé Co.	247,400	164.	Standard Milling Co.	134,000
31.	R. J. Reynolds Tobacco Co.	550,100	98.	Brown Shoe Co.	246,800	165.	Buitoni Products Inc.	133,800
32.	Helaine Seager Co.	522,500	99.	Best Foods Inc.	241,300	166.	Gunther Brewing Co.	133,800
33.	B. T. Babbitt Co. Inc.	492,500	100.	Cantrell & Cochran Corp.	240,300	167.	S. A. Schonbrunn & Co. Inc.	133,600
34.	Minute Maid Corp.	466,700	101.	American Bakeries Co.	236,800	168.	Northwest-Orient Airlines	133,600
35.	Helena Rubinstein Inc.	466,600	102.	Jacob Ruppert Brewery	236,000	169.	Glamorene Inc.	132,500
36.	Shell Oil Co.	464,800	103.	Pharma-Craft Corp. Inc.	230,800	170.	G. Heileman Brewing Co.	131,200
37.	Johnston & Johnston	454,600	104.	Liebmann Breweries Inc.	229,400	171.	Zonite Products Corp.	130,900
38.	Better Living Enterprises	453,900	105.	Eastern Guild	227,300	172.	Stroh Brewing Co.	130,500
39.	P. Ballantine & Sons	446,700	106.	Pharmaceuticals Inc.	226,800	173.	Malt-O-Meal Co.	130,300
40.	Toni Co.	436,800	107.	U. S. Tobacco Co.	224,300	174.	Deering Milliken & Co.	129,800
41.	Northern Paper Mills	430,400	108.	Smith Brothers Inc.	220,000	175.	U. S. Industrial Chem.	129,500
42.	Pepsi Cola Co./Bottlers	428,000	109.	Armstrong Rubber Co.	220,000	176.	W. F. McLaughlin & Co.	129,000
43.	J. A. Folger & Co.	424,300	110.	Charles Antell Inc.	217,800	177.	Holsum Baking/Bakeries	127,000
44.	Grove Laboratories Inc.	419,000	111.	Mrs. Tuckers Foods	214,200	178.	Casco Products Corp.	126,200
45.	Corn Products Refining Co.	417,300	112.	Albers Milling Co.	208,600	179.	Bank of America	126,200
46.	Chesebrough-Ponds Inc.	414,700	113.	Griffin Mfg. Co.	208,500	180.	Gordon Baking Co.	125,800
47.	Pleis Bros. Inc.	407,900	114.	Ratner Promotions	207,700	181.	Pfeiffer Brewing Co.	124,900
48.	Tea Council of U. S. A.	403,300	115.	Rayco Mfg. Co.	203,900	182.	Rival Packing Co.	124,000
49.	CBS-Columbia Inc.	401,000	116.	Ward Baking Co.	201,900	183.	B. C. Remedy Co.	123,600
50.	Seven-Up Co./Bottlers	399,600	117.	Stephen F. Whitman & Son	200,400	184.	Seeman Brothers Inc.	123,400
51.	General Baking Co.	395,200	118.	Lewis Food Co.	199,100	185.	Montgomery Ward & Co.	123,300
52.	Lever Brothers Co.	394,100	119.	Ludens Inc.	194,100	186.	Morton Packing Co.	123,200
53.	Sales Builders Inc.	368,300	120.	Phillips Petroleum Co.	193,600	187.	Canada Dry Co./Bottlers	123,000
54.	Plough Inc.	367,000	121.	S. S. Kresge Co.	192,300	188.	National Enterprises Inc.	123,000
55.	Stokely-Van Camp Inc.	364,500	122.	National Brewing Co.	191,800	189.	Wm. B. Rely & Co. Inc.	122,900
56.	E. I. Du Pont De Nemours	356,700	123.	Monarch Wine Co. Inc.	189,100	190.	Monsanto Chemical Co.	122,800
57.	CVA Corp.	355,200	124.	F & M Schaefer Brewing Co.	188,600	191.	Emerson Drug Co.	122,700
58.	Falstaff Brewing Corp.	354,900	125.	Libby, McNeil & Libby	186,900	192.	Jos. E. Schiltz Brewing Co.	122,200
59.	General Mills Inc.	349,800	126.	Paper-Mate Co. Inc.	185,800	193.	Bostwick Laboratories	122,200
60.	Safeway Stores Inc.	343,700	127.	Langendorf United Bakeries	184,400	194.	Simoniz Co.	122,100
61.	Wildroot Co. Inc.	341,300	128.	Burlington Mills Corp.	184,100	195.	New England Confectionery	120,000
62.	Petri Wine Co.	337,200	129.	Carnation Co.	183,500	196.	D-Con Co.	119,400
63.	Benrus Watch Co.	324,300	130.	Converted Rice Inc.	182,600	197.	Speed Queen Corp.	119,100
64.	Radio Corp. of America	323,300	131.	Standard Oil Co. of Ohio	182,600	198.	Bayuk Cigar Co.	117,900
65.	Socony-Mobile Oil Co. Inc.	320,500	132.	General Electric Co.	182,500	199.	Assoc. Hospital Service	117,200
66.	Carter Products Inc.	319,200	133.	Standard Oil Co. of Indiana	182,100	200.	Ralston-Purina Co.	117,200
67.	Sunshine Biscuit Co.	315,900	134.	Sealy Mattress Co. Dealers	181,700			

**Alphabetical List of Television Spot Advertisers**

<p><b>RANKING FROM 201-300 Expenditures \$117,180-\$65,250</b></p> <p>Alliance Mfg. Co.                      American Oil Co.                      American Stores Co.                      American Sugar Refining                      Atlantic Refining Co.                      Avoset Co.                      Mrs. Balrd's Bakery                      Bardahl Oil Co.                      Bavarian Brewing Co.                      Blatz Brewing Co.</p>	<p>Blue Plate Foods Inc.                      Blumenthal Bros. Choc. Co.                      Breyer Ice Cream Co.                      Castro Convertible Co.                      Chesapeake &amp; Potomac Tel.                      Choc-Full-O Nuts                      Jim Clinton Clothing Stores                      Continental Oil Co.                      Cunningham's Drug Store                      Helene Curtis Industries                      Duncan Coffee Co.                      Duquesne Brewing Co.                      Foremost Dairies Inc.                      42 Products Limited                      Frito Co.</p>	<p>GHP Cigar Co.                      General Electric Supply                      General Petroleum Corp.                      General Tire and Rubber Co.                      Gold Seal Co.                      Griesedleck Bros. Brewing Co.                      Griesedleck West Brew Co.                      Grocery Store Products Co.                      Haberele Congress Brewing                      International Cellucotton                      Interstate Bakeries                      Gerold O. Kay and Associates                      Keebler-Weyl Baking Co.                      Kitchen Arts Foods Inc.                      Kraft Foods Co.</p>	<p>G. Krueger Brewing Co.                      Labor Savers Inc.                      Lo-Calory Food Co.                      Lone Star Brewing Co.                      M.J.B. Co.                      Magna Engineering Corp.                      Oscar Mayer &amp; Co.                      Miller Brewing Co.                      Mission-Pak                      John H. Morrell &amp; Co.                      Motorola Distributors                      C. F. Mueller Co.                      Naragansett Brewing Co.                      National Airlines Inc.                      (Continued on other side)</p>
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**RANKING from 201-300—**  
(Continued)

National Dairy Products  
Nationwide Insurance Co.  
Nehi Corp./Bottlers  
Ohio Bell Telephone Co.  
Ohio Oil Co.  
Fan-Am Southern Corp.  
Mrs. Paul's Kitchen  
Pearl Brewing Corp.  
Dr. Pepper Co./Bottlers  
Pepperidge Farm Inc.  
Power Products Inc.  
Pure Oil Co.  
Quaker City Chocolate & Conf. Co.  
Rath Packing Co.  
Redco Corporation  
Reddi-Whip Mfg. Co.  
Remington-Rand Inc.  
Richfield Oil Corp.  
Rev. Oral Roberts  
Roto-Broll Corp. of America  
S.O.S. Co.  
Schoenling Brewing Co.  
Seabrook Farms Inc.  
Sears Roebuck & Co.  
Seck and Kade Inc.  
Sinclair Refining Co.  
Slenderella Co.  
Southern Bell Telephone Co.  
Speedway Petroleum Corp.  
Standard Brewing Co.  
Standard Oil Company of Cal.  
Stegmaier Brewing Co.  
Swift & Co.  
Taylor-Reed Corp.  
Tenilthst Co.  
S. B. Thomas Inc.  
Toy Mfrs. of the U.S.A.  
U. S. Rubber Co.  
Walgreen Co.  
L. E. Waterman Pen Co.  
West End Brewing Co.  
Western Airlines Inc.  
Wine Growers Guild  
William Wrigley Jr. Co.  
W. F. Young Inc.  
Zenith Radio Corp.

**RANKING FROM 301-400**  
Expenditures \$64,510-\$40,080

Abbotts Dairies Inc.  
Adell Chemical Co.  
Affiliated Super Markets  
American Brewery Inc.  
American Motors Corp.  
American Tobacco Co.  
Arlson, Topeka & Santa Fe  
Barton Mfg. Co.  
Beatrice Food Co.  
Bekins Van & Storage Co.

Bill Benton Clothes  
Big Bear Markets  
Bowman Biscuit Co.  
J. B. Branscombe Co.  
Burger Brewing Co.  
Burma-Vita Co.  
Burrus Mills Inc.  
Cargill Inc.  
Chattanooga Medicine Co.  
Colonial Baking Co.  
Colonial Stores Inc.  
Cook Paint & Varnish Co.  
Crown Zellerbach Corp.  
B-X Sunray Oil Co.  
Delta Airlines Inc.  
Reuben H. Donnelly Co.  
Drug Research Corp.  
East Ohio Gas Co.  
Eastco, Inc.  
Albert Ehlers Inc.  
Jose Escalante & Co.  
Ex-Lax Inc.  
Fairmont Foods Co.  
Fanny Farmer Candy Shops  
Fels & Co.  
Fisher-Price Toys Inc.  
Great Northern Railway Co.  
Groveton Papers Co.  
Hammer Brewing Co./Bottlers  
CHR Hansens Laboratory  
Hollywood Brands Inc.  
Hood Chemical Co.  
Humble Oil & Refining Co.  
Illinois Bell Tel.  
Ivano Inc.  
Keebler Biscuit Co.  
Kendall Foods Inc.  
Kilpatrick Bakeries  
Kiwi Polish Co.  
Knudsen Creamery Co.  
John Labatt Ltd.  
Lance Inc.  
Lan-O-Sheen Inc.  
Little Crow Milling Co.  
Magnolia Petroleum Co.  
Martin Window Co.  
Michigan Bell Telephone  
National Food Club  
Nuhoff Packing Co.  
North American Airlines  
Northern Pacific Railroad  
Northwestern Bell Telephone  
Olympia Brewing Co.  
Henry F. Ortlieb & Co.  
Peoples Gas, Light & Coke Co.  
Phillips Packing Co. Inc.  
Pio Wine Co.  
Pittsburgh Brewing Co.  
Quaker Oats Co.  
Radiart Corp.  
Redi-Whip Milk Shake Mix  
Revlon Products Inc.  
Rexall Drug Co./Dealers  
Richmond Bros. Co.  
Adam Scheidt Brewing Co.

G. Schmidt & Sons Inc.  
Scott Paper Co.  
Seapak Corp.  
Selchow & Righter  
Selta Assoc. Inc./Dealers  
R. E. Spriggs Co.  
Storz Brewing Co.  
Sun Ray Drug Co.  
Sweets Co. of America Inc.  
Tetley Tea Co. Inc.  
Textile Chemical Co.  
Tidy House Products Co.  
Top Pop Products Co.  
Top Value Enterprises  
Toy Guidance Council  
Union Pacific Railroad  
United-Whelan Stores Corp.  
Westinghouse Electric Corp.  
White King Soap Co.  
Whitehouse Co.  
J. B. Williams Co.  
Williamson Candy Co.  
Williamson-Dickie Mfg. Co.  
Wine Advisory Board  
Wise Potato Chip Co.

**RANKING FROM 401-500**  
Expenditures \$40,070-\$27,100

Allegheny County Democrat  
American Brewing Co.  
American Dairy Association  
Anchor San. & Amer. Heating  
Arizona Brewing Co.  
Bell Bakeries Inc.  
Bell Telephone Co. of Penna.  
Boyle-Midway Inc.  
Brillo Mfg. Co.  
Brown & Haley  
E. L. Bruce Co.  
Burry Biscuit Corp.  
Charmin Paper Mills  
Chesty Foods Inc.  
Coffee Time Products of America  
Allen B. Dumont Labs  
Eastern Air Lines Inc.  
Easy Ad Co.  
Electrical Institute  
Emerson Radio & Phonograph  
E-Z Mills Inc.  
First Federal Savings & Loan  
Fitzgerald Bros. Brewing Co.  
Genessee Brewing Co.  
James C. Gill Co.  
Gillette Co.  
Glamur Products Inc.  
Godchaux Sugars Inc.  
Goebel Brewing Co.  
Martin L. Hall Co.  
Hekman Biscuit Co.  
Charles E. Hires Co./Bottlers  
Hi-V Corp.  
H. P. Hood & Sons Inc.  
Imperial Sugar Co.

Independent Grocers All.  
In-Sink-Erator Mfg. Co.  
Instant Grip Co.  
Jenny Mfg. Co.  
Jewel Tea Co. Inc.  
Kay Jewelry Co.  
Knomark Mfg. Co.  
Lanvin Parfums Inc.  
H. W. Lay & Co.  
Lee Optical Co.  
Louisiana State Rice Mill  
Lyon Van & Storage Co.  
Manchester Hosliery Mills  
Manhattan Soap Co.  
Marcal Paper Mills, Inc.  
Mariun Mfg. Co.  
Martin Oil Co.  
Maryland Pharmaceutical  
Md.-Va. Milk Producers  
McKesson & Robbins Inc.  
Merchants Biscuit Co.  
Mid-Continent Petroleum  
Milner Products Co.  
Minneapolis Brewing Co.  
Motorists Mutual Ins. Co.  
Murphy Prods. Co.  
New England Tel. & Tel. Co.  
New Jersey Telephone Co.  
New York Central Railroad  
Nicolay-Dancey Inc.  
Nissen Baking Co.  
O-Cedar Corp.  
Ohio Provision Co.  
Omar Inc.  
Ore.-Wash.-Calif. Pear Bureau  
Parker Pen Co.  
Perkins Products Co.  
Petersen Baking Co.  
Charles Pfizer Co. Inc.  
Regal Amber Brewing Co.  
Rosefield Packing Co.  
S.S.S. Co.  
W. Schludenberg-T. J. Kurdie  
Jacob Schmidt Brewing Co.  
Signal Oil Co.  
Skelly Oil Co.  
F. H. Snow Canning Co.  
Southwestern Bell Telephone Co.  
Special Foods Inc.  
Standard Food Markets  
Sterling Breweries Inc.  
Strietmann Biscuit Co.  
Stroehmann Bros.  
Studebaker-Packard Corp.  
Sun Drug Co.  
Sunbeam Corp.  
Vic Tanneys Gym  
Tidewater Associated Oil  
Turn-A-Bed Co.  
Utility Appliance Corp.  
Valleydale Packing Co.  
Wander Co.  
Warner Bros. Pictures  
Welch Grape Juice Co.  
Westinghouse Electric Supply

**Estimated Expenditures of Spot Television Advertisers by Product Classification**

<b>AGRICULTURE</b>	\$ 378,000
Feeds, Meals	241,000
All Other	137,000
<b>ALCOHOLIC BEVERAGES</b>	9,446,000
Beer & Ale	7,746,000
Wine	1,700,000
<b>AMUSEMENTS, ENTERTAINMENT</b>	119,000
<b>AUTOMOTIVE</b>	5,321,000
Anti-Freeze	735,000
Batteries	148,000
Cars	3,478,000
Tires & Tubes	367,000
Trucks & Trailers	144,000
Other Accessories & Supplies	449,000
<b>BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS</b>	1,069,000
Fixtures, Plumbing, Supplies	214,000
Materials	113,000
Paints	234,000
Power Tools	296,000
Miscellaneous	212,000
<b>CLOTHING, FURNISHINGS, ACCESSORIES</b>	2,485,000
Clothing	1,755,000
Footwear	381,000
Hosiery	326,000
Miscellaneous	23,000
<b>CONFECTIONS &amp; SOFT DRINKS</b>	5,391,000
Confections	2,847,000
Soft Drinks	2,544,000
<b>CONSUMER SERVICES</b>	3,146,000
Dry Cleaning & Laundries	38,000
Financial	639,000
Insurance	388,000
Medical & Dental	31,000
Moving, Hauling, Storage	121,000
Public Utilities	1,494,000
Religious, Political, Unions	278,000
Schools & Colleges	40,000
Miscellaneous Services	117,000
<b>COSMETICS &amp; TOILETRIES</b>	7,864,000
Cosmetics	2,977,000
Deodorants	643,000
Depilatories	42,000
Hair Tonics & Shampoos	1,732,000
Hand & Face Creams, Lotions	202,000
Home Permanents & Coloring	407,000
Perfumes, Toilet Waters, etc.	36,000
Razors, Blades	177,000
Shaving Creams, Lotions, etc.	974,000
Toilet Soaps	426,000
All Other	248,000

<b>DENTAL PRODUCTS</b>	2,779,000
Dentifrices	2,341,000
Mouthwashes	321,000
All Other	117,000
<b>DRUG PRODUCTS</b>	8,909,000
Cold Remedies	2,642,000
Headache Remedies	1,452,000
Indigestion Remedies	1,768,000
Laxatives	757,000
Vitamins	559,000
Weight Aids	376,000
All Others	1,047,000
Drug Stores	308,000
<b>FOOD &amp; GROCERY PRODUCTS</b>	27,106,000
Baked Goods	4,882,000
Cereals	2,044,000
Coffee, Tea & Food Drinks	5,409,000
Condiments, Sauces, Appetizers	1,546,000
Dairy Products	1,989,000
Desserts	284,000
Dry Foods (Flour, Mixes, etc.)	1,735,000
Frozen Foods	1,718,000
Fruits & Vegetables, Juices (except frozen)	1,635,000
Macaroni, Noodles, Chili, etc.	522,000
Margarine, Shortenings	1,205,000
Meat, Poultry & Fish (except frozen)	1,075,000
Soups (except frozen)	487,000
All Other Foods	1,791,000
Food Stores	784,000
<b>GARDEN SUPPLIES &amp; EQUIP.</b>	43,000
<b>GASOLINE &amp; LUBRICANTS</b>	3,698,000
Gasoline & Oil	3,545,000
Oil Additives	107,000
Miscellaneous	46,000
<b>HOTELS, RESORTS, RESTAURANTS</b>	50,000
<b>HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES</b>	2,004,000
Cleaners, Cleansers	838,000
Floor & Furniture Polishes, Waxes	142,000
Glass Cleaners	118,000
Home Dry Cleaners	435,000
Shoe Polish	350,000
Miscellaneous Cleaners	121,000
<b>HOUSEHOLD EQUIPMENT</b>	2,444,000
Appliances	833,000
<b>HOUSEHOLD FURNISHINGS</b>	699,000
Beds, Mattresses, Springs	134,000
Furniture & Other Furnishings	565,000
<b>HOUSEHOLD LAUNDRY PROD.</b>	4,318,000

Bleaches, Starches	218,000
Packaged Soaps, Detergents	3,786,000
All Other	314,000
<b>HOUSEHOLD PAPER PRODUCTS</b>	951,000
Cleansing Tissues	364,000
Food Wraps	150,000
Napkins	264,000
Toilet Tissue	59,000
All Others	114,000
<b>HOUSEHOLD GENERAL</b>	992,000
Brooms, Brushes, Mops, etc.	139,000
China, Glassware, Crockery, Containers	71,000
Disinfectants, Deodorizers	197,000
Fuels, (heating, etc.)	58,000
Insecticides, Rodenticides	56,000
Kitchen Utensils	145,000
Miscellaneous	326,000
<b>NOTIONS</b>	200,000
<b>PET PRODUCTS</b>	1,294,000
<b>PUBLICATIONS</b>	133,000
<b>SPORTING GOODS, BICYCLES, TOYS</b>	659,000
Bicycles & Supplies	55,000
General Sporting Goods	42,000
Toys & Games	557,000
Miscellaneous	5,000
<b>STATIONERY, OFFICE EQUIP.</b>	105,000
<b>TELEVISION—RADIO, PHONOGRAPH—MUSICAL INST.</b>	1,646,000
Antennas	135,000
Radio & Television Sets	1,241,000
Records	173,000
All Other	97,000
<b>TOBACCO &amp; SUPPLIES</b>	6,440,000
Cigarettes	5,791,000
Cigars, Pipe Tobacco	648,000
Smoking Accessories & Supplies	1,000
<b>TRANSPORTATION &amp; TRAVEL</b>	1,000,000
Air	503,000
Bus	190,000
Rail	288,000
Miscellaneous	19,000
<b>WATCHES, JEWELRY, CAMERAS</b>	2,138,000
Cameras, Accessories, Supplies	36,000
Clocks & Watches	1,602,000
Jewelry	132,000
Pens & Pencils	359,000
Miscellaneous	9,000
<b>MISCELLANEOUS</b>	911,000
Trading Stamps	199,000
Miscellaneous Products	179,000
Miscellaneous Stores	533,000

**Network Accounts:** Pitch for western advertisers will be intensified by NBC-TV starting April 30 when *Today* and *Home* are revised and rescheduled to accommodate west coast audiences. On that date, when daylight saving time starts, following changes will take place: *Today* will be seen live 6-7 a.m. only in KRCA, Los Angeles, with host Dave Garroway featured with newsman Chet Huntley, longtime west coast favorite now headquartered in N. Y.; kine of preceding hour will be shown 7-8 a.m. on all west coast affiliates; Arlene Francis' *Home* will be live 8-9 a.m., with special western features Tue. & Thu. 8:30-9 a.m.; *Today* returns 11 a.m.-noon via kine from N. Y. & live originations from west coast . . . Oldsmobile has purchased half of NBC-TV's coverage of political conventions & election returns, with RCA & Sunbeam dividing other half, reports *Billboard*—but network refuses to comment . . . Pall Mall to sponsor *Dwining Show* on ABC-TV in post-*Disneyland* Wed. 8:30-9 p.m. time period starting May 9, thru Sullivan, Stauffer, Colwell & Bayles; it replaces *M-G-M Parade*, being cancelled by Pall Mall & General Foods . . . Ronson Corp. to be alt. sponsor of 10-11 p.m. segment of weekly 90-min. *Playhouse 90* on CBS-TV starting in fall, Thu. 9:30-11 p.m., thru Norman, Craig & Kummel . . . General Foods to sponsor Ziv's *West Point Story* on CBS-TV starting in fall, Fri. 8-8:30 p.m., thru Benton & Bowles . . . Eastman Kodak to switch *Screen Directors Playhouse* from NBC-TV to ABC-TV starting in fall, Wed. 9-9:30 p.m., thru J. Walter Thompson . . . Bulova Watch to be alt. sponsor (with Old Golds) of *Two for the Money* on CBS-TV starting in fall, Sat. 9-9:30 p.m., thru McCann-Erickson; Sam Levenson will replace Herb Shriner as m.c. . . Procter & Gamble to be alt. sponsor (with General Cigar) of *National Bowling Champions* on NBC-TV starting April 29, Sun. 10:30-11 p.m., thru Leo Burnett, Chicago . . . Chrysler to cancel *It's a Great Life* but retains its Sun. 7-7:30 p.m. time period on NBC-TV for new show . . . Hoover Co. (Constellation vacuum cleaner) buys 20 partic. on *Afternoon Film Festival* on ABC-TV starting May 21, Mon.-thru-Fri. 3-5 p.m., and 4 partic. on *Famous Film Festival* on ABC-TV starting May 20, Sun. 7:30-9 p.m., thru Leo Burnett Co., Chicago. . . Bristol-Myers (Mum-Nest) buys 17 partic on NBC-TV's *Tonight* starting May 7, Mon.-thru-Fri. 11:30 p.m.-1 a.m., thru Doherty, Clifford, Steers & Shenfield . . . Maybelline Co. (eye makeup) buys 3 partic. on *Matinee Theatre* colorcasts in May on NBC-TV, Mon.-thru-Fri. 3-4 p.m., thru Gordon Best Co., Chicago . . . Schaefer Beer to sponsor "Lambs' Gambol" (Lambs Club show & awards) in N. Y., Philadelphia, Washington & Hartford on NBC-TV facilities April 21, Sat. 11:15 p.m.-12:45 a.m., thru BBDO . . . Ideal Toy Co. & Sweets Co. of America to be co-sponsors of Macy's Thanksgiving Day parade on NBC-TV Nov. 22, Thu. 11-noon, thru Grey Adv. and Moselle & Eisen Adv.

NBC-TV's "Program Extension Plan" for bringing top-rated network shows to smaller markets at minimum cost to advertiser has resulted in 74% increase of network-sponsored hours to the 49 "PEP" stations in first 4 months of plan. NBC reports that 45 programs have been ordered from 53 leading advertisers.

ABC-TV offers 35% discount to advertisers buying 15-min. of daytime across-the-board programming next fall, excluding partic. in *Afternoon Film Festival*. It brings cost of pre-5 p.m. quarter-hour across-the-board purchase to \$6500.

"Sew-It-Yourself Fashion Week" will be celebrated on NBC-TV's *Home* week of April 16 in cooperation with more than 50 leading dept. stores which will publish local tie-in ads and install special displays featuring sewing products of *Home* sponsors.

George Foster Peabody Awards for 1955, presented April 11 at luncheon meeting of Radio & TV Executives Society of N. Y.: TV-radio public service, NBC chairman Sylvester L. (Pat) Weaver Jr., "for broadening the horizons of TV, for initiating a series of daring innovations that the rest of the industry, like it or not, has had to imitate, and, above all, for showing a respect for the intelligence of the public, refreshing and commendable among officials in comparable high places in the TV hierarchy"; TV-radio promotion of international understanding, Quincy Howe, for his *Outside U.S.A.* series on ABC-TV & news commentaries on ABC Radio; news, Douglas Edwards and the *News* (CBS-TV); entertainment, *Perry Como Show* (NBC-TV) & *Jackie Gleason Show* (CBS-TV); dramatic entertainment, *Producers' Showcase* (NBC-TV) "with a special bow to 'Peter Pan'"; youth and children's, *Lassie* (CBS-TV); education, Dr. Frank Baxter's *Shakespeare on TV* (KNXT, Los Angeles); TV-radio music, *Voice of Firestone* (ABC); radio education, *Biographies in Sound* (NBC); local radio public service, KIRO, Seattle, for *Democracy Is You* series. In addition, special citations went to *Omnibus* (CBS-TV) for "Adams Family" series; *Assignment India* (NBC-TV); WMT-TV, for its *Secret of Flight* series; educational KQED, San Francisco, for its balanced non-commercial programming; radio KFYO, Lubbock, Tex., for *Footnotes on the Fine Arts with Jack Sheridan*.

"Grand Old Opry" performers buying 2 AMs in Tenn. & Ky. are Ernest Tubb and Clarence (Hank) Snow, who with Wm. R. McDaniel, public relations director of Nashville's WSM-TV, have incorporated Folkways Bcstg. Co. Inc. in both states for purpose. Folkways—owned 40% by McDaniel, 40% by Tubb, 20% by Snow—is buying WHBT, Harriman, Tenn. (250-watts, 1230 kc) for \$80,000 from F. L. Crowder, and WTCW, Whitesburg, Ky. (1-kw, 920 kc) for \$95,000 from Kenneth J. Crosthwait. When FCC approves sales, McDaniel plans to resign from WSM and take over management. Sales were negotiated by Blackburn-Hamilton.

"Unauthorized remarks" by announcer Bob Raiford over WBT, Charlotte, brought his dismissal this week after he criticized attack on Negro singer Nat King Cole during Birmingham appearance earlier in week. Station v.p.-mgr. Charles Crutchfield said it "should be made clear" that fring "does not pertain in any way whatever to the issues and problems concerning race relations." Raiford said that station was "stiffing expression"; that "I wasn't taking a stand on segregation. I think I was just taking a stand for decency."

"America First" presidential candidate Lar Daly was informed by FCC this week that his letter requesting aid in seeking free network time (Vol. 12:14) presents "an extremely confused picture as to whether or not you are, in fact, a candidate for the Republican nomination for President" and that he has "failed to make an unequivocal showing sufficient to permit [FCC] to conclude that you are a legally qualified candidate."

Self-help project to curb juvenile delinquency has been launched by New York City Youth Board and NBC's WRCA-TV & WRCA. Program calls for establishment of delinquency prevention program in an unidentified West Side N. Y. city neighborhood. The TV-radio stations will invest approximately \$130,000 in the project—\$30,000 for services in the area to be administered by Youth Board and \$100,000 for TV-radio time & production costs.

Sale of TV-radio time for religious broadcasts was approved this week in resolution adopted at Cleveland convention of National Assn. of Evangelists. Such sale was condemned last month by Broadcasting & Film Commission of National Council of Churches of Christ in U.S.A.

**SUBSCRIPTION TV test in Cuba is immediate** aim of Matthew Fox's Skiatron TV Inc., which holds rights to Skiatron pay-TV system—but no agreement has been reached in negotiations to date, according to a spokesman for Fox. Negotiations are being conducted with "a group of Cuban businessmen" not connected with TV stations there. Under the proposed agreement the Cuban group would buy toll-TV time on Cuban stations, or, if necessary build a station of its own.

Skiatron TV is now "hopeful of arriving at an equitable contract" for the pilot subscription TV operation. Cuba was chosen because of its proximity to U.S., where it could be observed by American TV industry and FCC, and because there are "no laws there that would hinder subscription TV." Said Fox's spokesman: "All that would be required is a presidential decree."

Other foreign countries are being explored for commercialization of Skiatron fee TV. Annual report of patent-holding Skiatron Electronics & TV Corp. (which would receive 50% of profits from foreign operations of Skiatron system) says: "In preparation for possible foreign operations, patents and patent applications have been filed in Great Britain, West Germany, Australia, Cuba, Spain and many other foreign countries."

Meanwhile, Senate Commerce Committee Chairman Magnuson (D-Wash.) announced that more than 20 witnesses are scheduled to testify as Committee takes a week-long look-see at subscription TV issue beginning April 23. He released this schedule for the 5 days of hearings (all in Room G-16, Capitol):

Mon. April 23, 10 a.m.: James Landis, Skiatron; Paul Raibourn, International Telemeter; Ray Kohn, off-air uhf WFMZ-TV, Allentown, Pa.; April 24, 10 a.m.: "Television Exhibitors of America Inc.;" W. Theodore Pierson, accompanied by 4 witnesses for Zenith Radio. April 25, 2 p.m.: Pres. Abe Stark, N. Y. City Council; pres. Harold Fellows, NARTB; AFTRA. April 26, 10 a.m.: Richard S. Salant, CBS; Andrew Biemiller, AFL-CIO; Lawrence H. Rogers, WSAZ-TV, Huntington, W. Va.; Mort Farr, NARDA; Wilton D. Radford, N. Y.; Marcus Cohn, Committee Against Pay-As-You-See TV. April 27, 10 a.m.: Milton Shapp, Jerrold, and "limited rebuttal by selected representatives of proponents."

WSVA-TV, Harrisonburg, Va. (Ch. 3), with WSVA (5 kw, 550 kc, NBC), is second TV-radio property in which Transcontinent TV Corp. has bought an interest, to share ownership equally with Hamilton Shea, who leaves NBC as v.p. in charge of WRCA-TV & WRCA, N. Y. to manage WSVA-TV & WSVA. Price is approximately \$800,000. Last week, Transcontinent and General Railway Signal Co. bought Stromberg-Carlson's WHAM-TV & WHAM for \$5,000,000 (Vol. 12:14). Seller of Harrisonburg properties was Frederick L. Allman, broker Blackburn-Hamilton.

Salute to Armed Forces was theme as Storer Broadcasting Co. dedicated new WJW Radio & TV Bldg. at Playhouse Square in Cleveland, April 15. Featured were bands, singing groups, drill teams, planes, blimp, etc.—of Army, Navy, Marines, Naval Air Reserve, National Guard, Ohio Air National Guard, Civil Air Patrol, ROTC unit of John Carroll U. Change in call letters from WXEL to WJW-TV is effective same day. Former WXEL owner Herbert Mayer is receiving FCC permission to employ WXEL for his uhf Ch. 38 CP in Boston, changing from WHMB.

**UNDECLARED "FREEZE" on vhf decisions** in deintermixture areas is still in effect, but FCC continues to knock off decisions in other markets as fast as they're ripe. This week, Commission finalized Bristol, Va.-Tenn. case by granting Ch. 5 to WCYB over Tri-Cities TV Corp., controlled by owners of WOPI, Bristol, and WKPT, Kingsport, Tenn. Commission also finalized grant of Ch. 8, Presque Isle, Me. to WAGM.

In Bristol case, FCC chose WCYB on grounds of superiority in "integration of ownership with management, and as to concentration of the media of mass communication." It found applicants equal in local residence, civic participation, past performance records, broadcast experience, program proposals.

NBC's efforts to purchase WKNB-TV, New Britain, Conn. (Ch. 30) became more complicated when Commission ordered full evidentiary hearing on charges of WNHC-TV, New Haven (Ch. 8) and WATR-TV, Waterbury (Ch. 53) that sale would increase concentration of ownership, restrain competition, etc.

Allocations shifts requested this week: (1) Substitution of Ch. 26 for Ch. 61 in Anderson, Ind., and Ch. 77 for Ch. 26 in Indianapolis—by Ch. 61 grantee WCBC-TV. (2) Addition of Ch. 8 to Missoula, Mont., substitution of Ch. 23 for Ch. 9 in Sandpoint, Ida., Ch. 9 for Ch. 8 in Kalispell, Mont.—by radio KBTW, Missoula. (3) Addition of Ch. 9 to Nadine, N. M., substitution of Ch. 35 for Ch. 9 in Monahans, Tex.—by Video Independent Theatres. (4) Addition of Ch. 25 to Coos Bay, Ore.—by Pacific TV.

General Tire's RKO Studios in Hollywood & New York were opened this week to TV film producers needing space, with Fred Ahern—who moved to RKO from CBS—given new post of supervisor of TV operations, and with movie veteran Raymond A. Klune as exec. mgr. of studio operations. RKO exec. v.p. Charles L. Glett said "ultimately, RKO will produce its own films for TV, but our basic intention at this time is to make our facilities available to the TV industry."

Two radio station sales approved this week: (1) KTLN, Denver, for \$300,000 from Leonard Coe to group including Colorado Gov. Edwin C. Johnson and ex-Sen. Burton K. Wheeler, both former Democratic chairmen of Senate Commerce Committee (Vol. 12:12)—FCC approval coming in record time. (2) KCNA, Tucson, for \$35,574 for some 40% from author Erskine Caldwell to minority owners George W. & Harry B. Chambers—Caldwell retaining about 12%.

Resignation of Sen. Thurmond (D-S. C.) from Senate leaves Senate Commerce Committee—at least momentarily—with 7 Democrats and 7 Republicans. Several Democratic Senators have requested the vacant Committee seat, with appointment due early next week. Thurmond's Senate successor, Thomas Wofford (D-S. C.) is not expected to get the assignment. Thurmond resigned to campaign for full term in Senate.

County-by-county data on TV households, as of June 1955, will be released April 30 by Advertising Research Foundation, 11 W. 42nd St., N. Y. ARF projected Census Bureau data showing 32,000,000 households, or 2 out of every 3 homes in U. S., owned a TV set in that month (Vol. 10:34).

Tenth anniversary of *Meet the Press* will be celebrated by NBC with dinner at Washington's Sheraton-Park Hotel April 28, principal speakers to be Senators Barkley (D-Ky.) and Knowland (R-Cal.).

New reps: WARM-TV, Scranton, Pa. to Bolling (from Hollingbery); upcoming WITI-TV, Milwaukee-Whitefish Bay (Ch. 6), due this month, names Branham.

**ADMIRAL SHOWS 10-in. PORTABLE AT \$89.95:** The competitive scramble for supremacy in the portable TV market intensified this week when Admiral introduced a 10-in. receiver weighing 16½ lb. and priced at \$89.95, \$109.95 & \$119.95. It gives 10%-in. picture.

It's third company to show a lightweight set in last 6 weeks, preceded by RCA 8½-in. 22-lb. model at \$125 (Vol.12:9) and GE's 9-in. 13-lb. portable, still unpriced (Vol.12:12). Of the 3, however, only RCA's has been shipped to dealers. GE says it will start producing 9-in. in summer, Admiral promises deliveries next month.

Admiral introduced 10-in. set at press party in N.Y., announced that more "personal" sets would be introduced in June. New receiver features "an exclusive Admiral-developed" 90-degree tube providing 53½-sq. in. of viewing area, measuring 8 7/16-in. high, 10 11/16-in. wide, 13 13/16-in. deep. The old 10-in. receiver, which was first really successful set in late 40's, had 52-sq. in. viewing area.

Set contains printed circuit chassis which is almost 100% automated, contains 14 tubes and is available in vhf or vhf-uhf. Channel selector and fine tuning knob are on top of aluminum cabinet, with other controls arranged in V in front of tuning knob. It has telescopic antenna.

Admiral also introduced four 21-in. receivers as part of its 1957 line, with balance to be introduced in June. Shown this week were table models at \$180 & \$190, consoles at \$290 & \$320. Also shown was first sun-powered tubeless radio (p. 15).

That portables are a "plus" factor in TV market is manifest in study of production statistics for first quarter 1956 showing no decline in demand for higher-end sets. Production of 21-in. consoles in first 3 months of 1956 represented about 33% of all TV output, about same as first quarter of 1955, while 24-in. output rose to 8%, as against 3% in first 3 months year ago. The 21-in. tables declined from 42% to 38%, while 17-in. tables constituted 10%, little changed from year ago.

Portables thus aren't taking any business away from higher-end, larger-screen sets, which continue to serve as primary receiver. When folks need to replace their main receivers, they're still turning to larger-screen sets at \$200 and up. With replacement and second-set markets continuing to grow apace, with mounting evidence of color's coming importance (p. 5), there's no disposition whatever to argue with prediction of Admiral's Ross Siragusa for 10,000,000 TV sales next year (Vol.12:12). Siragusa this week estimated 1,250,000 "personal" portables would be produced and sold in remaining months of 1956, with 4,500,000 portables sold next year.

Current TV market is nothing to get excited about, at least when compared to last year. Retail TV sales continue to run about 10% below 1955, though here and there some pickup has been noted recently with improved weather conditions, and with income tax payments out of the way. As one example, but an important one, Irving Sarnoff of RCA distributor Bruno-N.Y. told us that last 10 days had seen decided improvement in TV business in N.Y., predicted continued upswing from here on in.

\* \* \* \*

Step 2 in Philco's "regain-the-TV-market" plan, set in motion last week in disclosure of vast mechanization program, came in announcement of agreement with huge Firestone Tire & Rubber Co., whereby all Philco consumer products will be carried in its stores starting in June. Firestone has about 725 owned-&-operated stores, plus at least 2000 stores which are independently operated but hold Firestone franchises. All the company-owned stores will handle Philco products, and independents are given option to buy Philco -- or any other product.

Philco TV-radio-appliances will be sold in competition with Firestone's own private-label brands. TVs, radios & phonos will be marketed through Firestone stores starting in June, with appliances to be taken on in Jan.

Philco started negotiations with IUE, meanwhile, on new contract covering

5000 TV production workers in Philadelphia. Union listed 15 demands, including "substantial wage increase," plus several fringe benefits. Union officials said Philco's mechanization program would not be subject of bargaining.

Brief highlights of other major trade developments this week:

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**Foreign Trade Data:** Cutback in Census Bureau information on foreign trade was vigorously protested by RETMA this week in testimony before House Appropriations subcommittee. Speaking for RETMA, Sprague Electric's Wm. M. Adams warned of growing competition from other countries, saying that U.S. exports of radio apparatus & parts declined from \$264,000,000 in 1953 to \$208,000,000 in 1955, while exports of same type of equipment from Germany rose from \$30,000,000 to over \$70,000,000. Saying that 10% of all commercial electronics production in U.S. is sold abroad, he warned of consequences in electronics industry of statistical cutbacks. He said:

"Effective Jan. 1 the Census Bureau consolidated into one category radios and radio-phonograph combinations. Tabulations for the month of Jan. 1956 estimate that exports of these products totaled approximately \$247,800 during that month. However, in order to reach this figure, only shipments valued at \$1000 and over were actually counted, for an aggregate of \$188,600. The Bureau of the Census further estimated -- on the basis of a 10% sample of smaller shipments -- that an additional \$59,000 worth of radios, or 24% of its overall estimate, were shipped from the U.S. during Jan., but can give no indication as to the countries where they may or may not have been shipped. This, of course, makes it absolutely impossible even to guess at the most vital part of the information, namely how many radios were shipped where."

**Whirlpool-Seeger Review:** Glowing progress report on the first 7 months of new Whirlpool-Seeger Corp. following merger last year was given stockholders this week by pres. Elisha Gray II, saying he was "more convinced than ever" of the wisdom of merger. "The move gave the same impetus to the companies as if each had taken on a full line," he stated. "The wisdom of our move is seen in the fact that other firms have increased their moves in this direction, thus proving the trend." He said that trade's reception to RCA-Whirlpool label on its products has been "very good," adding that over-all distribution has been strengthened significantly by addition of RCA outlets in many key markets. He also confirmed trade reports that company plans to produce built-in range line, indicated several other new products are projected.

**Production:** TV output totaled 118,113 for week ended April 6, compared to 122,370 preceding week and 131,224 week ended March 23. It was year's 14th week and brought production to that date to about 1,950,000, as against 2,340,000 in first 14 weeks of 1955. Radio production totaled 224,544 (74,467 auto) week ended April 6, compared to 246,302 preceding week and 258,394 week before. Radio production for 14 weeks totaled 3,865,000, compared to 3,650,000 in same period of 1955. RETMA revised its production figures this week to show 1,164,629 TVs and 2,172,130 radios (957,259 auto) turned out in first 2 months of 1956.

Picture tube sales in first 2 months totaled 1,790,448, valued at \$34,153,086, compared to 1,726,485, worth \$34,780,586, in first 2 months of 1955, reports RETMA. Receiving tube sales totaled 77,895,000, valued at \$62,070,000, in first 2 months this year, as against 76,476,558 at \$54,984,643 in Jan.-Feb. 1955. RETMA's tabulation for first 2 months this year:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan. ....	892,385	\$17,016,391	40,141,000	\$31,314,000
Feb. ....	898,063	17,136,695	37,754,000	30,756,000
TOTAL	1,790,448	\$34,153,086	77,895,000	\$62,070,000

DuMont's "Silver Anniversary Line" of TV-radio receivers, so designated to honor 25th anniversary of Dr. DuMont's development of "first commercially practical cathode-ray tube," will be introduced at Atlantic City's Chalfonte-Haddon Hall June 13, at New Orleans' Roosevelt June 18 and at San Francisco's St. Francis June 26.

Howard W. Sams & Co., Indianapolis electronic engineering & publishing firm headed by J. A. (Shine) Milling, celebrates its 10th anniversary April 18 with service awards dinner at Meridian Hills Country Club, when 15 employes will receive 10-year service pins. Founded in small Indianapolis shop by Howard W. Sams, company currently has annual sales volume of nearly \$4,000,000.

Counterfeit receiving tube racket is explored in April 21-27 *TV Guide*, which gives these 3 ways viewer can help curb used-tube racketeers: "(1) Be sure you call reputable serviceman. (2) See whether the replacement tubes he uses are a reliable, recognized brand. (3) Make certain that he leaves the old tube with you when he installs a new one."

B&R Electronics Co., manufacturers of radios & phonos under "Teletone," "Peter Pan" and "Electronic" labels, consolidates operations in new factory at 1178 E. 180th St., N. Y.

**Trade Personals:** Robert J. Mayer, asst. to J. Gordon Dakins, exec. v.p. of National Retail Dry Goods Assn., joins RCA May 15 in charge of sales & promotion of color sets to dept. stores, also working with NBC-TV in stimulating dept. store advertising on color programs . . . Dr. Leslie J. Woods, Philco v.p. & director of research & engineering, appointed a trustee of Drexel Institute of Technology . . . Howard Pease, ex-Bulova Watch & Schick, named Crosley-Bendix gen. service mgr. . . Robert K. Hartman resigns as CBS-Columbia v.p. in charge of industrial & Govt. electronics . . . Charles W. Markham, ex-Motorola, named CBS-Columbia mgr. of specialty sales, reporting to sales director David J. Hopkins . . . David Solomon named co-op adv. mgr., CBS-Columbia, reporting to Gerald Light, adv. & sales promotion director . . . Wm. J. Anderson named supervisor of engineering, CBS-Hytron western div., Los Angeles . . . Wm. A. Shaw promoted to Hallicrafters TV-radio sales mgr., reporting to marketing director Michael D. Kelly; Hendrix G. Blue, adv. & sales promotion mgr., takes on additional duties of distribution mgr., replacing C. A. Shera, now gen. sales mgr. of Allied Precision Industries . . . Joseph F. Walsh, ex-Westinghouse TV-radio marketing mgr., named national sales mgr. of Thomas Organ Co., Sepulveda, Cal., formed recently by Pacific Mercury TV Mfg. Co. . . . James Segre, DuMont European mgr., establishes headquarters at Corso Venezia 51, Milan . . . James Perrier, ex-Graybar, named Spartan district merchandiser, New Orleans; Peter Taranto, ex-Zenith, named district merchandiser in Miami . . . Alfred B. Girardy resigns as design mgr., Westinghouse TV-radio div. . . . George C. McConeghy, ex-Langevin Mfg. Co., named asst. controller of DuMont . . . Robert R. Carlson, ex-Sentinel Radio & Motorola, named purchasing agent of Crescent Industries . . . Melvin E. Krumrey, ex-Shure Bros., named asst. mgr. of distributor div., Quam-Nichols Co.

**DISTRIBUTOR NOTES:** CBS-Columbia appoints Maloney Distributing Co., 1117 Farnam St., Omaha (James J. Maloney, pres.); Charles Ilfeld Co., Albuquerque (F. A. Mapel, pres.); Rice & Miller Co., 78 Rice St., Bangor, Me. (James F. White, gen. mgr.) . . . Raytheon appoints Major Appliances Inc., 2201 NW 17th St., Miami (W. Dan Rowlands, pres.) . . . DuMont appoints J. S. George Supply Co., 112 North St., Burlington, Vt. (James S. George, pres.) . . . Deep South Supply Co., Atlanta (CBS-Columbia) elects Roscoe Walker as pres. . . . J. N. Ceazan Co., San Diego (Crosley-Bendix) promotes Al Kay to gen. mgr. . . . Thoben Elrod Co., Atlanta (Crosley-Bendix) appoints George W. Shell to additional duties as mgr. of specialty products div. . . . Times Appliance Corp., N. Y., changing name to Westinghouse Appliance Sales Corp., appoints Irving M. Sandberg, ex-Bruno-N. Y. & Crosley Distributing Corp., as major appliance sales mgr. . . . Canadian Admiral Sales Ltd. appoints Donald Blackman mgr. of Vancouver branch, succeeded as Ottawa branch mgr. by E. Gaston Fauteux; A. E. Mackay named mgr. of Calgary branch . . . Colen-Gruhn Co., N. Y. (Telefunken) disbands after 35 years in distribution business.

Vernon B. Bagnall, 50, asst. director of operations in charge of engineering for AT&T long lines dept. and one of organizers of distant early warning (DEW) Arctic defense line, died of heart attack April 10 at Mountainside Hospital, Montclair, N.J. He is survived by his widow, son & daughter.

Lloyd L. Spencer, 66, retired sales v.p. of Stromberg-Carlson, died April 7 at home in Hudson, O. He joined Stromberg-Carlson in 1937 as gen. sales mgr., was elected sales v.p. & director in 1943 and retired in 1951. He is survived by his widow.

**Topics & Trends of TV Trade:** Outright repeal of Rule 9 of Federal Trade Commission's trade practice rules relating to measurement of TV screen sizes in receiver ads was urged this week by RETMA in strongest approach yet to FTC since rules were adopted last year. Philco last week petitioned for reconsideration only (Vol. 12:13). Letter from RETMA exec. v.p. James D. Secrest to FTC chairman Gwynne stated:

"Prior to the issuance of Rule 9 the TV industry developed over a period of several years a simple method for designating the picture tube size. Its acceptance by the public is evident in the fact that approximately 46,000,000 TV receivers have been sold. This simple method of designating set size has been accepted by consumers as a standard for comparing the values of competing models . . .

"Since Rule 9 became effective, confusion has replaced this stability. Manufacturers in attempts to comply with this rule have adopted a variety of advertising practices which bewilder the consumer and the dealer and give the buyer no simple method of assessing the value of competing TV receivers. Both the complexity and variety of these newer descriptions defeat the Commission's purpose of giving the public more complete and accurate information. It is significant that the press, the trade and the public continue to use the historic terminology in describing TV sets despite Rule 9 . . .

"While the Commission denied our petition of November 29, 1955, asking for amendment of Rule 9, this action was taken before the rule became operative and before either the industry or the Commission had had any actual experience in applying the rule. We now have had sufficient experience to convince the industry that Rule 9 is unnecessary and confusing, and therefore unworkable."

TV shipments to Canadian dealers by distributors totaled 106,460 in first 2 months, when production was 122,159, reports RETMA of Canada in first of new series of monthly tabulations. They compare with distributor shipments of 111,386, production of 140,358 in first 2 months of 1955. Of those shipped to dealers in first 2 months this year, 54,207 were table models, 49,733 consoles, 2520 3-way combinations. Average suggested list price for all sales in Feb. was \$297, compared to \$313 in Feb. 1955. Projected production estimate is for 117,229 more sets in March-May period. Montreal led in 2-month distributor sales, with 18,252; Toronto, 15,191; other Ontario, 10,622; British Columbia, 8428; Alberta, 7719; Quebec City, 7234; Ottawa & eastern Ontario, 7157; Manitoba, 6745; Nova Scotia, 5967; Hamilton-Niagara, 5047; New Brunswick & Prince Edward Island, 3687; Saskatchewan, 3623; Windsor, 2912; other Quebec, 2200; Newfoundland, 1676.

Motorola Canada Ltd. will fold up this summer, with TV & home radio production discontinued and auto radio output transferred to Canadian Radio Mfg. Corp. Ltd., Toronto (T. Van Dyk, pres.). Virden Scranton, v.p.-gen. mgr. of 4-year-old Motorola Canada, said that parent company had decided to channel funds required for Canadian expansion into its own present and projected growth in U. S. He said that Canadian Radio will continue to contract for production and sale of Motorola 2-way communications and microwave products.

CBS-Columbia to offer free a new \$23 table radio with purchase of each "Jefferson" 21-in. table model TV (at \$180) or a deluxe clock radio valued at \$37.50 with each "Madison" 21-in. console (at \$300). It's part of "Convention Broadcast Special" promotion.

**Financial & Trade Notes:** Admiral's first-quarter profit increased over the \$1,239,176 (52¢ per share) earned in first 3 months of 1955, but sales were 3% below the \$50,034,396 in first quarter year ago. For full year, however, pres. Ross D. Siragusa told annual meeting this week, net profit will be "sharply higher" than the \$2,426,866 (\$1.73) earned in full 1955, and sales will be 10% higher than the \$202,362,000 of year ago. First-quarter 1956 figures are to be released shortly.

"We have 2 major expansion programs under way," he said. "The first will increase our TV production capacity by 20%. It incorporates a 93,000-sq. ft. addition to our major TV plant at Harvard, Ill. This is the fifth expansion of this facility since 1946. In addition, we are building another 70,000-sq. ft. section to our other major TV facility in Bloomington, Ill."

Siragusa also said that Admiral's appliance plant at Galesburg, Ill., would be expanded this fall to provide "special production capacity for a variety of built-in kitchen equipment." Foreseeing big expansion in TV, radio & white goods, he declared: "With these prospects, we think it quite possible that our company will need plant facilities sufficient to meet a \$500,000,000 sales volume annually by 1961 and we are making long-range plans on this basis."

Stockholders re-elected all directors and approved a restricted stock option plan for officers and key employes. It was announced that 100,000 shares of authorized but unissued capital stock were reserved for the 49 options granted under plan.

**Note:** Canadian Admiral this week reported profit of \$1,442,570 on sales of \$30,057,188 in 1955, compared to \$1,671,037 on \$29,977,272 in 1954.

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Erie Resistor earned \$959,433 (\$3.19 per share) on record sales of \$22,358,644 in 1955, compared to \$317,767 (88¢) on \$14,866,836 in 1954. Pres. G. Richard Fryling said research & engineering programs, initiated several years ago, have made several new products available in volume production, including "PAC" (Packaged Assembly Circuit) system for automatic grouping of components into modular package for quick installation on printed circuit board.

Trav-Ler Radio sales in first half of 1956 are expected to approximate the \$7,800,000 in first 6 months year ago, pres. Joe Friedman told newsmen following annual meeting this week, adding that second-half sales will be stronger "provided that new products now in progress can be produced in the quantity planned." He said there were no plans to resume dividend payments; last one was in Jan. 1955.

National Co. had net loss of \$380,965 on sales of \$5,125,607 in 1955, compared to profit of \$230,334 (84¢) on \$7,298,055 in 1954. Pres. Joseph H. Quick attributed loss chiefly to "expenditures for rapid development" of National's engineering div. Backlog of orders exceeded \$4,000,000 at end of 1955, as against \$2,600,000 at end of 1954.

Decca Records earnings in first quarter of 1956 exceeded the 50¢ per share earned in first 3 months of 1955, with record div. sales up 20% and Universal Pictures div. about equal to year ago, pres. Milton R. Rackmil told annual meeting this week.

Famous Players Canadian Corp., which owns 50% of CKCO-TV, Kitchener, and 25% of CFCM-TV, Quebec City, earned \$2,922,112 (\$1.69 per share) in 1955, compared to \$3,384,825 (\$1.95) in 1954.

Radio Condenser Co. earned \$560,472 (\$1.29 per common share) on sales of \$17,547,958 last year, compared to loss of \$138,082 on \$13,039,972 in 1954.

Among officers' & directors' stock transactions reported by SEC for Feb: Ross D. Siragusa bought 2000 Admiral, holds 245,467 personally & 69,808 thru children's trusts; Irving B. Babcock bought 4800 Avco, holds 97; James Bruce bought 2000 Avco, holds 3000; Harry D. Belock bought 200 Belock Instrument, holds 237,570; Thomas F. Hanley bought 500 Belock Instrument; Helen Neuschaefer bought 3200 Belock Instrument, holds 133,531; Henry V. Erben bought 3225 GE, holds 11,565; Philip D. Reed sold 500 GE, holds 4800; Chauncey Guy Suits sold 2070 GE, holds 25; Wm. C. Wichman bought 1695 GE, holds 2603; Walter E. Green sold 600 General Precision Equipment, holds 1855; Martin H. Benedek gifted 6600 General Instrument, holds 85,154; Ralph N. Harder sold 600 General Precision Equipment, holds 1500; Edwin A. Link bought 9946 General Precision Equipment, holds 49,491; Joseph S. McGee sold 250 Hoffman Electronics, holds none; Frank Freimann bought 600 Magnavox, holds 49,286 personally & 25,484 thru trust; Edwin C. Wolf bought 125 Oak Mfg. Co., holds 1000; Jeffrey S. Granger partnership bought 300 Sentinel Radio, he holds 1500 personally, 500 thru partnership; Arthur Levey gifted 2092 Skiatron, holds 460,258; Arthur L. Chapman bought 142 Sylvania, holds 686; W. Benton Harrison bought 126 Sylvania, holds 333; Don G. Mitchell bought 370 Sylvania, holds 2531; Howard L. Richardson bought 108 Sylvania, holds 575; John M. Schiff bought 500 Westinghouse, holds 12,000; Neil H. Griebenow bought 1100 Whirlpool-Seeger common, 150 preferred, holds 8225 common, 375 preferred; Frederick S. Upton gifted 38,400 Whirlpool-Seeger, holds 137,708.

**Dividends:** Gross Telecasting common 30¢ & 'B' common 5¢, both payable May 10 to stockholders of record April 25; Howard W. Sams & Co., 10¢ April 25 to holders April 16; General Instrument Co., 12½¢ June 1 to holders May 7; Daystrom Inc., 30¢ May 15 to holders April 27; Magnavox, 37½¢ June 15 to holders May 25.

Reeves Soundcraft Corp. earned \$143,741 on sales of \$3,348,148 in 1955, compared to \$89,385 on \$3,747,810 in 1954. Pres. Hazard E. Reeves said profit increase on lower sales resulted from company's decision to forego low-margin govt. business in favor of more profitable commercial products.

General Precision Equipment Corp. 1955 net income dropped to \$2,530,758 (\$2.05 per share) from \$5,488,090 (\$5.54) in 1954, though sales went up 8% from \$123,332,634 to \$133,337,819. Earnings decline, said pres. Hermann G. Place, was due to 30% drop in sales of motion picture equipment and long strike at several subsidiaries.

David T. Schultz, pres. of DuMont, purchased 1000 common shares of DuMont in March—his first stock purchase since assuming presidency in Jan., according to *Wall Street Journal*. He retains his 7594 shares of Raytheon common (Vol. 11:49).

AT&T had net income of \$176,986,612 (\$3.28 per share on 53,976,630 common shares outstanding) on gross operating revenues of \$1,399,927,072 in 3 months ended Feb. 29, compared to \$156,105,619 (\$3.18 on 49,164,950 shares) on revenues of \$1,261,942,250 year earlier.

Webster-Chicago Corp. earned \$589,574 (95¢ per share on 619,750 common shares) on sales of \$31,984,539 in 1955, compared to \$564,198 (91¢ on 519,750 shares) on \$31,741,046 in 1954.

Cornell-Dubilier, for quarter ended Dec. 31, earned \$377,000 (71¢ per share) on sales of \$9,200,134, compared to \$568,556 (\$1.08) on \$9,949,032 in corresponding 1954 quarter.

Clorostat earned \$171,600 (41¢ per share) on sales of \$6,250,000 in 1955, compared to \$56,600 (14¢) on \$5,655,000 in 1954.

**Color Trends & Briefs:** Dealers are more optimistic about color, will push it hard and make it a "real sales factor" in last 6 months this year, NARDA managing director A. W. Bernsohn tells us. He bases his opinion on recent visits to regional dealer meetings in all sections of nation, and his own reaction to consistent exposure to "very good color" demonstrations by manufacturers near NARDA office in Merchandise Mart (also home of all-color WNBQ).

Mort Farr, big retailer in Philadelphia suburb of Upper Darby, Pa. & ex-NARDA chairman, echoes Bernsohn's statement. He looks for big push following introduction of RCA's new color sets in June. He said he has sold more than 100 color sets, but expressed hope that more "mass appeal" programs will be in color instead of what he termed "highbrow" shows.

\* \* \* \*

No word on color for political conventions has come from CBS-TV or NBC-TV, but this week newspapers quoted Democratic national chairman Paul Butler to effect that industry spokesman informed him color would be used. Report came from Atlanta and implied RCA chairman Brig. Gen. David Sarnoff was the spokesman—because both were there for dedication of "White Columns," new home of WSB-TV & WSB. ABC-TV has definitely stated it won't colorcast. NBC-TV & CBS-TV have ordered color facilities from AT&T (Vol. 12:10), and it's still considered highly probable that at least some color will emanate from conventions.

Color courses announced by Sylvania service mgr. E. W. Merriam will start in late spring, following start of color set production—which is due to begin shortly at Batavia, N. Y. plant. First course, to be conducted in Buffalo for distributor service managers, will run one week, 60 hours. Next is similar course for dealers' servicemen and independent contractors, also in Buffalo. Thereafter, local clinics are to be conducted for dealers throughout country, 12 or 24 hours each.

**Electronics Reports:** First solar-powered radio was placed on consumer market this week by Admiral, with deliveries slated to begin next month—at a price which pres. Ross Siragusa concedes only "cattle and oil millionaires can afford," but which "should come down as we get into production." Basic set is Admiral's new \$60 battery-operated 6-transistor portable, which becomes solar set by plugging in 32-cell selenium "Sun Power Pak" for an additional \$275. Power Pak can be operated by sun or bright electric bulb, measures 6x3x1/2-in.

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First coast-to-coast commercial radar air navigation network will be built by Raytheon for Canadian Govt., under \$5,000,000 contract. Delivery will begin in 1958 on first of 15 new-type radar units to be installed at major Canadian airports. Each radar will be able to track planes up to 200 mi. away, providing almost unbroken observation of aircraft flying coast to coast. Major part of development and production will be carried on under subcontract to Raytheon Canada Ltd., Kichener, Ont., jointly owned by Dominion Electrohme Industries and Raytheon.

Top-level changes at AT&T's Western Electric Co., effective May 1: New vice presidents are Harold V. Schmidt, v.p.-chief engineer; A. Pope Lancaster, v.p.-mfg., eastern area; Wm. E. Burke, v.p.-defense projects. Arthur B. Goetz, v.p.-finance, replaces Henry C. Beal as v.p.-mfg., latter due to retire July 1. New assignments: Paul A. Gorman, v.p.-finance; Timothy E. Shea, v.p.-personnel & public relations; Arthur P. Clow, Kearny, N. J., works mgr.; W. Clare Brooks, personnel dir.

## Network Color Schedules

(April 16-30, 1956)

April 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Camel News Caravan*, 7:45-8 p.m.  
 April 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 April 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 April 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 April 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 April 21—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 April 22—NBC: *Zoo Parade*, 3:30-4 p.m.  
 April 23—NBC: *Howdy Doody*, 5:30-6 p.m.  
 April 24—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.  
 April 25—NBC: *Howdy Doody*, 5:30-6 p.m.  
 April 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Climax*, 8:30-9:30 p.m.  
 April 27—NBC: *Howdy Doody*, 5:30-6 p.m.  
 April 28—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 April 29—NBC: *The Alcoa Hour*, "Paris and Mrs. Perleman," 9-10 p.m.  
 April 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Dodsworth," 8-9:30 p.m.

Tests of Ziv-TV color films have been conducted in more than 20 cities, and Ziv reports that next tests will be conducted early in May by KARD-TV, Wichita, using prints of *Favorite Story*, *Cisco Kid*, *Highway Patrol*, *Boston Blackie*. Last month, WDSU-TV, New Orleans, tested *District Attorney* and *Science Fiction Theatre*. Ziv sponsors are offered at least one color print gratis.

Price of \$59,000 has been placed by DuMont on "Color-Pac" combination of Vitascan live equipment and Multi-Scanner film & slide pickup. Kenneth F. Petersen, sales mgr. of TV transmitter dept., said price assures "live, film & slide color availability to even the smallest TV broadcaster."

Regular live colorcasts will be inaugurated this month by WBTV, Charlotte, which this month also celebrates radio WBT's 34th anniversary.

RCA shipped 3-V color film camera April 13 to up-coming KRIS-TV, Corpus Christi (Ch. 6), due in May.

Two-pronged expansion by General Precision Lab: Ground was broken this week for new 23,200-sq. ft. environmental test lab on GPL's 69-acre property in Pleasantville, N. Y., due for completion late this year. New lab will have testing equipment which can simulate wide variations of temperature, altitude, humidity, vibration, shock, etc., for military electronic equipment. Scheduled to open its doors April 15 is 10,000-sq. ft. addition to plant of Pleasantville Instrument Corp., GPL manufacturing subsidiary which makes all GPL airborne navigation systems and broadcast, industrial & military TV equipment and motion picture projection gear—bringing PIC's total facilities to more than 50,000 sq. ft.

Multi-million dollar expansion program in atomic energy field was announced this week by Sylvania. First 5-year step, according to pres.-chairman Don G. Mitchell, will be new production & development facilities for nuclear fuels and components, with plant and lab to be built somewhere in the east, due for late 1957 completion. Expansion will be accomplished entirely with company's own funds. Mitchell estimated that by 1970, at least 5% of nation's electrical generating capacity will be nuclear powered, and by 1980, nuclear powered capacity will be nearly 20% of total, representing investment of \$14 billion.

Navy's highest civilian award, Distinguished Civilian Service citation, was awarded to Dr. Ernst Krause, dir. of research labs for missile systems div. of Lockheed Aircraft Corp., former assoc. dir. of research for nucleonics at Naval Research Lab., Washington. He is pioneer in research on guided missiles, radar, communication security, rockets and cosmic rays.

## Network Television Billings

February 1956 and January-February 1956

(For January report see *Television Digest*, Vol. 12:11)

**I**MPROVEMENT OF ALL NETWORKS' billings over a year ago is again reflected in Publishers Information Bureau figures for Feb., released this week. Compared with Feb. 1955, ABC-TV's billings were up 80%, to \$6,418,210; CBS-TV's up 15%, to \$16,928,361; NBC-TV's up 11%, to \$13,845,000—total of the 3 rising 19% to \$37,191,571.

The combined total showed the customary slight drop from Jan.—though ABC-TV achieved a fractional increase. Two-month total was \$76,068,327, up 18% from same months last year. The complete PIB report for Feb.:

NETWORK TELEVISION				
	February 1956	February 1955	Jan.-Feb. 1956	Jan.-Feb. 1955
CBS .....	\$16,928,361	\$14,694,726	\$34,748,816	\$30,525,867
NBC .....	13,845,000	12,419,641	28,519,255	25,592,336
ABC .....	6,418,210	3,567,696	12,800,256	7,285,891
DuMont† .....	—	597,275	—	1,321,235
<b>Total</b> .....	<b>\$37,191,571</b>	<b>\$31,279,338</b>	<b>\$76,068,327</b>	<b>\$64,725,329</b>

1956 NETWORK TELEVISION TOTALS BY MONTHS				
	ABC	CBS	NBC	Total
Jan. ....	\$ 6,382,046	\$17,820,455	\$14,674,255	\$38,876,756
Feb. ....	6,418,210	16,928,361	13,845,000	37,191,571
<b>Total</b> .....	<b>\$12,800,256</b>	<b>\$34,748,816</b>	<b>\$28,519,255</b>	<b>\$76,068,327</b>

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

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.

Much-needed updated "Part 3" of FCC's rules—covering rules, regulations and technical standards for TV, AM, FM and international broadcasting, incorporating all amendments as of Jan. 2—is now available from Govt. Printing Office at \$1.50. Also available from GPO: "FCC Broadcast Engineering Charts," a separate document containing charts & graphs excerpted from Part 3, at \$1; large set of 2 maps on "Estimated Ground Conductivity in the U. S." at \$3.50 a set. GPO no longer has copies of special large-size edition of "FCC Ground Wave Propagation Curves" for AM band.

Thomas Tinsley heads new rep firm Select Station Representatives Inc., 400 Madison Ave., N. Y. (Plaza 8-1850), which May 15 starts serving as eastern sales rep of Tinsley's WXEX-TV, Petersburg-Richmond and his radio WLEE, Richmond and WITH, Baltimore. Plan is to add other stations to list. Gen. mgr. is Zangwill Golobe, ex-Forjoe v.p., with Albert Shepard, ex-Katz, as asst. Forjoe continues to represent Tinsley stations in Chicago, San Francisco, Seattle, Los Angeles, Dallas, Atlanta.

TV facilities for Stevenson-Kefauver debate were offered this week by ABC pres. Robert E. Kintner, after Stevenson's Fla. campaign mgr. said Kefauver's challenge to debate campaign issues had been accepted. Kintner suggested TV & radio time could be cleared May 24, 10-11 p.m.

Remote control operation of all AM & FM stations, including those with directionals and with powers over 10 kw, would be permitted under new rule proposed by FCC this week—acting on petition of NARTB. Industry comments are due June 1.

Closed-circuit TV goes to the opera: Famed Vienna Opera house uses TV to relay cues from orchestra conductor, in pit in front of stage, to choir backstage.

NARTB mails promotion kits to all radio stations to boost National Radio Week May 13-19.

Stations planning dedicatory ceremonies, and possessing the wherewithal to do it up brown, would do well to consult with principles of WSB-TV, Atlanta. Guests, including industry VIPs and press, agreed they'd seldom experienced anything like the treatment they received during April 7-8 dedication of \$1,500,000 "White Columns," a new TV-radio studio-office building on Peachtree St. Whole "maneuver" was a masterpiece of sumptuousness combined with good taste and graciousness. RCA chairman Brig Gen. David Sarnoff said, as he settled down for return plane trip: "I haven't had so much fun since I was a wireless operator on a ship." Former NBC pres. Niles Trammell, now pres. of upcoming WCKT, Miami (Ch. 7) stated, when asked whether he plans similar celebration: "No, I won't try to compete with WSB. We'll have to make some money first." BMI pres. Carl Haverlin exclaimed: "I woke up from a horrible dream Sunday morning. I dreamt someone was forcing more food and drink on me."

Promotion campaign in behalf of TV code will be undertaken by NARTB's TV information committee (Jack W. Harris, KPRC-TV, Houston, chairman) involving distribution of brochure and other explanatory material to public, along with invitation to forward any complaints about code violations to NARTB. Meanwhile, NARTB pres. Harold Fellows stated that "effective safeguards minimizing the possibility of 'bait-switch' advertising on TV are in effect." Reporting on results of TV code board inquiry among stations on extent of "bait-switch" ads (Vol. 12:12), he said station managers "unanimously re-affirmed their confidence that the TV industry, through self-regulation, can protect the public from 'bait-switch' advertising." He said response indicated that such ads are most frequently attempted in larger markets and are "virtually non-existent" in smaller cities.

Hearings on political broadcasting, tower height limits and other TV-radio-communications matters are scheduled for resumption April 19 by Harris transportation & communications subcommittee of House Commerce Committee. Under consideration will be legislation: (1) Involving equal-time exemptions for political broadcasting, including new Harris bill (Vol. 12:13). (2) To relieve broadcasters of liability for politicians' statements. (3) To deny political time privileges to Communists and front members. (4) To bar FCC from discriminating against newspapers. (5) To limit height of TV towers to 1000 ft.

Two new applications for vhf stations were filed this week with FCC, bringing total pending to 129 (17 uhf). They were for Bowling Green, Ky., Ch. 13, by Sarkes Tarzian Inc., owner of WTTV, Bloomington, Ind. (Ch. 4), and for Kalispell, Mont., Ch. 8, by operators of Bozeman & Helena community antennas (G. Norman Penwell & Bruce Hamilton). [For details, see *TV Addenda 22-N* herewith.]

To close loophole in fraud laws, Reps. Celler (D-N. Y.) and Keating (R-N. Y.) this week introduced identical bills (HR-10418 & 10341) permitting prosecution of fraudulent stock promoters operating from foreign countries via TV & radio. Legislation has been requested by Attorney General Brownell.

ABC wants to buy a TV film distributor, and confirms it is negotiating with several. This is understood to include Television Productions of America, which last year talked merger with Screen Gems, though nothing ever came of it (Vol. 11:36-37, 39, 42).

Springfield, Mo. is rapidly becoming capital of TV country-&-western music originations. ABC-TV April 26 begins Thu. 8-8:30 live *Eddy Arnold Show* from KYTV studios there, in addition to weekly 90-min. Sat. evening *Ozark Jubilee*.

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

**VIDEO TAPE ERA** arrives—Ampex demonstrates TV recorder, touching off excitement at NARTB convention, taking orders for 80 at total of \$4,000,000 (p. 1).

**POWERFUL ANSWERS** to critics of TV-radio enunciated at NARTB convention. Affiliates jump to testify before Senate Committee in support of networks (p. 2).

**ALLOCATIONS SPECULATION** at highest pitch, with de-intermixture rumored near and McConnaughey proposing "crash research" on uhf technicalities (p. 4).

**INCREASED COLOR INTEREST** evident at NARTB convention, with steady increase in equipment sales reported. NBC's ambitious fall schedule (p. 5).

**FCC PANEL SESSION** at convention brings commissioners' answers on community antennas, economic factors, codes, antenna heights, editorializing, etc. (p. 6).

**RICHMOND AREA'S THIRD** station, WRVA-TV, begins test patterns; to start programming April 29 as CBS basic. News of station equipment shipments (p. 6).

**20th CENTURY-FOX** to release pre-1948 backlog of 500 feature films in 10 groups of 50 films each; Warner films being sold in 58-film packages (p. 7).

**RCA CUTS COLOR TUBE** price to \$85, offers to share know-how in move to stimulate color activity by competitors. Portable activity speeds up (p. 13).

**NATIONAL RADIO WEEK** May 13-18 shapes up as one of industry's biggest promotions, built around "Give a Radio" theme that should hypo sales (p. 15).

**AT&T ANTI-TRUST** settlement denounced on House floor as "worthless" without freeing of RCA patents; Chairman Celler plans Judiciary Committee probe (p. 10).

**"ECONOMY" STATION EQUIPMENT**, TV automation and color gear attract telecasters at NARTB equipment show; more "firm orders" than last year (p. 9).

**NEW "EQUAL TIME" BILL** introduced by Rep. Priest. White House's Hagerty, WSB-TV's Reinsch agree on need for Section 315 amendment (p. 10).

**TV CODE DEFENDED** by chairman Shafto, who warns that public relations program is needed to combat "deliberate distortions" (p. 11).

**WIRELESS PAGING SYSTEM**, operated by audio induction and requiring no FCC approval, introduced by Philco as low-cost communication device (p. 16).

**BIRTH OF A NEW ERA IN TV TECHNOLOGY:** Exciting the telecasters more than any single piece of equipment in the history of TV, production-ready Ampex video tape recorder unquestionably eclipsed everything else at this week's NARTB convention in Chicago.

With \$4,000,000 in orders in their pockets -- mostly from station owners who just one week before didn't even know a TV tape recorder was commercially ready -- Ampex's crew of executives and engineers returned April 19 to their Redwood City, Cal. headquarters to plan a 20-a-month production schedule beginning next February.

Developing to near-stampede proportions, by time convention was over orders had been signed for 80 Ampex recorders -- the 8 pre-production prototypes at \$75,000 each and 72 production models at guaranteed price of \$45-50,000, enough to keep the Ampex plant busy through next May if it can stick to its announced production schedules. Company says price could eventually drop as low as \$25,000 -- but this not for many years, and unless military & lab orders swell production runs to over 1000.

Of the 8 prototypes scheduled for delivery this summer, CBS will get 3, NBC 3 -- the other 2 presumably going to laboratories for non-TV wideband data-recording use. The 72 production models were ordered by more than 40 TV stations, and more orders are certain to pile up as soon as TV station managers can get the okay from their bosses. Among the multiple purchasers, Storer bought 12 for March delivery, General Teleradio 8 for April. Purchasers are listed in priority order on p. 7.

CBS's endorsement of the Ampex recorder, and its special demonstration last week end for affiliates (Vol. 12:15) -- together with what they saw with their own eyes -- were enough to convince many telecasters to sign up on the spot and reserve an early delivery date. Enthusiasm was unconcealed, and old-time telecasters expressed themselves with such encomiums as "terrific" (Harold See, KRON-TV, San Francisco) and "astonishing" (Lawrence H. Rogers II, WSAZ-TV, Huntington, W.Va.).

Informal demonstrations were conducted in hard-to-find 4th floor room of the Conrad Hilton Hotel. The recorder, in a grey metal cabinet the size of large desk but about a foot higher, was almost constantly in operation. Incoming signals were fed closed-circuit from WBBM-TV to bank of 21-in. home TV sets and recorder. Playbacks were shown over same sets, as quickly as tape could be rewound. Entire operation was directed by pushbuttons, as simply as with audio tape recorder.

Quality of recordings was good -- better than average film, better than best kinescope reproduction -- and members of audience were even heard to ask: "Which is this, the live or the tape?" A slight horizontal displacement of some picture elements was noticed from time to time, but Ampex engineers said this was minor defect which wouldn't be present in properly installed equipment.

Ampex color tape is just around the corner, too, said audio div. mgr. Philip Gundy. He said company is guaranteeing conversion to color within one year of installation. Prototype color tape recorder will be ready for showing at next year's NARTB convention, he added.

Current monochrome model records one hour of programming on 14-in. reel of tape 2-in. wide and of conventional audio tape composition. Slow speed is accomplished by recording laterally with revolving set of magnetic heads. Tape can be erased and re-used at least 100 times, can be spliced and edited as easily as audio tape -- "easier than film" -- Gundy said. He added that use of thinner tape may permit as much as 2 hours of programming to be crammed onto 14-in. reel.

CBS & NBC will put recorders to work next fall to replace kinescopes for west coast repeats -- and undoubtedly will find plenty of other uses for them. What uses do individual stations envision for their video tape recorders?

"It's the answer to the most onerous burden the TV station ever had -- the Daylight Saving Time change," said WSAZ-TV's Bud Rogers, who ordered 2 recorders. "We now can look forward to clock-time programming all year, beginning in 1957." A few other uses foreseen by station operators:

- (1) Network playbacks and storage of programs.
- (2) Making telecasting a "9-to-5 operation," by reducing night staff to one or 2 people, pre-recording during regular daytime hours late evening variety shows, "live" commercials, etc., to be shown at night.
- (3) Auditioning, timing and perfecting local commercials, giving advertiser the opportunity to see them in advance exactly as they will be telecast.
- (4) Better editing and directing of local shows.
- (5) Production of shows to sponsor's orders for bicycling to stations other than the originating station.

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Potential of video tape seems to be limited only by the imagination. TV film producers at NARTB convention took a look at Ampex recorder -- and gist of their comments was: It might replace TV film some day, and we'll be watching it closely. but that day is not at hand. It still has drawbacks. All stations must be equipped with recorders -- or at least "tape players" -- before we can syndicate tape programming. To "shoot" on tape, we must use a regular live TV camera, which offers us less freedom and flexibility than a conventional movie camera.

Perfection of video tape poses many new questions: Will it lessen the importance of interconnected TV networks? Among talent and technical unions, huge new jurisdictional battles are already shaping up over this question: Is tape more the rightful heritage of the film or live TV unions?

Whatever the answers, and whatever the new problems, it was apparent to those at NARTB convention that they had witnessed the birth of a new era in TV technology.

**NARTB CONVENTION--INDUSTRY DEFENDS ITSELF:** Theme of this week's NARTB convention in Chicago -- response to public and governmental criticism -- was both an eloquent assertion of the industry's strengths and a determined effort to eliminate its weaknesses. Theme had these major aspects -- keynote speech by Robert W. Kintner, ABC pres.; address by Harold E. Fellows, NARTB pres.; presentation of TV Code Review

Board (see p. 11); the rallying of affiliates to networks' defense in face of Congressional threats to network-affiliate relationships (see below).

Both Kintner and Fellows exhorted industry to publicize its contributions. Blasting charges of "hucksterism," Kintner tossed bouquets at his network competitors by asking: "Are Bill Paley and Frank Stanton 'hucksters' when they have been instrumental in developing some of the most popular programs, some of the best research, some of the best methods of selling in our business? Are Gen. Sarnoff, Frank Folsom and Pat Weaver and Bob Sarnoff 'hucksters' when they are responsible for important electronic developments and for new types of program presentation? Is Tom O'Neil a 'huckster' when he tries to combine the dynamic forces of motion picture film with the TV business?"

Answering "myth" that TV-radio is "tasteless," Kintner said: "Whether it is in the field of drama, music, documentaries, news or information, a close study of our business over the past 15 years will prove, without question, that we have equaled, if not exceeded, other media in both presentations of past and contemporary material and in experimental and new art forms." He did concede that news on TV "has barely scratched the surface."

Kintner also acknowledged that criticism is justified "in certain minute fringes of the business" and that industry must put our house completely in order to avoid the sins of the few being visited upon the many."

As for charges of "monopoly" leveled at networks, Kintner said: "Stations may complain about not getting a network affiliation, but I've never heard a station complain about being forced into network affiliation...Sometimes the critics of the so-called network control confuse their inability to produce good programs with the unwillingness of the network and the advertiser to buy them."

One charge of monopoly does have "real meaning," Kintner said, referring to "the artificial Govt.-created station scarcity in TV," blaming FCC for slowness and Congress for failure to prod Commission.

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Fellows cautioned broadcasters not to ignore criticism in hopes it would disappear, because "some of the criticism leveled against us is deserved.

"It does not require courage," he said, "nor even much imagination, to accept anything that comes over the transom -- merely for the reason that it adds revenue to the station operation. It does take courage and imagination to reject it and find another, more acceptable and more palatable, way of increasing revenue. The same reasoning applies to the character of the program with which you want your station call letters identified. If you can buy it cheap, there is a good possibility that you'll get what you paid for. And more than that, you have to sell it cheap and accept, as a consequence, the classification which will be yours in the community in which you live."

Fellows adjured operators to live up to TV & radio codes and, "in the same fashion, with imagination and purpose, we must be more alert to our virtues, displaying them for public examination."

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Executives of ABC, CBS & NBC were gratified by the way their TV affiliates rushed to their defense in matter of option time and network-affiliate relationships -- reacting to powerful impact on Senate Commerce Committee made by testimony of Richard A. Moore, of KTTV, Los Angeles independent (Vol. 12:13).

ABC-TV affiliates passed resolution stating that option time is "vital," then authorized committee to present testimony to that effect to Commerce Committee. Frederick S. Houwink, WMAL-TV, Washington, is acting secy. Representatives of 169 CBS-TV affiliates voted unanimously to testify in support of option time, etc., chairman C. Howard Lane, KOIN-TV, Portland, Ore., appointing coordinating committee comprising: John S. Hayes, WTOP-TV, Washington, chairman; W.D. Rogers, KDUB-TV, Lubbock, Tex.; August Meyer, WCIA, Champaign, Ill.

NBC-TV affiliates had no full-membership meeting scheduled for convention, but their 9-man executive committee, headed by Walter J. Damm, WTMJ-TV, Milwaukee,

agreed that present network arrangements must be continued, urged all affiliates to present testimony or submit written statements to Senate committee. They also suggested that affiliates consult with their attorneys before returning Senate committee's 9-page questionnaire on their network relationships.

**GUESSING ON ALLOCATIONS GROWING FEVERISH:** Gossip of deintermixture raced up and down corridors of Conrad Hilton hotel at NARTB convention in Chicago this week, gaining strength as it flowed -- but the showdown is yet to come.

There are those at high FCC levels who insist that Commission will shortly vote to start deintermixture rule-making in many markets. One source puts it this way: "It's the only way to go. We can't get more vhf. We won't degrade service by vhf mileage-power cuts and squeeze-ins -- and we just can't leave things as they are." Others caution: "Wait. They haven't voted yet. It's by no means clear."

FCC Chairman McConnaughey's speech at convention left a lot of telecasters puzzled. He sprang a new suggestion:

"Why would it not be a good idea to begin a crash research development program on uhf immediately? Industry could set up quickly a private non-profit educational research development corporation which could qualify to receive tax free education grants. All segments of the TV industry, I feel sure, would want to contribute to this enterprise. There are also other foundations and educational institutions which have funds and facilities to devote to this cause...A concentrated research program in which all knowledge is pooled has never been directed to the specific subject of uhf only. A 2-fold approach should be made, concentrating on both the uhf receiver and the uhf transmitter...Once this development program has been completed, the Commission and the industry will have a sound technical basis for making a long-term decision on the merits of uhf."

Immediate reaction was extremely diverse. Westinghouse hailed it promptly, said it would contribute financially and technically. GE spokesman said GE would be delighted to participate. It's presumed RETMA will endorse proposal, inasmuch as it's very much the same idea previously offered to FCC by RETMA itself and recommended by many industry witnesses in testimony before Senate Commerce Committee.

Uhf broadcasters immediately labeled proposal a "stall" and "an effort to pass the buck." But FCC sources say that such reaction betrays complete misunderstanding. As one put it: "This is a long-term proposal. The Commission will continue as fast as it can with present deliberations, and conclusion won't depend on what might come out of the research program. It will be based on what we know now. It's even conceivable that we eventually have an all-uhf service."

\* \* \* \*

Here's what McConnaughey said about an all-uhf allocation: "The transfer of all commercial broadcasting to the uhf band would be a simple cure. The Commission has acquired a lot of experience in dealing with only one band. However, this could easily turn out to be another case where the operation was 100% successful but the patient died...I am certain that every Commissioner wants uhf to thrive and prosper. We shall resort to any reasonable and practical means to achieve this end, but we must not deprive the rural areas or other segments of the population of existing service in order to accomplish that objective, nor shall we make second class citizens of the population in large areas of the country in order to provide other sections with a multiplicity of program sources and outlets...

"It is not enough to make people accept uhf and tell them that, at some time in the indeterminable future, it will be pretty good or, perhaps, on a par with vhf. Some of the witnesses before the Senate Commerce Committee would have us believe that uhf is as good as vhf right now. Others insist that it is a vastly inferior medium and that all uhf grantees should be given a vhf allocation. I incline to believe that the scientific facts will show that the truth lies somewhere between these two extremes. If this is so, the Commission's task may well turn out to be that of finding practical means to keep uhf alive while the incomparable genius of American inventors and scientists can determine whether the medium is worth saving for the benefit of the American public within the foreseeable future."

Meanwhile, calming words were offered to operators of low-band vhf stations -- by spokesman for Office of Defense Mobilization. Though ODM's report last week (Vol. 12:15) mentioned need of more frequencies in 40-60 mc band for "scatter" transmission, he said ODM knows of no move by military to ask for any TV channels (Ch. 2 is 54-60 mc). One scatter expert says he'd much rather have more space in 300-900 mc range. Actually, he says, vhf scatter works best in about 34-45 mc band, rapidly loses value above that.

Uhf telecasters comprising Committee for Competitive TV, which is lobbying at congressional level, reported "significant progress" as result of April 15 meeting in Chicago prior to NARTB sessions. About 100 representatives of 43 uhf stations were on hand, including 16 new members (for list, see p. 8). CCT is scheduling more state-by-state meetings with Senators and Congressmen -- aiming to get more resolutions urging FCC to come up with allocations decision by June 1.

FM broadcasters were stirred into action, too, by proposals made to FCC that one or more TV channels be carved out of FM's 88-108 mc band. They formed new organization called FM Broadcasters, received pledges of \$100 each from some 50 stations to finance promotional campaign, legal fees, etc. Ben Strouse, WWDC-FM, Washington, former chairman of NARTB's FM committee, said FM operators don't think their operations are in immediate jeopardy, but they want to be able to defend themselves when and if need becomes urgent.

**MORE TELECASTERS SERIOUS ABOUT COLOR:** Steady increase in color interest among telecasters was clearly evident at NARTB convention this week. NBC-TV's kickoff of all-color programming at WNBQ drew tremendous crowd, and on exhibition floor of the Conrad Hilton hotel, RCA salesmen reported signing 5-10 firm orders for live camera chains, estimating 30-40 more would be sold this year. They expect film equipment sales to run somewhat higher, but stated that many telecasters are concentrating on live cameras "because you can do so much with them." RCA & DuMont remain only producers of live equipment, but film camera competition has become extremely strong.

NARTB's color management panel generally agreed handling color is no great trick, once some experience is obtained. WNBQ's Jules Herbuveaux, discussing need for additional personnel, stated: "We've added one technician to each crew. We use a makeup man once in a while. And that's all." Harold Hough, WBAP-TV, Fort Worth, reported station does 8-9 hours of live color weekly, uses no extra staff. He noted that tube cost is quite heavy; that a 5-10% color set circulation would justify rate increase; that biggest drawback to color is set servicing.

Robert D. Swezey, WDSU-TV, New Orleans, disagreed with others on how to feature color. "We had no intention of going on the air with small afternoon cooking shows," he said. "We wanted to make a big splash, with big shows." He said that station added 10% to its rates for color, plus 50% more for studio charges, plus all out-of-pocket expenses. "You sell circulation," he said, "but you also sell improved service." Thomas Howard, WBTV, Charlotte, reported he has experienced very few problems, said new building was built around color and could be converted to all-color operation on 10 days' notice. The station has 2 half-hours of live color weekly, very little film, he said, adding that color won't be promoted heavily until a "balanced schedule" is available -- including 2 hours daily from network.

NBC-TV's fall color plans, as outlined by pres. Robert W. Sarnoff to RCA symposium for manufacturers (see p. 13), include at least one major color program each evening in prime viewing hours. "That means," he said, "color every evening on a regular basis. And it means that on the Saturday, Sunday or Monday when a 'spectacular' is scheduled, we can have as much as 2½ solid hours of attraction programming in color. With our new color recording equipment in operation, these programs will be available in color to the west coast markets as well as the rest of the country ...The networks, the stations, the dealers and distributors can really promote this sort of a fixed color schedule."

ABC-TV has \$10,000,000 set aside for color, when time is ripe, pres. Robert Kintner told affiliates in Chicago. However, he indicated that set circulation must justify the expenditure -- and he regards 2-3,000,000 sets as the necessary range.

**FCC PANEL feature of NARTB convention.** Always a lively session, was spirited again this week. Each commissioner was assigned question to answer, though others chimed in with own ideas. Here's the topic-by-topic rundown:

(1) Community antenna systems. Comr. Doerfer said it's still uncertain whether they're broadcasting or common carrier, and he warned: "If broadcasters insist that they should be protected from competition, I can see serious inroads into the jealous prerogatives of broadcasting. This is pregnant with serious possibilities regarding free competition for your industry."

(2) Economic factors in new CPs. Comr. Mack stated: "I think we can determine that factor with certain limitations. But if you get into this economic factor, you get into the regulatory thing. You may get a little more regulation than you want."

(3) TV-radio codes. Chairman McConnaughey said: "You've done a great job. People are becoming alert."

(4) Antenna heights. Comr. Lee noted that expanding airports, use of jets, etc. may make hazards of antennas which weren't dangerous when built. Regarding state regulation of antenna heights, he said FCC has complete authority but that agreements have always been

negotiated with states having such regulation.

(5) Program classification in renewal forms. Comr. Webster said "a new look may be warranted" and other commissioners urged broadcasters to elaborate on public service features of sponsored programs—Comr. Bartley saying "you're missing a great opportunity when you don't spread it on."

(6) Faster reports on station revenues-expenses. Comr. Hyde said it's up to stations themselves, noting that reports were due April 1 but 500 are still to come.

(7) Changes in Communications Act. Comr. Doerfer urged repeal of protest section, called sending of McFarland letters waste of time, said Commission should be allowed to consult with general counsel, Broadcast Bureau and examiners.

(8) Editorializing. McConnaughey stated: "You've been lax in exercising your rights and responsibilities." Comr. Webster said: "I've been disappointed by lack of editorializing."

(9) Illegal boosters. Comr. Doerfer pointed out that matter is in the courts, that FCC must therefore withhold comment.

(10) Dates for future vhf decisions. McConnaughey said Commission will be caught up on backlog by Jan. 1, 1957 but that dates for specific communities are impossible to predict.

**NEW STATION** for Richmond, Va.—third in area—began test patterns April 16. WRVA-TV (Ch. 12) is scheduled to begin programming April 29 as CBS basic, starting 7 a.m.-midnight schedule following day. Other area outlets are pre-freeze WTVR (Ch. 6), now ABC, and WXXE-TV (Ch. 8), NBC affiliate, which began last August. WRVA-TV has 50-kw DuMont transmitter, uses interim 6-bay superturnstile antenna on 460-ft. tower of WRVB(FM), pending erection of 790-ft. Truscon tower to be topped by RCA 12-bay superturnstile.

WRVA-TV principals are Larus & Bro. Inc., tobacco firm which also operates radio WRVA & WRVB and Norfolk's WRVC(FM), which holds 60% interest, and Neighborhood Theatres Inc. (Thalheimer), 14.32%. C. T. Lucy is pres., representing Larus; Barron Howard, from WRVA, v.p.-gen. mgr.; James D. Clark Jr., sales mgr.; Samuel S. Carey, from WRVA, program director; Bill Hall, ex-CBS, production mgr.; Sanford Terry Jr., also WRVA, chief engineer. Base hour is \$650. Rep is Harrington, Righter & Parsons.

RCA shipped 6-kw transmitter April 19 to upcoming WRGP-TV, Chattanooga (Ch. 3) due late this month; 10-kw transmitter April 12 to upcoming KRIS-TV, Corpus Christi (Ch. 6), due in May; 10-kw transmitter April 6 to upcoming WDAM-TV, Hattiesburg, Miss. (Ch. 9), due in June; 3-section superturnstile antenna April 13 to upcoming WESH-TV, Daytona Beach (Ch. 2), involved in litigation (Vol. 12:14); 50-kw transmitter April 9 to KGUL-TV, Galveston (Ch. 11); 25-kw transmitter to KSBW-TV, Salinas-Monterey (Ch. 8); 12-section superturnstile antenna April 13 to KELO-TV, Sioux Falls, S. D. (Ch. 11). DuMont reports order for 5-kw transmitter from WYES, New Orleans (Ch. 8, educational), expected to go on air in about 60 days.

WCBC-TV, Anderson, Ind. (Ch. 61) hopes to be on the air by Sept. 1, reports program director Charles Bates, for owner Great Commission Schools Inc. (Church of God denomination), which operates local school system and Anderson College & Theological Seminary. Last week it asked for shift to Ch. 26 (Vol. 12:15). Rep not chosen.

All Voice of Democracy winners in states & territories will be brought to Washington next Feb., instead of only the 4 national winners as in past.

United TV Inc., buying KEYD-TV, Minneapolis-St. Paul (Ch. 9) & KEYD for \$1,140,000 plus assumption of RCA equipment debts totaling \$315,452 (Vol. 12:14), is selling radio KEYD, it's disclosed in application filed this week with FCC. Buying independent KEYD (5-kw, 1440 kc) for \$35,000 are equal owners Robert M. Purcell, who has been mgr. of KEYD-TV & KEYD, and Washington attorney James A. McKenna Jr. Combined balance sheet for stations dated Feb. 29, 1956 shows they had net loss of \$70,172 in first 2 months of year, bringing deficit to \$838,056 as of Feb. 29. They had \$196,510 in current assets (\$86,364 accounts receivable) vs. \$198,221 current liabilities, out of \$858,509 total.

KBES-TV, Medford, Ore. (Ch. 5) is acquiring CP for KFJI-TV, Klamath Falls, Ore. (Ch. 2), paying owner W. L. Miller \$30,000 for out-of-pocket expenses, according to application filed this week with FCC. Miller, selling because of ill health, recently filed for permission to sell KWIN, Ashland, Ore. to Douglas Kahle for \$50,000 (Vol. 12:12), but plans to keep KFJI. KBES-TV principal stockholder is Wm. B. Smullin, with 50%; he also is sole owner of KIEM-TV & KIEM, Eureka, Cal., owns 50% of KPIC, Roseburg, Ore., satellite of KVAL-TV, Eugene.

Plough drug firm is paying \$597,710 for WCAO, Baltimore CBS affiliate and \$457,500 for WCOP, Boston independent (Vol. 12:13), according to applications filed this week with FCC. WCAO price is subject to adjustment for accounts receivable (\$52,691 at time of sale) and following WCAO assets were not included: \$112,477 in cash; \$239,258, investments; \$3304, accrued interest and dividends; \$1184, organization expense. Also not included was \$55,293 in liabilities as of Dec. 31, 1955.

Profits of KLAS-TV, Las Vegas (Ch. 8) were \$79,437 in 1955, \$8273 in 1954, station disclosed in application for modification filed with FCC this week. It estimates profits will run about \$3000 monthly for next 6 months. Current assets as of Feb. 29 were \$108,287, fixed assets \$233,461. Current liabilities were \$29,415, fixed liabilities \$145,446. Total net worth was \$171,285.

DuMont Electronicam div. has moved to Adelphi Studio, 152 W. 54th St., N. Y., consolidating administrative, sales and production operations under one roof.

Station rep Richard O'Connell moves to 527 Madison Ave., N.Y. (Plaza 5-9140).

**A**NOTHER MOVIE major—20th Century-Fox—is now on brink of releasing large number of pre-1948 features to TV. It has divided its backlog into 10 groups of 50 films each, and expects to release them, one 50-film package at a time, to independent TV film distributors. Release of first group is said to be imminent, though distributor is not known to have been selected yet. The films will be leased, 20th Century retaining all property rights. Price of the first batch of films will be in neighborhood of \$2,000,000, or about \$40,000 each.

Warner Bros. feature film backlog, now being marketed by Associated Artists Productions for PRM Inc., will also be split into separate packages for easy sale. The 754 films being offered will be divided into 13 groups of 58 pictures each. These packages may be cut down to 52 features each, with a package of 26 set aside for sale to networks and another 52-film package reserved for sale to national sponsors. Some of the movies will be re-issued to theatres and therefore tagged with future release date for TV, though most are cleared for TV use on or after July 1. Purchasers of the pictures will be permitted to make full use of the Warner Bros. name for exploitation purposes.

The other big major-studio package of movies—the 740 RKO films being sold by Matty Fox's C&C TV Corp.—have been signed for more than 20 markets, with Westinghouse Broadcasting and Triangle Publications among multiple-station owners which have bought them under Fox's unique cash-&-time sale deal. Under contract with International Latex (owned by Stanley Warner Theatres), Fox is guaranteed \$20,000,000 over 5-year period, plus a percentage of International Latex's gross sales in markets where movies are televised, in return for pledge to sell package to stations serving 75% of TV homes in top 100 markets. Stations buying the package pay part in cash, the remainder in contracts for International Latex spots.

Negotiations for AAP to handle distribution of the RKO films have virtually fallen through. Though AAP is now definitely offering the Warner films on the TV market, the sale by Warner Bros. to PRM Inc. isn't yet finalized—pending ruling by Treasury Dept. that transaction can be classified as capital gain for tax purposes. If Treasury doesn't rule by June, or rules unfavorably to Warners, the entire feature backlog sale is automatically called off.

Re-entering TV film and commercial production, big industrial film maker Jerry Fairbanks Productions takes over TV Spots Inc., animated commercial producer in new Hollywood studios, to produce both TV and theatrical films. Fairbanks continues as pres.; Los Angeles financier Shull Bonsall, who has purchased interest in company, is exec. v.p.-treas.; attorney Donald A. Dewar is secy. Trans-Lux Pictures Corp. has formed TV subsidiary headed by Richard Brandt, to distribute features, shorts and TV films. Trans-Lux has acquired TV rights to Encyclopedia Britannica library of 700 shorts and about 60 new productions a year.

Circulation guarantee of Triangle Publications' *TV Guide* will be increased from 3,000,000 to 4,000,000 Oct. 6. Last October, the weekly's advertising rate base was boosted from 2,000,000 to 3,000,000. It currently has 40 regional editions.

National Radio & Television Employment Service is new placement agency whose aim is to supply "personnel for all TV-radio staff and executive positions in all parts of the country." Opening April 23 at 1625 K St., N. W., Washington, it will be managed by M. E. Stone.

Orders for 80 Ampex video tape recorders (see p. 1) were on the books by time NARTB's Chicago convention closed April 19. Of 8 prototype pre-production units for late summer delivery, 3 were ordered by CBS, 3 by NBC. Orders for production models, with deliveries scheduled to begin next February, at 20-a-month rate, were placed in this order by: KEYT, Santa Barbara; anonymous purchaser (2 recorders); KING-TV, Seattle; KTLV, Portland, Ore.; KOA-TV, Denver; WMAR-TV, Baltimore (2 recorders); KWTU, Oklahoma City; KTVX, Muskogee, Okla.; WKY-TV, Oklahoma City (2); WSFA-TV, Montgomery, Ala. (2); KRON-TV, San Francisco (2); WMCT, Memphis; KPRC-TV, Houston; KFMB-TV, San Diego (2); Storer Bestg. Co. (12); WISH-TV, Indianapolis; WBAL-TV, Baltimore (2); WEAR-TV, Pensacola, Fla. (2); WWJ-TV, Detroit (2); WAAM, Baltimore (2); KFJZ-TV, Fort Worth (2); KVOO-TV, Tulsa; WAVE-TV, Louisville; WFIL-TV, Philadelphia (2); General Teleradio (8); CMQ-TV, Havana; KERO-TV, Bakersfield, Cal.; KIEM-TV, Eureka, Cal.; KSTP-TV, Minneapolis; KENS-TV, San Antonio (2); WIS-TV, Columbia, S. C. (2); WSAZ-TV, Huntington, W. Va. (2); WCCO-TV, Minneapolis (2); KUTV, Salt Lake City & KLIX-TV, Twin Falls, Ida. (total of 2); KOTV, Tulsa; KTTV, Los Angeles; Video View Inc., Hollywood (Kemp Bradley).

Electronicam is basically a motion-picture process, and therefore is not covered by AFTRA contract. This was 2-1 ruling this week in favor of DuMont Labs by arbitration panel after 4 weeks of hearings on contract violation charges brought against AFTRA by DuMont last fall after AFTRA claimed control over Electronicam-filmed shows on basis that they were "done in a live manner." Ruling is victory not only for DuMont but for Screen Actors Guild, whose jurisdiction over Electronicam filming was indirectly upheld. Panel chairman Joseph F. Wildebush and John K. Turcott issued majority opinion, Nathan H. Gates dissenting vigorously. DuMont hailed decision as opening way for "more widespread production with Electronicam." SAG saw it as affirmation "that all motion picture production, including production using improved electronic equipment," comes under Guild control. AFTRA spokesman dismissed it as insignificant, pointing out its contract with DuMont comes up for renegotiation next November. Decision applies only to Electronicam, has little bearing on battle-royal coming up over jurisdiction in video tape-recorded programs (see p. 1). Last month, AFTRA and the 3 networks signed "clarification agreement" which appears to uphold that union's claim for jurisdiction over electronic-tape programs.

Feature film is "TV's top challenge," program mgr. Wm. Dempsey of San Francisco's KPIX told Westinghouse Broadcasting Corp.'s 2-day seminar in Chicago last week end. Most important consideration in use of features, he said, is "how the films fit into the over-all program needs of the station." Program operations mgr. E. Preston Stover of Cleveland's new KYW-TV said "TV faces a never-ending local talent shortage and will always face it," stressing program director's duty to search constantly for new talent—on radio stations, in night clubs, and even on staffs of educational institutions. "Promotion has gained new stature in the past few years," said KYW-TV's promotion mgr. G. Edward Wallis—"but in order to get maximum effect, the promotion must be merchandised to the client, agency and the local-level outlets." Automation in TV is becoming a necessity, said KYW-TV chief engineer Sidney Stadig, "because split-second operation requires such devices, not because broadcasters are intent upon reducing their manpower requirements . . . We have reached a point where we must put more emphasis on the automatic devices—otherwise we will not be able to improve the quality of our product in radio & TV."

**Personal Notes:** Guy della Cioppa, CBS Radio v.p. in charge of network programs, Hollywood, named director of CBS-TV network programs, Hollywood, reporting to Alfred J. Scalpone, v.p. in charge of network programs on west coast; Harry Ackerman, special projects director of CBS-TV program dept., remains under contract to CBS but will devote full time to development & release of new program properties to CBS-TV through his Ticonderoga Inc.; Jack Rayel promoted to exec. producer on *Ford Star Jubilee* series . . . Charles C. (Bud) Barry, onetime NBC programming v.p. most recently with Wm. Morris talent agency, joins MGM in organizing and assuming charge of TV operations, headquartering in N. Y. and reporting to pres. Arthur M. Loew . . . Edwin S. Friendly Jr., partner in Barry, Enright & Friendly, named gen. mgr. of CBS-TV's "Project 600" (*Good Morning with Will Rogers Jr. & Captain Kangaroo*) . . . Don Menard, ex-WENS & WDTV (now KDKA-TV), Pittsburgh, named resident mgr. of KEYD-TV, Minneapolis, purchased 2 weeks ago by United TV Inc. for \$1,500,000 (Vol. 12:14) . . . Ted Oberfelder, ex-ABC v.p. in charge of WABC-TV & WABC, N. Y., elected pres. of reps Burke-Stuart Inc. . . . T. G. Callahan promoted to mgr. of engineering administration & planning of Jefferson Standard's WBTV & WBT, Charlotte, & WBTW, Florence, S. C.; M. J. Minor, chief engineer, promoted to transmitter & field engineering mgr.; F. F. Bateman elevated to technical operations mgr. . . . George Comte, stations mgr. of WTMJ-TV & WTMJ, Milwaukee, gets new title of Journal Co. TV-radio mgr., following death last week of Russell G. Winnie, asst. gen. mgr. for TV-radio; Sprague Vonier promoted to TV program mgr., Donald Loose to radio program mgr. . . . Baylen H. Smith, producer of Bert Claster Productions' *Romper Room* & ex-KGO-TV, Missoula, named production mgr. of WISN-TV, Milwaukee . . . Charles Azevedo promoted to station mgr. of WITV, Ft. Lauderdale-Miami . . . Warren Clark promoted to program director of KREX-TV,

Grand Junction, Colo. May 1 when station changes call from KFXJ-TV . . . Wm. F. Kiley, v.p.-gen. mgr. of Bitner stations (WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids; WTCN-TV & WTCN, Minneapolis), named chairman of TvB's membership committee for midwest . . . Arthur W. Bagge, midwest sales mgr. of Peters, Griffin, Woodward Inc., appointed midwest pres. of Spot Representatives Assn. . . . Boyce Nemeck resigns as SMPTE exec. secy. to form management consulting service for TV & motion picture companies . . . Arthur Gross promoted to gen. sales mgr. of Guild Films, replacing Irwin Ezzes, now with Matty Fox's C&C Television Corp.; Wally Gould named mgr. of Guild's expanded commercials div., Wm. Berke exec. producer, Richard Gordon production mgr. . . . John J. Cole, ex-Guild Films & MPTV, named gen. sales mgr. of UM&M TV Corp. . . . Alfred D. LeVine named TV film rep for Big 10 College Commissioner's office, in charge of selling films of Big 10 football games to stations to supplement NCAA live coverage . . . Robert Ellis devoting full-time as gen. mgr. of KKTU, Colorado Springs, with Wm. G. Stewart, ex-KFKA, Greeley, Colo., named gen. mgr. of KKTU's AM affiliate KGHF, Pueblo . . . Fran Conrad, ex-mgr. of KSBW-TV, Salinas, Cal., named sales mgr. of KNTV, San Jose . . . Wm. M. McCormick promoted to gen. sales mgr. of radio WOR, N. Y., under new gen. mgr. Robert J. Leder . . . Robert L. Moore promoted to new position of sales & marketing director, ANPA's Bureau of Advertising, succeeded as gen. sales mgr. by Raymond B. Scott . . . Joy Russell-Smith resigns as director of CBS-TV program clearance dept., Hollywood.

Shafto H. Dene, 58, senior v.p. of Kudner Adv., where he had served since its formation in 1935, died April 15 of heart attack at Northern Westchester Hospital, Mt. Kisco, N. Y. Survivors are his widow & son.

**ADVERTISING AGENCIES:** Edward R. Beach, v.p. & chairman of McCann-Erickson's marketing plans board, appointed pres. of McCann-Erickson International, under chairman Frank White; Arthur L. Grimes, v.p. & director of McCann-Erickson International, promoted to v.p.-gen. mgr. . . . George B. Anderson promoted to TV-radio director, Ruthrauff & Ryan, Chicago . . . Harry Bressler, TV-radio copy chief, elected a v.p. of Doherty, Clifford, Steers & Shenfield . . . Dorian St. George, ex-ABC, named TV-radio director, Charles L. Rumrill & Co., Rochester, N. Y. . . . Marvin Davidow, ex-TV-radio director of Franklin Bruck Adv., named business mgr. of TV-radio commercial dept., Harry B. Cohen Adv. . . . James A. Dearborn, ex-American Airlines, named asst. to Kenyon & Eckhardt pres. Wm. B. Lewis, supervising development of regional offices . . . Jerome R. Feniger, ex-CBS, elected v.p. of Cunningham & Walsh in charge of media for Liggett & Myers.

Dr. Lee De Forest received special citation from Radio Pioneers Club at NARTB convention April 18 in honor of 50th anniversary of his invention of audion tube. Raymond F. Guy, NBC, outgoing pres. of Radio Pioneers, made presentation. White House news secy. James C. Hagerty brought greetings from President Eisenhower to Dr. De Forest, while FCC chairman McConnaughey and others also paid brief tributes to him. Others who received citations were Freeman Gosden & Charles Correll, creators of *Amos 'n' Andy* series & Judith Waller, NBC public affairs representative. Edward J. Nally, ex-pres. of RCA, was honored posthumously with Hall of Fame award. Clair McCollough, WGAL-TV, Lancaster, was elected president.

Latest uhf stations joining Committee for Competitive TV (see p. 4): KTAG-TV, Lake Charles, La.; WTRI, Albany; WGBS-TV, Miami; WBLN, Bloomington, Ill.; WICS, Springfield, Ill.; WTVO, Rockford, Ill.; KSAN-TV, San Francisco; WJHP-TV, Jacksonville; WLBC-TV, Muncie, Ind.; WCOV-TV, Montgomery, Ala.; WKJG-TV, Ft. Wayne; WHIZ-TV, Zanesville, O.; WKNX-TV, Saginaw, Mich.; WMSL-TV, Decatur, Ala.; WEEK-TV, Peoria; WEHT, Henderson, Ky.

Ex-FCC Comr. Frieda Henneck Simons was nominated for AT&T directorship by unidentified woman stockholder at annual meeting this week—but was overwhelmingly defeated. She was proposed as replacement for 74-year-old Thomas I. Parkinson, but received mere 28,781 write-in votes, out of total of 55,094,405 voting shares.

C. E. (Bee) Arney, retiring as NARTB secy.-treas., received scroll of appreciation from NARTB, along with copy of resolution praising his long years of service. After vacation, he plans to retire to Arizona.

Donald H. McGannon, pres. of Westinghouse stations, received scroll April 18 from Fordham College Alumnae Association as alumnus who had most distinguished himself in field of communications during 1955.

G. C. W. Browne, retired controller of telecommunications of Canadian Transport Dept., appointed technical adviser to Royal Commission on Broadcasting.

Irving Gitlin, CBS director of public affairs, addresses American Film Assembly of Film Council of America April 23 at Chicago's Morrison Hotel on "New Horizons for Documentary Films."

National Council of Catholic Men, planning greater use of TV-radio, combines its communications dept. under Richard J. Walsh, with John B. Mannion as asst. director.

**EVERYTHING** for the low-budget telecaster, and everything for color. That seemed to be theme of TV equipment displays at NARTB convention this week. More firm prices were being quoted on low-power transmitting equipment and complete low-cost "plug-in-and-play" station packages than at last year's show—and manufacturers said more interest was being expressed, particularly by small AM broadcasters with a renewed TV gleam in their eyes.

One of the biggest attention-getters in the Conrad Hilton exhibition hall was GE's "automatic programmer" for TV. Completely controlled by pre-punched tape, the device—also designed for AM-FM—can "program" a station continuously for 24 hours. Demonstrated in actual operation, it automatically turned on and off—at pre-determined time—all films, slides, network and audio tape required by station. Price for programmer and editing machine which cuts tape is \$5000. Also featured by GE was color film equipment, new automatic color-gain amplifier, 2000-mc microwave system which eliminates long warmup periods, new studio vidicon camera, and operative color sets with new post-acceleration tube.

Automation was also featured in Teleprompter exhibit, which demonstrated "Telemation" device which operates slides, films, tape, etc. by means of metal foil strips attached to Teleprompter cue reel. Device rents for \$20 a week plus regular Teleprompter service at \$60. Another Teleprompter innovation was introduction of "Telights," easily installed and removable lightweight TV studio lights using GE sealed-beam aircraft landing lights as basic unit. The clamp-on lights are controlled through low-voltage relay circuits, eliminating shock hazard.

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Philco's new 150-watt transmitter was shown for first time, available in both vhf & uhf. Built by Adler Electronics, it's part of complete station package being offered by Philco at \$35-50,000. Philco also showed new single-hop and multi-hop microwave systems, designed for color. Multi-hop system is version of Philco's time-proven commercial microwave, being offered in broadcast band for first time. Philco exhibited its re-engineered film scanner which now permits color-monochrome changeover by remote control.

Operators of illegal boosters in Pacific northwest have reluctantly decided they'll accept FCC's proposed order to let them operate "translator" satellites in upper uhf band—if they lose their pending court appeal. Senate Commerce Committee's special TV investigation counsel Kenneth Cox visited his home state of Washington last week, addressed meeting of about 35 of these "informal booster" operators at Wenatchee. In discussion session, they told him they couldn't understand why FCC was bothering them with cease-&-desist orders, since they weren't interfering with other services—merely bringing TV to small isolated valley areas. They voiced objections to the translators on grounds they're too expensive, would only provide single-channel service. Nevertheless, Adler Electronics pres. Ben Adler—who also made rounds of the unlicensed booster operators last week—ended up with orders for 47 of his uhf translators at \$2750 each, contingent on finalization of FCC's rule.

Closed-circuit TV educational techniques will be explored jointly by NYU and NBC's WRCA-TV next fall, when university expands TV teaching to 3 courses. For the 1956-57 academic year, WRCA-TV will provide technical and production know-how, NYU the facilities, instruction, etc.

While RCA's elaborate display was geared mainly to big live color demonstration, plenty of attention was attracted to its completely new and compact 6-kw low-band vhf transmitter, with 2-kw transmitter used as driver and also available separately (Vol. 12:14). Power can be increased to 25-kw by addition of newly engineered amplifier. First 25-kw unit has been purchased by WRGP-TV, Chattanooga (Ch. 3). In ultra-economy field, RCA showed for first time new 100-watt transmitter for Ch. 2-13, in single cabinet, priced at \$12,500.

Also attracting interest with their low-power TV station packages were Sarkes Tarzian, Adler Electronics and Dage Div. of Thompson Products. Kay-Lab showed new remote-controlled video camera chain at \$6500, announced first sale to WEAR-TV, Pensacola, Fla., and pointed with pride to fact that it had completely packaged new KSHO-TV, Las Vegas, "world's first 24-hour TV station." KSHO-TV was equipped with 150-watt Adler transmitter, at \$6750. Adler spokesman said "low-power fever is really here," adding that company expects to sell 20-30 such transmitters in next 6 months. Dage showed remote-focus vidicon camera with removable viewfinder, usable for film and live.

Raytheon plugged its line of microwave equipment, notably its new 12-13,000-mc units ordered by Western Electric for video hops at GOP national convention next summer, and announced its sale of commercial microwave equipment has doubled in the last year.

GPL demonstrated "restyled and improved" 3-vidicon color film chain and professional 35mm telecast projector now equipped with Simplex mechanism and sound head.

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Devoted entirely to color, DuMont's display again featured live colorcasts using Vitascan, promoting new complete live-film-slide color "Color-Pac" for \$59,415.

Color test equipment makers reported best business in history. Pres. A. J. Baracket of Foto-Video Labs Inc. said firm sales made at convention set new record for his company. Telechrome Inc. reported sales of 20 of its new 32-lb. portable \$2975 video transmission test generators in 8 weeks since introduction. It added 60 of its previous unit—400-lb. 96-tube version—are in use by the networks, AT&T & CBC. Tarc Electronics Inc. showed new line of color test equipment, including portable Colorscope—"equivalent to a rackfull of equipment"—combining 10 color & monochrome signal test functions.

New call letters: WIRI, Plattsburgh, N. Y. May 1 changes to WPTZ, new owner Rollins Bestg. (Vol. 12:13) having decided to assign WIRI call to its AM grant in Indianapolis. WPTZ is old call of Ch. 3 station in Philadelphia, first owned by Philco, then by Westinghouse. It was changed to WRCV-TV when bought by NBC. WHMB, Boston (Ch. 38) was authorized April 19 to change to WXEL, owner Herbert Mayer having requested assignment of call letters of Cleveland station he sold to Storer.

Canadian GE announces new 400-watt TV transmitter, designed for remote operation, to help Canadian stations get started at low cost, as basic "building block" or first step in telecasting. "For the small size market," says CGE, "it is anticipated through the low capital investment in equipment that TV coverage is now available at the same cost as equivalent radio broadcast coverage." Deliveries will begin in last quarter 1956.

New hot kine system, to be used by ABC-TV in Chicago beginning April 29, permits program to be rebroadcast one hour after original live show. As described this week at NARTB convention by ABC engineers, new setup uses GPL 35mm recording consoles, Houston-Fearless spray processors.

**P**OLITICAL "EQUAL TIME" bill—another one —was introduced this week by Chairman Priest (D-Tenn.) of House Commerce Committee. His bill (HR-10529) would waive equal-time rules for minor-party candidates for President, Vice-President & Congress as well as bona fide candidates for presidential & vice-presidential nomination by major parties.

Stations would be obliged to offer equal time in each case among various major party candidates. Priest bill differs from Johnson-Knowland bill (S-3308) and Harris bill (HR-10217) in that latter 2 apply only to presidential & vice-presidential candidates. CBS v.p. Richard Salant testified before House Commerce communications subcommittee this week, requesting that pres. Frank Stanton be permitted to appear in May to support new CBS "compromise" proposal. He said CBS still prefers original CBS-drafted "Lincoln-Douglas" debates bills (Vol. 12:8) but would endorse Priest bill in preference to Johnson-Knowland and Harris measures.

Meanwhile, White House news secy. James C. Hagerty and J. Leonard Reinsch, exec. director of WSB-TV & WSB, Atlanta, and TV-radio consultant to Democratic National Committee, agreed that there was no practical reason why minor party candidates should be granted equal TV time. They participated in political broadcast panel at NARTB convention.

Hagerty called for elimination from air of "splinter parties," while Reinsch stated: "With the present Section 315 (of Communications Act), we are not in position to completely fulfill our public service obligation. For if we give time to candidate No. 1, we must give equal facilities to candidates 2, 3, 4 & 5. With modern means of communication, the American people are entitled to see and hear the national candidates, but that obligation should not carry to a dozen other splinter candidates representing the Vegetarians or the Greenbacks or any other special party."

Hagerty and Reinsch differed on when equal time should be granted. Former said that distinction must

be drawn between Mr. Eisenhower's utterances as President or Republican party leader. He said that every time the President takes action affecting welfare of people, he is entitled to go on air to explain his views, and networks should not be required to grant equal time. He said President's recent TV speech on reasons for vetoing farm bill was non-political—but Democratic National Committee did receive equal time for reply by Sen. Johnson April 23.

Reinsch urged Republican chairman Hall to accept invitation from NBC-TV's *Today* for split-screen debate with Democratic chairman Butler once a week starting April 20 and running up to national convention time.

Butler himself later accused Hall of making "carefully conceived effort" to keep Democrats from getting equal air time. He said Hall refused *Today* offer "because he knows we haven't any money, and it deprives us of the air." Hall called Butler's speech "cry-baby" tactics, said they represented "utter bankruptcy" of Democratic program. Butler told Democratic National Committee that No. 1 priority was raising \$2,109,000 to finance TV-radio time.

TV figured prominently in panel discussion on political coverage at American Society of Newspaper Editors convention in Washington this week. George Cornish of *New York Herald Tribune* stated that "TV is not our rival, it is our collaborator," adding that TV viewers want the "bits and pieces fitted together the next morning into a whole that makes sense." A. H. Kirchhofer of *Buffalo Evening News* said TV may make some events at political conventions seem more important than they are and that "the printed medium, particularly the daily newspaper, still will have to add up the score for the reader." Charles Lucey of Scripps-Howard said job of newspapermen "is to try to get and tell the story the TV cameras cannot catch—to try to know the campaign of maneuver, the pressure and persuasion being waged in these smoke-filled rooms." Gould Lincoln of *Washington Star* said "newspapers cannot hope to beat live TV in seeing and hearing campaign speakers, but the eye and ear are often fleeting recorders. This is where the majesty of the printed word comes to the fore."

**I**NVESTIGATION of anti-trust consent agreement with AT&T (Vol. 12:4) was pledged by Chairman Celler (D-N. Y.) of House Judiciary Committee after scathing attack on Justice Dept. handling of case from floor of House by Rep. Roosevelt (D-Cal.) April 17. Calling the settlement "the lowest point in modern times in the disposition of major anti-trust litigation," Roosevelt excoriated Govt. for accepting decree which did not split Western Electric from AT&T.

He said the agreement, which freed Bell System patents, would be worthless unless Govt. wins pending "patent pool" suit against RCA, quoting Justice Dept.'s chief trust-buster Stanley N. Barnes: "In the RCA pool, there are patents over and beyond AT&T or Bell Labs patents, which may well be necessary before you can get into an open-handed, free and easy production of electronic devices."

Said Roosevelt: "With respect to the alleged 8600 patents involved in the consent decree, RCA has the unrestricted right to sublicense, retain royalties, and sue for infringement on a substantial number of these patents—the exact ones being unknown to the Dept. of Justice. The consent decree does not affect these rights of RCA . . ."

"A substantial number of the payments involved [are] not sufficient to enable the licensee to manufacture and sell FM or TV commercial broadcast transmitters or receivers without an RCA package license. In brief, Judge Barnes admits that many of the licenses allegedly made

available to others by the consent decree are worthless . . ."

Meanwhile, AT&T announced plans for record \$2.1 billion expansion this year—biggest in American history.

Equal access of TV-radio with other media to court trials and legislative hearings was urged by ABC v.p. John Daly in freedom of information address at NARTB convention. He alluded to recent decision of Colorado Supreme Court to permit individual judges to decide whether to permit TV-radio coverage as a "partial victory," but cautioned: "To claim Colorado as a major victory is to delude ourselves. It does constitute a victory in that we may now sometimes enter where we never could before. But it also creates new dangers in that it may set the precedent—and provide our critics with a convenient way of keeping us out while pretending to give us our right."

Sigma Delta Chi awards for journalistic excellence: public service in TV journalism, KAKE-TV, Wichita, for coverage of tornado in its community last May 25 and its efforts to aid victims; TV reporting, Paul Alexander & Gael Boden, KSL-TV, Salt Lake City, for coverage of airliner crash on Medicine Bow peak; TV-radio news-writing, Charles Shaw, WCAU, Philadelphia, for description of French reactions to baseball game; public service in radio journalism, WMAQ, Chicago, for programs on juvenile delinquency; radio reporting, John Chancellor, WMAQ, for on-the-spot reporting of gun battle.

**D**EFENSE OF TV CODE operations against its critics was entered at NARTB convention by code review board chairman G. Richard Shafto, WIS-TV, Columbia, S. C., who said: "We know that the vast majority of code subscribers are doing a splendid job of code compliance. . . . The deviations of the few cannot be allowed to place in jeopardy the high sense of integrity and the fine operations of the great majority."

He urged public relations campaign to acquaint viewing public with existence of code and its provisions, saying: "When the incidence of deliberate distortions and blatantly biased reporting and grossly exaggerated stories, accounts and reporting of TV advertising, programming and of our industry's self-regulatory program reach the proportions to which they have swelled in the past few months, it is time, perhaps, for us to relate to the public our version of what we are doing and how we are doing it."

Shafto suggested that the 283 TV stations which subscribe to code make greater use of on-the-air material supplied by NARTB, incorporate code into public service and civic activities and report back to code review board staff on viewer reaction received by station. He also stated that one of code's biggest problems at local level is film, and emphasized need for closer screening of films for objectionable material. He illustrated his own talk with films of unacceptable program material, none of which was prepared specifically for TV.

In film panel which followed Shafto's presentation, Harold P. See, mgr. of KRON-TV, San Francisco, and chairman of NARTB TV film committee, also stressed need for more careful screening of film to make certain of compliance with code. "If we find objectionable material, we are hard put to edit—but edit we must," he stated, adding that producers & distributors of syndicated films should share responsibility with broadcasters for deleting objectionable material. "Producers and distributors are an arm of our business; they are, in a sense, broadcasters."

NBC daytime option hours shift won approval of NBC TV Affiliates Executive Committee, headed by WTMJ-TV's Walter Damm, in Chicago meeting. Subject to ratification by affiliates, agreement would change weekday 2:30-3 p.m. period to network time to permit scheduling of *Tennessee Ernie Ford Show* as rating-building lead-in to *NBC Matinee Theatre* 3-4 p.m. In exchange, stations would get 5:30-6 p.m. period in which *Howdy Doody* formerly was slotted. Network plans to schedule new audience partic. show 12-12:30 p.m., beginning June 4, shift *Howdy Doody* to week end slot, and concentrate on adult programming in daily 5-5:30 segment with across-the-board re-runs of filmed situation comedy, beginning May 14 with *I Married Joan* series.

Network TV advertising was up 18% in Feb. 1956 over Feb. 1955, according to *Printers' Ink* figures. The Feb. revenues were 6% above Jan., and Jan.-Feb. cumulative network advertising was 17% above same period last year. Network radio was down 28% from Feb. 1955, down 29% in Jan.-Feb. period from same 1955 period, but up 7% over Jan. 1956. Newspapers showed highest gain of any medium, up 23% over Feb. 1955, and 29% for 2-month period over last year. All advertising showed 15% increase for the month over Feb. 1955, 6% from Jan. to Feb., 17% for 2-month period.

AAAA annual meeting April 26-28 at Greenbrier Hotel, White Sulphur Springs, W. Va., will feature session on agency commissions final day, with banquet April 27.

New reps: KGO-TV, San Francisco, to Blair (from Petry); WMCT, Memphis, to Blair (from Branham).

**Network Accounts:** CBS-TV's new program alignment began to take effect this week with announcement that *Arthur Godfrey & His Friends* would go off air following July 25 show, Wed. 8-9 p.m., after 7½ years on network. His other 2 shows *Arthur Godfrey Time* & *Arthur Godfrey's Talent Scouts*, will remain. No replacement was announced. Also going off air are *Robert Q. Lewis Show*, to be replaced by *Johnny Carson Show* starting May 28, Mon.-thru-Fri. 2-2:30 p.m., and *Jack Paar Show*, to be replaced by new audience partic. program *Stand Up and Be Counted* starting May 28, Mon.-thru-Fri. 1:10-1:30 p.m., with news program scheduled 1-1:10 p.m. . . . Chevrolet Dealers of America to sponsor series of 20 variety shows alt. Tue. 8-9 p.m. on NBC-TV starting Sept. 18, thru Campbell-Ewald, Detroit; it continues to sponsor *Dinah Shore Show* Thu. 7:30-7:45 p.m. on NBC-TV . . . Procter & Gamble to be alt. sponsor (with General Mills) of *Wyatt Earp* on ABC-TV Tue. 8:30-9 p.m., and has purchased Fri. 8-8:30 p.m. time period for unidentified new show . . . Colgate-Palmolive to be co-sponsor (with Winston cigarettes) of *Bob Cummings Show* on CBS-TV starting May 3, alt. Thu. 8-8:30 p.m., thru Wm. Esty Co. . . . Ciba Pharmaceuticals to resume sponsorship of *Medical Horizons* on ABC-TV starting Sept. 9, Sun. 4:30-5 p.m., thru J. Walter Thompson; Ciba had dropped show last month . . . Mogen David Wine & Helene Curtis to replace *Dollar a Second* with quiz show *Treasure Chest* on ABC-TV starting in fall, Fri. 9-9:30 p.m., thru Weiss & Geller . . . Eastman Kodak to sponsor finals of National Open golf tournament on NBC-TV Sat. June 16, 4-6 p.m., thru J. Walter Thompson . . . Pharmaceuticals Inc. to drop out as alt. sponsor (with Esquire shoe polish) of *Masquerade Party* on ABC-TV Wed. 9-9:30 p.m.

"The success of one medium tends to stimulate the efforts of another, tends to make all media stronger and better—and all to the advantage of the public." So said RKO Radio Pictures chairman Thomas F. O'Neil this week in speech before Philadelphia's Poor Richard Club, which presented him club's medal award. Speaking on "Technology, the New Creative Force in Entertainment," he pointed out that General Tire's RKO Pictures is now deeply in 4 different entertainment media—movies, TV, radio and phonograph records. Technology, he said, has not only improved the various entertainment media, but has given public more leisure time to enjoy more different forms of entertainment. He predicted more than half of all TV programming will be on film this year, despite fact that "a major TV network has refused to accept major feature film in prime time"—obvious reference to NBC.

Impact of TV as sales force was dramatically set forth by TvB pres. Oliver Treyz at NARTB convention in illustrated presentation containing welter of statistics. Among his major points: (1) Special research conducted for TvB by Pulse in Chicago during first week of March revealed that hours spent watching TV by local families outnumbered newspaper reading by more than 5 to 1. (2) Nielsen study showed that sponsored network programs account for less than half of all TV viewing, leaving vast area for local sales exploitations. (3) Spot TV is most flexible form of advertising, taking in IDs, announcements & full program sponsorships. It also permits sponsors to take full advantage of choice local time periods. He cited "excellent" time clearances of several leading syndicated film programs.

Australia's govt.-owned TV stations in Sydney and Melbourne will go on air next November in time for Olympic Games, Postmaster General Charles W. Davidson announced this week. Four privately owned stations—2 each in Sydney & Melbourne—also have announced plans to start before year's end.

**Telecasting Notes:** Film business is up—both telefilm and features-for-TV—with most film syndicators doing brisk business at NARTB convention, quite a bit better than last year . . . More than half of TV programming is now on film, TPA exec. v.p. Michael M. Sillerman told April 18 film panel at NARTB convention, with Hollywood TV film production in 1955 totaling 2000 hours of entertainment—or nearly 4 times the 500 hours of theatrical film it turned out . . . TV will become all-film medium—except for topical events and color spectaculars—Foote, Cone & Belding pres. Fairfax Cone told Los Angeles Advertising Club this week. But he said TV film is going to have to be much better than it is now . . . Ziv TV reports record March business of \$1,225,000 in new contracts and renewals on 4 series in 110 U. S. & Canadian markets . . . Screen Gems establishes TV writing scholarships at U of Chicago, Fordham & State U of Iowa, with grants to at least 3 more schools to follow within 30 days . . . “Behind the scenes at the studio,” that onerous free-plug sequence appearing in the movie companies’ network TV programs, is being “all but abolished” next season, reports April 21 *Billboard*, which says *Warner Bros. Presents* (ABC) will hold them down to 2 minutes (from about 8 min. this season), and GE is insisting that *20th Century-Fox Hour* eliminate or drastically reduce its plugs if program is renewed at all . . . A good show deserves a repeat, and here are 2 which are upcoming: *Kraft TV Theatre* will show kinescope of its historic “A Night to Remember” on the sinking of the *Titanic* (Vol. 12:14) May 2 on NBC-TV; CBS-TV’s “Out of Darkness,” filmed in mental hospital, will be repeated on Mental Health Day April 29, 5-6 p.m. . . . TV boosts movie attendance: 26% of audience viewing “Richard III” at New York’s Bijou Theatre came because they had seen the film first on NBC-TV and want to see it again in large-screen color, according to audience survey by Lopert Films, which said it received replies from 3758 theatre patrons . . . New spectacular Friday nights now virtually certain on NBC-TV next season—produced either by Worthington Miner or Maurice Evans (if Hallmark decides to buy the time period) . . . “Showboat” will be presented in special 2-hour “extra-budget” version next season, if CBS negotiations with Oscar Hammerstein II pan out . . . Steve Allen is next to get job of bucking Ed Sullivan on NBC-TV, which plans to put him in the Sun. 8-9 p.m. slot in variety show, probably starting next month . . . “Art theatre” on TV will be tried by WABD, N. Y., programming French films Sun. 9-10:30 beginning April 29; if it clicks, station will follow up with Italian series.

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New type of local programming to boost viewing in outlying areas and bring new small advertisers into TV will begin in June on WMUR-TV, Manchester, N. H. (Ch. 9). As announced by exec. v.p.-gen. mgr. Norman A. Gittleson, plan is built around local live program, *Now*, “a basic 7-min. program that will present kaleidoscopic civic and news coverage of a particular city or town within WMUR-TV’s coverage area.” There will be 5 such telecasts daily, Mon. thru Fri., making total of 30 different communities featured per week. Three 30-sec. commercial announcements within each 7-min. show will be sold to local advertisers seeking to reach the particular community featured. Gross returns to the station should total \$394,000 a year if all spots are sold, Gittleson estimates.

Dipping its feet into commercial TV for first time, one West German TV chain (Bavarian Radio, with 3 stations) next fall begins pilot project, which is expected to spread to rest of German TV. Initially, no programs will be sponsored, and all commercials will be bunched—one after another—from 7:30 to 8 p.m. each weekday.

Extension of Cuban TV network to cover “every square inch of the territory” is now well under way, reports CMQ network pres. Goar Mestre, who says these projects are in progress: (1) Extension of microwave installation between Santa Clara & Camaguey, to make total of 14 repeater stations throughout island. (2) Havana CMQ-TV’s Ch. 6 transmitter is being moved from heart of city to Arroyo Arenas, just beyond city limits, with new 10-kw RCA transmitter and directional antenna, to share site with Mestre’s CMBF-TV (Ch. 7). Two large 400-seat studios are being built in new Havana “Telecentro,” basement of 37-story apartment building now under construction—these in addition to the 5 TV studios in Mestre’s Radio-centro. (3) CMHQ-TV, Santa Clara (Ch. 5) now has new 600-ft. tower & 6-bay superturnstile antenna; CMJL-TV, Camaguey (Ch. 6) has been equipped with new 10-kw RCA transmitter, 685-ft. tower & 6-bay superturnstile antenna. (4) New Holguin station (Ch. 3) will initially use 5-kw DuMont transmitter (from Camaguey station), 300-ft. tower, 3-bay antenna. Another station will be built at Ciego de Avila on Ch. 7.

Annual “Mike” awards to women in TV-radio, to be presented by *McCall’s Magazine* April 28 during convention of American Women in Radio & TV in Boston: top award, Pauline Frederick (NBC) for news analyses, particularly on U. N. affairs; executive service to youth, Lillian Lee, for *Junior Court of Honor* on WLWA, Atlanta; broadcaster service to community, Joan Crowther, WNHC-TV, New Haven, for efforts to aid flood victims, on *Nancy’s Kitchen*; broadcaster service for women, Maggi Byrne, WNBK (now KYW-TV), Cleveland, for helping women drive better, on *Women on Wheels*; broadcaster service for youth, Dorothy Lee Hansen, KGO-TV, San Francisco, for *Hi Time* series on juvenile training; executive service to community, Vi Stokesberry, radio WQAM, Miami, for water safety series on *Queen of Hearts*; executive service for women, Marjorie King, KNBC, San Francisco, for establishing & financing “Careers Unlimited for Women,” to get jobs for older women.

Ohio State U’s Institute for Education by Radio-TV this week presented these TV awards: special awards, *Disneyland* (ABC-TV) & *Wide Wide World* (NBC-TV); special interest programs, *Time for Youth* (KRON-TV, San Francisco) & *Michigan Conservation* (WKAR-TV, E. Lansing); cultural, *WRCA-TV Workshop* (WRCA-TV, N. Y.) & *CBC Folio* (CBC-TV); public affairs, *Assignment: India* (NBC-TV) & *Eye on Chicago* (WBBM-TV, Chicago); basic freedoms, *Kraft TV Theatre* for “One” (NBC-TV) & *Man of the Year* (WRCA-TV); systematic instruction, *Tomorrow’s Careers* (ABC-TV), *Live and Learn* (WNBQ, Chicago) & *Shakespeare on TV* (KNXT, Los Angeles); children & youth, *The Friendly Giant—II* (WHA-TV, Madison), *Wunda Wunda* (KING-TV, Seattle), *Magic of Music* (CBC-TV) & *The Art Cart* (KPRC-TV, Houston); classroom, *Man’s Story* (KCTS, Seattle).

Annual “showmanagement” plaque awards for contributions to TV-radio, as announced this week by *Variety*: Rebirth of radio showmanship, KLZ, Denver & CKVL, Verdun-Montreal, Canada; editorial influence, radio WAVZ, New Haven; responsibility to community, WHAS-TV, Louisville & WMCT-TV, Memphis; serving public interest, WRC-TV, Washington; imagination in programming, radio WAVE, Louisville; pioneer service, KIMA-TV, Yakima & its satellite KEPR-TV, Pasco; educational TV service, U of Michigan; outstanding special events, KTTV, Los Angeles; outstanding promotion, KDKA, Pittsburgh. “Showmanager award” went to ABC pres. Robert E. Kintner.

TV sets-in-use census, under NARTB auspices, is expected to get under way in late 1957 or early 1958, pres. Harold Fellows told convention this week.

**RCA CUTS COLOR TUBE PRICE, SHARES KNOW-HOW:** "A major step in the right direction" appeared to be the comment which epitomized industry's general reaction to RCA's vigorous moves this week to encourage more set makers to get into color faster. In summary, RCA told symposium of licensees in Chicago that, effective May 1, price of 21-in. (255-sq. in.) color picture tube would be reduced from \$100 to \$85, and that complete blueprints and detailed mass-production information on color production would be made available to them, including furnishing of components.

H. Leslie Hoffman, pres. of Hoffman Electronics, bespoke the sentiments of many attending symposium with this comment: "This is one of the major breakthroughs in color. It gives manufacturers the incentive. At the same time, NBC's expanded programming gives the public the incentive. With incentive at both ends, the distributor and dealer will come along."

Does this mean mass marketing of under-\$500 color sets in June? Consensus of licensees was that while RCA's actions would stimulate downward trend in prices, a \$595 price tag in June is more realistic expectation. RCA's own color sets, at \$695, \$795 & \$895, are expected to be reduced in June, probably by \$100.

Some color price cuts this year, stimulated by RCA's action, were generally foreseen by other set makers. Motorola's Robert W. Galvin indicated his new color sets, to be introduced in June, will be priced in the "upper \$500 range." Admiral has already announced plans for a 21-in. color table model in June at \$499.95, plus a \$100 service contract which Admiral spokesman said will be urged on buyers as "absolutely necessary." Emerson's Ben Abrams said production costs won't justify a \$499 price tag, commented: "Even at a \$695 price, set makers would be just about breaking even." Raytheon's Henry F. Argento said: "A \$595 price seems much more reasonable than \$495, which would take a lot of magic." Westinghouse & Magnavox said only that their color prices would be "competitive." Philco, which has never announced renewal of licensing agreement with RCA and was not represented at RCA meeting, said no price reductions on color are anticipated this year.

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RCA pres. Frank Folsom told licensees: "Many of you will recall that in Aug. 1947 we turned over to other manufacturers in the radio industry complete engineering and manufacturing information on the first table model black-&-white TV receiver (630TS). This receiver became the foundation upon which was built today's vast TV market. Now we shall do the same thing with our big-screen color TV receivers. We shall turn over to you RCA's latest color receiver blueprints, our technical know-how, production details and bills of materials. Our color TV manufacturing facilities are open to your inspection. In our opinion, this action will prove to be as important to color TV as the first table model was to black-&-white TV.

"The public wants color TV and, to help meet that demand, NBC is planning a major night-time color program schedule. This will, of course, include the 'spectaculars' and other regularly scheduled shows. With these important developments in both manufacturing and broadcasting, color TV takes a major step forward. It is our hope that you will join us in making this exciting new art available to the American public on the widest possible scale." (Color programming details on p. 16.)

Douglas Y. Smith, v.p.-gen. mgr. of tube div., said that RCA had exceeded its previously announced production goal of 30,000 color tubes a month, stating: "While manufacturing costs have been reduced, performance and reliability have been improved. Accordingly, we are pleased to announce today a reduction in the price of this tube to manufacturers in bulk packing from \$100 to \$85, effective May 1."

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RCA showed licensees 2 new color chassis, one "standard," the other "de luxe." Standard chassis (CTC5) has 27 tubes, 2 germanium diode crystals, 2 low-

voltage rectifier tubes. De luxe chassis (CTC5N) has 30 tubes, 3 germanium diode crystals, 2 low-voltage rectifier tubes. Circuitry is about 80% printed -- standard chassis containing 6 boards, de luxe chassis 5. Another cost-saving technique demonstrated was substitution of vhf tuner for all-channel one now in use. As in black-&-white, uhf will be optional on new sets.

Testing at factory will be most rigid yet devised. Aim is to make sets so stable when they leave plant that servicemen will have little more to do than with black-&-white. Sets will also be shipped complete with picture tube.

Brief highlights of other major trade developments this week:

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**Portable Potpourri:** Motorola is expected to introduce 8½ & 14-in. portable TVs in June, as next major manufacturer to enter small-screen competition. In picking 14-in., it's hoping to capitalize on the market revealed by GE's 250,000 sales in first year of its 14-in. (Vol.12:12) -- and by June, the sales power of RCA's 8½-in. should be thoroughly established. Latter are now on retail floors in several cities and preliminary reports indicate extraordinary demand (at \$125). Incidentally, in June RCA will add optional uhf tuner for 8½-in. at \$25-30 extra.

Corning Glass will sample industry with 8½-in. bulbs within 10 days and, by early June, will sample with 10%-in. bulbs designed to be somewhat lighter than those produced by Lancaster Lens Co. for Admiral sets, shown last week (Vol.12:15). The Lancaster Lens 10%-in. bulb is understood to cost around \$2.95, about the same as for its 8½-in. when sold in quantities under 200,000. Anchor-Hocking Co. is apparently the only company currently sampling 9-in. bulbs, which are incorporated in GE's soon-to-be-produced receiver (Vol. 12:13). Note: The 8½-in. bulb, incidentally, is also said to have wide application for oscilloscopes.

Admiral revealed more details this week on its 10%-in. sets. Leader model has no handle, is encased in ebony steel cabinet, weighs 22½ lbs., retails at \$89.95; step-up model has handle, steel cabinet, also weighs 22½ lbs. and lists at \$109.95; top of line has handle, aluminum case, weighs 16½ lbs., has 2-tone cabinets, is priced at \$119.95. Tubes are made by Thomas Electronics & National Video Corp., Admiral owning the dies for bulb. Sets have 14 tubes and are available in vhf-only or all-channel, will be sold with \$12.95 one-year service contract. In June, company plans to introduce 14 & 17-in. portables, anticipates sales of 600,000 portables in 1956.

**Production:** TV output totaled 136,979 for week ended April 13, compared to 118,113 preceding week and 122,370 week ended March 30. It was year's 15th week and brought production to that date to about 2,080,000, as against 2,490,000 in first 15 weeks of 1955. Radio production totaled 231,437 (62,968 auto) week ended April 13, compared to 224,544 preceding week and 246,302 week before. Radio production for 15 weeks totaled 4,100,000, compared to 3,950,000 in corresponding period year ago.

**Retail Sales:** A 10% decline in retail sales of TVs and increase of nearly 30% in radio sales in first 2 months from same period year ago was officially reported by RETMA this week -- a pattern that embraced first 3 months as well (Vol. 12:13). TV sales in first 2 months were 1,144,767, compared to 1,274,198 in first 2 months of 1955. Radio sales, excluding auto sets, were 986,073, as against 794,989.

**DISTRIBUTOR NOTES:** Sylvania appoints Philadelphia Distributors Inc., formerly handling Stromberg-Carlson line . . . CBS-Columbia appoints L. H. Appliance Wholesalers Inc., 930 Manchester Ave., Pittsburgh (Louis Hamburg, pres.); Standard Distributing Co., 227 E. Cevallos St., San Antonio (J. H. Sterling, gen. mgr.) & Wilmot Distributing Co. Inc., 1803 Myrtle Ave., El Paso (Paul D. Wilmot, pres.) . . . Capehart-Farnsworth appoints newly formed Fortune Sales Co., Baltimore (Wm. C. Fortune, pres.), replacing Baltimore Wholesalers Co., now discontinued . . . GE assigns TV receivers to independent Walker Martin Inc., Charlotte, its radio distributor . . . Hotpoint Appliance Sales Co. transfers John A. Walker from Char-

lotte to Chicago as district mgr. . . Westinghouse Electric Supply Co. appoints W. W. Kraft, Detroit branch mgr. for consumer products, succeeding A. E. Brown, now eastern regional sales mgr., N. Y.; Joseph Bauderer, from Dayton branch, succeeds Kraft as sales mgr. . . Philco Distributors Inc., N. Y., as sales mgr. for laundry equipment . . . Granco Products Inc., manufacturers of FM radios & high-fidelity equipment, establishes Granco Sales Corp. as distributing subsidiary, confining operations temporarily to N. Y. area.

Stromberg-Carlson's San Diego plant will be formally opened April 23 in ceremonies featuring address by pres. Robert C. Tait.

**Trade Personals:** P. Dusinberre, asst. to Westinghouse TV-radio gen. mgr. Edward J. Kelly, named TV-radio manufacturing mgr.; Wm. H. Eutzy promoted to mgr. of TV-radio production control . . . Wm. T. Warrender appointed gen. mgr. of RCA's new components div., headquartering in Camden, succeeded by Leonard Gillon as mgr. of tube plant in Marion, Ind. . . Howard Hibshman, ex-sales v.p. of Norcor Mfg. Co., Green Bay, Wis. (furniture), named marketing mgr. of Hotpoint's new TV receiver dept., reporting to gen. mgr. D. Edward Weston Jr. . . . Paul A. Barkmeier, onetime v.p. & director of RCA Victor Distributing Corp. & gen. mgr. of RCA Victor record div., named Borg-Warner director of marketing services . . . Harold Knubbe promoted to CBS-Columbia engineering director, following resignations of engineering v.p. R. T. Capodanno, engineering director Wm. Vassar, chief electrical engineer Walter Lukas & chief mechanical engineer L. Zucker; all 4 came to CBS-Columbia last Nov. from Emerson . . . A. D. Baylor promoted to Crosley mgr. of engineering control & facilities, R. J. Schipper to mgr. of color TV engineering, R. A. Stacy to mgr. of monochrome TV engineering, A. C. Stelzer to mgr. of radio engineering . . . Edward R. Taylor, Motorola v.p. & asst. to pres. Paul V. Galvin, re-elected chairman of Brand Names Foundation . . . Joseph C. Harmony promoted to mgr. of CBS-Hytron receiving tube operations, Charles E. Coffin to mgr. of Danvers, Mass. plant, Leo P. Hurley to production supt. at Danvers, Jay L. Farley to chief engineer at Kalamazoo plant, Edward P. Laffie to quality control director at Kalamazoo . . . John M. Barker, ex-Hoffman Sales Corp. & Admiral San Francisco factory branch, named Magnavox regional mgr., headquartering in San Francisco . . . Walter A. Summers, onetime eastern regional mgr. for RCA Estate ranges, resigns as Whirlpool-Seeger midwest regional mgr. . . . Robert W. Norcross, ex-Servel, named DuMont gen. credit mgr. . . . Frank B. DeMayo, specialist in consumer finance, joins administrative staff of CBS-Columbia, reporting to v.p. Merle Wick . . . Howard Marx resigns as v.p.-gen. sales mgr. of Ampro Corp. to join Technical Associates, Burbank, Cal. (electronic & nuclear instruments); W. B. Mullen promoted to sales mgr. of Ampro consumer products, J. J. Graven continuing to direct audio-visual sales div. . . . Robert D. Mason named asst. design mgr. of Packard-Bell . . . David Fisher resigns as Symphonic Radio marketing & merchandising mgr. . . . Glen O. Swanson granted 3-month leave of absence from presidency of Standard Coil because of health, exec. v.p. James O. Burke assuming his responsibilities in that period; John R. Johnson, asst. to Swanson, elected a v.p. . . . Malcolm P. Herrick, chief engineer of Stromberg-Carlson TV-radio div., appointed staff asst. to John H. Voss, v.p. in charge of telephone div.

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 "Expo I.R.I.S." antenna (Vol. 12:12), developed by Holloway Electronics Corp., Ft. Lauderdale, Fla., is described in *PF Reporter* magazine, published by Howard W. Sams Co., Indianapolis. Company states that through rotation of top of 2-bay antenna unwanted signals may be completely rejected. Pres. R. O. Holloway reports that FCC asked for sample, is testing it; that RCA and CBS are doing likewise; that he's negotiating with RCA Service Co. for distribution.

Demise of 78rpm records was hastened last week when Columbia Records pres. James B. Conkling disclosed plans to "gradually" withdraw them from its catalogue. He said company would concentrate almost exclusively on 45s as result of dealer-consumer survey showing that "the 78rpm single record is rapidly becoming as extinct as the cylindrical record." RCA Victor last year raised price of single 78rpm records to 98¢ as part of its campaign to deemphasize that speed.

**Topics & Trends of TV Trade:** National Radio Week May 13-19 is being supported as one of industry's biggest promotions, with "Give a Radio" theme that should provide big hypo to sales, which in first quarter were nearly 30% higher than in first 3 months year ago. It's sponsored jointly by RETMA, NARDA, NARTB & Radio Advertising Bureau.

More than 3000 radio stations will participate with special programs, names of prominent streets will be changed to Radio Lane or Radio Square, radio manufacturers will insert special announcements in their ads, speeches will be made in key cities, and in-store promotional material will be used by dealers.

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TV shipments to dealers totaled 1,153,016 in first 2 months, when production was 1,164,629, reports RETMA in state-by-state tabulation released this week (county-by-county tables available to members on request to RETMA). They compare with 1,278,250 shipped, 1,357,096 produced, in first 2 months of 1955. New York led in shipments, with 120,195; California second, 92,532; Pennsylvania third, 79,684. Feb. shipments were 529,226, compared to 623,790 in Jan. & 640,771 in Feb. 1955.

DuMont signs licensing agreement with Corporacion Nacional Distribuidora, S.A., Nino Perdido & Chimalpopoca Sts., Mexico City, for production & distribution of TV & radio sets in Mexico. Principals of licensee, which currently produces Kelvinator refrigerators & formerly distributed RCA TV-radio sets, are Rogerio Ascarrago and John J. Dupuis.

National Appliance Trade-In Guide Co., 2132 Fordem Ave., Madison, Wis., publishes *Blue Book of Air Conditioning* (\$5), listing specifications, prices & trade-in values of 40 brands of air conditioners, plus special articles on why people buy air conditioners, how to measure cooling capacity & 6 basic functions of room air conditioners.

Sentinel will retain distributors for its TV-radios even though parent Magnavox markets direct-to-dealers, states Magnavox TV-radio v.p. Leonard F. Cramer. In telegram to Sentinel wholesalers, he said Sentinel's headquarters will remain in Evanston, Ill. and advised them to direct all inquiries to Sentinel sales mgr. Robert B. Parks.

Ampex Corp., whose TV tape recorder for networks & stations created big stir at NARTB's Chicago convention this week (p. 1), is also going all-out in consumer market this year, projecting 1956 goal of 25-30% increase in home tape recorder sales over 1955. It had sales of \$10,000,000 last year.

Hotpoint names Needham, Louis & Brorby, Chicago, to handle its new TV receiver account, Maxon continuing to handle other Hotpoint products. Canadian Westinghouse appoints McCann-Erickson (Canada) Ltd. for its TV-radio div. (changed from Ferres Adv. Ltd., which continues to handle appliances, lamps & tubes).

Stromberg-Carlson to introduce 7 new high-fidelity radio & radio-phono receivers at National Assn. of Music Merchants show in N. Y. July 23. Company recently suspended TV production indefinitely (Vol. 12:14).

Nuclear-Electronics Corp., Philadelphia, has been purchased by Zenith Philadelphia distributor Stuart F. Louchheim Co. for production of govt. electronics items.

Whirlpool-Seeger's first washer-dryer combination will be introduced for field testing on limited basis in midyear, pres. Elisha Gray II told annual meeting last week.

National Assn. of Music Merchants (NAMM) schedules 1956 Music Show July 23-26 at Hotel New Yorker, N. Y.

Harry A. McDonald, ex-chairman of SEC, now an investment counselor, elected to board of Sonotone Corp.

**Color Trends & Briefs:** Color servicing problems are rapidly being reduced, RCA Service Co.'s E. R. Klingeman told NARTB engineering session this week. "Most problems really do not exist," he stated. "We're able to go ahead with almost the same ease and facility of black-&white." He stated that 18,718 servicemen have attended RCA clinics.

He reported that there are very few locations which can't receive color adequately. Asked how far color can be received, he said he gets it satisfactorily at his farm—80 mi. from stations.

Noting that RCA is accentuating its final testing of sets at factory, Klingeman said RCA hopes soon to deliver sets that require no more than demagnetizing in more than 50% of cases.

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BBC's development of compatible color on Britain's 405-line system was attacked this week by Sir Robert Renwick, pres. of Radio & Electronic Component Manufacturers Federation. He charged BBC is spending "vast sums of money" on a system which can only be manufactured for the home market, "making the cost of manufacturing sets for export on 625 lines prohibitive." He called for concentration on European 625-line standards in color development.

**Electronics Reports:** Wireless paging system which uses no radio frequencies, and therefore isn't subject to FCC licensing, is ready for production and marketing by Philco. As demonstrated this week at NARTB convention in Chicago, tiny "Audipage" will get first large-scale use at Democratic and Republican conventions, when ABC will equip 30 of its roving commentators and floor men with the receivers, so that they may receive instructions directly from control points without use of connecting wires or cables.

Audipage is a 3-transistor magnetic receiver, the size of a cigarette lighter, powered by tiny mercury cell. It will operate only within the restrictions of a single wire "loop" strung around the perimeter of an area. An entire building can be included in a loop, which is connected to an ordinary amplifier. By magnetic audio induction, the one-ounce receiver picks up signals anywhere within the wire loop. Only frequencies involved in system are audio frequencies. Philco will market the device for paging systems in public buildings, hospitals, theatres, factories, TV-radio stations, etc., where conventional intercom systems are impractical. Price for each Audipage unit, with hearing-aid type earplug, will be \$100-\$150.

At Chicago demonstration, fidelity of Audipage was extremely good, with the single bell-wire loop strung around room, and connected across speaker terminals of TV set, and later to output terminals of 20-watt amplifier. Volume was high, and the tiny receivers even were equipped with tone control. No transmitting equipment is required, other than a conventional audio amplifier.

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Third transistor price cut in 14 months was announced this week by GE, which reduced prices 22-53% on 5 types of high frequency transistors used in portable radios. New prices range from \$1.50-\$1.80 to manufacturers. Company also announced prices of 10 new audio amplifier transistors for home radios and hi-fi equipment, ranging from \$1.40-\$2.35 each.

Heavy foreign interest in closed-circuit TV is reported by Dage TV div. of Thompson Products, which this week announced appointment of C. O. Brandes Inc., Cleveland, O., to handle export sales in Europe, Africa and South America.

## Network Color Schedules

(April 23 - May 6, 1956)

April 23—NBC: *Howdy Doody*, 5:30-6 p.m.  
 April 24—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.; *Playwrights 56*, "The Center of the Maze," 9:30-10:30 p.m.  
 April 25—NBC: *Howdy Doody*, 5:30-6 p.m.  
 April 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Climax*, 8:30-9:30 p.m.  
 April 27—NBC: *Howdy Doody*, 5:30-6 p.m.  
 April 28—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 April 29—NBC: *The Alcoa Hour*, "Paris and Mrs. Perlman," 9-10.  
 April 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Dodsworth," 8-9:30 p.m.  
 May 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Lux Video Theatre*, 10-11 p.m.  
 May 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 5—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "This Happy Breed," 9:30-11 p.m.  
 May 6—NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "The Cradle Song," 4-5:30 p.m.

New 91-page reference book on color servicing has been published by RCA Service Co., free copy going to each serviceman attending color workshop or clinic, additional copies \$1.

Kansas City color set sales totaled 310 as of March 1, according to city's Electric Assn.

New electronic product for the home: "Weather station," providing readings on wind velocity & direction, inside & outside temperatures, humidity and barometric pressure, manufactured by El-Tronics Inc., Philadelphia, to list at \$150.

Minneapolis-Honeywell will move its transistor div. to Boston area. Company is major producer of power-type transistors, will set up new applied research section to expand applications of high-power transistors.

James R. Kerr, Avco v.p. in charge of west coast div., elected a director & mgr. of new office of defense planning, N. Y., succeeded in west coast position by Phimister B. Proctor, ex-Hughes Aircraft; Dr. E. R. Piore, Avco v.p. in charge of advanced development div., also elected a director.

Robert F. Schulz, ex-mgr. of Motorola microwave div. and onetime deputy dir. of Airborne Instruments Lab, named pres. of Intercontinental Electronics Corp., Garden City, L. I., formed recently by Airborne Instruments and French Compagnie Generale de T.S.F. (Vol. 12:12).

Dr. Wm. H. Armistead, director of research & development div., Corning Glass Works, elected a v.p.; John B. Ward named sales mgr., new products div., succeeding Campbell Rutledge Jr., now gen. sales mgr., technical products div.

George H. Wagner promoted to DuMont TV transmitter sales engineering mgr., succeeding Charles E. Spicer, now sales operations mgr., Felix D. Bonvouloir promoted to central district field sales rep, TV transmitter dept., Dayton.

Trevor Gardner, who recently resigned as Asst. Secy. of Air Force in controversy over guided missile development, elected chairman of Hycon Mfg. Co., succeeding Harry Oedeker, who continues on board.

Rear Adm. Frederick R. Furth, USN Ret., special asst. to Farnsworth Electronics pres. Harvard L. Hull, elected a v.p.

Charles M. Foster named govt. sales mgr., Federal Telephone & Radio components div.

Benjamin H. Ballard Jr. promoted to distribution mgr., National Co.

Nelson S. Praigg, ex-Douglas Aircraft, named western mgr. of Admiral govt. labs div., Los Angeles.

**Financial & Trade Notes:** American Broadcasting-Paramount Theatres, in first quarter of 1956, increased over-all net operating profit by 34% from first 3 months of 1955, pres. Leonard H. Goldenson told stockholders in letter this week. No breakdown was given for ABC div. earnings, but Goldenson said that "with emphasis being placed on high quality entertainment gaining greater public and advertiser acceptance, our ABC operation should share on an ever broadening scale in the expected growth of TV." AB-PT reported 3 weeks ago that ABC operated at a profit last year for first time since 1953 merger, increasing gross operating income to new high of \$81,116,634 from \$70,423,348 in 1954 (Vol. 12:13).

AB-PT net profit during first quarter totaled \$2,570,000 (60¢ per share on 4,140,750 common shares), compared to \$1,917,000 (45¢ on 3,977,096) in first 3 months of 1955. An additional \$253,000 (6¢) came from capital gains, as against \$33,000 (1¢) year ago. In first quarter this year, company purchased additional 12,550 shares of preferred stock at average of \$20.50 in accordance with policy of buying preferred stock to apply against sinking fund requirements.

Note: ABC pres. Robert Kintner was granted option March 23 to purchase 9500 shares at \$25.18 per share at any time up to March 23, 1963. In that connection, Kintner extended call on his services for additional 2 years.

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GE's consumer products sales are expected to exceed \$1 billion this year, pres. Ralph J. Cordiner told annual meeting April 17, adding: "For the foreseeable future, approximately 35% of the company's total sales will be accounted for by the consumer products group, about 25% by the apparatus group, and about 20% each by the industrial components & materials group and the electronic, atomic and defense systems groups." Company's over-all sales last year were \$3 billion, which Cordiner predicted would increase by 15% this year. For first quarter of 1956, GE reported largest profit & sales for any first quarter in its history. Earnings were \$54,962,000 (63¢ per share) on sales of \$946,458,000, as against \$52,516,000 (61¢) on \$831,014,000 in first 3 months of 1955.

Magnavox sales were \$52,100,000 in 9 months ended March 31, up 23% from \$42,383,971 in corresponding period of preceding fiscal year ago and almost equivalent to sales of \$55,071,765 for full year ended last June 30. For quarter ended March 31, pres. Frank Freimann told board meeting this week, sales were \$18,100,000, up 26% from \$14,365,000 in corresponding 1955 quarter, with TV unit sales up by 20%, high fidelity radio-phonos up 85%. Profits weren't disclosed, but Magnavox previously reported earnings of \$1,774,960 (\$2.23 per share) for 6 months ended Dec. 31 (Vol. 12:7).

Beckman Instruments Inc., Los Angeles, though only in third year, is headed for sales of more than \$26,000,000 and profit of \$1,625,000-\$1,750,000 for fiscal year ending June 30, 1956, pres. Arnold O. Beckman told Security Analysts of San Francisco recently. Preceding year's sales were \$21,300,000, earnings \$1,322,000.

A. C. Nielsen Co. sales reached all-time high of \$14,377,000 in fiscal year ended last Aug. 31, up 16.7% from preceding fiscal year. Sales of broadcast div. increased by 5.8% to all-time high.

Granco Products earned \$41,274 on record sales of \$1,709,905 in 9 months ended March 31, compared to \$21,683 on \$972,758 in corresponding period of preceding fiscal year.

Muter Co. earned \$346 on sales of \$2,801,968 in first quarter of 1956, compared to \$10,687 (14¢ per share) on \$3,162,693 in corresponding 1955 period.

More officer-director compensations for 1955, as revealed in proxy statements mailed this week and supplementing our earlier listing (Vol. 12:14): American Broadcasting-Paramount Theatres—Leonard Goldenson, pres., \$182,214 (owned 52,450 common shares directly as of March 21, 1956, plus 250 jointly with wife); Robert E. Kintner, ABC pres., \$100,000 (3500 common, 1900 preferred); Robert H. O'Brien, AB-PT financial v.p., \$53,404 (5600 common). Motorola—Paul V. Galvin, pres., \$82,500 (owned 101,003 shares beneficially as of Feb. 10, 1956, plus 186,696 held in trust & 13,227 held by wife, constituting 15.60% of all outstanding shares); Robert W. Galvin, exec. v.p., \$55,000 (143,607, plus contingent interests & 8720 shares held in trust and 8695 held by wife, constituting 17.15% of all outstanding shares); Edward R. Taylor, v.p. & asst. to pres., \$65,000 (2460); Daniel E. Noble, v.p. for communications & electronics, \$55,000 (5866); Frank J. O'Brien, v.p. purchases, \$55,000 (5814); Elmer H. Waverling, v.p. engineering, \$55,000 (20,900); Edwin P. Vanderwicken, v.p. finance, \$55,000 (300). Hoffman Electronics—H. L. Hoffman, pres., \$30,000 (owned 112,952 common shares beneficially as of April 9, 1956, plus 43,053 held by family & trusts, constituting 21.47% of all outstanding shares); C. E. Underwood, v.p.-treas., \$50,500 (2500). Olympic Radio—Morris Sobin, pres., \$40,000 (none); Herbert Kabat, v.p., \$34,000 (none).

CBS Inc. first-quarter earnings exceeded record profit of \$3,892,677 (\$1.60 per share) reported for first 3 months of 1955, chairman Wm. Paley told annual meeting this week. Gross revenues weren't divulged; in first quarter of 1955, they were at record \$104,206,067. CBS-Columbia & CBS-Hytron will show losses for first half of 1956, but their losses will be reduced from first 6 months year ago, said chairman Wm. Paley. In reply to stockholder, he said both divs. will be continued, though CBS-Columbia may have to move to new quarters eventually in effort to get its facilities on more efficient basis.

General Dynamics had consolidated net income of \$21,254,386 (\$4.23 per common shares) on sales of \$687,274,182 in 1955, compared to \$22,777,226 (\$4.60) on sales of \$712,150,670 in 1954. Both years include full-year operations of Stromberg-Carlson, which did not become a General Dynamics div. until June 1955.

Texas Instruments earned \$540,000 (17¢ per share) on sales of \$3,853,000 in first 3 months of 1956, compared to \$391,000 (13¢) on \$6,310,000 in first quarter of 1955. Pres. J. E. Jonsson estimated full 1956 sales at \$40,000,000, as against \$28,684,653 in 1955.

Hoffman Electronics stockholders, at annual meeting May 7, will vote on proposal to increase authorized common stock from 1,000,000 to 2,000,000 shares (50¢ par) "to be in a position to capitalize on opportunities." There are 726,542 common shares outstanding.

National Union Electric Co., whose CR tube facilities were sold to Sylvania in Dec. 1954, reports net loss in 1955 of \$638,696 on sales of \$1,132,024, compared with loss of \$1,289,264 on sales of \$6,758,799 in 1954.

WJR, the Goodwill Station, earned \$145,276 (28¢ per share) on revenues of \$860,822 in quarter ended March 31, compared to \$68,213 (13¢) on \$652,985 in corresponding 1955 period.

Norden-Ketay Corp. earned \$236,203 on sales of \$13,480,752 in 1955 vs. \$1,002,922 on \$9,086,453 in 1954, latter figures being for Ketay Instrument Corp. only; pres. Morris F. Ketay reports order backlog exceeds \$24,000,000 compared with \$11,000,000 year ago.

Clevite Corp. had sales of \$71,935,883, net profit of \$4,854,753 (\$2.54 a share) in 1955 vs. \$59,204,627 & \$2,668,648 (\$1.33) in 1954.

FCC is "evading the law" by discriminating against newspapers under its diversification policy—"which I prefer to call its discrimination policy"—American Newspaper Publishers Assn. attorney Elisha Hanson told House Commerce communications subcommittee this week. Backing HR-6968 & 6977, which would ban discrimination against newspaper ownership in Commission rules and actions, Hanson said FCC is violating intent of Congress by considering diversification of media in making grants. "For a decade and a half," he said, "the FCC has been discriminating against applicants which are newspaper owned in whole or in part" and in 10 out of 12 TV cases up to Jan. 31, 1956, Commission "invoked its so-called diversification policy [to] tip the scales against the newspaper applicants." Under congressmen's questioning, he said it was impossible for any small group to get control of dissemination of news or opinion because there are too many newspapers, stations and magazines for any one group to control them. Chairman Harris (D-Ark.) inserted in record letter from Sen. Kennedy (D-Mass.) asking that bills be re-worded to prohibit FCC from considering lack of newspaper ownership, or less newspaper ownership, as point in favor of applicant. Subcommittee's hearings on communications bills—including political broadcasting and tower height limitation legislation—will be continued at a date to be announced later.

Blacklisting may be subject of sensational court hearing—with producers, network, sponsor and agency executives put on the stand to tell what they know about subject—*Billboard* predicts in April 21 issue, on basis of preliminary legal maneuvers in \$200,000 damage suit filed against *New York Herald Tribune* and columnist John Crosby for 2 columns he wrote last summer on alleged blacklisting tactics of Red Channels and Counter-Attack. Suit was brought by Vincent Hartnett, former chief of the organizations.

ABC-TV will "field test" new and improved Philco equipment in its Philco-sponsored coverage of Democratic and Republican national conventions this summer. Its floor men will be equipped with 30 tiny "Audipage" paging receivers for instructions from a central point (for description, see p. 16). Network will also use two 35mm and two 16mm Philco CineScanner systems for film clips and rebroadcast of convention highlights. Portable Philco microwave equipment will be used on ABC-TV's mobile unit.

Crews of WSAZ-TV, Huntington will do complete installation-operation for features on NBC-TV's April 24-25 *Today* and April 29 *Wide Wide World*—with theme built around industrial development of central Ohio valley. *Today* will include remotes from coal shipping terminal, power generating installation for Portsmouth, O. atomic energy plant, etc. *Wide Wide World* will feature steam-boat race—with cameras on boats and shore.

New NARTB TV board members elected this week: James D. Russell, KKTU, Colorado Springs; John E. Fetzer, WKZO-TV, Kalamazoo; Payson Hall, Meredith stations; Howard Lane, KOIN-TV, Portland, Ore.; Harold P. Sec, KRON-TV, San Francisco. Re-elected were Joseph E. Baudino, Westinghouse stations & W. D. (Dub) Rogers, KDUB-TV, Lubbock.

Sen. Thomas A. Wofford (D-S. C.), who recently was seated for unexpired term of Sen. Thurmond (D-S. C.), resigned to run for re-election, was named this week to replace Thurmond on Senate Interstate & Foreign Commerce Committee.

NARTB convention adopted resolution urging cooperation with FCC in effort to revise program classification & renewal forms for stations, and endorsed principal of uniform time system within each time zone.

Extraordinary action of Court of Appeals this week was to deny stay of start of WSPA-TV, Spartanburg, S. C. (Ch. 7) on April 16, then reverse itself April 19 and stay operations until April 26. WAIM-TV, Anderson, S. C. (Ch. 40) and WGVL, Greenville, S. C. (Ch. 23), after losing first effort, quickly petitioned court for reconsideration, WGVL stating it would go dark as soon as WSPA-TV starts. In April 16 denial, court had said protestants had made a "very strong case on the merits" but hadn't made a "sufficiently clear showing of injury." Meanwhile, entire court heard argument April 18 on Corpus Christi, Madison & Evansville deintermixture cases, April 20 on Vail Mills Ch. 10 drop-in. In deintermixture argument, uhf operators seek to keep vhf stations from starting pending final disposition of FCC's allocations deliberations. In Vail Mills, the uhfs ask Ch. 10 to be frozen or removed.

FCC's multiple ownership limitations would be abolished under HR-10524, introduced this week by Rep. O'Hara (R-Minn.), member of House Commerce Committee. Prohibiting Commission from setting numerical limitation on number of stations any person may own or control, it would bar any person or group from owning or controlling TV stations "which, in the aggregate, provide TV service or coverage [to] more than 25% of the population of the U.S., its territories & possessions." However, Commission would be authorized to consider multiple ownership in granting any broadcast applications or renewals insofar as "the effect of such grant may be substantially to lessen competition or to tend to create a monopoly."

Formulas for quick, rough estimates of station construction costs were supplied in paper delivered at NARTB engineering session by DuMont's Rodney D. Chipp. For northeastern U.S., he came up with: new transmitter buildings, \$20 per sq. ft.; new studios & offices, \$30; studio conversion (shell available), \$15. Tables include scale for other areas, taking into account varying labor & material costs. Copies of summary, including detailed tables, are available from Chipp at 35 Market St., E. Paterson, N. J.

Anti-fraud bills, to permit prosecution of fraudulent stock promoters operating from foreign countries via TV & radio, were introduced at request of Justice Dept. this week by Sens. Magnuson (D-Wash.) & Wiley (R-Wis.). The bills (S-3674 & 3645) are identical to those introduced in House last week by Reps. Celler (D-N.Y.) & Keating (R-N.Y.).

Unusual proposal filed with FCC this week is petition for shift of Ch. 6 from Pierre to Reliance, S. D., submitted by KELO-TV, Sioux Falls. It proposes to contribute \$250,000, with \$250,000 more to come from public subscription in area, to build station. It's estimated funds would support station 5 years.

"Tide" Magazine was sold this week by *Billboard* to Bill Bros. Publishing Co., which publishes *Sales Management* and other trade journals, pres. Raymond Bill saying he plans to continue *Tide* in its present form. Founded in 1927 by Time Inc., *Tide* was bought by *Billboard* in 1953 from Magazines of Industry Inc.

Application for Ch. 58 satellite in Greenfield, Mass. was filed this week by WWLP, Springfield (Ch. 22), while KGEZ sought Ch. 8 in Kalispell, Mont. This brings total pending to 131 (18 uhf). [For details, see *TV Addenda 22-O* herewith.]

ABC's negotiations to buy a TV film company (Vol. 12:15) have not involved Television Productions of America, says a TPA spokesman. He adds his company has had no contact whatsoever with the network on any merger possibilities.

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# Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 17

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

DEINTERMIXTURE still in works, though not voted on yet. List of changes being considered discloses fierce fights in prospect (p. 1).

SECRET FINANCIAL DATA of networks revealed by Sen. Bricker in special "report" accusing CBS & NBC of "economic stranglehold" on TV industry (pp. 2 & 16).

TV HOUSEHOLDS IN U. S. as of last June broken down into regions, states & counties. New York leads all states, Los Angeles all counties in TV homes (p. 3).

CROWELL-COLLIER powerful new entity in TV-radio with \$17,000,000 purchase of 4 TV and 5 radio stations, planning expansion "across-the-board" (p. 4).

FEE-TV PROPONENTS & EXPONENTS repeat their arguments in 5-day Senate hearing. Colorado Gov. Ed Johnson urges pay-TV approval (p. 5).

TV HALL OF FAME, for permanent preservation of tape or film versions of TV's finest programs, is proposed as industry-wide project (p. 8).

OMAHA'S CH. 7 goes to World Herald in final decision, while KQV is favored by examiner for Pittsburgh's Ch. 4. Hearing set on CBS's Hartford uhf purchase (p. 8).

TRADE PIPELINES CLEAR, though TV sales continue sluggish. Philco shows 14 & 17-in. portables. RCA steps up "color exposure" program (p. 11).

PROBE OF MERCHANDISING practices by TV-radio-appliances industry denied by Federal Trade Commission as aftermath of subpoena served on Emerson (p. 13).

SYLVANIA PROFITS & SALES set records during first quarter, totaling \$4,323,086 on \$83,288,726. Pres. Mitchell predicts 7,500,000 TV sales in 1956 (p. 15).

CLOSED-CIRCUIT in infinite variety of new uses: For sidewalk superintendents, catching shoplifters, visiting in hospital, observing mental patients (p. 10).

VHF STATIONS START in Spartanburg and Milwaukee, while uhfs call it quits in Anderson and Greenville, S. C., Wichita, Kan. (p. 9).

EMERGENCY PROPOSALS to relieve scientific manpower shortage outlined by Sarnoff to Congress; response to reserve teacher plan "impressively favorable" (p. 14).

ELECTRONIC PARTS BUSINESS to see greatest boom in next few years, with color TV having "greatest impact," says govt. electronics expert Don Parris (p. 14).

**DEINTERMIXTURE TREND UNCHANGED AT FCC:** Leaning toward deintermixture continued this week -- but nothing final yet. There's growing attitude at FCC of "what else is there to do?" Commission has been considering various drafts of deintermixture allocation plans, will have another go at it May 2. Some at FCC believe a public notice on subject may be issued as soon as 2 weeks from now.

Plans being considered are largely an amalgam of many previously proposed deintermixture ideas. Commission's objective is said to be this: Preserve uhf. In cities where uhf has a fighting chance, do this by removing vhf channels or reserving them for educators. In cities where uhf seems hopelessly outclassed unless too-drastic measures are taken, add vhf channels, reducing mileage separations somewhat if necessary. Meanwhile, don't move any operating vhfs to uhf. However, give some vhf CPs uhf channels where unavoidable. Herewith is the list of changes being considered, but it should be remembered that nothing is finally agreed upon:

Move Ch. 2 from Springfield, Ill. to E. St. Louis; move Ch. 3 from Hartford to Providence or add Ch. 6 to Providence; move Ch. 4 from New Orleans to Mobile; move Ch. 7 from Evansville to Louisville; move Ch. 10 from Miami to Tampa & move Ch. 7 from Miami to Orlando, or add Ch. 6 to Miami; remove Ch. 10 from Albany or add a vhf; reserve for educators Ch. 10 in Norfolk; reserve Ch. 11 in Toledo; move Ch. 5 from Enid to Oklahoma city; move Ch. 7 from Jacksonville to Ocala, reserving Ch. 12; move Ch. 12 from Fresno to Santa Barbara; move Ch. 12 from Flint to Detroit; commercialize Ch. 8 in Duluth; move Ch. 8 from Peoria to Davenport; move Ch. 9 from Rome, Ga. to Chattanooga; add Ch. 11 to Huntington, W.Va.; delete Ch. 9 from Charlotte; delete Ch. 3 from Shreveport, but add Ch. 2 & 4; reserve Ch. 3 in Madison; add Ch. 2 or remove Ch. 10 in Corpus Christi; add Ch. 7 or 9 to Charleston, S.C.; add Ch. 3 to Rockford, Ill.; reserve Ch. 5 in Raleigh; move Ch. 7 from Spartanburg to Knoxville & Columbia or to Knoxville & Augusta.

Procedure to effectuate foregoing changes, if FCC decides to make them, is as follows: Issue notice of rule-making, including suggested allocation plan for top markets (168 currently considered); invite comments on value of deintermixture and how it should be accomplished; conduct evidentiary hearing on whole concept, including ground rules for engineering evidence. It's also considered possible that Commission will decide to issue no plan of its own but will invite parties to submit plans covering whole nation -- not limited to their individual markets.

Whatever FCC does, it certainly has avid eye of Senate Commerce Committee -- which, in opinion of most, precludes leaving things as they are. For example, Sen. Bricker (R-O.) this week inserted in Congressional Record text of FCC Chairman McConnaughey's NARTB speech (Vol. 12:16) and stated: "I am confident that the Commission will find a practical means to encourage the development of uhf in the very near future, and that American industry will respond to his call to improve uhf receivers, transmitters and antennas on a crash basis."

McConnaughey says he's received a great deal of support for his uhf "crash research" suggestion, though he said he couldn't mention any names. RETMA members say they're still willing to offer technical assistance, as before, but some say that McConnaughey's proposal sounds somewhat nebulous.

**BRICKER'S ANTI-NETWORK BLOCKBUSTER:** Sen. Bricker climaxed his tenacious attack on the networks this week end with detailed 27-p. printed "report" to Senate Commerce Committee laying bare hitherto unrevealed intimate network financial secrets -- accompanied by a bludgeoning series of "monopoly" charges against CBS & NBC.

The figures revealed for first time by the Ohio Republican were taken from financial statistics supplied to FCC by stations & networks on strictly confidential basis -- the figures which ex-Comr. Robert F. Jones demanded from Commission late in 1954 when he was majority counsel for the TV investigation under Sen. Bricker, then chairman of the Commerce Committee (Vol. 10:52). Though FCC first insisted it had no authority to give Congress the secret data, Justice Dept. ruled in June 1955 that Congress was entitled to any information in FCC's possession.

Bricker interprets the data as "incontrovertible evidence" that CBS and NBC "have an unprecedented economic stranglehold on the nation's TV industry." He also charges: "Effective competition is stifled under this yoke of economic domination. The result is a private monopoly."

To cut down networks' power, he made these proposals: (1) Federal regulation of networks, as provided in his bill S-825. (2) Reduction of service areas of vhf stations in "high population density" areas. (3) Restriction of transmitter sites to within "reasonable distance" of assigned city. (4) Elimination of FCC's numerical limit on multiple station ownership, replacing it with limitation on total potential coverage of all stations linked in common ownership.

Bricker's financial figures are for 1954 -- latest complete year tabulated by FCC -- but he says incomplete 1955 data indicate "an even greater concentration of economic power in the hands of the favored few." Highlights of data and charges:

CBS & NBC and their 8 wholly owned stations received revenue of \$243,589,002 in 1954, "or 41.08% of the revenue of the entire TV industry," their profits before taxes totaling \$41,413,902 or more than 28% of industry's net income. ABC & DuMont together had \$63,087,551 in revenue, operating loss of \$4,791,528. Taking networks individually, he gave this financial breakdown for 1954:

CBS and its 3 owned TV stations had before-tax net income of \$25,377,612, or "a return of 108% in one year" on its reported total net investment of \$23,358,746 in TV network & telecasting facilities as of the end of 1953. Its revenues for 1954 were \$123,203,847. Its owned stations alone had total revenues of \$25,809,248, and before-tax profit of \$12,276,443, "or 370% of the total reported net investment" of \$3,322,023. On its network operation alone -- not counting owned stations -- CBS had revenues of \$97,394,599, before-tax net income of \$13,101,169, "or 65% of its reported total net investment."

NBC and 5 wholly owned stations had before-tax income of \$16,036,290, or "87% return of their reported investment" of \$18,352,292. Its revenues for 1954 totaled

\$120,385,255. Its 5 owned stations had total revenues of \$29,713,971, before-tax profit of \$12,018,394, "or 297% of net investment" of \$4,050,920. On network operation, NBC had revenues of \$90,671,284, before-tax net income of \$4,017,896, "or 28% of total net investment of \$14,301,372."

ABC and its 5 stations had revenues of \$44,519,058, net loss of \$2,504,262, though its 5 stations showed total before-tax profit of \$4,318,823. DuMont and its 3 stations had revenues of \$18,568,493, net loss of \$2,287,266, notwithstanding fact that its stations showed profit of \$2,852,795.

\* \* \* \*

Analyzing affiliates' financial data, Bricker came up with these figures: The 73 CBS & NBC affiliates in Zone I (northeastern U.S.) earned \$73,377,318 before taxes in 1954, "or 65.3% of the net income of all 410 stations in the industry... If allowance is made for losses of unprofitable stations among the 410, [then the] \$90,594,406 combined net income of the CBS & NBC networks and their 73 Zone I affiliates exceeds the \$90,300,000 total net income for the entire TV industry... Exclusive of the operations of these 73 major CBS & NBC affiliates and the 2 major networks, losses more than offset profits in operation of the remaining 337 stations in the country, plus the ABC and DuMont networks."

Under heading of "superstations," Bricker gave examples of curiously unidentified "station No. 1" in New York, which made \$8,206,416 before taxes, or 1834% on net investment, and N.Y. "station No. 2" whose profit was \$6,086,613, or 1645% of investment. By contrast, he said, station in nearby Bridgeport lost \$84,669, and Waterbury, Conn. outlet lost \$15,429. Both are unaffiliated uhf stations.

"Free competition for advertising revenues does not exist in the TV industry today," he said, adding that "reduction in service areas and restoration of small-market integrity" would bring cut in TV time rates. "The CBS affiliates in the first 50 markets recouped an average of 233% of their net investments in 1954 alone, before Federal income taxes," he declared. He attacked CBS's proposed reallocation, which would put 3 vhf channels in each of 100 major markets, as an "arrogant" device which would virtually eliminate small-market stations.

"The dollar sign has so obstructed the vision of the networks and large stations as to constitute a violation of the public trust," concluded Bricker. "The airwaves belong to the people, but have been converted to a money-making grab."

He said he will introduce bill April 30 to wipe out FCC's numerical limits on station ownership, and substitute proviso that no single ownership can encompass stations in areas totaling more than 25% of nation's population. He said NBC, the multiple owner with largest population coverage, now covers 23% of population.

The bill would give FCC considerable leeway on multiple ownership, directing it to determine in each case whether the multiple ownership involved might create monopoly. He said this measure would "permit independent TV operators to acquire sufficient TV outlets to become competitive with the few dominant licensees." The bill is identical to HR-10524, introduced last week (Vol. 12:16) by Rep. O'Hara (R-Minn.) and this week's HR-10733 & 10756 by Reps. Hinshaw (R-Cal.) & Beamer (R-Ind.), all members of House Commerce Committee.

All of which will tend to heighten the heat and intensity when Senate Commerce Committee resumes its network probe hearings in mid-May with several unidentified witnesses, to be followed by the networks themselves, probably early in June.

[For individual station financial data cited by Bricker as evidence of domination of big-city outlets over small ones in "overlap" cases, see p. 16.]

**TV HOUSEHOLDS—COUNTY-BY-COUNTY ESTIMATES:** A long-awaited benchmark in industry's continuing search for accurate county-by-county data on TV ownership was passed this week with release of Advertising Research Foundation's 97-p. report, "U.S. Television Households by Region, State and County, June 1955."

[The ARF figures, listing total households, number of TV households and their percentage of all homes, for each region, state and county as of last June, are included herewith in 10-page Special Report to all subscribers.]

Data provides further breakdown of 2 earlier reports by Census Bureau on TV

households of last June, based on its continuing Current Population Survey. ARF contracted for the Census survey, which was underwritten by networks, NARTB & TvB. The first Census report disclosed that 32,100,000, or 2 out of every 3 American households, had a TV set at that time (Vol. 11:34). The second report revealed that 4 out of 5 homes in metropolitan areas had TV sets, only 45.9% in rural areas, with highest saturation in northeastern region (Vol. 11:39).

ARF projected its regional, state & county data from Census reports and from available industry sources. New York led all states in number of TV households, with 3,949,570; California second, 2,984,910; Pennsylvania, 2,472,930; Illinois, 2,227,440 & Ohio, 2,149,070. Among counties, Los Angeles led with 1,364,930, followed by Cook County, Ill. (Chicago) with 1,290,710.

\* \* \* \*

Data suffers obvious limitation of being 10 months old but, as ARF explained: "This study fills a great need in the industry because they are the only figures sanctioned and approved by the industry, which underwrote the study. Our data establishes a standard set of figures, impartially arrived at, and acceptable on an industry-wide basis. It is obvious, if regrettable, that such calculations -- even with the help of present-day electronic wonders -- cannot be made overnight. Standards are time-consuming if they are to be good standards."

ARF is considering one-shot update of its report in summer or early fall, in recognition of time lag. Under consideration is plan to combine Census Bureau data on TV households as of Feb., for which ARF contracted, with Nielsen coverage information this spring, into a new county-by-county projection as of Feb. Meanwhile, several trade publications, notably Sales Management Magazine & Television Magazine, are going ahead with their own county-by-county or market-by-market projections, based on ARF data, individual reports from stations, RETMA shipments to dealers, etc.

Pending update of ARF data, 2 leading researchers gave us unofficial estimate this week of 34,500,000-35,000,000 TV households in U.S. as of April 1 -- an increase of 2,400,000-2,900,000 TV homes since last June.

Note: ARF study should not be confused with sets-in-use count because it does not purport to include sets in public places and second sets in homes. NBC has discontinued monthly release of sets-in-use estimates, latest tally showing 36,900,-000 as of Jan. 1. NARTB's own industry-approved continuing sets-in-use census hasn't emerged yet from pilot study phase, and pres. Harold E. Fellows now estimates that start of such census is at least 18 months away.

**CROWELL-COLLIER A FACTOR TO RECKON WITH:** With one giant step, a powerful new entity has moved into TV-radio in form of Crowell-Collier Publishing Co. which this week bought 4 TV stations and 5 AMs for approximately \$17,000,000 and announced plans for diversification "across-the-board" in communications media generally.

The stations purchased: Consolidated TV & Radio Broadcasters' (Bitner) WFBM-TV & WFBM, Indianapolis; WTCN-TV & WTCN, Minneapolis; WOOD-TV & WOOD, Grand Rapids; WFDF, Flint -- for some \$16,000,000 -- plus Zugsmith organization's KULA-TV & KULA, Honolulu, for about \$1,000,000. Crowell-Collier isn't stopping there, but plans to acquire full 7 TVs (including 2 uhf and 7 AMs permitted by FCC rules).

Slightly over 50% of Consolidated is owned by Bitner family, rest publicly held by some 1500 stockholders. Three proposals have been offered to Consolidated stockholders: cash at \$20 a share, exchange of 2 shares of Crowell-Collier for one of Consolidated, 5-year notes at rate of \$20 a share. It's expected that largest stockholders will accept the notes. KULA-TV & KULA are being acquired in exchange for 100,000 shares of Crowell-Collier stock. On April 27, Consolidated was quoted at 18 bid, 18% offered, with Crowell-Collier 8½ bid, 8% offered. Crowell-Collier contemplates \$6,000,000 bank loan to finance expansion, in part.

Looking beyond station ownership, Crowell-Collier has established a Recording, Radio & TV Div., with first activity to be inauguration of record clubs by end of year. Thereafter, TV film is also in the cards. In addition, company is in market for magazine and newspaper properties.

Force behind Crowell-Collier's move is 47-year-old Paul C. Smith, who is commonly and accurately characterized as "dynamic" and has revitalized organization

which publishes Collier's, American Magazine, Woman's Home Companion. He came to Crowell-Collier 2 years ago from San Francisco Chronicle where he had risen to gen. mgr. He's had extraordinary background, including investment banking as well as publishing. During World War II, he served first as Navy Lt. Comdr., resigned and became Marine lieutenant platoon leader during combat in Bougainville, Solomons & Guam -- then returned to Navy on staffs of Admirals Mitscher, Turner & Spruance.

Describing his expansion philosophy, Smith told us: "We're in the communications business, not only the magazine business -- and there are some other damn good devices. We're interested in many fields."

**SENATORS PLOD THROUGH FEE-TV HEARINGS:** The words and music were familiar as Senate Commerce Committee ground through a full week of hearings on subscription TV, unearthing no significant new facts or arguments from couple dozen witnesses -- even getting almost complete cold shoulder from press (except for appearances of Jinx Falkenburg and Lawrence Tibbett opposing pay TV in behalf of AFTRA).

Only surprise in hearing was written statement by Colo. Gov. Edwin Johnson, former Democratic chairman of the Committee, endorsing fee TV as only method of increasing TV service to the public.

Hearings were sparsely attended by Senators -- generally not more than one was present at a time -- but TV investigation counsel Kenneth Cox kept witnesses on their toes with his usual incisive questioning.

Directing their attention to Committee's concern for future of uhf and competitive nationwide TV, all pay-TV proponents stressed arguments that subscription TV could be limited to uhf stations or small-market outlets at outset to save faltering stations, put new ones on the air and vastly increase number of stations.

The opponents -- including ABC, CBS, NARTB -- all doubted FCC's authority to approve fee TV, and argued that box office TV would siphon good programs from free TV, breaking faith with viewers and discouraging sponsors.

"I think Congress will play a very important part in the decision that is ultimately made" was repeatedly-expressed view of Sen. Pastore (D-R.I.), whose questions indicated he's giving much thought to problem of rate regulation if subscription TV should be authorized. "If it ever comes about," he said, "it will have to be very strictly supervised to see that the public which is receiving free entertainment isn't injured in that respect."

Verbal sparks flew during testimony of N.Y. City Council pres. Abe Stark, violent opponent of fee TV, who assailed Comr. Lee's authorship of pro-subscription article in Look Magazine as "illegal" and "improper," demanding investigation of Lee by the Committee. Pastore jumped to Lee's defense, brushing aside Stark's demands, assuring him that Lee's action was perfectly legal and characterizing the commissioner as "a very honorable person, dedicated to public service."

Community antenna equipment manufacturer and operator Jerrold Electronics Corp. again plumped for its "Cable Theatre," wired version of fee TV. The Jerrold spokesman, Zal Garfield, joined pay-TV proponents in urging trial of the various fee TV systems to "clear the air." Said Garfield: "We are convinced that their scrambled broadcast proposals are impractical [and] will be strangled by their own excess of economic and technical deficiencies."

Lou Poller, who sold his WCAN-TV, Milwaukee, to CBS (it's now WXIX), showed up at hearing as pres. of TV Exhibitors Inc., which he said is "about to file an application with the FCC for authorization to construct and operate a number of TV stations in various cities" on uhf channels, with 25% of programs on pay basis.

Unauthorized boosters, international div.: In Valence, France, 4 set owners made 52 trips, hauling equipment donkeyback, to install booster on nearby 3600-ft. peak, now fear govt. may force it off air. In Kamloops, B. C., Canadian Dept. of Transport ordered shutdown of booster which had been relaying signals of KXLY-TV, Spokane.

"A Hill Farm Year," is new 86 p. book of prose poems by Lansing Christman, news director of WRGB & WGY, Schenectady. Price is \$3.

Scripps-Howard Newspapers this week bought one-third interest in *Cincinnati Enquirer*, paying \$4,059,000 for debentures held by Halsey, Stuart & Co., Chicago investment house. It won in competitive bidding this week over offers of \$2,380,051 by Taft family's *Cincinnati Times-Star*, \$2,214,000 by *Chicago Tribune*, \$1,710,000 by *Eduard Lamb Enterprises*. Scripps-Howard publishes *Cincinnati Post*, owns city's WCPO-TV (Ch. 9), in addition to other newspaper and station holdings.

**Personal Notes:** John B. Poor, Mutual exec. v.p. since Jan. 1955, elected pres., succeeding Thomas F. O'Neil, who becomes chairman; Robert W. Carpenter, director of station relations, elected a v.p., along with Richard J. Puff, director of adv., research & public relations . . . Dwight M. Martin resigns as v.p. of RKO Teleradio Pictures in charge of film div. to become chairman of WAFB-TV & WAFB, Baton Rouge, with option to buy up to 20% of stations, now controlled by WDSU-TV & WDSU, New Orleans; he succeeds Louis S. Prejean, who becomes secy., with Robert D. Swezey and Louis Read, both from WDSU-TV, as v.p.'s . . . Alfred H. Kirchhofer, exec. v.p. & managing editor of *Buffalo Evening News* & v.p. of its WBEN-TV & WBEN, elected pres. of WBEN Inc. & editor of *News*, succeeding the late Edward H. Butler; Clayton G. Underhill promoted to treas. of WBEN Inc. & gen. mgr. of *News* . . . J. English Smith promoted to national programming director, ABC-TV western div., Thomas M. Lufkin to program mgr. of western div., both reporting to Robert F. Lewine, v.p. in charge of programming & talent . . . Donald D. Wear promoted to gen. mgr. of WTPA, Harrisburg, replacing David J. Bennett, now director of regional sales development for Triangle Publications stations (WFIL-TV & WFIL, Philadelphia; WNBC-TV & WNBC, Binghamton; WFBG-TV & WFBG, Altoona, Pa.) . . . Thad Holt, founder & ex-pres. of old WAFM-TV, Birmingham (now WABT) which was sold in 1949 to *Birmingham News*, along with radio WAPI, and then to Newhouse interests (Vol. 11:48), appointed special consultant to Jack R. Poppele, asst. director of U. S. Information Agency, in charge of overseas TV projects . . . Paul G. O'Friel, ex-asst. secy. & personnel-labor relations director of DuMont Bestg., joins Westinghouse stations as special asst. to industrial relations mgr. Joseph O. Schertler . . . Edward W. Hamlin, personnel mgr. of KSD-TV & KSD, St. Louis, retires because of ill health after 25 years with stations, being second in point of service only to gen. mgr. George M. Burbach, who joined stations in 1922 . . . David W. Tebet, ex-Max Liebman Productions & John C. Wilson Productions, joins NBC-TV as general programming exec., in charge of coordinating production on 90-min. color spectaculars . . .

**ADVERTISING AGENCIES:** Robert D. Holbrook, Compton Adv., elected AAAA chairman, succeeding Henry G. Little, Campbell-Ewald; Melvin Brorby, of Needham, Louis & Brorby, elected vice-chairman; Donald K. Clifford, of Doherty, Clifford, Steers & Shenfield, elected secy.-treas., with Frederic R. Gamble re-engaged as pres. for 2-year term . . . R. E. Buchanan, Young & Rubicam supervisor of all TV-radio activities of GE and Procter & Gamble, joins J. Walter Thompson as head of TV-radio account group for several unidentified companies . . . J. Norman McKenzie named v.p. & regional mgr. of Kenyon & Eckhardt's newly opened New England regional office at 462 Boylston St., Boston . . . Chester A. Rhodes, ex-TV-radio director of Philip S. Boone & Assoc., San Francisco, named TV-radio production mgr., Guild, Bascom & Bonfigli, San Francisco . . . Allan Black, ex-C. J. LaRoche & Co., named TV production director, Franklin Bruck Adv., N. Y. . . . Dan Content promoted to mgr. of TV art dept., Benton & Bowles . . . James J. Seaborne & Wm. T. Mann named TV-radio supervisors, Ted Bates & Co. . . . Carl Kent, ex-KTAR-TV & KTVK, Phoenix, named TV-radio director, Evans Adv., Phoenix.

New reps: WABC-TV, New York, to Blair (from Weed); WNDU-TV, South Bend, to Petry next July 5 (from Meeker).

Station rep Alaska Radio-TV Sales Corp. moves to 280 Madison Ave., N. Y. (Murray Hill 4-4244).

Louis Ames named feature editor of NBC-TV's *Home* show . . . Edgar J. Scherick, ex-Dancer-Fitzgerald-Sample, joins CBS-TV as sports specialist in charge of sale of all sports programs . . . Marvin Reuben, ex-KALB-TV, Alexandria, La., named gen. mgr. of upcoming WDAM-TV, Hattiesburg, Miss. (Ch. 9), due in June; John Carroll, ex-WHBQ-TV, Memphis, chief engineer; Tech Jones, ex-radio WLAU, Laurel, Miss., sales mgr.; Fitz Hooton, ex-KPLC-TV, Lake Charles, La., operations mgr. . . . Gene Ellerman promoted to gen. mgr. of WWTW, Cadillac; Daryl Sebastian promoted to asst. gen. mgr. in charge of operations . . . Lester A. Weinrott, exec. producer of CBS Chicago & onetime TV director of Ted Bates & Co., named exec. v.p. of Kling Film Enterprises, Chicago, in charge of sales programming, Harry W. Lange continuing as exec. v.p.-gen. mgr. of TV & film studio operations . . . Richard Lamoreaux promoted to production mgr. of WOOD-TV, Grand Rapids . . . Russell Severin, ex-KWTV, Oklahoma City, named sales mgr. of WBTV, Charlotte . . . John S. Kirk, ex-v.p. of Hilton & Riggio, joins WABC-TV, N. Y., in charge of special sales unit servicing political accounts . . . John W. Jackson, RCA mgr. of adv. & sales promotion administration, named chairman of ANA adv. budget control task force, succeeding S. J. Caraher, duPont . . . Dr. G. Robert Holsinger Jr. promoted to program director of educational WOSU-TV, Columbus, O. . . . Donald A. MacIsaac, ex-radio WBSM, New Bedford, Mass., named sales mgr. of WKNY-TV, Kingston, N. Y. . . . Wm. L. Callaway, ex-NBC, named business mgr. of its WBUF-TV, Buffalo . . . Melvin Helitzer promoted to adv. director of Ideal Toy Corp., planning big expansion in TV-radio campaigns . . . John J. Curran named adv., publicity & promotion director of WNHC-TV, New Haven, replacing James P. Evans, now mgr. of Luotto Productions . . . Jay H. Smolin resigns as adv. & promotion mgr. of NBC-TV Film Sales to become adv. mgr. of Associated Artists Productions.

Sylvester L. (Pat) Weaver Jr., NBC chairman, presented Dartmouth College Club Award for Distinguished Service to the Community at N. Y. dinner April 24. He was graduated from Dartmouth in 1930.

Wm. Dwight, pres of *Holyoke Transcript* (WHYN-TV, Holyoke-Springfield), was elected pres. of ANPA this week, succeeding Richard W. Slocum, exec. v.p. of *Philadelphia Bulletin* (WCAU-TV); v.p., D. Tennant Bryan, *Richmond Times-Dispatch & News Leader*; secy., Walter J. Blackburn, *London (Ont.) Free Press* (CFPL-TV); treas., Mark Ferree, Scripps-Howard. ANPA's Bureau of Advertising elected as chairman Richard Lloyd Jones Jr., *Tulsa Tribune & World*, succeeding Joyce A. Swan, *Minneapolis Star & Tribune*. Louis A. Weil Jr., *Grand Rapids Herald*, succeeds Jones as vice-chairman.

Citation for outstanding public service in fight against mental illness will be awarded April 30 to pres. Donald McGannon of Westinghouse Broadcasting Co. Particularly cited was WBC's creation and distribution of "Sing Along for Mental Health," series of 8 short songs on mental health subjects recorded by top vocalists and distributed to radio stations.

Ruthrauff & Ryan will shut down Canadian operations June 30, closing its Toronto office. Its biggest Canadian client is Canadian Lever Bros., which reportedly will divide its billings between BBDO & Cockfield, Brown & Co.

McCann-Erickson consolidates all work on Westinghouse consumer products account in N. Y., transferring remaining functions from Cleveland office.

Fran Allison of ABC-TV's *Kukla, Fran & Ollie* received special brotherhood award of National Conference of Christians & Jews this week in Chicago.

**Station Accounts:** "Summertime—When the Selling Is Easy" titles 11-p. report released this week by reps Edward Petry & Co. urging more emphasis on spot TV in hot weather months. It compares 1955 consumer goods sales by quarters to show that summer was second best business period of year and quotes Nielsen studies to effect that TV set is turned on average of 4 hours a day in summer, that 53.1% of all TV families spend vacations at home and that 29% of all families who go away on vacation watch TV while they're away . . . R. J. Reynolds plans big all-media campaign for introduction of its new "Salem" king-size filter-tip cigarette starting May 7, thru Wm. Esty Co. . . Remington Rand shaver div. (Robert J. Clark Jr., adv. mgr.) to use spot extensively as part of record \$6,000,000 ad campaign starting in May to introduce its "60 Deluxe Auto-Home Shaver," thru Young & Rubicam . . . Grand Union supermarket chain, boosting Triple S Blue trading stamp plan, to use big spot campaign, thru Hilton & Riggio, N. Y. . . Regent cigarettes plans intensive 3-month spot campaign, thru David J. Mahoney Inc., N. Y. . . Philadelphia Dairy Products Inc. using big spot campaign in several major eastern markets to support change of its ice cream brand name from Aristocrat to Foremost, thru Bauer & Tripp, Philadelphia . . . Gemex Watch Bands plans big TV-radio spot campaign as tie-in promotion with Columbia Pictures for "Eddie Duchin Story," using one-min. film commercials featuring Kim Novak, thru Fairfax Adv., N. Y. . . True Magazine to sponsor *Happy Felton Press Box Interviews* on WOR-TV prior to 25 Brooklyn Dodgers road games this year, thru C. L. Miller Co., N. Y. . . Among advertisers currently reported using or preparing to use TV station time: Brush-On Nail Co., Chicago (Brush-On-Nail polish dispenser), thru Bozell & Jacobs, Chicago; Cudahy Bros. Co., Cudahy, Wis. (meat packers), thru Klau-Van Pietersom-Dunlap, Milwaukee; Morpul Inc., Greensboro, N. C. (Morpul socks), thru Bennett Adv., High Point, N. C.; Colgate-Palmolive Co., Jersey City (Brisk toothpaste), thru Wm. Esty Co., N. Y.; Grand Duchess Steaks Inc., Akron, O., thru McDaniel-Fisher & Spelman Co., Akron; Hamilton Watch Co., Lancaster, Pa., thru N. W. Ayer, Philadelphia; Girard's Inc., San Rafael, Cal. (French dressing), thru Heintz & Co., Los Angeles; Bettye-B Co., N. Y. (board games), thru Harry W. Graff, N. Y.; Sodiphene Co., Kansas City (Sodiphene mouth wash), thru Potts-Woodbury, Kansas City; Robert Curley Ltd., San Francisco (hair preparations), thru Dancer-Fitzgerald-Sample, N. Y.; Taylor-Reed Corp., Glenbrook, Conn. (Cocoa Marsh), thru Hicks & Greist, N. Y.; Dejur-Amsco Corp., Long Island City, N. Y. (cameras), thru Friend, Reiss Adv., N. Y.; Clairol Inc., N. Y. (hair preparations), thru Foote, Cone & Belding, N. Y.; American Sta-Dri Co., Brentwood, Md. (Sta-Dri masonry paint), thru J. Gordon Manchester Adv., Washington; Perma Starch Inc., Illiopolis, Ill. (Perma Starch for laundry), thru Gordon Best Co., Chicago.

Republican National Committee plans series of 15 half-hour network simulcasts and 35 five-min. time periods on TV this fall, according to public relations director L. Richard Guylay. In addition, he said national committee would make available to local GOP candidates a number of films, plus taped & filmed announcements. Meanwhile, Educational TV & Radio Center shipped to nation's educational stations new film, *Prelude to Presidency*, in which Adlai Stevenson & Sen. Kefauver discuss their political philosophies. It's first of 3-part political series, other films being *Hats in the Ring* & *American Politics*.

"Radio & Television Broadcast Primer," newly revised, has been issued by FCC—covering "evolution, regulation and operation of broadcasting."

**Network Accounts:** Kaiser Aluminum & Chemical Corp., in its first network sponsorship, buys new live drama series, still untitled, on NBC-TV starting July 3, alt. Tue. 9:30-10:30 p.m., thru Young & Rubicam. As replacement for Pontiac's *Playwrights '56*, new program will face competition from top-rated \$64,000 *Question* on CBS-TV 10-10:30 p.m. . . Purex Corp. buys Fri. 10:30-11 p.m. & 6 alt. Sat. 9:30-10 p.m. time periods for unidentified summer shows on NBC-TV, thru Foote, Cone & Belding, Chicago . . . Pharmaceuticals Inc. to sponsor *Joe & Mabel* film series on CBS-TV starting June 19, Tue. 9:30 p.m., thru Edward Kletter & Assoc. . . Hazel Bishop to sponsor *Paul Whiteman Show* on NBC-TV starting June 19, Tue. 8:30-9 p.m., thru Raymond Spector Co. . . Toni to be alt. sponsor (with Old Golds) of *Truth or Consequences* on NBC-TV starting May 11, Fri. 8:30-9 p.m., thru North Adv., Chicago . . . Alka-Seltzer to sponsor Wed. segment & share Fri. segment with *Life Magazine* of John Cameron Swayze's *News Caravan* on NBC-TV starting May 2, Mon.-thru-Fri. 7:45-8 p.m., thru Geoffrey Wade Adv., Chicago . . . Hamilton Beach Co. (vacuum cleaners) to sponsor several 5-min. segments per week for 34 weeks of *Good Morning with Will Rogers Jr.* on CBS-TV starting April 30, Mon.-thru-Fri. 7-8 a.m., thru Erwin, Wasey & Co., Chicago . . . ABC-TV will place *Omibus* in Sun. 9-10:30 p. m. time period starting in Oct. Sponsors not yet announced.

War on "bait-switch" advertising on TV-radio was urged on FCC and FTC this week by Sen. Magnuson (D-Wash.), chairman of Senate Commerce Committee and of Senate Appropriations subcommittee on independent agencies. He asked Congress to grant both FCC & FTC sufficient funds to make a "continuing check on phony advertisements" on TV & radio. FTC Comr. Mason has urged such a crackdown (Vol. 12:11-12). Meanwhile, Los Angeles Better Business Bureau reported marked improvement in on-air advertising practices there in last 2 years. Local TV stations, said BBB pres. Robert J. Bauer, are much more careful in screening ads—though there's still room for improvement among radio stations.

Eighteen top giveaway shows dispersed \$3,773,800 in cash and merchandise to TV contestants in 1955, according to tally in April 28 *Billboard*. Of this amount, \$1,580,300 was in merchandise (retail value). CBS was way ahead of all others in giveaway parade, handing out \$2,293,800, NBC \$800,000, ABC \$370,000. Top giveaway show in 1955 was *Feather Your Nest* (\$600,000), with \$64,000 *Question* fourth, having managed to get rid of \$420,000. One of most outlandish byproducts of the loot shows is new booklet, just published by Bartholomew House Inc., titled *How to Win on Quiz Shows*, with chapters entitled "How to Obtain Tickets," "The Best Seats," "The Warmup," "Your Appearance," "How Contestants Are Selected," etc.

"You can't cover politics by putting a TV set in your city room," commented *St. Louis Globe-Democrat's* Richard H. Amberg in panel discussion at ANPA convention this week. Despite increased use of TV by politicians, newspapers' obligation to report political developments in detail is greater than ever, he said, adding that politics on TV merely whets reader's appetite for reading about politics and interpretations in newspapers.

ABC-TV reports gross billings of \$19,504,184 in first quarter of 1956, up 73% from \$11,092,316 in first quarter of 1955, and exceeding its full 1952 billings of \$18,353,003.

Full ABC-TV schedule will be carried by WTVR, Richmond (Ch. 6), which this week signed new affiliation agreement with ABC-TV.

**Telecasting Notes:** Why must a TV masterpiece die after a single performance? We asked that question a year ago (Vol. 11:17) in first of series of articles exploring the barriers to repeated performances of top-notch live dramas. Since then, there have been a number of repeats of top network live and filmed shows—but nevertheless, most TV classics can be reviewed and relived only in memory. As an industry project to preserve TV's best, *Philadelphia Inquirer* TV editor Harry Harris this week made a worthwhile suggestion. He proposes "an enduring library of TV highlights, to be augmented each year by a board of judges carefully selected for the purpose" . . . A TV hall of fame could replace the vast clutter of senseless and phony "awards" for TV. While Harris doesn't mention this idea, he hints at it when he proposes "a yearly on-the-air recapitulation of some of the many things TV can be proud of" . . . The project, as envisioned by Harris, would be along the lines of N. Y. Museum of Modern Art's collection of historic movies—with the best TV programs preserved on electronic tape, if possible. He proposes financing by non-profit foundations, networks, stations and the public . . . Movie studios are killing theatre business by producing network TV shows, says motion picture researcher Albert E. Sindlinger. He points to Wed. nights, when theatre attendance was off 40.7% in 3 weeks ending April 14 compared to same 1955 period. He blames movie industry-produced TV shows on that night—*Disneyland*, *MGM Parade*, *20th Century-Fox Hour*, *Screen Directors Playhouse*. He has also worked up presentation for Congress, showing movie business off 20% from last year, in connection with exhibitors' plea for repeal of Federal admission tax . . . MGM orienting itself toward TV under new TV chief Charles (Bud) Barry. In addition to offering to TV some or all of its pre-1948 features, it's due to

set up a TV film production subsidiary, a la 20th Century-Fox's TCF Productions and Columbia's Screen Gems . . . **Clamping down** on movie plugs, NBC-TV has set "general pattern" of restricting them to 10-15 seconds, though there will be some exceptions . . . TV's parasites, the free-plug salesmen, subject of long article in April 25 *Wall Street Journal*, which finds that product exploiters generally get paid \$250-300 per plug on network shows . . . New Yorkers get 768 hours of TV programming weekly from city's 7 stations, April 22 *N. Y. Times* estimates—396¼ hours on film, 371¼ live . . . **Non-profit** ANTA (American National Theatre & Academy) may work with Hollywood producer Jack H. Skirball on 60-min. filmed TV dramas to be presented under its name, if current negotiations pan out . . . **Whopping \$5,000,000** budget has been put on CBS-TV's *Playhouse 90* next season—31 live shows costing more than \$100,000 each, 8 filmed ones about \$150,000 . . . **Ambitious** series of hour-long live & film documentaries, *Spectacular, Utah, 1956*, will tell the story of the state to viewers of Salt Lake City's KTVT beginning next week . . . **TV's service to schools:** NBC-TV Films reports nearly 2,000,000 high school and college students have seen kine recordings of Maurice Evans' 1954 live productions of Shakespeare's "Macbeth" and "King Richard II" in their classrooms through free film loans by sponsor Hallmark. CBC reports 750 Canadian schools and 2000 teachers participating in second 3-times-a-week TV-for-schools experiment prepared by National Advisory Council on School Broadcasting and CBC.

WISN-TV & WISN, Milwaukee, plan \$1,250,000 studio and office building at 19th & Wells Sts. The 2-story brick, extruded metal & glass structure will have 50,000 sq. ft. of floor space, plus 100-car parking area.

**OMAHA FINAL DECISION** awarding Ch. 7 to *Omaha World Herald*, over KFAB, was one of 3 CPs issued by FCC this week—others being uncontested grants of Ch. 6 to KSEI, Pocatello, Ida. and Ch. 11 to WKVM (San Juan) in Caguas, Puerto Rico.

Choice of *World Herald* was based on superiority in "local residence, civic participation, diversification of business interests of its principals and diversification of the media of mass communications." Commission said KFAB was ahead in ownership-management integration and broadcast experience.

Another big vhf case moved a step toward finality this week when examiner Elizabeth C. Smith issued initial decision recommending grant of Pittsburgh's Ch. 4 (allocated to suburban Irwin) to KQV over 4 other applicants. The 133-page document gave KQV and Hearst's WCAE preference over other 3—but she chose KQV over WCAE because of "a substantial preference on the factor of diversification of ownership of media of mass communication"—noting Hearst's widespread interests in TV-radio, newspapers, magazines, news services, etc.

The other 3 applicants are: WLOA, Braddock, Pa.; Irwin Community TV, headed by Edward J. Hirshberg (WEDO, McKeesport; WEIR, Weirton; WABC, Kittanning); Wespen TV Inc., headed by attorney Scott Fink.

Commission finally set down for hearing to start May 28 CBS's purchase of WGTH-TV, Hartford (Ch. 18), acting on protest of WNHC-TV, New Haven (Ch. 8). Principal purpose is to explore charges of "concentration of control," CBS affiliation practices, overlap with WCBS-TV, N. Y. and possible restrictive contracts between CBS and film distributors. Comr. Bartley concurred in setting the matter for hearing but said burden of proof should be on CBS, rather than WNHC-TV.

Famed "Spartanburg case," which climaxed this week when WSPA-TV (Ch. 7) went on air while WAIM-TV, Anderson (Ch. 40) and WGVL, Greenville (Ch. 23) went off, was one for the law textbooks. On April 16, the uhfs were turned down in their attempts to block WSPA-TV start when Court of Appeals said they'd made no "clear showing" of injury. Mid-week, the uhfs came back and said they'd go off air when the vhf started; this was enough "injury" to satisfy court which granted stay until this week. Then, after April 24 argument, court turned around and denied stay finally. Court did so, it said briefly, "without, however, asserting the grounds of denial of a stay which were stated in our order of April 16."

In other actions, the Commission: (1) Granted KVAR, Mesa, Ariz. (Ch. 12) permission to change main studio to Phoenix. (2) Designated for hearing request of WCHS-TV, Charleston, W. Va. to move transmitter and increase height to 1236 ft. (3) Complied with court order by designating Jefferson Amusement Co. for hearing on Ch. 4, Port Arthur, Tex., along with Port Arthur College and Smith Radio Co.

Seeking better facilities, WSBA-TV, York, Pa. (Ch. 43) asked for Lancaster's Ch. 21, with Ch. 43 to go to Lancaster.

Stanley Warner Corp. acquisition of full ownership of WTRI, Albany, N. Y. (Ch. 35), due to return to air July 1 with ABC-TV affiliation, was approved this week by FCC. It's buying out Wilder group, paying \$75,000 for their 50% held by National City Bank of Troy (Vol. 12:13).

**Retaining CP** for WAAB-TV (Ch. 20), George F. Wilson is selling radio WAAB, Worcester, Mass. (5-kw, 1440 kc, MBS-ABC) for \$188,000 to Bernie Waterman, who has been sports director of WMAY, Springfield, Ill. Sale was negotiated by Blackburn-Hamilton.

**TWO VHF STARTERS** this week, offset by 3 uhf closedowns, left total on-air boxscore at 466 (96 uhf). New operators are WSPA-TV, Spartanburg, S. C. (Ch. 7), starting April 29 with CBS-TV interconnection, and WITI-TV (Ch. 6), Milwaukee area independent, which began regular test pattern schedule April 24.

Two of the uhfs going off are WAIM-TV, Anderson, S. C. (Ch. 40) and WGVL, Greenville, (Ch. 23), which had said they'd have to quit when WSPA-TV started. Third is KEDD, Wichita (Ch. 16), which loses NBC-TV affiliation to KARD-TV (Ch. 3) as of May 1. Announcing April 30 sign-off, KEDD pres. Stanley Durwood said that FCC help for uhf "is now long overdue and nebulous and will come too late to save many stations" and that KEDD had "excellent chances" until loss of NBC-TV affiliation "changed the picture completely."

WSPA-TV has been on 3-9 p.m. daily test patterns since April 17, with 25-kw RCA transmitter and 12-bay antenna on 370-ft. tower formerly used by WFBC-FM atop Paris Mt. Its April 29 start had been uncertain during harrowing on-again off-again "stay" actions of Court of Appeals in Washington (see p. 8).

WSPA-TV pres. Walter J. Brown, who with wife owns 50.48%, obtained CP when Broadcasting Co. of the South (B. Calhoun Hipp-G. Richard Shafto) dropped application following agreement to sell their radio WSPA to Brown for \$400,000 after Brown disposed of radio WORD for \$150,000 (Vol. 10:6). Network base hour is \$525. Rep is Hollingbery.

WITI-TV (Ch. 6, allocated to Whitefish Bay) is 4th outlet in area, where CBS-owned WXIX (Ch. 19) is only uhf. Starting with 50 hours of programming weekly, it will produce all live shows in color, will colorcast some feature films as well as 300 Paramount shorts and all local slides and film commercials. It has 25-kw DuMont transmitter and 6-section RCA superturnstile antenna on 963-ft. Kimco tower in Mequon, Wis., site of studio-transmitter building. Owners, headed by yarn & hosiery mfr. Jack Kahn, include auto dealer Laurence Fleischman, who also has interest in 2 weeklies in Detroit suburb, Plymouth, Mich.; Robert K. Straus, who owns 1/3 of Omnibook publishing firm, N. Y.; Max Osnos, owner of Sam's dept. store, Detroit, who also holds uhf CPs in Detroit & Chicago. Jim Meyerson, ex-national sales rep for Time Inc. stations, is

gen. mgr.; Dean McCarthy, ex-WISN-TV, Milwaukee, program director; Wilmer E. McClenahan, ex-KCRG-TV, Cedar Rapids, Ia., asst. sales mgr.; Dan Gellerup, Milwaukee engineering consultant, technical director, with Robert Truscott, chief engineer. Base hour is \$600. Rep is H-R Television.

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

WRGP-TV, Chattanooga (Ch. 3) is installing first of new 6-kw low-band transmitters developed by RCA (Vol. 12:16) and has changed targets to May 1 for test patterns, May 6 for NBC programming, reports Helen Patterson, v.p. & program director. It's owned equally by gen. mgr. Ramon G. Patterson and Judge Will Cummings. Base hour will be \$400. Rep will be H-R Television.

WISC-TV, Madison (Ch. 3) has ordered RCA equipment for May 15 delivery and plans to begin test patterns during week of June 10, programming July 1, writes board member W. C. Bridges, who with Morgan Murphy controls WEAU-TV, Eau Claire, Wis. It will use 605-ft. Ideco tower and be first vhf in city with 2 commercial uhfs, one educational. Ownership interlocks with *Eau Claire Leader-Telegram*, *Superior (Wis.) Evening Telegram* and other newspapers and with Minnesota radio stations WEBC, Duluth, WMFG, Hibbing, WHLB, Virginia and with radio KVOL, Lafayette, La. Bridges also controls radio WJMC, Rice Lake, Wis. Base hour will be \$500. Rep will be Hollingbery.

KDWI-TV, Tucson (Ch. 9) is installing 10-kw GE transmitter, plans May 1 test patterns, June 3 programming, writes gen. mgr. James W. Hayes, ex-program director of Tucson's KVOA-TV. GE 6-bay antenna has been installed on 200-ft. Ideco tower on Mt. Bigelow. It will be 3rd outlet in city. Owner is D. W. Ingram, whose business is construction materials and warehousing. Base hour will be \$350. Rep not chosen.

KLSE, Monroe, La. (Ch. 13, educational), which has 5-kw RCA transmitter, is being placed in operating condition by J. O. Willet, using as many of facilities of defunct KFAZ (Ch. 43) as possible—including studios and 500-ft. tower. Willet owns 98% of KFAZ, having acquired 49% previously held by industrial communications consultant Howard E. Griffith. After Ch. 13 plant is turned over to state—for undisclosed price—personnel will be chosen and target date set, according to state supt. of schools Shelby M. Jackson.

Settlement of anti-trust suit against ANPA by mutual agreement with Govt. was disclosed this week, ending action filed in May 1955 charging ANPA and 5 other trade groups in newspaper, magazine & ad fields with settling up "recognition" system of accrediting agencies to place national ads and by fixing 15% agency commission fees. ANPA agreed to refrain from the alleged acts. Suit still pends against Associated Business Publications, Periodical Publishers Assn. & Agricultural Publishers Assn.

Persistent critic of TV, though it owns WGN-TV, *Chicago Tribune* comes out June 2 with weekly Sat. 24-p. full-color TV magazine on glossy paper, to replace its present 8-p. newsprint supplement. It's called *TV Week*, follows by 2 months debut of *Chicago Sun-Times'* pocket-sized TV booklet with its Sun. edition.

Iraq's first TV station, the British Pye installation in Baghdad, is due to go into operation May 2, primarily as an educational outlet. Program mgr. initially will be Vance Halleck, ex-NBC, on loan to Iraq through U.S. International Cooperation Administration under American technical assistance policy.

TV Inc., station-owned film buying organization, signed up 23 additional stations at NARTB convention, bringing total membership to 57, with prospect of about 30 more new memberships as result of meetings in Chicago. W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., was elected pres., succeeding Joe Floyd, KELO-TV, Sioux Falls, S. D., who takes over Rogers' former post of exec. v.p. James Russell, KKTU, Colorado Springs, and Wm. Smullin, KBES-TV, Medford, Ore., were added to board. Rogers told members group bought \$500,000 worth of film last year and its business will be well over \$1,000,000 in 1956.

AP reports 1501 TV-radio clients for its wire service currently, close behind 1748 newspapers, UP reports 150 TV stations subscribe to its news wire, 110 to its news picture service, 60 using UP Movietone newsfilm service. Of 122 new clients signed last year, 72 were radio stations, 24 TV. INS reports increase of 213 clients last year, of which "considerable" number were TV-radio outlets.

Third British commercial TV station in Manchester area is due to begin telecasting May 3. Granada TV is weekday program contractor, ABC TV Ltd. in charge of week end programs.

**C**LOSED-CIRCUIT TV, enjoying its first real boom year, continues to crop up with infinite variety of new and unusual uses. Outstanding among this week's closed-circuit reports was approval by N. Y. State Power Authority of elaborate multi-camera microwave TV system to enable tourists to view construction activities at St. Lawrence power project near Massena, N. Y., without getting in the way of workers. TV cameras will be mounted on towers and rotated to show entire scene to visitors watching 3 large screens. Among other closed-circuit uses reported this week:

Unique educational installation at recently opened Nebraska Psychiatric Institute in Omaha enables psychiatry students to observe actual treatment of mental patients. Each treatment room has special camera port, through which cameraman may shoot without disturbing doctor or patient. Institute has purchased complete GPL "ii-TV" system, with 3 cameras and monitors, each in small cart for portability. Up to 80 students may observe the treatment in auditorium equipped with projection TV equipment.

In another large-screen educational closed-circuit project, more than 500 educators at meeting of North Central Assn. of Colleges & Secondary Schools in Chicago took closed-circuit tour of Chicago's educational WTTW, saw samples of educational TV programming on 9x12-ft. projection screen provided by Dage TV div., Thompson Products, using Dage-Singer projection equipment.

Bamberger's, big Newark dept. store, will soon be putting TV cameras on detective duty. It's setting up 4 closed-circuit cameras in strategic areas, and equipping guards with tiny radio receivers, to crack down on shoplifters. Store officials got their idea from another unique use of closed-circuit TV, in Morristown, N. J. Memorial Hospital, which installed "Visit-Vision" booth, to permit children under 14 to see and be seen by sick parents via closed-circuit TV without entering hospital rooms.

GPL contributes these 2 recent show-business uses of its closed-circuit systems: (1) General Motors' touring "Motorama" is timed by means of vidicon camera with wide-angle lens mounted in a box seat and aimed at stage. Monitors are located in front of orchestra leader backstage and in stage manager's booth, for timing of music, cues, etc. (2) TV contributed to the filming of 20th Century-Fox's big musical, *Carousel*. No sound stage was big enough to handle shooting of 11-min. ballet sequence, so orchestra was put on one stage, singers on another, dancers on a third, with TV cameras and monitors on each stage and 3 monitors in front of music director Arnold Newman, to coordinate ballet scene with orchestra and singers.

A Telecommunications Advisory Board, to be headed by Office of Defense Mobilization's Maj. Gen. Jerry V. Matejka, was set up this week by ODM chief Arthur S. Flemming. It's to include representatives of FCC (Comr. Webster), Federal Civil Defense Administration, Central Intelligence Agency, Depts. of State, Defense & Commerce. Board's job will be to advise ODM on: "(a) The relationship of national telecommunication policies to specific national mobilization plans. (b) The compatibility of national telecommunication policies and programs with other policies and programs involving the national security. (c) Such other related national telecommunication matters as may be requested." New Board doesn't overlap with existing Telecommunications Planning Committee, also headed by Gen. Matejka. TAB is described as having broader national mobilization duties than TPC.

Latest of the many proposals for an instantaneous electronic TV-radio audience measurement service apparently has attracted serious attention of CBS & NBC, and its backers are forming a corporation in the hopes of going into commercial operation. Benjamin R. Potts, v.p.-mgr. of Lennen & Newell's Los Angeles office, is resigning his post there to devote full time to "Telerad Audit of Broadcasting" (TAB) which would exploit new measurement system developed by U of Southern Cal. marketing prof. Robert Miller with engineer George Wood & statistician Gerald Katz of Hughes Aircraft. Using "radar principles" and electronic computer, the system would use pulses transmitted from "electronic reporters" placed in sample homes, and would compile record showing how many sets—and which sets—are tuned to what stations in any given minute. Because it uses radio frequencies, system would require FCC license. Potts estimated it would cost about \$5,000,000 to install 20,000 units in TV sets throughout the nation. Meanwhile, the highly successful British audience service, Television Audience Measurement (TAM), is looking toward establishing a minute-by-minute audience rating service in U. S., governing director Bedford Attwood told newsmen in London.

Australian TV preparations are in high gear, with first of the 6 initial stations (2 commercial, 1 govt. each, in Sydney & Melbourne) planning to get on air this summer. Now being erected, and due to be in production by August, are Artransa Film Production Studios on 20-acre lot in French's Forest, near Sydney—which is aiming not only at Australian TV film production, but American and British as well. Supervising construction and initial operation is Rudy Bretz, independent TV consultant formerly with CBS. Artransa studios will be completely equipped for film production, with two 50x75-ft. sound stages. Owned by Artransa Pty. Ltd., business offices are at 132 Phillip St., Sydney. One of the 4 commercial TV licensees, Television Corp. Ltd., of Sydney, announces that it will begin test patterns about July 15, programming Sept. 15. Initial base hour rate will be £200 (about \$500), 20 sec. announcement \$100, 10 sec. \$50. Using call letters TCN, it has authorized power of 100-kw ERP, using Philips transmitter, Fernseh (German) studio equipment and self-supporting tower by S.A.E. of Milan, Italy. D. F. H. Packer is chairman; N. B. Theodore managing director. American representative is Jack Davies, Australian Consolidated Press, 229 W. 43rd St., N. Y.

Plea for equal access of TV with other media in covering "events of public interest" was voiced by NBC pres. Robert W. Sarnoff April 28 at Washington banquet celebrating 10th anniversary of *Meet the Press*. "TV is the eyes and ears of the people," he said. "If it is denied access to subjects upon which the people should be informed, it is not TV which suffers—it is the people who suffer. Once TV wins full journalistic equality—as it must—it will then be in a position to contribute even more fully to the broad democratic goal of a fully informed public." He stressed TV's contribution to cultural improvement of Americans through such programs as color spectacles, *See It Now*, *Wide Wide World*, *Project 20*, *Home & Today*.

Court action against KHJ-TV, Hollywood, was threatened by screen writer Paul Jarrico this week over removal by the station of his writing credit from 15-year-old movie "Tom, Dick & Harry," telecast by the station. Station deleted line after *Hollywood Reporter* called attention to fact that Jarrico once refused to tell House Un-American Activities Committee whether he was a Communist. Jarrico also protested to Screen Writers Guild. Meanwhile in New York, AFTRA warned it will "take action" when performer is denied work "because of misleading statements by Aware Inc. or any other similar organization."

**TRADE PIPELINES CLEAR AS TV SALES LAG:** TV inventories of 2,250,000 at all levels as of April 1 reflect how carefully production and retail sales have been balanced, with both down about 10% from 1955 levels. Inventories were estimated at slightly more than 2,000,000 on April 1, 1955 -- but the slight inventory buildup represents a carryover from 4th quarter year ago, and is not considered out of proportion.

Radio inventories totaled 3,100,000 on April 1, excluding auto sets, compared to 2,900,000 on same date year ago. As in TV, the radio inventories are regarded as "clean" and quite in line with radio's 30% sales increase in first quarter.

"We're watching inventories quite closely for a clue as to color's effect on sales," said one major manufacturer. "When we see inventories pile up, we'll know that color is beginning to have its impact. Thus far, we have seen absolutely no evidence of it at the inventory level."

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Retail TV sales continue quite sluggish, generally, despite extensive spring price-cutting promotions on individual models. But the consumers appear to be waiting for new models in June, meanwhile sizing up the first under-14-in. portables. "We're still selling sets, but we've got to work a hell of a lot harder for those sales," commented one set maker -- and echoed by several others.

Trade expects big sales hypo from upcoming political conventions this summer, and many feel it will carry over indefinitely. Admiral pres. Ross D. Siragusa is one who believes in TV's long-term potential. In speech prepared for delivery to Ad Club of Washington April 30, he predicts 100,000,000 TVs will be sold in next decade.

Brief highlights of other major trade developments this week:

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**Portable Roundup:** Philco introduced 14 & 17-in. portables at eastern distributors' convention April 27 in Philadelphia, and announced it will not produce TV sets smaller than 14-in. in foreseeable future. Prices were not set, but it was indicated that the 14-in. will begin at slightly under \$100. New sets will start moving to distributors within next 30 days, said Larry F. Hardy, v.p. for product development.

"The sets have been engineered for superior performance in all areas," said Hardy. "Philco's new 14 & 17-in. picture tubes make it unnecessary for the customer to settle for a small 8 or 10-in. picture on his portable TV receiver." Four 14-in. receivers, 3 in aluminum cabinets and one in steel, and three 17-in. sets, all in aluminum cabinets, were shown. The 14-in. aluminum sets weigh about 26 lbs., the 17-in. receivers about 32 lbs. All are equipped with new type of "solarized" safety glass filter lens designed to improve viewing under strong indoor or outdoor lights.

\* \* \* \*

Excellent distributor-dealer acceptance is reported by Charles P. Baxter, RCA TV v.p., for his company's 22-lb., 8½-in. "personal" portable retailing at \$125. "Shipments in larger quantities already are being made to the merchandisers and a heavy consumer demand is building up," he said. He cited Cleveland experience as example, declaring: "Not only did a large number of customers visit stores to examine and buy the 'Personal,' but a good number of telephone calls also were received as a result of the kick-off advertising. An interesting point discovered in Cleveland was the fact that dealers report most customers were sold on these receivers before visiting the stores."

Westinghouse is looking beyond its projected 14 & 17-in. portables to possibilities of 8½, 9 or 10-in. receivers. No decision has been reached on any of the smaller-screen sets, but spokesman said: "We're looking at all of them in the labs and we'll be guided by public acceptance. So far, we're planning only 14 & 17-in. sets later this year, but if the smaller-screen sets click, we'll have them."

**Color Buildup:** "We will have no color announcement regarding models or prices before our convention of distributors & field reps June 4 in Miami Beach Auditorium." Thus RCA's TV v.p. Charles P. Baxter spiked persistent scuttlebutt that RCA would lower price of color sets prior to its convention. Rumors were doubtless inspired by Admiral's recent disclosure of plans to introduce a color set in June priced at \$499.95, plus \$100 service contract (Vol. 12:16). Baxter also revealed that RCA had received a "swarm" of requests for color production blueprints, in response to its offer to set licensees last week to share know-how (Vol. 12:16).

A "Color TV Exposure Program," designed to acquaint maximum number of consumers with color, was also announced this week by RCA. Joseph P. Bannon, gen. sales mgr. of TV div., said 2 important facets of program are in-home demonstrations and direct approaches to business and civic organizations with offers of color sets at reduced prices. He said the in-home demonstration program is beginning to pay off for distributors and dealers and will be expanded in months ahead. He also said that 80,000 letters were mailed last week to leaders of country clubs, civic organizations, American Legion posts, ad agencies and clubs. Reply cards were enclosed. Bannon said it is "too early" to gauge results of direct-mail campaign but stated that preliminary returns indicate "particularly heavy interest among advertisers and advertising agencies, many of whom already own color sets, to get additional sets so that key personnel can monitor the constantly expanding number of shows in color."

Westinghouse has learned a lot about color since its ill-fated venture into 15-in. sets a few years ago and won't repeat the same mistakes, we were told this week by Gilbert Larson, asst. gen. mgr. of TV-radio div. "First of all," he said, "we don't believe anybody is going to obsolete our 22-in. rectangular tube the way our 15-in. was quickly obsoleted. Secondly, the construction of our 22-in. color sets is so vastly improved there's just no comparison. Thirdly, the transmission of color programs is so much better that we can afford to play up the ease of color tuning. In our new sets, for example, the special color controls are in a trap door far removed from the regular knobs. Finally, we know much more about servicing."

Completely bearish on color, Zenith pres. E.F. McDonald Jr. told stockholders meeting this week that present color sets "will be obsolete within a year." He said Zenith has set with 22-in. rectangular tube that "is so far ahead of the present sets that there is no comparison, but we will not put it on market unless forced to, unless the public is stampeded into color." Claiming that RCA is "forcing [color] prematurely," he added: "Sales of color sets, even at cut prices, are small now. They are not sold at advertised prices, but well below, and a loss is being taken."

**Tube Measurement:** Industry's pressure on Federal Trade Commission to repeal controversial Rule 9 of its trade practice regulations increased this week, with Motorola and Raytheon submitting petitions in support of RETMA's request for repeal. Rule 9 is intended to prohibit "deception as to size of picture" designations in set advertising. It specifies that horizontal measure of viewable area can be given, or diagonal measure if it's clearly stated that diagonal measurement is used, or in square inches. Motorola stated that Rule 9 has created "widespread confusion" and that effectiveness of other rules may be impaired if it is retained. Petition by Raytheon declared: "Raytheon, with its extremely small share of the TV receiver market, has been faced since the effectiveness of the rule with the dilemma of endeavoring to achieve full compliance while at the same time remaining competitive in its advertising policies....It would seem that the public, whose interest must be the final determining factor, would be better served by a return to the tube size designations with which it is familiar than by the confusion engendered by attempted compliance with this rule." Sylvania and GE are expected to file petitions shortly. Philco had requested reconsideration of rule 3 weeks ago (Vol. 12:14).

**Production:** TV output totaled 147,038 for week ended April 20, compared to 136,979 preceding week and 118,113 week ended April 6. It was year's 16th week and brought production for year to date to about 2,160,000, as against 2,600,000 in same period year ago. Radio production totaled 249,487 (72,022 auto) week ended April 20, compared to 231,437 preceding week and 224,544 week before. Radio output for 16 weeks totaled 4,350,000, compared to 4,200,000 in corresponding 1955 period.

Census Data Projected

TV Households by Regions, States & Counties

Estimates as of June 1955 Compiled by Advertising Research Foundation Inc.

Derived from Bureau of Census Data and Industry Estimates

Underwritten by ABC, CBS, NBC, NARTB and TvB, Released April 30, 1956

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ARF Definitions and Symbols

**Household:** A household includes all the persons who occupy a dwelling unit, such as a house, apartment, or other group of rooms, or a single room that constitutes a dwelling unit. Quasi-households, such as groups of persons living in large rooming houses, transient hotels, institutions, and military establishments, are not included.

**TV Household:** A TV household is a household having one or more TV sets. A TV set, according to the TV supplement to the Current Population Survey of the Bureau of the Census for June 1955, is any type or model of TV set

in a household at the time of the interview, without regard to working order.

**Geographic Region:** The regions used in this report are the 4 geographic regions defined by the Bureau of the Census.

**Dash (—):** Indicates that the percent of TV households in a county is less than 10%. The number of TV households is not shown for these counties.

**Asterisk (\*):** Indicates that the state total includes the estimated number of TV households for those counties having less than 10% TV households.

SUMMARY FOR GEOGRAPHIC REGIONS BY STATES

Region and State	Total Households	TV Households Percent	Number	Region and State	Total Households	TV Households Percent	Number	Region and State	Total Households	TV Households Percent	Number
Northeast	12,595,000	80	10,032,000	Missouri	1,330,000	67	885,130	Oklahoma	663,900	58	385,250
Connecticut	666,200	80	530,180	Nebraska	430,700	59	252,490	South Carolina	544,900	48	260,220
Maine	262,800	64	168,140	North Dakota	167,800	37	62,300	Tennessee	883,400	53	464,500
Massachusetts	1,472,400	81	1,191,590	Ohio	2,610,100	82	2,149,070	Texas	2,392,700	56	1,337,330
New Hampshire	161,300	68	110,360	South Dakota	195,300	29	57,080	Virginia	912,700	59	537,760
New Jersey	1,626,500	83	1,346,390	Wisconsin	1,059,800	67	709,040	West Virginia	496,300	55	271,440
New York	4,888,400	81	3,949,570	South	13,441,000	53	7,156,000	West	7,236,000	62	4,494,000
Pennsylvania	3,161,900	78	2,472,930	Alabama	799,200	45	362,400	Arizona	280,600	50	139,720
Rhode Island	246,600	83	204,760	Arkansas	512,800	36	186,000	California	4,200,500	71	2,984,910
Vermont	108,900	53	58,080	Delaware	104,800	79	83,050	Colorado	452,900	53	239,720
North Central	14,516,000	72	10,424,000	Dist. of Columbia	249,800	82	206,090	Idaho	176,700	45	80,070
Illinois	2,877,500	77	2,227,440	Florida	1,039,600	52	541,450	Montana	199,600	26	51,060
Indiana	1,334,600	72	967,430	Georgia	940,800	53	502,470	Nevada	67,700	41	27,990
Iowa	824,800	68	561,630	Kentucky	804,000	47	380,970	New Mexico	207,200	38	78,020
Kansas	676,300	52	354,040	Louisiana	791,900	51	400,120	Oregon	535,600	45	240,760
Michigan	2,096,200	77	1,623,370	Maryland	716,700	77	552,650	Utah	207,900	68	142,350
Minnesota	912,900	63	574,980	Mississippi	559,900	28	158,810	Washington	815,100	60	490,480
				North Carolina	1,027,600	51	525,490	Wyoming	92,200	21	18,920

SUMMARY OF TELEVISION HOUSEHOLDS BY STATES

State	Total Households	TV Households Percent	Number	State	Total Households	TV Households Percent	Number	State	Total Households	TV Households Percent	Number
U. S. Total	47,788,000	67	32,106,000	Minnesota	912,900	63	574,980	North Dakota	167,800	37	62,300
Alabama	799,200	45	362,400	Mississippi	559,900	28	158,810	Ohio	2,610,100	82	2,149,070
Arizona	280,600	50	139,720	Missouri	1,330,000	67	885,130	Oklahoma	663,900	58	385,250
Arkansas	512,800	36	186,000	Montana	199,600	26	51,060	Oregon	535,600	45	240,760
California	4,200,500	71	2,984,910	Nebraska	430,700	59	252,490	Pennsylvania	3,161,900	78	2,472,930
Colorado	452,900	53	239,720	Nevada	67,700	41	27,990	Rhode Island	246,600	83	204,760
Connecticut	666,200	80	530,180	Illinois	2,877,500	77	2,227,440	South Carolina	544,900	48	260,220
Delaware	104,800	79	83,050	Indiana	1,334,600	72	967,430	South Dakota	195,300	29	57,080
Dist. of Columbia	249,800	82	206,090	Iowa	824,800	68	561,630	Tennessee	883,400	53	464,500
Florida	1,039,600	52	541,450	Kansas	676,300	52	354,040	Texas	2,392,700	56	1,337,330
Georgia	940,800	53	502,470	Kentucky	804,000	47	380,970	Utah	207,900	68	142,350
Idaho	176,700	45	80,070	Nevada	67,700	41	27,990	Vermont	108,900	53	58,080
Louisiana	791,900	51	400,120	New Hampshire	161,300	68	110,360	Virginia	912,700	59	537,760
Maine	262,800	64	168,140	New Jersey	1,626,500	83	1,346,390	Washington	815,100	60	490,480
Maryland	716,700	77	552,650	New Mexico	207,200	38	78,020	West Virginia	496,300	55	271,440
Massachusetts	1,472,400	81	1,191,590	New York	4,888,400	81	3,949,570	Wisconsin	1,059,800	67	709,040
Michigan	2,096,200	77	1,623,370	North Carolina	1,027,600	51	525,490	Wyoming	92,200	21	18,920

TELEVISION HOUSEHOLDS BY STATES AND COUNTIES

State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number
ALABAMA *	799,200	45	362,400	Chambers	9,600	38	3,670	Conceh	4,500	24	1,100
Autaga	4,100	24	980	Cherokee	3,800	47	1,790	Coosa	2,500	37	920
Baldwin	11,500	43	4,990	Chilton	6,500	44	2,890	Covington	10,000	25	2,460
Barbour	6,500	13	860	Choctaw	4,200	26	1,030	Crenshaw	4,500	31	1,400
Bibb	3,900	53	2,090	Clarke	6,400	27	1,750	Cullman	11,700	55	6,450
Blount	7,100	46	3,240	Clay	3,000	35	1,040	Dale	4,800	29	1,390
Bullock	3,600	28	1,000	Cleburne	2,700	34	920	Dallas	14,100	34	4,740
Butler	6,500	28	1,850	Coffee	7,100	29	2,040	De Kalb	11,200	36	3,990
Calhoun	22,000	53	11,770	Colbert	10,600	24	2,520	Elmore	7,100	43	3,020

State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number
<b>ALABAMA—Continued</b>				Prairie	3,300	40	1,310	Mineral	200	—	—
Escambia	7,400	39	2,920	Pulaski	63,700	42	26,950	Moffat	1,800	—	—
Etowah	27,500	55	15,260	Randolph	3,700	36	1,350	Montezuma	3,000	—	—
Fayette	4,400	28	1,220	St. Francis	8,900	40	3,540	Montrose	4,500	19	870
Franklin	6,100	28	1,740	Saline	6,400	42	2,690	Morgan	5,300	50	2,640
Geneva	6,000	16	960	Scott	2,400	12	290	Otero	7,700	42	3,210
Greene	3,500	17	610	Searcy	2,600	14	370	Ouray	600	—	—
Hale	4,500	19	840	Sebastian	20,300	63	12,710	Park	500	28	140
Henry	3,800	29	1,090	Sevier	3,100	28	860	Phillips	1,500	17	260
Houston	11,900	36	4,320	Sharp	2,200	—	—	Pitkin	500	—	—
Jackson	8,700	34	2,950	Stone	1,800	—	—	Prowers	5,000	—	—
Jefferson	166,400	64	107,260	Union	14,200	34	4,870	Pueblo	28,600	50	14,240
Lamar	3,600	36	1,290	Van Buren	2,400	35	840	Rio Blanco	1,700	—	—
Lauderdale	14,800	18	2,620	Washington	15,200	26	3,890	Rio Grande	3,600	—	—
Lawrence	6,300	31	1,950	White	10,300	29	2,980	Routt	2,600	—	—
Lee	11,300	40	4,570	Woodruff	4,100	22	910	Saguache	1,400	—	—
Limestone	8,400	40	3,330	Yell	3,400	23	770	San Juan	400	—	—
Lowndes	3,600	23	820	<b>CALIFORNIA *</b>				San Miguel	700	—	—
Macon	6,700	25	1,640	Alameda	282,700	73	206,370	Sedgwick	1,500	—	—
Madison	18,900	33	6,310	Alpine	200	32	60	Summit	400	21	80
Marengo	6,800	16	1,070	Amador	2,900	50	1,450	Teller	600	37	220
Marion	6,600	40	2,630	Butte	23,900	49	11,620	Washington	2,500	33	840
Marshall	11,600	43	4,950	Calaveras	3,500	46	1,600	Weld	19,800	60	11,920
Mobile	73,000	54	39,640	Colusa	3,900	51	1,990	Yuma	3,300	21	680
Monroe	5,400	19	1,030	Contra Costa	105,400	65	69,040	<b>CONNECTICUT</b>			
Montgomery	41,600	51	21,300	Del Norte	5,300	22	1,160	Fairfield	169,500	80	135,430
Morgan	14,400	53	7,700	Eldorado	6,500	40	2,600	Hartford	180,300	82	147,670
Perry	4,100	20	800	Fresno	92,500	65	60,310	Litchfield	33,200	78	25,760
Pickens	5,100	21	1,050	Glenn	5,200	46	2,370	Middlesex	21,400	80	17,140
Pike	7,200	23	1,630	Humboldt	29,200	56	16,410	New Haven	178,300	83	147,810
Randolph	5,000	39	1,930	Imperial	18,200	45	8,120	New London	48,000	63	30,140
Russell	10,300	39	4,010	Inyo	4,500	13	590	Tolland	14,800	72	10,700
Saint Clair	6,400	43	2,770	Kern	73,800	65	47,820	Windham	20,700	75	15,530
Shelby	7,400	64	4,710	Kings	14,700	67	9,830	<b>DELAWARE</b>			
Sumter	5,200	27	1,420	Lake	4,700	34	1,600	Kent	104,800	79	83,050
Talladega	16,100	60	9,610	Lassen	7,300	—	—	New Castle	12,700	80	10,150
Tallapoosa	8,400	39	3,240	Los Angeles	1,721,400	79	1,364,930	Sussex	70,700	81	57,410
Tuscaloosa	23,600	37	8,710	Madera	11,400	67	7,670	<b>DIST. OF COLUMBIA</b>			
Walker	15,300	58	8,860	Marin	32,800	68	22,440	<b>FLORIDA *</b>			
Washington	3,400	26	890	Mariposa	1,700	38	640	Alachua	1,039,600	52	541,450
Wilcox	4,700	14	650	Mendocino	15,700	20	3,120	Baker	16,700	34	5,590
Winston	4,300	50	2,150	Merced	23,200	57	13,340	Bay	1,400	66	920
<b>ARIZONA *</b>				Modoc	3,500	17	140	Bradford	17,900	39	6,930
Apache	5,800	—	—	Mono	800	17	140	Brevard	3,400	61	2,090
Cochise	10,400	13	1,330	Monterey	51,100	51	25,910	Broward	8,700	48	4,190
Coconino	7,600	14	1,060	Napa	16,400	34	5,640	Calhoun	48,000	66	31,630
Gila	7,500	34	2,520	Nevada	7,000	49	3,400	Charlotte	2,200	42	920
Graham	3,600	16	580	Orange	116,500	71	82,600	Citrus	1,600	34	550
Greenlee	4,100	12	500	Placer	14,700	57	8,310	Clay	1,700	32	540
Maricopa	134,500	66	88,770	Plumas	4,700	27	1,280	Collier	4,800	56	2,680
Mohave	2,500	—	—	Riverside	72,000	62	44,860	Columbia	2,500	44	1,100
Navajo	7,500	—	—	Sacramento	111,400	64	71,520	Dade	5,000	41	2,030
Pima	61,700	48	29,370	San Benito	4,700	48	2,250	De Soto	222,400	71	159,010
Pinal	14,400	53	7,620	San Bernardino	121,000	61	74,420	Dixie	2,700	20	550
Santa Cruz	2,600	26	670	San Diego	243,500	78	190,420	Duval	800	33	260
Yavapai	7,400	16	1,200	San Francisco	280,100	77	215,400	Escambia	103,600	69	72,000
Yuma	11,000	46	5,020	San Joaquin	69,700	64	44,680	Flagler	38,000	58	21,960
<b>ARKANSAS *</b>				San Luis Obispo	20,700	46	9,540	Franklin	1,100	32	350
Arkansas	512,800	36	186,000	San Mateo	106,300	68	72,500	Gadsden	1,800	12	220
Ashley	6,800	49	3,300	Santa Barbara	33,800	61	20,750	Gilchrist	8,100	—	—
Baxter	6,300	39	2,470	Santa Clara	118,500	69	82,240	Glades	700	39	270
Benton	3,100	13	390	Santa Cruz	25,700	59	15,160	Gulf	600	21	130
Boone	11,400	20	2,310	Shasta	14,600	33	4,760	Hamilton	2,200	21	450
Bradley	4,600	27	1,260	Sierra	800	30	240	Hardee	2,200	29	630
Bradly	3,900	28	1,110	Siskiyou	11,000	16	1,770	Hendry	2,800	26	720
Calhoun	1,500	30	450	Solano	38,800	72	27,780	Hernando	1,800	45	800
Carroll	3,900	17	650	Sonoma	41,300	49	20,400	Highlands	2,000	33	660
Chicot	5,600	26	1,440	Stanislaus	45,100	51	23,140	Hillsborough	5,200	21	1,080
Clark	5,700	32	1,840	Sutter	9,100	45	4,130	Holmes	85,600	59	50,420
Clay	6,800	35	2,380	Tehama	6,900	53	3,680	Indian River	3,200	—	—
Cleburne	2,700	23	630	Trinity	2,300	22	500	Jackson	4,400	30	1,320
Cleveland	2,200	21	460	Tulare	44,600	59	26,400	Jefferson	8,700	14	1,210
Columbia	7,300	33	2,390	Tuolumne	4,400	48	2,110	Lafayette	2,500	20	500
Conway	4,100	39	1,610	Ventura	43,100	73	31,590	Lake	700	21	140
Craighead	13,200	61	8,010	Yolo	15,700	46	7,240	Lee	12,600	46	5,770
Crawford	6,100	26	1,590	<b>COLORADO *</b>				Leon	9,400	46	4,290
Crittenden	12,700	47	5,980	Adams	452,900	53	239,720	Levy	16,100	—	—
Cross	5,900	47	2,770	Alamosa	14,000	72	10,010	Liberty	2,800	19	550
Dallas	2,900	36	1,040	Arapahoe	2,800	—	—	Madison	1,100	—	—
Desha	6,000	27	1,590	Archuleta	20,400	56	11,440	Manatee	3,200	23	750
Drew	4,500	18	830	Baca	700	—	—	Marion	12,900	55	7,070
Faulkner	6,200	41	2,540	Bent	2,600	—	—	Martin	12,300	32	3,900
Franklin	2,900	23	660	Boulder	2,200	19	430	Monroe	2,800	44	1,230
Fulton	2,400	14	350	Chaffee	15,700	57	8,870	Nassau	10,800	32	3,420
Garland	14,800	41	5,990	Cheyenne	2,200	24	530	Okaloosa	3,700	62	2,290
Grant	2,300	44	1,010	Clear Creek	1,100	—	—	Okeechobee	8,900	38	3,360
Greene	7,200	30	2,190	Conejos	1,200	43	520	Orange	1,000	41	410
Hempstead	6,300	23	1,430	Costilla	2,400	—	—	Osceola	47,500	55	26,030
Hot Spring	7,300	35	2,330	Crowley	1,200	—	—	Palm Beach	4,200	46	1,920
Howard	3,100	49	1,510	Custer	1,400	45	630	Pasco	45,800	55	25,010
Independence	6,000	36	2,150	Delta	600	27	160	Pinellas	7,700	29	2,270
Izard	2,400	—	—	Denver	5,500	20	1,080	Polk	78,000	40	31,120
Jackson	6,900	37	2,550	Doors	156,700	73	114,080	Putnam	43,300	31	13,380
Jefferson	22,000	34	7,520	Douglas	600	—	—	Santa Rosa	7,700	46	3,570
Johnson	4,100	—	—	Eagle	1,200	39	460	St. Johns	8,200	52	4,290
Lafayette	3,200	31	1,000	Elbert	1,200	13	160	St. Lucie	8,700	29	2,540
Lawrence	5,300	38	2,040	El Paso	1,100	44	490	Sarasota	5,000	37	1,850
Lee	5,800	40	2,300	Fremont	30,700	54	16,460	Seminole	13,700	32	4,440
Lincoln	3,800	20	750	Garfield	5,500	35	1,950	Sumter	8,500	37	3,150
Little River	2,800	51	1,430	Gilpin	3,700	—	—	Suwannee	3,100	34	1,040
Logan	4,500	18	810	Grand	2,000	24	50	Taylor	4,300	29	1,260
Lonoke	6,700	48	3,200	Gunison	1,100	29	320	Union	2,800	22	610
Madison	2,600	12	330	Hinsdale	1,700	—	—	Volusia	1,200	55	660
Marion	2,100	—	—	Huerfano	100	13	10	Wakulla	28,600	34	9,750
Miller	10,000	68									

State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number			
<b>GEORGIA—Continued</b>			Seminole	1,900	24	460	Henderson	2,600	62	1,600	
Bartow	7,000	65	4,550	Spalding	8,500	71	6,050	Henry	16,100	79	12,700
Ben Hill	3,900	24	920	Stephens	4,600	48	2,230	Iroquois	10,800	53	5,670
Berrien	3,100	19	600	Stewart	2,200	23	500	Jackson	12,900	50	6,490
Bibb	34,900	53	18,530	Sumter	6,200	38	2,350	Jasper	3,900	53	2,080
Bleckley	2,300	38	890	Talbot	1,800	43	780	Jefferson	12,200	47	5,780
Brantley	1,500	32	480	Taliaferro	900	42	380	Jersey	4,900	65	3,190
Brooks	3,800	19	730	Tattall	3,500	19	660	Jo Davless	6,900	57	3,940
Bryan	1,400	24	340	Taylor	2,300	42	960	Johnson	2,500	24	600
Bulloch	5,900	38	2,270	Telfair	2,800	20	570	Kane	49,200	83	40,980
Burke	5,700	34	1,920	Terrell	3,100	44	1,380	Kankakee	20,900	80	16,720
Butts	2,300	66	1,520	Thomas	9,000	11	970	Kendall	3,900	79	3,090
Calhoun	2,200	21	460	Tift	6,200	25	1,570	Knox	18,400	73	13,450
Camden	2,200	45	1,000	Toombs	4,200	23	950	Lake	60,100	84	50,720
Candler	1,900	30	570	Towns	1,000	36	370	La Salle	32,600	51	16,590
Carroll	8,800	63	5,550	Treutlen	1,400	18	260	Lawrence	6,700	38	2,510
Catoosa	4,200	65	2,730	Troup	13,700	61	8,370	Lee	10,500	56	5,850
Charlton	1,100	55	610	Turner	2,400	27	640	Livingston	11,300	55	6,230
Chatham	46,300	57	26,390	Twiggs	1,800	25	440	Logan	8,900	68	6,080
Chattahoochee	1,600	67	1,070	Union	1,700	35	600	McDonough	9,300	57	5,250
Chattooga	5,500	52	2,870	Upson	6,600	50	3,300	McHenry	18,200	74	13,470
Cherokee	5,300	65	3,450	Walker	11,100	57	6,370	McLean	24,600	55	13,410
Clarke	10,500	46	4,820	Walton	5,000	66	3,290	Macon	35,500	66	23,390
Clay	1,400	26	360	Ware	7,900	52	4,130	Macoupin	14,500	56	8,180
Clayton	7,200	72	5,170	Warren	2,100	37	780	Madison	63,700	80	51,090
Clinch	1,500	33	500	Washington	4,700	29	1,390	Marion	13,300	60	8,010
Cobb	21,300	71	15,120	Wayne	3,400	28	960	Marshall	4,200	51	2,150
Coffee	5,600	15	850	Webster	800	21	170	Mason	5,200	46	2,370
Colquitt	8,900	19	1,690	Wheeler	1,400	18	250	Massac	4,800	36	1,750
Columbia	2,300	51	1,180	White	1,400	36	510	Menard	3,100	51	1,590
Cook	3,000	11	350	Whitfield	9,700	70	6,810	Mercer	5,500	74	4,040
Coweta	7,300	63	4,630	Wilcox	2,400	39	930	Monroe	4,200	75	3,150
Crawford	1,200	44	520	Wilkes	2,800	52	1,460	Montgomery	10,800	54	5,790
Crisp	4,700	38	1,770	Wilkinson	2,300	26	600	Morgan	10,100	61	6,120
Dade	1,700	66	1,130	Worth	4,300	22	950	Moultrie	4,200	58	2,420
Dawson	700	39	280					Ogle	11,200	58	6,440
Decatur	6,300	11	670	<b>IDAHO *</b>	<b>177,600</b>	<b>45</b>	<b>80,070</b>	Peoria	58,800	79	46,450
De Kalb	46,900	74	34,610	Ada	24,300	61	14,920	Perry	7,000	53	3,680
Dodge	4,000	38	1,530	Adams	900	32	280	Piatt	4,400	58	2,530
Dooley	3,200	36	1,150	Bannock	12,400	51	6,300	Plke	7,200	75	5,420
Dougherty	14,400	35	5,050	Bear Lake	1,900	50	960	Pope	1,600	20	320
Douglas	3,000	75	2,260	Benewah	1,600	50	800	Pulaski	4,500	39	1,750
Early	4,100	—	—	Bingham	6,600	54	3,580	Putnam	1,400	35	490
Echols	500	32	160	Blaire	1,400	31	440	Randolph	8,600	74	6,370
Effingham	2,300	24	540	Boise	600	56	340	Richland	6,400	38	2,410
Elbert	4,500	54	2,450	Bonner	4,500	59	2,670	Rock Island	44,900	83	37,400
Emanuel	4,400	24	1,070	Bonneville	9,600	69	6,640	St. Clair	69,700	83	57,780
Evans	1,500	48	720	Boundary	1,600	49	780	Saline	11,100	56	6,250
Fannin	3,600	38	1,370	Butte	800	38	300	Sangamon	45,700	50	22,670
Fayette	1,900	70	1,330	Camas	300	25	80	Schuyler	3,300	58	1,920
Floyd	17,400	57	9,970	Canyon	16,600	43	7,220	Scott	2,400	57	1,380
Forsyth	2,700	61	1,660	Caribou	2,000	36	710	Shelby	7,900	33	2,620
Franklin	3,300	59	1,940	Cassia	4,000	35	1,410	Stark	2,700	59	1,590
Fulton	145,400	78	114,130	Clark	200	55	110	Stephenson	13,600	71	9,710
Gilmer	2,400	39	930	Clearwater	2,300	34	780	Tazewell	27,300	73	20,010
Glascock	700	25	170	Custer	1,000	23	240	Union	5,600	49	2,730
Glynn	9,200	48	4,420	Elmore	2,400	46	1,090	Vermillion	29,100	57	16,700
Gordon	4,800	69	3,290	Franklin	2,600	39	1,020	Wabash	4,800	38	1,810
Grady	4,700	—	—	Fremon	2,500	65	1,630	Warren	8,000	63	5,020
Greene	2,900	40	1,170	Gem	2,400	50	1,190	Washington	4,700	63	2,940
Gwinnett	8,500	60	5,130	Gooding	3,300	23	740	Wayne	6,700	27	1,810
Habersham	4,200	40	1,660	Idaho	3,300	15	510	White	6,900	35	2,440
Hall	10,900	72	7,870	Jefferson	2,800	40	1,110	Whiteside	16,700	82	13,740
Hancock	2,300	31	720	Jerome	3,400	21	710	Will	43,900	81	35,730
Haralson	3,700	69	2,560	Kootenai	7,700	63	4,810	Williamson	16,700	43	7,230
Harris	2,600	49	1,270	Latah	5,900	45	2,630	Winnebago	54,400	78	42,600
Hart	3,300	49	1,620	Lemhi	1,800	—	—	Woodford	7,000	58	4,070
Heard	1,500	42	630	Lewis	1,200	19	220				
Henry	3,700	65	2,410	Lincnoln	1,100	23	250	<b>INDIANA</b>	<b>1,334,600</b>	<b>72</b>	<b>967,430</b>
Houston	6,700	51	3,430	Madison	2,500	68	1,690	Adams	7,000	70	4,900
Irwin	2,400	18	420	Minidoka	2,500	35	880	Allen	64,600	71	45,610
Jackson	4,500	50	2,250	Nez Perce	7,400	25	1,810	Bartholomew	13,300	80	10,890
Jasper	1,700	42	710	Oneida	1,100	43	480	Benton	3,500	69	2,430
Jeff Davis	2,400	21	510	Owyhee	1,700	51	880	Blackford	4,500	54	2,410
Jefferson	4,300	48	2,050	Payette	3,600	35	1,260	Boone	8,400	74	6,230
Jenkins	2,400	38	900	Power	900	52	460	Brown	1,600	59	950
Johnson	2,400	25	600	Shoshone	6,700	47	3,160	Carroll	5,500	67	3,700
Jones	1,700	33	560	Teton	700	62	430	Cass	12,300	64	7,860
Lamar	2,400	59	1,410	Twin Falls	12,900	25	3,260	Clark	17,500	73	12,790
Lanier	1,300	18	240	Valley	1,200	25	300	Clay	8,000	56	4,510
Laurens	7,400	43	3,200	Washington	2,500	36	910	Clinton	10,200	76	7,790
Lee	1,400	43	600					Crawford	2,700	56	1,510
Liberty	2,200	36	800	<b>ILLINOIS</b>	<b>2,877,500</b>	<b>77</b>	<b>2,227,440</b>	Davless	8,400	61	5,160
Lincoln	1,300	57	740	Adams	22,100	73	16,110	Dearborn	8,100	76	6,160
Long	900	31	280	Alexander	7,300	40	2,930	Decatur	5,800	69	4,010
Lowndes	11,300	27	3,010	Bond	4,700	67	3,170	De Kalb	8,700	67	5,830
Lumpkin	1,500	32	480	Boone	5,500	53	2,900	Delaware	32,000	76	24,320
McDuffie	2,900	70	2,040	Brown	2,300	70	1,610	Dubois	7,100	48	3,420
McIntosh	1,600	23	370	Bureau	12,200	59	7,160	Elkhart	29,300	63	18,520
Macon	3,200	36	1,170	Calhoun	1,800	80	1,440	Fayette	7,900	68	5,330
Madison	2,700	43	1,150	Carroll	6,400	73	4,680	Floyd	15,800	78	12,390
Marion	1,400	31	440	Cass	4,700	71	3,340	Fountain	6,100	59	3,610
Meriwether	5,200	56	2,900	Champaign	32,600	61	19,890	Franklin	4,600	55	2,530
Miller	2,200	14	320	Christian	12,800	59	7,560	Fulton	5,600	76	4,230
Mitchell	5,300	18	930	Clark	5,700	57	3,260	Gibson	9,900	64	6,430
Monroe	2,400	64	1,550	Clay	5,600	35	1,940	Grant	20,600	70	14,420
Montgomery	1,700	—	—	Clinton	6,900	64	4,430	Greene	9,200	71	6,550
Morgan	2,600	45	1,160	Coles	13,600	52	7,020	Hamilton	9,900	76	7,480
Murray	2,400	68	1,620	Cook	1,480,000	87	1,290,710	Hancock	7,300	80	5,850
Muscookee	34,200	69	23,530	Crawford	7,400	57	4,230	Harrison	5,400	53	2,880
Newton	5,100	67	3,420	Cumberland	3,300	67	2,210	Hendricks	8,600	81	6,970
Oconee	1,600	45	720	De Kalb	13,200	73	9,640	Henry	14,800	79	14,330
Oglethorpe	2,300	38	890	De Witt	5,600	64	3,61				

State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number				
<b>INDIANA—Continued</b>			Muscatine	10,700	84	9,020	Sedgwick	100,200	67	66,930		
Madison	36,400	84	O'Brien	6,000	63	3,800	Seward	3,500	—	—		
Marion	198,400	85	Osceola	3,000	48	1,430	Shawnee	40,800	65	26,680		
Marshall	10,000	68	Page	7,200	77	5,520	Sheridan	1,100	17	180		
Martin	3,400	56	Paio Alto	4,300	45	1,930	Sherman	2,200	—	—		
Miami	9,500	48	Plymouth	6,700	78	5,230	Smith	3,000	29	860		
Monroe	14,600	70	Pocahontas	4,500	49	2,200	Stafford	2,900	50	1,450		
Montgomery	9,900	81	Polk	78,000	80	62,710	Stanton	500	—	—		
Morgan	8,200	80	Pottawattamie	21,800	76	16,500	Stevens	1,200	—	—		
Newton	3,600	81	Poweshiek	5,700	56	3,190	Sumner	9,000	49	4,410		
Noble	8,300	68	Ringgold	3,100	37	1,130	Thomas	2,300	14	320		
Ohio	1,300	69	Sac	5,400	62	3,360	Trego	1,700	17	290		
Orange	5,200	51	Scott	33,400	84	28,090	Wabauunsee	2,300	40	910		
Owen	3,800	62	Shelby	4,500	75	3,380	Wallace	700	—	—		
Parke	4,900	71	Sioux	7,400	67	4,970	Washington	4,200	32	1,340		
Perry	5,200	54	Story	13,300	78	10,360	Wchita	700	14	100		
Pike	4,600	55	Tama	6,900	73	5,060	Willson	5,000	39	1,950		
Porter	13,400	80	Taylor	3,900	57	2,220	Woodson	2,200	30	660		
Posey	6,200	64	Union	5,300	53	2,810	Wyandotte	57,600	79	45,560		
Pulaski	4,000	62	Van Buren	3,600	59	2,130	<b>KENTUCKY *</b>					
Putnam	7,100	48	Wapello	15,200	44	6,630	Adair	4,100	34	1,390		
Randolph	9,300	77	Warren	5,400	73	3,930	Allen	3,900	40	1,560		
Ripley	6,100	71	Washington	6,300	54	3,370	Anderson	2,400	60	1,430		
Rush	6,300	75	Wayne	3,800	41	1,560	Ballard	4,300	19	830		
St. Joseph	70,700	77	Webster	13,900	78	10,770	Barren	8,400	34	2,880		
Scott	4,300	66	Winnebago	3,900	63	2,460	Bath	2,500	19	490		
Shelby	9,700	72	Winneshiek	6,200	32	1,970	Bell	10,000	27	2,710		
Spencer	4,600	45	Woodbury	36,400	83	30,320	Boone	4,100	69	2,850		
Starke	5,400	69	Worth	3,300	67	2,200	Bourbon	5,000	42	2,120		
Steuben	5,800	50	Wright	6,300	69	4,370	Boyd	13,900	73	10,110		
Sullivan	7,800	68	<b>KANSAS *</b>			676,300	52	354,040	Boyle	5,400	44	2,390
Switzerland	2,200	73	Allen	6,200	37	2,290	Bracken	2,400	62	1,480		
Tippecanoe	24,400	55	Anderson	3,400	30	1,020	Breathitt	3,800	11	430		
Tipton	4,900	69	Atchison	6,700	62	4,130	Breckinridge	3,900	55	2,140		
Union	1,900	64	Barber	2,900	52	1,510	Bullitt	3,200	73	2,330		
Vanderburgh	56,900	55	Barton	10,800	68	7,300	Butler	2,400	27	660		
Vermillion	7,300	56	Bourbon	6,700	44	2,940	Caldwell	3,900	22	870		
Vigo	36,400	80	Brown	5,300	53	2,800	Calloway	6,000	31	1,870		
Wabash	9,700	53	Butler	11,800	60	7,100	Campbell	24,300	77	18,780		
Warren	2,700	58	Chase	1,600	41	660	Carlisle	1,900	35	660		
Warrick	7,200	52	Chautauqua	2,300	30	690	Carroll	2,400	74	1,770		
Washington	5,200	58	Cherokee	8,500	42	3,530	Carter	4,900	59	2,900		
Wayne	23,100	73	Cheyenne	1,700	—	—	Casey	3,800	31	1,160		
Wells	6,700	53	Clark	1,200	20	240	Christlan	10,800	37	3,950		
White	6,100	62	Clay	3,900	32	1,230	Clark	5,500	25	1,380		
Whitley	6,600	70	Cloud	5,200	26	1,330	Clay	4,100	13	550		
<b>IOWA</b>			Coffey	3,100	42	1,290	Clinton	2,400	—	—		
Adair	3,900	59	Comanche	1,300	42	540	Crittenden	2,900	17	500		
Adams	2,600	50	Cowley	12,500	45	5,590	Cumberland	2,300	13	290		
Allamakee	4,600	40	Crawford	15,100	47	7,070	Daviess	16,700	57	9,570		
Appanoose	6,000	47	Decatur	2,200	19	420	Edmonson	2,200	24	530		
Audubon	3,500	69	Dickinson	7,000	29	2,020	Elliott	1,400	64	890		
Benton	7,100	75	Doniphan	3,400	51	1,740	Estill	3,300	17	570		
Black Hawk	34,000	73	Douglas	11,800	55	6,500	Fayette	30,200	39	11,890		
Boone	8,300	71	Edwards	2,100	46	960	Fleming	3,100	38	1,170		
Bremer	5,700	61	Elk	2,000	37	750	Floyd	10,300	49	5,030		
Buchanan	6,000	74	Ellis	5,400	35	1,870	Franklin	7,600	49	3,720		
Buena Vista	7,100	47	Ellsworth	3,000	47	1,400	Fulton	3,700	30	1,100		
Butler	5,400	56	Finney	4,600	12	560	Gallatin	1,200	68	820		
Calhoun	5,300	55	Gard	6,500	25	1,620	Garrard	2,800	37	1,050		
Carroll	6,500	70	Franklin	6,600	55	3,610	Grant	2,700	75	2,030		
Cass	6,200	76	Geary	7,100	27	1,910	Graves	11,200	20	2,280		
Cedar	5,400	85	Gove	1,000	21	210	Grayson	4,500	32	1,430		
Cerro Gordo	14,700	68	Graham	1,500	20	300	Green	3,200	33	1,060		
Cherokee	5,200	66	Grant	1,600	—	—	Greenup	6,000	61	3,640		
Chickasaw	4,400	45	Gray	1,400	19	270	Hancock	1,600	35	570		
Clarke	3,100	39	Greeley	600	—	—	Hardin	11,400	53	5,990		
Clay	6,100	48	Greenwood	4,300	38	1,630	Harlan	15,300	33	5,080		
Clayton	6,600	50	Hamilton	1,000	—	—	Harrison	4,000	61	2,450		
Clinton	16,100	82	Harper	3,500	51	1,800	Hart	4,000	42	1,680		
Crawford	5,600	66	Harvey	7,300	54	3,960	Henderson	9,800	40	3,930		
Dallas	7,700	76	Haskell	700	11	80	Henry	3,300	42	1,370		
Davis	3,000	32	Hodgeman	900	15	140	Hickman	2,200	18	410		
Decatur	3,700	41	Jackson	3,600	69	2,490	Hopkins	11,100	22	2,450		
Delaware	5,100	73	Jefferson	3,700	56	2,070	Jackson	2,800	11	300		
Des Moines	14,400	79	Jewell	3,000	16	480	Jefferson	155,000	76	118,570		
Dickinson	4,000	45	Johnson	33,400	71	23,650	Jessamine	3,500	36	1,250		
Dubuque	20,500	66	Kearny	1,000	—	—	Johnson	5,500	49	2,680		
Emmet	4,300	28	Kingman	3,300	48	1,590	Kenton	34,600	78	26,990		
Fayette	8,200	49	Kiowa	1,500	50	750	Knott	3,600	16	580		
Floyd	6,900	39	Labette	10,600	37	3,930	Knox	6,600	12	790		
Franklin	5,100	66	Lane	1,000	29	290	Larue	2,600	54	1,410		
Fremont	3,500	81	Leavenworth	11,000	79	8,700	Laurel	6,000	13	790		
Greene	4,800	68	Lincoln	1,900	37	700	Lawrence	3,200	52	1,670		
Grundy	4,300	67	Linn	3,400	53	1,820	Lee	1,800	11	210		
Guthrie	4,400	67	Logan	1,200	11	130	Leslie	3,000	14	420		
Hamilton	6,300	76	Lyon	8,000	41	3,260	Letcher	7,900	17	1,370		
Hancock	4,400	57	McPherson	8,100	47	3,830	Lewis	2,900	37	1,070		
Hardin	7,400	81	Marion	5,200	41	2,130	Lincoln	4,400	44	1,940		
Harrison	5,600	78	Marshall	6,000	29	1,760	Livingston	2,300	15	330		
Henry	5,600	53	Meade	1,600	13	200	Logan	6,300	39	2,450		
Howard	3,900	34	Miami	6,200	65	4,040	Lyon	1,500	19	290		
Humboldt	4,000	45	Mitchell	3,200	35	1,130	McCracken	27,800	22	6,060		
Ida	3,300	68	Montgomery	16,800	44	7,430	McCreary	3,500	12	430		
Iowa	4,800	67	Morris	2,500	33	820	McLean	2,700	37	1,000		
Jackson	5,600	77	Morton	900	13	120	Madison	8,900	20	1,820		
Jasper	10,100	70	Nemaha	4,300	36	1,540	Magoffin	2,400	47	1,120		
Jefferson	5,000	61	Neosho	6,700	52	3,480	Marion	4,000	47	1,880		
Johnson	13,000	55	Ness	2,100	42	870	Marshall	4,500	36	1,640		
Jones	5,700	77	Norton	2,900	36	1,050	Martin	2,300	40	920		
Keokuk	5,500	60	Osage	4,400	58	2,530	Mason	5,100	62	3,140		
Kossuth	7,400	42	Osborne	2,600	34	880	Meade	2,500	65	1,620		
Lee	13,400	54	Ottawa	2,500	34	840	Menifee	1,100	24	260		
Linn	36,000	80	Pawnee	3,000	64	1,910	Mercer	4,200	50	2,120		
Louisa	3,300	83	Phillips	3,500	40	1,380	Metcalfe	2,400	33	790		
Lucas	3,800	38	Pottawatomle	3,700	35	1,310	Monroe	3,300	39	1,290		
Lyon	4,200	70	Pratt	4,000	53	2,130	Montgomery	3,500	29	1,010		
Madison	4,200	67	Rawlins	1,600	—	—	Morgan	3,200	34	1,090		
Mahaska	7,900	52	Reno	18,800	67	12,500	Muhlenberg	7,800	30	2,380		
Marion	7,600	77	Republic	3,800	25	940	Nelson	4,800	69	3,290		
Marshall	11,100	63	Rice	5,100	65	3,290	Nicholas	2,100	54	1,130		
Mills	3,600	83	Riley	9,300	32	2,990	Ohio	5,100	29	1,470		
Mitchell	4,100	52	Rooks	3,100	32	990	Oldham	2,600	61	1,590		
Monona	4,900											



State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number		
<b>MISSISSIPPI—Continued</b>													
Itawamba	4,100	15	590	Madison	3,200	51	1,620	Boone	3,300	35	1,160		
Jackson	10,500	50	5,220	Maries	2,100	38	810	Box Butte	4,200	—	—		
Jasper	4,200	19	820	Marion	10,200	67	6,830	Boyd	1,400	18	250		
Jefferson	2,600	15	390	Mercer	2,500	31	760	Brown	1,400	—	—		
Jefferson Davis	3,600	20	710	Miller	4,300	48	2,080	Bufalo	8,500	57	4,880		
Jones	16,500	32	5,300	Mississippi	6,300	30	1,870	Burt	3,500	80	2,800		
Kemper	3,100	15	470	Moniteau	3,600	38	1,380	Butler	3,800	52	1,990		
Lafayette	5,200	24	1,250	Monroe	3,900	53	2,070	Cass	5,400	82	4,400		
Lamar	3,400	30	1,030	Montgomery	4,000	68	2,720	Cedar	3,800	73	2,780		
Lauderdale	18,900	41	7,770	Morgan	3,200	30	940	Chase	1,600	—	—		
Lawrence	2,800	23	640	New Madrid	10,700	28	3,010	Cherry	2,500	—	—		
Leake	4,900	35	1,720	Newton	9,100	54	4,940	Cheyenne	4,300	—	—		
Lee	10,300	41	4,170	Nodaway	7,700	37	2,820	Clay	3,000	53	1,590		
Leflore	12,700	19	2,480	Oregon	3,500	10	360	Colfax	3,400	70	2,370		
Lincoln	7,300	28	2,040	Osage	3,100	55	1,720	Cuming	3,900	59	2,290		
Lowndes	10,100	11	1,110	Ozark	2,400	34	810	Custer	5,900	30	1,790		
Madison	7,400	23	1,700	Pemiscot	12,700	42	5,280	Dakota	3,200	76	2,420		
Marion	6,100	24	1,480	Perry	4,300	41	1,770	Dawes	3,000	—	—		
Marshall	5,500	34	1,890	Pettis	11,800	47	5,560	Dawson	6,700	54	3,640		
Monroe	9,400	11	1,070	Phelps	7,200	41	2,930	Deuel	1,000	—	—		
Montgomery	3,500	12	430	Pike	6,000	59	3,560	Dixon	2,900	75	2,190		
Neshoba	6,100	24	1,470	Platte	5,200	53	2,750	Dodge	9,600	89	8,520		
Newton	5,500	52	2,830	Polk	5,300	39	2,050	Douglas	94,700	85	80,780		
Noxubee	4,100	20	830	Pulaski	3,400	54	1,830	Dundy	1,200	—	—		
Oktibbeha	6,100	—	—	Putnam	3,000	22	660	Fillmore	3,200	51	1,630		
Panola	7,200	45	3,210	Ralls	2,600	54	1,410	Franklin	2,400	54	1,310		
Pearl River	5,600	60	3,340	Randolph	8,200	50	4,120	Frontier	1,300	25	330		
Perry	2,300	11	260	Ray	5,600	56	3,150	Furnas	3,300	54	1,780		
Pike	9,000	26	2,320	Reynolds	1,600	21	330	Gage	8,800	61	5,320		
Pontotoc	4,900	18	880	Ripley	3,600	25	900	Garden	1,100	—	—		
Prentiss	4,900	24	1,160	St. Charles	9,700	77	7,490	Garfield	900	25	230		
Quitman	6,100	26	1,580	St. Clair	3,500	32	1,130	Gosper	700	44	310		
Rankin	5,900	21	1,260	St. Francois	10,800	65	7,050	Grant	200	19	40		
Scott	5,200	33	1,710	St. Louis	430,200	86	368,680	Greeley	1,500	33	490		
Sharkey	2,800	32	890	Ste. Genevieve	3,200	72	2,300	Hall	11,100	64	7,140		
Simpson	5,200	21	1,120	Saline	8,600	37	3,190	Hamilton	3,000	66	1,970		
Smith	3,600	20	720	Schuyler	1,800	34	600	Harlan	2,300	50	1,140		
Stone	1,500	28	430	Scotland	2,500	51	1,270	Hayes	800	—	—		
Sunflower	12,700	—	—	Scott	10,200	38	3,840	Hitchcock	1,900	—	—		
Tallahatchie	7,000	18	1,250	Shannon	2,200	15	330	Holt	4,300	11	460		
Tate	4,200	40	1,700	Shelby	3,700	58	2,150	Hooker	300	—	—		
Tippah	4,100	28	1,150	Stoddard	9,700	38	3,640	Howard	2,200	36	780		
Tishomingo	3,900	16	640	Stone	2,900	42	1,200	Jefferson	4,300	45	1,930		
Tunica	5,300	38	2,020	Sullivan	3,600	25	900	Johnson	2,400	62	1,480		
Union	5,400	30	1,600	Taney	3,100	43	1,340	Kearney	2,100	53	1,120		
Walthall	3,300	18	600	Texas	6,000	18	1,060	Keith	2,400	—	—		
Warren	12,000	35	4,240	Vernon	7,100	37	2,620	Keya Paha	400	—	—		
Washington	20,300	14	2,920	Warren	2,500	57	1,430	Kimball	1,300	31	400		
Wayne	3,700	14	510	Washington	4,200	29	1,230	Knox	4,400	55	2,420		
Webster	2,600	—	—	Wayne	2,900	18	530	Lancaster	41,500	73	30,170		
Wilkinson	3,100	15	460	Webster	4,700	36	1,700	Lincoln	9,100	19	1,760		
Winston	5,200	18	930	Worth	1,600	51	810	Logan	400	21	80		
Yalobusha	3,600	19	670	Wright	5,000	36	1,810	Loup	400	23	90		
Yazoo	8,600	20	1,750	<b>MONTANA *</b>			199,600	26	51,060	McPherson	200	—	—
<b>MISSOURI</b>													
Adair	6,800	41	2,800	Beaverhead	2,500	13	340	Madison	7,800	58	4,550		
Andrew	4,000	60	2,390	Big Horn	2,500	18	460	Merrick	3,000	35	1,060		
Atchison	3,500	43	1,510	Blaine	2,500	—	—	Morrill	2,300	—	—		
Audrain	8,500	49	4,170	Broadwater	900	15	140	Nance	1,900	33	620		
Barry	6,800	37	2,520	Carbon	3,300	23	760	Nemaha	3,300	73	2,400		
Barton	4,400	46	2,040	Carter	600	—	—	Nuckolls	2,700	39	1,040		
Bates	6,300	53	3,350	Cascade	19,400	44	8,590	Otoe	5,400	83	4,480		
Benton	2,600	35	900	Chouteau	2,400	26	620	Pawnee	2,100	48	1,010		
Bollinger	3,200	64	2,060	Custer	4,700	—	—	Perkins	1,400	—	—		
Boone	14,300	47	6,740	Daniels	1,000	—	—	Phelps	3,100	68	2,100		
Buchanan	32,200	69	22,090	Dawson	3,000	—	—	Pierce	3,000	43	1,290		
Butler	11,900	33	3,930	Deer Lodge	4,900	17	840	Platte	6,000	66	3,980		
Caldwell	3,600	57	2,040	Fallon	1,000	—	—	Polk	2,500	61	1,520		
Callaway	6,600	53	3,490	Fergus	5,000	15	770	Red Willow	4,300	23	980		
Camden	2,500	37	920	Flathead	10,800	27	2,960	Richardson	5,600	47	2,600		
Cape Girardeau	12,200	48	5,860	Gallatin	7,100	12	840	Rock	900	—	—		
Carroll	5,200	52	2,700	Garfield	700	—	—	Saline	4,800	55	2,630		
Carter	1,400	20	280	Glacier	2,900	—	—	Sarpy	5,200	83	4,330		
Cass	6,700	59	3,970	Golden Valley	400	22	90	Saunders	5,500	89	4,900		
Cedar	3,800	28	1,060	Granite	1,000	15	150	Scotts Bluff	11,000	13	1,440		
Charlton	4,900	36	1,770	Hill	4,600	—	—	Seward	4,100	65	2,670		
Christian	4,000	42	1,660	Jefferson	1,000	18	180	Sheridan	3,000	—	—		
Clark	3,000	53	1,580	Judith Basin	900	28	250	Sherman	1,700	38	650		
Clay	19,500	79	15,390	Lake	4,200	18	740	Sioux	900	—	—		
Clinton	4,000	62	2,480	Lewis and Clark	8,800	18	1,620	Stanton	1,900	49	930		
Cole	10,200	64	6,510	Liberty	400	63	250	Thayer	3,500	42	1,480		
Cooper	5,300	53	2,800	Lincoln	3,100	19	600	Thomas	400	—	—		
Crawford	3,600	32	1,140	McCone	1,900	—	—	Thurston	2,500	64	1,600		
Dade	3,100	35	1,080	Madison	1,400	17	240	Valley	2,300	22	510		
Dallas	3,300	38	1,240	Meagher	800	13	100	Washington	3,700	82	3,020		
Davless	3,800	58	2,190	Mineral	600	17	100	Wayne	3,000	66	1,970		
De Kalb	3,000	51	1,520	Missoula	12,200	25	3,010	Webster	2,400	55	1,310		
Dent	3,400	34	1,140	Musselshell	1,900	26	490	Wheeler	500	27	130		
Douglas	3,700	30	1,100	Park	4,100	12	480	York	4,700	59	2,770		
Dunklin	13,200	36	4,690	Petroleum	300	17	50	<b>NEVADA *</b>					
Franklin	11,900	57	6,820	Phillips	2,100	—	—	Churchill	1,800	—	—		
Gasconade	4,200	51	2,160	Pondera	1,800	26	460	Clark	27,000	49	13,340		
Gentry	3,500	54	1,880	Powder River	1,000	—	—	Douglas	500	34	170		
Greene	37,600	72	27,070	Powell	1,800	13	230	Elko	3,700	—	—		
Grundy	4,600	54	2,480	Prairie	800	—	—	Esmeralda	200	13	30		
Harrison	4,500	37	1,670	Ravalli	4,200	23	970	Eureka	300	—	—		
Henry	6,900	66	4,520	Richland	3,200	—	—	Humboldt	1,300	—	—		
Hickory	1,800	29	520	Roosevelt	3,000	—	—	Lander	400	—	—		
Holt	3,200	41	1,320	Rosebud	1,800	—	—	Lincoln	900	—	—		
Howard	3,700	35	1,290	Sanders	2,500	10	250	Lyon	900	24	220		
Howell	7,400	16	1,150	Sheridan	1,800	—	—	Mineral	3,000	—	—		
Iron	2,500	39	990	Silver Bow	18,700	52	9,710	Nye	900	—	—		
Jackson	198,200	85	167,880	Stillwater	1,600	46	730	Ormsby	1,200	29	350		
Jasper	28,500	58	16,590	Sweet Grass	1,100	—	—	Pershing	1,100	—	—		
Jefferson	12,900	67	8,600	Teton	2,400	32	760	Storey	300	28	90		
Johnson	7,700	59	4,550	Tooele	2,100	21	440	Washoe	20,600				

State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number			
<b>NEW JERSEY</b>	1,626,500	83	1,346,390	Westchester	200,900	82	165,540	Dickey	2,500	35	890
Atlantic	44,900	85	38,030	Wyoming	9,300	77	7,150	Divide	1,400	—	—
Bergen	207,600	80	166,080	Yates	5,800	77	4,450	Dunn	1,600	—	—
Burlington	41,700	84	34,940	<b>NORTH CAROLINA</b>	1,027,600	51	525,490	Eddy	1,200	33	400
Camden	99,800	84	84,130	Alamance	19,700	69	13,530	Emmons	2,100	36	760
Cape May	13,700	80	10,930	Alexander	3,400	58	1,970	Foster	1,500	49	730
Cumberland	30,300	82	24,970	Alleghany	2,100	37	790	Golden Valley	900	—	—
Essex	292,800	83	243,020	Anson	6,000	52	3,140	Grand Forks	11,800	39	4,630
Gloucester	32,100	82	26,260	Ashe	5,000	44	2,230	Grant	1,600	27	430
Hudson	206,400	83	171,520	Avery	3,000	30	920	Griggs	1,300	65	850
Hunterdon	14,500	84	12,150	Beaufort	8,800	61	5,410	Hettinger	1,800	16	290
Mercer	70,300	84	58,910	Bertie	5,900	40	2,340	Kidder	1,500	38	560
Middlesex	87,300	82	71,500	Bladen	6,600	17	1,120	La Moure	2,400	45	1,070
Monmouth	80,300	84	67,130	Brunswick	4,400	19	820	Logan	1,300	30	380
Morris	54,300	84	45,450	Buncombe	34,000	45	15,300	McHenry	3,200	30	950
Ocean	22,800	83	18,810	Burke	11,200	63	7,110	McIntosh	1,700	33	550
Passaic	114,900	83	94,790	Cabarrus	16,700	66	10,970	McKenzie	1,800	—	—
Salem	16,700	84	14,010	Caldwell	10,900	54	5,840	McLean	5,300	26	1,390
Somerset	32,700	82	26,880	Camden	1,400	61	860	Mercer	2,100	28	590
Sussex	11,500	80	9,210	Carteret	6,500	31	2,000	Morton	5,300	64	3,400
Union	133,700	85	113,110	Caswell	4,300	41	1,780	Mountrall	2,500	21	540
Warren	18,200	80	14,560	Catawba	17,000	68	11,610	Nelson	1,800	45	810
<b>NEW MEXICO *</b>	207,200	38	78,020	Chatham	6,100	52	3,150	Oliver	500	39	190
Bernalillo	52,100	62	32,090	Cherokee	4,200	23	950	Pembina	3,600	14	490
Catron	700	17	120	Chowan	2,800	46	1,290	Pierce	2,100	29	610
Chaves	14,100	46	6,430	Clay	1,300	13	170	Ramsey	3,500	24	820
Colfax	4,000	—	—	Cleveland	15,900	55	8,820	Ransom	2,300	56	1,290
Curry	8,100	21	1,680	Columbus	11,700	21	2,430	Renville	1,500	46	690
De Baca	1,000	40	400	Craven	13,000	64	8,330	Richland	5,200	56	2,910
Dona Ana	11,000	54	5,980	Cumberland	23,700	26	6,260	Rolette	2,300	14	310
Eddy	14,500	42	6,120	Currituck	1,800	53	950	Sargant	1,800	32	580
Grant	6,100	32	1,960	Dare	1,300	34	440	Sheridan	1,200	30	350
Guadalupe	1,500	38	570	Davidson	17,000	62	10,470	Sloux	600	16	100
Harding	500	—	—	Davie	3,800	59	2,250	Slope	500	—	—
Hidalgo	1,600	17	270	Duplin	9,400	31	2,900	Stark	4,100	13	510
Lea	12,500	20	2,460	Durham	27,900	61	17,070	Steele	1,200	57	680
Lincoln	1,800	29	520	Edgecombe	11,500	49	5,670	Stuttsman	6,700	37	2,510
Los Alamos	3,800	33	1,260	Forsyth	43,500	66	28,710	Towner	1,400	11	160
Luna	2,800	45	1,270	Franklin	6,900	37	2,540	Trall	3,000	61	1,830
McKinley	6,500	—	—	Gaston	30,300	65	19,630	Walsh	4,700	21	1,000
Mora	2,100	—	—	Gates	2,300	59	1,350	Ward	10,400	50	5,210
Otero	5,100	33	1,670	Graham	1,700	17	300	Wells	2,600	29	760
Quay	4,300	19	810	Granville	6,800	47	3,200	Williams	8,700	—	—
Rio Arriba	5,800	21	1,240	Greene	3,600	37	1,320	<b>OHIO</b>	2,610,100	82	2,149,070
Roosevelt	4,900	13	640	Guilford	54,200	62	33,880	Adams	6,700	67	4,490
Sandoval	2,400	30	730	Halfax	12,500	36	4,540	Allen	29,400	68	20,110
San Juan	5,800	—	—	Harnett	11,300	27	3,060	Ashland	11,100	79	8,770
San Miguel	6,000	16	950	Haywood	9,600	34	3,260	Ashtabula	26,300	84	22,400
Santa Fe	10,400	40	4,160	Henderson	9,000	39	3,490	Athens	12,600	56	7,090
Sierra	2,500	25	640	Hertford	4,700	61	2,850	Auglaze	10,100	75	7,560
Socorro	2,500	29	720	Hoke	3,200	34	1,020	Belmont	27,000	75	20,200
Taos	3,600	17	620	Hyde	1,400	30	420	Brown	7,300	73	5,350
Torrance	1,800	39	690	Iredell	14,600	55	8,090	Butler	47,800	86	40,920
Union	2,100	13	270	Jackson	4,300	36	1,570	Carroll	5,800	82	4,740
Valencia	5,300	48	2,520	Johnston	15,400	34	5,190	Champaign	8,800	73	6,420
<b>NEW YORK</b>	4,888,400	81	3,949,570	Jones	2,400	24	570	Clark	37,200	85	31,430
Albany	80,900	82	66,580	Lee	6,100	44	2,710	Clermont	13,500	82	11,120
Allegany	13,600	62	8,400	Lenoir	11,000	49	5,370	Clinton	8,600	74	6,340
Bronx	462,400	80	367,610	Lincoln	6,800	59	3,980	Columbiana	32,400	77	24,850
Broome	59,300	81	47,910	McDowell	6,500	52	3,390	Coshocton	10,400	52	5,420
Cattaraugus	24,500	83	20,430	Madcon	3,800	23	870	Crawford	13,000	73	9,460
Cayuga	21,700	82	17,770	Madison	4,300	27	1,180	Cuyahoga	455,600	89	404,120
Chautauqua	47,200	77	36,110	Martin	6,000	61	3,680	Darke	13,500	83	11,180
Chemung	29,400	63	18,610	Mecklenburg	57,800	68	39,480	Defiance	8,500	74	6,300
Chenango	12,500	74	9,280	Mitchell	3,400	51	1,740	Delaware	9,200	78	7,190
Clinton	13,300	84	11,150	Montgomery	4,200	52	2,190	Erie	17,700	81	14,390
Columbia	14,100	83	11,630	Moore	8,100	40	3,220	Fairfield	17,100	79	13,420
Cortland	11,800	74	8,730	Nash	13,700	33	4,510	Fayette	7,700	70	5,410
Delaware	14,000	67	9,350	New Hanover	19,500	47	9,220	Franklin	167,100	86	143,540
Dutchess	37,700	77	28,920	Northampton	5,900	38	2,230	Fulton	8,300	81	6,730
Erie	287,300	83	239,320	Onslow	10,300	37	3,840	Gallia	6,800	70	4,780
Essex	10,500	64	6,680	Orange	8,500	52	4,450	Geauga	8,300	66	5,440
Franklin	12,800	54	6,960	Pamlico	2,400	21	510	Greene	20,200	80	16,100
Fulton	17,700	75	13,200	Pasquotank	6,700	56	3,740	Guernsey	11,700	61	7,140
Genesee	14,700	83	12,260	Pender	4,200	24	1,020	Hamilton	251,500	87	218,550
Greene	9,100	77	6,970	Perquimans	2,400	56	1,330	Hancock	15,600	77	12,070
Hamilton	1,300	79	1,030	Person	5,200	57	2,980	Hardin	9,300	75	6,990
Herkimer	19,600	79	15,520	Pitt	14,300	71	10,140	Harrison	5,900	66	3,920
Jefferson	26,900	60	16,250	Polk	3,000	63	1,900	Henry	7,100	76	5,410
Kings	840,400	85	710,370	Randolph	13,600	52	7,030	Highland	9,600	69	6,640
Lewis	6,500	71	4,590	Richmond	9,900	57	5,640	Hocking	5,700	76	4,350
Livingston	11,100	75	8,340	Robeson	19,500	34	6,550	Holmes	5,400	74	4,010
Madison	14,600	74	10,790	Rockingham	17,100	55	9,340	Huron	12,900	72	9,340
Monroe	163,500	83	135,210	Rowan	20,600	56	11,540	Jackson	8,600	73	6,280
Montgomery	19,300	75	14,400	Rutherford	11,400	63	7,240	Jefferson	28,300	84	23,860
Nassau	306,300	80	246,570	Sampson	11,300	26	2,890	Knox	11,600	74	8,530
New York	663,100	80	533,810	Scotland	6,100	30	1,820	Lake	27,000	85	22,980
Niagara	62,300	82	50,900	Stanly	10,300	73	7,570	Lawrence	14,800	78	11,510
Oneida	69,200	82	56,950	Stokes	4,800	57	2,720	Licking	23,800	62	14,730
Onondaga	113,000	83	93,900	Surry	11,500	56	6,420	Logan	10,700	74	7,910
Ontario	18,300	81	14,790	Swain	2,300	17	400	Lorain	48,700	86	41,980
Orange	47,600	81	38,700	Transylvania	3,800	39	1,470	Lucas	131,500	86	112,700
Orleans	9,600	84	8,050	Tyrrell	1,200	28	340	Madison	6,500	77	4,990
Oswego	24,000	80	19,320	Union	10,200	55	5,650	Mahoning	78,300	82	63,970
Otsego	17,000	70	11,900	Vance	7,600	42	3,210	Marion	17,200	79	13,520
Putnam	6,900	74	5,110	Wake	36,800	55	20,310	Medina	13,700	85	11,660
Queens	535,600	84	449,900	Warren	4,900	27	1,300	Melgs	7,100	67	4,770
Rensselaer	42,900	81	34,880	Washington	2,900	42	1,220	Mercer	8,800	63	5,570
Richmond	57,300	82	47,100	Watauga	4,100	32	1,300	Miami	21,000	83	17,470
Rockland	25,100	81	20,460	Wayne	15,300	55	8,350	Monroe	4,600	59	2,700
St. Lawrence	27,900	57	1								

State and County	Total Households	TV Households Percent	Households Number	State and County	Total Households	TV Households Percent	Households Number	State and County	Total Households	TV Households Percent	Households Number
<b>OHIO—Continued</b>				Lane	46,400	45	20,650	Greenwood	10,700	51	5,420
Scioto	29,700	72	21,440	Lincoln	7,900	17	1,360	Hampton	4,300	41	1,750
Seneca	17,000	80	13,670	Linn	19,400	34	6,560	Horry	13,700	17	2,360
Shelby	9,000	74	6,630	Malheur	6,300	47	2,950	Jasper	2,500	47	1,180
Stark	92,100	84	77,640	Marion	31,900	52	16,590	Kershaw	7,300	55	4,040
Summit	136,500	87	118,210	Morrow	1,400	33	470	Lancaster	8,800	48	4,220
Trumbull	50,600	85	42,960	Multnomah	171,200	66	112,480	Laurens	11,400	34	3,900
Tuscarawas	23,000	81	18,610	Polk	7,800	44	3,460	Lee	4,600	48	2,210
Union	6,700	77	5,150	Sherman	700	23	160	Lexington	12,100	45	5,410
Van Wert	9,200	71	6,500	Tillamook	7,000	29	2,050	McCormick	2,100	44	930
Vinton	2,900	73	2,100	Umatilla	15,300	25	3,790	Marion	7,500	46	3,490
Warren	12,500	79	9,810	Union	5,800	17	960	Marlboro	7,000	37	2,630
Washington	14,400	57	8,180	Wallowa	2,100	—	—	Newberry	8,000	40	3,220
Wayne	18,200	74	13,400	Wasco	6,400	24	1,550	Oconee	9,100	30	2,720
Williams	9,000	77	6,970	Washington	22,700	56	12,620	Orangeburg	15,900	37	5,960
Wood	18,700	85	15,840	Wheeler	1,100	13	140	Pickens	10,000	33	3,260
Wyandot	6,500	79	5,150	Yamhill	10,400	32	3,360	Richland	40,900	55	22,500
<b>OKLAHOMA *</b>				<b>PENNSYLVANIA</b>				Saluda	3,600	32	1,130
Adair	3,700	25	910	Adams	13,000	57	7,380	Spartanburg	39,900	53	21,190
Alfalfa	3,000	51	1,530	Allegheny	456,100	82	374,000	Sumter	13,800	41	5,620
Atoka	3,300	25	830	Armstrong	23,600	77	18,270	Union	7,400	53	3,940
Beaver	2,100	—	—	Beaver	51,900	82	42,660	Williamsburg	8,800	46	4,070
Beckham	6,900	16	1,090	Bedford	11,300	82	9,270	York	18,500	48	8,860
Blaine	4,100	66	2,700	Berks	78,000	80	62,320	<b>SOUTH DAKOTA *</b>			
Bryan	7,400	24	1,780	Blair	41,100	82	33,580	Aurora	1,300	12	160
Caddo	9,500	57	5,390	Bradford	15,700	70	11,040	Beadie	6,800	10	680
Canadian	7,300	69	5,000	Bucks	67,800	81	55,120	Bennett	800	—	—
Carter	12,100	41	4,990	Butler	28,800	80	23,100	Eon Homme	2,600	57	1,480
Cherokee	4,600	31	1,430	Cambria	57,000	81	46,460	Brookings	5,300	29	1,510
Choctaw	4,800	13	620	Cameron	1,900	60	1,130	Brown	10,400	16	1,630
Cimarron	1,400	—	—	Carbon	16,100	73	11,740	Brule	1,700	—	—
Cleveland	11,100	61	6,750	Centre	17,300	75	13,060	Buffalo	400	—	—
Coal	1,700	58	990	Chester	44,500	85	37,740	Butte	2,500	—	—
Comanche	18,000	64	11,610	Clarion	10,600	74	7,840	Campbell	900	12	110
Cotton	2,600	53	1,390	Clearfield	23,700	80	18,960	Charles Mix	4,700	—	—
Craig	4,500	61	2,740	Clinton	10,700	58	6,230	Clark	2,500	—	—
Creek	11,800	68	8,050	Columbia	15,900	63	9,950	Clay	3,500	59	2,050
Custer	6,100	51	3,140	Crawford	24,000	61	14,690	Codington	6,100	19	1,170
Delaware	3,800	39	1,500	Cumberland	30,800	63	19,310	Corson	1,400	11	150
Dewey	2,400	42	1,000	Dauphin	62,800	81	51,120	Custer	1,600	13	200
Ellis	2,300	—	—	Delaware	134,200	83	111,120	Davison	5,300	29	1,540
Garfield	17,200	62	10,610	Elk	9,700	43	4,220	Day	3,400	11	380
Garvin	8,300	59	4,900	Erie	69,400	84	58,500	Deuel	1,800	13	230
Grady	9,800	63	6,220	Fayette	52,600	80	42,080	Dewey	1,200	—	—
Grant	2,800	47	1,310	Forest	1,300	40	520	Douglas	1,200	20	240
Greer	3,100	23	720	Franklin	22,900	67	15,320	Edmunds	1,800	—	—
Harmon	2,200	23	510	Fulton	2,900	55	1,600	Fall River	3,200	—	—
Harper	1,800	17	300	Greene	12,500	56	7,060	Faulk	1,500	11	160
Haskell	3,000	25	750	Huntingdon	11,400	74	8,490	Grant	2,700	11	310
Hughes	5,200	39	2,050	Indiana	21,200	67	14,250	Gregory	2,500	—	—
Jackson	6,100	33	1,990	Jefferson	14,200	72	10,300	Haakon	700	—	—
Jefferson	2,800	50	1,410	Juniaata	4,400	45	1,960	Hamlin	2,100	23	490
Johnston	2,500	39	970	Lackawanna	73,600	78	57,330	Hand	1,800	—	—
Kay	15,800	55	8,750	Lancaster	70,600	83	58,250	Hanson	1,300	31	400
Kingfisher	3,700	69	2,560	Lawrence	31,700	78	24,850	Harding	700	—	—
Kiowa	5,400	45	2,440	Lebanon	26,500	82	21,680	Hughes	2,400	—	—
Latimer	2,400	13	310	Lehigh	59,900	83	49,660	Hutchinson	3,300	40	1,320
Le Flore	8,700	15	1,290	Luzerne	107,100	73	78,500	Hyde	700	—	—
Lincoln	6,000	52	3,140	Lycoming	32,000	46	14,620	Jackson	500	—	—
Logan	6,600	56	3,680	McKean	17,100	59	10,050	Jerauld	1,200	26	310
Love	1,800	33	600	Mercer	33,800	73	24,780	Jones	800	—	—
McClain	3,800	59	2,250	Mifflin	12,700	66	8,360	Kingsbury	2,900	43	1,240
McCurtain	7,500	23	1,710	Monroe	10,600	75	7,920	Lake	3,100	61	1,900
McIntosh	4,100	43	1,780	Montgomery	107,300	86	92,390	Lawrence	4,800	—	—
Major	3,000	40	1,190	Montour	3,700	73	2,710	Lincoln	3,800	70	2,660
Marshall	2,200	49	1,070	Northampton	54,600	82	44,770	Lyman	1,100	—	—
Mayes	5,300	60	3,190	Northumberland	33,700	51	17,250	McCook	2,500	50	1,260
Murray	3,000	70	2,100	Perry	7,400	52	3,830	McPherson	1,700	11	190
Muskogee	19,100	59	11,290	Philadelphia	637,500	81	518,290	Marshall	2,100	33	700
Noble	3,500	63	2,210	Pike	3,100	63	1,950	Meade	3,200	—	—
Nowata	3,600	61	2,180	Potter	4,800	49	2,360	Mellette	800	—	—
Okfuskee	4,100	46	1,900	Schuylkill	56,400	78	43,940	Miner	1,700	61	1,030
Oklahoma	115,300	78	90,280	Snyder	6,400	51	3,290	Minnehaha	23,600	77	18,270
Okmulgee	12,300	55	6,750	Somerset	22,800	66	15,030	Moody	2,500	48	1,200
Osage	9,300	63	5,890	Sullivan	1,700	54	920	Pennington	17,300	16	2,730
Ottawa	9,300	58	5,380	Susquehanna	9,000	76	6,830	Perkins	1,800	12	220
Pawnee	3,800	57	2,150	Tioga	10,700	55	5,890	Potter	1,300	—	—
Payne	13,400	48	6,490	Union	6,100	47	2,870	Roberts	3,800	24	930
Pittsburg	10,700	38	4,080	Venango	18,800	58	10,850	Sanborn	1,400	17	240
Pontotoc	8,300	62	5,110	Warren	12,300	58	7,150	Shannon	1,100	—	—
Pottawatomie	12,400	54	6,680	Washington	61,500	81	50,000	Spink	3,400	—	—
Pushmataha	2,900	15	440	Wayne	8,000	62	4,990	Stanley	400	—	—
Roger Mills	2,000	14	290	Westmoreland	91,500	82	74,940	Sully	800	—	—
Rogers	5,500	59	3,230	Wyoming	4,900	75	3,670	Todd	1,000	—	—
Seminole	9,900	58	5,720	York	64,800	81	52,620	Tripp	2,400	—	—
Sequoyah	4,700	29	1,350	<b>RHODE ISLAND</b>				Turner	3,500	66	2,320
Stephens	11,500	56	6,470	Bristol	246,600	83	204,760	Union	3,300	82	2,710
Texas	4,700	13	600	Kent	8,800	81	7,170	Walworth	2,200	—	—
Tillman	4,700	51	2,400	Newport	27,200	82	22,360	Washabaugh	200	—	—
Tulsa	86,500	80	69,460	Providence	177,600	84	149,180	Yankton	4,300	58	2,490
Wagoner	4,100	62	2,550	Washington	15,100	74	11,160	Ziebach	700	—	—
Washington	10,600	63	6,640	<b>SOUTH CAROLINA</b>				<b>TENNESSEE</b>			
Washita	4,600	47	2,170	Abbeville	544,900	48	260,220	Anderson	883,400	53	464,500
Woods	4,500	27	1,200	Aiken	5,500	60	3,310	Bedford	14,900	58	8,630
Woodward	4,000	15	620	Allendale	23,800	36	8,500	Benton	6,600	49	3,240
<b>OREGON *</b>				Anderson	3,200	43	1,370	Bledsoe	2,900	29	850
Baker	5,000	32	1,610	Barnberg	23,200	47	10,810	Blount	1,700	36	610
Benton	10,200	32	3,280	Barnwell	3,900	20	780	Blount	14,900	54	8,060
Clackamas	29,600	49	14,470	Beaufort	6,500	26	1,720	Bradley	8,500	43	3,660
Clatsop	10,900	33	3,610	Berkeley	6,600	53	3,470	Campbell	8,000	31	2,490
Columbia	7,000	34	2,360	Calhoun	6,700	50	3,360	Cannon	2,200	51	1,120
Coos	17,300	12	2,150	Charleston	3,200	39	1,250	Carroll	7,300	32	2,300
Crook	2,600	—	—	Charleston	48,600	63	30,760	Carter	10,700	48	5,180
Curry	2,700	18	480	Ch							

State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number
<b>TENNESSEE—Continued</b>				Collingsworth	2,300	21	490	Matagorda	6,400	42	2,710
Fentress	3,200	19	600	Colorado	5,100	44	2,240	Maverick	3,000	18	550
Franklin	6,100	24	1,480	Comal	5,100	57	2,900	Medina	4,600	64	2,930
Gibson	13,700	34	4,620	Comanche	4,100	16	660	Menard	1,100	18	190
Giles	6,800	14	980	Concho	1,500	28	430	Midland	12,500	55	6,840
Grainger	2,800	26	710	Cooke	6,000	66	3,940	Miami	5,900	37	2,180
Greene	10,300	24	2,510	Coryell	4,400	60	2,630	Minnis	1,600	22	350
Grundy	2,800	33	910	Cottle	1,500	25	380	Mitchell	4,100	27	1,090
Hamblen	6,800	36	2,450	Crane	1,400	49	690	Monroe	4,700	60	2,820
Hamilton	60,200	55	33,410	Crockett	1,200	—	—	Montgomery	7,100	60	4,240
Hancock	1,900	23	430	Crosby	2,500	61	1,540	Moore	6,300	66	4,150
Hardeman	4,900	48	2,360	Culberson	500	31	160	Morris	2,500	53	1,330
Hardin	4,000	26	1,040	Dallam	2,400	68	1,640	Motley	1,100	28	310
Hawkins	7,300	23	1,680	Dallas	226,000	77	175,140	Nacogdoches	7,500	19	1,440
Haywood	5,900	52	3,040	Dawson	5,800	33	1,930	Navarro	10,600	47	4,890
Henderson	4,100	28	1,140	Deaf Smith	3,100	43	1,330	Newton	2,400	32	770
Henry	6,500	28	1,840	Delta	2,000	23	450	Nolan	6,100	44	2,710
Hickman	3,000	44	1,320	Denton	10,500	65	6,830	Nueces	56,300	37	20,770
Houston	1,200	41	500	De Witt	6,400	39	2,490	Ochiltree	2,000	35	690
Humphreys	2,700	56	1,510	Dickens	1,800	32	580	Oldham	400	59	240
Jackson	2,500	36	900	Dimmit	2,400	30	720	Orange	14,800	44	6,590
Jefferson	4,800	43	2,050	Donley	1,600	49	790	Palo Pinto	5,800	54	3,140
Johnson	2,600	31	800	Duval	3,300	27	900	Panola	4,400	25	1,080
Knox	63,600	58	37,080	Eastland	7,000	38	2,700	Parker	6,800	64	4,350
Lake	2,700	34	920	Ector	17,700	48	8,480	Parmer	1,800	22	400
Lauderdale	6,400	52	3,370	Edwards	800	15	120	Pecos	2,600	—	—
Lawrence	7,000	25	1,750	Ellis	12,300	66	8,120	Polk	4,000	53	2,110
Lewis	1,500	41	610	El Paso	59,900	74	44,510	Potter	29,700	78	23,230
Lincoln	6,400	21	1,350	Erath	5,200	32	1,670	Presidio	1,600	—	—
Loudon	6,100	48	2,920	Falls	6,700	42	2,840	Rains	900	36	330
McMinn	8,100	34	2,730	Fannin	8,100	32	2,620	Randall	6,100	66	4,030
McNairy	5,000	39	1,960	Fayette	6,200	36	2,220	Reagan	900	37	330
Macon	3,400	44	1,500	Flsher	2,600	36	940	Real	700	27	190
Madison	17,000	46	7,820	Floyd	3,000	64	1,910	Red River	5,500	21	1,140
Marion	4,900	61	3,000	Foard	1,100	34	370	Reeves	4,000	—	—
Marshall	5,000	45	2,250	Fort Bend	7,500	50	3,780	Refugio	2,600	30	790
Maury	10,700	40	4,250	Franklin	1,500	29	440	Roberts	300	55	170
Meigs	1,300	29	380	Freestone	3,900	40	1,550	Robertson	4,900	29	1,420
Monroe	5,500	48	2,620	Frio	2,700	51	1,360	Rockwall	1,500	71	1,060
Montgomery	11,400	56	6,340	Gaines	2,400	63	1,510	Runnels	4,600	46	2,130
Moore	1,200	14	170	Galveston	37,900	55	20,970	Rusk	10,600	30	3,180
Morgan	3,100	27	840	Garza	1,800	47	860	Sabine	2,000	16	320
Morion	7,900	33	2,620	Gillespie	3,100	30	940	San Augustine	1,900	11	200
Oblion	3,900	22	840	Glasscock	200	44	90	San Jacinto	1,700	36	610
Overton	1,900	20	310	Gollad	1,400	25	350	San Patricio	9,400	41	3,890
Perry	3,500	22	220	Gonzales	4,900	51	2,500	San Saba	2,400	16	390
Pickett	1,000	22	220	Gray	7,400	54	4,000	Schleicher	700	22	160
Polk	3,000	44	1,310	Grayson	21,200	46	9,730	Scurry	8,500	27	2,340
Putnam	7,800	41	3,200	Gregg	18,900	45	8,490	Shackelford	1,200	36	440
Rhea	3,800	40	1,520	Grimes	3,800	44	1,670	Shelby	5,900	13	790
Roane	8,100	51	4,120	Guadalupe	6,900	70	4,800	Sherman	700	65	450
Robertson	6,900	59	4,090	Hale	9,200	59	5,440	Smith	21,500	40	8,600
Rutherford	10,900	63	6,820	Hall	2,800	19	530	Somervell	800	37	290
Scott	3,900	25	990	Hamilton	3,000	42	1,260	Starr	3,100	10	310
Sequatchie	1,300	36	460	Hansford	1,200	61	740	Stephens	3,000	26	770
Sevier	5,400	27	1,430	Hardeman	3,000	41	1,230	Sterling	400	43	170
Shelby	146,200	76	111,840	Hardin	5,700	33	1,890	Stonewall	900	33	300
Smith	3,600	43	1,550	Harris	287,100	72	208,140	Sutton	1,000	—	—
Stewart	1,900	49	940	Harrison	12,200	36	4,360	Swisher	2,400	46	1,100
Sullivan	27,900	47	13,200	Hartley	500	50	250	Tarrant	147,000	71	105,100
Sumner	8,800	60	5,270	Haskell	3,600	41	1,460	Taylor	20,600	61	12,460
Tipton	7,300	57	4,190	Hays	4,500	53	2,400	Terrell	900	—	—
Trousdale	1,600	40	650	Hemphill	1,300	26	340	Terry	4,000	63	2,510
Unicoi	3,800	28	1,060	Henderson	5,800	25	1,470	Throckmorton	900	55	500
Union	1,900	31	590	Hidalgo	44,500	37	16,380	Titus	4,800	34	1,640
Van Buren	800	21	170	Hill	8,600	63	5,400	Tom Green	20,000	51	10,280
Warren	6,300	39	2,440	Hockley	7,000	56	3,910	Travis	47,200	61	28,600
Washington	15,300	55	8,480	Hood	1,400	57	800	Trinity	2,500	50	1,250
Wayne	3,200	12	390	Hopkins	6,200	28	1,710	Tyler	2,900	25	730
Weakley	7,500	27	2,060	Houston	5,600	21	1,190	Upshur	5,000	34	1,690
White	3,900	35	1,370	Howard	8,200	56	4,620	Upton	1,700	35	600
Williamson	5,800	57	3,310	Hudspeth	1,300	50	650	Uvalde	4,600	25	1,160
Wilson	7,400	53	3,960	Hunt	11,300	71	8,060	Val Verde	4,200	—	—
				Hutchinson	11,400	71	8,140	Van Zandt	5,700	61	3,500
				Irion	500	19	90	Victoria	9,700	28	2,760
<b>TEXAS *</b>	<b>2,392,700</b>	<b>56</b>	<b>1,337,330</b>	Jack	1,200	58	1,220	Walker	4,400	55	2,410
Anderson	8,200	22	1,830	Jackson	3,600	38	1,370	Waller	3,000	59	1,780
Andrews	2,600	46	1,210	Jasper	5,300	27	1,430	Ward	4,300	18	800
Angelina	10,400	27	2,860	Jeff Davis	500	—	—	Washington	5,300	45	2,370
Arkansas	1,200	37	440	Jefferson	62,000	52	31,990	Webb	14,000	—	—
Archer	1,900	51	970	Jim Hogg	1,300	37	480	Wharton	9,800	45	4,460
Armstrong	600	52	310	Jim Wells	7,700	19	1,480	Wheeler	2,500	29	720
Atascosa	4,700	54	2,530	Johnson	9,600	65	6,240	Wichita	32,500	70	22,590
Austin	4,200	43	1,790	Jones	6,500	48	3,100	Wilbarger	5,800	54	3,110
Bailey	2,200	63	1,380	Karnes	3,900	46	1,780	Willacy	6,400	28	1,800
Bandera	1,200	52	620	Kaufman	7,300	63	4,610	Williamson	10,400	55	5,700
Bastrop	5,200	38	1,990	Kendall	1,700	65	1,100	Wilson	3,300	52	1,720
Baylor	2,200	40	880	Kenedy	100	28	30	Winkler	3,800	23	870
Bee	4,900	42	2,050	Kent	500	29	140	Wise	4,400	57	2,510
Bexar	139,900	76	107,020	Kerr	4,200	31	1,300	Wood	5,400	37	1,980
Bell	22,800	53	12,130	Kimble	1,200	16	190	Yoakum	1,100	52	570
Blanco	1,300	42	540	King	200	22	40	Young	4,700	51	2,400
Borden	1,200	58	120	Kinney	500	13	70	Zapata	1,000	39	390
Bosque	3,200	40	1,280	Kleberg	7,300	28	2,050	Zavala	2,700	24	650
Bowle	19,300	46	8,860	Knox	2,600	38	990				
Brazoria	16,100	63	10,190	Lamar	11,900	13	1,500	<b>UTAH *</b>	<b>207,900</b>	<b>68</b>	<b>142,350</b>
Brazos	11,000	30	3,300	Lamb	5,900	62	3,670	Beaver	1,300	—	—
Brewster	1,900	—	—	Lampasas	2,900	48	1,390	Box Elder	5,500	73	3,990
Briscoe	900	39	350	La Salle	1,900	38	720	Cache	9,400	62	5,780
Brooks	2,700	17	460	Lavaca	5,700	44	2,530	Carbon	7,200	30	2,170
Brown	8,600	33	2,820	Lee	2,500	38	960	Daggett	100	22	20
Burleson	3,200	32	1,030	Leon	2,900	20	590	Davis	10,200	76	7,740
Burnet	2,800	38	1,070	Liberty	7,700	64	4,940	Duchesne	2,100	30	640
Caldwell	4,800	49	2,330	Limestone	6,100	41	2,490	Emery	1,		



**Topics & Trends of TV Trade:** Federal Trade Commission flatly denied trade reports this week that it plans to launch investigation of merchandising practices in TV-radio-appliances industry as aftermath of subpoena duces tecum served on Emerson Radio for probe of its advertising & price policies.

Harry A. Babcock, director of FTC's bureau of investigation, told us: "We are positively not planning any general investigation of the TV-radio industry. A general investigation can result only from a resolution by Congress or by the Commissioners themselves. We have had no such request, and I have not heard of any being considered. Any report to the contrary is absolutely false."

Babcock said he was not free to comment on the Emerson case, other than to say that "my office right now is conducting 1400 separate investigations of individual companies." He explained that his office is required to investigate any complaints filed against individual companies, but emphasized that many do not involve violations of law or lead in any way to broader investigations.

Emerson declined comment on its subpoena, which reportedly sought records on its list of customers and prices charged them, amounts allotted for advertising allowances and under what terms they were granted. The Emerson probe is understood to date back at least a year.

\* \* \* \*

Hotpoint's upcoming TV line was shown to distributors last week at closed sessions in N.Y. & Chicago. One distributor gave us this analysis: "The sets are almost indistinguishable from GE's receivers. They have apparently taken the best-selling GE receivers for the Hotpoint line. Mock-ups of GE's current 14-in. portables were shown and we were led to believe that the 9-in. portable would also be included in the Hotpoint line when it becomes available. The line itself is very short. No prices were revealed." Line will be shown to dealers at mid-year furniture markets in Chicago starting June 18.

Philco is decentralizing its operations in belief that greater efficiency results when each product is promoted by separate organizations within company, said exec. v.p. John M. Otter in address to Executives Club of Central N. Y. in Syracuse April 23. He deplored fact that many salesmen depend on reduced prices "to do the selling for them," said Philco is placing more-&-more emphasis on sales training to fill industry's "most urgent" need. He reiterated Philco's support for independent distributors in preference to factory branches.

FCC postponed effective date of its receiver radiation and certification rules (Vol. 11:52)—insofar as they apply to FM & communication sets—from May 1 to Oct. 1. Deadline for TV sets remains unchanged, the rules going into effect May 1 for vhf receivers. Postponement was ordered at request of receiver makers, who said they needed more time to comply. FCC also decided not to hold conference with receiver makers on the new rules after RETMA said it felt meeting wasn't necessary now.

**DISTRIBUTOR NOTES:** Sylvania appoints Ramsey-Bennett Co., Cleveland, replacing Graybar . . . Hoffman Electronics appoints Ft. Orange Radio Distributing Corp., Albany . . . DuMont appoints Schwander Co., 3920 Olive St., St. Louis (Julian Schwander, pres.) . . . DuMont N. Y. reports resignation of pres. Philip P. Geth, his duties assumed temporarily by Paul A. Hilton, gen. mgr. of all distributing branches . . . Whirlpool-Seeger appoints RCA Victor Distributing Corp., Kansas City, as its home laundry outlet, replacing Hennigh's Inc., Wichita . . . Crescent Industries appoints Fay San Distributors Inc., Buffalo (B. R. Kulick, pres.).

**Trade Personals:** Harry Schecter, ex-sales v.p. of CBS-Columbia & onetime gen. sales mgr. of Motorola-N. Y., joins Emerson as v.p. in charge of distribution . . . Wm. White, pres. of Delaware & Hudson Railroad, elected a director of Sylvania . . . Frank D. Langstroth, ex-asst. gen. mgr. of Magnavox, rejoins Philco as field sales mgr. of govt. & industrial div., reporting to gen. sales mgr. Marshall A. Williams; he served with Philco's tube div. from 1945-51 . . . Stuart D. Brownlee, who joined Canadian Admiral early this year as exec. v.p. after serving as gen. mgr. of RETMA of Canada, elected a director, along with v.p.-treas. Wm. Hummel . . . Roy A. Olerud promoted to mgr. of DuMont's new industrial tube sales dept., in charge of industrial CR tubes & multiplier phototubes . . . John Fellman promoted to Whirlpool-Seeger midwest regional mgr., Chicago . . . Joseph Ptacin, ex-Admiral, named Zenith Radio sales promotion mgr. . . . Harry Gibbs, ex-Westinghouse & Admiral, named Magnavox district merchandiser for Spartan line, headquartering in Oklahoma City; Walter Trippe & Assoc. for Ga., Atlanta; Henry C. Lynch for Ia., Ottumwa; Louis Glick for Neb. & S. D., Hastings, Neb. . . . Seymour Silverman, ex-GE, named design mgr. of Westinghouse TV-radio div. . . . Gerald Lyons, ex-DuMont Bestg., joins public relations dept. of Westinghouse consumer products div., Pittsburgh . . . Norman J. Cooper, Hallcrafters director of quality control, assumes additional duties of service mgr., succeeding Wm. A. Shaw, now sales mgr. . . . Albert Coumont, ex-RETMA staff asst. for parts div., promoted to asst. to Harry Kalker, pres. of Sprague Products Co., in charge of educational program.

Edmond H. Leavey, pres. of IT&T's International Standard Electric Corp., its holding & management organization for all manufacturing & research subsidiaries overseas, elected pres. of IT&T, succeeding the late Wm. Henry Harrison, who died at 63 April 21 of heart ailment in Garden City, N. Y. Harrison worked way up from telephone repairman to AT&T operations & engineering v.p., before joining IT&T in 1948. In World War II he became major general, heading Signal Corps procurement and distribution, also served as director of production div. of War Production Board. During Korean War he was appointed first Defense Production Administrator by President Truman in 1951. A past pres. of AIEE, he is survived by his widow and 2 sons.

RETMA defines automation, in response to "urgent" need of electronics industry, as follows: "Automation is the technique of improving human productivity in the processing of materials, energy and information by utilizing, in various degrees, elements of self-control and of automatically executed product programming."

Radio shipments to dealers, excluding auto radios, totaled 940,524 in first 2 months, compared to 678,774 in first 2 months of 1955, reports RETMA in state-by-state & county-by-county tabulations available to members on request to RETMA. Feb. shipments totaled 472,112, compared to 468,412 in Jan. & 308,527 in Feb. 1955.

Philco reached agreement with IUE this week on new contract calling for average 3% wage increase, plus several fringe benefits. Membership of IUE Locals 101 & 102 was expected to ratify agreement April 28.

Philco distributors convention, for introduction of new TV-radio line, is scheduled June 17-19 at Philadelphia's Bellevue-Stratford Hotel.

Ross D. Siragusa, Admiral pres., to receive Washington Ad Club's achievement award April 30 from Sen. Dirksen (R-Ill.).

**Color Trends & Briefs:** "Color TV will have the greatest impact" on the business volume of electronic parts distributors during the next 10 years—though business should increase substantially in all other areas encompassed by the electronics distribution trade. This was bullish forecast of acting director Donald S. Parris of Electronics Div. of Commerce Dept.'s Business & Defense Services Administration in address to NEDA seminar in Atlantic City last week end.

Predicting that "a surge of color receiver production and sales" next fall will push 1956 retail color sales to well over \$250,000,000, he pointed out that average color set has 10 more tubes than monochrome receiver and forecast that by 1958 color sets will have only 23 tubes—still 9 more than average black-&-white sets. In addition to the greater number of tubes, he analyzed difference in number of components in color and monochrome sets. A "typical color receiver," he said, contains 2076 parts. This includes 214 fixed resistors (vs. 126 in monochrome set), 31 potentiometers (vs. 7), 176 capacitors (126), 66 coils (33), 18 transformers (9).

"The billion tubes in today's TV receiver sockets," he said, "will increase by about one-third by the end of 1958 and by an additional 300,000 through 1960." Repair parts sales in 1955 for TVs, radios & phonos alone, totaled \$200,000,000, he said; they should total \$290,000,000 in 1957 and \$480,000,000 in 1958.

In addition to advent of color and steadily increasing TV-radio sales volume, he saw these other signs of substantial business improvement for electronics distributors: (1) "The ranks of radio amateurs and other electronic hobbyists will continue their steady increase." (2) "The hi-fi boom will continue and produce more business than last year." (3) "Military electronics procurement will continue at the present high levels, or increase." (4) "Production and sales of commercial electronics equipment will continue to expand and will generate more business for you."

\* \* \* \*

NBC-TV's special color feature for dept. stores, 5-min. *Window* inserts in *Home*, has been bought on WNBQ, Chicago, by Goldblatt Bros.—daily for 13 weeks.

**Electronics Reports:** Brig. Gen. David Sarnoff, RCA chairman and head of govt.'s National Security Training Commission, this week warned that critical shortage of scientists and engineers is grave threat to "our economy and national safety." Testifying before Joint Congressional Committee on Atomic Energy's research & development subcommittee, he elaborated on his earlier proposal for a "National Educational Reserve" to overcome shortage of technical teachers (Vol. 12:4) and made 2 other proposals to persuade more young Americans to take up scientific careers:

(1) Build atomic reactors on selected college campuses to "signalize the importance of the scientist, the physicist, the engineer, the man of technology [and] stimulate the interest of students in matters scientific." Reactors, he said, would "provide a living laboratory" and enable student to "get a glimpse of his own role in the nuclear future." Emphasizing peaceful, non-destructive, harnessing of atomic energy, he suggested that each reactor be used to furnish power for operation of college or university where it is located.

(2) Conduct nation-wide poll among high school seniors and college freshmen to determine why so few students are taking up scientific careers. This survey, he suggested, "might well provide information helpful in drawing more qualified people into engineering and related fields."

## Network Color Schedules (April 30 - May 12, 1956)

April 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Dodsworth," 8-9:30 p.m.  
 May 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Lux Video Theatre*, 10-11 p.m.  
 May 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 5—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "This Happy Breed," 9:30-11 p.m.  
 May 6—NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "The Cradle Song," 4-5:30 p.m.  
 May 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6. CBS: *Shower of Stars*, 8:30-9:30 p.m.  
 May 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 12—NBC: *Max Liebman Presents*, "The Music of Gershwin," 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.

Children may stimulate sales of color sets, as they did black-&-white—at least that's indicated by colloquy between prospective color buyer Sen. Pastore (D-R. I.), chairman of Senate communications subcommittee, and NARDA chairman Mort Farr during April 26 subscription-TV hearings by Senate Commerce Committee. Farr, big Upper Darby, Pa. appliance dealer who was appearing in opposition to fee TV, mentioned in course of his testimony that he was "probably the biggest dealer of color TV in America." Pastore interrupted to inquire: "What does a color set really cost? My kiddies are getting after me." Farr replied: "\$695 at the moment will buy a very good 21-in. set, but—I guess RCA wouldn't like me for this—by June it will be \$100 less. So let the kids wait for *Howdy Doody* until June and you will probably get it at \$595. It is perfected. It is beautiful. . ."

Pilot production of its "post-acceleration" color tube is planned by GE which has leased 40,000 sq. ft. building in Syracuse for it. Some 50 will be employed, and objective is to gain experience leading to eventual mass production, GE says.

KARD-TV, Wichita (Ch. 3) originates first colorcast May 3, claiming a "first" for state of Kansas.

He said his proposal for National Scientific Reserve of qualified teachers drawn from the ranks of industry has met with "impressively favorable" response. Under the plan, industry would release—with full pay, for at least a year—a reasonable number of men and women for teaching assignments in nearby educational institutions, particularly upper grades of high schools. He envisioned this plan "as a temporary expedient, let's say for 5 years, to help meet an immediate need, while more pertinent solutions are being worked out." He expressed confidence industry would cooperate as a "matter of clear self-interest."

Later in week he gave substantially same testimony before a Senate Appropriations subcommittee, urging more funds for National Science Foundation to help carry out the proposals. Foundation's director Dr. Alan T. Waterman endorsed Sarnoff's proposals.

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Patent licensing agreement has been signed between Philco and IT&T, giving each company the right to use the other's patents on TV, radio and electron tubes. Effective Jan. 1, 1956, it is to run for at least 5 years. Not included are Philco's color TV, diode and transistor patents and IT&T's patents on diodes, selenium rectifiers and aerial navigation systems (such as Tacan).

Rearrangement of 9800-13,225 mc band was finalized by FCC this week, providing for more efficient distribution of frequencies among govt. and non-govt. users.

**Financial & Trade Notes:** Sylvania's first-quarter earnings were highest for any quarter in company's history, while sales exceeded any previous first quarter. Profit was \$4,323,086 (\$1.28 per share on 3,290,888 common shares outstanding), up 33% from \$3,246,655 (\$1.03 on 2,923,394 shares). Sales were \$83,288,726, up 12% from \$73,979,627 in first quarter of 1955.

Pres. Don G. Mitchell told annual stockholders meeting April 26 that full 1956 sales will "probably be better" than last year's record \$307,371,315, and that he has "every expectation that our earnings for the year will be just about four times our \$1.28 per common share for the quarter." Sylvania earned \$13,812,970 (\$4.29) on sales of \$307,371,315 in 1955.

Company's TV set volume softened somewhat during first quarter as result of "extremely intense competition," he said, but predicted "steady improvement" rest of year. Sales of picture & receiving tubes were greater than in first 3 months of 1955, said Mitchell, adding that production of 21-in. 3-gun color tubes and developmental work on 22-in. glass color tube stepped up during quarter. He predicted 7,500,000 TV set sales during 1956, "perhaps" 200,000-250,000 of which will be color.

He estimated over-all electronics sales this year at \$10.8 billion, up about \$1 billion from 1955, predicted total should surpass \$15.6 billion by 1960 and exceed \$22 billion by 1965. Combined electrical-electronics industry volume this year will be \$18.7 billion, he estimated, compared to \$17.4 billion in 1955.

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GE filed registration statement with SEC April 25 covering proposed issue of \$300,000,000 worth of 20-year debentures due May 1, 1976, with proceeds to be used for capital expenditures, working capital and retirement of bank loans (Vol. 12:14). Offering is expected about May 15, underwritten by nationwide group of approximately 300 investment firms headed by Morgan Stanley & Co. and Goldman, Sachs & Co. Debentures will have mandatory sinking fund calling for 15 annual payments of \$13,000,000 starting in 1961. Interest rate, offering price and underwriting terms will be revealed shortly. Statement disclosed company plans to spend about \$185,000,000 on plant expansion & improvements in 1956 and same amount in 1957. From end of World War II through 1955, company had spent \$1.2 billion on plant expansion.

Zenith Radio's first-quarter earnings declined to \$1,831,165 (\$3.72 per share), from \$2,074,960 (\$4.21) in first 3 months of 1955. Sales also declined, totaling \$37,915,318, compared to \$40,371,812 in first quarter year ago. Pres. E. F. McDonald Jr. told annual stockholders meeting: "Unit sales of TV receivers were the highest for any first quarter in the company's history, but dollar sales of TV receivers were down slightly because of a higher proportion of table models manufactured in the quarter and competitive pressure on prices—resulting in a lower average unit sale price as compared to the same period in 1955." Radio, phonograph & high-fidelity sales in first quarter exceeded same period year ago, said McDonald.

Storer Broadcasting Co. reports net profit of \$1,450,242 (58¢ per share) in first 3 months of 1956, compared to \$811,989 (32¢) in first quarter of 1955. March earnings were \$516,416, highest for any month in its history, as against \$375,368 in March 1955. Gross revenues were not disclosed.

P. R. Mallory & Co. earned \$354,506 (30¢ per share) on sales of \$14,303,648 in 3 months ended March 31, compared to \$606,795 (56¢) on \$16,264,163 in first quarter of 1955. Operations in first 3 months this year were adversely affected by 6-week strike.

Olympic Radio is currently organizing a holding corporation to supervise all present companies and those in process of acquisition, it was revealed by Wm. H. Husted, chairman of Olympic exec. committee. Under new setup, Olympic pres. Morris Sobin will head Olympic div., with Lester H. Bogen, v.p. of David Bogen Co., heading Bogen div. Brantz Mayor, an Olympic director, probably will head holding corporation. Husted told stockholders meeting that first-quarter sales & earnings were well ahead of year ago but that no dividends will be paid this year. Instead, he said, earnings will be plowed back into company to build up stockholder equity and maintain additional working capital. Newell P. Crawford, treas. of David Bogen, was elected a director, succeeding Adolphe A. Juviler, who founded Olympic and served as its pres. from 1941 to 1953 and as chairman from 1953 to 1955. He will remain as consultant. Stockholders also approved plan to increase board from 9 to 12 and to set aside additional 40,000 shares of common stock to cover future incentive stock options.

Westinghouse net sales in first quarter totaled \$225,365,000, despite a 156-day strike at 40 consumer products plants which ended March 20, chairman-pres. Gwilym A. Price disclosed at directors meeting April 25. Sales total was exceeded in only 7 other years of company's 70-year history, though they were way down from \$367,705,000 in first 3 months of 1955. He said company's current backlog of unfilled orders is 21% higher than year ago. He also disclosed company lost \$18,575,000 in first 3 months, equivalent to \$1.14 per share, compared to profit of \$12,782,000 (75¢) in first quarter of 1955. Price, who was re-elected by directors, had previously estimated first-quarter loss at \$16,000,000 in address to stockholders annual meeting (Vol. 12:14).

Edward Lamb conceded defeat this week in proxy fight to wrest control of Seiberling Rubber Co. from present management headed by J. P. Seiberling. Following preliminary tally of proxy votes, Lamb attorney J. Howard McGrath told newsmen that "management had a clear majority." It was indicated that Lamb faction would gain only 4 of 15 seats on board. "Ted Lamb, Toledo Riddle" titles article by Freeman Lincoln in May *Fortune Magazine*, delving into Lamb's fight with FCC, proxy fights for control of Air-Way Electric, Seiberling, etc. It says Lamb estimates he's worth \$50,000,000 and delights in "the seeming contrariness of his role as liberal-capitalist."

Hoffman Electronics earned \$467,994 (64¢ per common share) on sales of \$12,155,019 in first quarter, compared to \$309,996 (42¢) on \$8,988,928 in first 3 months of 1955. TV business in first quarter "increased modestly" but profits were at an "unsatisfactory level," pres. H. Leslie Hoffman told stockholders. He said company's new 14-in. portable receiver has been "very well received and should contribute to strengthening the company's position." He said that second-quarter sales & profits are expected to show seasonal decline from first quarter but should be higher than second quarter of 1955. Hoffman Labs has \$35,000,000 current backlog of Govt. contracts.

Dividends: Zenith Radio, 75¢ payable June 28 to stockholders of record June 8; Westinghouse, 50¢ June 1 to holders May 7; P. R. Mallory, 35¢ June 11 to holders May 18; Aircraft Radio, 20¢ May 16 to holders May 4; Servomechanisms, 10¢ May 15 to holders May 1; Oak Mfg. Co., 35¢ June 15 to holders June 1.

Packard-Bell earned \$421,274 (61¢ per share) in 6 months ended March 31, compared to \$319,000 (46¢) in corresponding period of preceding fiscal year. Sales were \$14,512,362 vs. \$11,038,822.

**I**N ATTACK ON CBS & NBC (p. 2), Sen. Bricker said that an "economic stranglehold" is placed on smaller stations because networks "place their programs on the fewest number of stations to cover the greatest number of people per station." He cited following "overlap" cases as examples, all vhf:

Omaha-Lincoln—KMTV, Omaha, and KOLN-TV, Lincoln, had CBS, ABC & DuMont affiliations in 1954. KMTV revenues were \$597,834 network, \$577,065 national spot, \$385,540 local; its net before taxes was \$631,103. KOLN-TV had \$6506 network, \$56,837 spot, \$117,689 local—and lost \$375,364.

Kansas City-St. Joseph—KMBC-TV, Kansas City, and KFEQ-TV, St. Joseph, both with CBS-TV. KMBC-TV received \$734,561 from network, \$873,468 spot, \$225,161 local—netted \$558,559. KFEQ-TV obtained \$46,297 network, \$176,498 spot, \$100,703 local—lost \$38,326.

Tacoma-Bellingham—KTNT-TV, Tacoma, and KVOS-TV, Bellingham, both with CBS, KTNT-TV also DuMont. KTNT-TV had \$471,007 network, \$634,209 spot, \$107,081 local—netting \$138,053. KVOS-TV received \$1470 from network, \$69,916 spot, \$59,852 local—lost \$45,115.

"The cases cited above," Bricker said, "are not unusual but rather are common where the same overlap situation exists. The only exceptions are in the case of the largest cities such as the New York-Philadelphia overlap; Baltimore-Washington and Cincinnati-Dayton."

Next new FCC member, to succeed independent Comr. Edward M. Webster, whose term expires June 30, is assumed to be Democrat Comdr. T. A. M. Craven, partner in Washington engineering firm of Craven, Lohnes & Culver. Craven previously served as FCC member in 1937-1944. Industry speculation is that appointment will be announced shortly; Craven says he's heard nothing from White House. Craven is 63, had 21 years of military service, 9 of civilian govt. employment. If he goes back to Govt., then retires, his retirement pay would be based on both military and civilian service. Otherwise, he'd get credit only for military service. Appointment would make Commission political setup 4 Republicans, 3 Democrats.

TV City for New York on 22-acre West Side Manhattan plot was proposed by city council pres. Abe Stark this week at annual dinner of Industrial Designers Institute. "The same unsolved dilemmas which caused the motion picture industry to be lost to our city 30 years ago now threaten New York's leadership as the TV capital of the world," he said. He added that National Housing Law would permit public acquisition of the land and subsequent resale to a developer at a saving. He pointed out NBC now uses 16 locations for its telecasting activities, CBS 19.

Demand of TV film producers for extra payment because of existence of community antenna systems was subject of debate this week at meeting of National TV Film Council in N.Y. NTFC v.p. Arche Mayers, Standard TV Corp., said failure of CATV systems to pay for film used by stations they receive is "piracy." Zal Garfield, asst. to pres. of Jerrold Electronics Corp., said there's no reason film distributors can't seek extra payment from stations if they think it's justified.

FCC will vacation in Aug., as it did last year, "as a convenience to vacation-planning by those in or who do business with the Commission." It will hold only one meeting that month, Aug. 1, schedule no hearings or oral arguments.

U. S. Supreme Court agreed this week to review Detroit Federal Court's dismissal of corrupt practices charges against UAW for sponsoring TV programs on WJBK-TV in behalf of Democratic candidates (Vol. 12:5).

Orders for Ampex video tape recorder (Vol. 12:16) are pouring in, according to audio div. mgr. Philip Gundy, with total of 90 orders for production models—in addition to the 8 prototypes—firmed up and backed with deposits. "Things are really moving here," Gundy told us by phone from Redwood City, Cal. headquarters. "The phones are ringing so much we can't get any other work done." Company's production schedules now call for 20 units a month from next Feb. through April, 50 a month after that—"although we could conceivably go to 100 a month," depending on demand, economics, etc. Orders for the recorder for wideband data storage—by research labs, military, etc.—are being handled separately by Ampex's instrumentation div., and Gundy says demand in this field could even eclipse that of TV. He's disturbed over rumors and reports current in Hollywood that videotape will "revolutionize movies," etc., and points out that in its present stage the recorder has no uses in movie projection. Ampex has invited San Francisco & Hollywood chapters of SMPTE to hold their May 15 meetings there as part of an effort to put the development in proper frame of reference as regards movies.

CBC can maintain present TV service at cost of about \$15 per TV home, it told Royal Commission on Broadcasting in report prepared for submission April 30, but it strongly implied that expansion should be financed. It said that 80% of Canadian population is within range of TV now but that 10-13% more could be added for about \$1.50 per TV home. CBC is now providing 40-45% of programs on English network, 34-40% on French, could expand both for around \$4 per home. To operate without commercials, meaning exclusion of "the big U. S. shows which many Canadians want to see," would cost at least \$30 more per home. A second station in major markets, to be built by CBC and private interests, was favored, but CBC noted that extra costs would be involved. Start of color TV was termed desirable, but CBC said color operations would cost about 25% more than black-&-white. Converting half the programs to color would increase costs about 12½%, CBC said.

Launching "Military Reserve Week," RCA chairman Brig. Gen. David Sarnoff, chairman of National Security Training Commission, spoke at luncheon in Washington April 23, urging strengthening of military reserves. He was presented with National Security Committee's Citizenship Award for "inspired leadership, as a private citizen, in the field of national security." Special awards for contributions to reserve program were also given ABC, CBS, NBC and Universal Pictures. Gen. Sarnoff later visited White House, giving President Eisenhower report on progress of 6 months' training program for youths 17-18½. He also gave his ideas of methods of increasing nation's scientific manpower.

Heavy application week, relatively, brought 4 filings: For Ch. 9, Flagstaff, Ariz. and Ch. 12, Alpine, Tex., by Dallas realtor O. L. Nelms; for Ch. 3, Great Falls, Mont., by management consultant Francis N. Laird and his son Robert R., chief engineer of KVEC-TV, San Luis Obispo, Cal.; for Longview, Wash., by KBAM. [For details, see *TV Addenda 22-P* herewith.]

Wired subscription TV on community antenna system in Vancouver, B. C. is reportedly planned by Famous Players Canadian Corp., which has arrangement with International Telemeter Corp. TruVu Ltd. (G. C. Shandler, pres.), operates CATV system in Vancouver, using 7-channel Spencer-Kennedy equipment.

Westinghouse's pioneer radio KDKA, Pittsburgh, moved this week from Grant Bldg., leaving studios and offices it has occupied for 21 years, joining KDKA-TV at Gateway Center.

# Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 18

## SUMMARY-INDEX OF THE WEEK'S NEWS — May 5, 1956

**ALLOCATIONS DISCUSSED** by FCC, no agreement reached. Plan to make eastern U. S. all uhf in 10 years to be examined, along with deintermixture (p. 1).

**NO ANTI-NETWORK ACTION** by Congress or FCC likely this year, despite Bricker's blast, but Justice Dept. continues quiet probe of network program control (p. 1).

**EDUCATIONAL TV** eyed enthusiastically by underdeveloped countries; Uncle Sam willing to aid worthy projects with foreign aid dollars, expert advisors (p. 3).

**SECOND-RUN MYSTERY:** Why did "A Night to Remember" — hailed by critics as TV landmark — take 10-point rating dive in widely ballyhooed re-run (p. 4)?

**WORLD RADIO CIRCULATION** now exceeds daily newspapers for first time, reports UNESCO, noting 41% increase in 5 years. NBC surveys European TV (p. 5).

**FCC "INFLUENCE" PROBE** by House Small Business Committee assailed by GOP Committee member as "improper" and politically motivated (p. 5).

**CAPEHART ASSETS SOLD** to principals of Gross Distributors, who plan to continue brand name. Admiral plans big production push in 3rd quarter (p. 11).

**RECORD RCA PROFIT, SALES** reported for first quarter — earnings of \$12,727,000, sales of \$27,848,000. Gen. Sarnoff foresees \$2 billion volume by 1966 (p. 15).

**NEW VHF STARTERS:** WRGP-TV, Chattanooga, and KDWI-TV, Tucson. Elmira uhf WTVE returns to air after 19 months, bringing on-air total to 469 (p. 8).

**POLITICS ON TV:** Eisenhower to make 5 or 6 TV speeches, Democrats open bids for \$2,100,000 in network TV-radio time; Magnuson promises political probe (p. 8).

**COURT OF APPEALS** upholds Shreveport Ch. 6 grant. Storer seeks shift of uhf KPTV, Portland, Ore. to Ch. 3, channel to come from Salem (p. 10).

**VIEWING CONDITIONS** and proper lighting reviewed by American Optometric Assn., which frowns on too-great room-screen contrast, too close sitting (p. 10).

**FCC DEBATES ALLOCATIONS; NO AGREEMENT YET:** FCC continued allocations discussions this week, still hasn't agreed on anything. Looking into every idea proposed to date, on May 8 it plans to examine concept of moving all stations east of the Mississippi to uhf in 10 years -- in addition to taking another whack at the deintermixture channel shifts debated last week (Vol. 12:17).

No one at Commission predicts with confidence what will finally be agreed upon. At the moment, however, odds seem to favor the issuance of proposed rule-making on the deintermixture theme -- but you'll find few willing to predict that deintermixture finally will be adopted when rule-making is concluded.

Prospects of the "move-everyone-to-uhf" idea are even more uncertain. Nonetheless, it's considered conceivable that plan could be issued as a proposal, with industry invited to submit comments on it as well as on deintermixture -- but the chances of its ultimate adoption are regarded as extremely small.

Whatever FCC does propose eventually, it's expected that parties filing comments will be required to go into extensive detail to back their positions, and that some oral testimony may be required. Estimates as to how long the whole proceeding would take vary tremendously. "Fall" is earliest date mentioned for final action, while some prognosticators visualize something taking years.

Senate Commerce Committee Chairman Magnuson (D-Wash.), meanwhile, says he's asked his staff to prepare report for him on the committee's whole allocations-uhf investigation. "I don't know if we'll issue an interim report," he adds. "We'll decide after we read the staff report."

**CONGRESS ANTI-NETWORK ACTION UNLIKELY:** Despite Sen. Bricker's "monopoly" charges against CBS & NBC (Vol. 12:17) and their impact on the industry, Capital realists feel there's little chance of any Congressional or FCC restrictions on the networks this year. Anti-trust action may be something else again -- the Justice Dept. is "investigating" networks, and at the moment nobody knows what will come of this.

At-a-glance rundown of 3-pronged govt. investigation of networks indicates these prospects, as of today:

(1) Congressional response to Sen. Bricker's charges has come mainly from a few crusading Democrats. His own Senate Commerce Committee is understood to be far from convinced by his report on the networks. Certainly it will take no action on his controversial network-control bill until after network presidents tell their side of story next month. With Congress aching to go home by July 15, there seems to be little time for action -- even if there were any inclination.

(2) FCC will probably sit tight on any network actions until its own study committee makes its final (and probably only) report -- not due until July 1, 1957.

(3) Justice Dept. is actively investigating anti-trust aspects of network control over programs, as revealed by chief trust-buster Stanley N. Barnes last March (Vol. 12:5). Its agents currently are collecting information from independent TV film producers and distributors in Hollywood. Justice Dept. has conferred with Senate Commerce Committee staff TV investigators. But the department works in silence -- and there's absolutely no telling whether it will act at all.

\* \* \* \*

Only network chieftain to make direct reply to Bricker's charges was CBS president Frank Stanton, who called them "utterly without foundation," accusing the Senator of being "highly selective in his choice of 'facts'."

How can CBS be a "monopoly," asked Stanton, when it owns less than 1% of all TV stations, receives only 3.2% of national advertising dollar, 20% of TV advertising dollar, and its programs occupy less than 17% of all U.S. station-hours?

"As is known to even the most casual observer," he stated, "the field of TV networking is one of the most intense competition -- not only among the 3 TV networks but between TV networking and all other national advertising media...."

He accused Bricker of presenting "grossly inaccurate picture" in his account of network profits, of ignoring conventional share-of-market yardstick to determine existence of monopoly. By using profit figures as percentage of investment in physical facilities, Bricker has "ignored the fact that through the end of 1952 CBS invested a total of \$53,100,000 in TV networking without earning a penny in profits."

CBS-TV network's profits in 1954, after taxes, were only 4.6% of sales, he pointed out -- compared with average of 6.1% for 3000 leading U.S. companies. On other hand, profits of 377 independently owned TV stations averaged 9% of sales, he said, giving these examples of average station profits in selected markets: Detroit (3 stations) 22%, Milwaukee (3) 21%, Boston (2) 25%, St. Louis (4) 22%. CBS's three owned stations' profits averaged 23% of sales. "We estimate that in 1954, the total net profits of 7 independently owned affiliates exceeded the net profit of the entire CBS network," he said.

NBC chose to keep silent, but at April 28 Washington banquet celebrating 10th anniversary of Meet the Press (Vol. 12:17), pres. Robert W. Sarnoff dwelled heavily on the contribution of networks to TV service and public interest.

He pointed to networks' functions in keeping public informed on vital issues and enriching cultural life -- sometimes at heavy cost in elaborate sustaining programs. "Our constant aim," he said, "is to increase the size of this discriminating audience and to help raise the general taste to higher levels..."

"Yet this nationwide network service is still less than a decade old," he continued. "Considering its youth, its record of progress is, I believe, impressive. No other program source and no other medium can even approach the scope, variety and volume of daily services provided by the networks. Their schedules include the best of the stage and screen; the sports arena; concert and lecture hall; the newspapers and magazines; the pulpit and university; plus many forms unique to TV.

"The task of the networks is to satisfy the diverse tastes and interests of a nationwide public; and their success depends on the public's voluntary acceptance of what they offer. The extent of this acceptance is indicated by the fact that within 10 years, the public has bought over 37,000,000 TV sets; and has brought into being a major industry which has grown faster than any other in American history."

ABC officials, too, declined direct comment on Bricker's report -- but v.p. Ernest Lee Jahncke reiterated that "regardless of the subject under discussion, the

way to solve TV's biggest problems is to solve the question of access to markets; there must be 3 competitive TV channels in each major market, so all networks may compete on an equal basis."

Presidents of the 3 networks are expected to present extremely detailed testimony next month before Commerce Committee. Meanwhile, investigation chief counsel Kenneth Cox and communications expert Nick Zapple spent week in New York, presumably gathering material for network probe, following up their recent west coast trip.

Sen. Bricker plans to present new network financial figures at hearing next month -- based on FCC's 1955 profit data. One Bricker aide said this report will show CBS & NBC had more than 50% of industry's total revenue in 1955 -- up from 41% in 1954. Bricker's office reports demand for copies of his report from several other committees of both houses of Congress. Rep Celler's anti-trust subcommittee has invited him to testify when it begins "concentrated hearings on TV monopoly" next month. Staff of Rep. Evins' small business subcommittee, which recently subpoenaed CBS & NBC documents (Vol. 12:11-12) is studying report, hopes to resume its probe of FCC shortly, despite vitriolic Republican attack on inquiry (see p. 5).

\* \* \* \*

FCC's network study group, meanwhile, still aims for final report July 1957 -- not planning any public announcements until then. It remains quiet, studying everything it thinks pertinent, listening to everyone with a grievance or defense.

It will questionnaire network affiliates shortly, duplicating some of queries propounded in Senate Commerce Committee's mail quiz, replies to which are due next Mon., May 7 (Vol. 12:15) -- and asking many others. It will also question program producers and anyone else it feels has something to offer, but doesn't intend to get into problems of allocations or subscription TV.

Careful, conservative staff director Roscoe Barrow has been spending alternate weeks in Washington and at U of Cincinnati, where he's dean of law school. Exec. secy. Louis H. Mayo is at Commission full time.

**U.S. DOLLARS AID FOREIGN EDUCATIONAL TV:** The U.S. Govt. is putting up foreign aid dollars to back the inauguration and development of educational TV in overseas nations whose economies can't justify the luxury of TV for entertainment purposes.

From small beginnings, this new idea may open up vast new vistas of trade to American TV equipment manufacturers. From the standpoint of U.S. foreign policy, it makes possible the exploitation of the most powerful information medium ever devised to tell the American story -- through VOA programming -- in the underdeveloped countries which form the ideological battleground of the cold war. In the nations where hunger and illiteracy are major problems, TV is an unexcelled tool for mass education -- and by bringing with it a new industry, TV creates new jobs.

Pilot project in American foreign TV aid is now expected to get on air this summer after 2 years of preparation, snags and conflicts. It's to be first TV station in Lebanon, in the heart of the explosive middle east. The idea originated with the Lebanese themselves (U.S. Govt. will aid approved foreign educational TV projects, but won't initiate them). Lebanese Govt.'s original plan was to buy TV equipment for proposed course in TV-electronics at Beirut Vocational School, to help train some of the 200 engineers who will be required to operate and maintain TV stations in Arabian countries during the next 2 years.

Lebanese President Chamoun and his cabinet became interested in the project, decided they wanted on-air station rather than closed-circuit equipment. First they planned to use 18-watt transmitter, but project snowballed when Minister of Education began to see vast non-technical in-school education possibilities in TV system and insisted on 100-watt transmitter for wider coverage.

Plans for station were worked out by RCA sales engineers with Lebanon Govt. It will use same 525-line standards as U.S., operate on Ch. 7 -- opening another potential market for American-made receivers.

To finance project, Lebanese Govt. appropriated \$85,000, then got U.S. approval of plans and foreign aid grant of additional \$45,000 from U.S. International Cooperation Administration. Project was called to attention of Ford Foundation,

which made grant of \$38,000 -- its first in foreign TV field -- to be used for basic equipment in vocational training in TV-electronics engineering. U.S. Govt. is expected to provide station operation experts under technical assistance program. And the new outlet is expected to join the worldwide network of TV stations telling the story of the United States through Voice of America programming.

As in other undeveloped countries, Lebanon's first need is for education and jobs -- entertainment TV can come later, or in hours when station isn't needed for education. Their eyes on the Lebanese pattern, more and more countries are now thinking of TV -- not as an entertainment luxury, but as an educational necessity. Serious interest in starting educational TV systems is being shown now by govts. of Pakistan, Indonesia, Egypt, Iran, Nationalist China -- even Belgian Congo.

One of the chief missionaries for the educational approach to overseas TV is Voice of America deputy director Robert Button, former NBC-TV account executive, who calls educational TV "the key to an electronic boom the world around."

"We can put educational TV in any city with a university any place in the world," he says. "And wherever there is a teacher shortage, the idea is taking root." He looks upon U.S. equipment makers as unofficial ambassadors for American policy. "The infantry in this operation is the man who goes to the government concerned and sells it on the idea of TV as an educational tool." If American equipment is used, and U.S. Govt. approves final plans, foreign countries may qualify for ICA grants and technical assistance. The approach to U.S. for foreign aid must be made by the foreign government itself.

First educational TV station in middle east is British-built, but its programming will be supervised under American auspices. It's Iraq's first station, supplied by Pye of Britain, which went on air this week in Baghdad. Iraq Govt. found itself without know-how to operate station, called on U.S. Govt. ICA dispatched Vance Hallack, ex-NBC, as TV consultant to Iraqi Govt., to help get station going, train personnel, etc. Of course, U.S. hopes Iraq will use some VOA programming.

**'A NIGHT TO REMEMBER'—WHAT HAPPENED?** A humbling reminder that no one can predict how the viewing public will react was the rating of May 2 repeat performance of Kraft TV Theatre's superb dramatization of Walter Lord's "A Night to Remember."

If you place any stock in ratings, the audience drop-off between first and second showings of the dramatic account of sinking of the Titanic constituted a Madison Ave. debacle. The 15-city Trendex: March 28 performance, 28.9; repeat, 18.9.

Relatively small audience was surprising since original show received more raves from critics than any other TV drama this year. It was ballyhooed by full-page ads placed in newspapers in 10 cities by J. Walter Thompson agency, and by ads on TV pages of major newspapers by sponsor, on day of repeat showing.

Results contrast sharply with ratings of some other repeat experiments. Last year's live repeat of Rod Serling's "Patterns" on same show 3 weeks after the first performance achieved Nielsen rating of 30.4, down only slightly from 31.6 of original showing (Vol. 11:7). On Disneyland show, re-run film segments have out-rated the initial performances, sometimes even on third showing.

Among possible explanations for disappointing "second-day" audience, producer J. Walter Thompson Co. gives greatest credence to theory that too much time elapsed between initial performance and repeat (5 weeks) to harness impact of word-of-mouth advertising. Other factors which may have contributed: (1) Daylight Saving Time began during interval between the 2 performances. (2) Competition from night baseball telecasts in some areas. (3) Fact that second performance was kinescoped -- and announced as such by most TV columnists -- could have scared some viewers away.

We have repeatedly argued that top TV performances shouldn't be allowed to die after one show, but should be repeated as soon as possible -- while they're still conversation pieces (Vol. 11:17 et seq.) "A Night to Remember," with its huge cast, elaborate production and expert performances, was one of TV's landmarks, and well worth repeating. But results in this case shouldn't deter other sponsors from experimenting further -- particularly with more rapid repeats -- of widely acclaimed TV shows. TV ought to make the most of its best.

**WORLD RADIO CIRCULATION exceeds that of daily newspapers for first time, reports United Nations Educational, Scientific & Cultural Organization in new 264-p. survey, *World Communications*, based on 5-year study. Survey found people of the world get news and information on 257,000,000 radio receivers, 44,000,000 TV sets and by 255,000,000 copies of daily newspapers.**

"A striking development" in the last 5 years, as reported by UNESCO, "has been the sharp increase in the world total of radio receivers, which for the first time exceeded the number of copies of daily newspapers. *World* press circulation rose by 14%, while radio receivers increased by 41%. The biggest gains of both were scored in the economically less-developed countries." Also covering motion pictures, survey found 130,000 movie theatres in the world, their "weekly total of spectators equalling one-tenth of the world's population."

North Americans own half of world's radio receivers, Europeans 30%—while Europeans buy 38% of the world's daily papers and North Americans 24%. U. S. was credited with 127,000,000 radios, 55,000,000 daily newspaper circulation. USSR has 20,000,000 radios, 44,000,000 daily paper copies. For United Kingdom, figures were 13,873,000 radios, 31,000,000 newspapers. Breakdown of radios, newspapers, movie theatres and TV are given for all countries (although TV figures are now so dated as to be meaningless, and predate those in international TV directory of our Spring-Summer *Television Factbook*).

The UNESCO survey, *World Communications* (3rd edition), will be available soon through Columbia University Press, 2960 Broadway, N. Y.

Meanwhile NBC's London director Romney Wheeler has completed survey of TV in western Europe, giving these country-by-country breakdowns on sets-in-use as of April 10, and potential growth:

Belgium, 85,000 sets, increasing 7-8000 a month, with potential of 1,000,000 receivers. Denmark, 18,000, increasing 2000 a month, expected maximum of 350,000 in 8 years. France, 350,000 licensed sets, increasing 10,000 a month, with 450,000 due by end of year, 700,000 by end of 1957 and 1,000,000 sometime in 1958. Western Germany, 350,000 sets, 800,000 by end of year, 1,000,000 by Easter 1957. Switzerland, 12,000, increasing 600-900 monthly, eventual maximum 400,000. Italy, 300,000.

He reported these audiences for commercial stations in the small European countries: Luxembourg station reaches 20,000 sets in France, Belgium & Luxembourg. Tele-Saar reaches 2000 in Saar & French Lorraine. Tele-Monte Carlo, 5000, mostly in Southern France. Wheeler estimates western European TV set count (excluding England) will increase from today's 1,250,000 to 2,000,000 by Jan. 1, and 4,000,000 by 1958.

New BBC director of TV broadcasting as of July will be Gerald Beadle, succeeding Sir George Barnes who leaves to become principal of University College of North Staffordshire. Cecil McGivern becomes deputy director, while Robert McCall resigns as asst. director of TV. Major BBC-TV problems, according to Beadle, are a second TV program and color. "A second BBC television program," he said, "is absolutely necessary if a really comprehensive service is to be offered to the public."

Australian TV grantee General TV Corp., Melbourne, has ordered 2 GPL 16mm video recorders. Station is due to open this summer, make heavy use of recorders during Nov. Olympic Games.

Hungarian Govt. has ordered remote TV broadcast equipment from Pye Ltd., Cambridge, England.

**ATTACK ON small business subcommittee's "influence" probe of FCC and networks (Vol. 12:11-12) was unleashed on House floor May 2 by Small Business Committee member Rep. Hill (R-Colo.) who accused Rep. Evins' subcommittee of playing politics in investigations which "have no small-business implications." Evins' subcommittee is the one which recently subpoenaed all CBS & RCA-NBC books and records relating to FCC cases, held one day of hearings and then recessed investigation until further notice.**

Waving subcommittee's Dec. 21 questionnaire to FCC, Rep. Hill expressed "grave doubt of the propriety of any committee asking some of these questions." He charged that document "appears to be the work of a disgruntled employe of FCC, or someone outside of FCC with a particular ax to grind"—immediately denied by subcommittee staff members. He inserted copy of questionnaire in the record. Among the information sought:

(1) Details of each comparative TV case since July 1, 1953, including name of examiner, staff reports & memoranda, names of Commissioners present at arguments, "straw votes" taken by FCC, informal or preliminary decisions or opinions, court appeals, communications "outside the record" to Commissioners.

(2) "All staff reports or analyses on the problem of TV allocation," together with action taken on each report.

(3) Amounts spent for travel by Commissioners and top FCC officials, and lists of "expenses incurred or honorariums or gifts received" by them and paid or given by outside persons or groups.

(4) Ownership of vhf & uhf stations, classified by categories—networks, newspapers, manufacturers, etc.; lists of multiple owners of TV stations; revenues of networks; profits, losses & revenues of uhf stations.

(5) Lists of employes, texts of FCC "surveys," names of personnel assigned to various projects, etc.

Subcommittee staff says Commission has answered most questions, still owes it some information.

To legitimize illegal vhf boosters, Rep. Don Magnuson (D-Wash.) this week introduced HR-10944 to force FCC to license them. He said he believes Commission will never authorize vhf boosters, even if courts rule in their favor. Commission's proposed alternative, authorization of uhf "translators," is no "practicable solution," he said. He declared they'd cost too much, give poor coverage, require set conversion. His bill would direct Commission to issue rules covering vhf boosters, licensing them wherever they won't "cause harmful interference with the reception of any licensed electromagnetic transmissions." Such rules would have to be proposed within 6 months of bill's passage. All existing boosters—and Magnuson estimates there are 70-200—would be given "reasonable time" to comply with rules, remaining on air as long as they cause no interference. Meanwhile, Commission is working on uhf translator proposal, may well finalize it in month or so—regardless what it does on other allocations problems.

Radio sales totaling over \$800,000 approved by FCC this week: (1) WCOP, Boston, for \$457,500 (Vol. 12:13) by owners of *Boston Post* to Plough drug firm. (2) KTSA, San Antonio, for \$306,000 (Vol. 12:14) by auto dealer O. R. Mitchell to McLendon Investment Corp. (Gordon McLendon). (3) KIFI, Idaho Falls & KWIK, Pocatello, Ida., for \$47,799—J. Robb Brady Trust acquiring control by buying the 50% held by Frank Carman, Grant Wrathall and Edna O. Power. Carman-Wrathall interests recently sold holdings in KUTV, Salt Lake City (Ch. 2) and KJIX-TV, Twin Falls, Ida. (Ch. 11), along with radio properties to A. L. Glasmann family (Vol. 12:10). Carman now owns and operates Salt Lake City radio KLUK (formerly KUTA) and Wrathall holds CP for KPOO, San Francisco.

**Personal Notes:** Louis G. Cowan, serving since last Aug. as supervisor of *Good Morning with Will Rogers Jr. & Captain Kangaroo* on CBS-TV, elected v.p.-creative services of CBS Inc., functioning as program adviser to chairman William Paley & pres. Frank Stanton; he continues to retain ownership of Louis G. Cowan Productions (*\$64,000 Question*) . . . Robert E. Kintner, ABC pres., to address Broadcast Advertising Club at Chicago's Sheraton Hotel May 16 on "The Future of ABC" . . . Theodore B. Grenier promoted to chief engineer, ABC western div., Hollywood, replacing Cameron G. Pierce, now pres. of new Ling Electronics Inc., Los Angeles . . . Donald Manson, who retired in 1952 as gen. mgr. of CBC after 16 years with network, named special Ottawa consultant & a director of S. W. Caldwell Ltd., specializing in govt. liaison for company and subsidiaries Sponsor Film Services & Teleprompter of Canada Ltd. . . . Irving A. Fein resigns as CBS Radio v.p. in charge of adv., sales promotion & press information to become pres. of J&M Productions Inc., producers of Jack Benny TV shows . . . Wm. Froug promoted to CBS Radio v.p. in charge of network programs, Hollywood, succeeding Guy della Cioppa, now CBS-TV director of network programs, Hollywood . . . Gordon F. Hayes, western sales mgr. of CBS Radio Spot Sales, promoted to gen. sales mgr., replacing v.p. Wendell Campbell, resigned . . . Ridgway C. Hughes rejoins ABC-TV as asst. mgr. of sales development, having served recently with NBC-TV & *Look Magazine* . . . J. Paul Popkin appointed production mgr. of 20th Century-Fox's TCF-TV production unit, replacing Richard L'Estrange, resigned . . . Carleton D. Smith, NBC v.p. in charge of its WRC-TV & WRC, Washington, appointed general chairman of Washington area's first united charity fund drive . . . Fred Shawn, ex-WABT, Birmingham, named gen. mgr. of WSUN-TV, St. Petersburg, succeeding Charles Kelley, now operations mgr. of upcoming WCKT, Miami (Ch. 7), due in June . . . I. E. (Chick) Showerman resigns as resident v.p.-station mgr. of WISN-TV, Milwaukee . . . Frank Oxarart elected v.p.-treas. of Albert Zugsmith Corp., continuing as exec. v.p. of subsidiary Continental Telecasting Corp., which has bought radios KRKD, Los Angeles & KITO, San Bernardino, plans expansion into TV (Vol. 11:45) . . . John F. Dickinson, onetime eastern sales mgr. of WBKB, Chicago

**ADVERTISING AGENCIES:** G. Maxwell Ule, Kenyon & Eckhardt v.p. in charge of research, named senior v.p. in charge of marketing services, supervising TV-radio, media, research & promotion depts.; Edwin Cox, senior v.p. & creative director, promoted to vice-chairman of agency; Barrett Brady, v.p. & copy director, named senior v.p. in charge of creative services; David C. Stewart named treas. & senior v.p. in charge of corporate services; Don C. Miller & Anderson F. Hewitt, both v.p.'s, named senior v.p.'s in charge of account management; Wickliffe Crider resigns as TV-radio director June 1 . . . Roy Anthony, ex-sales promotion mgr. of Pillsbury Mills, joins McCann-Erickson as v.p. in charge of new sales development dept., N. Y., taking over all merchandising & sales promotional services; John H. O'Toole Jr., Wallace J. Rigby & Ferd Ziegler promoted to v.p.'s in new dept. . . . Edmund L. Cashman, v.p. of Foote, Cone & Belding, named western TV-radio director, in charge of all Hollywood originations . . . Wm. J. Griffin Jr. resigns as v.p. & creative director, J. Walter Thompson, to join Kudner as senior v.p. & member of exec. committee . . . Sam M. Ballard, exec. v.p., elected pres. of Geyer Adv., succeeding B. B. Geyer, who continues as chairman; latter has sold 50% of Geyer stock to group of 40 executives & key employes . . . W. T. Okie, v.p. & director of J. M. Mathes Inc., elected pres., succeeding founder James M. Mathes, who becomes chairman

& KTLA, Los Angeles, promoted to v.p. of rep Harrington, Righter & Parsons, continuing to head business development dept. . . . H. C. Bernstein retires May 15 as Pacific Coast mgr. of ANPA's Bureau of Advertising, San Francisco, which he has headed since its formation in 1938 . . . David Smith, ex-market research mgr. of Buchanan Co. & onetime administrative mgr. of Colgate-Palmolive market research dept., joins headquarters research staff of Westinghouse stations, N. Y. . . . Horace W. Gross, extreas. & commercial mgr., WFMZ-TV & WFMZ, Allentown, Pa., joins Howard S. Frazier TV-radio management consultant firm, Washington . . . Robert M. Booth Jr. leaves Washington communications law firm of Bingham, Collins, Porter & Kistler to establish own offices in Bowen Bldg. (Republic 7-8154) . . . Russell L. Furse, ex-operations director of K'EYT, Santa Barbara, named asst. to pres. John Cohan of KSBW-TV, Salinas-Monterey . . . Robert Hoffman, ex-Associated Artists & TPA, appointed national sales director of Guild Films, Art Gross continuing as gen. sales mgr. . . . Rene Barrette, from AM affiliate, named gen. mgr. of upcoming CFCL-TV, Timmins, Ont. (Ch. 6), due in June, with Jean DeVillier program director and Roch Demers technical director . . . Edythe Fern Melrose, WXYZ-TV & WXYZ, Detroit, elected pres. of American Women in Radio & TV . . . John T. Ross, gen. mgr. of Robert Lawrence Productions (Canada) Ltd., elected a v.p. . . . J. Stevens Stock resigns as v.p. of Alfred Politz Research to form J. Stevens Stock Research Co., 90 Riverside Drive, N. Y. . . . Richard Carlton, eastern sales mgr. of UM&M TV Corp. & ex-v.p. of Sterling TV, named sales v.p. of Trans-Lux TV Corp., new TV film distributing subsidiary of Trans-Lux Corp., headed by Richard Brandt.

Stuart D. Cowan, 63, founder & ex-pres. of Cowan & Dengler Adv., died of heart attack May 1 at home in Rye, N. Y. Cowan & Dengler was dissolved last year, its accounts & personnel transferred to Donahue & Coe Inc., N. Y., where he served as consultant. He is survived by widow & 2 sons, one of whom is a v.p. of Donahue & Co.

Arthur C. Anderson, 54, pioneer radio engineer and engineering director of KVAR, Phoenix-Mesa, died April 25 of heart attack. Widow and son survive.

. . . John P. Kelley, v.p. & part owner, elected pres. of Mumm, Mullay & Nichols Adv., Columbus, O., succeeding Michael H. Sloman, who becomes chairman . . . A. Hundley Griffith named TV-radio director, Doremus & Co. . . . Norman E. Mork, Salt Lake City radio veteran, named v.p. in charge of new San Francisco office of Compton Adv. . . . Carlos A. Franco, ex-Crosley stations, named N. Y. TV-radio director of Frank Block Assoc., St. Louis . . . Grant Atkinson resigns as TV-radio director, Campbell-Mithun, Chicago . . . Mrs. Sylvia Edlen named TV-radio director, Robert J. Enders Adv., Washington.

James T. Quirk, publisher of *TV Guide*, wins Villanova U's first annual St. Augustine Medal for distinction in journalism, to be presented May 9 at banquet in Philadelphia's Drake Hotel.

Allan Kander, Washington station-newspaper broker, and A. H. Kirchhofer, pres. of WBEN-TV & WBEN and editor of *Buffalo News*, among 5 winners of U of Missouri medal of honor for distinguished service in journalism.

Robert W. Sarnoff, NBC pres., presented plaque May 3 by Advertising Federation of America for distinguished service as chairman of AFA's National Advertising Week.

Add awards: Hamilton Watch Co. establishes "Hamilton Awards" to TV & radio commentators.

**Station Accounts:** Alphabetical list of more than 3000 national & regional spot advertisers in first quarter of 1956, with stations & schedules used by each, and tabulation of all stations carrying spots, are contained in quarterly *Rorabaugh Report on Spot TV Advertising*, released April 25 by N. C. Rorabaugh Co., 347 Madison Ave., N. Y. The Rorabaugh data serves as source material for TvB's quarterly reports on spot TV expenditures, soon to be released for first 3 months of 1956. TvB report covering 4th quarter of 1955 was released last month (Vol. 12:15) . . . B. T. Babbitt Co., supporting first major label change for Bab-C cleanser in more than 30 years, plans big all-media campaign starting next month, thru Dancer-Fitzgerald-Sample; new product is Instant Bab-O, containing bleach, in giant container . . . Procter & Gamble, introducing Viz, new all-purpose blue liquid detergent, plans big spot campaign in midwest markets, thru Dancer-Fitzgerald-Sample . . . General Foods to use concentrated 3-week spot campaign starting May 14 to introduce its new Instant Swans Down Apple Chip Cake Mix, thru Young & Rubicam . . . Scholl Manufacturing Co., Chicago (foot remedies) plans big spot campaign, tied in with many shoe dealers, to observe Dr. Scholl's Foot Comfort Week June 23-30, thru Donahue & Coe, N. Y. . . Falstaff Beer buys MCA-TV's *State Trooper* for more than 70 markets starting in fall, dropping *Celebrity Playhouse* & *City Detective*, thru Dancer-Fitzgerald-Sample . . . Chef Boyardee (Italian foods) buys TPA's *Stage 7* series for N. Y.-New England area, thru Young & Rubicam . . . Among advertisers currently reported using or preparing to use TV station time: Golden Gift Inc., Deland, Fla. (citrus juice & fruit packer), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Fromm & Sichel, N. Y. (Christian Brothers wine), thru Ogilvy, Benson & Mather, N. Y.; Kitchen Art Foods, Chicago (KA Rice Feast), thru Clinton E. Frank, Chicago; Quality Chekd Dairy Products Assn., Chicago, thru Campbell-Mithun, Chicago; Mojud Co., Long Island City, N. Y. (Gleam Seam hosiery), thru Johnstone Inc., N. Y.; American Maize Products Co., N. Y. (Amazo instant dessert), thru Arndt, Preston, Chapin, Lamb & Keen, Philadelphia; Laco Products, Baltimore, Md. (Castile soap & shampoo), thru Applestein, Levinstein & Golnick, Baltimore; Haymakers By Avon, N. Y. (Haymaker shoes), thru Irving Serwer Adv., N. Y.; Majo Co., Philadelphia (Emperor auto wax), thru Reed Warren Adv., Philadelphia.

**Network Accounts:** American Chicle & Chesebrough-Pond's will co-sponsor *Adventures of Jim Bowie* on ABC-TV starting Sept. 7, Fri. 8-8:30 p.m., thru Ted Bates & McCann-Erickson, respectively. Based on life of Indian-hunter Jim Bowie and adapted from novel "Tempered Blade," series is first of ABC-TV's newly acquired fall properties to be sold thus far. Sale of series to Chesebrough-Pond's was made via closed circuit, with pres. Jerome A. Straka viewing pilot of show on WITV, Ft. Lauderdale, Fla. . . . Ray Bolger to star in *Washington Square* on NBC-TV for 16 shows starting in fall, Tue. 8-9 p.m., alternating with *Chevy Show* series; NBC says sponsors for Bolger will be announced shortly . . . Dodge cancels Danny Thomas' *Make Room for Daddy* on ABC-TV, reportedly plans to buy new hour-long show on same network, thru Grant Adv. . . . Ford to sponsor *Tennessee Ernie Ford* on NBC-TV starting in fall, Thu. 9:30-10 p.m., thru J. Walter Thompson . . . Ford renews monthly *Ford Star Jubilee* on CBS-TV starting Oct. 6, every 4th Sat. 9:30-11 p.m., thru J. Walter Thompson; some of shows will be in color . . . GE to sponsor new show, as yet untitled, on ABC-TV starting in July Wed. 9-9:30 p.m., replacing *Masquerade Party*, which switches to Sat. 10-10:30 p.m., under sponsorship of Emerson Drug & Olin-Mathieson . . . Pearson Pharmacal to be co-sponsor (with Pall Mall cigarettes) of *The Amazing Dunninger* on ABC-TV starting May 9, Wed. 8:30-9 p.m., thru Donahue & Coe . . . Universal Appliances buys Tue. 7:30-7:45 p.m. time period for new musical show on NBC-TV starting in fall, thru Dancer-Fitzgerald-Sample . . . Sylvania to sponsor *The Buccaneer* film series as replacement for *Beat the Clock* on CBS-TV starting in Sept., Sat. 7:30-8 p.m., thru J. Walter Thompson . . . NBC-TV to switch *Howdy Doody*, in black-&-white, to Sat. 10-10:30 a.m. starting June 16.

How big is advertising business? Census Bureau this week released results of its 1954 Census of Business showing 5077 agencies in existence in that year, up from 3279 in 1948, accounting for \$3,244,949,000 in receipts. New York agencies accounted for 46% (\$1.5 billion) in receipts, followed by Illinois, 17% (\$554,000,000).

Sol Hurok signs new 1-year contract with NBC-TV as producer of several new programs. He won't be confined to *Producers' Showcase*, as in current season.

Raising base hour rate from \$6500 to \$8000, 20 sec. from \$1700 to \$2000, WCBS-TV, N. Y. is now within shooting distance of nation's highest—WRCA-TV's \$8400 & \$2050 which were set June 1, 1955. Other increases: WCAU-TV, Philadelphia, raises base hour from \$3000 to \$3250, 20 sec. from \$600 to \$750. KTTV, Los Angeles, adds Class AA hour (7-10 p.m. daily) at \$2000, min. at \$600, Class A hour going from \$1750 to \$1500. KGO-TV, San Francisco, raises base hour from \$1350 to \$1700, min. \$270 to \$375. KCMO-TV, Kansas City, raises hour from \$1000 to \$1200, min. \$200 to \$250. KOMO-TV, Seattle, raises hour from \$950 to \$1025, min. \$190 to \$210. WKY-TV, Oklahoma City, raises hour from \$800 to \$920, 20 sec. remaining \$225. WSM-TV, Nashville, raises hour from \$700 to \$825, min. \$140 to \$165. WFBG-TV, Altoona, Pa. adds Class AA hour (7:30-10:30 p.m. Mon.-Sat. & 6-10:30 p.m. Sun.) at \$750, min. at \$150, Class A going from \$600 to \$650. XETV, Tijuana-San Diego, adds Class AA hour (8-10 p.m. daily) at \$700, min. at \$140, Class A remaining \$600. KHQ-TV, Spokane, adds Class AA hour (8-10:30 p.m. daily) at \$625, min. at \$170, Class A hour remaining \$550. WBAY-TV, Green Bay, Wis. adds Class AA hour (7-9:59 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. WKRK-TV, Mobile, Ala. adds Class AA

hour (7-10 p.m. Mon.-Fri. & 6-10 p.m. Sat. & Sun.) at \$450, min. at \$95, Class A hour remaining \$400. WSFA-TV, Montgomery, Ala. raises hour from \$350 to \$450, min. \$70 to \$100. KFVS-TV, Cape Girardeau, Mo. raises base hour from \$300 to \$400, min. \$60 to \$80. WLBT, Jackson, Miss. raises hour from \$300 to \$360, min. \$60 to \$80. WEHT, Henderson, Ky.-Evansville, Ind. raises hour from \$250 to \$300, min. \$50 to \$60. KHOL-TV, Kearney-Holdrege, Neb. adds Class AA hour (7-9:30 p.m. daily) at \$300, min. at \$60, Class A remaining \$250. KYTV, Springfield, Mo. raises hour from \$240 to \$275, min. \$60 to \$62.50. KTS-TV, Springfield, Mo. raises hour from \$200 to \$250 and adds Class AA 20 sec. only rate (7:29-9:30 p.m. daily) at \$62.50. WMFD-TV, Wilmington, N. C. raises hour from \$200 to \$250, min. \$34 to \$50. KRCG-TV, Jefferson City, Mo. adds Class AA hour (7:59-9:01 p.m. daily) at \$250, min. at \$50, Class A hour remaining \$200. KOMU-TV, Columbia, Mo. adds Class AA hour (8-9 p.m. daily) at \$250, min. at \$50, Class A hour remaining \$200. KTRE-TV, Lufkin, Tex. raises hour from \$150 to \$225. WGLV, Easton, Pa. raises hour from \$150 to \$175.

Agencies change addresses: Emil Mogul to 625 Madison Ave., N. Y., where it started in business 16 years ago; Erwin, Wasey & Co. to 711 3rd Ave., N. Y.

**R**ETURN TO AIR of uhf WTVE, Elmira, N. Y. (Ch. 24) and start of 2 vhfs comprised this week's new-station activity, producing on-air total of 469 (97 uhf). New vhfs are WRGP-TV, Chattanooga (Ch. 3), and KDWI-TV, Tucson (Ch. 9).

WTVE is one of few uhf stations to return. The 2 that came back and stayed are WBUF-TV, Buffalo (Ch. 17), which resumed after 2 weeks of darkness, following sale to NBC (Vol. 11:11), and WTOV-TV, Norfolk (Ch. 27), after acquisition by auto dealer Temus Brite (Vol. 11:6, 11). Uhfs which went off, resumed, quit again: WACH-TV, Newport News-Norfolk (Ch. 33); WJPB-TV, Fairmont, W. Va. (Ch. 35); KCEB, Tulsa (Ch. 23).

WTVE resumes operation May 6, carrying ABC shows it picks up via microwave link with WARM-TV, Scranton, Pa. (Ch. 16), as well as some NBC. Off air since Oct. 15, 1954 when Hurricane Hazel demolished tower and antenna, it has RCA transmitter and antenna. When continuous bad weather delayed construction of mountaintop Truscon tower to full 700-ft. height, owners decided to install 56-ft. antenna when tower reached 412 ft. Recently, co-owners Thompson K. Cassel and John S. Booth reduced holdings to 30% each, taking in Wm. W. Scranton (WARM-TV) as 30% owner, as well as 4 local businessmen with 2½% each (Vol. 12:6). Cassel is WTVE pres.-gen. mgr., with Howard Green, commercial mgr.; David Ridenour, program director; James Orre, chief engineer. Base hour is \$150. Rep is Forjoe.

WRGP-TV planned start May 6 as NBC-TV outlet, needing only 6-hour break from rain during preceding 2 days to get cable up 300-ft. Ideco tower to 6-section superturnstile antenna. It has first of new 6-kw low-band transmitters developed by RCA, shipped direct from NARTB Chicago convention (Vol. 12:16). It starts with temporary studios at 1214 McCallie Ave., later will build permanent quarters in Chattanooga Civic Auditorium. Pres.-gen. mgr. Ramon G. Patterson, who also owns 20%

**T**HE POLITICAL POT boiled furiously this week and, apart from the usual sniping by the combatants, brought these developments:

(1) President Eisenhower will confine campaigning to 5 or 6 major speeches on TV, announced Republican National Chairman Hall. After conference with President, he told newsmen: "Nothing more is expected of him—no barnstorming and no whistle-stopping." Republicans plan to spend \$2,250,000 in network time alone, jubilantly say they have the money in hand. Agency is BBDO (Carroll Newton, account exec.).

(2) Democratic National Committee opened negotiations for \$2,100,000 worth of TV-radio time on networks—with about \$1,700,000 earmarked for TV—thru Norman, Craig & Kummel (Reggie Schuebel). Emphasis is being placed on one, 5 & 30-min. programs, said spokesman, who added: "The only trouble is that we haven't got money to pay for it. I mean we literally are broke. We have to hit the hustings for all contributions to raise the money we've earmarked for TV."

(3) Sen. Magnuson (D-Wash.), chairman of Senate Commerce Committee, told us he plans full-scale hearings on all facets of political broadcasts, including equal-time provisions, after current network investigation, but before Congress adjourns.

President's decision to forego barnstorming in favor of "electronic campaign" has inspired lively debate among politicians on whether TV will obsolete the campaign train.

of Chattanooga radio WAPO, is co-owner with Judge Will Cummings. Harry L. Stone, ex-gen. mgr. of WSM, Nashville, is station mgr.; Mrs. Helen Patterson, v.p.-program mgr.; Bill Hubbard, production mgr.; B. B. Barnes, from WAPO, chief engineer. Base hour is \$400. Rep is H-R Television.

KDWI-TV, aiming for May 20 programming start, began airing test pattern picture May 5, wires owner-gen. mgr. D. W. Ingram. It has 10-kw GE transmitter and 6-bay antenna on 200-ft. Ideco tower on Mt. Bigelow. James W. Hays, ex-program director of KVOA-TV, Tucson, is program mgr.; Don Peterson, ex-GE field engineer, Los Angeles, chief engineer. Base hour is \$350. Rep is Headley-Reed.

WAIM-TV, Anderson, S. C. (Ch. 40), reported planning to leave air April 29 (Vol. 12:17), this week informed FCC that previous commitments would keep it on until May 27.

Defunct WQMC, Charlotte, N. C. (Ch. 36) has been turned over to receiver Winfred R. Ervin and assets will be sold May 14 at 513 W. Palmer St., Charlotte. Station was transferred to local advertising man Hugh Deadwyler last year, who changed call letters from WAYS-TV and then suspended operation in March, 1954 (Vol. 11:1, 12).

CKDA-TV, Victoria, B. C. (Ch. 6) plans to be on air about Sept. 15 as low-power outlet, reports pres. David M. Armstrong. It plans new building to house TV as well as radio CKDA, including 40x60-ft. studio. No equipment has been ordered yet. Charles R. White, ex-gen. mgr. of KLEW-TV, Lewiston, Ida., is v.p.-gen. mgr. Rep will be Television Representatives Ltd.

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RCA shipped 2-kw transmitter May 4 to upcoming WESH-TV, Daytona Beach (Ch. 2), which hasn't reported target yet; 6-section superturnstile antenna May 3 to upcoming WISC-TV, Madison, Wis. (Ch. 3), due in June; 6-section superturnstile April 24 to upcoming KRIS-TV, Corpus Christi (Ch. 6) due shortly; 12-section superturnstile April 19 to KSBW-TV, Salinas-Monterey (Ch. 8).

It's no secret that some Republican leaders, especially those seeking his support in their bids for election, are urging him to make a few personal appearances—preferably in their own districts. But Hall remains firm in his espousal of TV to virtual exclusion of all other campaign techniques for President.

Interesting article in April 29 *New York Times Magazine*: "Campaign Special: TV or Train?" by political writer E. W. Kenworthy, analyzes pro and con arguments on TV campaign. Those who oppose TV campaign say voters want to see President in flesh and perhaps shake his hand, can ask questions and receive answers. They also argue that personal appearances keep party leaders in line and prove big help in the areas where election is in doubt. Those who favor TV campaign say that only a fraction of invitations can be accepted and therefore only a few stops can mean more enemies than friends, that a 5-min. speech on regional TV hookup is ideal for discussing local problems, and that a 15-sec. spot by a local candidate on a local station is far more valuable to his campaign than brief appearance by even the President.

TV-radio coverage of events at New York's new Coliseum, giant convention hall at Columbus Circle, have been blocked by jurisdictional labor dispute. Both CBS & NBC cancelled shows scheduled for Coliseum origination this week when IATSE demanded right to man power cables and set up lighting for TV shows there. Networks' technicians for remote shows are IBEW members.

**Telecasting Notes:** Eurovision, the 10-nation European TV hook-up, is slated to come into American homes next fall, via NBC-TV's *Wide Wide World*. Departing from its all-live policy, network plans to shoot at least one all-European show—but using live-camera techniques, and presenting kinescope taken directly from Eurovision TV screen. NBC public affairs v.p. Davidson Taylor and special events director Barry Wood will confer with heads of European Broadcasting Union on the project May 23 in Italy. First European *WWW* show, scheduled for October, will be titled "Autumn in Europe" . . . Other upcoming new NBC-TV plans for next season: (1) Production of touring "Aqua Spectacle," starring Esther Williams, with largest portable pool ever built, to open in London in July, have 90-min. color TV premiere early in fall, followed by U. S.-Canada tour beginning in October. (2) New 60-min. Ray Bolger show, *Washington Square*, will be presented Tue. 8-9 p.m. 16 times next season, alternating with 20 *Chevy Show* (Dinah Shore) installments . . . 20th Century Fox pres. Spyros P. Skouras denies arrangements have been completed to sell feature film backlog to TV. He told stockholders company won't "entertain any such offers unless the price offered is more commensurate with the true value of the pictures." He said "at this time" he could give no indication "as to whether we may in the immediate future sell these assets for cash, or distribute our library

Status of Senate-House TV-radio studio chief Robert J. Coar was in doubt this week end after House clerk Ralph Roberts, on instructions of House Patronage Committee, fired Mrs. Helen B. Coar from \$6000-a-year job as studio director. "Mrs. Coar and her husband operate a private radio & TV recording project which is in direct conflict with their work for Congress," he said. Coar—who with his wife built up the facility to make radio, and later TV, recordings for lawmakers—is employe of Senate. Senate Secy. Felton M. Johnston told us he intends to "confer with Senate leadership on the matter early next week."

New 50-kw AM transmitter, ready for delivery by GE this fall, uses germanium rectifiers for high-voltage supply and 13 tubes instead of the 40-45 now required. It has 5 tube types, heaviest weighing 20 lbs. There are 260 parts, as against 800 in earlier units. It comprises 4 cubicles, occupies 70 sq. ft. of floor space—and "is expected to be priced for the competitive market."

Peter S. Cardozo, v.p. & TV-radio creative supervisor, Fuller & Smith & Ross, N. Y., authors new Bantam Book, "A Wonderful World for Children," compilation of more than 1000 free gifts & services offered children by industry & govt. For several years he wrote monthly editorial feature, "World of Children," for *Good Housekeeping Magazine*, later basis of TV show, *Children at Home*.

Cueing transmitters, used by actors and production people, would be incorporated into FCC's remote pickup rules under proposal initiated this week. Up to now, such transmitters have been authorized on special, temporary basis. Proposal would allow emissions up to 1 watt. Comments on Notice 56-391, Doc. 11696, are due June 4.

Ad expenditures in newspapers by national advertisers last year totaled record \$695,000,000, more than \$100,000,000 higher than in 1954, reports ANPA. Biggest category of advertisers was auto industry, followed by food products and amusements.

G. Warren Brown, chairman of Cockfield, Brown & Co. Ltd., Toronto, April 30 received annual Gold Medal Award of Assn. of Canadian Advertisers for his "outstanding contribution to advertising in Canada."

to TV stations through our own distribution organization, or spin off these assets" . . . Firm deals for RKO film library have been signed with Matty Fox's C&C TV by Triangle stations for reported \$2,875,000 in cash & time, and by Westinghouse Broadcasting, with Storer purchase announcement said to be imminent . . . TV program distributors doing more advertising direct to consumers: Matty Fox's C&C TV has already announced spreads in national magazines for "Movietime USA" (RKO package). Now NTA is advertising its Selznick package in newspapers, with "questionnaires" listing its big film titles and asking viewers to clip coupon and state whether they would be "more favorably inclined toward the advertising message of the program's sponsor" if NTA's list of titles were used on local feature film programs . . . TV to movies: Directors John Frankenheimer & Allen Reisner temporarily leave CBS-TV's *Climax* for RKO to direct film versions of dramas which originally appeared on the show live. Fred Coe, who just signed new 3-year contract with NBC, is due to produce movie version of Gore Vidal's TV play, "Death of Billy the Kid" as well as Broadway play by TV writer Tad Mosel. Prolific TV producers Goodson-Todman Productions expand into movies, to produce theatrical films for distribution by Columbia Pictures . . . Official Films signs contracts totaling \$4,400,000 for sale of 4 British-made TV film series to CBS, NBC, CBC and British & Australian TV.

New officers of Assn. of Federal Communications Consulting Engineers, elected at April 28 meeting in Atlantic City: Everett L. Dillard, pres.; Robert L. Kennedy, v.p.; John Creutz, secy.; A. Earl Cullum, treas. George Gautney and George M. Lohnes are new executive committee members, with incumbents Robert M. Silliman and Russell May continuing on committee. AFCCE passed one resolution—endorsing NARTB's petition seeking expansion of remote control operation to all AM-FM stations regardless of power or directivity.

Supreme Court Justice Douglas' book, *Almanac of Liberty*, which last year was dramatized in 60-min. live TV show, will be basis of 5 experimental 5-min. TV films, under \$15,000 grant by Ford Foundation's Fund for the Republic. After completion of pilot series, Fund will decide whether to continue project for possible commercial sponsorship. Called *Date with Liberty*, project will be undertaken by Syd Cassyd and Philip Booth in Hollywood.

NBC Opera Company's first road tour (Vol. 11:49) has been booked solid for its 8-week season next fall, NBC announced. The operas to be presented will be English language versions of "Madame Butterfly" and "Marriage of Figaro." Tour comprises single-day performances in 49 cities, beginning in Philadelphia Oct. 15, going as far west as Austin, Tex. & Oklahoma City and ending with Newark performance Dec. 8.

ABC-TV reopens its Western Regional Network, headed by Hunt Stromberg Jr., with new live co-op beauty show, *Glamour Girl*, 3 p.m. Mon.-Fri., initially on 7 stations. Stromberg predicts 5-6 hours weekly regional programming within 90 days.

Inter-American Assn. of Broadcasters schedules annual board meeting May 7-9 at Waldorf-Astoria, N.Y. Gilmore N. Nunn, WLAP, Lexington, Ky., will represent United States.

Senate passed and sent to House Sen. Magnuson's bill (S-3674) to plug loophole in present law, permit prosecution of fraudulent stock promoters operating from foreign countries by TV or radio (Vol. 12:15-16).

TvB reports 208 members as of May 1 (193 stations, 3 networks, 12 reps).

**COURT OF APPEALS sustained FCC again** this week in a comparative hearing case, turning down appeal of KWKH, Shreveport, from grant of Ch. 3 to KTBS-TV with short decision concluding: "We find no denial of due process, nor can we say that the award was unsupported by substantial evidence in the record."

Another court action was Supreme Court's refusal to review Court of Appeals' decision in Beaumont Ch. 6 case. KRIC had won lower court decision which directed FCC to reopen record and weigh impact of merger between winner KFDM and W. P. Hobby (*Houston Post-KPRC-TV*). One CP was awarded this week—Ch. 9, Ponce, P. R. to WKVM, San Juan—and one was dropped, by KAKI, Visalia, Cal. (Ch. 43).

Nation's first commercial uhf station sought shift to vhf this week, when Storer Broadcasting Co. petitioned FCC for: (1) Move of Ch. 3 from Salem, Ore. to Portland. (2) Grant of its purchase of Ch. 3 CP for KSLM-TV, Salem. (3) Shift of KPTV, Portland (Ch. 27) to Ch. 3. (4) Waiver of ownership rules to allow Storer 6 vhf's. Storer stated that uhf isn't competitive with vhf in Portland; that its ownership of 6 vhf's would be no "concentration of ownership" because markets in which it

operates are small compared with those in which networks own stations. Storer proposes to buy CP from Glenn E. McCormick for \$27,277 plus \$8500 a year for 10 years.

Two examiners will preside at hearings on sale of WGTH-TV, Hartford (Ch. 18) to CBS and on sale of WKNB-TV, New Britain (Ch. 30) to NBC—first time in FCC's history that more than one examiner sat on hearing. Chief examiner James D. Cunningham and Jay A. Kyle will hear Hartford case, Cunningham and Herbert Sharfman on New Britain. According to Commission spokesman, other govt. agencies frequently employ more than one examiner for "protracted, difficult and important cases such as these." Writing of decisions, he said, will be "a joint effort."

Two stations sought uhf channel shifts: (1) KFRE-TV, Fresno (Ch. 12) asked for addition of Ch. 17 and/or 39 to Bakersfield, said it would apply there. (2) WFIE, Evansville, Ind. (Ch. 62) sought shift to Ch. 14 through substitution of Ch. 62 for 14 in Owensboro, Ky., Ch. 25 for 14 in Festus, Mo., Ch. 56 for 62 in Shelbyville, Tenn.

KOAT-TV, Albuquerque (Ch. 7) will move to Sandia Crest, under modification granted this week, joining city's KOB-TV (Ch. 4) and KGGM-TV (Ch. 13).

**VIEWING CONDITIONS and proper lighting** have received relatively little attention in recent years—ever since eye specialists and other scientists debunked talk of TV-eyestrain, "dangerous X-rays" and the like (Vol. 5:2). Nonetheless, there are good and bad ways of watching TV, and American Optometric Assn. has just published new leaflet telling what they are—titled "Home Lighting and Televiewing." Following are salient points:

(1) Don't watch TV in a dark room: "When the room is dark, the contrast between the TV screen and the area surrounding it is too great. The result is fatigue from attempting to adapt to the different levels of brightness. The dark areas tend to make the pupils of the eyes open to let in more light, and the bright screen tends to make them close. This adjustment and readjustment wastes energy and is tiring."

(2) Employ "flexible" lighting: "There should be several lamps with 3-way switches rather than just a few lights of great brightness. Some lamps should be placed where they can provide the best light for close work, such as near a chair, couch or desk. Others should relieve the excessive contrast between the bright TV screen and the surrounding darkness. Yet none should be placed where reflections will be seen in the TV screen. These reflections may come from lamps themselves or from glare in furniture, fixtures or walls. A simple rule for living room lighting is to have one lamp for every 50 sq. ft. of floor space."

(3) Use right kind of lamps: Indirect lamps and lamps with opaque shades are usually preferable "to protect viewers from disturbing glare or any brightness at eye level greater than that of the TV screen."

(4) Don't sit too close: "It is advisable that no one should sit closer than 6 ft. Children often want to sit much closer, but this should be discouraged because the eyes cannot be relaxed when the child strains to focus on a screen that is too near. Aside from this, sitting at the distance that is most comfortable takes into account differences in screen size and individual visual conditions."

(5) Use correct eyeglasses: Some people may need special glasses for viewing distances involved. Never use sunglasses.

(6) TV isn't harmful: "When properly used, TV is not harmful to the eyes or vision. There is, generally, much less focus strain involved in viewing TV than in doing close work such as reading or sewing. If the eyes water or if one suffers visual discomfort after viewing TV for an average length of time, it frequently indicates a visual problem which needs professional attention."

Copies of leaflet are available from AOA, 4030 Chouteau Ave., St. Louis, or from your local optometric association.

John H. Perry newspaper family's acquisition of CP for WESH-TV, Daytona Beach (Ch. 2) from W. Wright Esch was approved last week by FCC, Comr. Bartley dissenting. Perry interests are paying \$5,000 cash for 495 shares of unissued treasury stock, plus loan of \$150,000 to get station on air, and agree to pay \$7,000 yearly to Esch for 15 years plus \$37,500 for lease of building and site. New owners publish *Jacksonville Journal*, licensee of WJHP-TV (Ch. 36) & WJHP; own 40% of *Daytona Beach News-Journal* (WNDB); 100% of radio WTMC, Ocala, Fla.; also publish *Pensacola News-Journal* (WCOA), *Panama City News-Herald* (WDLF), as well as other newspapers. Transfer has been subject of litigation in Fla. courts, Ted Granik & Wm. Cook attempting to block sale, charging that Esch violated Oct. 20, 1954 agreement to sell them the CP for Ch. 2 with radio WMJF (Vol. 12:9, 14).

To escape from TV, American housewives long for an extra room in their homes. So states govt. housing chief Albert Cole, who invited women to tell him what they think of their homes. In addition to a non-TV room, homemakers want larger kitchens, more cabinets and storage space.

Uhf satellite & booster, operating experimentally on Ch. 22 & 82 in Emporium, Pa. by Sylvania, are described in May issue of *Radio & Television News* by engineer John B. Grund.

ANA schedules one-day workshop May 10 at Chicago's Hotel Knickerbocker, with theme "How Creative Research Contributes to Better Advertising."

NBC to celebrate 30th birthday Nov. 16 with special TV program being worked out by Richard A. R. Pinkham, v.p. in charge of TV programs.

**CAPEHART ASSETS SOLD, BRAND CONTINUES:** IT&T's sale of Capehart-Farnsworth TV-radio & high-fidelity business to Ben Gross Corp., N.Y., announced May 7, is merely the latest reflection of how fiercely competitive the TV business is -- a fact of life strikingly underscored by first-quarter profit-&-loss statements of manufacturers.

That TV business is shaking down to big manufacturers with so-called "full lines" of TV-radio-white goods or those with highly specialized electronics products is evident from a review of first 4 months of 1956. For, in addition to Capehart-Farnsworth sale, Sparton and Sentinel were sold to Magnavox in that period, while Stromberg-Carlson has discontinued TV production. Hallicrafters has been merged into Penn-Texas Corp. but, like Capehart, retains its identity. In 1955, Arvin quit TV production, Stewart-Warner dropped TV & radio output.

Looking at first-quarter financial statements, one finds such leading TV entities as Philco, Motorola & Zenith all reporting declines in profits from first 3 months of 1955. More than TV went into their financial statements, to be sure -- but all singled out intensive competitive pressures in TV as one of major reasons for their profit declines. Even among those reporting profit increases, RCA's came to only 1¢ per share. It's interesting to note, however, that Wall Street Journal quarterly survey of 485 corporations credits TV-radio manufactures, as represented by 5 unidentified companies, with average 2.7% profit increase over Jan.-March 1955.

Costs of raw materials keep creeping up while average factory price of TV set continues to decline, being estimated currently at slightly more than \$130, compared to \$140 a year ago. Even allowing for fact that low-priced portables now account for greater part of production mix, prospect is far from encouraging -- especially to smaller companies lacking wherewithal for diversification.

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Ben Gross Corp., headed by Ben Gross of Gross Distributors as chairman and son Robert as pres., purchased for undisclosed price the TV, home radio and high-fidelity business of Capehart-Farnsworth. Sale includes registered "Capehart" trademarks, the radio, high-fidelity & cabinet plant at Flora, Ind., plus new product plans & TV equipment of Fort Wayne plant. Not included were the Fort Wayne plant itself and the home offices of Capehart-Farnsworth there.

IT&T announced licensing of Ben Gross Corp. "on a non-exclusive basis under certain U.S. patents based on inventions of Capehart-Farnsworth employes. Ownership of these patents will be retained by IT&T." It said that the Fort Wayne plant and home offices of Capehart-Farnsworth will be used to further expand the research, development & manufacturing operations of Farnsworth Electronics div. New IT&T pres. Edmond H. Leavey commented that electronics "holds unlimited possibilities."

IT&T thus divests itself of its last remaining consumer products div., having sold its unprofitable Coolerator div. 2 years ago to McGraw Electric. IT&T's intention of disposing of Capehart-Farnsworth, which had never shown profit since its acquisition, had been open secret for months. Only last week it gave up its display space in Chicago's Merchandise Mart, to be taken over by GE's TV receiver div.

The elder Gross founded Gross Distributors in 1922 as N.Y. wholesaler for DeForest radios, has been Stromberg-Carlson distributor since 1924. He said he will continue TV-radio production under "Capehart" name, indicating TV output might be switched to Flora factory. He promised further information shortly.

"A lot of details are yet to be worked out," Gross told us. "For one thing, we're not certain about our distribution pattern yet. I will say, however, that we are going into this with our eyes open. We know, of course, of the keen competition among TV manufacturers today. We have some plans which we hope will prove successful and enable us to make a healthy profit."

Possibility that purchasing group might be broadened to include Emerson pres.

Benjamin Abrams was held out by Abrams' comment to us that "I have spoken to certain people indicating an interest in buying into Capehart-Farnsworth. Those discussions, I must emphasize, are very preliminary." Gross himself would comment only: "We are alone in this venture right now. Beyond that, I can't comment." Gross is not related to Sol W. Gross, Abrams' nephew, who resigned this week as Emerson v.p.

Brief highlights of other major trade developments this week:

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**Admiral Aims High:** Admiral is going all-out in last 6 months of 1956 to expand and solidify its position in the TV market. One rumor, which brought neither confirmation nor denial from factory, had company setting tentative production goal of 400,000 TV sets in third quarter alone -- a highly ambitious undertaking which seems to buttress pres. Ross D. Siragusa's prediction, expressed this week in address to Washington Ad Club, that industry will sell 100,000,000 TV sets in next decade. He declined comment when asked how many Admiral expected to sell. He did state, however, that by Aug. Admiral would have capacity to produce "upwards of 5000" personal portables daily. He also predicted that minimum of 7,000,000 black-&-white TV sets would be sold this year -- perhaps as many as 1955's total of about 7,500,000.

**Consumer Credit:** Federal Reserve Board was sharply criticized this week by 2 Cabinet officers for raising discount rates of its member banks as means of tightening consumer credit. Labor Secy. Mitchell told news conference that FRB's actions "may not have been necessary," adding: "I don't happen to believe there is an inflationary trend right now." Commerce Secy. Weeks told another news conference that new discount rates, highest in 23 years, "may prove to be a handicap," though he added he was "still cheery" about economic outlook. Meanwhile, Sumner H. Slichter of Harvard, one of nation's leading economists, called on FRB to relax its "tight-money" policy to avoid "throttling" national economic growth. Addressing business executives conference at Omaha U, Slichter said "a major modification" in FRB policy by year's end will be required "to permit the commercial banks to make the contribution that will be required from them to meet the nation's growing demand for capital and credit." FRB itself reported that consumers' installment debt rose by another \$180,000,000 in March, compared with increase of \$466,000,000 in March 1955 and a decline of \$201,000,000 in March 1954. Once again, auto paper was biggest factor.

**Production:** TV output totaled 138,256 for week ended April 27, compared to 147,038 preceding week and 136,979 week ended April 13. It was year's 17th week and brought production for year to date to about 2,300,000, as against 2,730,000 in same period year ago. Radio production totaled 269,544 (74,333 auto) week ended April 27, compared to 249,487 preceding week and 231,437 week before. Radio output for 17 weeks totaled 4,600,000, compared to 4,450,000 in corresponding 1955 period.

**Trade Personals:** Dr. Bennett S. Ellefson, Sylvania technical director, elected v.p. in charge of engineering & research; Marion E. Pettegrew, gen. mgr. of parts & tungsten-chemical divs., also elected a v.p. . . . Sol W. Gross resigns as Emerson Radio v.p. & asst. to pres. Benjamin Abrams . . . Chris J. Witting, Westinghouse v.p.-gen. mgr. for consumer products, elected to board of governors of National Electrical Mfrs. Assn. . . . L. W. Tomlinson promoted to Westinghouse TV-radio purchasing agent . . . K. Warren Snider promoted to Motorola radio-phono product mgr., reporting to merchandise mgr. David H. Kutner; Herbert L. Dorrance named N. Y., N. J. & Washington regional mgr., succeeded by Ted M. Allen as New England regional mgr.; George Halstead promoted to succeed Allen as Rocky Mountain regional mgr. . . . Edward Hopley promoted to Crosley-Bendix northeast regional mgr.; William Doyle resigns as merchandise manager of major appliances . . . Sidney Harman, pres. of Harman Kardon Inc., elected chairman of Sales Managers Club, N. Y.; Harry Eatersohn, Jerrold Electronics, vice-chairman; Walter Jablon, Presto Recording, secy.-treas. . . . Edward Berliant, ex-Tele King & Fada Radio, named gen.

sales mgr. of DeWald Radio, replacing Samuel Olchak, resigned . . . Joseph B. Smith resigns as Crosley-Bendix public relations director to become public relations mgr. of Westinghouse appliance div., Columbus, O., succeeding Wm. Parker, transferred to head N. Y. public relations office, replacing Charles Johnson, resigned . . . Stanley L. Rudnick, ex-Keystone Camera Co. & Harvey-Wells Inc., named gen. sales mgr. of National Co. commercial div. . . . George G. McConeghy, DuMont, elected v.p. of Institute of Internal Auditors . . . Vinton K. Ulrich resigns as gen. sales mgr. of David Bogen Co. . . . George H. Orgelman, ex-Chance Vought Aircraft, named personnel director, General Precision Lab, Pleasantville, N. Y.

Philco will enter home laundry field shortly with own brand of washers & dryers, dropping Dexter brand which it acquired 2 years ago. Details on models and prices will be announced later.

Two more petitions urging repeal of Rule 9 of trade practice regulations governing designations of screen sizes in ads (Vol. 12:15-17) were filed this week with Federal Trade Commission by Sylvania and GE.

**Topics & Trends of TV Trade:** Annual plant shut-downs for vacations, traditional in industry to fulfill union contracts and to give manufacturers chance to check inventory in preparation for fall lines, include these companies, as reported to RETMA by its members:

Set manufacturers: Bendix Radio, June 25-July 9; CBS-Columbia, July 2-15; Crosley-Bendix, Aug. 20-Sept. 2; DuMont, July 16-29; Emerson, July 16-29; GE, June 29-July 16; Hallicrafters, July 2-16; Hoffman Electronics, July 16-29; Magnavox, July 2-16; Motorola, July 2-15; Olympic Radio, July 2-15; Packard-Bell, June 29-July 15; Philco, July 16-29; Pilot Radio, July 2-15; RCA, July 16-29; Raytheon, July 2-17; Stromberg Carlson, July 2-15; Sylvania, July 16-29; Warwick, July 2-15; Wells-Gardner, July 2-15; Westinghouse, dates undetermined; Zenith, July 2-15. Admiral, not a RETMA member, usually closes down first 2 weeks in July.

Tubes: CBS-Hytron, July 2-15; DuMont, July 16-29; Eitel-McCullough, July 30-Aug. 12; Federal, July 2-17; GE, June 29-July 15; Machlett Labs, July 30-Aug. 12; Sylvania, July 2-15; Thomas Electronics, July 2-15; Tung-Sol, July 16-29; Westinghouse, July 2-15.

Components and others: Alliance Mfg. Co., July 2-15; Amphenol, June 29-July 15; Chicago Condenser, July 2-15; Clarostat, July 9-15; Erie Resistor, July 2-15; International Resistance, July 23-Aug. 5 (Philadelphia) & July 2-8 (Asheville & Boone, N. C.); Quam-Nichols, July 2-15; Radio Condenser, July 16-29. Among those not shutting down are P. R. Mallory, Muter, Oak Mfg. Co. & Sprague.

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Purchase of Micamold Electronics, major producer of capacitors, was announced this week by General Instrument. Subject to approval of stockholders June 11, Micamold's outstanding stock will be purchased for about \$2,494,000, its book value on Dec. 31, 1955—payable 20% in cash and balance in long-term notes maturing annually over 5-year period starting March 1, 1958, along with options for purchase of 210,000 GI shares. Founded in 1924, Micamold and subsidiary had pre-tax earnings of \$293,000, sales of \$7,350,000 in 1955. It will continue operations under Micamold name.

Westinghouse can sue for refund of \$1,922,614 paid in excise taxes on electrical appliance sales for 5 years starting in 1949 Court of Claims ruled this week in Washington. Westinghouse had filed suit for refund under terms of so-called Frigidaire decision, which permits manufacturer to receive tax refund on any amount he spends for parts & service under a warranty (Vol. 12:4, 13). Govt. had asked dismissal of Westinghouse suit, but was overruled by Court, which set further argument May 23.

Magnavox signs 5-year contract with IUE covering production workers at TV-radio-phono plant in Greeneville, Tenn., providing for average 6¢ hourly wage increase for first year, 5¢ thereafter, and additional fringe benefits.

Applied research lab for military electronics has been established as part of Sylvania's Waltham, Mass. labs. Dr. Leonard S. Sheingold, ex-head of applied research dept. of Sylvania's avionics lab, has been named mgr. of new lab, which is studying new radar techniques, electronic warfare, ultra-violet & infra-red aircraft detection systems, electronic devices which will operate under nuclear radiation.

Erwin Tomash & A. C. Bellanca named v.p.'s, Telemeter Magnetism Inc., subsidiary of International Telemeter (Paramount).

Dr. Wendell B. Sell, ex-Boeing Aircraft, named mgr., electronics div., American Machine & Foundry Co.

Dr. David B. Langmuir named director of electronic research lab., Ramo-Wooldridge Corp., Los Angeles.

**DISTRIBUTOR NOTES:** Motorola appoints Electra Supply Co. Inc., 331 Mill St., Poughkeepsie, N. Y. (Nathan L. Reifler, pres.) . . . Sylvania appoints Floyd & Co. Inc., Cincinnati . . . CBS-Columbia appoints Deep South Supply Co., 675 W. Whitehall St., SW, Atlanta (L. Roscoe Walker, pres.) & Sexton Distributing Co., 5605 Kingston Pike, Knoxville (Calvin S. Sexton, pres.) . . . Whirlpool-Seeger appoints RCA outlet Dulaney's, Oklahoma City . . . Hoffman Electronics appoints O'Farrell Welch, ex-v.p. of Leo J. Meyberg Co. (RCA), as gen. mgr. of San Francisco branch . . . RCA Victor Distributing Corp., Los Angeles, appoints Russell P. Larsen mgr. of major appliance div. . . W. J. Lancaster Co., San Francisco (Motorola) names Wm. P. Frost, founder of Packard-Bell outlet W. P. Frost Co., as sales mgr., replacing Ernest F. Welch, now with Lee Co., San Francisco appliance retailer . . . Philco Distributor, N. Y., reports resignation of merchandise mgr. N. Kenneth Blake, his duties assumed by adv. mgr. Leonard Rutstein . . . Admiral Los Angeles reports resignation of service mgr. J. R. Hill . . . Canadian Westinghouse Supply Co. appoints C. Moor as TV-radio sales supervisor for Ontario district, headquartering in Toronto . . . Bruno-N.Y. (RCA) appoints Miss Mildred Gallik as home economics director, in charge of consumer requests for appliance demonstrations . . . Charles L. Bell Co., Allentown, Pa. (DuMont) moves to 1139 Sumner Ave.



Stressing importance of full-line dealers, Dan D. Halpin, gen. sales mgr. of Westinghouse TV-radio div., told Ontario Radio & Appliance Dealers Assn. May 1 that brand loyalty of consumers makes tie-in with full-line manufacturer extremely valuable. "The dealer who ties in with the manufacturer of a full line gains in prestige and sales on the good will, national advertising and aggressive merchandising programs," he said " . . . Furthermore, the full line enables the manufacturer to provide his distributors and retailers with mixed carload shipments that have become more and more important in recent years not only in cost reduction but in convenience for distributors and retailers."

"World's first fully automatic TV sets" will be shown by Crosley to its distributors this summer, company announcement stating: "In effect, all controls are pre-set when the receiver is installed. All the set owner does is turn on the set and select the channel. Automatic TV does the rest." Sets can be activated by controls on set or by remote control, Crosley said.

Growing market for appliances and autos in next 12 months is documented in "Survey of U. S. Markets, 1956," a study made for *Look Magazine* by Alfred Politz Research and released this week. Based on sample of 4772 interviews in Jan. & Feb., study reports 8,750,000 households plan to buy one or more major appliances, 4,900,000 plan new car in next 12 months.

Dr. Herbert S. Bennett, ex-research & development director of Dynamic Electronics Corp., N. Y., joins DuMont technical products div. as technical specialist in military electronics & missiles.

State Labs Inc., 649 Broadway, N. Y., has been named exclusive U. S. & Canadian representatives for sale of tubes manufactured by L. M. Ericsson Corp. of Sweden.

Airtronic Research Inc., Bethesda, Md. electronics firm, has been sold to Harris-Seybold Co., big manufacturer of printing equipment. Airtronic pres. Joseph E. Butler will continue in same post.

Dr. John P. Costas, mgr., communications sub-section, GE electronics lab, named long-range radio communications consultant to Asst. Defense Secy. for research & development.

**Color Trends & Briefs:** Another try at color projection sets is being made by Hazeltine and American Optical Co., which showed 2 new types to Hazeltine licensees at 3 demonstrations last week and this.

Demonstrations were conducted at Hazeltine's Little Neck, L. I. labs April 26 and May 1-2—and were attended by representatives of RCA, Motorola, Admiral, Hallcrafters, Emerson, Zenith (Rauland), GE, Westinghouse, Sylvania, Warwick & Olympic.

Aim of showings was to demonstrate size-weight reductions since first projection was unveiled in Dec. 1954 (Vol. 10:49), along with other improvements which offer prospects of price reduction. The 2 projection proponents feel that a substantial demand could make price competitive with the \$500-or-so range expected for direct-view sets by year's end.

Important change in receivers from earlier showings was reduction in depth through rearrangement of mirrors. One was 18½-in. deep, 35½-in. high, 41-in. wide. Other was 17-in. deep, 43-in. high, 33-in. wide.

One set had highly-directive screen giving brightness of 55 ft.-lamberts when viewed directly ahead; other was non-directive, with 12 ft.-lamberts. Hazeltine exec. v.p. said goal is compromise screen with about 25-30 ft.-lamberts. American Optical Co., maker of the optical unit—heart of set—is now “seriously interested in orders from manufacturers,” according to Loughren.

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Advertisers' opinion of color TV, as gleaned in survey of color media made by Richard Manville Research for *Printers' Ink*, reported in April 27 issue: (1) 24% expect to go into color TV in 1957, 11% in 1958, 29% later. (2) Nine out of 10 have seen color, and 25% thought commercials excellent, 52% good. (3) Average thought color commercials 47% more effective than black-&-white but felt they should cost no more than 22% extra. (4) Color will be “very important,” according to 40% of respondents, “no more important” than other media in opinion of 32%, “less important,” according to 19%—with 9% giving no prediction. Survey was conducted among ad managers of 200 top advertisers and heads of 200 major ad agencies.

Closed-circuit color will be employed by du Pont as promotional technique during National Plastics Exposition in New York's Coliseum June 11-15. Some 30 hours of programming will be offered, feeding live product demonstration, interviews with visitors, news, etc. to 12-15 sets in viewing room on second floor.

**Electronics Reports:** RCA disclosed several military electronics developments May 4 while dedicating major enlargement of its Moorestown, N. J. missile & surface radar engineering plant. Principal announcement by chairman Brig. Gen. David Sarnoff was RCA's development and production, under Defense Dept. contract, of land-based tactical launching & guidance systems for Talos guided missile. Talos was developed for Navy by Johns Hopkins Applied Physics Labs. Other devices announced:

(1) Portable electronic nerve gas detector. (2) Wide-spaced image orthicon camera tube capable of operating on “moderately cloudy moonlit night” (Vol. 12:4, 12). (3) Noise cancelling microphone & headset for aircraft intercommunications systems.

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Dynamics Corp. of America has acquired Eldico Corp., Mineola, N. Y., 10-year-old firm now specializing in manufacture of single-sideband radio transmitters. Eldico will be operated as wholly owned DCA subsidiary, all personnel, including pres. Donald Merten, being retained.

### Network Color Schedules (May 7-20, 1956)

May 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 CBS: *Shower of Stars*, 8:30-9:30 p.m.  
 May 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 12—NBC: *Maz Liebman Presents*, “The Music of Gershwin,” 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.  
 May 14—NBC: *Howdy Doody*, 5:30-6 p.m.  
 May 15—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.  
 May 16—NBC: *Howdy Doody*, 5:30-6 p.m.  
 May 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 19—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 May 20—NBC: *Zoo Parade*, 3:30-4 p.m.; *The Sunday Spectacular*, 7:30-9 p.m.

Gimbels dept. store, Philadelphia, is tying in Fiberglas “color cavalcade”—in-store merchandising employing DuMont Vitascan equipment (Vol. 12:7)—with color set promotion offering \$10-an-inch trade-in for black-&-white sets on RCA color receivers. Full-page ads, with question-answer motif, state: “Gimbels has talked to industry leaders and we have a pretty good idea where prices will be this fall. There is no doubt they will be lower.” But ads go on to state that trade-in brings prices down to what they'll be this fall.

Local color: KHQ-TV, Spokane, produced its first live colorcast, *Now—The News* April 24, plans to cover May 19 Lilac Festival and Armed Forces Day Parade in color. Washington's first was April 12 ten-min. series of slides of Cherry Blossom Festival by WTOP-TV, which has 3-V film chain. Latest equipped with live camera is WGN-TV, Chicago, and latest to order them from RCA are KSBW-TV, Salinas, and KRIS-TV, Corpus Christi. WBTV, Charlotte, began regular live series May 1 with 30-min. variety show *Spectrum*, to be carried 1 p.m. Tues. & Thurs.

Sylvania starts regular production of 21-in. color sets at Batavia, N. Y. plant next week. Plant mgr. Harry H. Martin says that by Aug. color will have augmented current 1000 employes by 200. Sets will use shadow-mask tubes built by Sylvania. Last year, it bought 300 sets for Sylvania label from RCA.

Montgomery Ward is experimenting with color set sales in 5 Chicago stores. Receivers are 21-in., \$595, bear chain's Airline label—manufacturer undisclosed.

GE conducted 50-hour color course this week for its broadcast field engineers.

Electronic traffic control system for emergency vehicles is now being manufactured by Standard Coil Products Co., which has purchased all assets of Electronic Protection Inc., Chicago, for undisclosed cash sum. The control device, known as El-Tec, is already in operation in 6 cities. It's mounted in ambulances, police cars & fire engines, and activates traffic lights 3-4 blocks ahead, turning them red in all 4 directions after a rapid flashing signal by yellow caution light.

Purchased recently from Caldwell-Clements Co. by Chilton Co., *Electronics Industries Magazine* moves to Philadelphia June 1. Caldwell-Clements has been reorganized, will take over *Mart* and *Technician* from predecessor corporation, with Maurice Clements continuing as publisher of all 3.

Russell H. Hughes, Dept. of Defense director of production & mobilization planning, Office of Asst. Secy. of Defense (supply & logistics), named to serve on new Telecommunications Advisory Board established by Office of Defense Mobilization (Vol. 12:17).

**Financial & Trade Notes:** RCA established new records in profits & sales for first quarter of 1956—and chairman David Sarnoff, celebrating 50th anniversary in industry, told annual stockholders meeting May 1 that RCA volume would double to \$2 billion by 1966, when “at least 80%” of its business will be in new products & services.

Sales rose to \$274,848,000 in first quarter, up 7% from \$256,305,000 in first 3 months of 1955. Net profit was \$12,727,000 (85¢ per share), as against \$12,568,000 (84¢) in first quarter year ago. For all of 1955, RCA earned \$47,525,000 (\$3.16) on sales of \$1,055,266,000—making it one of 28 U. S. companies to achieve \$1 billion gross (Vol. 12:8).

Sales and revenues from foreign operations were also highest for any comparable period in RCA history. Unfilled govt. orders April 1 amounted to \$265,000,000, and deliveries to Govt. this year are expected to equal last year's \$229,000,000, said Sarnoff. Looking into the future, he said:

“RCA is engaged in the fullest possible development of electronics as a science, art and industry. Presently, the science of electronics is in an extraordinary state of transition and expansion. Transistors are supplementing and, in some cases replacing, electron tubes. Color TV is on its way to universal use. Tape recording is challenging film recording, and ultimately tape may become the preferred method of visual as well as sound recording.”

He also gave stockholders a 10-year review of company, saying that in last decade RCA sold \$6,034,000,000 worth of products and services; profits aggregated \$312,000,000, or \$20.80 per common share, and dividends totaled \$8.55 per common share.

Stockholders voted overwhelmingly to grant Sarnoff option to purchase 100,000 shares of RCA common at \$49.64 per share on or before June 30, 1965, continuing his \$200,000 annual salary under 10-year contract. Voted down were proposals to limit executive compensation to \$200,000 per year, and to elect all directors annually as a group, instead of in classes as at present.

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Philco earnings in first 3 months totaled \$1,517,000 (38¢ per share), down from \$2,447,000 (62¢) in first quarter of 1955 & 2,438,000 (62¢) in first 3 months of 1954. Sales were \$92,476,000, also down from \$96,825,000 in first quarter year ago and \$113,777,000 in 1954 period. Taxes were \$1,668,000 vs. \$2,785,000 in first quarter of 1955 & \$4,439,000 in first 3 months of 1954. Chairman Wm. Balderston & new pres. James M. Skinner Jr. said: “Competition in the TV, appliance & air conditioning industries is more intense than at any previous time in recent years. At the same time, Philco is carrying forward its development programs in color TV, transistors, computers & home laundry equipment, new products which should contribute to sales and earnings in the future, but which are not yet in a position to do so. The company is also currently absorbing the substantial costs of installing mechanized production equipment in its TV plants.”

International Resistance Co. sales in first 15 weeks of 1956 were “about equal” but earnings were “somewhat below” corresponding period of 1955, pres. Charles Weyl told annual meeting this week. He said that first-quarter sales in home entertainment branch of electronics industry were below expectations but predicted that political campaigns will increase TV-radio set & components sales.

Television-Electronics Fund lists net assets of \$129,100,000 as of April 30, end of first 6 months of its fiscal year, up from \$112,791,246 as of Jan. 31 and \$99,900,000 as of Oct. 31. Assets were equivalent to \$12.17 per share, as against \$10.44 on Oct. 31.

DuMont Bestg. Corp. (WABD, N. Y. & WTTG, Washington) had net loss of \$665,883 for its 16 weeks of operations in 1955, starting with Sept. 12, when it ceased to function as a network. Of that sum, \$478,269 was lost from Sept. 12 to Dec. 4, while it continued to function as a subsidiary of DuMont Labs. Balance of \$187,614 was lost in the 4 weeks starting Dec. 4, when spin-off took effect and company operated independently. “We have been advised that the 1955 loss of \$665,883 will be a proper Federal tax carry-forward loss,” said letter to stockholders from pres. Bernard Goodwin. It added: “Although our corporation operated at a book loss of \$93,096 during the first 13 weeks of 1956, we were able to show a small profit before depreciation. We will not be able to maintain this pace during the summer months of 1956, and expect to show a cash loss before depreciation for the first 9 months of 1956. Thereafter we expect to show profits after depreciation which, nevertheless, may not be sufficient to overcome the losses prior thereto in 1956. We hope that this year will be all that will be required for the reorganization and the establishment of the new operations of our corporation.” Goodwin's letter revealed that DuMont Bestg. had no cash or working capital when it commenced operations, saying DuMont Labs loaned it \$384,731 for 3 years at 5% interest, and \$500,000 was borrowed from Bank of N. Y. at 4% interest for one year ending Feb. 15, 1957. Annual meeting, set for May, was postponed.

Motorola's first-quarter sales totaled \$53,197,541, up nearly 3% from \$51,878,179 in corresponding period of 1955 and \$48,006,800 in first quarter of 1954. Earnings declined to \$2,012,876 (\$1.04 per share) from \$2,153,038 (\$1.11) year ago, but exceeded the \$1,644,084 (85¢) earned in first quarter of 1954. Pres. Paul V. Galvin attributed earnings decline to reduced profit in TV sales and to heavy starting costs for its new transistor plant in Phoenix. He said he was “hopeful” of equalling profit of \$8,490,539 (\$4.39), sales of \$225,653,953 in full 1955.

Webcor Inc., officially-approved new name of Webster-Chicago Corp., earned about \$60,000 (11¢ per share) on sales of \$7,657,000 in first 3 months of 1956, compared to \$192,255 (37¢) on \$8,321,976 in first quarter year ago, pres. Titus Haffa told stockholders at annual meeting this week. Sharp earnings decline was attributed to shipments of record changer inventories at reduced prices prior to manufacture of new models, and decline in Govt. contracts. Haffa said company expects to exceed 1955 sales of nearly \$32,000,000.

Clevite Corp. earned \$738,000 (37¢ per share) on sales of \$18,592,000 in first quarter of 1956, compared to \$1,175,000 (61¢) on \$16,906,000 in corresponding 1955 period. Electronics sales were about equal to year ago, said chairman James L. Myers and pres. Wm. G. Laffer, adding: “The drop in profits was caused mainly by heavy costs incurred at our newer units.”

Tung-Sol earned \$715,035 (\$1 per share on 655,536 common shares outstanding) on record sales of \$12,935,227 in first quarter of 1956, compared to \$756,714 (\$1.09 on 641,787 shares) on \$11,892,273 in first 3 months year ago. Lower earnings reflect costs of increased research & development and expanding transistor production.

Arvin Industries, which dropped TV 2 years ago while remaining in radio, earned \$677,698 on sales of \$15,337,721 (76¢ per share) in first quarter of 1956, compared to \$748,341 (84¢) on \$17,101,016 in first 3 months year ago.

DuMont Labs had net loss of \$79,000 after income tax carryback of \$149,000, on sales of \$11,645,000 in first 3 months of 1956, compared to loss of \$27,000 on \$16,000,000 in first 1955 quarter.

FCC appropriation for fiscal year beginning July 1 will probably be approved by Senate Appropriations Committee without any substantial differences from House-passed sum of \$7,800,000—which was \$930,000 more than current year's but \$50,000 under Budget Bureau request (Vol. 12:10). That's forecast of Sen. Magnuson (D-Wash.), chairman of independent offices appropriations subcommittee, which this week concluded hearings and hopes to have bill ready for Senate action in about 10 days. Magnuson had urged more funds for FCC & FTC for monitoring and crack-down on "bait-switch" and other fraudulent TV-radio advertising, but he told us FCC says it is satisfied with amount of House-passed appropriation. FTC has pledged heavy monitoring of TV-radio advertising, and Magnuson predicted agency would be given sufficient funds for program. Last witness to be heard on FCC appropriations was RETMA attorney Wm. L. Reynolds, who pleaded for \$50,000 increase for Safety & Special Services Bureau to reduce backlog of license applications and give increased attention to necessary rule-making and engineering studies.

TV benefits mental patients, and any temporary interruption in TV service can sometimes lead to fights, says Dr. Winfred Overholser, superintendent of St. Elizabeth's Hospital, Washington, in commenting on hospital's recent informal survey of TV-radio's influence on patients. "Young and old, disturbed and quiet, confused and clear alike, take great pleasure in watching TV," he said. "It is sometimes difficult to say just what patients think about radio, although, in general, they appear to enjoy musical programs." Male patients prefer sports events of all kinds on TV, particularly boxing and horse racing; women prefer drama and comedy. News programs were on bottom of list of preferences on TV & radio, Dr. Overholser explaining that patients have plenty of time to read newspapers. Sponsor identification on TV-radio programs was almost non-existent. Hospital has 21-in. sets scattered throughout wards, and in new Dorothea Dix Pavilion there is a TV set for each 12 patients. "We only wish we could get more sets," said Dr. Overholser.

Parachute-borne cameraman will be unique feature of May 13 NBC *Wide Wide World* observance of Armed Forces Week. Program will take viewers on 40-man parachute jump over Ft. Benning, Ga. One jumper will carry new RCA portable creeper-peeper TV camera-transmitter (Vol. 12:8, 12) to provide paratroopers'-eyeview of terrain below and of his fellow jumpers. In all, 5 live cameras—3 of them airborne—will be used to show the jump from all angles.

Last barrier to magnetic sound film standards for TV was removed this week with approval by film and TV industry representatives of location of magnetic sound signal 28 frames ahead of corresponding picture. Action was taken May 2 at open forum on the subject at New York convention of SMPTE. Decision was hailed by representatives of RCA, Bell & Howell, Minnesota Mining & Mfg. Co. and Berndt-Bach Co., movie camera maker.

Sale of Warner Bros. Pictures for \$66,960,000 reportedly is near consummation. Buying group is said to be headed by Toronto industrialist Louis Chesler, who also heads PRM Inc., which recently bought backlog of Warner Bros. pre-1948 films for both TV and theatrical reissue.

No word on appointment of engineer T. A. M. Craven to FCC, as successor to Comr. Edward Webster, came from President Eisenhower this week. However, it's understood that Craven has been asked to come to White House for interview next week.

Washington State Gov. Langlie (R), announced this week he will seek Senate seat now held by Chairman Magnuson (D-Wash.) of Senate Commerce Committee.

FCC overruled military opposition in a tall-tower case for first time this week when it issued final decision granting KGEO-TV, Enid, Okla. (Ch. 5) permission to build new 1356-ft. tower 31 mi. from Enid, despite active opposition by Armed Forces on airspace panel and in Commission hearing (Vol. 11:32-52). Commission ruled evidence shows station's existing tower site a greater air navigation hazard than proposed location. It also overruled opposition by Air Transport Assn., Aircraft Owners & Pilots Assn. and Oklahoma City's KTVQ. Apparently anticipating misinterpretation, Commission's decision strongly denied that its action was "an assertion that the right of the people to receive radio broadcast service takes precedence over the right of people to use the airspace." Comr. Lee dissented, issued no statement. Comr. Bartley didn't participate. Only other recent grant of over-1000-ft. tower was made to KSWs-TV, Roswell, N. M., to which Pentagon dropped its opposition after initial decision (Vol. 11:27, 31, 33).

Quoteworthy quote: "It distresses all of us who have known radio, in its good days and its glorious moments, to think of its being debased, and to see it sink into the blaring, senseless mediocrity of the juke box. For the quick-buck boys who have never thought much ahead of the next spot announcement, this may be hunky-dory. They had just as soon sell old bones as fresh flowers. But to the rest of us, this does make a difference, and only as we make a determined and intelligent effort can radio have any significant future. I am absolutely convinced that this job is ours, and ours alone."—Robert D. Swezey, exec. v.p. of WDSU-TV & WDSU, New Orleans, to convention of American Women in Radio & TV in Boston.

Breakdown of TV household ownership county-by-county as of June 1955, released last week by Advertising Research Foundation (Vol. 12:17) is extended by May 4 *Printers' Ink* to include 172 major metropolitan markets as well. *Printers' Ink* said ARF data was reworked into metropolitan area breakdowns for it by Dr. Robert J. McFall, consulting economist & former chief statistician for distribution & ex-editor of Census Bureau's Survey of Current Business.

WHTN-TV (Ch. 13) & WHTN, Huntington, W. Va. have been sold by 100% owners Sol J. Hyman & family to Cowles Broadcasting Co. for \$638,000—\$535,000 cash, \$103,000 equipment obligations—through broker Robert E. Grant, of Kidder, Peabody & Co. Purchase gives Cowles ownership in 5 vhf stations—others being 60% of KRNT-TV, Des Moines (Ch. 8); 100% of KVTV, Sioux City, Ia. (Ch. 9); 47% of WCCO-TV, Minneapolis-St. Paul (Ch. 4); 80% of KTVH, Hutchinson, Kan. (Ch. 12).

Bill to ban cameras & microphones from R. I. courts & open legislative proceedings should be vetoed in "public interest," NARTB pres. Harold E. Fellows wired R. I. Gov. Roberts this week. "The failure of the legislature to hold hearings on this important bill (H. 748) deprived it of the basic information that would clearly demonstrate that the proposed legislation is contrary to the public interest," he declared.

Network affiliations: WGR-TV (Ch. 2) & WGR, Buffalo, from NBC to ABC June 1; upcoming KFRE-TV, Fresno (Ch. 12) to CBS-TV June 5; upcoming WCKT, Miami (Ch. 7) to NBC-TV July 1.

One application filed this week was for Ch. 10, Helena, Mont., by Helena TV Inc. (W. L. Piehl, pres.), operator of community antenna system there. [For details, see *TV Addenda 22-Q* herewith.]

CBS signed new contract with IBEW this week, covering more than 1000 technicians, subject to ratification by union membership. Terms were not revealed.

# Television Digest

with **ELECTRONICS** REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 19

## SUMMARY-INDEX OF THE WEEK'S NEWS — May 12, 1956

**MORE SENATE TV HEARINGS** May 14-15 to hear scenic designers, station operators. TV film distributors choose up sides on network question (p. 1).

**DEINTERMIXTURE DEBATE** goes on as FCC considers segregating "easy" and "tough" cases, while more vhs begin operating in affected cities (p. 2).

**\$100,209,000 SPENT ON SPOT** by 2702 advertisers in first quarter, reports TvB. Procter & Gamble leads list of 200 top advertisers (pp. 3 & 4).

**SINGLE TV PROGRAM CODE**, governing both live and film, regarded as near-certainty, following meeting of NARTB and film producers' group (p. 4).

**VHF COMPETITION** comes to hitherto all-uhf Fresno and Corpus Christi, with start of KFRE-TV and KRIS-TV; Evansville's WTVW due in summer (p. 6).

**WORLD ADVERTISING** expenditures exceeded \$12 billion last year, reports International Adv. Assn.—\$9 billion for U. S., \$3 billion for rest of world (p. 8).

**OVER-HORIZON "SCATTER"** transmission is subject of rule-making by FCC, looking toward frequency allocations for new point-to-point communication system (p. 8).

**RETAIL TV SALES DOWN 10%** in first 4 months from corresponding 1955 period, with low profits compounding troubles. Tube measurement rule upheld (p. 10).

**EXCISE TAX ON TRANSISTORS** rejected by House Committee, which tentatively approves new 10% taxes on tape & wire recorders and record players (p. 12).

**MOTOROLA EXPECTS \$400,000,000** annual sales volume by 1960, nearly double 1955 sales, says pres. Galvin. Electronic diversification planned (p. 15).

**COLOR PROGRESS AND PROSPECTS** impress trade magazine editors who note improvements in program quality and quantity. Home viewing urged for admen (p. 13).

**STRATOSPHERIC TV SYSTEM**, developed by Philco for Air Force, provides clear pictures of terrain & troop movements from planes flying at supersonic speeds (p. 14).

**McCLATCHY NEWSPAPER CASE** gets another legal twist, court setting aside previous decision, scheduling more argument on Sacramento's Ch. 10 (p. 9).

**NETWORK TV BILLINGS** total \$116,692,520 for first quarter, continuing brisk rise. ABC-TV March billings up 77% in year, NBC-TV 13%, CBS-TV 12% (p. 16).

**UHF-COLOR SET TAX RELIEF UNLIKELY:** Proposals to eliminate or reduce excise taxes on color receivers with all-channel tuners are now almost certain to follow earlier uhf set tax-relief plans down the drain.

Though actively endorsed by Sen. Magnuson & other lawmakers, with support of virtually all telecasters and manufacturers (Vol. 12:13), the uhf-color proposal has run up against same obstacle as last year's all-channel TV set tax elimination plan -- opposition by the Administration.

A top Treasury official indicated to us this week that the department doesn't favor the color-uhf plan -- despite industry arguments that it would deprive Govt. of little or no revenue from the start, and would ultimately result in increasing tax revenue from TV industry by encouraging set sales and helping keep uhf stations on their feet. While Administration hasn't slammed door completely, we can find no optimism either on Capitol Hill or in the Treasury for any change in its position.

**CURTAIN-RAISER FOR NETWORK HEARINGS:** Senate Commerce Committee's TV investigation reconvenes Mon. & Tue. May 14-15 (10 a.m., Rm. G-16, Capitol) to hear assorted group of witnesses, clearing the decks for counter-attack early in June by networks and affiliates against charges by Sen. Bricker and KTTV's Richard Moore. Meanwhile, behind the scenes, TV film distributors are choosing up sides on network question.

The 2-day hearings could produce some surprises. Witness list contains only 7 names, but it's understood some unscheduled witnesses may appear. One witness -- 20th Century-Fox pres. Spyros Skouras, who was scheduled to testify on fee TV -- was scratched from list this week at own request. He may appear later.

Three independent scenic designers will appear at Monday hearing. New York scenery studios have previously accused networks of restraint of trade, threatened anti-trust action. CBS & NBC design and construct own scenery. Witnesses will be

Peter J. Rotondo, who owns N.Y. TV-stage scenery studio; pres. David A. Steinberg of Imperial Scenic Studios Inc., Ft. Lee, N.J.; Mrs. Lucille Ashworth, studio mgr., Chester Rakeman Scenic Studios, N.Y.

Station operators appearing will be Bill Hoven, v.p.-gen. mgr. of KTEN, Ada, Okla. (Ch. 10), Mon., on network question; gen. mgr. Murray Carpenter of CBS-affiliated WTWO, Bangor, Me. (Ch. 2), Tuesday, on networks; Benedict Gimbel, WIP, Philadelphia, which once held uhf CP, Tue., to present his plan to carve new "Ch. 6A" out of upper part of FM band, and allocate "54 more vhf channels to major markets."

\* \* \* \*

Urging film distributors to rally to networks' defense, National Telefilm Associates pres. Ely A. Landau this week released letter he addressed to 13 leading TV film syndicators outlining networks' contribution to TV and blaming shortage of channels for any lack of competition existing in TV field.

Aiming to head off anti-network presentations planned by some TV film people to Senate Committee and FCC's network study committee, Landau told film distributors they should shout, instead: "Hurrah for the TV network, without which TV as we know it today would not exist!" Stressing that the stations, and not networks, are his customers, he declared: "The fact that there are only 3 networks is the only thing wrong with the network role in the TV broadcast industry...There should be more networks. There must be more stations before there can be more networks. There must be positive and sound govt. action before there can be more stations...."

"There is absolutely nothing wrong with the networks' role in the TV broadcast industry that couldn't be cured by precise and concise governmental action that will allow for steady and stabilized expansion of the TV market. I sincerely believe our hue and cry can only be addressed to those in Govt. who control the growth of our industry, calling on them to aim their sights in the right direction, that of increasing and stabilizing the TV allocation picture."

\* \* \* \*

Replies to Senate Commerce Committee's mail questionnaire of network affiliates (Vol. 12:15) were still coming in this week, though deadline was May 7. Staff members coordinating the replies said most of them presented complete data.

Two other Congressional investigations of TV -- both of them involving allocations and network problems -- are still tentatively ticketed for early next month: Rep. Celler's House anti-trust subcommittee inquiry into monopoly aspects of FCC's actions, and Rep. Evins' small business subcommittee probe into whether Commission is acting properly to protect interests of small business.

**FCC CONTINUES VHF CHANNEL-SHIFT DEBATE:** "We're making progress" is report of FCC on its allocations deliberations, which included sessions May 8 & 11, will resume on May 15. Commissioners continued debating about which vhf channels should be shifted where -- if deintermixture is initiated. This week, like last, it seemed likely that some deintermixture will be proposed.

Under consideration are several techniques -- including proposing channel shifts individually or by groups. One thought is the inclusion, in one group, of the "easiest" changes, i.e., where CPs for channels involved haven't been issued. Reason is that long court fights are anticipated in many cases. However, there's talk of continuing to issue grants on the affected channels -- but attaching condition to CP making its effectiveness contingent on final allocation action.

Some channel shifts under consideration are getting tougher to accomplish every day. For example, vhf stations have just started in Fresno & Corpus Christi (see p. 6), while others are coming up fast in Madison, Evansville, Miami, etc.

Some of those at Commission who are lukewarm to deintermixture insist that the technique must be applied extensively if it's to do any good -- perhaps affecting 25% or more of the population. Some pro-deintermixture elements would rather make a smaller start -- fearing that if FCC takes too big a bite it might put the kibosh on the whole principle by provoking too much opposition.

Commission again made it clear this week that vhf grants wouldn't be held up because of the allocations proceeding. Acting on petitions of KTAG-TV, Lake

Charles, La. (Ch. 25) and off-air WPFA-TV, Pensacola, Fla. (Ch. 15), which sought to delay final decision in New Orleans Ch. 4 case, Commission stated:

"We do not agree that a grant of Ch. 4 in New Orleans can have a prejudicial effect on the general rule-making proceedings in view of the fact that the issuance of a CP cannot operate to negate the Commission's rule-making power should it subsequently be determined that it is in the public interest that a station should operate on a channel other than that previously authorized. Petitioners are strangers to the New Orleans Ch. 4 proceeding; the sole effect of granting their petition for stay would be to further delay the bringing of additional TV service to the New Orleans area. This we consider not to be in the public interest." Comrs. Hyde, Webster and Doerfer didn't participate in the decision.

Proposal to move all stations east of the Mississippi to uhf in 10 years or so (Vol. 12:18) is still being studied. It's tied in with Chairman McConnaughey's suggestion at NARTB convention that industry get together in a "crash research" program to get clearer picture of uhf's technical potential. McConnaughey has begun to hear from organizations endorsing the idea, offering help. To date, these include: Westinghouse, Crosley, RCA, Zenith, General Instrument, Joint Committee on Educational TV, WBAL-TV, Baltimore. ABC said idea is okay but wouldn't mean much without accompaniment of considerable deintermixture along lines it has proposed.

No great pressure from Congress for any particular plan or for a decision "immediately" is reported at Commission. Rather, it's said, Senators & Congressmen expect FCC to act promptly but they feel it's moving along at a good clip.

**\$100,209,000 FOR SPOT TV IN FIRST QUARTER:** "The fastest-growing segment of the TV business" is how Oliver Treyz, pres. of Television Bureau of Advertising, describes spot in commenting on TvB's release this week of national & regional spot spending in first 3 months of 1956. Copies of the report, containing list of 200 leading spot advertisers and their expenditures, along with breakdown of spot spending by categories of advertisers, may be obtained from TvB, 444 Madison Ave., N. Y.

Coming only 4 weeks after its first report on spot, covering 4th quarter of 1955 (Vol. 12:15), TvB presented these highlights of first-quarter expenditures:

Total of \$100,209,000 was spent by 2702 advertisers for time only, based on gross one-time card rate before discounts, down from \$103,872,000 spent by 3017 advertisers in 4th quarter of 1955; \$44,599,000, or 44.5% of total, went for announcements (20 sec.), \$22,017,000 (21.9%) for programs, \$21,410,000 (21.4%) for partic. (1 min. & up), \$12,183,000 (12.2%) for ID's (8-10 sec.); \$55,620,000 (55.5%) was spent in evening programs, \$34,637,000 (34.6%) in daytime, \$9,952,000 (9.9%) in late night shows; 1174 advertisers spent at least \$5000 each during quarter; number of advertisers rose from 2346 in first quarter of 1955 (N. C. Rorabaugh Co. data).

TvB estimate of \$100,209,000 spot expenditures may be compared with PIB's estimate of \$116,692,520 for network expenditures in first quarter (for PIB table, see p. 16). Both use same yardsticks, roughly. Despite spot's fast start, Treyz shied away from predicting full 1956 spot expenditures, beyond comment that they would be "significantly higher" than the \$265,000,000-\$280,000,000 estimated for 1955. Some industry researchers figure total might go as high as \$375,000,000.

Expenditures for programs are significant facet of report, said Treyz. "It's interesting to note," he said, "that many prominent spot TV advertisers invest most of their spot TV dollars in programs -- for example, Falstaff Brewing, H. J. Heinz, Anheuser-Busch, Warner-Lambert, Standard Oil of Indiana, Esso Standard Oil, Socony Mobil Oil, Pacific Coast Borax, Phillips Petroleum, Emerson Drug and others. The leader in spot program expenditures is the Kellogg Co., investing an estimated 39% of its TV facility money in programs alone."

Spot also is ideal for new product introductions, remarked Treyz, adding that Procter & Gamble, whose \$5,782,000 outlay led all spot advertisers, found it most advantageous way to introduce its Comet cleanser disinfectant. TvB research turned up many other examples of new products introduced via spot, he said.

[For list of top 20 spot advertisers and their first-quarter expenditures, first 5 product categories, and top 10 spot agencies, see p. 4.]

**SINGLE TV PROGRAM CODE NEAR-CERTAINTY:** Important meeting in N.Y. May 8 among sub-committees of NARTB's TV code review board and Alliance of TV Film Producers Inc., which is responsible for 75% of all films shown on TV, produced substantial agreement in principle and made prospect of uniform code of practice governing live and film programming a virtual certainty within few months. Adoption of such a code would greatly strengthen NARTB's hand in dealing with complaints of improper programming and would also facilitate screening of film programming by stations.

Affiliate subscription to TV code was offered the film producers. Its acceptance would give them same code staff advisory services now offered network & station subscribers. Also under consideration is proposal to grant film producers a seal to indicate they conform to code provisions. It's doubtful that it will be the NARTB seal, however, since this would involve display of seal on stations which do not subscribe to code but buy programs from Alliance producers.

Proposals of subcommittees will be reviewed and acted upon next month by the Alliance, NARTB's TV board and code review board. Spokesmen for all groups appear to be in agreement that details of single code will be worked out at that time.

Proposed code of TV film producers on west coast (Vol. 11:45, 12:14) is running into new opposition, meanwhile. Opposed by NARTB and its film committee, proposal also drew fire this week from American Civil Liberties Union, which wrote Desilu exec. v.p. Martin Leeds, a prime mover in west coast group, that it opposes "collective adherence" to any code in communications industry. Prominent producer-director Gerald Mayer also voiced his criticism of proposed west coast code, saying: "It should not be necessary for self-respecting producers to proclaim for public consumption that they believe in decent entertainment...."

The west coast code was initiated by National Society of TV Producers (film) and follows closely the wording of Motion Picture Producers Code. The Alliance group which met with NARTB is not associated with it.

**TOP 20 SPOT ADVERTISERS** in first quarter of 1956 (see p. 3), along with their expenditures, are listed by TvB as follows: Procter & Gamble, \$5,782,800; Brown & Williamson Tobacco Co. (Kool, Viceroy), \$2,921,900; Sterling Drug, \$2,252,800; General Foods, \$2,053,800; Kellogg Co., \$1,780,000; Miles Labs (Alka-Seltzer), \$1,696,900; Colgate-Palmolive, \$1,583,100; Philip Morris, \$1,542,200; National Biscuit Co., \$1,478,400; General Motors, \$1,264,200; Bulova Watch, \$1,228,400; Anahist Co., \$1,194,400; AT&T, \$1,143,300 (includes all regional firms); Liggett & Myers, \$1,122,900; Carter Products, \$1,059,900; Ford Motor, \$985,100; Robert Hall Clothes, \$869,100; Charles Antell, \$847,300; Minute Maid Corp., \$839,100; Continental Baking, \$761,400.

In terms of product classifications, food & grocery products led with combined outlay of \$28,461,000; drug products, \$10,726,000; ale, beer & wine, \$8,323,000; cosmetics & toiletries, \$7,442,000; tobacco products & supplies, \$7,081,000. Way down the list, TV-radio-phonomusical instruments category spent \$626,000.

The 10 top spot agencies in first-quarter billings: Ted Bates, Leo Burnett, McCann-Erickson, Dancer-Fitzgerald-Sample, Benton & Bowles, Young & Rubicam, BBDO, Compton, Wm. Esty, Cunningham & Walsh. Esty replaces J. Walter Thompson from 4th quarter 1955 list.

Biggest "questionable ad" offenders last year were newspapers, not TV or radio, reports Assn. of Better Business Bureaus in its "Statistical Analysis of Better Business Bureau Activities for 1955." Of 19,093 ads found "questionable" last year, 17,829 were in newspapers, 474 on radio, 356 on TV, 51 in magazines. Voluntary correction was obtained in all but 525 of the "questionable" cases.

Hollywood station broker Jack L. Stoll & Assoc. opens Washington office at 1737 De Sales St. NW (Executive 3-2185).

Study of ad agency compensation methods will be undertaken by special ANA committee headed by John J. McLaughlin, Kraft Foods director of sales & advertising. ANA pres. Paul B. West commented: "Today advertisers recognize that the advertising agency, in addition to its traditional role of creating and placing national advertising, performs a most important function in the role of professional counsel, and as such is, in a growing number of cases, a close and confidential 'working partner' of the advertiser in advertising and marketing planning. These marked changes have led many advertisers to the conviction that advertisers and agencies should re-examine the method of compensation to make sure it is soundly based and that it best meets their individual needs under today's conditions. In the opinion of the ANA board, advertisers and their agencies should be free to determine the terms and methods of compensation which are best for them and will contribute most to productive advertising."

Impressive figures on TV's most impressive daily show: *NBC Matinee Theatre*, 3-4 p.m. Mon.-thru-Fri. live color drama, passed 134th performance last week, piling up total of approximately 274,000 man-hours exclusive of dramatic talent, and total of 5975 color camera hours, NBC announced. Total of 1186 actors & actresses has been used, and some 3350 costumes made or fitted for the series. *Matinee Theatre* also announced coup this week: Eddie Cantor will make his serious drama debut on the series June 11, in melodrama titled "George Has a Birthday," by an undisclosed author. Play reportedly was brought to NBC's attention by Cantor himself.

Union jurisdiction deadlock continues to bar use of New York's new \$35,000,000 Coliseum as origination point for TV shows (Vol. 12:18). Promoters of International Home Building Exposition, opening at Coliseum May 13, announced they had been forced to cancel plans for origination there of 12 TV shows.

**Personal Notes:** Lester Gottlieb, director of CBS-TV daytime programs, promoted to gen. exec. for program dept., serving in creative capacity for all current programs and those under development, reporting to Hubbell Robinson Jr., exec. v.p. in charge of network programs; Bertram Berman, exec. producer of Procter & Gamble Productions for last 5 years, succeeds Gottlieb as director of daytime programs . . . Jules Dundes, gen. mgr. of radio KCBS, San Francisco, promoted to CBS Radio v.p. in charge of adv. & sales promotion, N. Y., succeeding Irving Fein, now pres. of J&M Productions (Jack Benny); Henry Untermyer, sales mgr. of WCBS, N. Y., succeeds Dundes at KCBS . . . Joseph J. Weed, founder-pres. of reps Weed & Co., presented with Old English wall barometer by staff at surprise party May 8 celebrating firm's 20th anniversary . . . Malcolm R. Johnson promoted to asst. news director of CBS-TV, N. Y., succeeded as news editor of Washington bureau by James E. Roper, ex-*Washington Star* . . . John W. Reavis Jr. resigns as research mgr. of NBC-TV's *Wide World* to become adv. & merchandising director of KRON-TV, San Francisco . . . R. E. (Dick) Shireman, ex-KCRG-TV & KCRG, Cedar Rapids, named local sales mgr. of WISN-TV, Milwaukee, where he had served radio affiliate for 18 years . . . Howard Green, from WCBG, Chambersburg, Pa., named commercial mgr. of WTVE, Elmira, N. Y. which resumed last week (Vol. 12:18); David Ridenour, ex-WCBA, Corning, named program mgr.; James Orre, ex-WARM-TV & WARM, Scranton, Pa. & NBC, chief engineer . . . Howard Grossman, ex-Raymond Spector Adv., joins Advertest Research, specializing in "Colortown" research project being conducted for NBC & BBDO . . . Wm. Shay, ex-v.p., Coast Fisheries div. of Quaker Oats, Wilmington, Cal., named exec. for Jack Wrather enterprises, concentrating on *Lone Ranger* property and development of movie ranch Corriganville as a

resort area . . . Wm. B. Ryan, exec. v.p. of Quality Radio Group since its founding in Nov. 1954, resigns . . . Glenn Griswold, gen. mgr. of KFEQ-TV & KFEQ, St. Joseph, Mo., elected a v.p. . . . John Hopkins promoted to asst. gen. mgr. of KFJZ-TV, Ft. Worth, succeeded as local sales mgr. by Joe Evans, ex-pres. of Joe Evans Adv., Ft. Worth . . . Hartley W. Barclay, N. Y. *Times* industrial adv. mgr., named publisher of *Tide Magazine* by new owners Bill Bros. Publishing Corp. . . . Wm. B. Colvin promoted to director of station services in TvB's client relations dept. . . . Charles H. Smith, WCCO-TV, Minneapolis-St. Paul, named chairman of TvB's adv. research committee . . . Jack Kavanagh, ex-Byer & Bowman Adv., Columbus, O., named director of client service dept., WLWC, Columbus . . . Idella Grindlay, ex-WABC-TV, N. Y., named office mgr. of NBC's new political broadcast unit, reporting to unit director Joseph A. McDonald . . . Ted Danieleski, NBC-TV program development mgr., N. Y., transfers to Hollywood as producer of *Coke Time* starring *Eddie Fisher* on NBC-TV Wed. & Fri. 7:30-7:45 p.m. . . . James D. Vance resigns as art director of CBS-TV's live Hollywood originations, named art director of Hal Roach Studios . . . Wayne Mooney promoted to western mgr. of ANPA's Bureau of Advertising, San Francisco, succeeding H. C. Bernsten, retired; L. S. Van Sant promoted to southwest mgr., Los Angeles . . . D. A. Grout, ex-James Alexander Ltd., Toronto station rep firm, named radio sales mgr., S. W. Caldwell Ltd., Toronto . . . Hartford N. Gunn Jr., operations director of educational WGBH-TV & WGBH, Boston, promoted to asst. gen. mgr. . . . Quintin McCredie, ex-program mgr. of KLZ-TV & KLZ, Denver, joins promotion dept. of WNBFTV & WNBFTV, Binghamton, while LeRoy V. Bertin, director of promotion & sales development, resigns to join United Insurance Co., Detroit . . . George Whitney, mgr. of KFMB-TV & KFMB, San Diego, elected v.p. of licensee Wrather-Alvarez Broadcasting Inc.

**ADVERTISING AGENCIES:** James S. Bealle elected Kenyon & Eckhardt v.p. in charge of TV & radio, assuming duties of TV-radio director Wickliffe Crider, resigned; v.p. Clinton F. Wheeler Jr. appointed assoc. director of TV-radio dept. . . . Robert T. Colwell resigns as partner & v.p. of Sullivan, Stauffer, Colwell & Bayles to return to J. Walter Thompson about July 1 in undisclosed executive capacity, reportedly as creative director under new senior v.p. Wm. Griffin . . . Dr. E. L. Deckinger, noted for TV ratings research, resigns as Biow research v.p. to join Grey Adv. as v.p. & director of media dept. . . . Jack D. Tarcher, ex-Biow, joins Lennen & Newell as senior v.p. & management account supervisor, taking Benrus account with him . . . Richard Eckler, ex-TV-radio director of Kastor, Farrell, Chesley & Clifford, joins C. J. LaRoche TV-radio dept., along with Paul Ross, ex-NBC . . . John S. Osterstock Jr., ex-Cunningham & Walsh and Lennen & Newell, named TV-radio timebuyer, Erwin, Wasey & Co., Los Angeles . . . Maxfield S. Gibbons transferred from Pittsburgh to N. Y. office of Ketchum, MacLeod & Grove, working on Westinghouse stations account . . . Jack Wolfe named west coast TV-radio rep, Grey Adv. . . . Franklin C. Snyder, onetime v.p.-gen. mgr. of WXEL, Cleveland (now WJW-TV), serving since last Oct. as consultant for Westinghouse stations, named v.p. & account service director, McCann-Erickson, Cleveland.

TV writers' school has been organized by TV drama writer Walter Bernstein, who will conduct workshop courses with small classes at his home at 414 W. 20th St., New York.

Katz rep firm moves Los Angeles office to 3325 Wilshire Blvd. (Dunkirk 5-6284).

William P. Massing, FCC asst. secy., retires May 14 after 35 years of govt. service, including Army and Coast Guard duty. After vacation, including visit to home town of Crawfordsville, Ind., he plans to do limited amount of public relations and consulting work in Washington. He joined Federal Radio Commission in 1931, became chief of license div. in 1932, was appointed asst. secy. in 1952. Other changes at Commission: Robert D. L'Heureux, administrative asst. to Chairman McConnaughey, also named security officer; Marshall S. Orr moves up to asst. chief of Safety & Special Radio Services Bureau, succeeding Joseph M. Kittner who recently resigned; Douglas A. Anello replaces Orr as chief of enforcement unit of S&SRS Bureau.

Edward W. Barrett, Asst. Secy. of State for Public Affairs, 1950-52, in charge of Voice of America, ex-chairman of State Dept.'s first Psychological Strategy Board, now exec. v.p. of Hill & Knowlton public relations firm, appointed dean of Columbia U School of Journalism, effective with retirement of Carl W. Ackerman July 31 after 25 years in position. Barrett's first job after graduation from Princeton in 1932 was with CBS publicity dept.; he later joined *Newsweek Magazine*, rose to editorial director. He had wartime service as director of Office of War Information's overseas operations.

New reps: WMUR-TV, Manchester, N.H. to Forjoe (from Weed); WJHP-TV, Jacksonville, to Petry (from Perry Assoc.); upcoming WESH-TV, Daytona Beach (Ch. 2), due on air next month, to Petry.

Rambeau rep firm appoints Charles Cowling to handle west coast business, with offices at 6253 Hollywood Blvd., Hollywood 28 (Hollywood 5-2453) and Mills Bldg., San Francisco 4 (Exbrook 2-4073).

**TWO NEW STARTERS, both first vhf in uhf-**  
**only cities, bring this week's on-air box score**  
 to 471 (97 uhf). KFRE-TV, Fresno, Cal. (Ch. 12) started commercial operation May 10 in San Joaquin Valley where KJEO (Ch. 47) and KMJ-TV (Ch. 24) have been in operation since 1953. KRIS-TV, Corpus Christi (Ch. 6) began test patterns May 6 as 2nd outlet in Gulf coast city where KVDO-TV (Ch. 22) began in June 1954.

KFRE-TV goes on full CBS-TV schedule June 5, when affiliation with KJEO expires, latter retaining ABC-TV. It has 10-kw GE transmitter, 188-ft. Stainless tower with 3-section directionalized Alford antenna. Pres.-gen. mgr. Paul R. Bartlett owns 57%; local attorney Wm. C. Crossland, 37%; v.p. & station mgr. Edward J. Frech, 2.38%; engineering v.p. Keith L. Mealey, 2.38%. Robert Klein, ex-KLAC-TV, Los Angeles (now KCOP), is national sales mgr. Base hour is \$650. Rep is Blair.

KRIS-TV plans May 22 commercial start as NBC-TV primary. It has 10-kw RCA transmitter, 600-ft. Ideco tower with 6-section superturnstile antenna at site 14 mi. inland, near Robstown, Tex. Studios are in downtown Robert Driscoll Hotel. Frank T. Smith is owner-gen. mgr., with W. M. Eikner, from radio KRIS, sales v.p.; Charles Nethery, also KRIS, programming v.p.; Joe W. Collier, chief engineer. Base hour is \$300. Rep is Peters, Griffin, Woodward Inc.

\* \* \* \*

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

WTVW, Evansville, Ind. (Ch. 7) plans start this

Contract for purchase of KGUL-TV, Galveston-Houston (Ch. 11) for approximately \$4,250,000 was signed this week (Vol. 12:13)—buyer being Lone Star TV Corp., 90% owned by J. H. Whitney investment firm, 10% by station's pres. Paul E. Taft. Purchase covers 90% of stock, but Lone Star has option, expected to be exercised in Aug., to acquire remaining 10% held by Wesley West. Taft will continue as pres.-gen. mgr. Selling stockholders include: actor James Stewart, Ft. Worth oilman F. Kirk Johnson, Galveston banker R. Lee Kempner, Galveston attorney V. W. McLeod. Whitney organization also owns KOTV, Tulsa (Ch. 6) and several substantial community antenna systems.

Gerald A. Bartell family is buying KEAR, San Francisco (10-kw, 1550 kc) from S. A. Cisler. Sale approximately \$450,000, Bartell to lease equipment for 5 years at \$60,000 annually, getting option to buy facilities for \$125,000 after 5 years, also paying consultant fee to Cisler and acquiring license, payment for both undisclosed. Lee Bartell will be manager of station, which will use new KACE call. Other Bartell properties are WMTV, Madison (Ch. 33), of which radio WIBA (*Capital Times* and *Wisconsin State Journal*) is acquiring 2/3 (Vol. 12:11); WOKY, Milwaukee; WAKE, Atlanta; KCBQ, San Diego; KRUX, Phoenix; WAPL, Appleton, Wis.

CP for KBTM-TV, Jonesboro, Ark. (Ch. 8) is being purchased by owners of KATV, Pine Bluff-Little Rock (Ch. 7) from Harold E. King and wife for \$6500 out-of-pocket expenses, according to application filed with FCC. KBTM-TV will rebroadcast programs of KATV in addition to originating 1 hour live weekdays, 2 hours Sat. KATV ownership: John T. Griffin, pres., 45%; James C. Leake, v.p., 45%; Bryan Mathes, secy.-treas., 10%. Griffin also controls radio KOMA, Oklahoma City, which owns 50% of KWTW (Ch. 9).

Forjoe rep firm moves Los Angeles office to 451 N. La Cienega Blvd. (Oleander 5-7755).

summer, according to its Washington attorney Vincent Welch, who attended recent board meeting in Evansville. Remodeling of downtown building for studios and construction of tower and transmitter house has begun. Principal is pres. Rex Schepp, who owns over 77%. Rep not chosen.

KVSO-TV, Ardmore, Okla. (Ch. 12) has changed test pattern target to July 15, plans July 29 start with NBC-TV, reports gen. mgr. John Easley Riesen. Transmitter house and 317-ft. Ideco tower are ready on Mt. Arbuckle, DuMont 5-kw transmitter is on hand and 6-bay RCA antenna is due June 29. Owner is John F. Easley, publisher of *Daily Ardmorette* (KVSO). Base hour will be \$150. Rep not chosen.

\* \* \* \*

Equipment shipments reported this week: By RCA—50-kw transmitter and 10-kw standby May 10 to upcoming WCKT, Miami (Ch. 7), due in June, previously having shipped 12-section superturnstile antenna May 1; 50-kw transmitter May 7 to WKRC-TV, Cincinnati (Ch. 12), planning boost to 316-kw; 12-section superturnstile antenna May 4 to KERO-TV, Bakersfield, Cal. (Ch. 10). By GE—35-kw transmitter April 27, followed by 4-bay antenna May 4 to upcoming WAIQ, Andalusia, Ala. (Ch. 2, educational) due in June; 10-kw transmitter to KOAT-TV, Albuquerque (Ch. 7), planning power boost to 87-kw. General Precision Laboratory announced sale of complete station package, valued at more than \$300,000, to upcoming WCYB-TV, Bristol, Va. (Ch. 5) for early July delivery. Package includes GE 35-kw transmitter & 3-bay antenna, 3 GPL live camera chains and GPL 3-vidicon color film chain.

Transfer of 4th radio station to Plough drug firm—WCAO, Baltimore CBS affiliate, for \$597,710 from J. Walter Milbourne and associates (Vol. 12:16)—was approved this week. Plough also is reportedly among bidders for Miami's WQAM, which must be sold by *Miami Herald* (Knight) under terms of Ch. 7 grant there to WCKT. Other radio sale approved was transfer of WBIA, Augusta, Ga. (250-watts, 1230 kc, NBC) for \$85,000 by V. E. Fountain group to W. Ray Ringson, who owned 20% of WRDW-TV, Augusta (Ch. 12) until its sale to *Augusta Chronicle* and *Herald* (Vol. 12:7).

National Community TV Assn. convention at Pittsburgh's William Penn Hotel June 12-14 will include as speakers: Thad Brown, NARTB; Harold Cowgill, FCC; Dwight Dahlman, Wyoming Public Service Commission; Burton Hanft, Screen Gems; Wm. Hargadine Jr., Labor Dept.; John Smith, Chrysler Corp. public relations dept.

Competition for permission to build community antenna systems in Rock Springs & Green River, Wyo., was settled this week when Wyoming Public Service Commission granted certificate to Albert M. Carollo, of Rock Springs, denying White Mountain TV Corp.

Cease-&-desist order against R. E. Darwood, operator of unauthorized vhf booster in Quincy, Wash., was suspended by FCC this week pending Court of Appeals decision in bellwether case of C. J. Community Services, Bridgeport, Wash.

Day's work: Washington TV film producer Robert J. Enders Inc. reports it shot 5 complete 30-min. TV films—including music, titles & sound—in one 10-hour day. Episodes were part of *The Christophers* series, featuring work of Catholic Christopher movement.

New "FCC Frequency List," available for inspection at Washington reference rooms and at field offices, includes locations, call signs and technical data of all stations except aircraft, amateur, citizens, civil air patrol, disaster & ship.

**Network Accounts:** NCAA football schedule of 8 national games on on NBC-TV this fall is complete sell-out, with these sponsors each buying quarter: Sunbeam Corp., thru Perrin-Paus; Bristol-Myers, thru Young & Rubicam; U. S. Rubber, thru Fletcher D. Richards; Zenith Radio, thru BBDO . . . Camels, Quaker Oats & Esquire Shoe Polish to sponsor *Caesar's Hour* on NBC-TV this fall, when it switches to Sat. 9-10 p.m., thru Wm. Esty Co., Wherry, Baker & Tilden and Emil Mogul . . . Dodge to sponsor second Lawrence Welk show on ABC-TV starting in fall, Mon. 9:30-10:30 p.m., retaining original *Lawrence Welk Show* Sat. 9-10 p.m.; new show, still lacking title, will appeal primarily to teen-agers, thru Grant Adv. . . . General Foods to be alt. sponsor of *High Finance* on CBS-TV starting in fall, Sat. 10:30-11 p.m. . . . Camels to be alt. sponsor of *Wire Service* on ABC-TV starting in fall, Thu. 9-10 p.m., thru Wm. Esty Co. . . . Whitehall Pharmaceutical & Lever Bros. to be alt. sponsors of *Adventures of Sir Launcelot* on NBC-TV starting in fall, Mon. 8-8:30 p.m., both thru BBDO . . . Pall Mall & Helene Curtis to be alt. sponsors of *Stanley* on NBC-TV starting in fall, Mon. 8:30-9 p.m., thru Sullivan, Stauffer, Colwell & Bayles and Gordon Best Co. . . . Purex Corp. buys alt. Sat. 8:30-9 p.m. time period on NBC-TV this summer for unidentified program, thru Weiss & Geller, Chicago . . . Brillo buys 2 partic. a week for 30 weeks on NBC-TV's color *Matinee Theatre*, Mon.-thru-Fri. 3-4 p.m. starting Sept. 6, and Thu. 12-12:15 p.m. segment of upcoming audience partic. program, *It Could Be You*, on NBC-TV, Mon.-thru-Fri. 12-12:30 p.m., thru J. Walter Thompson; Brown & Williamson Tobacco Co. (Viceroy) to sponsor alt. Fri. 12:15-12:30 p.m. portion of latter show, starting June 18, thru Russel M. Seeds . . . Aluminium Ltd. of Canada is first sponsor to renew *Omnibus*, which is shifting to ABC-TV this fall Sun. 9-10:30 p.m. . . . Elgin Watch to drop out as alt. sponsor of *Person to Person* on CBS-TV, effective June 22 . . . Gillette, which normally takes summer hiatus, to remain this summer with its Fri. night fights, thru Maxon.

National Radio Week May 13-19 got official, if slightly mixed-up, endorsement from President Eisenhower at news conference May 9. Saying "I suppose that all the representatives of the radio industry here know this is Radio Week," President declared he felt particularly grateful to radio for bringing him word from Allied paratroopers of their successful jump on D-Day which launched invasion of Europe. He said he wanted to "pay my little tribute to radio, not only as a medium of bringing education, information & entertainment into the home, but for its very wide value in the international world." Note: White House later acknowledged that President had his dates mixed up, said he actually knew that Radio Week started May 13.

NBC-TV to use closed-circuit sales approach to Toilet Goods Assn. meeting in Waldorf-Astoria May 15, 1:30-2 p.m., with chairman Sylvester L. (Pat) Weaver Jr. heading list of network officials who will appear. Kines of *Home* show in rehearsal will be shown, along with live pickups featuring Dave Garroway and John Conte.

CBS-TV proposes football roundup this fall, similar to radio, with pickups from several games in all sections. It would be sold by network in 25 min. segments, with affiliates allotted remaining 5 min. each half-hour for local sponsors.

**It's-all-a-mistake dept.:** CBS-TV, which had announced few weeks ago that *Arthur Godfrey and His Friends*, Wed. 8-9 p.m., would leave the air, has retracted, saying show plans to continue.

ABC-TV offers 12 free partic. for every 40 purchased this summer on *Afternoon Film Festival*, Mon.-thru-Fri. 3-4 p.m.

**Station Accounts:** TV's retail sales pull was effectively demonstrated when Thorofare Stores, 58-outlet Pittsburgh area chain, sold nearly 300,000 pounds of beef—12 carloads—in one day following its "saturation" spot drive on KDKA-TV's *Startime Theatre* Fri. April 6, 11:45 p.m.-1:15 a.m. Aided by pre-show newspaper ad buildup, Thorofare used 16 min. of commercials in the 90-min. show for institutional-type messages tracing beef story from cattle feed lots to Thorofare's retail counters, with Kay Neumann, home service director of KDKA-TV & Thorofare agency Ketchum, MacLeod & Grove describing beef cuts and cooking instructions. Her script, incidentally, has been requested by Agriculture Dept. for its current plentiful-foods promotion campaign . . . Savarin Coffee credits its Sat. 11-11:15 p.m. newscast on WRCA-TV, N. Y., as major factor in sales rise which it claims has made it second only to Maxwell House in N. Y. area; Savarin allocates more than \$450,000 out of its \$600,000 annual ad budget to TV-radio, bulk of it in TV, thru Lawrence S. Gumbinner Adv. . . . Paper Mate Pen Co. allocates \$1,000,000 for 8-week campaign starting May 28 to introduce its new \$1.95 "Piggy Bank" Capri pen; spot TV, radio, 221 newspapers & Sunday supplements and magazines will be used, thru Foote, Cone & Belding, Chicago . . . Socony Mobil, already heavily in spot TV with its *Mobil Oil Theatre* in more than 50 markets, to sponsor monthly newscast show starting in fall in 11 major metropolitan markets, thru Compton Adv., N. Y. . . . M. K. Goetz Brewing Co., St. Joseph, Mo., to use extensive spot campaign starting May 14 to introduce new Goetz-brand beer in midwest, with theme "Wet 'n' Wonderful," thru Compton Adv., N. Y. . . . General Foods plans extensive spot campaign for its new Kool-Shake powder drink, thru Foote, Cone & Belding, N. Y. . . . American Institute of Men's & Boy's Wear Inc., N. Y., earmarks major portion of its \$2,000,000 adv. budget to spot TV-radio, thru BBDO, N. Y. . . . Among advertisers currently reported using or preparing to use TV station time: Citizens' Mutual Automobile Insurance Co., Howell, Mass., thru Clark & Bobertz, Detroit; Gelvatex Coatings Corp., Anaheim, Cal. (paints), thru Dreyfus Co., Los Angeles; McDonough Power Equipment Inc., Power Implements Div., East Point, Ga. (Snappin' Turtle mowers), thru Bruce Moran & Co., Atlanta; Scott's Liquid Gold, Denver, Colo. (furniture cleanser), thru Milt Hoffman Adv., Denver; Hawthorn Books Inc., N. Y., thru Franklin Spier, N. Y.; Tissot Watch Co., N. Y., thru Merwin J. Chasen Adv., N. Y.; Kendall Mfg. Co., Lawrence, Mass. (Soapine granulated soap), thru Richard Thorndike Agency, Providence, R. I.; National Gypsum Co., Buffalo (Gold Bond wall board), thru BBDO, Buffalo; Fedders-Quigan Corp., Maspeth, N. Y. (air conditioners), thru D'Arcy, N. Y.; International Metal Products Co., Phoenix (Alpine air coolers), thru McCarty Co., L. A.

**Rate increases:** WDSU-TV, New Orleans, raises base hour from \$850 to \$900, min. \$180 to \$225. KARK-TV, Little Rock, June 1 raises hour from \$400 to \$450, min. \$80 to \$100. WKBT, La Crosse, Wis. June 1 raises hour from \$300 to \$400, min. \$60 to \$72. WTVK, Knoxville, has added Class AA hour (8-10:30 p.m. daily) at \$300, min. at \$60, Class A hour remaining \$250. WPBN-TV, Traverse City, Mich. has raised base hour from \$120 to \$144. Combination rates: KIEM-TV, Eureka, Cal. and KBES-TV, Medford, Ore. offer first combined rate June 1 with Class A hour set at \$450 and no spot—both stations also raising base hour June 1 from \$200 to \$250, min. \$40 to \$50. KVAL-TV, Eugene, Ore. and satellite KPIC, Roseburg, Ore. offer Class A hour at \$382.50, min. at \$76.50. Spot increases: WRC-TV, Washington, raises base 20 sec. rate from \$350 to \$425. WOAI-TV, San Antonio, raises base min. from \$160 to \$175.

**WORLD ADVERTISING** expenditures exceeded \$12 billion in 1955—\$9 billion in U.S. and something over \$3 billion for rest of world. That's summary of survey released by International Advertising Assn. at its New York convention last week. Survey covers 22 nations, with country-by-country tables showing breakdowns by media, estimates of advertising by U. S.-owned companies, names of leading advertisers and number of ad agencies.

Reports from the 22 countries show total expenditure last year of \$2.788 billion—with TV accounting for \$8,450,000, radio \$102,600,000, though many of these countries have no commercial TV or radio. No reports were received from Cuba, Mexico, Brazil, Venezuela, Puerto Rico, Italy, Norway, Spain, Portugal, Israel, Syria, Iran, Iraq, India, New Zealand & South Africa. IAA said that Cuba, Mexico, Italy, Israel & South Africa together "would account for at least \$150,000,000." Canada had estimated \$180,000,000.

Britain's ad expenditures totaled \$912,000,000, or about 1/3 of the \$2.8 billion total, with newspapers getting \$259,350,000, direct mail \$116,850,000, magazines \$103,850,000. Commercial TV, which began in England only last Sept., received \$5,700,000, said report. Lever was Britain's biggest advertiser, spending \$12,825,000, followed by Procter & Gamble and Nestle, each spending over \$2,000,000.

Advertising expenditures in other countries, as listed in report: West Germany, \$570,000,000; France, \$212,500,000; Australia, \$200,000,000-\$300,000,000; Switzerland, \$192,000,000; Japan, \$168,665,800; Sweden, \$101,500,000; Argentina, \$86,000,000; Netherlands, \$85,000,000; Belgium, \$55,900,000; Denmark, \$40,000,000; Austria, \$20,000,000; Colombia, \$20,000,000; Philippines, \$9,700,000; Chile, \$3,333,333; Egypt, \$3,000,000; Bermuda, \$1,700,000; Lebanon, \$1,600,000; Pakistan, \$1,197,000; Nicaragua, \$993,000; Curacao, \$680,834.

Russia marked anniversary of invention of radio (by Alexander S. Popov—who else?) May 7 with considerable self-criticism of Soviet progress in TV & radio. *Pravda's* lead editorial criticized radio development as backward, blaming Govt. for not pushing new equipment. Discussing lack of unity among Soviet research labs, it said: "It is an obvious anomaly for those research institutions to take up problems at times that have long since been tackled and solved by neighboring or foreign countries." Describing Russian radio & TV broadcasting, *Pravda* said: "It must be admitted that so far radio broadcasting workers are satisfying the working people's requirements in far from full measure. It is none too seldom the case for radio programs to be exceedingly monotonous and drab. Many radio lectures are boring and depressive. Neither are TV programs always interesting." Other articles reported Moscow TV center will be reconstructed during next 5 years and that experimental colorcasts would start soon, with 75 TV stations due to be operating by end of 1960. Russia insists Popov demonstrated first wireless set May 7, 1895—same year as Marconi, who is generally credited with being father of radio. American scientific sources say Popov was one of earliest experimenters with electromagnetic waves, and demonstrated a lightning detector—not a radio—in May, 1895.

British commercial TV's revenues should total about \$22,400,000 by next Sept., its first anniversary, London *Financial Times* predicts—"although at that date it should be running at an annual rate of some £10,000,000 [\$28,000,000]." This would represent 3% of total British advertising revenue. British commercial TV programmers, meanwhile, are asking govt. subsidy for cultural programs which do not appeal to advertisers. Work is in progress now on fourth commercial station, at Emley Moor, Yorkshire. Marconi has received contract to build entire station, with 10-kw transmitter, 200-kw ERP, 445-ft. tower.

**LOOKING TOWARD** commercial use of over-the-horizon "scatter" transmission as a point-to-point communication service, FCC this week asked industry for comments on frequency allocations for uhf tropospheric scatter communications service (Notice 56-437, Doc. 11709). Expressing opinion that "it is now timely to take into consideration the possible effect on spectrum utilization that may accompany the institution of operational [uhf scatter] circuits," Commission asked these questions:

(1) "Can or should tropospheric scatter fixed circuits share with conventional fixed circuits the various fixed bands above 940 mc?" (2) If sharing isn't feasible, what criteria should be used in allocating one or more bands for use by tropospheric scatter systems? (3) How much use of scatter is anticipated in domestic and in international applications? (4) What is state of art with respect to equipment, power, etc.? (5) What information can be supplied with respect to relative efficiency in use of spectrum as between tropospheric scatter and conventional line-of-sight systems? Comments are due July 1, reply comments July 20.

Canada's broadcasting dilemma deepened this week as Royal Commission on Broadcasting began hearings, moving from city to city. The "Fowler Commission," so-called because it's headed by R. M. Fowler, pres. of Canadian Pulp & Paper Assn., heard A. D. Dunton, head of Canadian Broadcasting Corp. warn that CBC is running into red at rate of \$20,000,000 a year and recommend that annual TV set license fee of \$15 be imposed—merely to maintain present service, let alone expand. Private broadcasters, meanwhile, bitterly attacked CBC's monopoly on TV in major markets, urged that they be permitted to build in same cities. Spokesman for private operators, J. T. Allard, exec. v.p. of CARTB, also plumped for an independent regulatory body, chafing under control of CBC. Fowler questioned whether private operators could make a go of it when CBC can't, asked Allard whether private stations would end up degrading service or importing too many U. S. programs. Allard insisted his group is made up of "hard-headed businessmen" whose programming is generally excellent.

"Industry's first independent TV studio"—Telestudios Inc.—opens its doors May 14 in Rialto Bldg., 1481 Broadway, N. Y. Headed by George Gould, ex-CBS producer, with production management specialist Nat Schekter, studio calls itself network-sized operation, has 4 camera chains and complete kinescope and film production facilities, plans to install Ampex video tape recording equipment in "1956 or 1957." Aiming its services at ad agencies, live TV producers and packagers of TV films, features and industrial films, Telestudios "will inaugurate pre-air pilots of regular shows, with rough kinescopes made in the course of rehearsal." Among services planned by Telestudios: (1) "Two-way closed-circuit systems from studios to clients' premises where executives and creative personnel [may] collaborate or make whatever changes are desired before a scene or sequence is kinescoped or filmed." (2) "Closed-circuit facilities will be used for a revolutionary method of pre-testing TV program and commercial material with a cross-section of several thousand families in their own homes."

Washington Airspace Panel this week unanimously recommended that NARTB be made associate member. Recommendation was sent to parent Air Coordinating Committee's technical committee.

CBS TV & radio technicians and cameramen in New York, members of IBEW, this week rejected proposed contract agreed upon by network and union negotiators. Terms were not announced.

**NOTED NEWSPAPER CASE,** McClatchy's appeal from FCC decision giving Sacramento's Ch. 10 to rival KBET-TV, underwent another judicial gyration this week. McClatchy had appealed FCC decision and court upheld Commission (Vol. 12:4). McClatchy then asked court for reconsideration, also appealed later action of FCC granting KBET-TV site move. This week, court cancelled its ruling which had sustained FCC, set whole matter for argument May 23.

Another big case has become somewhat more complicated. Holding favorable initial decision for Pittsburgh's Ch. 4 (Vol. 12:17), KQV suffered loss of a major principal, Irwin D. Wolf, who died April 18. KQV and its 4 competitors have agreed to ask that hearing record be "appropriately enlarged" to reflect the change.

One application, uncontested, was granted this week—Ch. 2 going to KDIX, Dickinson, N. D.

Portland, Ore. vhf operators KLOR & KOIN-TV and grantee KGW-TV (formerly KTLV) have jumped promptly on Storer's proposal that it be permitted to shift its KPTV to Ch. 3 (Vol. 12:18). They asked Commission for more time, until May 31, to file detailed opposition.

Among other actions at FCC: (1) Off-air KTVQ, Oklahoma City (Ch. 25) renewed its request for temporary operation on Tulsa's educational Ch. 11 until educational grantee KOED-TV gets on air, saying that Oklahoma educators have withdraw opposition to the idea under certain conditions. Joint Committee on Educational TV immediately opposed the petition, asserted educators still object. (2) FCC granted WHYN-TV, Springfield, Mass. shift from Ch. 55 to 40. (3) Efforts of WCOV-TV, Montgomery, Ala. (Ch. 20) to get CP for WSLA, Selma (Ch. 8) cancelled, on grounds that the vhf hadn't moved fast enough to get on air, were rejected by Commission which said that WSLA is showing "due diligence."

Cutting out TV for a week, family of unidentified N. Y. adman provided *N. Y. Times* TV-radio columnist Jack Gould with novel case study reported in May 6 issue. TV-less week was imposed as disciplinary measure for 3 children ranging in age from 8 to 14. First day, Sat., brought "only limited grumbling." Sun. was "mild hell," including rain all day. Mon. & Tue. brought "an easing of minor household tensions"—no supper deadline, no rush to complete homework, more family discussion, etc. By Thu. & Fri., everyone was fairly well accustomed to doing other things. When ban was lifted, "children went back to TV with undisguised relief." They watched less than normally at first, but regained old habits within another week. "Mr. X" drew these conclusions: "Psychologically, I suppose, as a family we were united by not having TV. But whatever the reason, I and my wife felt a lot closer to the kids for the week and I think they felt closer to us. I guess we haven't really used our own resources for so long [that] we don't honestly know any more what they are . . . Not having TV probably would raise as many problems as having TV, and besides you'd be missing a lot. But I think all of us could learn to do without quite so much of it."

First TV transmitter okayed by FCC under type acceptance rules finalized June 30, 1955, affecting all transmitters installed since that date, is GE's 35-kw Ch. 2-6 Type TT-22-A. There's been no hurry, apparently, because station don't need type acceptance for their transmitters until they apply for regular license—and many stations have been in no rush for licenses.

TV is booming in Puerto Rico, according to *El Mundo* publisher Angel Ramos, pres. of WKAQ-TV & WKAQ, San Juan. He says WKAQ-TV's billings are now \$125,000 a month, but radio WKAQ's billings have dropped 25%.

**Telecasting Notes:** Despite Washington hue & cry over "network control of programs," May 9 *Variety* points out that "practically every TV network program sale for next season represents 'outside' program buys"—unprecedented in many years. It adds: "NBC & CBS collectively have spent somewhere in the neighborhood of \$3,000,000 on new pilots on projected film series designed for showcasing next season, with the likelihood that only a bare handful will pass muster. Virtually all of the network-owned pilots screened thus far have been rejected as unsatisfactory by the webs' high command" . . . Are outside package purchases deliberate, as result of Washington pressure? "The networks say, in effect, 'Absolutely not'" —as reported by *Variety*—"it's just a case of weighing our own product against those purchased on the outside and we find our own wanting" . . . "Scorecard" of 12 new programs firmed up by networks for next fall shows 8 completely "outside" packages, 2 "in-between borderline cases" and two 60-&90-min. shows network-owned . . . More "re-viewers" than new viewers saw repeat performance of *Kraft TV Theatre's* "A Night to Remember" (Vol. 12:18), according to N. Y. area Pulse study of audience composition. With highest quarter-hour rating of 25.8, Pulse broke rating down thus: Also viewed first telecast, 17.5; initial viewing of second telecast, 8.3 . . . Re-runs: MCA-TV reports over 2100 different sales of repeats of its film series have been made since beginning of 1955. TPA sales of re-runs of *Private Secretary* series (originally CBS) reportedly have totaled more than \$1,100,000. "Another 19 network shows will be candidates for syndication next season," reports May 12 *Billboard*, noting these will bring total reissues to 62 series . . . Syndication will remain Ziv TV's bread-&-butter, despite its sale of *West Point* series to CBS-TV, sales v.p. M. J. Rifkin announced this week, reporting that several new properties will be earmarked "for syndication only." He predicted 50% dollar gain in Ziv syndicated program sales this year . . . TV by-products: Walt Disney to release another TV program to movie theatres, combining "Davy Crockett & the River Pirates" with cut-down version of "Man in Space" for widescreen Technicolor movie double bill—both having appeared on *Disneyland* (ABC-TV) several times. Nightclub version of \$64,000 *Question* is being offered to Las Vegas hotels by Louis Cowan Productions. Desilu Productions planning to finance new Broadway musical . . . RKO Teleradio's "Finest 52" movies tentatively slated for national showing on about 60 Vitapix member stations, attempts to get network spot having failed . . . "An ocean is moving into the heart of North America in consequence of an engineering feat that ranks with the greatest of all time," said NBC chairman Pat Weaver of new St. Lawrence Seaway project. So who's going to tell the story, in role of "electronic sidewalk superintendent"? *Wide Wide World*, of course—in ambitious undertaking June 3, covering length of entire project and not only joining Atlantic Ocean and the Great Lakes, but also joining NBC-TV & CBC-TV, in cooperative scripting, presentation and production . . . Florida state TV network organized by Miami's WTVJ was put into operation for second time last week end with 5-station 60-min. program featuring the 2 main contenders in state gubernatorial race.

Fighting cartoons with cartoons, CBS-TV June 13 begins *CBS Cartoon Theatre*, Wed. 7:30-8 p.m., opposite first half of ABC-TV's *Disneyland*, which relies heavily on cartoons for its most popular programs. New CBS show will feature theatrical cartoons made by Terrytoons, now a CBS subsidiary. Another Terrytoon show, *Mighty Mouse Playhouse*, Sat. 10:30-11 a.m., was rated this week by Nielsen as top Saturday daytime program.

**LOW-PROFIT BLUES IN TV SALES DECLINES:** Retail TV sales in April totaled 370,000, by preliminary estimates, or about 10% below the 411,748 sets sold in April 1955. They brought retail sales for first 4 months to about 2,100,000 -- or, once again, about 10% below the 2,355,740 sold in first 4 months of 1955. Indications are that sales thus far in May continue to show the 10%-under pattern trade can't seem to shake.

Even more important to manufacturers than estimated 16% decline in factory sales in first 4 months has been the steady dip in TV profits. Manufacturers large and small are bitterly complaining about the loss of profits and, as one leading TV producer told us this week: "This is only the beginning. It's really going to get tough this fall when the low-priced portables hit the market in strength. Looks to me like several more smaller manufacturers are going to chuck the TV business."

H. Leslie Hoffman, pres. of Hoffman Electronics, put it this way to his stockholders this week: "TV is a question mark with the industry going through a transition period. We must face the possibility that we will derive no profits from our TV division this year." Emerson Radio pres. Benjamin Abrams, informing us he plans to introduce an 8½-in. set in June or July, says simply: "It's real rugged. The next few months will see a further separation of the men from the boys."

Apprehension about fate of 21-in. "middle line" sets this fall is extremely strong among set makers. Sandwiched between low-priced portables and color receivers expected to retail at \$495 and up, the staple 21-in. is an enigma to market researchers in their forward planning. One school of thought contends that 21-in. will suffer greatly in what one calls a "pincers movement." The contrary view is that portables and color will represent "plus" business and that 21-in. will continue to thrive.

Portable TV pace quickened this week, meanwhile, with Admiral starting shipments of its 10½-in. set (at \$89.95) and GE inaugurating production of 9-in. tubes, to be incorporated in its 13-lb. receivers this summer (Vol. 12:12). RCA's 8½-in. receivers (at \$125) are reportedly receiving excellent reception in key markets.

Radio sales are providing some balm to manufacturers worried about TV sales. Sales of home radios in first 4 months were estimated at 2,000,000, as against the 1,700,000 sold in first 4 months year ago. National Radio Week May 13-19, using theme of "Give a Radio," should provide new sales stimulus.

Brief highlights of other major trade developments this week:

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**Capehart Plans:** All sorts of rumors, none verified, were available this week on future plans of Ben Gross Corp., N.Y., which last week purchased assets of IT&T's Capehart-Farnsworth div. (Vol. 12:18). One of most persistent rumors was that chairman Ben Gross and son Robert, pres. of newly formed corporation, had placed for sale the Capehart radio-phono & cabinet plants at Flora, Ind. and were planning to farm out production of Capehart-brand private-label TVs to a handful of manufacturers, including Emerson. The Grosses, principals of Gross Distributors, N.Y. (Stromberg-Carlson), were unavailable for comment. Emerson pres. Benjamin Abrams denied, however, reports that he helped to finance the transaction, telling us: "Neither I nor Emerson had any connection with the sale. Nor have I reached any agreement to make TV sets for Ben Gross. It is true, however, that I have had some discussions with the principals in this matter and, of course, I cannot speak for the future."

**Color Sales:** Ned Corbett, v.p. of RCA Victor Distributing Corp. in Chicago, estimates average of 100 color set sales per week to metropolitan Chicago dealers since conversion of WNBQ to all-color station April 15. "This is about up to my expectations," he commented to us. "We're way ahead of every other market now and I anticipate widening that margin in the next few months." Sol Polk, ebullient pres. of big Polk Bros. retail chain, said he has been selling 35-40 color sets per week,

mostly RCA, at various prices. "Approximately good" was the way he described color TV business in Chicago. "We're willing to make the investment to pioneer in color, and I think we'll be richly rewarded for it," he commented. "I've said it before, and I'll say it again, color TV is the stimulus that's going to perpetuate prosperity in the nation." From other sources come rather bearish reports on color movement in Chicago. "A considerable segment of those who can afford to buy color are quite aware of fact that prices are going to come down shortly," was one comment.

**Rule 9 Upheld:** Federal Trade Commission this week rejected all petitions by industry to review or repeal controversial Rule 9 of its trade practice regulations. Rule 9 requires that ad using popular diagonal measurement to describe picture tube size must state clearly that diagonal measurement is used or that designation be given in sq.-in. or horizontal measure. In letter to more than 60 manufacturers, FTC replied that the rule is an "accurate reflection" of Section 5 of Federal Trade Act. One manufacturer, who asked that his name be withheld, commented: "We'll just have to go ahead with our ads, hoping they comply with the regulation. If not, I suppose there will be a complaint and then a court test to thrash it out."

**TV Set Certification:** FCC's oscillator radiation rules for vhf sets are now in effect -- and Commission engineers say they believe manufacturers are making every effort to comply. Under the new rules, manufacturers must have each model in line tested, and certify to FCC that it meets radiation limits; Commission also requested that they affix label to every set informing customers that it complies with regulations (Vol. 11:52). FCC officials say they've received certificates from many set makers, and that most appear to be doing their own testing -- although both RCA and Hazeltine have offered to conduct test & certification procedure for their licensees. RETMA has received approval from most of its members on wording of proposed rectangular label to be affixed to back of sets -- though RETMA won't administer the certification-labeling program. Wording of new optional TV set label: "Design certified as complying with Federal Communications Commission's Rules, Part 15, in effect as of date of manufacture."

**Production:** TV output totaled 111,767 week ended May 4, compared to 138,256 preceding week and 147,038 week ended April 20. It was year's 18th week and brought production for year to date to about 2,420,000, as against 2,860,000 in same period year ago. Radio production totaled 250,378 (65,736 auto) week ended May 4, compared to 269,544 preceding week and 249,487 week ended April 20. Radio production for 18 weeks totaled 4,850,000, compared to 4,680,000 in corresponding 1955 period. RETMA this week recapitulated first-quarter production in another report showing 1,844,632 TVs (245,105 uhf), 3,532,243 radios turned out, compared to 2,188,252 TV sets and 3,640,144 radios in first quarter year ago. For RETMA's monthly breakdown, see p. 12.

Trend to factory-controlled distribution of major appliances, coupled with central service in metropolitan markets, is forcing many dealers "to adjust from their traditional role to where they become predominantly a sales agency with any franchise protection they possess directly proportionate to the volume they deliver." So said NARDA managing director A. W. Bernsohn to Appliance Parts Jobbers Assn. in St. Louis May 10, adding: "It is most doubtful whether eliminating of dealer responsibility for service to this extent is good for the industry." He also predicted long-range trend to single-line dealers as result of recent TV-radio "mergers and brand terminations" among manufacturers.

Whirlpool-Seeger plans \$19,000,000 expansion for its refrigerator div. at Evansville, involving \$11,000,000 outlay for new construction, including 90,000-sq. ft. addition to Evansville plant acquired last year from International Harvester, and additional machinery & equipment, plus \$8,000,000 retooling for 1957 refrigerator-freezer line.

Westinghouse introduced 7-transistor portable radio this week, retailing for \$70. It weighs less than a pound, is available in gray, black-&-gray, red-&-black.

Picture tube sales in first 3 months totaled 2,638,503, valued at \$49,867,451, compared to 2,639,428 at \$52,455,081 in first quarter of 1955, reports RETMA. Receiving tube sales totaled 120,420,000, worth \$96,919,000, in first 3 months, as against 117,558,000 at \$84,907,000 in first quarter year ago. RETMA's monthly breakdown:

	Picture Tubes Units	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
<b>TOTAL</b>	<b>2,638,503</b>	<b>\$49,867,451</b>	<b>120,420,000</b>	<b>\$96,919,000</b>

Moffats Ltd., Avco's subsidiary which produces Crosley-Bendix TV-radio sets in Canada, temporarily suspends TV production "at least until fall," says pres. D. R. Moffat, adding that date of resumption depends on market trends in summer and fall, inventory position & color developments.

Philco will use closed-circuit hookup of more than 100 cities on ABC-TV facilities May 15, Tue. 6-7 p.m., to introduce new laundry equipment line to dealers. Arlene Francis will preside, with John Daly handling commentary.

**Trade Personals:** Dan D. Halpin resigns as gen. sales mgr. of Westinghouse TV-radio div., having served in post for one year, following resignation as DuMont TV-radio sales mgr.; he's succeeded by Thomas B. Kalbfus, national sales mgr. of Westinghouse Electric Supply Co.; C. J. Urban, southwestern regional mgr. of Wesco, is promoted to succeed Kalbfus, with headquarters in Pittsburgh . . . Marion E. Pettegrew named Sylvania operating v.p. for TV-radio div., continuing in new post of v.p. for parts & tungsten-chemical divs.; he succeeds Arthur L. Chapman, promoted to corporate manufacturing v.p. in charge of automation & equipment development, purchasing, traffic & industrial engineering . . . Harold J. McCormick resigns as GE's TV adv. & sales promotion mgr. to join Motorola as adv. & sales promotion director, succeeding David H. Kutner, now merchandising mgr. . . . Morgan Greenwood relinquishes duties as Philco adv. mgr. to become merchandising mgr. of Philco's Firestone retail accounts, with merchandising v.p. Raymond B. George assuming his adv. functions; Raymond Gordon, Philco district mgr. in Boston, named eastern mgr. of Firestone accounts, N. Y.; Ben Williams midwest mgr., Chicago; Norman Dakin western mgr., Des Moines; Lyle Huntoon southwest mgr., Houston; Willard Russell southeast mgr., Atlanta; Arthur Pressler west coast mgr., Los Angeles . . . John E. Clarke, ex-Fuller & Smith & Ross Adv. (Webcor account), named merchandising mgr. of Hotpoint TV receiver dept., reporting to marketing mgr. Howard W. Hibshman; Clarke will be responsible for adv., merchandising & sales promotion . . . Richard G. Evans, Motorola regional mgr. for Kans., Neb. & Mo., transferred to Pa.-Ohio area, succeeding John Carroll, now mgr. of Chicago factory branch; Conrad A. Hauser, regional mgr. for Northern Lakes region, succeeds Evans at Kansas City; Richard C. Rowley, from southwest regional post, succeeds Hauser at Minneapolis, with Robert E. Hennessey shifting from Chicago factory branch to Texas regional mgr. . . . Donovan H. Tyson, DuMont controller, elected a v.p. . . . James Armstrong, ex-CBS, named Magnavox district merchandiser for Spartan line for Cincinnati, Columbus & Dayton; Tolbert Hood appointed district merchandiser for Tenn. . . . Titus Haffa, pres. of Webcor, assumes additional duties of chairman; Oscar Pearson promoted to engineering v.p.; John Ihrig promoted to v.p. in charge of lamination div. . . . Colin B. Dale resigns as research v.p. of Webcor, plans to establish developmental lab in Jensen Beach, Fla. . . . Charles McKinney, ex-Magnecord, named Zenith Radio adv. mgr. . . . Rudy Schroeder promoted to supervisor of Clarostat product design . . . J. A. Ireland, Ireland Appliances, Belle-

ville, Ont., elected pres. of Ontario Assn. of TV-Radio-Appliance Dealers . . . Robert W. Collins appointed v.p. of Staver Co., succeeding late Marshall R. Germond.

**DISTRIBUTOR NOTES:** Philco appoints new Fantle Distributing Co., Sioux Falls, S. D. (Sam Fantle Jr., pres.), replacing E. J. Gustafson Co., recently purchased by Fantle . . . RCA appoints newly formed King's Appliances & Electronics, 666 Indian St., Savannah (Jack King, pres.), replacing Yancey Co. Inc., which continues in rest of state . . . Whirlpool-Seeger appoints RCA Victor Distributing Corp., Davenport, Ia. . . . Philco Distributors, Chicago, appoints Carl Krumrei as sales mgr., replacing Charles Hakimian, resigned; George Hickman named sales mgr. of Peoria div. . . . Ohio Appliances Inc., Columbus (RCA-Whirlpool) names E. N. Hudson TV-radio sales mgr., Charles Kelly appliance sales mgr. . . . Electrical Distributors, Honolulu (RCA-Whirlpool) appoints Edgar B. Wilkinson as appliances sales mgr. . . . W. D. Alexander Co., Atlanta (GE) appoints H. W. Bracken mgr. of new TV-radio sales dept. . . . CBS-Columbia of So. Cal., Los Angeles, appoints Wm. H. Cormier, ex-Emerson, as gen. sales mgr. . . . GE Supply Co. transfers Ezra S. Howington Jr. from Buffalo to Louisville as merchandise mgr. for TV-radio-appliances . . . Erskine-Healy Inc., Rochester, N. Y. (Motorola) names Barry Foley as TV sales mgr. . . . Brightman Distributing Co., St. Louis (Admiral) elects as v.p.'s TV-radio sales mgr. B. D. Lewis & appliances sales mgr. Bernard Erlich . . . Olympic of So. Cal., Los Angeles factory branch, elects Wm. Goldy as pres. . . . Northeastern Distributors, Cambridge, Mass. (Zenith) appoints N. K. Blake, ex-Philco Distributors, N. Y., as asst. to exec. v.p. George Cohen . . . Westinghouse Electric Supply Co., Seattle, promotes Edwin J. McCullough to TV-radio sales mgr. . . . Delaware Valley Distributors, Philadelphia (Crosley-Bendix) promotes Frank McGrogan to service mgr. . . . Crosley Chicago reports resignation of sales mgr. Wm. F. Carolan . . . Majestic International Distributors, Chicago, appoints Lawrence L. Goldberg sales mgr. . . . Goodbinder Assoc., Washington, takes on Telefunken radio franchise . . . Scott Radio (Meek TV) appoints Charles Bernstein, ex-Gerald O. Kaye (Crosley-Bendix), as metropolitan N. Y. rep . . . Emerson Radio of Fla. opens new headquarters at 66th St. & NE 4th Court, Miami (Sidney Goldberg, v.p.-gen. mgr.).

Hillel I. Reiskind, 49, engineering mgr. of RCA Victor record plant in Indianapolis, died May 7 in Polytechnic Hospital, N. Y. He is survived by wife, son & daughter.

**Topics & Trends of TV Trade:** Proposal to levy 10% excise tax on transistors—opposed by RETMA and the industry generally—was rejected this week by House Ways & Means Committee in tentative report proposing excise tax revisions. Otherwise, Committee generally followed recommendations made by Forand subcommittee last March (Vol. 12:11). Among its recommendations:

Tax on TV-radio components should be applied only to those "suitable for use on or in connection with entertainment-type sets." Tape and wire recorders and record players should be taxed at 10%, since they are "in competition with phonographs" which are subject to 10% tax.

Committee took no action on proposals to exempt uhf or color sets from excise tax—which, if considered at all, will be taken up later after Treasury Dept. expresses formal opinion on them (see p. 1).

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RCA signed new contract with IUE, described as "the best in the industry." Terms were not disclosed pending ratification by union at Camden, N. J.

RETMA's first-quarter production breakdown (see p. 11) for first time eliminates data on table, clock & portable radios, under new board policy. It gives this monthly tabulation for 3-month production of 1,844,632 TVs, 3,532,243 radios (1,435,531 auto):

	Television	Automobile Radio	Total Radio
January	588,347	519,648	1,078,624
February	576,282	437,611	1,093,506
March (5 weeks)	680,003	478,272	1,360,113
<b>TOTAL</b>	<b>1,844,632</b>	<b>1,435,531</b>	<b>3,532,243</b>

Westinghouse consumer products output is currently 15-20% higher than pre-strike level, said exec. v.p. Mark W. Cresap Jr., in disclosing plans to spend \$300,000,000-\$375,000,000 on plant expansion and modernization in next 5 years, balanced between consumer products and heavy equipment. He said Westinghouse expects to recover its \$18,000,000 first-quarter loss (Vol. 12:17) before year ends.

Crosley-Bendix plant vacation dates are June 23-July 8, not Aug. 20-Sept. 2 as reported last week.

**Color Trends & Briefs:** Two trade magazine editors, summing up their experiences in home color viewing recently, show they're very strongly impressed by color's progress and prospects. Writing in May issue of *Radio & TV News*, Oliver Read describes his disappointment 2 years ago in paucity of programs and in lack of color fidelity stability. Now, however, he writes:

"During the past year, great improvements were made (especially in camera techniques, makeup, and lighting) which have overcome many of the faults noted during 1954. The color picture during 1955 ranged from good to excellent. The cost per hour to the color set owner dropped considerably as more color programs became available. . . . Our friends no longer imply that we should have our heads examined for having a color TV set in the house when there was practically no color to see. Reactions have now gone from the ridiculous to the sublime and, almost without exception, our friends and neighbors express sheer amazement and delight when they see quality color TV for the first time."

Read has one big complaint—servicing. Holding a service contract, he called to get high-voltage regulator replaced, had to wait a week. "I sincerely hope," he concludes, "that mine is not a typical 'case history.' If it is—then our service profession is either undermanned or is doing a poor selling job—or both."

Writing in April 30 *Sponsor*, Norman Glenn notes: "You have to spend time watching color TV, as we've been doing of late, to really sense the fabulous opportunity it represents for every advertiser. Color, in programming, rivets attention. It rivets attention to commercials, too, but more than that it is just a step removed from setting up a store window in every home which has a color set. We bring up these points, which are surely not new, because it's so easy in the press of current problems to forget about what's coming. But color is no longer something to think about tomorrow. There's plenty of evidence that this is the real kickoff year and that next year the big growth spiral will be on . . ."

"The one obvious way admen can study color is by watching color. There's an opportunity to do this on the office color set on occasion or when working with color commercials. But probably the best way to study color is in the place your audience watches—at home . . ."

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Pre-testing of color commercials by Schwerin Research Corp. produced 6 principal conclusions, reported by exec. v.p. Leonard Kudisch in May 11 *Printers' Ink*: (1) Color increases effectiveness but decreases remembrance. (2) Distracting use of color hurts effectiveness of commercials. (3) Moderately effective black-&-white commercials grow stronger through use of color. (4) Color helps certain products win stronger brand identification. (5) Color influences women more than men. (6) Color is most effective for holiday and other special promotions.

New optical unit, adapting RCA 3-V camera for color-casting color opaques, small packages, etc. (Vol. 11:49) will be employed in first on-air colorcast by WCAU-TV, Philadelphia, for Keebler Biscuit commercials 7:30-8 p.m. May 15. Advantages of device, as compared with film & slides, noted by station engineering v.p. John G. Leitch: less expensive, less time-consuming, permits last-minute copy changes, more consistent color fidelity.

Color clinics for advertisers and their agencies, 2-3 hours for each, are scheduled by WDSU-TV, New Orleans, starting July 7. Station was one of first equipped for local color originations.

Color schedule of WRCA-TV, N.Y. in June calls for 44½ hours—27 of them network, 17½ local.

## Network Color Schedules

(May 14-28, 1956)

May 14—NBC: *Howdy Doody*, 5:30-6 p.m.  
 May 15—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.  
 May 16—NBC: *Howdy Doody*, 5:30-6 p.m.  
 May 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 19—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 May 20—NBC: *Zoo Parade*, 3:30-4 p.m.; *The Sunday Spectacular*, 7:30-9 p.m.  
 May 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Gordon MacRae Show*, 7:30-7:45 p.m.  
 May 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 May 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Climax*, 8:30-9:30 p.m.  
 May 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 26—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 May 27—NBC: *Zoo Parade*, 3:30-4 p.m.; Part 2 of *Antarctica: Third World*, 4-5 p.m.  
 May 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Gordon MacRae Show*, 7:30-7:45 p.m.; *Producers' Showcase*, "Bloomer Girl," 8-9:30 p.m.

Chicago's live-wire IBEW Local 1031, promoting future of its own members, produced nightly "Salute to Color TV" stage show this week for members—with Imogene Coca, Frank Libuse and Mugsy Spanier. May 13 was set aside for management of plants employing IBEW members. Reason for choice of color TV motif, according to Frank Darling, chief of Local 1031: "In this industry, as in any other, you've got to progress. We're convinced that color TV represents the next big advance for this industry." Local has been putting on such shows since 1946, when it was decided that technique would increase members' attendance at meetings, producing greater resistance to communist infiltration.

Color will be included for first time in NBC-Northwestern U Summer TV Institute June 26-Aug. 4, with 6 lectures to be given by NBC color specialists. Open to 25 persons with experience in TV or related fields, Institute includes courses in management, production & directing, public service programming.

Original musical version of "Jack and the Beanstalk" will be presented on NBC-TV's *Producers' Showcase* next fall, Mon. 8-9:30 p.m., written by Helen Deutsch and Jerry Livingston.

Next 39 Liberace films will be shot in color by Guild Films, though start may be some time off because there are 117 black-&-white films of Liberace waiting to be run.

March color set sales in Kansas City were 41, according to Electric Assn., which reports April 1 cumulative total of 351.

RCA shipped 3-V color film camera May 11 to upcoming WISC-TV, Madison, Wis. (Ch. 3), due in June.

Recommended reading: "TV Checkups Forestall Complaints" in May *Electrical Merchandising Magazine*, interesting story of how Ellis Home Appliances, Tulsa, has built goodwill and sales by offering semi-annual "checkup" specials for \$4.95, in manner similar to auto shops.

First sale of Admiral's sun-powered radio (Vol. 12:15) was reported this week to E. B. Germany, pres. of Lone Star Steel Co., Dallas. The tubeless radio, containing 6 transistors, retails for \$59.95. Sun Power Pak is \$185.

RCA is distributing 42-p. brochure, "RCA—What It Is, What It Does," a basic description of company in question-answer form, available from its information dept., 30 Rockefeller Plaza, N. Y.

Olympic Radio's first "all-transistor" radio, introduced this week, is priced at \$40, weighs 5¼ lbs.

**Electronics Reports:** Airborne TV system, which can give clear pictures from planes in stratosphere flying at supersonic speeds, has been developed for Aerial Reconnaissance Lab at Wright Air Development Center, Philco govt. & industrial div. announced this week. Though details are under security wraps, Philco said system was designed to provide ground control points with an active picture of troop movements or terrain from stratosphere, beyond reach of anti-aircraft fire.

Compact system, using 2 unmanned image orthicon cameras, may be carried in single-seat aircraft. Signals from plane are transmitted to ground control point, where they are picked up by receiver and recorded on 35mm film, which is automatically processed in less than a minute. Picture may be projected immediately, with results "as good as, or better than, commercial TV reception." Despite high speed of plane, pictures may be shown in slow motion or stopped without blur of ground movement. System is understood to use greater frames-per-second rate than conventional TV systems, to avoid blurring.

Pickups from slower-moving aircraft may be observed, live, on standard TV monitors. Philco's link will be used—by courtesy of Air Force—on NBC-TV's *Wide World* show May 13 marking Armed Forces Week.

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Additional industrial TV uses: (1) General Motors uses closed-circuit TV to observe suspension of test cars during actual operation. Camera is attached to underside of front or rear bumper and focused on parts engineers wish to observe. Observer in rear seat of test car watches on 14-in. monitor. Picture also can be microwaved to laboratory or office where engineers can view what goes on underneath cars under different road conditions. General Precision Laboratory, which supplied the closed-circuit system, says at least one other auto maker is using similar technique. (2) Lukens Steel Co., Coatesville, Pa., employs 9 RCA cameras to speed production of alloy plate steel—permitting one-man control of furnace line and enabling one operator to control plate-finishing shearing operation.

New high-frequency germanium transistor, operating in oscillators up to 200 mc and with useful amplification up to 30 mc, is now being sampled to industry by RCA. Dr. Allan M. Glover, gen. mgr. of semiconductor div., said that transistor is adaptable to mass production methods, has applications in military equipment, will find additional uses in TV sets and computers—and that "much higher frequencies are considered feasible."

Upcoming international electronics trade fairs: Mexico City, October, by Asociacion Mexicana de Ingenieros en Comunicaciones Electricas y Electronica (Box 20443, Mexico City), with 17 U. S. electronics manufacturers due to participate; Third International Exhibition of Electronics, Nuclear Energy, Radio, TV & Cinematography, Rome, June 28-July 15, with participation by 14 countries.

Sylvania has bought new plant—its 45th—in Hillsboro, N. H., to expand manufacture of transistors and germanium diodes. Operations in 2-year-old 28,000-sq. ft. plant begin June 1, will employ 350-400 in full operation. Elmer J. Perry, transistor manufacturing superintendent at Sylvania's Woburn, Mass. plant, will become resident mfg. superintendent.

Transistor sales in first quarter of 1956 totaled 1,897,309, valued at \$5,688,033—more than half the number sold in all of 1955 (3,647,000) and more than entire 1954 output (1,317,000)—according to RETMA figures. Sales of transistors have increased each month since last Nov., March sales totaling 707,817 at \$2,056,135, Feb. 616,818 at \$1,184,046, Jan. 572,674 at \$1,374,656.

Ford Motor Co. enters electronics field through new subsidiary, Aeronutronic Systems Inc., formed for research, development and eventual production of guided missiles and other electronic, aerodynamic and nucleonic products. To be organized later this year in California with initial Ford investment of \$10,000,000, Aeronutronic will be owned 75% by Ford, eventually 25% by key employees. At start, new company's work will be entirely under govt. contract, but its eventual activities and expansion were described as virtually unlimited. It expects to complete research & development organization of 2000 employees by 1958. Nucleus of new company will be group of 30 scientists who in Dec. 1954 organized Systems Research Corp., most of them having left Lockheed Missiles Systems Lab over difference of opinion on approach to development of guided missiles. Systems Research was headed by Dr. Ernest M. Krause and Dr. Montgomery H. Johnson, who will become aeronutronics v.p. and director of research & development, respectively. Ernest R. Breech, director of Ford's office of defense products & governmental relations, will be pres.

Noting increase in tube makers from 25 to 90 since World War II and "amazing growth" of electronics, RCA public relations exec. v.p. E. C. Anderson paid tribute to Joint Electron Tube Engineering Council for its coordination activities, in address at JETEC conference in Atlantic City May 11. He said that "one company alone now handles more than 850 different types of tubes and that, in all, more than 2500 individual firms are now manufacturing electronic equipment."

Utah Radio Products Co. Inc., Huntington, Ind., manufacturers of TV-radio speakers, sold its electronics div. this week to Utah Products Corp., a local group headed by Frank L. Pyle, ex-v.p. of Utah Radio. Operations will continue without interruption, he said.

Raytheon has sold microwave relay equipment to Western Union for new Pittsburgh-Cincinnati-Chicago telegraph link.

Dr. Allen B. DuMont will be principal speaker at opening session of Pacific general meeting of AIEE, at San Francisco's Fairmont Hotel June 25-29. Five of the 66 technical sessions will be devoted to TV-radio.

Wm. H. Westphal, ex-Minneapolis-Honeywell & Eastman Kodak, named mgr. of new Daystrom International div., handling export sales of all Daystrom electronic companies.

Frank M. Viles Jr., ex-Litton Industries and onetime pres. of Philco Service Inc., N. Y., named technical dir. of components div., Federal Telephone & Radio Co. (IT&T), Clifton, N. J.

Dr. Lloyd P. Smith, chairman of Cornell U physics dept., July 1 becomes Avco v.p. & pres. of Avco's research & advanced development div.

Dr. Claude E. Shannon, Bell Telephone Labs mathematician and noted contributor to information theory, elected to National Academy of Sciences.

Robert D. Wick named mgr. of govt. sales, RCA semiconductor div., to headquarter at new \$3,000,000 plant nearing completion at Somerville, N. J.

Harold S. Renne, ex-electronics technical editor of Ziff-Davis Publishing Co., joins Bell Labs, N. Y., as technical information supervisor.

James E. Ashman, ex-pres. of Air Associates Inc., elected pres. of Ultrasonic Corp., Cambridge, Mass. (electronic controls).

George E. Magrath promoted to eastern industrial sales mgr., National Co.

E. J. Gaffney elected engineering v.p., Teleregister Corp., Stamford, Conn.

**Financial & Trade Notes:** Motorola anticipates \$400,000,000 annual sales volume by 1960, pres. Paul V. Galvin told annual stockholders meeting May 8, basing prediction on increased sales of present products, new products and acquisition of other companies. Motorola sales last year set all-time record of \$226,653,953 (Vol. 12:11).

Company will spend \$11,000,000 this year on expansion of manufacturing facilities, he said. In final stages of construction is \$1,500,000 radio plant in Quincy, Ill. Ground will be broken shortly for \$3,000,000 military production facility in Phoenix. Other projects planned for this year are enlarging capacity of auto radio tuner plant in Arcade, N. Y.; construction of new plant in Franklin Park, Ill.; new offices and labs on Touhy Ave., Chicago.

Galvin said Motorola plans to diversify "within the field of electronic specialty items" but that there are no plans to produce white goods. He declined to indicate what acquisitions company plans. He said sales and earnings in second quarter would be higher than same period year ago, when profits were \$791,963 (41¢) on sales of \$41,414,940.

\* \* \* \*

CBS Inc., elaborating on statement by chairman Wm. S. Paley to annual meeting 3 weeks ago (Vol. 12:16), reports consolidated net income in first quarter of \$4,462,783, highest first-quarter earnings in its history, up 14.6% from the \$3,892,677 earned in first 3 months of 1955. Profit was equal to 60¢ per share on 7,485,857 A & B common, as against 53¢ on 7,316,700 shares for first 3 months of 1955 after adjustment for 3-for-1 stock split. Consolidated revenues and sales in first quarter of 1956 were \$88,406,663, up 13.7% from \$77,776,463 for first 3 months of 1955.

Hoffman Electronics plans \$100,000,000 sales volume by 1960, more than double the \$44,416,673 sales of 1955, pres. H. Leslie Hoffman told stockholders meeting, adding that company plans to triple engineering capabilities within year. Company's over-all profits in 1956 will increase over \$1,560,596 (\$2.15) of last year, he predicted. Stockholders approved proposal to increase number of authorized common shares from 1,000,000 to 2,000,000 and endorsed a stock option plan permitting key employes to purchase aggregate of not more than 35,000 shares of common.

Magnavox earned \$2,639,000 (\$3.23 per share) on sales of \$52,063,000 in 9 months ended March 31, compared to \$2,110,000 (\$2.65) on \$42,384,000 in corresponding period of preceding fiscal year. For quarter ended March 31, earnings were \$864,000 (\$1.01) on sales of \$18,038,000, as against \$578,000 (73¢) on \$14,365,000 in first 3 months of 1955. Pres. Frank Freimann said sales in fiscal year ending June 30 are expected to reach \$70,000,000, compared to \$55,000,000 in preceding fiscal year.

Admiral expands earlier statement by pres. Ross D. Siragusa (Vol. 12:15), reporting first-quarter earnings of \$1,310,336 (55¢ per share) on sales of \$48,663,959, as against \$1,238,176 (52¢) on \$50,034,396 in first 3 months of 1955. John B. Huarisa, exec. v.p. & treas., said that production of 10 $\frac{3}{4}$ -in. portable TVs began last week and that goal of 5000 output per day by Aug. has been established.

Olympic Radio, for quarter ended March 31, earned \$159,464 (35¢ per share) on sales of \$6,676,565, compared to \$82,631 (18¢) on \$4,800,986 in first 3 months of 1955. The 1956 figures include full-quarter operations of David Bogen Co., acquired as a subsidiary Jan. 31.

Penn-Texas Corp., parent of Hallicrafters, increased net worth to \$66,500,000 as of April 30, from \$59,478,000 on Dec. 31, pres. Leopold D. Silberstein told stockholders meeting. Working capital totaled \$40,000,000 on April 30, he said.

Among officers' & directors' stock transactions reported by SEC for March: Sidney M. Markley bought 400 American Broadcasting-Paramount Theatres, holds 500; Frank H. Sparks sold 1000 Arvin Industries, holds 6000; Irving B. Babcock sold 4800 Avco, holds 97; Charles S. Craigmile bought 100 Belden Mfg. Co., holds 7200; Hugo H. Wermine bought 250 Belden Mfg. Co., holds 2026; Clarence H. Hopper bought 100 CBS 'B,' holds 100; L. Buchner bought 300 Decca Records, holds 800; Keeton Arnett bought 100 DuMont Labs, holds 100; James M. Crawford bought 2268 GE, holds 4602; Wm. Rogers Herod bought 292 GE, holds 6868; Ray H. Luebbe bought 1000 GE, holds 3250; Francis K. McCune bought 2867 GE, holds 4938; Clarence C. Walker sold 400 GE, holds 2493; H. J. Hemingway sold 200 Hallicrafters, holds 200; David R. Hull sold 1000 Raytheon, holds none; Ernest Alschuler bought 750 Sentinel (Jan.), holds 157,550; Robert A. Hall bought 100 Skiatron, holds 100; Arthur Levey sold 15,000 Skiatron, holds 445,258; Frank V. Quigley bought 1500 Skiatron, holds 2035; Frank J. Healy bought 129 Sylvania, holds 2851; Titus Haffa sold 4600 Webster-Chicago, holds 4305 individually and 3175 jointly with wife; C. E. Headlee sold 1000 Westinghouse, holds 1140; John W. Krueger bought 3000 Whirlpool-Seeger 'A,' holds 10,112.

General Instrument Corp. earned \$285,474 (21¢ per share on 1,373,273 common shares outstanding) on sales of \$28,928,604 in fiscal year ended Feb. 29, compared to loss of \$412,220 on sales of \$22,795,029 in preceding fiscal year. Chairman Martin H. Benedek commented that proposed acquisition of Micamold Electronics (Vol. 12:18) will give General Instrument "the broadest line of components for the TV-radio industry made by any independent components supplier." He added that mass production facilities are being set up for color TV deflection components, for which orders are already in hand, and that recent expansion of manufacturing facilities should make company "one of the top TV tuner suppliers in the industry" this year.

Dividends: CBS 'A' & 'B,' 20¢ payable June 8 to stockholders of record May 25; Storer Bestg. common 37 $\frac{1}{2}$ ¢ & 'B' common 5¢, June 14 to holders June 1; Television-Electronics Fund, 8¢ May 31 to holders May 3; Tung-Sol, 30¢ June 2 to holders May 16; International Resistance Co., 5¢ June 1 to holders May 15; Cornell-Dubilier, 30¢ June 25 to holders June 15; Clarostat, 10¢ June 15 to holders June 1; Erie Resistor, 20¢ June 15 to holders June 1; General Precision Equipment, 60¢ June 15 to holders June 1.

Dynamics Corp. of America, parent of Standard Electronics, earned \$2,012,071 (61¢ per share) on record sales of \$41,894,958 in 1955, compared to \$2,010,447 on \$36,440,014 in 1954. Flood at Winsted, Conn. plant last year reduced net income by \$151,950 (6¢). Earnings last year were after provision for dividends of 400,584 shares of \$1 cumulative preference stock issued for minority interests in Reeves-Ely Labs, a former Dynamics subsidiary now merged into parent company.

Beckman Instruments earned \$1,144,888 (92¢ per share) on sales of \$20,361,622 in 9 months ended March 31, compared to \$872,082 (70¢) on \$15,136,705 in corresponding period of preceding fiscal year. For quarter ended March 31, earnings were \$385,999 (31¢) on sales of \$7,476,811, as against \$309,704 (25¢) on \$5,437,668 in first 3 months of 1955.

General Precision Equipment Corp. earned \$346,973 (20¢ per share on 1,065,329 common shares) on sales of \$32,678,823 in first quarter of 1956, compared to 961,186 (90¢ on 974,412 shares) on sales of \$34,253,560 in first 3 months year ago.

## Network Television Billings

March 1956 and January-March 1956

(For February report see *Television Digest*, Vol. 12:15)

**B**RISK RISE in network TV billings, compared with last year, continues to be reflected in Publishers Information Bureau figures. March statistics, released this week, show billings were \$40,603,332, up 17% from March 1955's \$34,574,039. Whole first quarter figures were up 18%—\$116,692,520 vs. \$99,299,368.

ABC's percentage rise remained greatest—up 77% to \$6,747,928—while CBS retained over-all lead with \$17,899,716, up 12%. NBC's improvement was 13%, to \$15,955,688. The complete PIB report for March:

	NETWORK TELEVISION			
	March 1956	March 1955	Jan.-March 1956	Jan.-March 1955
CBS	\$17,899,716	\$16,076,896	\$ 52,648,532	\$46,562,763
NBC	15,955,688	14,102,093	44,495,804	39,694,429
ABC	6,747,923	3,806,425	19,548,184	11,092,316
DuMont†	—	628,625	—	1,949,860
<b>Total</b>	<b>\$40,603,332</b>	<b>\$34,574,039</b>	<b>\$116,692,520</b>	<b>\$99,299,368</b>

	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	6,747,923	17,899,716	15,955,688	40,603,332
<b>Total</b>	<b>\$19,548,184</b>	<b>\$52,648,532</b>	<b>\$44,495,804</b>	<b>\$116,692,520</b>

\* Revised as of May 10, 1956.

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

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.

Important precedent endangering TV's right to use films of public events produced before advent of TV was seen by some industry observers in U. S. Supreme Court's refusal this week to review lower court victory of ex-fighter Al Ettore in suit over TV use of his old fight pictures (Vol. 10:49, 11:10, 12:4). Philadelphia appeals court had ruled Ettore was entitled to damages since he hadn't specifically agreed that the film of his 1936 heavyweight bout with Joe Louis could be shown on TV—which, of course, was non-existent in 1936. The show involved was NBC-TV's *Greatest Fights of the Century* series, defendant being Philco, which owned Philadelphia's WPTZ in 1950 when the Louis-Ettore fight film was shown. Case now will be returned to appeals court for financial judgment in Ettore's favor.

Applications for satellite stations in Helena (Ch. 10) and Missoula, Mont. (Ch. 21) were filed this week by group controlled by Ed Craney, who operates KXLJ, Helena, and KXLL, Missoula. At same time, Craney asked permission to increase power of his KXLJ-TV, Butte (Ch. 6) to 65-kw ERP and move antenna to 8450-ft. mountain peak to produce adequate signal to feed proposed satellites. Applications on file with FCC now total 132 (20 uhf). [For details, see *TV Addenda 22-R*, herewith.]

With sunspot cycle in steep climb toward probable record peak in year or 2, FCC engineers anticipate possibility this summer of U. S. pickups of British TV, which operates as low as 41.5-mc audio, 45-mc video. As corollary, they expect occasional interference, both ways, between U. S. safety & special radio services in 40-mc range and British TV.

Bill banning TV-radio from Rhode Island courtrooms was vetoed this week by Gov. Roberts. NARTB pres. Harold E. Fellows had urged a veto last week in telegram.

Sign of the theatre-TV times: SMPTE has inactivated its theatre-TV committee, will reconstitute it when and if warranted by activity in that field.

Compulsory free time for presidential candidates on all TV networks and stations would be required under bill introduced this week by Chairman Priest (D-Tenn.) of House Commerce Committee. His new HR-11150 also incorporates his HR-10529 which would waive equal-time rules for minor-party candidates for President, Vice President and Congress as well as bona fide candidates for presidential & vice presidential nomination by major parties (Vol. 12:16). Bill stipulates that each network and station must make available free to each major party presidential candidate 30 min. of time weekly in Sept., one hour weekly in Oct., one hour in Nov. preceding presidential election; candidates are permitted to select specific time segments at least 15 days in advance. Bill applies to TV only, not radio. Other political developments: Comr. Doerfer advocated junking of equal-time rule, explaining in filmed interview on WTMJ-TV, Milwaukee, that the provision defeats its own purpose by permitting publicity seekers to put themselves on air, depriving public of opportunity to see & hear bona fide candidates. Adlai Stevenson and Sen. Kefauver (D-Tenn.) accepted ABC's offer, agreed to TV-radio debate from Miami May 21, 10-11 p.m.

National Telefilm Associates (Ely Landau, pres.) is buying UM&M Corp., TV film distributor headed by Charles M. Amory, for more than \$4,000,000, according to reliable industry source—boosting assets of NTA to more than \$10,000,000. UM&M has one of industry's biggest libraries of short subjects, having recently purchased Paramount short-&-cartoon backlog. In addition to 1450 short subjects, NTA also will get such TV film properties as *Sherlock Holmes*, *Duffy's Tavern*, *Janet Dean* & *Gabby Hayes* series. Presumably NTA will enter domestic & foreign theatrical markets with the Paramount shorts, since these rights were acquired from Paramount by UM&M. NTA is expected to absorb UM&M's sales & administrative personnel. Sale was due to be consummated this week end.

Working control of Warner Bros. Pictures Inc. has been purchased by group of investors headed by Serge Semenenko, senior v.p. of First National Bank of Boston, representing—among others—S. H. Fabian, pres. of Stanley-Warner Corp. & S-W Cinerama Corp. (theatres). Group paid \$27.50 a share for about 700,000 shares held by the 3 Warner brothers, obtaining more than 28% of the 2,482,000 outstanding common shares. Warner family retains about 10% of company's common stock. Negotiations with Canadian financier Louis Chesler for takeover of entire company (Vol. 12:18) reportedly fell through because of the Warner brothers' desire to retain active participation in the company.

NBC signed long-term deal with Talent Associates Ltd., headed by Arthur Levy & David Susskind, whereby network gets exclusive rights to entire output of that major program packaging organization. TA will supply scripts, productions and production services to NBC—with accent on spectaculars, but also including 30-min. shows. Contract runs to Sept. 1958, with options for additional 5 years—at a figure reported near \$1,500,000.

CBS-TV affiliation in Madison, Wis. will shift from WKOW-TV (Ch. 27) to upcoming WISC-TV (Ch. 3). CBS wants to make change end of Sept. but WKOW-TV maintains that affiliation runs until next year. WISC-TV is due on air next month.

Bill to legalize currently unlicensed boosters on vhf was introduced this week by Rep. Wharton (R-N.Y.). His HR-11165 is identical to HR-10944 introduced last week by Rep. Don Magnuson (D-Wash.).

Training of 19 foreign experts in TV-radio is currently in progress at 21 stations, under joint auspices of State Dept. and Boston U School of Public Relations & Communications.

# Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 20

## SUMMARY-INDEX OF THE WEEK'S NEWS — May 19, 1956

TV IN 73% OF U. S. HOMES, or total of 35,000,000, reports Census Bureau on basis of Feb. survey, increase of 10% since last June (p. 1).

CRAVEN'S NOMINATION TO FCC sent to Senate, confirmation considered certain. His allocations views—more vhf, deintermixture, vhf mileage cuts (p. 1).

ALLOCATIONS ACTION in "a few weeks," McConnaughey promises Magnuson; 100-125 established operators, most vhf, to meet on allocations in New Orleans (p. 2).

ATTACKS ON NETWORKS resume on Capitol Hill, in Committee hearings and on House floor. Network presidents and affiliates to testify June 11-19 (pp. 3 & 5).

DEFENSE OF NETWORKS against Bricker attacks snowballing, CBS's Stanton declaring networks vital to "electronic journalism" in politics, etc. (p. 4).

7 MORE AMPEX TV TAPE recorders ordered by CBS-TV for west coast use, making 10 in all; CBS v.p. Howard Meighan sees \$10,000-per-show saving over film (p. 8).

RAYTHEON, CBS, CROSLLEY debate advisability of continuing in TV. "Guesstimate" of production by TV set makers. Performance of servicemen endorsed (p. 11).

SURVEY OF 21 MARKETS reveals average TV set saturation of 88.7%, with Columbus, O. having highest ownership rate. Brand preferences listed (p. 13).

DISTRIBUTOR CONVENTIONS for introduction of fall TV models listed, along with manufacturer exhibitors at Chicago's furniture marts in June (p. 13).

ABC's CONTINUED GROWTH, including preparation for color, will require additional financing. Two-year revitalization plan outlined (p. 15).

19 NEW STATIONS so far this year, few more before June 30. Only one new uhf (satellite) as another resumes, one goes dark. Notes on upcoming stations (p. 9).

20th CENTURY-FOX unloads first 52 features to NTA for \$2,340,000 plus percentage; MGM-Lou Chesler negotiations said to involve \$50,000,000 (p. 16).

**73% OF ALL U.S. HOUSEHOLDS HAVE TV SETS:** Important to broadcasters and the trade alike, Census Bureau report released this week estimated that about 35,000,000, or 73% of total U.S. households, were TV-equipped as of Feb. This represents increase of 10% over the 32,100,000 TV homes, or 67% of total households, reported in last Census Bureau survey as of June 1955 (Vol. 11:34,36) and county-by-county projection by Advertising Research Foundation (Vol. 12:17 & Special Report). Census plans to give breakdown by June 15 of TV ownership by 4 geographic regions and by urban-rural areas. No decision has been reached on another county-by-county projection.

Vast market still existing for initial TV sales was further indicated this week when CBS pres. Frank Stanton estimated that 99.2% of nation's population will be within TV signal range by time of Aug. political conventions. Census study shows more than 12,000,000 homes, or roughly 25% of all households, are without TV sets. It's safe guess that not more than 600,000 new TV households have been added since Feb., judging by slower pace of new TV market openings, so that Census figure can be unofficially projected to about 35,600,000 currently.

Census Bureau survey should not be confused with sets-in-use count because it does not purport to include sets in public places or second sets in homes. Industry researchers estimate minimum of 38,500,000 sets-in-use as of May 1. NBC has discontinued monthly estimates of sets-in-use, latest tally showing 36,900,000 on Jan. 1.

Advertising Research Foundation contracted for the Census survey which, like the June study, was financed by networks, NARTB & TvB. NARTB plans to use it in connection with long-awaited industry-approved county-by-county sets-in-use count, which hasn't emerged from pilot study phase and appears to be at least year away.

**SENATE GETS NOMINATION OF CRAVEN TO FCC:** It's definite now -- as anticipated -- that Comdr. T.A.M. Craven is due to succeed Comr. Edward W. Webster as member of the FCC, returning to position he held from 1937-1944. President Eisenhower sent nomination to Senate May 18, and little or no opposition is expected to his confirmation for 7-year term starting on July 1. Makeup of the Commission will be: Republicans --

McConnaughey, Hyde, Doerfer & Lee; Democrats -- Bartley, Mack & Craven. Webster is an independent, and top Democrats have clamored for more Democrats on agencies.

A distinguished engineer and allocations specialist, Craven has held many responsible positions in Navy, civilian Govt., private broadcasting and as consulting engineer. A 1913 Annapolis graduate, he served in Navy until appointment as FCC chief engineer in 1935, became a commissioner in 1937. He joined Cowles Broadcasting Co. as v.p. in 1944, left in 1949 to join consulting firm of Craven, Lohnes & Culver, from which he'll resign to join Commission.

Appointment gives greater significance to Craven's TV allocations views. Last year, he filed comments on his own (Vol. 11:52), maintaining that at least 65 channels are needed, suggesting that another vhf channel be quarried from 54-90mc band, 14 more in 225-470mc -- to be added to present 12 vhf channels and the 38 uhf channels constituting Ch. 14-51. He also advocated cutting co-channel vhf spacings to 160-mi. in Zone I, with 1250-ft. antenna maximum, 190-mi. in Zones II & III, with 2000-ft. Deintermixture should be explored, he said, and he submitted an allocation plan creating some uhf-only areas, shifting some vhf stations to uhf.

Accepting Webster's resignation, President Eisenhower voiced appreciation of the veteran govt. career man's contributions, offered "best wishes in days ahead." Serving in Coast Guard, Webster rose to chief of communications, attaining rank of commodore before appointment to Commission in March 1947.

**ALLOCATIONS ACTION 'WITHIN A FEW WEEKS':** FCC continued marching up the hill and down again on allocations -- but action "within the next few weeks" was virtually assured by Chairman McConnaughey in letter this week to Sen. Magnuson (D-Wash.), chairman of Interstate & Foreign Commerce Committee.

There's still every indication that the action will comprise a rule-making proposing some degree of deintermixture, but some commissioners remain poles apart on how much -- and whether or not it should be tied to an all-uhf proposal.

The lineup fluctuates. Comrs. Doerfer & Mack, for example, argue that deintermixture means little unless it's a prelude to all-uhf. Comrs. Hyde & Bartley, on other hand, plump for deintermixture but see no need for all-uhf proposal. Just this week, McConnaughey called for tentative vote on concept of moving all stations east of the Mississippi to uhf in 10 years or so. With Comr. Webster absent, the nose-counting produced a tie -- McConnaughey, Doerfer and Mack voting in favor; Hyde, Bartley and Lee against.

McConnaughey's response to Magnuson came after the Senator became worried over possibility that FCC might hold up everything pending conclusion of industry "crash research" program on uhf, suggested by McConnaughey in his NARTB convention speech (Vol. 12:16). Not so, replied the FCC chairman.

Magnuson wrote McConnaughey on May 1, saying he thought the research idea is "very constructive." However, he said, he's concerned about McConnaughey's statement that "once this development program has been completed, the Commission and the industry will have a sound technical basis for making a long-term decision on the merits of uhf." Magnuson's reaction to that:

"To the extent that this might be construed as indicating the Commission would postpone decisions on allocation changes designed to preserve uhf until such a program is completed, I would think that this would be unsound. The Commission has long since decided that uhf must play a vital part in a nationwide, competitive TV system, and this is strongly reinforced by the action of the Office of Defense Mobilization in indicating that no additional vhf channels could be made available...

"While it is quite clear that detailed changes in allocations cannot be made by [June 1], it would seem to me that the Commission could announce its preliminary conclusions before that date and then institute whatever proceedings may be necessary to implement these policies." McConnaughey responded May 14:

"I in no way intended that other possible actions be held in abeyance. On the contrary, I contemplated that as a necessary adjunct to the research program, the Commission would be doing everything possible to improve the immediate TV situation and to assist uhf...

"While I cannot predict precisely when the Commission will take action, the highest order of priority is being given the subject, and I am confident that we will be able to take the next step in our proceeding within the next few weeks. As you point out, we will not be able to make final allocation changes at this stage in the proceeding, but we will be in a position to issue a proposal for specific allocation changes, as well as suggestions contemplating longer-range solutions..."

\* \* \* \*

Another strong effort to carve a vhf channel out of FM band was made this week when Benedict Gimbel, owner of radio WIP, Philadelphia, appeared before Senate Commerce Committee to back his petition to FCC. He argued that 88-94mc could be taken from the 88-108mc FM band, leaving plenty of room for FM stations -- but making possible establishment of 54 vhf stations immediately, giving another vhf signal to 30,000,000 in such cities as Chicago, Miami, Kansas City, St. Louis.

With aid of RCA & Philco, Gimbel added, it was found that "63% of all sets now in use" can be tuned to new Ch. 6A for the price of a service call -- "with no converters, no adaptors, no trick antennas." Sen. Pastore (D-R.I.), presiding at hearing, called the testimony "persuasive."

Meanwhile, large group of established operators, mainly vhf, has scheduled May 30-June 1 meeting in New Orleans' Roosevelt Hotel to consider allocations position. One of its main objectives, according to sparkplug P.A. (Bud) Sugg, WKY-TV, Oklahoma City, is to obtain a complete engineering survey of both vhf & uhf for FCC and Congress. "There's been no such study for years," he says, "and everyone should have the benefit of what we've learned in recent years." Head of engineering committee is Thomas E. Howard, engineering v.p. of WBTV, Charlotte.

No formal organization has been established so far. Eligibility hasn't been determined, but Sugg says consensus of group during meeting at NARTB convention was that full-power uhfs might well be included and low-power vhfs might not. Fact that Storer Broadcasting Co. will be represented indicates that group isn't purely vhf (Storer has 2 uhfs) and that there won't necessarily be unanimous agreement on allocations -- for Storer is a leading deintermixture advocate, also proposing some vhf mileage cuts in selected markets, while many vhf operators have consistently argued that nothing should be done to cut service areas of existing stations.

**NETWORKS ATTACKED AGAIN ON CAPITOL HILL:** More charges against networks were heard this week in the halls of Congress -- but defense and counterattack were in sight at week's end, when Senate Commerce Committee announced this witness list for next hearings in its over-all investigation of TV:

CBS pres. Frank Stanton, June 11; NBC pres. Robert Sarnoff, June 12; ABC pres. Robert Kintner, June 14; CBS affiliates, June 18; ABC affiliates June 19.

In 2 days of hearings this week, the Committee -- variously chaired by Sens. Pastore (D-R.I.), Payne (R-Me.) and Wofford (D-S.C.) and rarely comprising more than one Senator -- listened to these witnesses (summaries of testimony on p. 5):

(1) Wilbur M. Havens, of Richmond's pre-freeze WTVR, told of NBC "reprisals" against his station, ultimately resulting in loss of TV & AM affiliations. He requested the abolition of network "must-buy" practices, modification of option time agreements and FCC-enforced parity between stations' network & national spot rates.

(2) Three independent N.Y. scenery suppliers charged networks are squeezing them out of business by unfair methods, and demanded divorcement of networks from production of commercial TV programs.

(3) Bill Hoover, KTEN, Ada, Okla., asked for rules to protect independent small-town stations from satellites of big-city outlets, and urged that stations' coverage maps filed with FCC (and used for selling) be confined by law to interference-free areas as proposed in FCC's Third Report.

(4) Murray Carpenter, WTWO, Bangor, Me., was only witness defending networks. He made strong plea for preservation of network option time, without which he said small markets wouldn't be able to obtain any substantial amount of network programs.

In other Capitol Hill network developments this week:

Sen. Bricker introduced his multiple-ownership bill (S-3859), which would abolish numerical limits on station ownership, substituting provision that no single entity could control TV stations covering more than 25% of population (Vol. 12:17).

Richard Moore, pres. of independent KTTV, Los Angeles, filed another 45-page anti-network document with Senate Commerce Committee, answering the 50 loaded questions submitted to him by Sen. Bricker (Vol. 12:15). Moore's replies consist mainly of elaboration of the points he made before Committee (Vol. 12:13).

Rep. Evins (D-Tenn.), whose small business subcommittee is investigating FCC, made House speech answering GOP criticism (Vol. 12:18), saying "small business men" told his subcommittee that FCC has "failed to take steps to protect hometown broadcasters and small business in the communications field...from the stranglehold of big business and the national network systems." He added: "The hometown broadcasters, independent operators and small daytime radio station companies are complaining against prevailing policies of the FCC, and relief in the matter of administration and legislation is needed in the public interest...The FCC has not to date acted to stop this march to [network] monopoly..."

FCC network investigators sent questionnaire to networks, meanwhile, asking intimate details of finances and relationships with sponsors and stations. Commission's probers will be in New York next week to discuss questionnaire with networks. Among information sought: Criteria employed in rate determination, method of allocating payments to stations whose service areas overlap, list of sponsors for 1955 with breakdown of payments to network by each, discounts to advertisers, list of talent contracts, reasons for cancelling affiliation contracts, etc.

Five big TV film distributors are due to make presentation to FCC's network study group next week. Unlike NTA pres. Ely Landau's letter to the TV film industry last week (Vol. 12:19), it isn't due to be a paean of praise of networks.

Justice Dept. is keeping mum about its investigation of network practices, chief trust-buster Stanley N. Barnes conceding that inquiry is being pressed, but refusing to comment on the likelihood of any prosecution.

CBS pres. Frank Stanton continues his campaign against govt. threats to the networks -- particularly the Bricker report, which he calls "most serious threat to TV" (see below). But NBC & ABC remain silent, parrying all questions with promise to answer everything in detail in their testimony before Senate Commerce Committee.

**C**OUNTERATTACK to efforts of Sen. Bricker (R-Ohio) to shackle networks grew this week, led principally by CBS pres. Frank Stanton. Accepting American Marketing Assn.'s Parlin Award in Philadelphia May 15, he stressed TV's role of "electronic journalism," calling it "a great instrument of pure democracy existing as a co-product with the marketing function"—and declaring that these functions are impossible without networks.

Stanton particularly emphasized TV networks' contribution to forthcoming political conventions, campaigns and elections. "As we approach convention time," he said, "the news from Washington and elsewhere makes it abundantly clear that TV is a focal point in the planning and shaping of the conventions and campaigns this summer and fall."

Stating that 99.2% of people will be within range of at least one TV signal (see also p. 1), Stanton said that CBS alone would spend over \$5,000,000 on convention coverage, assigning more than 300 people to it, transporting 10-12 tons of equipment by air from Chicago to San Francisco and putting it in working order within 24 hours, etc. "Politically," he said, "I think the 'mass meeting' is on the way out—along with torchlight parades and red fire . . ."

"I find it more than a little ironic," he said, "that I should feel it even relevant, not alone necessary, to re-

mind ourselves that tasks such as these can only be performed by networks and that, if there were no networks in 1956, someone would have to invent them promptly, simply because necessity is the mother of invention."

Speaking of TV generally, Stanton said: "Good as film programs are—and many of them are very good—it is the live quality that gives TV its truest excitement and strongest vitality . . . It has provided the nation with the potential of an incalculable benefit in terms of national interest, for it makes available a means by which, in time of national crisis, we as a nation are afforded a mobility—and ability to turn on a dime—which may even be a condition to survival if we should ever have to meet totalitarianism head-on."

Then, calling attention to Sen. Bricker's campaign, he said: "These benefits are now being attacked—heavily. We have in Washington at present a strange spectacle. One of the most ardent champions of the withdrawal of govt. regulation of business proposes now to regulate the private radio & TV networks—from transmitter to receiver—as public utilities . . . And only yesterday he was quoted by the AP as saying a govt. 'checkrein' may be needed to make sure TV networks broadcast unbiased news . . ."

"The attack on networks is serious. It is serious to the marketing function of TV, and it is serious to the public service function. Should the enemies of networks ever succeed in destroying them, a serious deterioration in TV programs and national coverage would be a swiftly following consequence . . . In a day when our American

pride is that our national interconnections are becoming greater and greater; when we are building superhighways and the St. Lawrence Seaway to achieve greater and greater accessibility with one another, the hamstringing of networks would be a monstrously grotesque backward step."

\* \* \* \*

Two TV columnists who rarely get into industry's economics jumped to networks' defense this week. N. Y. Herald Tribune Syndicate's John Crosby, usually a harsh critic, wrote: "Bricker's charge that CBS' income represented 65% of its total capital investment is particularly idiotic. [He] only counted the buildings and equipment and completely ignored the programming costs, which are the heart of the matter." There are some disturbing things about bigness, he admitted, but: "If NBC and CBS were not big and rich, we would not get 'Dodsworth,' or 'Caine Mutiny Court Martial' or 'Peter Pan'; we'd get an endless succession of quiz shows because that would be all any one could afford . . ."

**NETWORKS TOOK A PASTING** again this week from most witnesses appearing May 14 & 15 before Sen. Magnuson's Commerce Committee investigation of TV (see p. 3). Highlights of testimony by main witnesses at sparsely attended hearings (Sen. Magnuson never showed up):

Regulation of networks by FCC was proposed by Wilbur M. Havens, pres.-gen. mgr. of Richmond's pre-freeze WTVR (Ch. 6), which last year lost NBC affiliation to new WSEX-TV (Vol. 11:17,23). An unscheduled witness, he described details of his relationship with NBC, and urged that Commission consider adopting these rules:

(1) "Prevent a network from compelling an affiliated station licensee to accept all programs offered [on] pain of losing its affiliation," by (a) setting maximum limit on the percentage of its programs which a station can accept from a single outside source, and (b) preventing network from terminating an affiliation agreement because of an affiliate's refusal to accept network programs offered during option time (provided not more than 30 min. of commercial programs are refused during any one option time segment) or because of the affiliate's refusal to accept any network program during non-option time.

(2) Bar networks from requiring affiliates to accept gross network station rate lower than station's national spot rates, provided station doesn't exceed cost-per-thousand rate table customarily used by the network.

(3) Abolish "must-buy" policies of networks, permitting network advertisers to use non-affiliated stations in cases where they prefer them to the regular affiliate.

"I believe that NBC terminated our affiliation as an object lesson to show all of its other affiliates what would happen to a station that stands up to the network," said Havens. "Unless you gentlemen of this Committee or the FCC or the Dept. of Justice decide to do something about it, the object lesson will sink home in the mind of every affiliate, and the many hundreds of independently owned affiliates of the major networks will be independent in name only."

WTVR's independence in refusing some NBC programs was responsible for series of network reprisals against him, Havens said, eventually resulting in termination of affiliation of WTVR and its AM affiliate WMBG.

\* \* \* \*

Demanding divorcement of networks from program production—except for sustaining shows—3 N. Y. scenery suppliers told Committee that networks "moved in" on scenery construction field, forcing program producers and ad agencies to deal with network scenery depts. even where independent scenery studios submitted lowest bids.

"The problem is not that there's too little competition but that frequently there's too much, which leads the networks to cutting each other's throats senselessly; every one loses when that happens, including the viewer. But in its healthier aspects the race between CBS and NBC to outstrip one another has provided us all with better and better shows. The pugnacious competitiveness not only between networks but between different shows on the same network has consistently raised TV standards and will raise them further."

Marie Torre, N. Y. Herald Tribune columnist, is also sold on Stanton's arguments. Quoting him to effect that "in all my 21 years of broadcasting, this is the most serious threat to TV," she wrote that "forces are at work to impair the healthy bloom of TV"; that breakdown of networks would eliminate costly programs and costly program experimentation. She urged readers to protest to FCC and Congress.

"The TV networks don't want any independent factors in production, directing, designing or staging of shows to be seen over their networks because they want to control all these factors so that they will have a complete monopoly over both the exhibition and production of everything that will be televised over their facilities," said Peter J. Rotondo (Peter J. Rotondo Corp.) who observed that in 1949-50 his studio created scenery for more than a score of network shows but this year is supplying only one.

"Unless the networks are pushed back into the business of TV broadcasting and the sale of broadcast time, every independent operator will be crushed under the weight of this growing gigantic monopoly," said pres. David Steinberg, of Imperial Scenic Studios, Ft. Lee, N.J. He told Committee his gross TV business fell from high of \$345,576 in 1953 to \$71,438 last year. Mrs. Lucille Ashworth of Chester Rakeman Scenic Studios, N.Y., said her TV business fell from \$276,160 in 1951 to \$3263 in 1954 and \$9062 last year.

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Action to curb indiscriminate use of satellites was urged by Bill Hoover, v.p.-gen. mgr. of KTEN, Ada, Okla. (Ch. 10). The "evil of satellite stations," he said, threatens to become a "monster" of such proportions that "none of us within the industry will be able to cope with it." He said KTEN, which gets the shows of all 3 networks on per-program basis, is now threatened with upcoming KVSO-TV (Ch. 2) in nearby Ardmore as a satellite for NBC-affiliated WKY-TV, Oklahoma City (Ch. 4).

He said such satellites, controlled by the mother station—even if not under same ownership—can "break the back and spirit of the local station that is beginning to make headway in the questionable fringe area." He proposed that any station receiving more than 8 hours of its programming weekly from another station be required to obtain FCC permission to operate as a satellite. In such cases, local stations which object to proposed satellite operations could file protests with FCC, ask oral hearings to determine if operation is in public interest.

Hoover also lambasted station coverage maps filed with FCC, which are often used as sales tools by stations and which he said represent "the most dishonest approach yet conceived in this industry." He urged Committee to "force the development of coverage maps based on actual coverage to the 100-microvolt contour to interference-free signal." Taking account of interference in station coverage maps, he added, would present more truthful picture to advertisers and encourage greater use of more local stations.

\* \* \* \*

Only defense of the networks heard this week by the Committee came from Murray Carpenter, owner of CBS

affiliate WTWO, Bangor, Me. (Ch. 2)—and it was a strong defense. "Don't tamper with the vitals of networking," he urged. "I say that the networks have evolved a method of operation that is nothing short of marvelous in its effectiveness and efficiency . . . that the networks have done more to develop American TV than all the station operators put together and doubled . . . that [they] have brought more TV programs to more homes more rapidly than the wildest enthusiasts would have predicted a few years ago . . . that [they] have demonstrated ability to provide quality and variety of program fare that will stagger the mind . . . that [they] have done more to help establish a nationwide and competitive TV industry than all the carpers, critics and second-guessers from Los Angeles to Washington inclusive . . . that the practices and policies of the network companies are demonstrably successful and demonstrably in the public interest."

Substantial part of his testimony was devoted to defense of option time provisions, which he said "are substantially responsible for the rapid growth in the volume of network programming in those markets not important enough to be characterized as 'must buys'."

He urged Committee and FCC to "take a careful look at AT&T charges "for intercity TV service" and requested immediate approval of pending rule which would permit stations to build and operate their own microwave connections.

**Network Accounts:** Old Golds and Bulova to co-sponsor *Jackie Gleason Show* live on CBS-TV starting Sept. 29, Sat. 8-9 p.m., thru Lennen & Newell and McCann-Erickson; Gleason's \$11,000,000 3-year talent contract with Buick is thus dissolved after only one year . . . Ford switches *Ford Theatre* from NBC-TV to ABC-TV in fall, Wed. 9:30-10 p.m., thru J. Walter Thompson . . . Colgate-Palmolive cancels all daytime sponsorships on NBC-TV, including *Modern Romances* and *Feather Your Nest*, plus partic. sponsorship of *Howdy Doody*; it plans to expand in evening TV . . . L&M Cigarettes to be alt. sponsor (with Frigidaire) of *Do You Trust Your Wife?* on CBS-TV starting in fall, Tue. 10:30-11 p.m., thru Dancer-Fitzgerald-Sample . . . General Foods to sponsor untitled children's show on NBC-TV this fall, Sun. 7-7:30 p.m. . . Studebaker-Packard drops *TV Reader's Digest* on ABC-TV Mon. 8-8:30 p.m., with Danny Thomas' *Make Room for Daddy*, dropped by Dodge, likely to move into that period . . . Welch's Grape Juice and Brown & Williamson Tobacco Co. buy segments of upcoming *It Could Be You* on NBC-TV, Mon.-thru-Fri. 12-12:15 p.m. . . New sponsors of *Arthur Godfrey Time* simulcast on CBS: Norwich Pharmacal, Manhattan Soap, Standard Brands, Bauer & Black, Bristol-Meyers . . . Westinghouse buys 14 partic. on NBC-TV's *Today* and *Tonight* starting week of May 21 for series of institutional ads, thru H. W. Buddemeier Adv., Baltimore . . . Falstaff Beer to be partic. sponsor of 15 National Football League pro games this fall on CBS-TV, thru Dancer-Fitzgerald-Sample . . . Swift & Co. buys 15 min. of *House Party* on CBS-TV starting June 6, Wed. 2:30-3 p.m., thru McCann-Erickson, Chicago . . . Procter & Gamble to sponsor *Russ Morgan Show* as replacement for *It's Always Jan* on CBS-TV next fall, Sat. 9:30-10 p.m. . . General Foods and Procter & Gamble buy *Charlie Farrell Show* as summer replacement for *I Love Lucy* on CBS-TV, Mon. 9-9:30 p.m. . . GE and Procter & Gamble cancel *Medie* on NBC-TV Mon. 9-9:30 p.m. effective in fall, when program shifts to another time.

New reps: KTRK-TV, Houston, to Hollingbery (from Blair); WTRI, Albany-Troy-Schenectady (Ch. 35), resuming July 1, names Venard, Rintoul & McConnell.

Teleprompter Corp. moves headquarters to 311 W. 43rd St., N. Y.

**Station Accounts:** "Department Store TV—What's Wrong?" titles Abby Rand's provocative article in *May Television Magazine*, offering suggestions on how TV can be adapted to special demands of store advertising. Stores should buy programs or spots on TV immediately preceding their high-traffic periods, it says, pointing out that Sun. is ideal time on TV to push Mon. sales, or in afternoons of late-night shopping. As examples of successful use of TV by dept. stores, it cites such programs as *Window*, 5-min. across-the-board show on NBC-TV's o-&o stations; *Jeanette Jaffee for Joske's* sponsored by big Joske's Store Thu. 2:15-2:30 p.m. on KENS-TV & Sun. 10-10:15 a.m. on WOAI-TV, both San Antonio; *World of Fashion* on several Mich. stations for Wurzburg's, Grand Rapids . . . Waxed Paper Merchandising Council, 38 So. Dearborn, Chicago, plans \$1,000,000 all-media campaign this summer to push use of waxed paper with foods, tying in with American Bakers Assn.'s National Picnic Month in July and Wheat Flour Institute's National Sandwich Month in Aug., thru Ruthrauff & Ryan, Chicago . . . Esso Standard, for new Golden Esso Extra premium gasoline, plans extensive spot campaign in 18 states, thru McCann-Erickson . . . Nestle Co. plans big spot campaign this summer for its Iced Nescafe, thru Bryan Houston Inc., N. Y. . . Pa. Grocers Assn., 8000-member statewide organization of retailer-owned grocery warehouses, with headquarters at 3701 No. Broad St., Philadelphia, switches from radio to spot TV for first time as experiment . . . Blitz Weinhard Co., Portland, Ore., celebrating its 100th anniversary in brewing industry, to use extensive spot campaign on west coast for new Blitz beer label, thru Cole & Weber Adv., Portland . . . Among advertisers currently reported using or preparing to use TV station time: Jules Campos Inc., Mt. Vernon, N. Y. (Vinyl-Flo, Veet & Campoo for floors), thru Chelsea Adv., N. Y.; Fremont Hotel, Las Vegas, Nev., thru Cole, Fischer & Rogow, Beverly Hills, Cal.; Master Mfg. Co., Cleveland, O. (Wax-O-Matic floor waxer), thru Lang, Fisher & Stashower, Cleveland; Real Airlines, Miami, thru Robert Otto & Co., N. Y.; American Kitchens Div., Avco Mfg. Corp., Connersville, Ind., thru Ruthrauff & Ryan, Chicago; Euclid Candy Co. of Cal., San Francisco (candy bars); thru Barnes-Chase, San Francisco; Interstate Bakeries Corp., Kansas City (Blue Seal bread), thru Philip S. Boone & Assoc., San Francisco; Astronaut Inc., N. Y. (harmonica distributor), thru Hoffman-Manning, N. Y.; Borg Fabric Div. of George W. Borg Corp., Delavan, Wis. (Borgana fabric), thru Douglas D. Simon Adv., N. Y.; American Sheep Council, San Francisco, thru Botsford, Constantine & Gardner, S. F.; Hygienic Sanitation Co., Philadelphia (exterminating, termite control), thru David Zibman, Philadelphia; Schindler & Co. Inc., N. Y. (Nortex sport shirts & jackets), thru Jerry Lichtman Co., N. Y.; Sun Harbor Packing Co., Terminal Island, Cal. (Purr Pet Food), thru Barnes-Chase Adv., San Diego.

Educational TV & Radio Center, Ann Arbor, which provides program services to 20 educational TV stations, this week appointed Kenneth Christianson, from Southern Regional Education Board, to new post of program mgr., expediting acquisition & procurement. Also named to staff, for one-year terms: Prof. Donley Pedderson, TV-radio chairman, Northwestern U; Kenneth D. Wright, director of broadcasting, U of Tennessee; Milo Ryan, assoc. professor, U of Washington School of Communications. Dr. Glenn Starlin, acting chairman of speech at U of Oregon, rejoins program staff for summer, and Gordon Gray, from Michigan State U, becomes a program associate in Feb. The dept. is headed by Robert B. Hudson, onetime CBS education director, ex-journalism professor and TV-radio director, U of Illinois.

**Personal Notes:** Mrs. Geraldine B. Zorbaugh, asst. secy. & asst. gen. attorney for ABC since 1950, elected a v.p. & special asst. to ABC pres. Robert E. Kintner; James A. Stabile promoted to v.p.-gen. counsel, heading newly consolidated business affairs & legal depts.; Omar F. Elder named ABC secy., continuing as asst. gen. counsel . . . Charles C. (Bud) Barry, onetime NBC programming v.p. recently named to head MGM's TV operations, elected a v.p. of parent Loew's Inc., along with Frank B. Walker, gen. mgr. of MGM Records . . . Leonard H. Goldenson, pres. of AB-PT, sailed May 16 with Mrs. Goldenson on *Queen Elizabeth* for Europe, where ABC Film Syndication pres. George Shupert joins him for visits with key TV officials, returning June 12 . . . Martin Codel, publisher of *Television Digest*, and Mrs. Codel back from 8-week trip to Europe and Middle East . . . Alex Keese named head of *Dallas News'* WFAA-TV & WFAA, with Ralph Nimmons continuing as mgr. of WFAA-TV and program mgr. Karl Lambert promoted to mgr. of WFAA . . . Wm. R. (Billy) Goodheart Jr., who developed many of top radio stars & programs in 1920s & 1930s prior to retirement in 1943 as exec. v.p. of MCA, later heading Official Films, joins NBC in exec. capacity under Thomas A. McAvity, v.p. in charge of NBC-TV network . . . Robert J. Leder, gen. mgr. of radio WOR, N. Y., elected a v.p. of station & member of General Teleradio plans board . . . Frank E. Pellegrin, partner & v.p. of H-R Reps & H-R Television Inc., elected pres. of N. Y. chapter of Radio Pioneers . . . Sol Cornberg, NBC director of studio & plant planning, who recently was "lend-leased" to Granada TV to help construct its newly opened studios in Manchester, England, going to International Design Conference in Aspen, Colo., June 23-July 1 . . . Hunt Stromberg Jr. resigns as program dir.

John R. (Jack) Poppele has resigned as asst. director of U.S. Information Agency in charge of TV-radio operations, effective July 15. He will return to private business. In accepting resignation May 18, Theodore R. Streibert, USIA director, with whom Poppele had worked as WOR-Mutual engineering v.p. when Streibert headed that operation, paid high tribute to him for bringing the Voice of America "to a new high level of effectiveness" and particularly for handling the removal of headquarters from N. Y. to Washington and setting up a TV service in the agency. Poppele was with WOR-Mutual for 30 years, after which he had his own consulting engineering practice, from which he took leave to join USIA in May, 1954.

Gordon Gray, Asst. Secy. of Defense and Secy. of the Army during the Truman Administration, ex-pres. of U of North Carolina, publisher of *Winston-Salem* (N. C.) *Journal* and *Twin City Sentinel*, chief owner of WSJS-TV & WSJS, will shortly marry Mrs. Nancy Maguire Beebe, daughter of Gen. & Mrs. Hamilton E. Maguire, of Washington. Mrs. Beebe is widow of a foreign service officer who died in Hong Kong, and has 3 young children. Mr. Gray's first wife died in 1953, and he has 4 sons.

Blackburn-Hamilton Co., brokers in TV-radio stations and newspapers, this week opened 4th office, Suite 1101 Healey Bldg., Atlanta (telephone Jackson 5-1576) under direction of Clifford B. Marshall, ex-UP business representative in that city and onetime operator of WGRV, Greenville, Tenn. Firm's other offices are in Washington (James W. Blackburn), Chicago (Ray V. Hamilton) & San Francisco (Wm. T. Stubblefield). This week, it added Jack V. Harvey, ex-UP southern div. business mgr., to Washington staff.

Thomas M. Pepperday, 69, publisher of *Albuquerque Journal*, which sold pre-freeze KOB-TV with radio KOB to Time Inc. and Wayne Coy in 1952 (Vol. 8:22), died of heart attack May 16.

of KABC-TV, Los Angeles, to join CBS-TV program dept., Hollywood, in exec. capacity; Peter Robinson promoted to succeed him . . . Wm. O. Payne, mgr. of KGU, elected v.p. of broadcasting for *Honolulu Advertiser* (KGU), which owns 50% of KONA, Honolulu . . . Jay Eliasberg promoted to CBS-TV asst. research director, under Oscar Katz . . . John Burrell, ex-managing director of Old Vic company in London, joins CBS-TV as exec. art director . . . Jack Snyder promoted to station mgr. of WFBG-TV, Altoona, Pa., with George Burgoon named asst. mgr. . . J. Grant Sandison, ex-WISN and WTMJ, Milwaukee, named gen. sales mgr. of WITI-TV, Milwaukee . . . Francis A. Pasley promoted to finance mgr. of GE broadcasting stations dept., succeeding Edwin S. West, now operating mgr. of GE Appliances Co., Cleveland . . . Stewart Barthelmess, ABC Radio eastern sales mgr., named gen. mgr. of radio WABC, N. Y., replacing Michael A. Renault, resigned . . . G. E. Hurst, ex-CBS Radio Spot Sales, named sales mgr. of radio WCBS, N. Y., succeeding Henry Untermeyer, now gen. mgr. of radio KCBS, San Francisco . . . Gordon F. Hayes named gen. mgr. of CBS Radio Spot Sales, succeeded as midwest regional mgr. by Thomas H. Peterson; Henry Flynn resigns as gen. sales mgr. . . Allan Kerr, ex-CBS & NBC, named sales mgr. of WHUM-TV & WHUM, Reading, Pa. . . Troy Crowder named publications editor of Educational TV & Radio Center, Ann Arbor, Mich. . . Jack F. A. Flynn promoted to supervisor of political accounts, WPIX, N. Y. . . Arthur L. Gray named gen. sales mgr. of Reela Films, Miami, subsidiary of WTVJ . . . Jim Hawthorne, Los Angeles TV-radio personality, named operations mgr. of KSHO-TV, Las Vegas . . . Norman Ginsburg, ex-Dumont Network adv. & promotion mgr., appointed to same post at NBC-TV Films.

**ADVERTISING AGENCIES:** John T. McHugh, senior v.p. & mgr. of N. Y. office of Joseph Katz Co., elected pres., succeeding Joseph Katz, who moves up to chairman; Harry Kullen, v.p. & business mgr. of production & art, elected a senior v.p., along with Roland Brave, v.p. & copy-account exec. . . James F. Rowe, ex-J. Walter Thompson, joins Anderson-McConnell Adv., Los Angeles, to work on electronics accounts . . . Harold H. Webber, v.p.-gen. mgr. of Foote, Cone & Belding, Chicago, named exec. v.p. in charge of Chicago office & member of exec. committee.

Another plan for a TV Center in N. Y. was disclosed this week by Manhattan Borough pres. Hulan E. Jack, in announcing \$70,000,000 project to build new home stadium for the Giants, replacing Polo Grounds. Stadium-studio-office building would be located over N. Y. Central tracks between 60th & 62nd Sts. from West End Ave. to West Side Highway, financed by private capital and subject to leasing of air rights over N. Y. Central freight yards, for which "firm proposal on a dollar basis" should be offered the railroad in next 2 weeks. TV Center and office building, design and details of which weren't revealed, would be located at north end of project.

**Broadway beat:** RCA putting up entire \$300,000 backing for new Lindsay-Crouse musical, "Happy Hunting," featuring Ethel Merman, in exchange for 40% ownership, phono record and TV rights—same terms CBS has with its \$360,000 backing of smash hit "My Fair Lady." Alfred Lunt & Lynn Fontanne make TV debut on *Producers' Showcase* next fall with their Broadway hit, "Great Sebastians," backed financially by RCA. New Broadway-TV repertory theatre planned by V. N. Barrington & Albert Moorehead, featuring simultaneous 3-week runs of one-act plays on Broadway—3 of them in each stage performance—and one-a-week telecasts of same plays.

John C. Kelly, pres. of Kelly, Nason Adv., appointed trustee of Villanova U, from which he was graduated in 1915.

**“VIDEO TAPE will be a far cheaper method of recording and will provide far better black-&-white and color pictures than film,”** CBS western v.p. Howard S. Meighan told Assn. of National Advertisers convention at Pebble Beach, Cal. May 17—and then he underscored this statement with announcement that CBS has ordered 7 more black-&-white Ampex video tape recorders for spring 1957 installation in CBS’s Hollywood TV City. This will give CBS a battery of 10 Ampex recorders (at cost of about \$540,000), including the 3 pre-production prototype models network hopes to put in service by mid-summer (Vol. 12:15-16).

“A tape-recorded TV program should cost no more than a live TV program,” Meighan told advertisers. “A TV show recorded on motion picture film, on the average, costs \$10,000 more than a live show.” As example, he estimated that savings of \$114,000 could have been realized this season on the 10 filmed editions of *Red Skelton Show* alone. CBS may use it for political conventions.

ANA delegates saw demonstration of Ampex recorder—the second since NARTB convention, first having been May 15 joint Hollywood-San Francisco SMPTE meeting at Ampex’s Redwood City, Cal., plant.

Ampex officials say orders for the black-&-white video recorders are still coming in, but they declined to give total, since many orders haven’t yet been firmed up. Second to TV stations, biggest demand is from independent TV

entrepreneurs such as monitoring services, independent studios, etc.

Meanwhile, big TV film producer-distributor Ziv TV Programs has set up own 5-man committee to explore thoroughly the implications of TV tape in its operations. Other TV film companies are giving tape close scrutiny, though Ampex officials say they don’t expect tape to replace syndicated TV film for long time to come—if ever.

Ampex instrumentation div. is working on various versions of the recorder to suit demands for lab and military wideband data recording.

Basic principle of Ampex video recorder—lateral recording on wide, slow-moving tape—isn’t particularly new. Interestingly, Olympic Radio has used it for some time in professional audio tape recorder, which can put 24 hours of programming on 7-in. reel of tape 2-in. wide.

Stanford Research Institute this week announced it had developed a video recorder—using film—under contract to Air Force, for radar simulation. This recorder also uses principle of lateral scanning on film, after converting electrical signals to light. Playback equipment “reads” the 35mm film with special TV-like camera. Fifty minutes of radar presentation can be stored on 100 ft. of film. Similar film recording device for TV was described in March issue of *Wireless World* of London.

Audio Devices Inc., 444 Madison Ave., N. Y., this week announced it is preparing to manufacture “TV-Audiotape” for Ampex video recorders. It’s made on base of Mylar polyester film one mil thick and 2-in. wide. No price was announced. All leading audio tape manufacturers are expected to offer TV tape by time recorder deliveries begin.

**Telecasting Notes:** “I Loathe Lucy” titles April 4 column by *Punch* TV-radio critic Bernard Hollowood, who takes to task “an American sheet called *Television Digest*” for reporting that “just about every appraisal of British TV since commercial programs started . . . bears out our contentions that the British audience likes what the Americans do” (Vol. 12:10). After noting that British TV (both ITA programmers and BBC) are paying about \$4,200,000 a year for American TV film programming, he calls our statement “astounding” and submits what still appears to us to be a British minority view of U. S. TV film programming . . . Of American TV films, Hollowood reports: “You see one installment and you have seen the lot. In *Dragnet*, every telephone conversation, every look and every gesture is predictable. The formula is unvarying and doggedly monotonous. In *Burns & Allen*, the comedy is as standardized and routine as the Changing of the Guard. These dollops of crime and domestic farce advertise the American genius for mass-production. They roll off the assembly lines with every thrill and giggle in place; they are precision jobs of inflexible and unrelenting conformity” . . . Dim future for U. S. product on British TV is seen by Mr. Hollowood, who evidently didn’t relish our allusion to him as “veddy, veddy uppity,” for he adds: “I do not deny that their initial impact on the market is successful. British viewers find them slick, glossy and neat. Compared with pedestrian home-made programs they at first seem wonderfully brisk and sophisticated. Possibly they appeal because they are unmistakably the relations of the glamour family of Hollywood—poor relations, no doubt, but exhibiting the same features, bone structure and swagger. And then the interesting visitors take up residence in the spare room and outstay their welcome. Their slickness and glossiness become as nauseating as heady perfume at the breakfast table. They become a terrible bore” . . . British TV programmers, more than ever eager to attract audience in the keen competition between commercial & non-commercial telecasting, continue to show no signs of diminishing regard for the American product;

indeed, neither does the British audience, for the polls consistently show U. S. shows among the top rankers in popularity . . . Ratings: *\$64,000 Challenge* (CBS) showed up for first time in top 10, when Trendex rated it fourth (31.9) May 1-7; Trendex’s No. 1 was *\$64,000 Question* (39.4). Topping Pulse national ratings for April was *\$64,000 Question* (45.4), while Nielsen’s April 8-21 tabulations put the show third in total audience (47.4) and second in average audience (44.8), No. 1 being *I Love Lucy* (50 & 47.8) . . . Spectaculars: NBC-TV’s new every-4-week Fri. night 90-min. series will be produced alternately by Max Liebman, Fred Coe & Worthington Miner; Sun. evening specs reportedly have been cancelled for next season, to be replaced by 6 Hallmark-sponsored 90-min. dramas . . . Hollywood is suffering hangover after big TV script-buying debauch, reports May 16 *Variety*, noting that recent movie adaptations of hot TV dramas (such as *Patterns*, *Ransom*, et al.) have failed to follow trail blazed by *Marty*, boring the critics and/or audience. Article quotes movie and TV sources to the effect and most TV stories are too thin, too intimate, too drab for color-Cinemascope screens—and it says movie producers are taking second look at the nearly 50 TV scripts they bought up . . . Income of screen writers in Hollywood is over \$10,000,000 a year for first time in 3 years, thanks to TV, reports Writers Guild of America West. Columbia Pictures’ Screen Gems alone now has 60 writers working at one time on 10 TV film series—believed to be a record . . . Controversial subject being tackled by CBS’s *Camera 3* in 2-part series May 20 & 27, 11:30-noon: The Fifth Amendment, its history and application . . . First TV play by Nobel Prizewinner Pearl S. Buck has been bought by NBC for production on a fall spectacular. Entitled “The Big Wave,” it was written specially for TV . . . Class A time reportedly has been cleared on 60 Vitapix stations for first Hal Roach-Vitapix production, *Blondie* TV film series . . . Adults watch kiddie shows, too: Screen Gems quotes ARB survey of its *Jungle Jim* in 10 markets where it’s slotted around 6 p.m., which found 53.4% of viewers were adults.

**F**IRST HALF 1956 looks like it will have brought only about 25 new U. S. stations, score being 19 so far (see *TV Addenda 22-A to 22-S* inclusive). That makes 471 now on air, 97 of them uhf. Lone new uhf starting thus far this year was WCBF, Hagaman, N. Y. (Ch. 29), satellite of WCDA, Albany, N. Y. (Ch. 41). Due to resume July 1 is WTRI, Albany (Ch. 35); and WTVE, Elmira, N. Y. (Ch. 24) resumed operation May 6 after being silent since Oct. 15, 1954 (Vol. 12:18).

Seven uhf stations will have ceased operation so far this year when WAIM-TV, Anderson, S. C. (Ch. 40) goes dark at end of May (Vol. 12:17-18), making total of 60 uhfs that have given up the ghost. There may be a sleeper or 2, but our records show only KFXJ-TV, Montrose, Colo. (Ch. 10) due on air before end of this month, and these by July 1: WCKT, Miami (Ch. 7); WISC-TV, Madison (Ch. 3); WDAM-TV, Hattiesburg, Miss. (Ch. 9); WAIQ, Andalusia, Ala. (Ch. 2, educational).

Canada's present 33 stations are due to be augmented before June 30 by CFCY-TV, Charlottetown, P. E. I. (Ch. 13); CHLT-TV, Sherbrooke, Que. (Ch. 7); CFCL-TV, Timmins, Ont. (Ch. 6). Only starter in Canada this year was CKGN-TV, North Bay, Ont. (Ch. 10).

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

WCKT, Miami, Fla. (Ch. 7) has changed test pattern target to July 1, plans start with NBC as soon as possible thereafter, writes station mgr. James M. LeGate, also mgr. of Miami radio WIOD. RCA 12-section superturndial antenna is to be installed June 10 on 900-ft. Ideco tower located at Miami antenna farm, where transmitter house is ready for 50-kw RCA transmitter and 10-kw standby unit, which arrived May 14. Studios will be at site of WIOD transmitter on North Bay Causeway. Base hour will be \$950. Rep will be NBC Spot Sales.

WDAM-TV, Hattiesburg, Miss. (Ch. 9), planning to meet June 1 test pattern target, expects to have 10-kw RCA transmitter wired and ready over week end, according to operations mgr. Fitz A. Hooton, ex-KPLC-TV, Lake Charles, La. Programming as NBC primary, also carrying ABC, it's due to start June 8, picking up signal of WDSU-TV, New Orleans, via own 2-hop microwave system with towers in Poplarville & Purvis, Miss. RCA 6-bay antenna has been installed on 500-ft. Ideco tower. Owners with 25% each are Milton J. Fine, Alvin H. Fine, David A. Matison Jr. & Harold M. Matison, who also operate Fine Bros.-Matison clothing stores in Hattiesburg & Laurel, the Matisons also being co-owners of radio WABO, Waynesboro, with interest in WAML, Laurel, Miss. Base hour will be \$150. Rep will be Pearson.

Central America's first commercial TV station, TGBOL (Ch. 3), went on air May 15 in Guatemala City, starts out with 4-hour nightly programming, including American TV film dubbed in Spanish. It's managed by Mario Bolanos, Guatemala RCA distributor and AM station operator. In addition to Bolanos, others with financial interest in station are Jay Wilson, Pan American Airways Central American director; A. Frank Katzentine, owner of radio WKAT, Miami Beach; Paul Porter, ex-FCC chairman, now Washington attorney. Station uses 10-kw DuMont transmitter.

Type acceptance of all TV transmitters in use before June 30, 1955 was requested by RETMA in petition to FCC this week. Under new rules, Commission has okayed only one transmitter to date, and RETMA says that sufficient information is already on file for other transmitters to justify their being given approval, as was done in case of AM & FM transmitters.

**C**ANCELLATION OF A VHF GRANT by FCC for failure to construct, one of very few since freeze, was ordered this week when Commission issued final decision denying extension of CP for WTHT, Wilmington, N. C. (Ch. 3). Grant was made Feb. 17, 1954, construction was supposed to start April 17, be completed by Oct. 17, 1954.

Hearing was conducted on WTHT's request for more time, and Commission this week concluded grantee gave no good reason for failure to build. It was clear, Commission said, that delay was due to CP-holder's inability to obtain strong network affiliation—and said this is no excuse. Commission noted that grantee hadn't ordered any equipment, still isn't certain about plans if it does get more time to build. Comr. Hyde dissented, issued no statement.

FCC's "diversification" policy was attacked this week, when Henry B. Walker Jr., secy.-treas. of WGBF, Evansville, Ind., went before Senate Commerce Committee to protest Commission's decision favoring Evansville TV (Rex Schepp) for Ch. 7. He argued that FCC found WGBF superior in local programming proposals, past broadcasting record and local residence; that Commission was guilty of "distortion and bias" in calling both applicants equal in civic participation and diversification of business interests; that this was first decision denying an applicant on media-diversification principle when it owned only radio stations; that radio stations need TV adjuncts to survive. Sen. Pastore (D-R. I.) was impressed, said he'd ask FCC to answer the charges.

New method of preparing propagation maps and determining line-of-sight coverage quickly, easily & cheaply, has been developed by Signal Corps Labs at Ft. Monmouth, N. J. Designed for determining coverage of military vhf-uhf communications, system also has potential for TV coverage measurements and mapping. Signal Corps prepares propagation maps by mounting radar antenna on the tower from which measurements are to be made, and making radar photograph, which is then superimposed on existing road or contour map. As radar antenna scans countryside around proposed transmission point, every part of terrain that reflects on the screen is good line-of-sight reception territory.

Portuguese TV has reached equipment-buying stage. New firm, Radiotelevisao Portugal SARL (RTP), partly owned by Govt., has been granted exclusive rights to TV network to serve Lisbon, Oporto & Coimbra, and also plans to import and distribute TV sets on sale & lease basis. RTP is currently interested in buying equipment for first TV station. World Trade Directory report on RTP is available to qualified firms from commercial intelligence div., Bureau of Foreign Commerce, Commerce Dept., Washington, for \$1. Company's address: 26 Rue de S. Domingos a Laba, Lisbon.

El Salvador's first TV station is tentatively scheduled to go on air this spring. Licensee, Television Salvadorena SA, reportedly has bought 500-watt American-made transmitter for capital city, San Salvador, plans commercial telecasting—mostly film—with initial rates ranging \$100-\$200 for 30 min., about same as local radio stations.

New vhf field strength indicator, covering 47-225 mc range, which can be operated from dry batteries or AC line, has been announced by Federal Telephone & Radio Co. Weighing 9 lb., it's suitable for TV & FM field strength measurements, direction finding and wide variety of other uses.

"The Giraffe," low-cost hydraulic camera crane with aerial platform which can support up to 450 lb., reach height of 40 ft. and rotate 360 degrees, is being offered by S.O.S. Cinema Supply Corp., 602 W. 52nd St., N. Y. & 6331 Hollywood Blvd., Hollywood.

Sale of WINT, Fort Wayne area (Ch. 15) to Universal Bestg. Co. (G. Bruce McConnell) entails payment of \$484,670 for stock held by group headed by R. Morris Pierce and Ben Baylor, also assumption of some \$200,000 in equipment obligations, according to application filed with FCC. Universal owns WISH-TV, Indianapolis (Ch. 8) and WISH, as well as Indiana radio stations WHBU, Anderson, and WANE, Fort Wayne, and holds CP for WANE-TV (Ch. 69), which it plans to relinquish following FCC approval of WINT purchase. McConnell expects to retain Pierce as v.p. and Ben Baylor as gen. mgr. (both without stock interest), also stating that since WINT is affiliated with CBS and ABC networks and WANE with CBS radio, the association would be beneficial to the community and better program service would result. The WINT balance sheet of March 31, 1956, showed total assets of \$574,632, current liabilities of \$46,804, mortgage note \$243,616, subscribed stock \$278,000. At end of 1955 (station started in Sept. 1954) deficit was \$13,576. Current year's profit to March 31 was \$19,179, making earned surplus account \$5611.

Pioneer radio KFOX, Long Beach, Cal. (1-kw, 1280 kc) was sold for \$536,000 this week to Arthur B. Hogan, pres. of Albert Zugsmith Corp., Los Angeles TV-radio station brokers whose exec. v.p. Frank Oxarart announced simultaneously that Zugsmith firm this month has consummated sales of \$20,000,000 in TV-radio-newspaper properties. Sellers are oilman W. T. McDonald and Dr. John B. McDonald. Hogan also reported that he has arranged to sell to Zugsmith his stock in Continental Telecasting Corp., owners of KRKD, Los Angeles (5-kw D, 1-kw N, 1150 kc) which was purchased last year for \$417,500 by Zugsmith-Hogan group (Vol. 11:45).

John C. Cohan & Jerome Kantro are buying KVEC-TV, San Luis Obispo, Cal. (Ch. 6) with KVEC (1-kw D, 5-kw N, 920 kc, MBS) for \$450,000, according to application filed with FCC this week. They're equal partners in Valley Enterprises, which proposes to take over stations from Christina M. Jacobson, 2/3 owner, and mgr. Leslie H. Hacker, 1/3. Cohan is president and 25% owner of KSBW-TV, Salinas-Monterey (Ch. 8) & KSBW, in which Kantro has small holdings.

Continental Telecasting Corp., affiliated with Albert Zugsmith interests (Vol. 11:45), has acquired second AM station—KITO, San Bernadino, Cal. (5-kw, 1290 kc, ABC)—for \$150,000, according to application filed with FCC. Sellers are H. G. (Bud) Wall and mgr. Jack Flanigan. It will be managed by Frank Oxarart, v.p.-gen. mgr. of Continental's radio KRKD, Los Angeles, and 20% owner of KVOA-TV & KVOA, Tucson.

Telerad Inc. pres. Ray J. Williams, managing TV-radio properties of Bankers Life & Casualty Co., Chicago (KCSJ-TV & KCSJ, Pueblo; KGA, Spokane) owns 60% of Arkansas Valley Bestg. Co., which got FCC approval this week to buy radio KRFC, Rocky Ford, Colo. (1-kw, 1320 kc) for \$20,000, plus some \$9,000 liabilities. Other Arkansas Valley owner is James L. Littlejohn, who has been KRFC partner-gen. mgr.

Wm. B. Smullin's acquisition of CP for KFJI-TV, Klamath Falls, Ore. (Ch. 2) from W. L. Miller for \$30,000 out-of-pocket expenses (Vol. 12:16) has been approved by FCC. Smullin is principal owner of KBES-TV, Medford, Ore. (Ch. 5), actual purchaser of KFJI-TV; he's also sole owner of KIEM-TV, Eureka, Cal. (Ch. 3) and owns 50% of KPJC, Roseburg, Ore. (Ch. 4) satellite of KVAL-TV, Eugene (Ch. 13).

Les Ware, v.p.-gen. mgr. of KCKT, Great Bend, Kan. (Ch. 2) is buying KN1M, Maryville, Mo. (250-watts, 1580 kc) for \$47,500 from Dr. R. Wayne Wilson and associates, subject to FCC approval. Sale was thru Allen Kander.

## Network Color Schedules

(May 21 - June 3, 1956)

- May 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Gordon MacRae Show*, 7:30-7:45 p.m.  
 May 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 May 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Climax*, 8:30-9:30 p.m.  
 May 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 May 26—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 May 27—NBC: *Zoo Parade*, 3:30-4 p.m.  
 May 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Gordon MacRae Show*, 7:30-7:45 p.m.; *Producers' Showcase*, "Bloomer Girl," 8-9:30 p.m.  
 May 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m.  
 May 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *This Is Your Life*, 10-10:30 p.m.  
 May 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Climax*, 8:30-9:30 p.m.  
 June 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 June 2—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "A Bell for Adano," 9:30-11 p.m.  
 June 3—NBC: *Godeyear TV Playhouse*, "Primary Colors," 9-10 p.m.

Color picture tube for renewal use, believed to be industry's first, was announced by Sylvania May 18 at distribution sales meeting in Chicago. Tube (21AXP22) is metal, has 70-degree deflection. D. W. Gunn, gen. sales mgr. of electronic products, said new tube "reflects the company's strong belief that color TV, after a slow start, is approaching a period of great growth." He estimated 70,000 color sets have been sold to consumers so far, predicted 200,000 color sales this year. Sylvania also announced new line of 13 receiving tubes specifically designed for color.

Latest stations equipped with live RCA color cameras: KHQ-TV, Spokane; upcoming WCKT, Miami; WISC-TV, Madison. First live colorcast by WJAC-TV, Johnstown, was carried May 13, and gen. mgr. Alvin D. Schrott aims for 3 hours weekly, says he expects to carry nearly 100 hours of network & local color by winter. RCA also shipped 2 more live color cameras to CBS, Hollywood, and a 3-V camera to WCKT.

Colorcasting all live shows, employing DuMont Vitascan equipment, independent WITI-TV, Milwaukee (Ch. 6) begins regular programming May 21—and pres. Jack Kahn says color percentage will be "high." Schedule will also include color film & slides. Station's color equipment comprises 1 stationary and 2 mobile Vitascan cameras, plus a color film-slide Multi-Scanner.

"Color Television—Simplified Theory and Service Techniques" is new 154-p. book published by Philco, edited by research director Donald G. Fink, who was a leader in NTSC's formulation of color standards. Volume covers theory, design, transmission reception, installation and service, includes 288 illustrations, 100 of them in color.

Closed-circuit color, field-sequential, has replaced periscopes for crane operators handling radioactive material at Hanford, Wash. plutonium plant. Plant is operated by GE, and GE installed the TV equipment, including 2 cameras and two 7-in. monitors with magnifying lenses.

Exemption of small-market stations from overtime provisions of Wage-Hour Act was urged by Charles H. Tower, mgr. of NARTB employer-employee relations dept., in testimony before Senate Labor subcommittee May 18. He proposed exemption of employes of TV-radio stations in communities with less than 50,000 population.

Application for transfer of radio KGIL, San Fernando, Cal. (1-kw, 1260 kc) for \$475,000—from Dolph-Petty organization to Texas evangelist Dr. Pierce Brooks—has been filed with FCC. Station was bought for \$57,000 in 1953.

**SOME AGONIZING REAPPRAISALS OF THE FUTURE:** This was a week of soul-searching and much re-examination by several more lower-echelon manufacturers on whether to remain in the big-are-getting-bigger TV set business and, if so, in what form. Top officials of Raytheon, CBS and Crosley, perhaps others, are considering imminent decisions on wisdom of continuing to buck increasing domination by major set makers.

Raytheon pres. Charles F. Adams Jr., whose company produces private-label as well as own-brand TV sets, gave us this analysis of his firm's position in response to query about trade scuttlebutt that he plans to drop TV receiver production:

"It is true we are re-examining our position in the TV industry, but I must emphasize that we have arrived at no determination on our future. You just do not snap your fingers and say yes, we will leave the business. We must consider whether we should leave at all, whether we should retain our private-label brand only or whether we should continue with our own brand alone. I will say that there are some real pros among the set manufacturers -- companies whose volumes justify major advertising & sales promotion campaigns. We have to consider in all honesty whether we belong in that league and make our decision accordingly."

CBS-Columbia pres. Henry C. Bonfig has submitted to CBS board several alternative plans for remaining in TV business, but he emphasized that no decision has been reached on whether any of them would be accepted. Some forward commitments on components have been cancelled and sharp personnel retrenchments have been effected in some departments recently. Company plans to introduce only a few design changes in its present TV line next month. CBS pres. Frank Stanton and chairman Wm. Paley have declined to comment on CBS-Columbia's future.

Crosley-Bendix is contracting scope of its operations by dropping output of air conditioners & water heaters and reducing production of other items to avoid any inventory problems. Some forward commitments in TV-radio are also being cut back. Like Raytheon & CBS-Columbia, Crosley-Bendix expects to reach its decision shortly. Westinghouse, on the other hand, is increasing production of automatic washers and dryers & small appliances, says John W. Craig, v.p.-gen. mgr. of electric appliance div., which expects to move from Mansfield, O. to bigger plant in Columbus within 90 days. He also predicted that Westinghouse production of fans and vacuum cleaners would be tripled in next 3 years.

Bendix Radio is one company not planning to quit TV production, according to sales mgr. Hodge C. Morgan. "We're operating at a break-even point right now, but we're convinced that the TV business will eventually be good for those companies which can ride out this low-profit storm and remain," he said. "As a result, we're concentrating on strengthening our distribution in key markets."

Brief highlights of other major trade developments this week:

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**Servicing Satisfaction:** "Overwhelming majority" of TV set owners are "well satisfied with the promptness, quality, prices and courtesy" of servicemen, says RCA Service Co. pres. E.C. Cahill in commenting on latest national survey conducted for RCA by Elmo Roper, noted market research expert. Survey revealed that 91% of all set-owners interviewed -- covering all brands -- were pleased with quality of serviceman's work and his courtesy, 83% were satisfied with price, 89% felt their call for service was answered promptly, 83% indicated they planned to call the same firm again. Survey also revealed that average cost of service calls increased in last 15 months, reflecting increased age of average set, but actual cost of service calls was not revealed. Said Cahill: "These findings are a fine vote of confidence on the part of the public in the skill and integrity of the more than 100,000 highly-trained technicians who install and maintain TV receivers in America's homes."

**Production Projections:** It's anybody's guess, of course, how TV manufacturers rank in terms of production, though it's accepted that RCA's annual output of more than 1,000,000 makes it No. 1. After that, it becomes a guessing game and basis of many friendly wagers in trade. Chicago financial analyst Edgar N. Greenebaum Jr., in speech to General Federation of Financial Analysts Societies in Boston May 21, comes up with "guesstimate" of 7,400,000 total industry production this year, including 150,000 color receivers. He goes on to give this breakdown: RCA to make 1,150,000; Admiral, 900,000; GE, 800,000 (including Hotpoint brand); Philco, 750,000; Motorola and Zenith, 675,000 each; Silvertone (Sears, Roebuck brand made by Warwick & Pacific Mercury), 400,000; Emerson, 380,000; Magnavox, 300,000; Westinghouse, 200,000.

Total of those 10 brands is 6,230,000 -- and Greenebaum estimates rest of set makers will produce 1,170,000. His "probable" list of "second 10" TV manufacturers comprises, but not necessarily in this ranking: Sylvania, CBS-Columbia, Hoffman, Packard-Bell, DuMont, Raytheon, Crosley, Wells-Gardner, Olympic Radio, Tray-Ler. The top 10 set makers, he says, currently account for 84% of total TV business.

**Discount Merchandising:** There's more to a discount house than cash-&-carry, says study released this week by New York U School of Retailing. Covering more than 100 discount houses in metropolitan N.Y., survey concludes: "The bootleg, illegitimate or back-door atmosphere has all but disappeared." It found well-trained sales personnel, very little high-pressure salesmanship, willingness to make satisfactory purchase terms to suit the customer. It also revealed that discount houses usually remain open hour or two in evening after dept. stores close, and that increasing use of all media is being made for ads. Study was directed by Mrs. Clair M. Gross.

**Production:** TV output totaled 119,352 week ended May 11, compared to 111,767 preceding week and 138,256 week ended April 27. It was year's 19th week and brought production for year to date to about 2,540,000, as against 2,975,000 in same period year ago. Radio production totaled 271,632 (80,155 auto) week ended May 11, compared to 250,378 preceding week and 269,544 week ended April 27. Radio production for 19 weeks totaled 5,120,000, compared to 4,900,000 in corresponding 1955 period.

**Retail Sales:** RETMA reports retail sales of 1,689,178 TVs in first 3 months of 1956, as against 1,943,992 in first 1955 quarter. Radio sales, excluding auto sets, totaled 1,513,722, compared to 1,241,341 in first 3 months year ago.

**Trade Personals:** RCA pres. Frank Folsom gets his 5th honorary degree June 3—an LL.D. from Notre Dame. He already holds similar degrees from the U of San Francisco, Fordham U, St. Joseph's College, Manhattan College; among other high Catholic honors, he was made a Knight of Malta several years ago by the Pope . . . John K. David, Appliance Parts Co., Indianapolis, re-elected pres. of Appliance Parts Jobbers Assn. . . Wm. Gaughan, onetime Capehart-Farnsworth sales v.p., joins Magnavox as consultant on Sentinel-brand merchandising . . . Bernard Clark promoted to gen. mgr. of Crosley-Bendix's Nashville appliance plant, replacing Walter R. Lawrence Jr., resigned . . . R. Schrader, ex-Philco, named CBS-Columbia chief industrial engineer; Joseph Clayton, ex-Arma Mfg. Co., named mgr. of production services, assisted by John R. Reitano, also ex-Arma . . . Alfred B. Rossip, ex-Olympic Radio, named asst. to Herman Fialkov, pres. of General Transistor Corp. . . Earl H. Kirk promoted to distributor sales mgr., Regency div. (I.D.E.A.), replacing E. H. Applegate, now Borg-Warner . . . George D. DeRado promoted to CBS-Columbia mid-Atlantic regional sales mgr. . . Sidney Koblenz, ex-Paul Smallen Adv., named Emerson Radio art director, reporting to marketing v.p. Lester Krugman . . . David S. Cook, ex-adv. mgr. of Stromberg-Carlson TV-radio div., named associate director of public relations of Stromberg-Carlson div., General Dynamics . . . James R. Rank, v.p. of engineering, Howard W. Sams & Co., named to head new research & product development div., with Lester H. Nelson as gen. mgr. of production.

Arthur V. Loughren, distinguished v.p.-research director of Hazeltine Corp., also pres. of IRE, has resigned after 20 years with company. He hasn't committed himself on next move, says he's considering establishing own development laboratory. Chief engineer Charles J. Hirsch becomes research director, Wm. S. Bailey asst. director, Bernard D. Loughlin chief engineer. Senior engineer R. Page Burr resigns to start own firm, planning to concentrate on transistors. Hazeltine also announced these changes in officers: Jack Binns relinquishes positions of treas. of Hazeltine Corp. and v.p.-treas. of subsidiary Hazeltine Electronics Corp.; he continues as chairman of Hazeltine Corp. and chairman of Hazeltine Electronics financial committee. B. J. Tiffany moves up from asst. treas. and controller of both to treas. of both. S. M. Thomas advances to v.p. of Hazeltine Electronics.

RCA International div. operations v.p. Albert F. Watters, speaking last week at American Management Assn. conference in N. Y. on management of foreign operations, reported that RCA now has 14 associated companies abroad in addition to its many foreign licenses. Their activities range from complete to partial manufacture and local assembly, and currently it's planned to set up new company in Venezuela. It was intimated that numerous shifts in personnel are in offing. Watters left for Europe immediately after speech, is due back in about week.

Frank V. Goodman, 74, who retired in 1948 as sales mgr. of Andrea Radio Corp., died May 17 at his home in Long Island City, N. Y. He is survived by his widow.

**Topics & Trends of TV Trade:** Median TV set saturation of 88.7% as of last Jan. is reported for 21 markets surveyed by newspapers in those areas and compiled in 1956 *Consolidated Consumer Analysis*, released this week by *Milwaukee Journal*, which originated annual surveys 11 years ago as part of over-all consumer buying research project. Percentage of TV saturation and set ownership by brands is provided for each of the 21 markets. Additional information for individual markets is available from the participating newspapers.

Median saturation of 88.7% compares to 81.6% year ago and 74.3% in Jan. 1954. Columbus, O. had highest saturation, 96.3%, followed by Newark's 96%, Milwaukee's 95.8%, St. Paul's 93.9%, Omaha's 93%. Among brand names, RCA led in 18 of the 21 markets—in all but Chicago and San Jose, where Admiral was first, and in Modesto, where Philco led.

These newspapers participated: *Chicago Daily News*, *Cincinnati Times-Star*, *Columbus Dispatch* and *Ohio State Journal*, *Duluth Herald and News-Tribune*, *Fresno Bee*, *Honolulu Star-Bulletin*, *Indianapolis Star and News*, *Long Beach Independent* and *Press-Telegram*, *Milwaukee Journal*, *Modesto Bee*, *Newark News*, *Oregon Journal*, *Phoenix Republic and Gazette*, *Portland (Me.) Press Herald and Evening Express*, *Sacramento Bee*, *Salt Lake City Tribune & Desert News*, *San Jose Mercury-News*, *Seattle Times*, *St. Paul Dispatch* and *Pioneer Press*, *Washington Star*.

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Annual distributor conventions for introduction of fall TV lines, as announced by manufacturers thus far: RCA, June 3-6 at Miami Beach Auditorium; Philco, June 18-19 at unspecified hotel in Philadelphia; Motorola, June 21-22 at Chicago's Conrad Hilton Hotel; Zenith, June 7-8 at Conrad Hilton; GE, early June at Louisville headquarters; Admiral, latter June at undisclosed Chicago hotel; Sylvania, June 27-29 at Buffalo's Hotel Statler; Olympic Radio, June 17 at Chicago's Congress Hotel; DuMont, June 13 at Atlantic City's Chalfonte-Haddon Hall, June 18 at New Orleans' Hotel Roosevelt, June 26 at San Francisco's St. Francis Hotel; Hogman, in June at L. A.

Most lines introduced by then will be shown to dealers during the week of June 18 at Chicago summer furniture marts. All TV manufacturers who normally exhibit at markets will do so at Merchandise Mart, except Bendix Radio and American TV & Radio Co., who remain at American Furniture Mart. Showing at Merchandise Mart, all on 11th floor except Philco (on 9th): Admiral, CBS-Columbia, Crosley, GE, Hotpoint, Magnavox, Motorola, Philco, Raytheon, RCA, Westinghouse, Zenith.

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U. A. Sanabria filed bankruptcy petition this week in Chicago Federal Court for his American Television Inc. and American Television Mfg. Corp., offering unsecured creditors full payment in 3% monthly installments, to begin 30 days after priority claims are discharged. Petition of his American Television Inc., producer of TV sets & tubes, lists assets of \$2,494,960 and liabilities of \$1,748,504 as of March 31. American Television Mfg. Corp., formed to produce under govt. contract, listed assets and liabilities of \$1,107,522 each as of last Oct. 31.

New Capehart TV-radio line will probably be shown in Aug., according to Robert Gross, pres. of Ben Gross Corp., which recently purchased Capehart-Farnsworth assets from IT&T (Vol. 12:18-19). He said new line will be shown "by invitation only" in key cities. He also revealed that Capehart-Farnsworth's TV-radio-phonon inventories were also purchased by his company.

Admiral's comeback drive this year (Vol. 12:18) involves ad expenditure of \$17,000,000 in 1956, up 20% from 1955. says pres. Ross D. Siragusa.

**DISTRIBUTOR NOTES:** Sylvania appoints Radio Trade Supply Co., 1224 Grand Ave., Des Moines (Crandall Lassaux, v.p.-gen. mgr.) . . . Hoffman Electronics appoints Progress Distributing Corp., Buffalo . . . Raymond Rosen & Co., Philadelphia (RCA) promotes Larry J. Crevey to mgr. of major accounts . . . Associated Distributors, Columbia, S. C. (Admiral) appoints Clyde T. Collins as district mgr. . . Major Appliances Inc., Miami (Raytheon) appoints Frank P. Blaisdell mgr. of Tampa branch . . . Lincoln Sales Corp., Baltimore (Bendix Radio) names Harry Banditson local sales mgr. . . Motorola appoints American Wholesalers, 5th & W Sts., NE, Washington (David Krupshaw, pres.), replacing Samson Distributors, being dissolved; C. B. Kendall, sales mgr. of Samson, joins American Wholesalers in same capacity.

Hotpoint distributor franchises with Graybar in 35 markets were renewed and extended to Nov. 1, 1957, in anticipation of early appointments of many Graybar branches for upcoming Hotpoint TV line. But pres. John C. Sharp also announced that Graybar's franchises for Hotpoint line in Kansas City and Birmingham would be terminated July 1.

Feature on Zenith in May 15 *Forbes Magazine* tells of pres. Eugene F. McDonald's bearishness about color and how he has achieved "clear profit focus by staying out of crowded refrigerator, air conditioner and appliance sidelines that tempted Philco and Admiral" and by not "fighting for the big but fiercely competitive low-priced markets."

Westinghouse plans appliance design center this summer in Mansfield, O. as part of its big consumer products expansion. It will contain complete model-making facilities where appliances of the future can be created, a color and texture studio, a library of new plastics and other materials developed by Westinghouse research, and a secret development lab for styling new kitchens.

"Town Meetings" for service technicians, sponsored jointly by RETMA of Canada and National Advisory Council of Town Meetings, will be held in Halifax, N. S. June 19-21 and St. John, N. B. June 26-28. Each "town meeting" consists of series of lectures on theory & practice of TV servicing.

DuMont's European sales volume in first quarter increased 60% over first 3 months of 1955, reports Ernest A. Marx, head of DuMont's international div. He foresaw a "general" boom in Europe for all types of electronic equipment. He said he was particularly impressed by TV's advances in Germany and Italy.

Emerson air conditioners & Van Heusen shirts will have joint summer promotion on theme "The World's Two Smartest Ways to Keep Cool." Emerson has also disclosed that it's including a "do-it-yourself" installation kit with each room air conditioner.

RCA has granted wage increases of 6-10¢ per hour, plus several fringe benefits, to 9150 IUE workers in new contract covering plants in Camden, Cherry Hill & Moorestown, N. J.

Aluminized 14-in. tube designed for portables has been developed by RCA. New type 14RP4A is identical with 14RP4, except that it has aluminized screen. It has 90-degree deflection, weighs 8½ lbs.

Administration choice to head anti-trust div. of Justice Dept., succeeding Stanley N. Barnes, is understood to be Judge Victor R. Hansen of Los Angeles Superior Court, reputed to be "conservative" Republican. Judge Barnes has been confirmed by Senate for seat on U. S. Appeals Court, will leave his job as asst. Attorney General as soon as successor is ready to take over.

**Electronics Reports:** "Technological skills are resources which require the same careful treatment as our forests and our soil," RCA v.p.-technical director Dr. C. B. Jolliffe said this week, adding his plea to those of other industry leaders for conservation of technical talent and attracting more youngsters to scientific careers. Addressing D. C. chapter of W. Va. Alumni Assn. May 17, he commented: "We are discovering that we have been exploiting these talents as a quick cash crop without worrying too much about next year." Gist of his remarks:

Because vast majority of young scientists have been "hustled into industrial and govt. labs to work on the technical problems of today," U. S. now suffers from extreme shortage of science instructors—particularly at high school level. Emphasis placed on technical subjects in Soviet secondary schools means "the Russians provide us not only with a threat, but with an example of which we could well take advantage." Scientific and educational skills must be developed at secondary school level if essential flow of new scientists and engineers is to be assured.

Dr. Jolliffe referred to Gen. Sarnoff's plan for "National Educational Reserve" of qualified scientists and engineers released by industry on paid leaves of absence for one year to teach in local high schools (Vol. 12:4). "I find it hard to believe," he said, "that youngsters in this age of complex and dramatic technology are basically any less interested in science than the young people of a generation ago. But almost any youthful interest requires specific encouragement if it is to be turned from thought to action."

Note: Business was urged to help foot bill for expansion of college & university facilities by Neil McElroy, pres. of Procter & Gamble, newly elected chairman of National Industrial Conference Board. At board's annual meeting May 18, he stated: "Based on youngsters who are now born, and merely looking ahead to the day when they reach college age, it can be predicted with reasonable certainty that by 1970 we will have to double the means of providing educational opportunity to those who will seek it and have the capacity to absorb it." He urged industry scholarships and direct grants.

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Information on patents of AT&T and IBM, which are now open to public on license-free basis as result of anti-trust consent decrees, is available through Small Business Administration's 37 field offices. The several thousand patents cover many kinds of electronic devices, as well as hardware, pumps, fans, plastics, etc.

Sylvania establishes new microwave physics lab at Mountain View, Cal., headed by Osmund T. Fundingsland, with Dr. Arthur L. Aden as asst. mgr.

Trevor Gardner, chairman of Hycon Mfg. Co., former asst. Air Force Secy. who figured in guided missiles controversy, elected Hycon pres., succeeding Alden E. Acker, who resigned as pres. & director; Robert G. Taylor elected to board.

Max Enderlin, chief engineer of rectifier equipment dept., Federal Telephone (IT&T), appointed aircraft program director, in charge of all engineering, purchasing, production control & manufacturing for aircraft industry in Federal's E. Newark, N. J. plant.

Ralph Bown, Bell Labs v.p. who retired March 1 after 37 years with Bell System, is now associated with N. W. Ayer & Son ad agency as public relations consultant in scientific field.

Perry R. Roehm, exec. v.p., June 1 becomes pres., Norden-Ketay Corp., succeeding Morris F. Ketay, retiring.

Frank W. Godsey Jr., mgr. of Westinghouse electronics, X-ray & air arm div., elected a v.p.

Electronic Investment Corp. pres. Charles E. Salik, reporting May 17 that the San Diego mutual investment fund's assets had grown to \$11,522,046 as of April 30 from \$9,150,000 on May 13, 1955 when it started, and that net asset value per share has increased from \$4.57 to \$4.93, informed its 13,000 shareholders that "the electronics industry has grown larger, faster than any industry in world history." He anticipated it would enjoy \$10.8 billion volume this year, calculated that its TV phase has grown to 35,000,000 sets sold to public for total dollar volume of \$9,225,000,000 up to March 15, 1956, predicted color sets at \$500 or less will lead to greater demand than for black-&-white.

New product guides: *Reference Guide for Miniature Electron Tubes* (8th edition), bulletin PA-1, free from CBS-Hytron distributors or company, Danvers, Mass. *Cathode Ray Tube Data Sheet*, listing principal physical & electrical characteristics of 74 special-purpose CR tubes, free from industrial tube sales, DuMont, 2 Main Ave., Passaic, N. J. *Measurement Equipment Catalog*, testing-instruments reference book, GEC-1016, free from GE, Schenectady, N. Y.; *GE Micro-Miniature Metal-Ceramic Receiving Tubes*, technical booklet, free from GE tube dept., Schenectady, N. Y.; *Reference Data for Transmitting & Special-Purpose Tubes*, PA-5, free from CBS-Hytron distributors or advertising service dept., Salem, Mass.

Auto makers continue to move deeper into defense electronics. On heels of Ford's announcement that it will set up new electronics subsidiary, Aeronutronic Systems Inc. (Vol. 12:19), General Motors' AC Spark Plug div. revealed it has been awarded Air Force orders totaling \$23,958,762 for electronic bombing systems and gun-bomb-rocket sights. AC div. also announced it is developing new "inertial guidance systems" for guided missiles, which possess "fantastic accuracy."

Automation Industries Corp., newly-organized investment company with headquarters at 821 15th St. NW, Washington, has filed SEC registration statement (File 2-12500) covering proposed public offering of 179,000 shares of \$1 par common at \$5.25 per share. It's headed by Harry Kahn Jr. as pres., and board includes MPAA pres. Eric Johnston.

Atomic Development Mutual Fund Inc., with several major electronics companies in its portfolio (Vol. 12:9), had net assets of \$45,728,470 (\$15.18 per share) on March 31, as against \$45,580,400 (\$14.42) as of Dec. 31 and \$34,581,581 (\$14.06) on March 31, 1955.

Comprising 41 technical papers, new 676-p. book titled *Transistors I*, covering transistor theory, design and use, has been published by *RCA Review*, is available from David Sarnoff Research Center, Princeton, N. J. (\$4.50).

Robert S. Caruthers, ex-Bell Labs, becomes IT&T director of telephone research & development, consolidating all company's work in this field at home and abroad.

Dr. Robert J. Jeffries, founder & chairman of Education & Technical Consultants Inc., Evanston, Ill., named asst. to pres. Thomas Roy Jones, Daystrom Inc.

Marcell Rand, ex-v.p.-gen mgr., Remington Rand International, appointed exec. v.p.-gen. mgr. of Sperry Rand's Remington Rand div.

Rodolfo M. Soria, engineering director of Amphenol Electronics, elected a v.p.

Frank W. Phelan, 83, who retired in 1944 as pres. of IT&T subsidiaries All America Cables & Radio Inc., Commercial Mackay Corp. and American Cable & Radio Corp. after 49 years in communications, died May 15 in Caledonian Hospital, Brooklyn. Survivors are his widow, son & 3 daughters.

**Financial & Trade Notes:** Parent AB-PT is negotiating more loans to assure ABC's continued growth as a competitive network, including preparation for entry into color, pres. Leonard H. Goldenson told annual stockholders meeting May 15. He called ABC's emergence as a "sound and increasingly profitable operation" in TV "the most significant development during the past year," and predicted that its second-quarter profit would show increase over same 1955 period. AB-PT recently reported that ABC operated at profit last year for first time since 1953 merger, increasing gross operating income to new high of \$81,116,634 from \$70,423,348 in 1954 (Vol. 12:13).

He also revealed that AB-PT is seeking additional diversification in electronics and related fields beyond its one-third interest in Microwave Associates, its undisclosed stock interest in Technical Operations Inc. and its 35% interest in Disneyland Park—all reported operating profitably. ABC Film Syndication, showing "good progress," is currently surveying foreign markets with eye to expansion, he noted.

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Paramount Pictures' consolidated net earnings for first 1956 quarter were \$1,722,000 (80¢ a share on 2,141,000 shares), this amount including 16¢ a share cleared on installment sale of film shorts to TV; it was second highest earnings period in its history, compared with 1955 quarter's record \$2,858,000 (\$1.31). Paramount's 1955 consolidated profit was \$9,707,929 (4.49) on operating revenues of \$114,003,632 vs. \$9,003,802 (\$4.10) on \$108,833,841 in 1954.

Guild Films earned about \$70,000 in 3 months ended Feb. 29, with sales up 73% from same quarter in preceding fiscal year, pres. Reub R. Kaufman told stockholders. In fiscal year ended last Nov. 30, net income was \$182,445 (17¢ per share), including \$62,284 tax refund, on sales of \$6,279,123.

Amphenol Electronics Corp., formerly American Phenolic Corp., had net income of \$262,985 (66¢ a share) for first quarter vs. \$204,451 (51¢) in 1955 quarter, pres. Arthur J. Schmitt reporting backlog of \$10,000,000 and increase of 33% in first quarter orders to \$7,302,092.

Standard Coil Products had net loss of \$615,285 on sales of \$13,663,531 in first 3 months of 1956, compared to profit of \$116,599 (8¢ per share) on \$16,325,635 in first 1955 quarter.

American Electronics earned \$82,216 (16¢ per share on 517,860 common shares outstanding) on sales of \$1,705,723 in first quarter of 1956, compared to \$81,408 (16¢ on 504,360 shares) on sales of \$1,560,749 in same 1955 period.

Oak Mfg. Co. earned \$526,314 (80¢ per share) in quarter ended March 31, compared to \$441,998 (67¢) in corresponding 1955 period. Sales weren't divulged.

Eitel-McCullough Inc. sales were \$8,950,179 in 1955, net income \$645,844 (86¢ per share) vs. \$9,452,689 & \$622,761 (83¢) in 1954.

Aircraft Radio Corp. earned \$434,934 (\$1.49) on sales of \$7,479,731 in 1955, compared to \$576,127 (\$2.05) on \$8,460,347 in 1954.

Globe-Union Inc. sales in first quarter were \$9,898,890, net income \$194,384 (27¢ a share) vs. \$9,902,179 & \$233,038 (32¢); figures include Canadian operations.

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**Dividends:** Hazeltine, 35¢ payable June 15 to stockholders of record June 1; Whirlpool-Seeger, 35¢ June 10 to holders May 31; Clevite Corp., 25¢ June 9 to holders May 25; 20th Century-Fox, 40¢ June 30 to holders June 15; Paramount Pictures, 50¢ June 15 to holders May 28; Electronic Investment Fund, 4¢ May 29 to holders May 1 (making total of 8¢ from net investment income in first year).

**R**EVITALIZATION OF ABC to the point that it will be No. 1 in radio billings and equal to CBS and NBC in TV billings within 2 years was predicted by ABC pres. Robert E. Kintner in address to Broadcast Advertising Club in Chicago May 16. He said ABC is already second to CBS in radio billings.

He stated that ABC-TV would be fully sold in evening programs by fall, 7 nights a week, added he doesn't believe network should control all shows. He said that while network plans to offer 60 & 90-min. programs, there is a noticeable trend back to 30-min. shows for maximum sponsor identification. He also said that ABC programs had shown average 21% improvement in ratings since merger in 1953, while ratings of CBS programs went up average of 6% and NBC dropped 17%.

Radio figures prominently in ABC plans, he said, adding: "Sixty-two percent of radio listening is in TV homes. Listening is not dropped off during the summer. The number of listeners is the same but they listen less frequently."

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Irked about TV's influence, April 28 issue of *Editor & Publisher* editorializes that "the broadcasting industry is rapidly building a fiction about TV coverage that even has some newspapermen perpetuating the nonsense." Magazine complains that during recent Washington meeting of American Society of Newspaper Editors there were statements that TV "has carried [political] campaigning into every home and that there are 40,000,000 TV sets operating today." Editorial goes on to say that there were only 32,000,000 TV homes in 1955, 67% of total; that there is no such thing as TV going into every home. There is no such thing as 40 million TV sets." Actually, magazine was using figures almost a year old—Census Bureau's June 1955 figures. Conservative researchers estimate that there are today some 38,500,000 sets-in-use in about 35,000,000 TV homes (see p. 1) and that total receivers will be quite close to 40,000,000 by mid-Aug. convention time.

Smash success on British TV is documentary *Report from America*, showing everyday life and problems in U. S. Apparently it's an eye-opener to Britons, whose principal impressions of U. S. come from Hollywood movies and sensational newspaper stories. Presented by BBC in cooperation with USIA, it's filmed by NBC-TV, produced & directed by London-born Don Cash, with narration by *Christian Science Monitor's* Joseph C. Harsch. As result of success in Britain, program will be translated into Polish, French, German, Italian, Spanish and other languages for widespread TV showing overseas by USIA. Programs in series so far have dealt with traffic problems of large & small communities, small-town weekly newspaper (produced in Sayville, Long Island), how Pittsburgh licked the smog, state universities (U of California, Berkeley). Coming next are how America shops (Washington, D. C.), automation (MIT, Cambridge).

Alfred P. Sloan Award for promotion of highway safety, presented May 15 by NARTB pres. Harold E. Fellows on behalf of National Safety Council, went to Miami's WTVJ, sole TV winner, for "numerous programs, spots and mentions" which helped strengthen Dade County Citizens' Safety Council, and for its monthly Police Dept. show featuring safe driver awards. Radio winners were CBS, and AM stations WTTM, Trenton; KONO, San Antonio; educational KDPS, Des Moines. These sponsors also received awards: Chevrolet, Standard Oil of Indiana, R. J. Reynolds, Sears Roebuck, Schafer's Bakeries, Auto Specialties Mfg. Co.

NBC-TV's Lee Meriwether, who was Miss America, is member of N. Y. State Women's Rifle Team shooting this week in an international postal match for championship of the English-speaking nations.

**F**IRST BATCH of 52 movies from 20th Century-Fox's pre-1948 vaults went to TV this week under precedent-making cash-&-percentage lease—and at week's end film circles were buzzing about imminence of huge \$50,000,000 deal for MGM's 900 features and its short subject library.

Latching onto 20th Century-Fox's first 52 features was rapidly growing National Telefilm Associates (Ely A. Landau, pres.), which last week end bought UM&M TV Corp., with its 1450 Paramount shorts, for more than \$4,000,000 (Vol. 12:19). Terms of 20th Century-Fox sale call for movie maker to receive guarantee of \$45,000 per picture plus part of the profits after each picture's gross passes \$75,000. This brings minimum total price to \$2,340,000. NTA gets 10-year rights to the films for TV in U. S. & possessions, Canada, Cuba and Mexican border.

Pres. Spyros Skouras of 20th Century told stockholders' meeting this week that deal was an experiment to determine how rest of backlog package—totaling about 500 pre-1948 features—will be handled. Latest deal swells number of features recently unloaded to TV by major movie makers to about 1700, in addition to more than 4000 major studio short subjects.

Included in NTA's purchase from 20th Century-Fox are "How Green Was My Valley," "The Razor's Edge," "Les Miserables," "My Gal Sal," "Ox-Bow Incident," "Mother Wore Tights," "House on 92nd St.," "Kiss of Death."

Key figure in the \$50,000,000 MGM negotiations is Canadian financier Lou Chesler, principal owner of PRM Inc., which bought Warner Bros. feature backlog for \$21,000,000. Chesler's bid is through Ridgeway Corp., successor company to Campbell, Wyant & Cannon Foundry, which was sold to Textron Inc. Ridgeway, a corporate shell, is listed on N. Y. Stock Exchange.

Loew's Inc. v.p. Howard Dietz told board meeting this week that 10 offers for MGM backlog have been received and many "are under consideration," but company still has formulated no policy with regard to TV distribution. Ridgeway Corp. general counsel M. Mac Schwebel said he has "every hope that both parties will eventually sign the deal." It's understood that deal with NTA is also under MGM consideration, but of more limited scope than the outright purchase offer made by Chesler and associates.

Four applications for new stations were filed with FCC this week, and another was reported en route. George A. Brown Jr., Kentucky rep of General Shoe Corp., filed for Ch. 13, Bowling Green, for which Sarkes Tarzian had previously filed. Tarzian, meanwhile, seeks Louisville's Ch. 21, for which CP is held by WKLO-TV which went off air April 20, 1954. Big tuner maker Tarzian told Commission he's working on low-cost uhf converter (1-2 channels) to speed conversions. In Casper, Wyo., competition for KSPR's Ch. 6 application came from I. E. Shahan (61.7%) and Wm. C. Grove (30.9%). Shahan is minority stockholder of KVOC, Casper; Grove owns 13% of KFBC-TV, Cheyenne, and KSTF, Scottsbluff, Neb. WARL, Arlington, Va., filed for Washington's Ch. 20, CP for which (WETV) was recently relinquished by WGMS. [For details, see *TV Addenda 22-S*, herewith.] In Reno, Nev., John A. Ettliger, pres. of Hollywood film producer-distributor Medallion Productions, seeks Ch. 4. CP for the channel, held by KAKJ, has expired but grantee is seeking extension. Application to purchase the permit was filed by Nevada Telecasting Corp., headed by principals of KRAM, Las Vegas (Edward J. Jansen, pres., 51%). Price is \$10,000 & 50 shares (\$500 each) in Nevada Telecasting.

Closed-circuit originations by hotels for use over their own TV distribution systems are being pushed by equipment makers at hotelmen's conventions. Palm Beach Biltmore put its new closed-circuit system into operation April 8 in conjunction with Florida Hotel Assn. convention. With all public and private rooms wired into closed-circuit system, TV was used to "page" convention guests, for TV "tours" throughout hotel, etc. Biltmore's system was installed by Jerrold Electronics Corp. for the Ira Hirschmann Co. and combines Jerrold master antenna system, CBS-Columbia receivers in all rooms and 2 Kay-Lab video cameras. Intra-hotel "telecasting" was also feature of April 4-6 Midwest International Hotel convention at Chicago's Conrad Hilton Hotel. As displayed by Emerson and International Telemeter's Ampli-Vision div., new packaged system includes amplifiers, vidicon cameras, audio equipment, receivers, etc., for numerous in-hotel telecasting uses as well as reception of regular on-air telecasts.

One of biggest users of closed-circuit TV, General Motors, next week will find itself in a controversy over use of medium for stockholders' meetings. Federation of Women Stockholders in American Business Inc., owner of 3 shares of GM, and Mrs. Pauline Sterling, with 1200 shares, have proposed resolution directing that future stockholder meetings be closed-circuited to selected large cities. GM board is soliciting proxies for May 25 annual meeting at Wilmington against the resolution on grounds that by-laws permit meetings to be held in one place only, and that meetings often run overtime. Meanwhile, GM used closed-circuit for third time May 16 when it televised 90-min. dedication of its new Technical Center in Detroit to civic luncheon meetings in 61 U. S. & Canadian cities, featuring appearance of President Eisenhower from White House. Theatre Network TV which produced the show, announced that this was its 100th closed-circuit telecast.

Going directly to educators with elaborate closed-circuit demonstrations, General Precision Lab is now in midst of special series of displays in Philadelphia area. First demonstration was held May 9 in Philadelphia's Leeds Junior High School before 350 officials and staffers of city school system. Three cameras were used, with conventional receivers in 2 classrooms and projection set in auditorium. On May 16, some 500 school representatives from 9 suburban high schools saw demonstration at Upper Darby Senior High, and saw biology class televised to 4 classrooms and auditorium—including TV pictures taken directly from microscope. Cable hook-up was supplied by Jerrold Electronics. GPL also plans similar demonstration next week at Temple U for colleges in area.

One of first texts on closed-circuit TV is *Closed-Circuit & Industrial TV* by Edward M. Noll (Macmillan, 230 pp., \$4.95), describing uses of industrial TV, technical data and concluding with sufficient information for technician to construct small inexpensive TV camera.

Political conventions and election returns will be carried live by XETV, Tijuana, Mexico, under authority granted to ABC-TV by FCC this week. Commission said authority is without prejudice to action on ABC-TV's pending application to affiliate XETV on regular basis. Application has gone through hearing, opposed by San Diego stations. Commission's Broadcast Bureau has urged Commission to grant ABC-TV application.

Biggest combined TV-radio directory in the business, the 1373-p. 1956 "Radio Annual-Television Yearbook," is off the presses of *Radio-Television Daily*, 1501 Broadway, N. Y. Book contains data on stations as well as articles by industry leaders and brief biographies of agency and TV film executives. It forecasts new records this year in advertising expenditures and receiver sales, notably color TV sets and transistor radios.

# Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 21

## SUMMARY-INDEX OF THE WEEK'S NEWS — May 26, 1956

**MORE TV SET MAKERS QUITTING**, caught in full-line squeeze. Admiral acquiring Raytheon TV-radio div. as CBS and Crosley-Bendix consider exodus (p. 1).

**FCC's MULTIPLE OWNERSHIP** rule stands, as Supreme Court reverses Court of Appeals in Storer case. Court of Appeals sends Flint case back to FCC (pp. 2 & 6).

**DROP ALLOCATION TABLE**, McConnaughey suggests in latest vhf-uhf proposal. Educators give Senate 3-point proposal for preservation of uhf (p. 2).

**NBC COUNTER-OFFENSIVE** labels KTTV's Dick Moore spokesman of TV film groups aiming to destroy networks; defends option time, must-buys (p. 3).

**BRICKER ANSWERS STANTON**, denying he favors public-utility regulation of networks. Stanton insists rate regulation is implicit in Senator's network report (p. 4).

**SAN ANTONIO'S Ch. 12** goes to KONO, FCC ruling KMAC lacks finances. Commission proposes 5-mi. flexibility in channel drop-ins (p. 6).

**TRENDS IN NEW TV LINES**: Flock of portables, more under-\$200 sets, plastic & metal cabinets. Tube makers' dilemma. Private label market (pp. 11-12).

**ANNENBERG BUYS WNHC-TV**, New Haven, for \$5,600,000 cash in one of biggest single-station deals. \$1,500,000 sale of KEYD-TV, Minneapolis, approved (p. 7).

**MOVIES ARE BETTER** and they're getting heaviest use in TV's history this spring and summer, even big network affiliates adopting "double features" (p. 9).

**UHF TRANSLATORS** get FCC green light as of July 2, as substitute for illegal vhf boosters. Adler offers \$2750 unit, sees 1000 applications (p. 9).

**NEW TV MARKET OPENS UP** in southern Mississippi as WDAM-TV, Hattiesburg (Ch. 9) starts operating. Notes on upcoming stations, equipment shipments (p. 10).

**TVs 75% OF U. S. HOMES** as of April, reports Market Research Corp. of America in quarterly survey. Highest saturation in northeast region, big cities (p. 16).

**MORE SET MAKERS CAUGHT IN THE SQUEEZE:** It's quite clear now that more lower-echelon set makers, caught in the economic squeeze of full-line manufacture or otherwise unable to hold their own in an intensely competitive field, are going to quit TV-radio operations. These were the developments this week:

(1) Admiral agreed to buy Raytheon TV-radio div., taking over its Dickens Ave. plant in Chicago, its personnel & inventories -- but not its liabilities. Pending formal signing, neither Admiral pres. Ross Siragusa nor Raytheon pres. Charles F. Adams Jr. would comment, though Adams said last week Raytheon was reexamining its position in TV (Vol. 12:20). Disposition of Raytheon's smaller North Ave. factory in Chicago was uncertain, with possibility Zenith might buy it. Raytheon last year produced about 150,000 TVs, divided almost equally between own and private brands. Raytheon does not contemplate disposing of its tube operations.

(2) CBS-Columbia is considering leaving TV-radio manufacture, but CBS pres. Frank Stanton denied persistent trade scuttlebutt that it already has made tentative decision to quit making sets and that formal announcement pends imminent arrival of chairman Wm. Paley from Europe. Stanton said halting TV-radio output was only one of several alternatives being considered -- others being merger with or acquisition of another manufacturer, concentration on "special types" of TV sets (e.g., portable or color), acquiring additional plant facilities, sub-contracting production to another set maker, or operating on a "minimum basis until the situation clarifies."

(3) Avco chairman Victor Emanuel continued to dicker with prospective buyers of Crosley-Bendix home appliance div., including TV-radio. Avco announced plans to quit producing waste disposers and chest-type freezers, in addition to air conditioners and water heaters as previously announced (Vol. 12:20).

Exodus of the smaller set manufacturers reflects trend that could snowball. So far this year, Sparton and Sentinel have sold out to Magnavox; Stromberg-Carlson quit making TVs; Capehart-Farnsworth assets were sold by IT&T to Ben Gross Corp.; Hallicrafters was merged into Penn-Texas Corp., though retaining its identity. Last year, Arvin left the TV field and Stewart-Warner quit TV-radio production.

**SUPREME COURT UPHOLDS FCC OWNERSHIP RULE:** FCC won the big one in Supreme Court this week, lost a smaller one in Court of Appeals. In the first, Supreme Court reversed lower court in Storer case by stating, in effect, that Commission's multiple ownership rule is a reasonable one. In the second, Court of Appeals ruled that grantee WJRT, Flint (Ch. 12) had modified its application so substantially after getting CP that Commission is forced to reopen record to determine importance of the changes.

Commission had been jittery about Storer case ever since Court of Appeals unequivocally threw out numerical ceiling on station ownership (7 TV, 7 AM, 7 FM) over year ago (Vol. 11:9). FCC had feared that lower court's decision, if permitted to stand, would weaken its whole rule-making function, forcing it to hold hearings on any kind of application.

It's interesting to note that last year's Court of Appeals decision was unanimous -- Judges Miller, Prettyman & Bazelon ruling Commission was obligated to consider every application on its merits, regardless how many stations applicant already owned, where they were, etc.

But Supreme Court ruled otherwise in 7-2 decision this week, Justices Harlan & Frankfurter dissenting. It didn't say that FCC's numerical ceiling is good or bad; it said that Commission has power to set a ceiling and to waive it if anyone had good enough case. (For details of the decision, majority opinion written by Justice Reed, and for list of multiple owners most affected, see p. 6.)

In the Flint case, split of Court of Appeals was 2-1, and Judges Bazelon & Bastian put essence of their opinion in this sentence: "These comparative contests must turn upon concrete proposals tested through the hearing process, not upon facile and untested afterthoughts." They noted that WJRT, after getting CP, had modified transmitter site, programming plans and studio. WJR, Detroit (John Patt, pres.) had won FCC decision over Butterfield Theatres and Bitner's WFDF, Flint. (For details of decision, including Judge Danaher's dissent, see p. 6.)

**ALLOCATIONS—ANSWER NOT YET IN SIGHT:** "More confused" is the proper way to describe allocations situation. On May 23, FCC Chairman McConnaughey threw on the table the simple concept of dropping allocation plan altogether and letting applicants file for stations wherever they'd fit engineering-wise -- and it was almost adopted. Next session is set for May 29 in effort to come up with something soon.

What's behind latest proposal? Here's how it's explained to us: "The allocation table is what got us into this box. Get rid of it and we're free from a legal standpoint to make long-range plans -- including moving everyone to uhf or adding vhf squeeze-ins or what have you. The present situation is deadlocked, hopeless. This would get us off dead center."

No new engineering standards were proposed, but it's assumed that changes must be made to give significance to new proposal. Otherwise, pattern of existing stations and engineering standards would permit very little disturbance of the present allocation plan.

Whatever Commission does, it's expected to do it within couple weeks -- in keeping with McConnaughey's statement to Sen. Magnuson last week (Vol. 12:20). It's believed 4-3 vote could be obtained on any of several plans considered by FCC so far, but McConnaughey appears to be striving for at least 5-2 decision.

Joint Council on Educational TV finished its exams this week, came to Sen. Magnuson with 3-point dissertation built on thesis that "the development of a satisfactory national TV service...cannot possibly be achieved without vigorous and extensive exploitation of the uhf channels." The recommendations:

(1) All-channel set manufacture must be stimulated. One way is through the excise tax -- eliminating 10% tax on all-channel sets, raising vhf-only tax to 20% or reducing all-channel tax to 5%. Another way is through "outright statutory prohibition" forcing manufacture of all-channel sets only -- by act of Congress.

(2) "Selective deintermixture" should be adopted. Where uhf has "acquired a foothold," no more vhf's should be authorized, and in some areas a single operating vhf station could be shifted to uhf.

(3) "An intensive and broad-scale uhf research program is vital to both the rapid amelioration and the long-term solution of the uhf problem."

Senate Commerce Committee staff, meanwhile, is preparing interim report on allocations for submission to Senators. While Committee has made no commitment to issue any report before it concludes over-all TV inquiry, chances are that it will. Best guess as to principal recommendation in report: Deintermixture. Report is not expected for at least a couple weeks.

**NBC COUNTER-ATTACK HITS 'FILM PROMOTERS':** NBC launched a slashing offensive against detractors of networks this week end -- aiming its biggest guns at KTTV pres. Dick Moore, whom it called spokesman of an "organized campaign" by TV film syndicators, feature film promoters and fee-TV interests to undermine the network system and to reduce TV to "the lowest common Hollywood denominator."

"At stake is the existence of network TV broadcasting," said NBC in the first network comments filed in Senate Commerce Committee's investigation of network practices. Answering Moore's charges before the Committee (Vol. 12:13), NBC strongly defended option time and must-buy practices as desirable, essential and legal.

Sen. Bricker (R-O.) tangled with CBS pres. Frank Stanton, meanwhile, in an exchange of letters revolving about the issue of whether Bricker is trying to suppress the networks and subject them to public-utility regulation (see p. 4).

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NBC charged Moore's testimony was "part of an organized campaign previously agreed upon and financed by a group of film syndicators and related interests, whom Mr. Moore served as treasurer and to whom he has made periodic progress reports." It added: "This film group had a series of meetings, agreed upon the retainer of counsel who represented Mr. Moore at his appearance before this Committee, and consulted together on the network attack to be made through Mr. Moore."

Among group's members, NBC identified TV film syndicators Ziv, TPA, Official Films, Screen Gems (Columbia Pictures) -- as well as General Teleradio (General Tire & RKO Pictures). "Other interests seeking to profit by displacing the network system," it said, are distributors of feature films and fee-TV proponents.

"These film interests and financial traders," said NBC, "if successful in their designs on TV, could reap a mountain of profit from the molehill of their contribution to the broadcasting art. But if they achieve their objectives, the American public and the vital new industry of TV will be the twin losers..."

"The film interests represented by Mr. Moore have played no role in creating the industry. Their efforts have rather been to smother it. Now that it is healthy and profitable, however, they seek to take it over and to replace a vital live program service with standardized film shows. They ask for governmental action to achieve this end, action which would strike at the heart of the network system... They claim that the networks are restraining other elements in the industry. Yet without the networks the industry itself and these elements of it would not exist. Far from restraining the industry, the networks have created it."

Prime function of networks -- to provide balanced flow of live programming taking advantage of TV's immediacy and ability to communicate events as they are happening -- can't be replaced by syndicated films or by "musty and outdated" products of Hollywood's vaults "which would hit TV with the impact of a tidal wave" if networks were maimed or destroyed, the NBC statement argued.

In an implied answer to Sen. Bricker's "monopoly" charges, NBC outlined its early losses in TV: In 1941, it already had cumulative TV loss of over \$2,000,000; in 1947, it lost another \$2,000,000; in 1948, about \$1,300,000. "From 1947 through 1954, the NBC-TV network was substantially in the red on a cumulative basis." Net income for 1947-55 aggregated mere 0.4% of sales.

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Defending option time, NBC made these points:

(1) "For national advertisers, option time provides the only means of obtaining from a network...the collective national circulation generated by a specific network program series...which is broadcast at a designated time for which the advertis-

er has contracted...over multiple outlets which he has ordered across the country."

(2) "For affiliated stations, option time enables making orderly provision for receiving from networks a daily volume of programming which provides stations with their principal audience attractions, builds their audience, increases value of their time, gives them network revenue directly, and also gives them highly saleable adjacencies from which they obtain national spot and local advertising revenue."

(3) "For the public, option time makes possible a responsive, diversified and carefully organized network program service on a national basis, including a world-wide news service, great live programs and major public events." Not one network advertiser or affiliated station has objected to option time practice, said NBC.

Basic network ("must-buy") policy was defended as "the means by which [NBC] fulfills its function as a network" -- bringing its service to a maximum number of people. "For business reasons, NBC must require that sufficient circulation will be paid for to maintain its national network facilities and finance programs which will attract national audiences."

NBC 42-page comment was accompanied by 26-page legal memorandum denying Moore's charges that option time and must-buy principles violate anti-trust laws.

Comments by NBC were filed to meet Committee request that networks answer Moore's charges. Other networks have said they will make their answers when their presidents appear as witnesses next month. [For revised witness list, and other reports on Senate network investigation, see story below.]

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Moore and the TV film syndicators were quick to reply to NBC's attack. Said Moore: "NBC apparently has so little confidence in the merits of its case that it has chosen to becloud the issue by attacking motives of those who have criticized network policies." Moore said KTTV "acted on its own and at its own expense" in presenting its views to the Committee, but added that there is nothing "sinister" in its consultations with film distributors and other stations.

Four film syndicators mentioned in NBC's statement announced at week's end that they were charter members of new trade organization, Assn. of TV Film Distributors Inc. (ATFD) -- Official Films, Screen Gems, TPA, Ziv. They accused NBC of obscuring real point of Moore testimony -- "that local and regional advertisers are at a hopeless disadvantage with respect to their large national competitors in reaching the public on equal terms, namely during peak viewing hours."

Smarting under NBC's epithet of "film-come-latelies", ATFD replied: "The companies under attack have been supplying TV entertainment to the nation since before the advent of the networks -- often at great financial loss to themselves -- as their contribution to the medium." It pointed to NBC's use of film programming, to its Film Division, and to ratings of film shows as proof that the viewers (and the networks) like films on TV.

"Instead of making any constructive contribution to the solution of [problems raised in Moore's testimony], NBC throws up a smokescreen by issuing an unwarranted and irrelevant claim that any change in the status quo will destroy all TV," ATFD stated. Film group will present its case to FCC's network study group May 31. It has retained Washington law firm of Arnold, Fortas & Porter.

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**S**UPPRESSION OF NETWORKS and public-utility type regulation are not endorsed by Senator Bricker (R-O.), nor are they implicit in his report on "The Network Monopoly" (Vol. 12:17) and his network regulation bill—at least, so the Senator said May 23 in letter to CBS pres. Frank Stanton, answering charges made in Stanton's May 15 address to American Marketing Assn. in Philadelphia (Vol. 12:20). Next day, Stanton fired letter back to Bricker charging that destruction of networks seems to be implicit goal expressed by Bricker report.

Sen. Bricker characterized himself in his letter

to Stanton, as "an ardent advocate of freedom from regulation except when it is proved that such regulation is in the public interest." Denying he espoused "suppression," he said FCC licensing of networks wouldn't involve public-utility concept any more than does FCC licensing of stations.

Stanton's reply said he had "difficulty in reconciling the statements in your letter with the implicit and explicit thrust of your report." He added: "It seems to me that [your] report most clearly looks toward regulation which in fact would equate networks with public utilities. I do not understand how regulation of networks, explicitly designed to achieve what you believe to be a more equitable

distribution of revenue, income and profits, can be accomplished by a mere licensing function. . . . Control of revenue, income and profits to me is synonymous with public utility regulation . . . I am persuaded, and I hope to be able to persuade you when I appear before the Committee, that the perhaps inadvertent result would indeed be to suppress and possibly destroy networks."

Bricker also sent letter this week to *New York Herald Tribune Syndicate's* John Crosby, taking exception to column last week in which Crosby accused the Senator of failing to take programming costs into consideration in his "Network Monopoly" report. Such costs, said Bricker, can't be considered capital investments since they're already included as operating costs "and deducted before any computation of profits is made."

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Revised schedule for network hearings was issued this week by Senate Commerce Committee—subject, of course, to still further revisions. The new witness list: CBS pres. Frank Stanton, June 12; NBC pres. Robert Sarnoff, June 14; ABC pres. Robert Kintner, June 15; CBS affiliates, June 18; ABC affiliates, June 19; Joe Floyd, KELO-TV, Sioux Falls, S. D. & Lawrence H. (Bud) Rogers, WSAZ-TV, Huntington, W. Va., June 20.

Latter 2 witnesses are NBC affiliates, and Committee aides say they are receiving letters from other NBC affiliates who want to be heard. Rogers this week released letter to Sen. Magnuson strongly endorsing option time and must-buy practices and charging that the issue now at stake before Committee "is the continued existence of a system of broadcasting which has brought about in the U. S. the greatest system of public communication ever conceived."



**ADVERTISING AGENCIES:** Edward H. Mahoney resigns as Benton & Bowles v.p. in charge of TV commercial production & exec. producer on Procter & Gamble account to become v.p. in charge of TV-radio for Cunningham & Walsh, replacing John R. Sheehan, resigned . . . Ronald C. Bradley, ex-Doherty, Clifford, Steers & Shenfield, joins Ted Bates as v.p. & exec. on Colgate-Palmolive account . . . Harvey M. Manss, ex-v.p. of Sterling Drug, joins Dancer-Fitzgerald-Sample as v.p. & member of creative plans board . . . Robert E. Grove retires as chairman of Ketchum, MacLeod & Grove, Pittsburgh, which he joined 33 years ago, will continue to serve as consultant . . . Peter Finney, ex-TV-radio v.p. of Harry B. Cohen Adv., N. Y., named TV-radio v.p. of August Dorr Adv., Miami . . . Wm. Heath, ex-Guild, Bascom & Bonfigli, San Francisco, joins Young & Rubicam, Hollywood, as TV director in charge of filmed commercials . . . Margie Thomas named asst. TV-radio timebuyer, Doremus & Co.

Rev. Malcolm Boyd, onetime pres. of TV Producers Assn. of Hollywood, ex-Foote, Cone & Belding and Republic Pictures, who quit Mary Pickford's TV-radio production unit to become a priest, on May 29 will get degree of Master of Sacred Theology from Union Theological Seminary, N. Y. His thesis: "A Christian Analysis of the Media of Mass Communication."

Eric Sevareid, CBS chief Washington correspondent, to be guest of honor at May 29 luncheon of American Booksellers Assn. convention in Washington. His new book, *Small Sounds in the Night*, collection of his nightly news analyses similar to *In One Ear* which he published in 1952, is due off the presses of Alfred A. Knopf June 4.

BMI's Robert J. Burton was officially declared re-elected pres. of New York's Radio & TV Executives Society this week, and these other officers confirmed: Merle S. Jones, CBS, 1st v.p.; Robert Leder, WOR, 2nd v.p.; Bernard Goodwin, DuMont, treas.; Claude Barerre, secy.

**Personal Notes:** Matthew E. Vieracker promoted to gen. mgr. of ABC-TV's WBKB, Chicago, reporting to v.p. Sterling C. Quinlan; he's succeeded as WBKB comptroller by Manuel Fingerhut, his former asst. . . . Wm. W. Oliver, ex-WBBM, Chicago, named TV-radio adv. mgr., Kroger Co., Cincinnati . . . Perry B. Bascom resigns as asst. sales mgr. of WOR-TV, N. Y. to become eastern sales mgr. of Westinghouse stations, replacing John F. Hardesty, now v.p. of Radio Advertising Bureau . . . Wm. Fay, WHAM-TV, Rochester, N. Y., appointed chairman of NARTB's TV finance committee, succeeding Campbell Arnoux, WTAR-TV, Norfolk . . . Mitchell Wolfson, pres. of WTVJ, Miami, and Mrs. Wolfson due back week of May 28 from trip to Orient . . . Vice Adm. Harold M. Martin, USN Ret., ex-chief of Naval Air Technical Training, Millington, Tenn., named managing director of upcoming WKNO-TV, Memphis (Ch. 10) due this summer; Howard D. Holst, ex-WOI-TV, Ames, named production mgr. . . . Ray Jacobs promoted to production mgr. of KJEO, Fresno . . . Jerry Merritt promoted to chief engineer, WICS, Springfield, Ill., replacing Bazil O'Hagan, now chief engineer of WNDU-TV, South Bend, Ind. . . . Wm. Ryan, ex-WXIX, Milwaukee, named adv. & sales promotion mgr., KPX, San Francisco, succeeding Herbert Bachman, now gen. mgr. of radio KEX, Portland, Ore. . . . Bruce G. Pattyson, mgr. of Boston office, John Blair & Co., assigned to specialize in spot TV for Blair-TV; added to Boston staff is Ernest W. Kitchen, ex-WHDH, Boston . . . Tom Skelton named production mgr., NBC Opera Co. . . . Alan Ewald promoted to administrator of represented stations, NBC Spot Sales . . . Charles Cadley, ex-Chesapeake & Potomac Telephone Co., Washington, joins CBS-TV, N. Y., as asst. traffic mgr. . . . John Derderian promoted to staging services mgr., WWJ-TV, Detroit . . . Lucian C. Davis promoted to mgr. of network broadcasts, CBS Radio, Hollywood . . . Leslie A. Harris promoted to ABC Radio eastern sales mgr. . . . Abe Greenberg resigns as adv. & promotion director, KTLA, Los Angeles . . . Robert Kirsten, who organized and directed N. Y. bureau of *Mickey Mouse TV Newsreel* for Walt Disney Productions, named director of operations & promotion for Sterling-Movies U.S.A., in charge of expanding TV uses of its industrial & public service films . . . Walt Plant promoted to mgr. of TPA's new central sales div., Chicago, with Leon Bernard continuing as mgr. of midwest div. . . . Carl Menser, onetime NBC v.p., since 1950 professor of speech at Stetson U and director of its radio WJBS, Deland, Fla., has resigned to devote full time to farming . . . Robert R. Nelson resigns as mgr. of WPFH, Wilmington, to become exec. v.p. of WARD-TV, Johnstown, Pa.

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NBC Washington v.p. Frank M. (Scoop) Russell, normally no great shakes as a golfer, scored hole-in-one on 165-yard third hole at Washington's Kenwood Club May 22—resulting in plenty of printed publicity locally and some pointed remarks on the CBS programs of Arthur Godfrey, one of his early "discoveries."

NBC newsman Alex Dreier, ex-Berlin war correspondent, goes to Moscow and Berlin June 18 on flying trip with 37 American business & financial leaders.



Rep. Wm. T. Granahan (D-Pa.), fourth-ranking majority member of House Interstate & Foreign Commerce Committee, died at 60 of heart seizure May 25 in Philadelphia after undergoing minor stomach operation.

Dr. Ward C. Bowen, 64, director of visual education for N. Y. State Education Dept., who acted as consultant for CBS's prize winning *Camera Three* educational series, died May 23 at his home near Albany.

**COURT DECISIONS** in Storer and Flint cases this week (p. 2) reemphasized two points: (1) FCC's broad rule-making powers remain intact. (2) Courts are adamant in requiring Commission to hear and weigh every factor which could conceivably affect comparative qualifications of applicants competing for channels.

Heart of Supreme Court's decision on Storer multiple-ownership case was this, written for majority by Justice Reed:

"Congress sought to create regulation for public protection with careful provision to assure fair opportunity for open competition in the use of broadcasting facilities. Accordingly, we cannot interpret Sec. 309(b) as barring rules that declare a present intent to limit the number of stations consistent with a permissible 'concentration of control.' It is but a rule that announces the Commission's attitude on public protection against such concentration. The Communications Act must be read as a whole and with appreciation of the responsibilities of the body charged with its fair and efficient operation. The growing complexity of our economy induced the Congress to place regulation of businesses like communication in specialized agencies with broad powers. Courts are slow to interfere with their conclusions when reconcilable with statutory directions. We think the Multiple Ownership Rules, as adopted, are reconcilable with the Communications Act as a whole. An applicant files his application with knowledge of the Commission's attitude toward concentration of control."

Justices Harlan & Frankfurter dissented, but only because they felt that the Court of Appeals never should have accepted Storer's appeal in the first place. They said Storer wasn't "aggrieved" because FCC hadn't denied it any license.

Case isn't over with altogether. Storer had appealed on another point—FCC's rule counting 1% ownership in a station just as much as 100%. Storer had complained that some 20% of its stock is publicly owned and that a stockholder could easily put Storer in violation of rules, without its knowledge, by buying into other stations. The "1% rule" goes back to Appeals Court for further consideration.

**ONE FINAL DECISION** this week—FCC giving San Antonio's Ch. 12 to KONO. It was one of easiest yet—Commission determining in mere 19 pages that competitor Howard W. Davis (KMAC) just didn't have enough money and wasn't candid about the fact. One CP was cancelled, Commission deleting for "lack of prosecution" KTVU, Stockton (Ch. 36) which left air April 30, 1955.

Commission this week bought an allocations technique it rejected 2 years ago. Up to now, it has refused to assign channels to cities whose postoffices are less than minimum distances from existing transmitter sites. It now proposes to cut the minimum 5 miles when petitioner can show he has transmitter site that complies fully with present mileage "taboos." At same time, FCC issued proposed rule-making on first case—moving Ch. 21 from Huntington, Ind. to Ft. Wayne. New 5-mile proposal, on which comments are due June 24, doesn't affect existing assignments, doesn't make possible move of Irwin, Pa. Ch. 4 to Pittsburgh, etc.

Commission received comments this week on its proposal to permit stations to identify themselves with 2 or more cities and employ more than one main studio (Vol. 12:12). There were about 30 responses, with the vote approximately 2-1 against proposal. A few stations recommended new rule be applied on case-to-case basis.

Ridiculing FCC rules, *Wall St. Journal* editorialized May 24: "There is, indeed, something mystical about this choice of magic numbers—7 and 5 serve the public interest; 8 and 6 do not—and we are as mystified as the next person.

"Even the Supreme Court didn't try to explain why some numbers are good numbers and other numbers are bad numbers. In fact we doubt if it can be explained except, maybe, by a seventh son of a seventh son."

Major multiple owners of TV stations, most closely affected by decision are following (full or part ownership):

Storer, 5 vhf & 2 uhf, seeking to get one of the uhfs switched to vhf; NBC, 5 vhf & 1 uhf, buying another uhf; ABC, 5 vhf; CBS, 3 vhf & 1 uhf, buying another uhf and applying for 4th vhf; RKO Teleradio, 5 vhf & 1 uhf, selling the uhf; Samuel I. Newhouse family, 4 vhf & 2 uhf; Mormon Church, 4 regular vhf & 2 vhf satellites (FCC studying whether this violates rules); Triangle Publications, 3 vhf, buying 1 vhf & 1 uhf; Crowell-Collier, buying 4 vhf; Cowles, 4 vhf, buying another; Crosley, 4 vhf, applying for another; Westinghouse, 4 vhf.

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In Flint case, Judges Bazelon & Bastian analyzed changes made by WJRT after grant, said they're "significant" enough for Commission to reexamine. These included: move of transmitter from 19 mi. southeast of Flint to 20 mi. northwest; change from DuMont to CBS affiliation; cut of film programming by 1/2; change from \$776,000 to \$125,000 building. The judges tossed out WJRT's argument that public is being deprived of service by delays, said that appellants Butterfield and WFDF should have been permitted to join the hearing FCC had already granted on protests of WKNX-TV, Saginaw (Ch. 57), WTOM-TV, Lansing (Ch. 24) & WWTW, Cadillac (Ch. 13)—and that this probably would actually speed service.

Judge Danaher's dissent noted that Commission's decision called "diversification" the "determinative" factor in the case and that WJRT's program proposals for Flint warranted "a significant preference." Thus, he felt that the post-CP modifications were unimportant and that court is "not charged with general guardianship against all potential mischief in the complicated tasks of government . . . Interference by the courts is not conducive to the development of habits of responsibility in administrative agencies."

Two petitions for allocations changes were filed: (1) WTOB-TV, Winston-Salem (Ch. 26) asked for assignment of Ch. 8 to which it wants to shift. Station reports it lost \$60,385 from Sept. 10 to Dec. 31, 1952, \$101,911 in 1954, \$79,492 in 1955. (2) KFSA-TV, Ft. Smith, Ark. (Ch. 22) asked that KNAC-TV's Ch. 5 be shifted to Fayetteville and KNAC-TV be moved to Ch. 39.

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"FM broadcasters," organization formed to protect FM band from encroachment of other services, notably TV (Vol. 12:16), was formally incorporated in Washington this week. Organizing committee: Merrill Lindsay, WSOY, Decatur, Ill.; Calvin J. Smith, KFAC, Los Angeles; Ben Strouse, WWDC, Washington; E. A. Wheeler, WEAW, Evanston, Ill.; Gardiner G. Greene, Browning Laboratories, Winchester, Mass. Counsel is Leonard H. Marks, Cohn & Marks; publicity director, Irv Lichtenstein, WWDC.

Subscription TV ought to be given a trial, American Civil Liberties Union has decided after mulling the idea for a year. It recommends strict limitations on the test, however. In statement to Senate Commerce Committee, it asked that no sponsors be permitted, that no test be allowed unless city also has at least 2 free signals available, that there be a time limit and that toll service must offer programs not now available.

**PIONEER WNHC-TV, New Haven, Conn.** (Ch. 3), New England's first TV station, started early in 1948 as a shoestring venture with a \$90,000 DuMont "acorn" transmitter package purchased on credit and developed into one of the best station properties in the country, was sold this week by its founder-owners for \$5,400,000 cash—one of highest prices ever paid for a single station. Included in deal are radio WNHC (250 watts, 1340 kc) and WNHC-FM (Ch. 256). Sale was handled by broker Howard Stark.

Purchaser is Walter Annenberg's Triangle Publications Inc., publisher of *Philadelphia Inquirer* and other publications and owner of 3 other vhf stations as well as pending purchaser of one uhf. Sellers are founder-gen. mgr. Aldo DeDominicis, 41.67% stockholder; co-founder & pres. Patrick J. Goode, ex-postmaster of New Haven, now owning 7.89%; Vincent DeLaurentis, engineering v.p., 5.55%; Mary Goode Rogan, 11.45%; James P. Goode, 11.22%; v.p. David K. Harris & Eleanor Goode Sanders, 11.11% each.

Aldo DeDominicis, who also is chief owner of radio WHAY, New Britain, Conn. (5-kw D, 910 kc), remains with the New Haven operation under 5-year contract at \$25,000 per year, and Patrick and brother Michael Goode each will receive \$10,000 a year salaries for 10 years. No staff changes are contemplated, according to Roger W. Clipp, who heads the Triangle stations: WFIL-TV, Philadelphia (Ch. 6), founded by Annenberg pre-freeze; WNBC-TV, Binghamton, N. Y. (Ch. 12), purchased last year for about \$3,000,000 (Vol. 11:11); WFBG-TV, Altoona, Pa. (Ch. 10), also purchased last year for \$3,500,000 (Vol. 11:32)—with their AM adjuncts.

Sale of KEYD-TV, Minneapolis (Ch. 9) with KEYD to new United TV Inc. for \$1,140,000 plus assumption of RCA equipment debts totaling \$315,452 (Vol. 12:14, 16) was approved this week. Seller is Morris T. Baker's Minneapolis Tower Co. (Foshay Tower, Baker Bldg., etc.). United TV owners are Pittsburgh Pirates owner Thomas P. Johnson, with 33%, also minority owner of WENS, Pittsburgh (Ch. 16); Flamingo Films' Seymour Weintraub, 24%; local TV *Guide* pres. Wm. F. Adler, 12%; Pittsburgh steel firm owner Donald C. Lott, 12%, also WENS minority owner; Oliver Tyrone Corp., 6%, with minority interest also in WENS and WMTW, Poland Spring, Me.; Branham rep firm v.p. Lewis S. Greenberg, 9.4%; Branham chairman Monroe H. Long, 2.35%; Henry O. Rea, 2.35%, also minority in WABI-TV, Bangor, Me. Also approved was transfer of radio KEYD for \$35,000 from United to equal owners Robert M. Purcell, mgr. of KEYD-TV & KEYD, and Washington attorney James A. McKenna (Vol. 12:16).

Acquisition of 30% of WORA-TV, Mayaguez, P. R. (Ch. 5) by owners of WJMR-TV, New Orleans (Ch. 20) was approved this week by FCC. WORA-TV got permission to change corporate name to Supreme Bestg. Co. Inc. of Puerto Rico, of which WJMR-TV owns 28%; WJMR-TV principals Chester F. Owens and George A. Mayoral, 1% each; radio WORA, controlled by Alfredo R. deArellano, retains 69%; deArellano family holds remaining 1% personally.

Hearing on nomination of T. A. M. Craven to FCC is scheduled for 2 p.m. June 7 by Sen. Pastore's communications subcommittee of Senate Commerce Committee in U. S. Capitol Room F-41 (Appropriations Committee).

Test Conelrad alert for all TV, AM & FM stations has been set by FCC for June 16.

In addition, Triangle has purchased off-air uhf WLBR-TV, Lebanon, Pa. (Ch. 15) for \$115,000 cash and \$125,000 obligations, but its transfer and re-start have been held up due to protests by Harrisburg and Reading TV stations (Vol. 11:27, 31, 39, 45). Triangle also owns 50% of radio WHGB, Harrisburg.

WNHC-TV will continue as basic ABC-TV affiliate, and reports that it might be an "optional CBS" outlet are denied by principals. CBS has pending before FCC its acquisition of WGTH-TV, Hartford (Ch. 18) from RKO Teleradio for \$650,000 (Vol. 11:28 & 12:8), approval being held up by protests of WNHC-TV, which has also protested NBC's purchase of WKNB-TV, New Britain (Ch. 30) from Julian Gross interests for \$600,000 (Vol. 11:2, et seq)—the New Haven vhf station objecting to networks' avowed plans to make Conn. River Valley a uhf area. Though set for hearing, with 2 examiners assigned to case (Vol. 12:18), it's presumed Triangle will drop the protests upon acquisition of the ABC-TV outlet.

Sale of WNHC-TV and radio adjuncts is biggest single-station deal of year, surpassing the \$5,000,000 being paid for WHAM-TV (Ch. 5) with radio WHAM to Stromberg-Carlson by Transcontinent TV Corp. (Vol. 12:14), still pending FCC approval. It ranks among biggest single-station deals of all time, being exceeded only by the \$9,750,000 paid by Westinghouse for WDTV, Pittsburgh (Ch. 2), now KDKA-TV (Vol. 10:49); the \$8,500,000 paid by Westinghouse for WPTZ, Philadelphia (Ch. 3), now NBC-TV's WRCV-TV (Vol. 9:8); the \$6,000,000 (\$7,800,000 stock valuation at time of transfer) paid by Westinghouse for KPIX, San Francisco (Ch. 5) (Vol. 10:3, 11, 27); the \$6,000,000 paid by CBS for old WBKB, Chicago (Ch. 2), now WBBM-TV (Vol. 7:21).

[For complete listings of all major sales and transfers of TV stations up to Jan. 15, 1956, see *TV Factbook No. 22*, pp. 256-259.]

FCC appropriations for fiscal 1957, as proposed this week by Senate Finance Committee, totals \$7,828,000—\$28,000 more than sum approved by House, (Vol. 12:10) but \$22,000 below Budget Bureau request. The additional \$28,000 was earmarked for establishment of monitoring station near Douglas, Ariz. Included in committee-approved bill (independent offices appropriations, HR-9739) is \$141,000 for FCC's network study, headed by Roscoe Barrow. In same bill, Finance Committee urged restoration of \$100,000 cut by house from Federal Trade Commission appropriation, with proviso that "increased effort will be exerted in the field of monitoring radio and TV advertising"—a project pushed diligently by Sen. Magnuson (D-Wash.) as chairman of both Senate Commerce Committee and Finance Committee's independent offices subcommittee (Vol. 12:6).

Knight Newspaper's *Miami Herald* is selling WQAM, Miami (5-kw, 560 kc, ABC) & WQAM-FM for \$850,000 to Mid-Continent Bestg. Co. (Todd Storz), according to application filed this week. Sale was required by virtue of Knight group's stock interest in upcoming WCKT, Miami (Ch. 7), due in July, which will have WIOD as radio adjunct—James M. Cox Jr. (Cox Newspapers), also WCKT stockholder, having filed application this week to transfer it to Biscayne Television Corp. (WCKT). Mid-Continent also owns KOWH, Omaha; WTIK, New Orleans; WHB, Kansas City; WDGy, Minneapolis.

NARTB code review board (G. Richard Shafto, WIS-TV, Columbia, S. C., chairman) meets in Washington June 5-6 to review complaints of code violations by subscriber stations, to act on proposal to extend affiliate subscription to code to film producers (Vol. 12:19), and to consider amendments designed to strengthen and clarify code's advertising sections.

**Station Accounts:** American Institute of Men's & Boys' Wear Inc., N. Y. (Francis DeWitt Pratt, exec. v.p.), formed 10 months ago by representatives of all levels of garment industry to make men more clothes-conscious, plans \$2,000,000 all-media ad campaign this fall keyed to theme "Dress Right, You Can't Afford Not To," earmarking substantial part of budget to spot TV & radio, thru BBDO, N. Y. . . . New product campaigns in planning stages: Kraft Foods, for new line of jams and jellies, thru Needham, Louis & Brorby, Chicago; Procter & Gamble, for Big Top peanut butter, thru Compton Adv., N. Y.; Lever Bros., for Dove soap, thru Ogilvy, Benson & Mather, N. Y.; Socony Mobil Oil, for Mobilgas R high-octane gasoline, thru Compton Adv., N. Y. . . . C. C. Lang & Son Inc., Baltimore, plans extensive hot-weather campaign for its Real Kool soft drink, which was successfully tested in Fla. markets, thru Marc Smith & Assoc., Baltimore . . . Prestone buys local election coverage on WRCA-TV, N. Y., consisting of two 5-min. cut-ins hourly between 9 p.m.-1 a.m. Nov. 6, thru Wm. Esty Co., N. Y. . . . Ballantine Beer to sponsor N. Y. Giants football games this fall on 17-city regional network originating at WCBS-TV, N. Y., starting Sept. 30, thru Wm. Esty Co., N. Y. . . . Coor's Beer buys Ziv's *Dr. Christian* in 5 midwest markets, thru Rippey, Henderson, Kostka & Co., Denver . . . Among advertisers currently reported using or preparing to use TV station time: Foster Grant Co., Leominster, Mass. (sunglasses), thru Tyndall Assoc., N. Y.; Winfield-Brooks Co., Woburn, Mass. (TM-4 Wash-Away paint remover), thru Reilly, Brown & Tapply, Boston; Bond Stores Inc., N. Y. (clothing), thru Joseph Katz Co., N. Y.; Thomas Organ Div., Pacific Mercury Electronics, Sepulveda, Cal., thru Foote, Cone & Belding, L. A.; Kordite Corp., Macedon, N. Y. (freezer supplies), thru Charles L. Rumrill & Co., Rochester, N. Y.; Marcel Boucher et Cie, Marboux Inc., N. Y. (jewelry), thru Sterling Adv., N. Y.; Rollohome Corp., Marshfield, Wis. (mobile homes), thru M & M Adv., Appleton, Wis.; North America Companies, Philadelphia (insurance), thru N. W. Ayer & Son, Philadelphia; Efanbee Doll Corp., N. Y. (Dydee doll), thru Monroe Greenthal Co., N. Y.; McKesson & Robbins Inc., Bridgeport, Conn. (Tartan sun lotion), thru Ellington & Co., N. Y.; Davison Chemical Co., Baltimore (fertilizer), thru St. Georges & Keyes, N. Y.; Arcadia Metal Products, L. A. (sliding doors), thru Stiller-Rouse Adv., Beverly Hills; National Bureau for Lathing & Plastering, Washington, thru Wildrick & Miller, N. Y.; Schilling Coffee, San Francisco, thru Beaumont & Hohman, San Francisco; First Federal Savings & Loan Assn., Chicago, thru Manchester-Williams & Keer Adv., Chicago; Maggi Shelf Co., San Francisco (Maggi folding shelf), thru Diamond & Sherwood, San Francisco; Pierce Quality House Inc., Brooklyn, Conn. (Pierce's flavor sealed chickens), thru Edward Owen & Co., Avon, Conn.

Chesterfield's \$10,000,000-\$12,000,000 annual billings will be switched from Cunningham & Walsh to McCann-Erickson, effective Aug. 1, with McCann-Erickson v.p. C. Terence Clyne serving as management service director on the account. No reason was given for the switch, which ends Liggett & Myers' 37-year association with Cunningham & Walsh and predecessor Newell-Emmett Co.

Admiral account was resigned this week by Russel M. Seeds Adv., Chicago, which gave company option to designate actual severance date at any time during 1956 so over-all ad plans will not be disturbed. Seeds, which had handled Admiral's print ads for several years, took over its TV business last spring from Erwin, Wasey & Co., Chicago.

Wm. Esty Co. resigns General Mills Softasilk cake flour, Sugar jets cereal, O-Cel-O sponge accounts.

**Network Accounts:** Auto sales slump has caused some sharp retrenchments in network sponsorships, with Ford deciding not to renew *Producers' Showcase* colorcasts on NBC-TV, Plymouth dropping out of John Cameron Swayze's *News Caravan* on NBC-TV, Buick cancelling *Jackie Gleason Show* on CBS-TV, Pontiac dropping *Playwrights '56* on NBC-TV. In addition, General Motors has not yet renewed *Wide Wide World*, and Chrysler hasn't decided on returning on *It's a Great Life* . . . GE, for its lamp & housewares-radio receivers divs., to sponsor *Warner Brothers Presents* on alt. weeks when "Cheyenne" westerns are presented, on ABC-TV starting July 3, Tue. 9-9:30 p.m., thru BBDO, Cleveland, & Grey Adv., N. Y. . . . General Foods to sponsor *Zane Grey Theatre*, series of filmed adaptations of famed westerns, on CBS-TV in fall, Fri. 8:30-9 p.m., thru Young & Rubicam . . . General Foods to sponsor *Topper* on NBC-TV starting June 10, Sun. 7-7:30 p.m., thru Young & Rubicam . . . Old Golds and Toni to be alt. sponsors of *Johnny Came Lately*, new show featuring Jack Carson, on NBC-TV starting in fall, Fri. 8:30-9 p.m., thru Lennen & Newell and North Adv. . . . Pond's facial cream to be alt. sponsor of *Impact*, new psychological drama series, on NBC-TV starting in fall, Mon. 9-9:30 p.m. . . . Delsey Toilet Tissue to be alt. sponsor of *Danny Thomas Show* on ABC-TV starting in fall, when it switches to Mon. 8-8:30 p.m., thru Foote, Cone & Belding . . . Campbell Soup to sponsor filmed *On Trial* on NBC-TV starting in fall, Fri. 9-9:30 p.m., thru BBDO . . . Nestle to sponsor filmed *Oh Susannah!* on CBS-TV starting in fall, Sat. 9-9:30 p.m., thru McCann-Erickson, N. Y. . . . Procter & Gamble (Cheer) and Brown & Williamson (Viceroy cigarettes) to sponsor *Undercurrent* as summer replacement for *Lineup* on CBS-TV starting June 29, Fri. 10-10:30 p.m., thru Ted Bates and Young & Rubicam . . . CBS-Columbia, considering leaving TV receiver production (see p. 1), cancels partic. sponsorship of *Arthur Godfrey & His Friends* in fall on CBS-TV, Wed. 8-9 p.m. . . . Remington Rand buys Tue. segment of John Cameron Swayze's *News Caravan* on NBC-TV starting May 29, Mon.-thru-Fri. 7:45-8 p.m., thru Young & Rubicam, N. Y. . . . Quaker Oats to sponsor Tournament of Roses parade on CBS-TV from Pasadena, Cal. Jan. 1, in 2-hour one-shot program in black-&-white, thru Lynn Baker Inc., N. Y. . . . Perkins Products Co. (Kool-Aid soft drink flavoring) buys 8 partic. on *Captain Kangaroo* on CBS-TV starting June 13, Mon.-thru-Fri. 8-9 a.m., Sat. 9:30-10:30 a.m., thru Foote, Cone & Belding, Chicago . . . Seven-Up Bottling Co. buys 4 partic. on *Bob Crosby Show* on CBS-TV starting June 4, Mon.-thru-Fri. 3:30-4 p.m., thru J. Walter Thompson . . . Shontex Mfg Co. (hair preparation) buys series of one-min. partic. on CBS-TV's 8-station *Panorama Pacific* on west coast starting June 7, Mon.-thru-Fri. 7-9 a.m., thru Barton A. Stebbins Adv., Los Angeles; Tidewater Associated Oil buys series of partic. on *Panorama Pacific* and *Amos 'n' Andy* series on Sat. night, thru Buchanan Adv., Los Angeles; Maxwell House Coffee buys series of partic. on *Panorama Pacific*, thru Benton & Bowles . . . B. C. Remedy Co. (headache powder) buys 149 partic. on *Today* on NBC-TV starting Aug. 1, Mon.-thru-Fri. 7-9 a.m. thru N. W. Ayer.

West Coast TV-radio rep firm W. S. Grant Co. (see *TV Factbook No. 22*, p. 248) has been acquired by western adman Sam Elkins, in association with TV film salesman Herb Stiller. Grant name will be kept, with Elkins as pres.-gen. mgr. Myron J. Bennett succeeds Arden Parkes as Los Angeles representative, but other personnel will be retained.

New reps: KABC-TV, Los Angeles, to Katz June 1 (from Petry); WUSN-TV, Charleston, S. C. to Weed next Sept. 26 (from H-R Television).

**Telecasting Notes:** Movies are better than ever—on TV, that is—and there are more of them than ever on the program schedules for this spring and summer. In 4-station Washington, for example, viewers are offered 38 feature films (including full-length westerns) each week—not counting the 7 features televised weekly by ABC-TV. Even such an astute operation as *Washington Post's* WTOP-TV, loyal CBS affiliate, now offers double-feature movie programs 1:30-4 p.m. Sat. and 1-4:15 Sun., in time formerly occupied by network programming and 30-min. TV films . . . “The days of the bad movies on TV are over” since Hollywood began dumping its vaults, says WTOP-TV film director Wm. Hedgepeth. Not only are quality and ratings up, he points out, but the prints received from distributors are in far better condition . . . Even NBC flagship WRCA-TV will use feature films this summer in hour once believed to belong to the kiddies—5:30-6:30 p.m.; on June 4, it begins daily *Evening Theatre* with top-notch first-run movies . . . Will CBS-TV have feature film show next season? Unverified but persistent rumors say network is acquiring 52-feature “best of RKO” package from General Teleradio for 90-min. Thu. night showing next season, sponsored by General Tire Co. & others . . . ABC-TV adds fourth feature film show June 21, *Hour Glass* Thu. 8-9 p.m.; like the others, it uses J. Arthur Rank films. Other ABC-TV feature shows are daily *Afternoon Film Festival*, Sun. evening *Famous Film Festival* and Mon. evening *Film Fare* . . . Columbia Pictures reported planning to release second 104-film package of features through its Screen Gems subsidiary . . . There’s no saturation point for good movies on TV—that’s official line of National Telefilm Associates, whose pres. Ely Landau and exec. v.p. Oliver Unger are profiled in May 23 *Variety* interview, which reveals NTA has “in the neighborhood of \$40,000,000” at its disposal to acquire more features. Source of money is “private banking sources” and industrial groups . . . “There’s a lot of money available for investment in picture and studio deals,” Landau is quoted, “provided the

investors are sure that the deals are being handled properly and by people who know their way around.” *Variety* says NTA is “still very much in the picture” for MGM’s 780 features (Vol. 12:20) and in line for “continued flow of top product” from 20th Century-Fox . . . **Opposing film clips on TV shows as injurious to movie theatre attendance, North Central Allied States Motion Picture Exhibitors convention in Minneapolis passed resolution urging movie companies to stop using TV to plug movies . . . “TV hall of fame”—a permanent library of kines or tapes of best TV programs picked each year by carefully selected board of judges—as suggested by *Philadelphia Inquirer* TV editor Harry Harris (Vol. 12:17), has won endorsement of top officials of the 3 networks as well as Academy of TV Arts & Sciences, AFTRA, ASCAP & BMI . . . TV-to-Broadway-to-movies is plan adopted by NBC-TV for forthcoming spectacular “Jack & the Beanstalk,” due for colorcast around next Thanksgiving. “Intimate musical” written by Helen Deutsch & Jerry Livingston at reportedly the highest price ever paid for an original spectacular, will be backed financially by NBC for Broadway presentation, and later sold to movies. So impressed is NBC by songs and script that the musical is already being discussed as NBC-TV Thanksgiving perennial . . . More re-runs planned for network film shows, on syndicated basis: CBS-TV’s *The Millionaire* to be distributed by MCA-TV under title *The \$1,000,000 Story*; *TV Reader’s Digest* (ABC-TV), due for syndication, probably by ABC Film div. And CBS-TV Film Sales tentatively plans syndication of *Adventures of Champion, Lone Eagle, Navy Log, Our Miss Brooks, The Search, My Favorite Husband, That’s My Boy* . . . TV actors have collected \$307,360 in re-run payments since Jan. 1, Screen Actors Guild announced, estimating that total for year will exceed \$1,000,000 . . . “Paid plug” practice—the parasitic insertion of product mentions or pictures on TV-radio—gets lengthy treatment by Lawrence Christopher in May 21 *Broadcasting-Telecasting*. Article says network officials have cut practice drastically.**

**UHF TRANSLATOR stations, proposed by FCC** as a legal home for unauthorized vhf boosters, were given final go-ahead by Commission May 24, new rules to become effective July 2. Basically, rules were finalized as proposed—exceptions being toward simplification and flexibility.

Big question now is extent of demand to come. Most active guessers are Ben Adler, Adler Communications Labs, New Rochelle, N. Y., and FCC staff. Adler has done much of the experimental work on which Commission decision rests, has been operating experimental Ch. 80 translator at his plant. He reports great number of inquiries, says he has orders for about 50 translators which were contingent on finalization of FCC rules, most of them from Northwest operators of unlicensed vhf boosters—and he ventures there will be 1000 applications before end of year.

Adler quotes price of \$2750 for basic equipment—with operator to supply building, power, remote control lines and receiving antenna. Transmitter is 10 watts, directional corner-reflector antenna boosting ERP to 100 watts.

Commission has written complete set of rules covering translators, included in Notice 56-488, copies of which are obtainable from FCC or from us, but here are essential provisions:

- (1) Limited to uhf Ch. 70 to 83.
- (2) No limit on number anyone can operate. Licenses available to anyone who meets Commission’s regular qualifications, including TV operators.

(3) Transmitter power maximum 10 watts, but no limit on ERP with directional antenna.

(4) No limit on hours of operation, but programs are confined solely to rebroadcasts of other stations’ signals.

(5) Operation need be checked no oftener than every 6 hours, and remote control is permitted.

(6) No minimum co-channel distance between translators is specified except that it be adequate “to prevent mutual interference.” Adjacent-channel translators won’t be authorized in same area. Regular TV stations are protected from translators by specific minimum separations.

(7) No rebroadcasts are permitted without originating stations’ permission.

(8) Transmitters must be type-approved by FCC Labs, Laurel, Md.

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Commission had received about 35 comments on proposal, and its final decision gives reasons for accepting or rejecting suggestions. One common suggestion was that translators be authorized on vhf and/or low-channel uhf. Commission’s answer: “They overlook the fact that only by confining translators to the less congested top 14 uhf channels can we find a sufficient number of channels meeting the required protective spacings, and generally relax operating and licensing requirements. . . . Also, vhf translators would require extensive engineering measurements to determine interference [and] would be highly inefficient. . . .”

Another point raised was impact of translators on small-town regular stations. FCC’s reaction: “We recog-

nize that the use of translators in competition with regular stations raises a number of serious questions. Nevertheless, we do not agree that a universal, hard and fast rule governing such situations should be adopted at this time. We believe, rather, that such questions can be more appropriately considered as they arise."

Community antenna operators, generally, haven't opposed translators. Their feeling has been that translators aren't likely to hurt them and that the inexpensive repeaters can serve towns too small to support CATV systems. Commission's digest of this week's decision, however, gave impression that National Community TV Assn. had opposed translators for fear of economic competition. Thoroughly burned up, NCTA exec. secy. E. Stratford Smith responded:

"As stated in its comments on the proposed rule-making, the NCTA does not oppose establishment by the Commission of any technically sound methods of making TV reception available in remote areas but has urged that the Commission make certain that under-financed or technically unsound stations not be permitted to mushroom throughout the country and impair the ability of established services, such as CATV systems, to provide a needed public service. The NCTA did not, as the Commission's public notice states, make any proposal to apply to translator stations designed to deprive a community of the privilege of obtaining direct TV by translator operation in order to protect investments in local community antenna systems. To the contrary, the Assn. specifically disavowed any such policy in its comments."

Station equipment shipments and orders took upturn this week, with RCA sending 50-kw transmitter May 21 to upcoming WBIR-TV, Knoxville, Tenn. (Ch. 10), due in July; 25-kw May 24 to WISC-TV, Madison, Wis. (Ch. 3), due in June. DuMont reported order for 5-kw transmitter from upcoming WAGM-TV, Presque Isle, Me. (Ch. 8) and from KDIX-TV, Dickinson, N. D., which haven't yet reported starting dates. Kay Lab May 24 shipped low-power package, which includes own film camera chain and Adler transmitter, antenna & audio equipment, to KUAM-TV, Agana, Guam (Ch. 8), due on air in July; it's third such package sold by Kay Lab, others going to KHAD-TV, Laredo, Tex. (Ch. 8) and KSHO-TV, Las Vegas, Nev. (Ch. 13).

Microwave to bring Denver station signals to community antenna system in Rapid City, S. D. should be granted to Blackhills Video Co., over objections of AT&T, according to initial decision this week by FCC examiner Basil P. Cooper. Originally, Blackhills and Bartlett & Reed Management were competitors, AT&T intervening; Bartlett & Reed later pulled out. Though AT&T quotes lower rates, Cooper noted that its rates were higher year ago; that Blackhills has surveyed route and filed application while AT&T has not; that AT&T proposes larger contract termination charge.

Two Canadian TV applications will be considered at CBC meeting June 22 in Ottawa. They are: Northern Radio-Radio Nord Inc. (headed by David A. Gourd, operator of Quebec radios CKRN, Rouyn; CHAD, Amos; CKLS, La Sarre; CKVD, Val d'Or) for Ch. 4, Rouyn, Que.; Norman Roebuck, for Ch. 3, Yorkton, Sask.

GE reports 4 orders for its compact 2000-mc microwave relay system (TL-3A), shown for first time at Chicago NARTB convention. Signing orders for early fall delivery: KTTV, Los Angeles; KFRE-TV, Fresno; WKRGT-TV, Mobile; WSFA-TV, Montgomery.

Zugsmith-Hogan-Oxarart group this week bought radio KVSM, San Mateo, Cal. (1-kw, 1050 kc) for \$400,000 from Mr. & Mrs. Les Malloy, San Francisco TV-radio personalities.

**NEW TV AREA IS OPENED UP** with May 21 test patterns of WDAM-TV, Hattiesburg, Miss. (Ch. 9), warming up for June 8 commercial debut as NBC primary and partial ABC outlet. It's 80 mi. from WTOK-TV, Meridian, Miss. (Ch. 11) and 85 from nearest other TV cities of Jackson, Miss. and Mobile, Ala. It will pick up network from WDSU-TV, New Orleans, spanning 106 mi. distance with own 2-hop microwave with towers in Poplarville & Purvis, Miss.

Equipped with 10-kw RCA transmitter and 6-bay antenna on 500-ft. Ideco tower, new WDAM-TV (which makes 472 now on air) is owned one-fourth each by Milton J. Fine, Alvin H. Fine, David A. Matison Jr. & Harold M. Matison, who also operate Fine Bros.-Matison clothing stores in Hattiesburg & Laurel. The Matisons also are co-owners of radio WABO, Waynesboro, Miss., with interest in WAML, Laurel, Miss. Marvin Reuben, ex-KALB-TV, Alexandria, La., is gen. mgr.; Tech Jones, ex-radio WLAU, Laurel, sales mgr.; Fitz Hooton, ex-KPLC-TV, Lake Charles, La., operations mgr.; John Carroll, ex-WHBQ-TV, Memphis, chief engineer. Base hour is \$150. Rep is Pearson.

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

WCBI-TV, Columbus, Miss. (Ch. 4) expects to begin June 1 with test patterns, joining CBS & NBC July 13, writes gen. mgr. Bob McRaney. RCA 5-kw transmitter has been installed and erection of 500-ft. Andrews tower, with 5-bay antenna, began week of May 21. Construction of AT&T microwave connection with Meridian is proceeding on schedule. It plans 5:30-11 p.m. programming schedule at start, opening new market in northern Miss., Columbus being more than 80 mi. from other TVs. Owner Birney Imes publishes *Columbus Commercial Dispatch*, owns AMs in 3 other Miss. cities. Base hour will be \$150. Rep will be McGillvra.

KFJX-TV, Montrose, Colo. (Ch. 10) satellite has deferred test patterns until end of June because of delay in shipment of 100-watt Gates transmitter, reports pres. Rex. Howell, of parent KREX-TV, Grand Junction, Colo. (Ch. 5). Road to Flat Top Mesa site was to be ready this week and prefabricated transmitter house installed. RCA 6-bay antenna is due shortly for installation on 70-ft. tower. Carl Q. Anderson, ex-KOA-TV, Denver, will be operations director. It will pick up signal direct from KREX-TV, 50 mi. away, for rebroadcast to area which has had fringe reception because of intervening high terrain. Station at start will be sold as bonus of KFXJ-TV (\$120 base hour), later will have own station facilities. Rep is Hal Holman.

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CFCY-TV, Charlottetown, P. E. I. (Ch. 13) has changed targets to mid-June for test patterns, July 1 for programming, reports station mgr. R. F. Large. GE directional antenna is to be installed on 500-ft. Wind Turbine tower about May 20 and 5-kw GE transmitter is to be wired and ready June 1. Base rate will be \$190. Reps will be Weed and All-Canada.

CFCL-TV, Timmins, Ont. (Ch. 6) has set June 20 for test patterns, July 1 for programming target, reports owner J. Conrad Lavigne, operator of French-language radio CFCL. It will open up new TV area, being nearly 200 mi. NE of Sault Ste. Marie. GE 5-kw transmitter is due June 1 and construction begins May 30 on 330-ft. Wind Turbine tower which will have 4-bay batwing GE antenna. Base hour will be \$160. Rep will be Omer Renaud & Co. Ltd.

**MAJOR TRENDS IN UPCOMING FALL TV LINES:** A deluge of portables, mostly 14-in., more sets priced under \$200, more extensive use of plastic and metal cabinets, plenty of merchandising gimmicks -- those are the dominant trends to look for in the new lines to be shown at the distributor conventions starting in June at midyear furniture markets in Chicago beginning June 18.

Color will occupy a stage of its own, with virtually all major manufacturers planning to show at least one new color set. RCA's convention May 31-June 6, in Miami Beach Auditorium and several local hotels, will be watched closely by rest of industry for guidance on how to price their color sets. RCA is saying nothing in advance, though it's generally believed its new color prices will start at \$495 or thereabouts -- thus breaking magic "under \$500 barrier." RCA's present lowest price is \$695, reduced last Dec. from \$795 (Vol. 11:50) -- and in rest of industry lowest announced price is Admiral's \$499.95, plus \$100 service contract (Vol. 12:15).

That black-&-white sets will continue to be backbone of trade for some time to come is manifest. But the emergence of color has forced many set makers to alter mix of black-&-white sets and this in turn will be reflected in fewer higher-end models in new lines. It seems clear that over-\$300 TV receivers will be scarce.

"We don't want to compete with color," one set maker told us. "Anything we price over \$300 in black-&-white is liable to create a conflict with color in the consumer's mind. The result is that he may not buy either color or black-&-white."

Set makers are banking on portables as increasingly important "transition" item -- a receiver that meets need for bedroom set or extra-set-around-the-house but that can be sold at low cost pending mass merchandising of color. Portables to be shown at June distributor conventions (for list of dates and places, see Vol. 12:20) and Chicago marts will be mainly 14-in., with Motorola and Emerson expected to join RCA in marketing 8 $\frac{1}{2}$ -in. sets. Emerson also will have 10 $\frac{1}{2}$ -in. receiver, now being shipped to dealers only by Admiral (retailing at \$90, \$110 & \$120).

GE plans to expand its offerings of 14-in., having sold more than 300,000 of that size since it first cracked market with them 14 months ago. Philco and Hoffman already have shown 14-in. sets to their distributors, and DuMont this week announced plans to introduce 14 & 17-in. portables at June regional meetings (Vol. 12:20).

Concentration on plastic and metal cabinets will permit set makers to produce at lower costs -- seen by many as a desperately needed expedient in the current low-profit "box" which has forced some set makers to quit and has driven others to contemplate abandoning TV production (see p. 1).

Merchandising gimmicks, the Something New which set makers like to add, were important factors in record TV sales in last 6 months of 1955 -- and you can look forward to new devices in new models. But they're keeping their respective tricks up their sleeves -- for obvious competitive reasons.

Continued slump in TV unit sales, coupled with low profits, is worrying many set makers more than they're willing to admit. Granted that part of the slump is seasonal, there's still plenty of anxiety about the future. You can hardly find anyone in the trade willing to bet that 1956 production will exceed 7,500,000, much less beat 1955's record 7,756,521. In fact, there's talk about overproduction so far this year -- though output and retail sales continue to be in balance, with both about 10% under same period year ago.

Best view is that market will firm up very shortly, what with new values in black-&-white models, the spread of portables and the sales stimulus of mid-summer political conventions. If the market does improve, don't be surprised if prices are increased in fall. Recently-granted wage increases, boosts in costs of raw materials, and prospect that components prices will go up shortly seem certain to force TV prices higher -- provided consumer buying power remains high.

**Parts Show:** Much confusion about small-screen portables was manifest among tube manufacturers at Electronic Parts Distributor Show in Chicago this week. With 8½-in., 9-in., & 10%-in. sets in production or projected, the tube makers find themselves caught up in the same low-profit swim as receiver makers in trying to guess which of the small-screen sizes will catch on. Problem is that production run of perhaps 200,000 is necessary to absorb production costs of any one size. Thus, with 8½-in. picture tube selling to set manufacturers at about \$8.50, compared to \$18.75 for 21-in., it's evident that tube makers must sell more than twice as many 8½-in. as 21-in. to obtain same dollar volume -- to say nothing of fact that profit on the 21-in. tube is much larger than on tubes under 14-in. As far as is known RCA tube div. (producing 8½ & 10%-in.) and Thomas Electronics (10%-in.) are only companies now in production of tubes under 14-in., though nearly all tube makers are sampling industry with all 3 sizes. Dilemma was thus summed up by one tube maker: "Sure, we'd like to go all-out for one small-screen tube. We could produce a lot of them and make it pay for us the way GE has made the 14-in. pay. But how do we know that we're picking the right tube to concentrate on? I don't think the profits of any tube maker are so large that he can afford to risk playing blind man's buff."

**Private Label:** About 750,000 TV sets, or 10% of total TV production last year, were private-label receivers -- and that ratio has been maintained thus far in 1956. About 10 manufacturers account for almost entire private label volume. Biggest set makers are Pacific Mercury and Warwick (both producers of Sears Roebuck's Silvertone line), Wells-Gardner (for Montgomery Ward), Raytheon (for Montgomery Ward, Western Auto, Gamble-Skogmo) and Hallcrafters. In addition to such merchandising chains as Sears, Montgomery Ward, Western Auto and Allied Merchandising, the big metropolitan dept. stores are among biggest customers for private brands. Silvertone has been a top seller for years -- and Chicago financial analyst Edgar N. Greenebaum Jr. has "guesstimated" that 400,000 Silvertone TV sets will be produced this year, which he says will make it industry's 7th largest brand (Vol. 12:20).

**Consumer Spending:** Special report by Commerce Dept. in its May "Survey of Current Business" details growth of consumer service market since 1929, revealing that expenditures for movies have declined by 25% since 1946, advent of commercial TV. From peak of \$1.7 billion in 1946, more than 2½ times the amount spent in 1929, movie expenditures have dipped steadily. Report also noted that while actual dollar expenditures for services have increased by \$5-\$6 billion annually in last 10 years, percentage of income spent on services declined from 38.6% in 1929 to 34% in 1955. Apparent discrepancy is due to higher total incomes, report noted. Medical care, housing and private schooling accounted for the biggest increases in spending for services. Over-all, cost of services in 1955 was 64% higher than same items in 1929.

**Production:** TV output totaled 115,373 week ended May 18, compared to 119,352 preceding week and 111,767 week ended May 4. It was year's 20th week and brought production for year to date to about 2,655,000, as against 3,100,000 in same period year ago. Radio production totaled 255,193 (56,440 auto) week ended May 18, compared to 271,632 preceding week and 250,378 week ended May 4. Radio output for 19 weeks totaled 5,375,000, compared to 5,150,000 in corresponding period of 1955.

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DISTRIBUTOR NOTES: Whirlpool-Seeger appoints new outlet Electrical Distributors Ltd., Honolulu, replacing Radio-Television Corp. . . . DuMont appoints Ferguson Co., 1000 Broadway, Paducah, Ky. (H. W. Rankin, operating head) . . . Leo Meyberg Co., San Francisco (RCA-Whirlpool) promotes Francis E. Brolan to asst. TV-radio mgr., James L. Terrel to adv. & sales promotion mgr. . . . Kenrow Inc., Atlanta (Motorola) promotes Hubert F. Townsend to gen. sales mgr. . . . Philco Distributors Inc., Cleveland, appoints Robert Meeker sales mgr. of laundry div. . . . GE Supply Co., Bridgeport, Conn., appoints W. J. Pfeif marketing mgr. of housewares & radio receivers, succeeding D. Edward Weston Jr., now gen. mgr. of Hot-point TV receiver dept. . . . McCaffery Co., South Bend, Ind. (Westinghouse) promotes Joseph J. McCaffery to gen.

mgr. . . . State Distributing Co., Milwaukee (Emerson) promotes Raymond A. Hipp to sales promotion mgr. . . . Friendly Frost Stores, 11-store N. Y. retail TV-radio-appliance chain, appoints Joseph Giordano market development director . . . Sonora appoints O'Donnells, 1123 Commonwealth Ave., Boston; D. & H. Distributing Co., 56 E. Union St., Wilkes-Barre; Riga Electrical Corp., 42 Norman St., W. Springfield, Mass.; C.R.T., 483 Cambridge St., Allston, Mass.

Herbert Heeden, ex-Waddell & Reed investment house broker, Hammond, Ind., named mgr. of National Electronic Distributors Assn.'s Chicago headquarters, assuming duties of exec. v.p. Louis B. Calamaras, resigned; Joseph A. DeMambro re-elected pres.

**Topics & Trends of TV Trade:** Shipments of TVs to dealers totaled 1,702,236 in first quarter 1956, when production was 1,844,632, according to RETMA state-by-state report. They compare with shipments of 1,968,347, production of 2,188,252, in first 3 months of 1955. New York led as usual with 185,636; California was second, 146,437; Pennsylvania third, 119,285. March shipments totaled 549,220, compared to 529,226 in Feb. and 690,097 in March 1955. Here's first quarter 1956 report (county-by-county tables available to members from RETMA on request):

State	Total	State	Total
Alabama	28,578	New Jersey	56,453
Arizona	11,716	New Mexico	6,354
Arkansas	18,728	New York	185,636
California	146,437	North Carolina	39,808
Colorado	12,995	North Dakota	5,541
Connecticut	27,155	Ohio	90,064
Delaware	4,310	Oklahoma	24,220
District of Columbia	16,445	Oregon	20,416
Florida	55,664	Pennsylvania	119,285
Georgia	39,862	Rhode Island	7,964
Idaho	7,643	South Carolina	17,721
Illinois	88,478	South Dakota	6,496
Indiana	42,090	Tennessee	32,986
Iowa	15,593	Texas	94,551
Kansas	20,420	Utah	7,120
Kentucky	30,683	Vermont	4,803
Louisiana	34,374	Virginia	32,987
Maine	10,363	Washington	26,606
Maryland	23,279	West Virginia	20,042
Massachusetts	50,843	Wisconsin	31,998
Michigan	66,456	Wyoming	2,098
Minnesota	23,941		
Mississippi	16,476	U. S. Total	1,698,026
Missouri	40,061	Alaska	1,077
Montana	5,528	Hawaii	3,133
Nebraska	15,557		
Nevada	1,907	Grand Total	1,702,236
New Hampshire	6,295		

Phonograph Manufacturers Assn. this week joined RETMA in protest against proposed 10% excise tax on record players and tape recorders (Vol. 12:11). PMA pres. Joseph Dworken wired House Ways & Means Committee: "Additional taxation would further impose a devastating hardship on this industry, which already suffers immeasurably from the present excise on its products . . . Additional taxes could result in shutdowns, reduce employment to 50% and possibly force many smaller companies out of business completely."

Philco begs to differ with Chicago financial analyst Edgar N. Greenebaum Jr., who "guesstimated," in May 21 address to General Federation of Financial Analysts Societies, that Philco would produce 750,000 TV sets this year (Vol. 12:20). Philco spokesman commented to us: "We have no desire to start a public quarrel with Mr. Greenebaum, but the truth is that we expect to produce a substantially higher number than 750,000. How much higher we're not saying."

Survey of dealer attitudes toward builder sales policies on appliances, and on labor warranty policies on appliances, will be undertaken shortly by NARDA. Among facts being sought are extent of builder purchases of appliances from manufacturers and distributors; comparative prices charged builders and dealers; whether dealers should be reimbursed for labor under warranties. Results of survey will be turned over to principal manufacturers.

TV sets of the future, as seen by RCA v.p.-treas. Ernest B. Gorin in address to National Federation of Financial Analysts Societies in Boston May 21: "Transistors will make them smaller, more easily portable and operable on battery power. Mural TV should permit more flexible viewing arrangements, probably multiple screens and larger picture area."

Radio shipments to dealers, excluding auto sets, totaled 1,470,873 in first 3 months of 1956, compared to 1,164,462 in corresponding 1955 period, reports RETMA in state-by-state and county-by-county tables available to members on request to RETMA. March shipments were 530,349, compared to 472,112 in Feb. and 485,688 in March 1955.

**Trade Personals:** Dorman D. Israel, Emerson exec. v.p. heads new TV-radio-phono div., Morton P. Rome heads govt. contracts div., in corporate reorganization; each will operate independently, both reporting to new exec. staff consisting of pres. Benjamin Abrams, secy.-treas. Max Abrams and all divisional heads . . . Richard J. Sargent, mgr. of Westinghouse major appliances, Mansfield, O., appointed this week by v.p. Chris Witting as gen. mgr. of marketing & distribution for all Westinghouse consumer products divisions, including TV-radio and electronic tubes . . . Ralph E. Bates, merchandise mgr. of RCA Victor Distributing Corp., Chicago, named instrument sales & merchandising mgr., RCA International; Jack Gilhooley promoted to succeed him at Chicago . . . Alton K. Marsters, onetime gen. sales mgr. of CBS-Hytron, serving since Jan. as administrative asst. to Carl S. Hallauer, pres. of Bausch & Lomb Optical Co., promoted to v.p. in charge of sales . . . Fred F. Bartlett promoted to broadcast sales mgr., Philco govt. & industrial div.; Kenneth C. Moritz promoted to communications sales mgr., Wm. F. Tait to export & special accounts sales mgr. . . . Ralph Atkinson, ex-Stromberg-Carlson, named Magnavox district merchandiser for Spartan line in Md.-Va.-D. C. area, headquartered in Arlington, Va. . . . Wm. C. Parker, public relations mgr. of Westinghouse electric appliance divs., appointed mgr. of Westinghouse's N. Y. public relations office . . . Robert T. Sheeran, mgr. of United Press bureau in Boston, joins Sylvania public relations dept. as project mgr., reporting to public relations director George W. Griffin Jr. . . . Paul Wexler resigns as Columbia Records v.p. & director of electronic products . . . George E. Hallett, Tung-Sol controller, elected a director of Controllers Institute of America . . . H. Joseph Sarlin resigns as metropolitan N. Y. district mgr., Westinghouse TV-radio div. . . . James B. Shoop named Zenith Radio north central sales rep, headquartered in Columbus, O. . . . Bert Berlant, founder of Berlant Assoc., Los Angeles, elected pres. & research director of Stephens Mfg. Corp., Culver City, Cal. (components), of which he is part owner . . . Gail S. Carter, ex-sales v.p. of Permo Inc., named sales mgr. of Pentron Corp. . . . Irving Kaufman, chief engineer of Audio-Video Recording Co., promoted to engineering v.p. . . . George D. Rice, ex-Stromberg-Carlson asst. chief electronics engineer, joins Kay Lab as production mgr.

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Army's highest civilian decoration, medal for exceptional civilian service, was bestowed upon Brig. Gen. David Sarnoff, RCA chairman, at Pentagon May 23. Attending, as Secy. of Defense Wilson pinned the medal on him, were Gen. Maxwell Taylor, Army chief of staff; Generals of the Army George Marshall and Omar Bradley; Gen. Carl Spaatz and Dr. Vannevar Bush, latter 4 members of the Rockefeller Committee on Defense Dept. Reorganization, on which Gen. Sarnoff sat. Citation was for "personal contributions of time and effort to the military service in undertaking numerous responsibilities and assignments to assist the cause of national defense," notably his latest as chairman of the National Security Training Commission. Secy. of Army Brucker reported that, thanks to promotional campaigns planned and executed by networks and TV-radio stations, campaign for military reserves has already resulted in 33,000 additional enlistments.

Representatives of Electronic Parts Manufacturers elects as 1957-58 pres. R. W. Farris, Kansas City, succeeding John J. Kopple, N. Y.; Maitland K. Smith, Atlanta, chairman, succeeding Walter T. Hannigan, Newton, Mass.

Harold P. Gilpin, 69, who retired in 1953 as gen. sales mgr. of electronics products for Sylvania Electric Products Inc., died May 23 at his home in Maplewood, N. J. Surviving are his widow and 2 sons.

**Financial & Trade Notes:** Television-Electronics Fund Inc., first and largest of the investment trusts in the field, reporting total net assets of \$129,091,464 with 10,604,097 shares outstanding as of April 30 vs. \$112,791,246 & 10,266,280 shares as of last Jan. 31, added no new issues to its portfolio during the quarter and disposed of its 2700 shares of General Controls and 6500 Speer Carbon. Treasury bond holdings were increased by \$1,000,000 for total of \$4,000,000, other bondholdings being \$80,000 American Electronics, \$188,000 AT&T, \$200,000 Electronics Corp. of America, \$150,000 Litton Industries, \$372,000 RCA, \$200,000 Servomechanisms, \$100,000 TelAutograph, \$150,000 Tracerlab, \$63,000 Varian Associates.

Fund added to holdings in following stocks during quarter: ACF Industries, Amphenol Electronics, Bendix Aviation, Boeing Airplane, George W. Borg Corp., Chance Vought Aircraft, Cornell-Dubilier, Cutler-Hammer, Douglas Aircraft, Dresser Industries, Eaton Mfg., Food Machinery & Chemical, Friden Calculating, Garrett Corp., General Bronze, General Dynamics, General Mills, General Tire, Goodyear, Hazeltine, Hoffman, IT&T, Lockheed Aircraft, P. R. Mallory, Marchant Calculators, Neptune Meter Co., North American Aviation, Philco, RCA, Reliance Electric, Royal McBee, Ryan Aeronautical, Sprague Electric, Stewart-Warner, Telecomputing Corp., United Aircraft, United-Carr Fastener, Westinghouse Air Brake, Zenith.

Part of holdings were sold in Admiral, Aircraft Radio, Babcock & Wilcox, Beckman Instruments, Bell & Gossett, Borg-Warner, Burroughs Corp., CBS "A", Consolidated Electronics, Consolidated Electro Dynamics, Curtiss-Wright, duPont, Eastman Kodak, ElectroData Corp., Electronics Corp. of America, GE, General Telephone, Globe-Union, Gross Telecasting, Hammond Organ, Indiana Steel Products, IBM, International Resistance, Magnavox, W. L. Maxson, Minneapolis-Honeywell, Motorola, National Cash Register, Sperry-Rand, Square D Co., Storer Bcstg., Sylvania, TelAutograph, Thompson Products, Tung-Sol, Warner Bros., Western Union, Westinghouse.

Unchanged during quarter were holdings in Addressograph-Multigraph, Aerovox, Aills-Chalmers, AB-PT, American Chain & Cable, AT&T, Barry Controls "B", Bell & Howell, Bullard Co., Bulova, Carborundum Co., Chemical Products Corp., Cincinnati Milling Machine, Clark Controller, Clevite, Columbia Pictures, Conrac, Continental Telephone, Corning Glass, DuMont Bcstg., DuMont Labs. "A", Eitel-McCullough, Electronic Associates, Elgin National Watch, Elox Corp. "A" & "B", Emerson Radio, Erle Resistor, Ex-Cell-O Corp., Federal Sign & Signal, General Railway Signal, Giannini, Industrial Electronics, International Nickel, I-T-E Circuit Breaker, Liquidometer Corp., Litton Industries, Machlett Labs., Minnesota Mining & Mfg., National Acme Co., Northrop Aircraft, Oak Mfg., Otis Elevator, Paramount Pictures, Penn Controls, Photon Inc., Pullman Inc., Raytheon, Robertshaw-Fulton Controls, Sangamo Electric, Servomechanisms, Taylor Instrument, Technicolor, Television Associates, Texas Instruments, 20th Century-Fox, Union Carbide & Carbon, Vitro Corp., Walt Disney, Worthington Corp.

[For report on Nov. 1-Jan. 31 quarter, see Vol. 12:9.]

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Walt Disney Productions, reflecting continuing upsurge since last year's plunges into TV, enjoyed total income of \$12,859,321 and net income of \$1,418,850 (\$2.17 per share) in the 6 months ended March 31, comparing with \$9,676,175 & \$430,048 (66¢) in same 1955 period, \$4,331,827 & \$283,662 (43¢) in 1954 period. Latest report, pres. Roy O. Disney stated, does not include company's interest in Disneyland Park (in which it holds 35% of stock, with option on 31% more) and reflects good earnings on "Davy Crockett," "Lady & the Tramp," "African Lion" and "Littlest Outlaw" as well as on merchandising licenses, publications, music, etc. Bank borrowings have been increased to \$9,313,852 as of March 31 from \$2,695,572 last Oct. 1 in order to finance heavier production schedule, and Disney said plans are to secure long-term permanent financing to replace current borrowings.

Kay Lab, San Diego, making small vidicon cameras for TV stations and for industrial uses, manufacturer also of TV studio and other electronic equipment, filed SEC registration May 23 for 364,280 shares of its \$1 par Class A common stock, of which 307,400 are to be offered for public sale through Shearson, Hammill & Co. and 56,800 to certain stockholders. Of net proceeds, \$455,361 is to be applied to payment of loans, \$343,700 for accounts payable, remainder for working capital.

Negotiations for working control of Republic Pictures are being conducted by Beverly Hills investment firm of Cantor, Fitzgerald & Co., which has 60-day option to buy control through purchase of 650,000-800,000 shares at \$12.50 from pres. Herbert J. Yates and his associates.

Crowell-Collier Publishing Co., newest big entry in multiple TV-radio ownership field (Vol. 12:17), has revised offer to purchase public stockholdings of Consolidated Television & Radio Broadcasters Inc. (Bitner group) which originally gave stockholders option to sell either in cash, part cash or part exchange of Crowell-Collier stock. Pres. Paul C. Smith, in letter to common and B common stockholders, states that there has been almost no interest in alternative offers of securities, which would require SEC registration and entail considerable expense and delay, and so he now makes cash offer of \$20 a share less 50¢ commission to exchange agents (Chemical Corn Exchange Bank, N. Y.) and states Consolidated will be liquidated. Special deal has been made with Bitner group to acquire its 258,060 shares (42½%) for \$19.50, payable \$3 in cash on closing and \$16.50 in notes payable \$2 on Jan. 2, 1957 and remaining \$14.50 in equal installments over 8-year period at 5% interest. Crowell-Collier board has ratified Consolidated purchase, involving total of about \$16,000,000 for its 3 TVs and 4 AMs, and also approved \$1,000,000 purchase of KULA-TV, Honolulu, with KULA—all subject to FCC approval.

Paul F. Harron's WPFH Broadcasting Co., which operates radio WBIG, Philadelphia, and last year purchased WDEL-TV, Wilmington, Del. (Ch. 12, now WPFH) for \$3,720,000 (Vol. 11:4), filed registration with SEC May 25 of 1,243,404 shares of \$1 par Class A common, 1,953,721 shares of \$1 par Class B common, and \$80,125 of 5% subordinated income debentures due 1960. All are issued and outstanding except 150,000 Class A which company proposes to offer for public sale at 1½; in addition, Harron will sell 125,000 shares of his Class B at over-counter price at time of offering by Boenning & Co., Philadelphia. Harron holds 949,109 Class B, Judge John Morgan Davis 80,713 Class A stock. Net proceeds of the Class A stock sale will be used for corporate purposes.

Dividends: Philco, 20¢ payable June 12 to stockholders of record June 4 (reduced from 40¢ first quarter because of lower earnings [Vol. 12:18] and to conserve working capital); Sylvania, 50¢ July 1 to holders June 8; Hoffman Electronics, 25¢ June 29 to holders June 13; Wells-Gardner, 20¢ June 15 to holders June 4; Radio Condenser, 5¢ June 20 to holders June 1; Sprague Electric, 30¢ June 14 to holders May 29; Consolidated TV & Radio, 28¢ on common and 5¢ on "A" common, July 2 to holders June 15; Famous Players Canadian, 37½¢ June 25 to holders June 1; Sperry Rand, 20¢ June 29 to holders June 4; Globe-Union, 30¢ June 9 to holders June 6; Dynamics Corp., 10¢ June 30 to holders June 15; Gabriel Co., 15¢ June 15 to holders June 8; General Electric, 50¢ July 25 to holders June 15.

Changes in officer-director stockholdings, as reported to SEC: Ross D. Siragusa bought 1000 shares Admiral, bringing direct holdings to 246,467, trust holdings to 69,808; Arthur Levey disposed of 550 Skiatron common, holds 444,771; Titus Haffa bought 25,000 Webster-Chicago (Webcor Inc.), sold 4305, holds 28,175 (3175 jointly with wife); Arnold O. Beckman sold 10,000 Beckman Instruments, holds 455,833; Harold R. Baxter sold 1000 El-Tronics Inc., holds 107,810; Donald W. Hedges sold 1000 El-Tronics, holds 48,340; Thomas P. Tanis sold 81,000 El-Tronics, holds 10,500.

Globe-Union, Milwaukee, and Wico Electric Co., W. Springfield, Mass., have agreed to merger on basis of transfer of Wico's assets for 105,250 shares of Globe-Union stock valued at \$2,000,000. Wico, whose sales last year were \$4,800,000, makes ignition equipment for outboard motors, power lawn mowers, etc., will be operated as division of Globe-Union, which makes automotive batteries and electronic components and did business of more than \$50,000,000 last year.

**Electronics Reports:** Electronics in 1965 will be \$18-22 billion business—perhaps even bigger if cold war tensions continue or increase. These estimates by industry speakers were heard this week at Boston convention of National Federation of Financial Analysts Societies. Noting that electronics was \$11 billion industry in 1955, RCA v.p.-treas. E. B. Gorin predicted 66% rise by end of 1964 to at least \$18 billion, placing electronics among top American industries in dollar value of goods shipped.

Magnavox v.p. Gerard M. Ungaro predicted \$20-\$22 billion figure for 1965—"but even this might be too low if dangers increase." The rate of future growth of electronics industry, he forecast, will probably exceed that of gross national product by as much as 4 to 1. For the immediate future, he foresaw further increases in defense electronics spending.

"The best estimates of the amount spent in 1955 by the military services for electronics range from \$2.4 to \$4 billion," he added. "Whatever the figure, it will be more in 1956"—because of America's concern over recently revealed Russian missile advances. He estimated that 30%-40% of the current dollar allocation for aircraft and guided missiles will be spent for electronic systems and devices.

Raytheon pres. Charles F. Adams Jr. predicted rapidly expanding market for transistors, with unit sales probably doubling in each of next few years. However, he warned, transistor boom won't decrease demand for tubes. He said total sales of tubes and semiconductor devices are currently running about \$850,000,000 a year. "We expect this total to break \$1 billion annually within a very few years because of the new electronic markets being opened up by color TV, portable and personal TV, computers, transistorized radios and the increasing emphasis of the military on electronics," he said.

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RCA's employment of Adlai Stevenson in latter 1954 (Vol. 10:49) as associate counsel in unsuccessful U. S. Supreme Court proceeding to stay pre-trial examinations in Zenith-Rauland anti-trust suit against RCA, GE & Western Electric, now slated for Oct. 1 trial in Chicago Federal court, got mixed up in hot Kefauver-Stevenson politicking in Florida this week when Kefauver charged Stevenson had put Democratic Party in a "dubious position" by acting as RCA attorney in what Kefauver called "an anti-trust action brought by the U. S." and designed "to free for the use of competing business the great patent pool which has made RCA the dominant factor in radio, TV and many phases of electronics." Whereupon Stevenson responded: "I must say that he [Kefauver] is wrong again. I never represented the RCA in an anti-trust suit brought by the Govt. It was a private suit between RCA and the Zenith Co." This week, in latest maneuver in \$16,000,000 Zenith-Rauland suit which began in 1948 when it was sued by RCA for alleged patent infringements, Zenith-Rauland filed amended counterclaim asking triple damages totaling \$61,750,305, including \$54,617,787 for alleged loss of sales in foreign countries, between 1947 & 1956, because of alleged anti-trust conspiracy. Judge Igoe, in Chicago Federal court, gave RCA, GE & WE counsel until June 8 to file objections to the counterclaim.

Raytheon has exercised option to lease Shawsheen Mill properties in Andover, Mass. from Textron Inc., with further option to buy. Included in property are 5 buildings and powerhouse, built in 1923, to be vacated by Textron by June 1. Raytheon plans to accommodate 1000 employees in mill during first year of occupancy, with rise to 6000 possible within next 5 years. Facilities will be used to make ordnance electronic equipment.

Sylvania to add new 18,000-sq. ft. wing to microwave tube lab at Mountain View, Cal., for fall occupancy.

## Network Color Schedules (May 28 - June 9, 1956)

May 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Gordon MacRae Show*, 7:30-7:45 p.m.; *Producers' Showcase*, "Bloomer Girl," 8-9:30 p.m.  
 May 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m.  
 May 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *This Is Your Life*, 10-10:30 p.m.  
 May 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Climax*, 8:30-9:30 p.m.  
 June 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 June 2—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "A Bell for Adano," 9:30-11 p.m.  
 June 3—NBC: *Goodyear TV Playhouse*, "Primary Colors," 9-10 p.m.  
 June 5—NBC: *Milton Berle Show*, 8-9 p.m.  
 June 7—NBC: *Matinee Theatre*, 3-4 p.m.  
 June 8—NBC: *Matinee Theatre*, 3-4 p.m.  
 June 9—NBC: *Max Liebman Presents*, "Holiday," 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.

Col. Sosthenes Behn, who with his brother Hernand founded IT&T in 1920, stepped down May 23 as chairman of its board, retiring (except for his directorship of IT&T) at age of 74. As he introduced new pres. Gen. Edmond H. Leavey to stockholders meeting, he reported company's 1955 consolidated earnings of record \$23,070,327 (\$3.21 per share) should be exceeded this year, with March quarter about 77¢ as against 73¢ last year, and with big new Federal Electric Co. Air Force contract for "White Alice" communications network in Alaska added to its recent "White Dew" (Distant Early Warning Line) contract for radar in Far North. He said loss was sustained in recent sale of Capehart TV-radio business to Ben Gross interests (Vol. 12:18-19), but it's almost entirely covered by reserves previously accumulated by Farnsworth div. Gen. Leavey was elected to succeed the late Gen. Wm. H. Harrison last April 21. Chairmanship remains vacant for time being, Col. Behn having been designated honorary chairman.

GE will build "multi-million dollar" plant near St. Petersburg, Fla. to manufacture electronic equipment for Sandia Corp., Albuquerque, N. M., a prime contractor to Atomic Energy Commission. Construction begins immediately on the 150,000-sq. ft. facility which will employ 600-700 workers, according to GE X-ray dept. gen. mgr. John H. Smith.

Admiral's pioneer development work in printed circuits and automation, notably its TV printed circuit board, is recognized in full color page in picture story in May 21 *Life Magazine*.

Sam Poncher, pres. of Newark Electric Co., Chicago, elected pres. of Radio's Oldtimers, organization of men with at least 20 years in electronics industry; he succeeds Charles Golenpaul, Aerovox distributor sales v.p.

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Summing up his career at Bell Labs since 1919, retired v.p. Ralph Bown, in spring issue of *Bell Telephone Magazine* ventures that the transistor and information theory have as far-reaching potential as vacuum tube and modulation theory did when he started with Bell Labs. In same issue: AT&T's description of anti-trust consent decree (Vol. 12:4); outline of Bell System's executive development program.

Dr. George J. Mueller, guided missiles authority serving most recently as head of test support dept., Ramo-Wooldridge guided missile research div., joins Packard-Bell as chief engineer of technical products div., specializing in projected expansion of guided missile operations.

Charles W. Hosterman, promoted from asst. mgr. to gen. mgr., Sylvania electronics div., under electronics operations v.p. Howard L. Richardson.

John G. McKean named treas., Hycon Mfg. Co., Pasadena, Cal., part owned by Avco.

**TELEVISION OWNERSHIP**, as estimated by Market Research Corp. of America in quarterly report based on survey of 5800-family panel, encompassed 75% of nation's 49,000,000 families as of April, compared to 74% in Jan., 70% last Oct., 68% in July 1955. Its conclusions are thus generally in line with last week's Census Bureau report that 73% of all U.S. households were TV-equipped as of Feb. (Vol. 12:20). Latest Market Research report differs little from its earlier tabulation covering 4th quarter of 1955 (Vol. 12:7), showing TV ownership predominates in northeast region, in cities of more than 500,000 population and in families in upper fourth of income bracket where head of family has high school education. MRCA's complete breakdowns:

TELEVISION OWNERSHIP				
Percent of Families in Each Group With Television Sets				
	July 1955	Oct. 1955	Jan. 1956	April 1956
<b>UNITED STATES TOTAL</b> .....	68%	70%	74%	75%
<b>Regions:</b>				
Northeast .....	85%	85%	86%	88%
South .....	54	56	61	63
North Central .....	70	72	77	77
Mountain & Southwest.....	52	54	60	60
Pacific .....	66	70	74	74
<b>City Size:</b>				
Farm .....	43%	47%	51%	53%
Under 2,500 .....	56	57	63	64
2,500 to 50,000 .....	53	56	62	62
50,000 to 500,000 .....	75	77	80	80
500,000 and Over .....	87	88	89	89
<b>Total Family Income:</b>				
Upper Fourth .....	81%	83%	86%	86%
Next Fourth .....	76	77	81	82
Next Fourth .....	69	71	75	75
Lowest Fourth .....	48	50	54	56
<b>Education of Family Head:</b>				
Grade School .....	62%	64%	67%	68%
High School .....	75	78	82	82
College .....	73	74	79	79
<b>Size of Families:</b>				
1 & 2 Members .....	59%	62%	66%	67%
3 Members .....	73	74	77	78
4 & 5 Members .....	78	80	84	84
6 Members & Over .....	66	68	74	74
<b>Age of Housewife:</b>				
Under 35 Years .....	75%	77%	81%	81%
35 thru 44 Years .....	74	75	79	79
45 Years & Over .....	61	63	67	68
<b>Presence of Children:</b>				
5 Years & Under .....	75%	77%	80%	80%
6-12 Years .....	76	78	82	82
13-20 Years .....	71	72	76	76
No Children .....	61	63	68	68

Applications continued at good clip this week, 5 arriving at Commission: For Reno, Nev., Ch. 4, by Ettliger Broadcasting Corp., headed by John A. Ettliger (Medallion Productions film distributor); for Lock Haven, Pa., Ch. 32, by WBPZ, proposing to be satellite of WILK-TV, Wilkes-Barre; for Denton, Tex., Ch. 17, by oilman Don Shepherd; for Riverton, Wyo., Ch. 10, by KWRL; for Mayaguez, P. R., Ch. 3, by real estate firm Sucesion Luis Pirallo-Castellanos, which includes principals of radio WISO, Ponce. [For details, see *TV Addenda 22-T* herewith.]

"National TV Festival Week" in place of annual Emmy awards is excellent idea suggested by USC assoc. professor of telecommunications Dr. Stuart Hyde in letter to Academy of TV Arts & Sciences. His proposal: "During this National TV Festival Week, which should be held early in the year, each show should repeat what it considers its best show of the past year, for both the public and trade to see." He suggests Academy confine its awards to "significant achievements in arts and sciences, regardless of categories."

Rear-projection large-screen TV for business meetings is now a service of Visual Electronics Corp., 11 W. 42nd St., N. Y. (M. A. Mayers, mgr. of closed-circuit operations). First use of special projector and 6x8-ft. screen was at Philco dealers' meeting May 15 in Barbizon Plaza Theatre, New York, where audience of 500 saw closed-circuit showing of new washer line.

Anti-trust consent decree was signed this week by 4 newspaper and magazine publishing groups, ending Dept. of Justice's year-long civil suit against 6 media groups on charges of setting up "recognition" system of accrediting agencies to place national ads and fixing 15% agency commission fees. Those signing consent decrees this week, in which no guilt is admitted, were Publishers Assn. of N. Y., Associated Business Publications, Periodical Publishers of America, Agricultural Publishers Assn. AAAA had signed consent decree last Feb. 1, ANPA last month. Note: Justice Dept. has launched local grand jury investigation of ad practices among Philadelphia radio stations, serving subpoenas on 10 stations for wide variety of documents relating to ad rates and contracts. Stations served were WIP, WIBG, WRCV, WJMJ, WPEN, WCAU, WFLN, WHAT, WTEL, WFIL. Justice Dept. declined comment on scope of probe.

Unique community antenna system is operated in Raton, N. M. by A. R. F. Products, 7627 Lake St., River Forest, Ill., which builds and supplies to subscribers special receivers containing neither RF nor IF. It feeds one signal—that of KKTV, Colorado Springs, Colo. (Ch. 11). Pres. Arthur H. Maciszewski said project was started "in the spirit of a civic enterprise" because A. R. F. was building plant in Raton and wanted to bring business to a cabinet factory there. Raton population is 8600, and estimated total potential subscribers is "under 1000." System is believed only one in U. S. employing special, "stripped-down" sets; A. R. F. says these can be modified readily if subscriber moves to area where regular station reception is possible. In Britain, many wired-TV sets have minimum of "guts."

"Play Marko" TV program is a lottery, FCC reiterated this week. Last year (Vol. 11:19) it said so to KTLA, Los Angeles, and station quit the bingo-type game. Program originator Caples Co., Chicago, asked Commission for "declaratory ruling" on it and FCC this week confirmed previous view. What makes program a lottery and thus illegal, Commission said, is that viewer is required to go to stores to get cards.

"Color orientation" program of WNBQ, Chicago, hitherto conducted only for station's clients, has been opened to all agencies and sponsors—for tests of products, packaging, etc. Participants to date: Swift & Co., Libby Products, Peter Hand Brewing, Santa Fe Railway, duPont, Jewel Food Stores, Joanna Western, Armour, Sears, Wanzer Milk, Commonwealth Edison, Coca-Cola, Kresge.

NBC-TV spokesman denied reports that *Medic* had been cancelled by network for next fall as result of dispute on recent showing of childbirth scenes. GE and Procter & Gamble have dropped sponsorship of show, but network says it has been decided tentatively to shift program to Wed. 8-8:30 p.m., no sponsors signed yet.

NARTB board meetings are scheduled June 20-22 at Washington's Mayflower Hotel, with TV board meeting first day, radio second, joint boards final day. Campbell Arnoux, WTAR-TV, Norfolk, is expected to be new TV chairman, succeeding Clair McCollough, WGAL-TV, Lancaster, Pa.

More than 12,000,000 color sets will be in use by end of 1960, predicted RCA v.p.-treas. Ernest B. Gorin in address to National Federation of Financial Analysts Societies in Boston May 21. He predicted sales of 300,000 color sets this year.

Strike against all 3 TV networks was voted by Writers Guild of America unless new contract agreement is reached by June 4. WGA is demanding same contract conditions with networks as it has signed with TV film producers and movie studios. Pay scales aren't involved.

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

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# Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 22

## SUMMARY-INDEX OF THE WEEK'S NEWS — June 2, 1956

**GROWTH OF PHILIPS** in TV-radio-electronics, world-wide as well as in Europe, indicated in financial report and from first-hand observations (pp. 1, 12 & 14).  
**NEW RECEIVER MARKET** to be opened by uhf translators may be substantial. Adler foresees sales of 1,000,000 sets that can tune Ch. 70-83 (p. 2).  
**SENATE QUESTIONNAIRE** to networks emphasizes program control issue. Film group urges FCC to cut option time, limit network service to stations (pp. 2 & 5).  
**ALLOCATIONS ALTERNATES** weighed by FCC, with decision believed near. Pioneer stations form "maximum service" assn. at New Orleans meeting (p. 3).  
**NBC ENTERS MOVIE** production field through 50% ownership of Mankiewicz' Figaro Inc., getting TV rights to his theatrical films and production know-how (p. 6).  
**DAYTONA BEACH VHF** begins test patterns, making it 474th station on air as Anderson (S. C.) uhf decides to start up again. Notes on upcoming stations (p. 7).

**SPOTLIGHT ON RCA CONVENTION**, 1300 distributors & field reps from 17 countries to see new models, hear sales plans. Admiral-Raytheon deal finalized (p. 10).  
**MAGNAVOX SAYS HI-FI** radio-phono sales offsetting slump in TV market; 9-mo. figures indicate record 1956 fiscal year in both sales and earnings (p. 14).  
**WEST GERMANY'S TV** trade booming, with Siemens & Halske a major factor. Firm compares with Westinghouse, did \$483,300,000 business last year (p. 15).  
**NORFOLK'S Ch. 10** goes to WAVY as FCC reverses examiner. Court insists Commission grant hearing on protest in sale of WMFJ, Daytona Beach (p. 7).  
**COLOR DEBATE IN BRITAIN** is "compatibility" vs. "export" —405-line vs. 625-line—with recommendation due soon from TV Advisory Committee (p. 9).  
**JANUARY-APRIL NETWORK TV** billings 17.9% ahead of same 1955 period, but PIB figures show all 3 networks down slightly from March (p. 16).

**PHILIPS PROVES YOU CAN'T BEAT THE DUTCH:** After an extensive South American tour a few years ago, we reported (Vol. 10:12): "Just as the German Volkswagon is cutting deeply into U.S. domination of the automotive industry of South America, so the Dutch company Philips -- and, to a lesser extent, Siemens and Telefunken of Germany -- are giving our American TV-radio-electronics manufacturers and importers an increasingly tough run for their money down there."

We quoted the distributor of an important U.S. brand-name radio as remarking, wryly, in response to our inquiry about competition: "Well, there's Philips, and then there's Philips, and of course Philips." And even a General Motors distributor who was present added, "Oh, yes, and don't forget Philips of Eindhoven, Holland!"

Returning from a 13-country European and Middle Eastern tour, we could write virtually the same answer to why American TV-radio brand names are so conspicuously obscure, if not entirely absent, in so many foreign countries. The simple fact is that the canny Dutch have moved in where Americans fear to tread -- undismayed by economic and political barriers, well-heeled with capital and know-how, forced into world markets (though quite happily) by tradition and by a minuscule home market.

The American manufacturer, perhaps short-sightedly, has stuck with his lush domestic market, and even the world-trading British have found the pickings better at home than abroad. With a few exceptions (Philco, RCA, GE, Admiral, Pilot) the American TV-radio manufacturers have paid only passing attention to the foreign potential, albeit radio has long been a continually staple product and TV is burgeoning forth steadily in many other countries of the world.

The complete story of fabulous Philips, which probably turns out an aggregate of more radios in its plants around the world than any other company anywhere, and which is by way of becoming dominant in the TV export field too, would take reams to recount. Its growing importance is something not too many American business men know about, though it's probably second only to RCA in the world consumer electronics goods picture. Our reviews of its latest annual report (pp. 12 & 14), coupled with some first-hand observations, may give you some idea of its scope and magnitude.

**UHF TRANSLATORS TO UNCOVER NEW SET MARKET?** There may be a sleeper in the new uhf translator service authorized by FCC last week (Vol. 12:21) -- presaging a rather tidy market for uhf sets and converters.

Many have considered the FCC move largely an action to get Commission off an awkward hook. On the one hand, it was forced to do something about illegal vhf boosters. On the other, the illegal operators had powerful champions in Congress. Thus, the uhf translators were a compromise to give vhf boosters a legitimate home.

Now it begins to look as if some real service -- and receiver markets -- may be in prospect. Last week, Ben Adler, whose Adler Communications Labs, New Rochelle, N.Y., has long experimented with translators, said he had 50 orders for transmitters at \$2750 each. This week, we checked on progress and he tells us his entire projected first run of 100 has been sold. He expects to have 10 pre-production models out in field in a month, will get reports on those before finishing run.

But the potential receiver market is even more intriguing, in Adler's opinion, though he doesn't make sets. He estimates translators will produce market for 1,000,000 sets -- all of them required to tune the virtually unused Ch. 70-83 band. "Most uhf sets and tuners today," he adds, "aren't very good in that range. However, several tuner and converter makers have come up with good units." Most of the sets will include uhf from the start, he says, because many of the hamlets to be served by translators have no TV at all now.

Adler has no doubts about translators' ability to do the job. He notes, for example, that experimental Ch. 16 translator in Manson, Wash., with transmitter 3 miles from town, puts 40 millivolts into Manson, actually overloading some sets. Though translator service will be at top of uhf band, Adler is satisfied adequate signal will be delivered -- if height is substantial, as it will be in most cases.

One of Washington State Congressmen who has been worked up about problem of illegal vhf boosters is Walt Horan (R), and he seems satisfied with FCC's solution. This week, he filmed & taped interview with Col. Wm. Campbell, engineering asst. to FCC Comr. Lee, for distribution among Washington stations. Interview describes the new service and Commission's hopes for it, as reported by us last week.

**NETWORKS GET PREVIEW OF SENATE GRILLING:** Network control of programs is due to be hottest issue in June 12-15 quizzing of network presidents by Senate Commerce Committee -- judging from preview questionnaire received by the networks this week.

While networks were complaining to Sen. Magnuson that they couldn't possibly come up with all answers to the 26-part questionnaire in time for hearing, TV film syndicators were pressing their fight to trim networks' power. New Assn. of TV Film Distributors this week asked FCC network study committee to cut back option time, limit number of hours stations may devote to network programs and examine "certain network activities in acquiring programs." And NTA's Ely Landau -- an active defender of the networks -- slapped back hard at NBC's statement to Commerce Committee which pictures film interests as conspirators out to destroy networks (Vol. 12:21).

Senate questionnaire to networks asked in detail about control of programs, pressure on sponsors & affiliates, option time, "must-buy" lists, etc. -- requiring such a mass of data that networks were forced to cry "uncle" to Chairman Magnuson. He sent them wire May 29, advising them to scrape together all the information they could, and to submit further details after their appearance in Washington, if necessary. Committee investigators, he said, will visit them in New York June 5-6 to discuss the information required. Then Sen. Magnuson added:

"The questionnaire [should] serve to alert you to areas which are of interest to the Committee so you can be prepared to discuss these matters with as much accuracy as possible in the time available for your appearance."

Significant questions asked by Senate Committee are detailed on p. 5.

\* \* \* \*

"The industry is inviting govt. regulation as a public utility," Assn. of TV Film Distributors told FCC's network study group, "unless the present chain broadcasting rules are amended to throw TV open to free competition." The group, compris-

ing 4 of the syndicators attacked last week by NBC (Official Films, Screen Gems, TPA & Ziv), didn't go as far as KTTV's Dick Moore in their proposals, even taking pains to say they don't favor complete abolition of network option time or divorce-ment of networks from program production.

"Principal cause of present difficulties," said ATFD, "is a shortage of fa-cilities, which enables 17 of the nation's largest corporations to monopolize 50% of the network programming and time offered to the American people, while the 2 major networks take up 93% of peak hour programming in all but a handful of U.S. cities."

Network defender Ely Landau, whose NTA is not member of ATFD, and who recent-ly circulated letter urging syndicators to rally to networks' defense (Vol. 12:19), this week penned vitriolic letter to NBC pres. Robert Sarnoff expressing "strongest possible indignation at your unwarranted attack on film syndicators."

One of biggest feature film distributors to TV, NTA called NBC statement "a smokescreen to divert the onslaught onto an unrelated target [and] deliberately ob-scure the real points at issue." It strongly defended TV films and feature picture programming, pointing to NBC's reliance on films in its program format. As to NBC's claim it lost millions on TV before it made any profit, Landau said "the head of the family, RCA, was earning huge sums by making TV sets and electronic equipment and collecting royalties on patents from other TV manufacturers" at the same time.

"There is nothing wrong with the network structure," said Landau, "but there is something wrong when the workings of the system are complicated by a shortage of networks which in turn is caused by a shortage of stations, placing the presently constituted networks in an overwhelmingly dominant bargaining position."

He urged united effort by all forces in TV to press for solution of uhf prob-lem -- "for deintermixture where deintermixture is the only answer." Only in this way, he added, can the base of broadcasting be broadened, and competition increased.

**VHF-UHF DECISION NEARS; BIG STATIONS ORGANIZE:** A lot of people are predicting FCC final action on allocations next week -- but we can find no one who is sure what it will be. Meanwhile, representatives of most of the oldest and best-established stations met in New Orleans this week, formed organization for purpose of assuring the "maximum TV service," opening membership to maximum-power stations -- vhf & uhf.

Commission meets again June 4 to weigh these foremost possibilities:

- (1) Open exploration of feasibility of moving all stations to uhf in 7-10 years. This might cover only Zone I, or east of the Mississippi, or east of the 96th meridian, or all U.S. -- you name it.
- (2) "Some" deintermixture -- perhaps first inviting petitions from interested parties on a market-by-market basis.
- (3) Abandon allocation table and let applicants file where they choose -- as long as they meet engineering standards, which might be relaxed somewhat.
- (4) Keep allocation table but cut mileages to permit vhf squeeze-ins.

One or a combination of foregoing is considered possible. Right now, most predictions are centered on a procedure providing for a look-see at long-range move to uhf. This might also involve asking non-TV claimants to vhf for comments.

\* \* \* \*

The New Orleans meeting June 1 attracted operators of some 65 stations, and operators of 37 more sent written word of their interest. Group voted to establish "The Assn. of Maximum Service Telecasters" with this stated objective:

"To assist appropriate govt. authorities and the industry in assuring the maximum TV service for the people of the U.S. and to follow the intent of Congress in the Communications Act."

Temporary officers: Jack Harris, KPRC-TV, Houston, chairman; Charles Crutch-field, WBTV, Charlotte, vice chairman; Harold Gross, WJIM-TV, Lansing, secy.-treas. They're also directors, along with: P.A. Sugg, WKY-TV, Oklahoma City; Harold Hough, WBAP-TV, Ft. Worth; Howard Lane, KOIN-TV, Portland; Jack DeWitt, WSM-TV, Nashville. Two more directors are to be elected later.

Eligibility is open to "any station rendering maximum service at the maximum

ERP permitted by the FCC" and operating "in the best interest" of the people in their service areas -- "both urban and rural." Though organizers stressed that membership is open to both vhf & uhf, the fact is that only 4 uhf stations have as yet achieved maximum power of 1000 kw specified by FCC rules.

Neither engineering nor legal firms have been retained yet -- though there has been participation at various stages by Howard Head, of A.D. Ring & Associates (engineering) and Reed Rollo, of Kirkland, Fleming, Green, Martin & Ellis (legal). Board meets in Washington June 21.

It's always been clear that objective of group was to prevent chopping down of their service areas. It doesn't necessarily mean they'll urge retention of the Sixth Report and present allocation to the letter. Many have hopes of acquiring additional stations via directional antennas, reduced-power drop-ins, etc.

**Personal Notes:** Fred S. Houwink, WMAL-TV, Washington, elected chairman of ABC-TV Affiliates Advisory Committee; Harry LeBrun, WLWA, Atlanta, vice chairman; Joe Hladky, KCRG-TV, Cedar Rapids, secy.; Joe Drilling, KJEO, Fresno, treas. . . Ben Strouse, since 1942 exec. v.p. of WWDC, Washington, succeeds his father-in-law, Baltimore adman Joseph Katz, as pres.; Strouse also owns about 1/3 of off-air WFMZ-TV, Allentown, Pa. (Ch. 67), which still holds CP . . . Randy Brent, CBS-TV asst. traffic mgr., named to new post of administrative mgr. of sports programs, reporting to sports director Wm. MacPhail . . . Raymond A. Gilvard named program mgr. of WPRO-TV, Providence, replacing Fred Shavor, returning to Albany, N. Y. as program mgr. of WTRI (Ch. 35), planning to resume by July 1 . . . David Booher moved from radio to sales mgr. of WMBR-TV, Jacksonville, with Sid Beighley becoming local-national sales mgr. of WMBR, Ken McClure promotion mgr. of WMBR-TV . . . John P. Hart, pres. & 10% owner of upcoming WBIR-TV, Knoxville (Ch. 10), due in July, will be gen. mgr., with R. S. Quinn local sales mgr.; Neal W. Branch, from radio WBIR, will be program director; J. Rex Horton, also WBIR, chief engineer . . . Ian K. Harrower named program-production mgr., WWJ-TV, Detroit, reporting to operations mgr. James Schiavone . . . Wallace Dunlap, gen. mgr. of off-air WTAO-TV, Cambridge-Boston (Ch. 56), which has petitioned FCC for use of Ch. 13 there, also named gen. mgr. of parent Middlesex Bestg. Corp., supervising WTAO & WXHR-FM . . . Barry Shear resigns as exec. producer-director, WABD, N. Y., to join NBC-TV . . . Edward M. Tink, promoted to chief engineer, WLAC-TV, Nashville . . . Duff Browne resigns as Chapel Hill director for WUNC-TV (Ch. 4) to become gen. mgr. of radio WYES, New Orleans . . . John E. Scanlon, ex-research director of Keystone Bestg. System, named TV-radio research supervisor, NBC Spot Sales . . . Marvin Schlaffer, ex-Emil Mogul Co., named NTA sales service coordinator . . . Hugh Stanley Hole, former exec. TV-radio producer for Maxon on Gillette account & onetime TV supervisor for Chrysler (*Shower of Stars*, *Climax*), named v.p. of Van Praag Productions, in charge of new Hollywood office . . . Robert H. Van Roo promoted to promotion & publicity mgr., WXIX, Milwaukee, replacing Wm. H. Ryan, now promotion mgr. of KPIX, San Francisco . . . Willard Fraker has been promoted to station mgr. of WJHP-TV, Jacksonville, reporting to gen. mgr. T. S. Gilchrist Jr. . . . Robert F. Blake promoted to new post of director of exploitation, CBS-TV press dept., Hollywood.

**ADVERTISING AGENCIES:** David Hale Halpern, ex-Biow v.p. and past pres. of Radio & TV Executives Society, joins Joseph Katz Co. as v.p. & member of exec. committee . . . Robert Cole, Kenyon & Eckhardt v.p., named director of its new international div., which opened first office in Mexico City June 1 . . . Robert A. Penfield, ex-adv. mgr., Sylvania electronic tube div., joins McCann-Erickson as account executive on Westinghouse tube div. account . . . Herbert J. Leder, ex-TV-radio production director of Benton & Bowles, named mgr. of Weiss & Geller's new service office at 460 Park Ave., N. Y. . . Wm. E. Chambers Jr., ex-Benton & Bowles, joins McCann-Erickson as v.p. & group head in its Marschalk & Pratt div. . . Lou Epton, ex-WREX-TV, Rockford, Ill., named TV-radio director, Sheldon M. Heiman Adv., Chicago . . . Stanley Warren, onetime TV-radio publicity-promotion director of Benton & Bowles, joins Kenyon & Eckhardt as exploitation specialist in promotion dept. . . S. Champion Titus promoted to v.p., Buffalo office of BBDO.

Fred A. Seaton, of the Nebraska publishing-broadcasting family which owns the *Hastings Tribune*, 52.7% owner of KHAS-TV, Hastings (Ch. 5), was nominated this week as Secy. of Interior, succeeding Douglas McKay, of Oregon. At 46, Seaton has been U. S. Senator from his state, lately has served in the White House as deputy asst. to President Eisenhower, for whose nomination and election he worked in 1952. Seaton family also owns radio stations KHAS, Hastings; KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan., and publishes *Coffeyville* (Kan.) *Journal*, Manhattan (Kan.) *Mercury-Chronicle*, Alliance (Neb.) *Times-Herald*, Winfield (Kan.) *Courier*, Lead (S. D.) *Call*, Deadwood (S. D.) *Pioneer-Times*, Sheridan (Wyo.) *Press*; and the magazine *Western Farm Life* (Denver).

CBS pres. Frank Stanton picked by White House to represent TV-radio among the 34 prominent Americans invited to June 12 conference there to discuss program for "better people-to-people contacts and partnerships throughout the world"; also invited to represent their industry groups were Theodore S. Repplier, pres. of Advertising Council; Sigurd S. Larmon, pres.-chairman, Young & Rubicam; Paul C. Smith, Crowell-Collier; Y. Frank Freeman, chairman, MPAA; Charles E. Wilson, ex-pres., General Electric; George Murphy, actor.

**Note to subscribers:** If you're going abroad, and want *Television Digest* to follow you, simply advise us—and we'll air mail it to you wherever you wish, with our compliments. Our experience is that it's seldom more than 48 or 72 hours away from our Saturday afternoon mailings (allow 5-6 days for Orient). We'll also be glad to send you a copy of our Jan. 7 Special Report: *Handy Directory of TV Stations in Foreign Countries*.

Jack Van Volkenburg, CBS-TV pres., and Don McGannon, Westinghouse stations pres., on panel of June 12 session of Advertising Federation of America convention at Bellevue-Stratford, Philadelphia (June 10-13) discussing "How Will Media Meet the Changing Trends in Marketing?"

**Network Accounts:** Time & Life Magazines to be alt. sponsor (with Amoco & Hamm Beer) of Ed Murrow's *Person to Person* on CBS-TV next fall, Fri. 10:30-11 p.m., thru Young & Rubicam . . . Corn Products Refining Co. to sponsor Martha Rountree's new *Press Conference* on NBC-TV starting July 4, Wed. 8-8:30 p.m., thru C. L. Miller Co., N. Y. . . . Jergens Lotion and Viceroy each buys 20 min. of new *Steve Allen Show* on NBC-TV this summer, Sun. 8-9 p.m., thru Robert W. Orr & Assoc. and Ted Bates . . . International Shoe Co. (Red Goose shoes) to sponsor 3 "Red Goose Kiddie Spectaculars" on ABC-TV Aug. 25, Oct. 6 & Dec. 8, Sat. 11 a.m.-12:30 p.m., thru D'Arcy, St. Louis; shows will be slanted for children, with first program originating from St. Louis Zoo . . . L & M Cigarettes to be alt. sponsor (with Frigidare) of *Do You Trust Your Wife?* on CBS-TV starting June 5, Tue. 10:30-11 p.m., thru Dancer-Fitzgerald-Sample . . . Bristol-Myers to replace CBS-Columbia as partic. sponsor of *Arthur Godfrey and His Friends* on CBS-TV starting in fall, Wed. 8-9 p.m. . . . Borden buys 3 additional 15-min. segments, Procter & Gamble 2 additional segments of *Queen for a Day* on NBC-TV starting in July, when show expands to Mon.-thru-Fri. 4-4:45 p.m., thru Young & Rubicam and Compton Adv. . . . Gillette to sponsor Belmont Stakes race on CBS-TV June 16, Sat. 5:15 p.m., thru Maxon.

Rate increases: WNAC-TV, Boston, June 1 raised base hour from \$2200 to \$2600, min. \$500 to \$550. WKZO-TV, Kalamazoo, July 1 raises hour from \$1090 to \$1100, min. \$200 to \$220. KTRK-TV, Houston, has raised hour from \$700 to \$850, min. \$140 to \$170. KCRA-TV, Sacramento, June 1, raised hour from \$650 to \$750, min. \$130 to \$150. KLOR, Portland, Ore. June 1 added Class AA hour (7:30-9:30 p.m. Mon.-Fri.) at \$700, min. at \$150, Class A hour remaining \$600. KXLY-TV, Spokane, June 1 added Class AA hour (7-10 p.m. daily) at \$600, min. \$130, Class A hour remaining \$525. WITV, Fort Lauderdale-Miami, has raised hour from \$400 to \$500, 20 sec. \$80 to \$100. WEEK-TV, Peoria, has added Class AA hour (7-10 p.m. daily) at \$475, min. at \$95, Class A hour remaining \$400. KTHV, Little Rock, June 1 raised hour from \$400 to \$450, 20 sec. \$80 to \$90. KTVR, Denver, has raised hour from \$350 to \$400, min. \$75 to \$80. KTIV, Sioux City, Ia. has raised hour from \$300 to \$350, min. \$60 to \$75. WCPO-TV, Cincinnati, has eliminated hourly rates and added Class AA half-hour (7:30-10:30 p.m. daily) at \$535, min. at \$200, Class A half-hour remaining \$510. Spot Increases: WEWS, Cleveland, has added Class AA min. only (8-10:30 p.m. Mon.-Sat. & 6-11 p.m. Sun.) at \$400, Class A min. going from \$325 to \$350. KTNT-TV, Tacoma, has raised base min. from \$180 to \$205.

Carnation Milk Co., singled out as "a typical leading advertiser," allocates 56% of its ad budget to TV, with network getting 60% of the TV appropriation, said TvB pres. Oliver Treyz in special presentation to N. Y. agencies. In 1946, said Treyz, Carnation invested 61% of its budget in radio, 21% in newspapers, 18% in magazines. By 1951, TV accounted for 28% of its budget, passing newspapers and magazines.

Seventh Day Adventists' *Voice of Prophecy* is 4th paid religious program signed on NBC radio network, starting June 3, Sun. 9:30-10 a.m.; it's also carried on ABC & MBS. NBC now also carries Billy Graham on paid basis, and on July 1 adds 2 more sponsored Sun. programs—Evangelical Foundation Inc.'s *Bible Study Hour* at 8:30 a.m.; Lutheran Layman's League at 1:30 p.m.

Claimed as largest partic. schedule ever ordered by an advertiser on a single radio network is Warner-Hudnut Inc.'s 50-a-week spots on NBC's *Weekday* and *Monitor* for its Quik Home Permanents, thru Kenyon & Eckhardt.

**NETWORKS** were given advance warning of some of the questions to be asked by counsel Kenneth Cox when their presidents appear before Senate Commerce Committee June 12-15 (see p. 2). They're tough questions, requiring lots of digging through files. Essence of some of the typical ones, arranged by category:

**Program control**—What percentage of the programs broadcast by your TV network during 1955 was produced by (a) your company, (b) stations owned by or affiliated with you, (c) advertising agencies, (d) independent film producers, (e) independent packagers of live shows, (f) film producers in which you have some interest, direct or indirect? During 1955, did you ever buy outright, or purchase part interest in, a program produced outside your organization and then broadcast it over the network? Give details, and specify type of consideration (cash, services, property) you paid for your interest.

Were there any cases where independently produced programs were submitted to you for broadcast over your network and where you offered to take a participating interest in the project, but this offer was rejected? When an advertiser desires to buy network time, does he receive greater preference if he selects an available program in which the network has an interest than if he prefers to use an available independently controlled program? Have there been any instances during 1954-56 in which you did not grant an advertiser's request for time to broadcast an independently controlled program and subsequently sold time to the same advertiser for a program in which the network had an interest?

**Affiliation policies and "must-buys"**—Do you refuse to permit an advertiser to have a program broadcast over a station that is not affiliated with you? List all stations with which affiliation agreements have been terminated or permitted to expire in 1953-55, and give reasons for termination in each case. What role do you play, if any, in determining the network rate charged an advertiser for a station?

**Option time and related issues**—When you request a station to clear time for a program, what means, if any, do you provide for an affiliate to view in advance a script or film print or in some other way to form an opinion as to the value and quality of the program? During 1955, describe each case in which an affiliated station refused to clear time for a network program or otherwise exercised the right to reject programs which the station is required to reserve by FCC regulations. During 1953-55, have you ever attempted to clear a program with a station affiliated with another network, for broadcast during a time period which the station had placed under option to such other network?

**Other**—Does your network make a profit from the operations of its spot sales organization? List all cases in which 2 or more of your affiliates have 100-millivolt contours which overlap substantially, and estimate the number of sets in such overlap.

ABC Radio, still experimenting with program patterns, recasts its Sun. night programming starting July 1, presenting various types of news shows 6-7:30 p.m., country music 7:30-10 p.m.

H-R Representatives Inc. moves rep offices June 15 to new and larger quarters at 155 Montgomery St., San Francisco (new phone number Yukon 2-5837) and July 1 in Equitable Bldg., Hollywood (Hollywood 2-6453).

Katz Agency's San Francisco offices move to enlarged quarters in Russ Bldg.; phone number is Douglas 2-7628.

**Telecasting Notes:** The female of the species may be dominant as announcers on European TV—and some handsome gals they do have too, especially in Italy—but they do things differently here. Maybe it's a tradition carried over from radio, maybe we're missing a bet over here—but women announcers are the exception rather than the rule on American TV . . . Male vs. female announcers (or "presenters") for TV commercials is challenging subject of Schwerin Research Corp. study, outlined in company's May *Bulletin* (available from Schwerin at 1775 Broadway, N. Y.). Conclusions: "(1) Don't automatically assume that a man (or a woman) is invariably the right choice for a given type of product; look deeper first into the specific situation. (2) Select the presenter on the basis of the kind of over-all appeal and the major copy points you intend to put over. (3) Once the presenter is chosen, determine whether there are elements in the commercial that can be strengthened by giving him or her support from a secondary presenter or model of the opposite sex" . . . Longer programs—that sums up next season's clearest programming trend, now that network schedules are being finalized. Among new 90-min. evening shows now scheduled: CBS-TV's *Playhouse 90* (live & filmed dramas); NBC-TV's new Fri. night spectaculars; ABC-TV's Sun. evening *Omnibus* (switched from CBS-TV Sun. afternoon spot); NBC-TV's *Hallmark Hall of Fame* (at least 6 Sun. evenings, switched from Sun. afternoon and replacing *Sunday Spectacular*) . . . New 60-min. evening shows on tap for next season: ABC-TV's *Wire Service* (filmed dramas) and its new Mon. evening Lawrence Welk show; CBS-TV's Herb Shriner variety show on Tue.; CBS-TV's *Jackie Gleason Show* (which reverts to 60-min. live after

one season as half-hour show). Of this season's 60 & 90-min. shows, vast majority (about 18) will return next season—some with revised formats . . . More repeats: "The Twisted Cross," NBC-TV's documentary about Adolf Hitler, will be repeated June 12, 8-9 p.m. NBC-TV's *Circle Theatre*, alt. Tues., 9:30-10:30, will devote its summer series to kinescopes of 5 best plays presented on series . . . Biggest repeat of all: Steve Allen's *Tonight* goes kinescope Mon. & Tues. beginning June 18 with film-clip *The Best of Tonight*, to give Allen more time to prepare for his new summer show beginning June 24 Sun. 8-9 p.m. . . TV producer Alex Segal, whose production of "Bloomer Girl" May 28 was his first TV musical—and one of best-received spectaculars—signs contract for 1956-7 season with Showcase Productions to produce at least 5 *Producers' Showcase* spectaculars next season . . . Another TV musical innovation from ABC-TV, which capitalizes heavily on country music (thru its shows originating in Springfield, Mo.) and on plain corny music (Lawrence Welk): Now it's polkas, which ABC says is the new craze. Beginning July 13, Fri. 10-10:30, ABC-TV will offer *It's Polka Time* live from Chicago . . . Movie version of *See It Now* being made by CBS & Edward R. Murrow for United Artists release next fall. "The Louis Armstrong Story," 90-min. "jazz documentary" with commentary by Murrow will be culled from 15 hours of footage shot for Murrow's CBS-TV *See It Now*, only 27 minutes of material having been used on TV . . . Irving Briskin, studio mgr. of Columbia Pictures and head of its TV subsidiary Screen Gems' production in Hollywood, is released from his contract to form independent TV film unit but will continue in supervisory capacity for Screen Gems.

NBC'S ENTRY into the theatrical movie production business through acquisition of 50% of Joseph L. Mankiewicz' independent production firm—as reported by *Television Digest* last Nov. (Vol. 11:46)—was announced this week by pres. Robert W. Sarnoff, who gave few details. In purchasing half of Figaro Inc., Hollywood, Sarnoff says NBC will get: (1) Consulting services of Mankiewicz and his staff for TV productions. (2) "Favored position" in connection with telecasting of all motion pictures produced by Figaro. Mankiewicz recently completed new arrangement with United Artists whereby Figaro will make 9 pictures for release in next 4 years.

New officers of Figaro are: Mankiewicz, pres.; RCA-NBC v.p. Emanuel Sacks, exec. v.p.; Robert Lantz, v.p.; NBC-TV network services v.p. Earl Rettig, treas.; N. Y. attorney Richard Reiss, secy. New board of directors, headed by Mankiewicz, includes Sacks, Rettig & Lantz, Wm. Morris Agency exec. v.p. Bert Allenberg, NBC's Kagran Corp. pres. Alan Livingston, N. Y. attorney Abraham L. Bienstock and NBC talent & program contract administration v.p. James E. Denning.

A leading Hollywood creator, Mankiewicz directed and wrote screen version of "Guys & Dolls," won 2 Academy Awards in 1949 and 2 in 1950 for writing & directing "Letter to 3 Wives" and "All About Eve." His Figaro Inc. produced the 1954 Humphrey Bogart-Ava Gardner hit "Barefoot Contessa." Figaro is currently preparing 2 feature films—"The Quiet American," written and directed by Mankiewicz from Graham Green's novel, and "Good Old Charley Faye," adaptation of play presented last Feb. on NBC-TV's *Kraft Theatre*.

Proposal for single talent union in live and filmed TV has been rejected by Screen Actors Guild, according to AFTRA, which reportedly had asked SAG for "full and complete merger with no reservations." The 2 unions will meet again in New York this month in attempt to reach agreement on jurisdiction over video tape commercials.

Separate House TV-radio-recording facility was approved by House May 29, when it voted appropriation of \$90,000 to pay personnel of new studio to replace joint Senate-House recording facility operated by Robert Coar, now under fire on charges he operated own business from the facility. Bill as passed by House provides that no employe of new House studio can be engaged in any similar business, except by special Congressional permission. Mrs. Helen B. Coar, former studio director of the joint facility, was fired by the House last month from her \$6000-a-year job (Vol. 12:18). Coar is employe of Senate. In debate on bill, Sen. Dingell (D-Mich.) read from reports of General Accounting Office and documents filed by Democratic and Republican parties under requirements of Corrupt Practices Act, which he said showed Coar and his staff received \$12,500 in 1954 for outside work. Springing to Coar's defense, Reps. Horan (R-Wash.), Bow (R-Ohio) and Phillips (R-Cal.) praised the Coars for "fine service" and for their TV-radio know-how, pointed out that they started the facility using their own equipment and that others on legislative payroll also have outside activities.

Informational spectaculars are planned by NBC & CBS next season—both on Sun. afternoons, slotted for 60 min., with an occasional 90-min. "special." NBC's new series is filmed *Telescope*, in color, 4-5 p.m., alt. Sun. beginning Sept. 23, featuring such topics as "Doctor: 1956" (medical developments), "Maurice Chevalier's Paris," "The National Spectacle: Politics '56," "H Hour: A Science Spectacular," "This Planet Earth." CBS slots Edward R. Murrow's *See It Now* in 5-6 p.m. period, first Sun. in each month.

Big new expansion of CBS-TV's Hollywood Television City, as announced this week by pres. J. L. Van Volkenburg, will be started soon—addition of 2 new color-equipped studios, 8 rehearsal halls, 9-story office building for administrative and other personnel. New construction was made necessary, he said, by increased west coast program organizations and longer and more elaborate shows.

**D**AYTONA BEACH sleeper WESH-TV (Ch. 2) is aiming for June 11 programming start, having aired first test patterns May 29. CP has been involved in litigation, Theodore Granik & Wm. H. Cook charging that WESH-TV principal W. Wright Esch violated agreement to sell them AM station WMFJ along with TV grant. This week, Court of Appeals reversed FCC's approval of WMFJ sale to others, said Commission must hear Granik-Cook protest (see below). Commission hasn't yet acted on their protest of sale of TV grant to John H. Perry newspaper family (Vol. 12:18). Perry family also owns *Jacksonville Journal*, licensee of WJHP-TV (Ch. 36) & WJHP in addition to string of Fla. & Ky. newspapers and radio stations. WESH-TV is first station in Daytona Beach, which gets CBS-TV programs via WDBO-TV, Orlando (Ch. 6), 51 mi. away, as well as some reception from Jacksonville, 86 mi., which has WMBR-TV (Ch. 4) and uhf WJHP-TV. T. S. Gilchrist Jr. is gen. mgr. of WESH-TV and WJHP-TV; Walter Strouse, ex-WMFJ, station mgr.; Wm. Hall, also ex-WMFJ, program director; Al Peck, ex-RCA, Camden, chief engineer. Base hour is \$200. Rep is Petry.

Note: On-air boxscore now stands at 474 (98 uhf), with WAIM-TV, Anderson, S. C. (Ch. 40) resuming operation May 29 after going dark one day. It left air May 27, as it stated it would when WSPA-TV, Spartanburg, S. C. (Ch. 7) began operation (Vol. 12:17-18). WAIM-TV gen. mgr. Glenn P. Warnock wired FCC that station resumed "in response to tremendous public demand and upon reasonable assurances [of] availability of additional program material within a few days . . ."

\* \* \* \*

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

WKNO-TV, Memphis (Ch. 10, educational) expects to be on air before July 1, reports managing director H. M. Martin, former chief of Naval Air Technical Training, Millington, Tenn. GE 10-kw transmitter, obtained with help of WMCT donations, has been installed in transmitter house at Macon & Charles Bryan Rds. and 6-bay RCA antenna is to be installed on 600-ft. Andrews tower. Studios will be at 268 Jefferson St., in building donated by Memphis Board of Education.

**R**EVERSING EXAMINER Charles Frederick, FCC gave Norfolk's Ch. 10 to WAVY, Portsmouth (Carl Burkland, gen. mgr.), denying Beachview Broadcasting Corp., in final decision issued this week. Commission's choice of WAVY was based on broadcast record, superiority in civic participation and varied background of principals. It also found Beachview principal Irving Kipnes "irresponsible." In addition, it disagreed with examiner's conclusion that WAVY's trustee arrangement "is contrary to the public interest." Vote was close: Comrs. Hyde, Doerfer & Bartley for WAVY; McConnaughey & Webster for Beachview; Lee not participating, Mack abstaining.

Commission granted one uncontested CP, Ch. 9, Flagstaff, Ariz., to Flagstaff Telecasting Co., owned by Dallas realtor O. L. Nelms.

Court of Appeals decision this week on protest against sale of radio WMFJ, Daytona Beach (see above), showed just how adamant court is about giving everyone full due process. Theodore Granik & Wm. H. Cook had option to buy station plus Ch. 2 TV grant from W. Wright Esch

WHYY-TV, Philadelphia (Ch. 35, educational), planning Oct. 1 start, has received \$100,000 from city govt. to help pay 1956 operating costs and for construction and lease of quarters at 1622 Chestnut St., formerly occupied by WCAU-TV & WCAU. Board of Education has also pledged \$100,000 toward 1956 operating costs. W. Lawrence LePage, WHYY chairman, reports Philadelphians have been watching in-school programming of Board of Education's radio-TV div. and city schools already have 350 TVs. Committees of parents, educators, club leaders & businessmen are reported boosting uhf converter sales. WHYY-TV expects to have 40-hour broadcast week, according to station mgr. Richard Burdick.

KAVE-TV, Carlsbad, N. M. (Ch. 6), putting finishing touches on studio-transmitter building to house DuMont 5-kw transmitter due in June, hasn't set specific target, but hopes to start later this month, reports gen. & commercial mgr. John H. Battison, whose wife heads group which acquired CP and radio KAVE for \$150,000 (Vol. 11:39). RCA 3-bay antenna was due first week in June when it was to be installed on 301-ft. Liberty tower. Jack Rathbun, ex-KSON, San Diego, and WDAK-TV, Columbus, Ga., will be operations mgr., with Bill Carnahan, ex-WABT and WBIQ, both Birmingham, chief engineer. It's signed with CBS under Extended Market Plan. Base hour will be \$150. Rep will be Branham.

WAIQ, Andalusia, Ala. (Ch. 2, educational) Alabama Educational Television Commission's oft delayed 3rd outlet, now has 35-kw GE transmitter and 4-bay antenna, plans July 1 test patterns, July 15 programming, reports gen. mgr. R. D. Hurlbert. Transmitter is scheduled to be wired and ready by June 15 and antenna now is being installed on 500-ft. tower from Tower Structures Inc. Other Alabama educational outlets are WTIQ, Munford (Ch. 7) and WBIQ, Birmingham.

WTVW, Evansville, Ind. (Ch. 7) expects to start Aug. 15 with test patterns, Sept. 1 with programs, writes pres. gen. mgr. Rex Schepp. DuMont 50-kw transmitter has been ordered for Aug. 1 delivery, 12-bay RCA antenna for Aug. 21. Base for 500-ft. Ideco tower has been completed. Base hourly rate will be \$600. Rep will be Hollingbery.

WIPR-TV, San Juan, P. R. (Ch. 6, educational), planning start by year's end, expects to have transmitter-studio building ready in 4 months, reports R. Delgado Marquez, gen. mgr. of TV-radio for Puerto Rico Dept. of Education. Equipment contracts are to be awarded shortly and 400-ft. Blaw-Knox tower has been ordered.

and his associates. Esch sold WMFJ and TV grant to different groups and Commission approved sales without hearing. Granik & Cook protested the AM transfer; FCC dismissed protest, ruling they had no standing to protest. Granik & Cook also protested TV-CP sale; this awaits Commission action.

Ruling unanimously in the AM case this week, Judges Prettyman, Fahy & Washington said the Granik-Cook contract with Esch definitely gave them right to a hearing, protest, etc. "Good faith and fair dealing bear upon the public interest," decision stated. "And appellants are the persons to present the facts to the Commission. Thus through their private interest they represent a factor affecting the public interest, even though their private interest considered alone is not for Commission determination."

Call letters: KULA-TV, Honolulu (Ch. 4), whose sale to Crowell-Collier pends FCC approval, rescinds its scheduled Aug. 1 call-letter change (to KTCA, for current owner Television Corp. of America), retaining KULA-TV call. McLendon Investment Corp. changes call of its upcoming Ch. 13 station in El Paso from KOKE to KILT.

Hamilton Shea's purchase of WSVA-TV, Harrisonburg, Va. (Ch. 3) with radio WSVA in equal part with Transcontinent TV Corp. (Vol. 12:15) was approved by FCC this week. Their Tudor Enterprises is actually paying \$560,000 for properties, the \$800,000 earlier reported embracing adjustments for liabilities. Seller Frederick L. Allman retains his Virginia radios WJMA, Orange & WREL, Lexington. Shea recently resigned as NBC v.p. in charge of WRCA-TV & WRCA, N. Y. Transcontinent comprises group of Buffalo businessmen, several of whom also have interests in WGR-TV, Buffalo (Ch. 2), and is headed by Paul A. Schoellkopf Jr. and David C. Moore. It recently bought WHAM-TV, Rochester (Ch. 5) with WHAM for approximately \$5,000,000 from Stromberg-Carlson (Vol. 12:14). Combined balance sheet of WSVA-TV & WSVA as of Feb. 29 shows \$384,362 total assets, including \$320,426 in plant. Liabilities include \$51,015 notes payable to stockholders, \$26,000 capital stock, \$123,419 surplus.

Harry Maizlish's KFWB, Hollywood (5-kw on 980 kc, independent) was sold this week to Crowell-Collier Publishing Co. under option whereby it can either pay \$2,225,000 cash or \$2,350,000 over 6½ years at 4½% with \$500,000 down. It's Crowell-Collier's 6th radio station purchase, in addition to the 3 TVs purchased from Consolidated TV (Bitner) and the KULA-TV purchase in Honolulu (Vol. 12:17, 21). Maizlish is a 35% principal in application pending for purchase of radio KPAL, Palm Springs, Cal. (250 watts, 1450 kc), purchased by his group for \$66,000, but his deal with Crowell-Collier also keeps him on as a consultant for 7 years for aggregate of \$250,000. Deal for KFWB, which was founded in 1925 by Samuel L. Warner, of Warner Bros. Pictures, and sold to its veteran manager Maizlish in 1950, was negotiated by Arthur B. Hogan, pres. of Albert Zugsmith Corp., Hollywood broker. Maizlish was represented by Howard Seitz, of the N. Y.-Washington law firm of Paul, Weiss, Rifkind, Wharton & Garrison. Crowell-Collier's counsel is Paul A. O'Bryan, of Dow, Lohnes & Albertson.

Kenyon Brown, veteran Texas broadcaster who sold his TV interest in Wichita Falls but retained radio KWFT there (Vol. 12:2) and who with Bing Crosby recently purchased KFEQ-TV & KFEQ, St. Joseph, Mo. (Vol. 11:52), this week purchased radio KLYN, Pampa, Tex. (1-kw, 940 kc, CBS) for \$20,000 from R. G. Hughes, who also owns KHUZ, Borger, Tex. Brown also leases building and site for 5 years at \$500 monthly. Pampa outlet remains on CBS, retains Joe Ramay as mgr., John Heetland as sales mgr.

Radio sales approved by FCC this week: KITO, San Bernardino, Cal. for \$150,000 by H. G. (Bud) Wall and mgr. Jack Flanigan to Continental Telecasting Corp., affiliated with Albert Zugsmith interests (Vol. 12:20). WDAR, Savannah, Ga. (250-watts, 1400 kc) for \$55,000 by H. Blair Minick to Coastal Bestg. Inc., headed by Donald K. Jones, contingent on his disposal of .33% he has held as v.p. of WSAV-TV, Savannah.

KOSA-TV, Odessa, Tex. (Ch. 7) will be wholly owned by radio KOSA, Cecil Mills having agreed to sell his 50% interest for \$20,000, according to application filed with FCC. Cecil Trigg owns 80% of KOSA, with Brooks L. Harman & Wm. B. Stowe each owning 10%.

All phases of audio control for TV-radio broadcasting are explained in non-technical language in new *Audio Control Handbook* by Robert S. Oringel, broadcast engineer, Voice of America (Hastings House, 160 pp., \$6.50).

Signs of the TV Times: *Television Age* (Sol Paul) going bi-weekly from Sept. 3; *Sponsor* (Norman Glenn), now bi-weekly, circularizing its readership to ask what they think about its plans to go weekly.

The 14-mi. "G-Line" employed for Helena, Mont. community TV system (Vol. 12:7-8) has been "remarkably successful," consulting engineer Archer S. Taylor and Bruce Hamilton, mgr.-chief engineer of the system, told recent technical conference in Salt Lake City. Built for \$12,000, it carries Ch. 13 signal of KGVO-TV, Missoula, converted to Ch. 4; cost compares with \$40-\$50,000 for K-14 cable. Engineers stated that G-Line suffered very little interference from outside sources, at same time gave off very low radiation. Conclusion: "Although the G-Line has proved to be very successful in this installation, and most economical for such a long line, it is faced with problems of maintenance throughout some rather rugged terrain in severe weather. The only weather condition which affected the operation was the accumulation of wet snow to a diameter of about 1-in., which completely eliminated transmission until it had blown or melted off the line. Microwave equipment could do the job equally well, at about the same cost for a single channel, with much simpler maintenance. However, for shorter hauls, or for multiple channel use, it would appear that the G-Line would be most satisfactory."

Hong Kong wired TV system—originating own live, film & slide material—has been tested by Rediffusion Inc., is due to go into regular operation this fall. Rediffusion has been feeding two audio programs—English & Chinese—to 54,000 loud speakers in Hong Kong, is adding a second Chinese program. Big, well-heeled Rediffusion operates extensive wired systems, mostly audio, in England, Canada and elsewhere, in addition to radio stations in Bermuda and British West Indies. It's also a participant in Associated-Rediffusion Ltd., ITA Mon.-thru-Fri. commercial program contractor for London.

Liberalized grants of microwaves to owners of community TV systems was indicated by FCC's issuance of CP this week to Arizona Microwave System Co. Grantee is wholly owned by I. W. Brayer, who operates CATV system in Douglas, Ariz., which is to be served by the microwave. At one time, Commission frowned on common ownership of microwave and CATV system to be served by it. Liberalization is based on Commission's satisfaction that microwave owner will supply service to other CATV systems on non-discriminatory basis.

More spectrum space for industrial radio service was urged by GE communication equipment product planning & marketing research mgr. Robert L. Casselberry in May 25 address to Industrial Communication Assn. convention in Miami. Noting that "a tremendous quantity of the total available frequency spectrum has been allocated for services other than industrial," he urged that industrial radio users present their views to FCC in a "constant and consistent manner."

Jurisdiction of Cal. Public Utilities Commission over community antenna systems will be reviewed by state's Supreme Court, which is expected to hear argument in Sept. PUC had ruled that systems were public utility, was challenged by Martinez CATV system and National Community TV Assn. which finally convinced Supreme Court that case involved "substantial question of law." Court granted petition for review May 29.

A 26-ft. parabolic antenna mounted on two 100-ft. towers has been installed by Jerrold Electronics for its Ventnor, N. J. community antenna system. The 3500-lb. antenna was built at site, fabricated of plywood, mounted on steel frame and covered with wire mesh. System picks up 4 channels: WCAU-TV, WFIL-TV & WRCV-TV, Philadelphia; WPFH, Wilmington.

CBS has ordered eight 35mm film projectors from General Precision Lab, 6 to be shipped to Hollywood, 2 to N. Y., for delivery June through Aug.

**Color Trends & Briefs:** "Compatibility" and "export" are key words in Britain's current debate over which color system to adopt. During our recent stay in Britain, we were told that recommendations on standards are likely to be made soon by top-level govt.-industry TV Advisory Committee, and Govt. is virtually certain to endorse TAC suggestions.

There seems little doubt that a system like ours—the standards formulated by NTSC—will be approved. Sequential systems are out of the picture. The big question is whether to make system compatible with Britain's 405-line monochrome or go to 625-line system employed by most of Europe. In favor of 405-line is compatibility, cost and bandwidth conservation (3-mc video vs. 625-line's 5-mc). On side of 625-line system is argument that same production lines could serve domestic and export markets. Debate gets closer when engineers talk about resolution, brightness & flicker. A leading 625-line proponent is Pye Ltd., which recently demonstrated Britain's first big-screen color projection—6x8 ft.

At recent demonstrations of 405-line NTSC-type system—for benefit of the same international CCIR group that inspected U. S. color (Vol. 12:10)—14 British-made sets were demonstrated, most of them showing excellent pictures. Most employed RCA 21-in. or 15-in. shadow-mask tubes. A few were projections, didn't compare with direct-view sets.

Actually, Britain is in no hurry with color. Set costs would be completely out of sight for its economy and there's still the job of bringing multiple monochrome signals to an as-yet only 37% saturated populace. Furthermore, the British frankly admit they're willing to wait and profit by our costly developmental work and our mistakes. For example, they've watched our shift from 15-in. to 21-in. tubes, then improvements in the 21-in. And some of those who have seen Philco's "Apple" set told us they believe it has very great potential.

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**Concentrated drive in Wilmington, Del.** last 2 weeks by Raymond Rosen & Co., Philadelphia RCA distributor, produced more color set sales, prospects and demonstrations than in previous 4½ months, according to Rosen pres. Thomas Joyce. He reports that RCA Service Co.'s 15 men were enlisted, each making average of 9 regular service calls daily, carrying buttons reading: "Ask me about RCA color TV." Results: 16% of customers said they're interested in home color demonstration now; 34% want fall demonstrations; 36% "no immediate interest"; 14% in too low economic bracket to be interested. Summarizing Rosen's color results to date, Joyce says company achieved greater volume in color during fiscal year ended April 30 than it did in air conditioners.

"Symposium" on packaging for color TV is big feature in May 20 *Sales Management Magazine*, with articles contributed by following design firms: Lippincott & Margulies Inc.; Frank Giannino & Assoc.; Jim Nash Industrial Designers; Egmont Arens; Koodin-Lapow Assoc.

"Color TV Training Manual" (266 p., \$6.95) by C. P. Oliphant & Verne M. Ray, has been published by Howard W. Sams & Co., Indianapolis. It has 3 main sections—principles, circuits, servicing—and includes 500 illustrations, 126 of them in color.

Color home study course, 11 lessons, is being offered servicemen by RCA tube div., Harrison, N. J. It comprises 9 lessons by RCA Institutes, 2 by RCA servicing expert John R. Meagher.

Its 4 local shows of June 5, totaling 2 hours, will be colorcast by WTVJ, Miami, to aid RCA in demonstrations of new color line during June 3-6 convention of distributors and field men in Miami Beach.

## Network Color Schedules

(June 5-17, 1956)

- June 5—NBC: *Milton Berle Show*, 8-9 p.m. CBS: *Bob Crosby Show*, 3:20-4 p.m.
- June 7—NBC: *Matinee Theatre*, 3-4 p.m.
- June 8—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- June 9—NBC: *Max Liebman Presents*, "Holiday," 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.
- June 11—NBC: *Matinee Theatre*, 3-4 p.m.
- June 12—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- June 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- June 15—CBS: *Bob Crosby Show*, 3:30-4 p.m.
- June 16—CBS: *Gene Autry Show*, 7-7:30 p.m.
- June 17—NBC: *Zoo Parade*, 5-5:30 p.m.; *The Sunday Spectacular*, 7:30-9 p.m.

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More glass in color tubes is objective of continuing research at Corning Glass Works. Spokesman states: "Color TV, with its requirements for various kinds of masks, screens and grids, seems an especially promising field. There are, however, a number of problems still to be solved in the basic glass process. The only successful products in this program to date are extremely fine-mesh screens for military and radar equipment. A few prototypes of full-size shadow mask for color tubes of standard 3-gun design have been made and shown to customers. Small samples of other style screens have been shown to all major tube manufacturers to illustrate the versatility of glass in this form. Corning does not discount the possibility of a successful glass screen for any type color TV picture tube. In fact, it considers this a probable result of its present basic work."

Evaluating color in its monthly newsletter, Grey Adv. Agency states: "Because of color TV, the trend to color will be speeded up in products which it has barely touched hereto. We can also expect color TV to trigger a new burst of research activity into the psychological influence of color in motivating human behavior. Don't be surprised, too, if color TV gives a powerful impetus to color advertising in print media, both magazines and newspapers. So, if color has been in the background of your thinking, look around you now and go into action before you feel the hot breath of competition."

Color film series, each episode based on one of the Ten Commandments, is planned by next season by NBC's Jess Oppenheimer—to be produced by his Burlingame Productions, Hollywood. The ex-producer of *I Love Lucy* plans to illustrate "moral values in modern dress," says he'll seek original stories from such writers as Ernest Hemingway, William Faulker, J. P. Marquand.

Attacking AT&T anti-trust consent decree (Vol. 12:4) as "one of the worst anti-trust dispositions I have ever seen" and "worse than nothing at all," House Judiciary Committee Chairman Celler (D-N. Y.) May 28 told Private Communications Assn. in New York that "the Attorney General has given AT&T singularly preferential treatment." In address following closely the lines of recent speech by Rep. Roosevelt (D-Cal.) from floor of House (Vol. 12:16), Celler pledged to bring facts of decree "to the attention of the public." He previously had indicated that his committee would investigate the settlement.

McGraw-Hill Book Co.'s text-film dept. (Albert J. Rosenberg, gen. mgr.) designated by Robert Saudek, exec. producer of *Omnibus*, as sales agent and distributor of the Ford Foundation-backed CBS show's films to educational and civic organizations; first to be released are "The Constitution" and "Lincoln" series.

TV-film actor Joe E. Brown gets honorary degree from Iowa Wesleyan College June 4.

**RCA PROMISES SOMETHING 'REVOLUTIONARY':** Eyes of whole industry are focused on RCA's Miami Beach convention (June 3-6) where more than 1300 distributors and field reps, including men from 16 foreign countries, meet with the top brass to appraise its new black-&-white and color models and to hear details of a merchandising program which an enthusiastic RCA spokesman asserts will "revolutionize and shake up the TV industry." That the TV trade needs some strong medicine, is evident from statistics showing retail sales down 10% from first 5 months of 1955.

RCA has revealed nothing in advance of extremely important convention -- in fact, has gone to extraordinary lengths to make sure that no premature information leaks out, clamping down tightly on comment by its people, high and low.

Price of new color sets has been one of hottest topics of conjecture in trade for months, and common expectation is that new line will start at \$495, or maybe even lower. At \$495, low-end color would be \$200 under RCA's current lowest-priced model. Importance that industry attaches to RCA's color plans is manifest in this comment from one major set maker:

"We're planning to start our color prices at \$595 in our new line. If RCA comes up with a \$495 price, however, we will be forced to split the difference and price ours at \$545. We won't make a penny at that price, but by the same token we can't go so far out of line with RCA as to lose our competitive position."

RCA will also probably show 14-in. black-&-white portable. Its 8½-in. 22-lb. portable, retailing at \$125, is reportedly moving well. An RCA official commented: "Our experience with portables thus far is all to the good. We like the salability of them, a good margin is assured the distributors and dealers, and you can safely say that we'll be in the portable market in full force."

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Admiral's purchase of Raytheon TV-radio div. (Vol. 12:21) was finalized this week. Though no price was announced, Admiral said it was an outright sale, financed with own capital and involving no stock transfer. Acquired were the 225,000-sq. ft. plant on Dickens Ave. and 208,000-sq. ft. plant on North Ave., both in Chicago, an inventory of finished TV-radio receivers, and all plant equipment. Raytheon's TV-radio operations will be continued as the Belmont div. of Admiral.

"No changes are contemplated in the present organization," said Admiral pres. Ross D. Siragusa. "It is our intention to expand this manufacturing operation and to move into the high-fidelity phonograph field as well." Admiral statement made no mention of Henry Argento, Raytheon TV-radio v.p.-gen. mgr., but a Raytheon release said he will "join Admiral Corporation in a similar capacity." Raytheon TV-radio div. employs about 750; some executive changes can be expected.

Raytheon's private label business, which includes Montgomery Ward, Western Auto & Gamble-Skogmo as prime customers, will be absorbed and expanded under Admiral plans. Siragusa is currently negotiating with those customers and others with view to increasing their orders for private-label sets.

Admiral is currently producing 1500 of its 10½-in. portables per day, with June 8 tentatively selected as introduction date in first 6 markets. "Portable TV business is saving the day" in currently depressed market, in Siragusa's opinion. He has stated that by August Admiral will have capacity to make 5000 portables daily.

Brief highlights of other major trade developments this week:

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**Those "Agonizing Reappraisals":** Among companies "reexamining" their positions in TV (Vol. 12:20-21), CBS-Columbia probably will decide its future by July 1 when Long Island City plant shuts down for vacation. E. K. Foster, Bendix Radio v.p. in charge of TV-radio plant in Baltimore, replying to persistent rumors his company is

going to quit the field, said: "As of now, we are in the business and intend to remain." And Avco chairman Victor Emanuel denied all reports that the Crosley-Bendix divs. are for sale, asserting: "There is no basis for rumors that Avco is in any merger negotiations, has entered any agreement, or intends to sell these divisions."

**Economic Slip Showing:** It's nothing to get alarmed about, economists insist -- but there's little doubt that TV sets are only one of nation's economic soft spots. Several basic industries are also experiencing sales declines this year, though the national economic indexes released by Govt. continue to reflect over-all prosperity.

Authoritative United Business Service, in editorial titled "How Dangerous Are the 'Soft Spots'?", gave this summary of current economic picture: "In a free and dynamic economy it is seldom that all the business indicators point in the same direction. Even in prosperous periods there will be 'soft spots.' At present time, when total output and employment continue at high levels, autos, farm equipment, textiles, appliances and some other industries are in a downward trend. The automobile industry is the leading current example. Last year was one of rapid expansion -- too rapid, it now appears...This industry is now in a period of readjustment."

But what does readjustment mean, for the businessman?

Josephthal & Co., big investment house, comments: "A business readjustment does not necessarily spell a recession, or an all-embracing downward spiral. 'Re-adjustment,' today, may mean a broad plateau, such as has been experienced in past months. This because something new has been added to the equation in the form of a managed economy -- more intensive research to create new markets, a stable working force at a time when other segments of our population are growing by leaps & bounds ...Divergence may well be the price of our new normalcy; our productive facilities probably could not supply an economy in which every industry is in the same gear."

National Assn. of Purchasing Agents, as close to economic pulsebeats as any single group, was canvassed at its convention last week by the New York Times, which came up with these composite forecasts: Seasonal slackening in business in third quarter, followed by pickup in fourth; for year as a whole, 1956 should be "good, though not as spectacular as 1955's record performance"; shortages of various types of steel and other items throughout summer and probably beyond; prices of many kinds of materials, including steel, are headed higher amid inflationary buildup.

**Production:** TV output totaled 117,767 week ended May 25, compared to 115,373 preceding week and 119,352 week ended May 11. It was year's 21st week and brought production for year to date to about 2,772,000, as against 3,250,000 in same period year ago. Radio production totaled 283,306 (76,723 auto) week ended May 25, compared to 255,193 preceding week and 271,632 week ended May 11. Radio output for 21 weeks totaled 5,650,000, compared to 5,525,000 in corresponding period of 1955.

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DISTRIBUTOR NOTES: Motorola appoints Grabell Lyons Inc., 740 Windsor St., Hartford, Conn. (Mo Grabell, pres.), replacing Post & Lester Co. . . Hoffman Electronics appoints J. W. Phillips Distributing Co., Seattle . . . DuMont appoints J. S. George Supply Co., 112 North St., Burlington, Vt. (J. S. George, pres.) . . . Raymond Rosen & Co., Philadelphia (RCA) appoints Sal Greco, ex-GE Supply Co., as adv. mgr. . . Mainline Distributors Inc., Toledo (RCA) appoints Jack Bassett Ft. Wayne sales mgr. . . Lincoln Sales Corp., Baltimore (Bendix Radio) names Donald Mowen western Md. regional mgr.

NARDA plans all-day meeting June 17 in Chicago's Merchandise Mart, on eve of summer furniture marts, to be featured by panel on basic industry problems. Participating will be Leonard F. Cramer, Magnavox TV-radio v.p.; Jack Sparks, gen. sales mgr. of Whirlpool-Seeger; Thoben Elrod, pres. of Thoben Elrod Co., Crosley-Bendix Atlanta distributor; Marvin Joyner, pres. of Modern Distributors Inc., Motorola Oklahoma City outlet; dealers George Johnston of Minneapolis and Harold Witham, Bakersfield, Cal.

"The personal portable opens up an entirely new aspect of TV. The extremely small, lightweight sets may become virtually an 'impulse purchase' type of merchandise. The consumer will be able to put the set under his arm and carry it home. In time, the smaller sets should be available in supermarkets, gasoline stations, specialty stores and in the many different types of outlets which handle small radios."—Financial analyst Edgar N. Greenebaum Jr. to Investment Analysts Society of Chicago May 31.

Automation's effect on TV-radio industry will be subject of meeting of IUE's TV-radio-parts conference board at Philadelphia's Bellevue-Stratford Hotel, June 21-23. Daniel Arnold, conference board chairman, stated that automation had come faster than anticipated in last 12 months and urged each local to submit recommendations on dealing with problem.

Excise tax collections on TV-radio-phonos totaled \$126,189,000 in 9 months ended March 31, compared to \$103,846,000 in corresponding period of preceding fiscal year, reports Internal Revenue Service. Collections in 3 months ended March 31 totaled \$50,073,000, as against \$49,090,000 in same 1955 period.

**Trade Personals:** Henry E. Bowes, gen. mgr. of Philco home radio div., named v.p.-gen. mgr. of TV div., succeeding James M. Skinner Jr., newly elected Philco pres., and reporting to Reese B. Lloyd, operations v.p. of TV & radio divs.; John L. Utz, sales mgr. of TV div., named to new post of gen. mgr. of portable TV receivers, succeeded by Gibson Kennedy, merchandising mgr.; James J. Shallow succeeds Bowes as gen. mgr. of home radio div., with Rayford E. Nugent promoted to succeed Shallow as gen. mgr. of accessory div. . . Earl M. Wood named manufacturing mgr. of RCA's tube plants in Lancaster, Pa. & Marion, Ind., succeeded as Lancaster plant mgr. by Sydney White Jr., mgr. of power, pickup & phototube manufacturing at Lancaster; Edward E. Spitzer, mgr. of power tube engineering at Lancaster, promoted to engineering mgr. of Lancaster & Marion plants . . . C. J. Gentry, from factory-owned Chicago branch, appointed national car radio specialist, Motorola Inc. . . John J. Anderson named mgr. of Westinghouse major appliance div., Mansfield, O., succeeding R. J. Sargent, now gen. mgr. of marketing & distribution for consumer products; S. J. Stephenson, mgr. of refrigerator-freezer dept., succeeds Anderson as mgr. of portable appliance div. . . Julian M. Sammet, ex-pres. of big Boston Stores, Milwaukee, and v.p. of Federated Dept. Stores, appointed mgr. of customer relations, GE housewares & radio receiver div., headquartering in N. Y. . . Thomas H. Ford, onetime product engineering mgr. of RCA air conditioning div., most recently product mgr. of Whirlpool-Seeger air conditioners, appointed to new post of asst. to U. V. Muscio, v.p. of Fedders-Quigan . . . Joseph H. Moss, ex-DuMont & Hoffman, resigns as Kenyon & Eckhardt exec. on RCA & Whirlpool-Seeger accounts to become pres. of C & M Industries Inc., 141 E. 44th St., N. Y., plastics & electronics merchandising firm . . . Lawrence LeKashman resigns as sales v.p. of Electro-Voice Inc. to become sales v.p. of David Bogen Co., Olympic subsidiary . . . Donald J. Perry promoted to Motorola regional

mgr. for Ariz.-So. Cal. territory, succeeding K. Warren Snider, now radio product planning mgr. . . W. L. Schroder, ex-Servel, named Magnavox asst. comptroller . . . Don L. Daughters, ex-asst. director of RCA operations in Santiago, Chile, now sales director of RCA Brazil under Perry Hadley . . . Norman Paige, ex-Bozell & Jacobs and ABC, named asst. public relations director, Zenith Radio . . . Lou Klayman, mgr. of Mercury Records N. Y. distribution branch, promoted to eastern sales mgr., succeeding Joe Martin, now concentrating on special market sales . . . Sava Sherr, ex-pres. of Stanley Industries Inc. (aircraft parts), appointed chief mechanical engineer, International Resistance Co.

Comdr. C. G. (Rip) Mayer, in charge of RCA's Zurich labs, appointed managing director of RCA Great Britain Ltd., name having just been changed from RCA Photophone Ltd. He succeeds P. A. Turnor. Also announced by RCA International Div. v.p. & operations mgr. Albert Waters is appointment of Pietro Vaccari as managing director of RCA Italiana S. p. A., Rome. P. J. (Pat) Casella, from RCA Canada, temporarily assigned to Rome after resignation of G. A. Biondi, has returned to his Montreal headquarters, goes back to Rome for several months to help Signor Vaccari get oriented.

James B. Conkling, pres. of Columbia Records since Feb. 1951, resigns "for personal and business reasons to relocate in California, where he will establish independent production activities." Goddard Lieberman, exec. v.p. of Columbia Records since 1949, is promoted to succeed him. CBS pres. Frank Stanton, in reviewing progress of record div. in Conkling's 5-year regime, said its sales last year increased 60% over 1950.

Dan D. Halpin, ex-RCA TV sales mgr., ex-gen. sales mgr. of DuMont & Westinghouse TV receiver divs., joins Young & Rubicam, N. Y., as merchandising exec. on GE's TV account.

**N. V. PHILIPS' Gloeilampenfabrieken**, the corporate mouthful that is Philips of Holland, known throughout the world simply as Philips, jumped its sales to \$595,300,000 last year from \$505,483,000 the year before and boosted net profits after taxes to \$38,676,000 from \$31,140,000, according to its 1955 annual report. One of the Big 3 of Dutch industry—others being Royal Dutch Shell and Unilever—its operations extend to 89 countries.

Its common stock is traded over-the-counter here, and its subsidiary holdings in other countries are considerable. One of its major stockholders is reputed to be former Queen Wilhelmina, whose business acumen is highly respected in many money capitals and who once had big realty holdings in the U.S., including, it is said, Washington's big Westchester Apartments.

While American electronic firms, and to a large extent British and German, have concentrated on meeting the demands of their own ripe TV-radio set & tube markets, Philips depends mostly on export; if it doesn't export directly from its giant plants at Eindhoven and elsewhere in the Netherlands (Holland payroll, around 40,000), Philips will be found owning, holding control of or having substantial interests in hundreds of local concerns all over the world. Mostly they're under the Philips name—but there are some substantial entities under other names—like Mallard, England (tubes); Valvo, Germany (tubes); North American Philips Co. (Norelco products, notably radios and electric shavers).

In TV-radio, Philips doesn't cut much ice in the U. S., its efforts to introduce projection TV having proved one of its few big flops. But its annual report, which does not list its foreign subsidiaries (though it contains illustrations of its glass works in Alexandria, offices & warehouses in Lima, main office in Istanbul, model of factory & offices to be built in Mexico City), notes that it has a "United States Trust" and that shares of these unnamed companies will be transferred soon to a separate Trust to be known as "Philips' United States Trust"; also, that these U. S. companies had a total net worth of \$32,046,514 as of last Dec. 31 as against \$27,913,194 on Dec. 31, 1954.

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Radio was a major product even before the German occupation, and Philips' executives admitted to us that it still exceeds the value of TV trade—though the latter is climbing fast. The world is Philips' oyster, and its excellent radios are such staple items that it's a fair guess Philips as a whole makes and sells more radios than any other single company in the world—not even excepting GE, Philco or RCA.

But TV is coming along fast and its potential is enormous. Why shouldn't it be—with less than 1% saturation as yet in Austria, Switzerland, Denmark & Sweden; only about 2% in Holland, Italy & Belgium; around 3% in France, and not much more as yet in fast-coming Germany; indeed, only about 40% in the British Isles (figures from Philips).

Actually, it isn't fair to compare Philips with any other single company either in the U. S. or elsewhere, for its products are so diverse as to defy such cataloging and neither its annual report nor other company literature

gives any hint as to their relative value in the company's trade and balance sheet. But it's no great secret that radio and TV are among the most cherished earners in a vast list of consumer, industrial and military products.

At Eindhoven, in at least, Philips itself makes every component that goes into its TV-radio sets—cabinets, chassis, tubes, components, even the corrugated board for packaging. It makes its own glass bulbs for CR as well as receiving tubes, and draws its own wires and filaments.

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Philips actually began, as its name might indicate, as a manufacturer of incandescent lamps and associated products. In that field, and in fluorescent lighting, it's a dominant factor in a powerful European cartel. Indicating practical economy as well as the promotion-mindedness of its shrewd managers, its life-testing laboratory for big & little lamps and tubes is the glass tower of its tallest Eindhoven building—providing a dazzling beacon over the flat Holland terrain as well as a constant conversation piece for natives and tourists alike.

From lamps, it was a short jump to electronic tubes, radios, transmitters, TV sets, radar—even X-ray apparatus, microscopes and various other medical equipment. Philips also is a prime factor in the field of ferrites and synthetic resins, and its pharmaceutical-chemical product lines are always expanding. It makes phonographs, of course, and phonograph records (American tieup: Columbia Records)—and it even makes welding apparatus and diamond tools. Most bear the Philips brand.

It's the dominant industry in Eindhoven, of course, and its factories are going such full blast on 2 & 3 shifts that some 3000 extra workers, mostly girls, have to be transported by company buses each day from nearby Belgian towns. Eindhoven (pop., about 135,000, located about 50 mi. southeast of Rotterdam) is where the late Dr. Philips started a tiny factory after the turn of the century; it's where the managerial brains reside and work (chairman P. F. S. Oteen is a son-in-law, vice chairman F. J. Philips a son) and where most of its great scientific skills are centered. It's a favorable labor market, strikes being virtually unknown. (The girls on the TV-radio assembly lines, incidentally, earn the equivalent of about \$5 a week for work that earns British factory girls about \$15 and ours from \$65 up—though this really is an oversimplification, for the disparity in real income and in living & buying standards isn't that great.)

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Philips is highly respected not only by its competitors but in world financial circles. Pre-war, it was a rising young giant; in its first full post-war year, after it had pulled itself up by the figurative bootstraps from a bitter German occupation, it showed the symptoms of the growth it was to enjoy. Its 1947 total sales came to about \$130,000,000, on which it earned a 4.2% profit after taxes. The next year, it sold some \$170,000,000 worth of products, earned 1.8%.

Its growth thenceforth was steady and sure: 1949, \$218,400,000 sales and 1.9% net profit on sales after taxes; 1950, \$258,400,000 & 4.9%; 1951, \$326,800,000 & 5.1%; 1952, \$364,200,000 & 4.6%; 1953, \$421,300,000 & 5.5%; 1954, \$505,483,000 & 6.2%; 1955, \$595,300,000 & 6.5%. On an index basis, you get some idea of the Philips sales growth in comparison with big U. S. entities when, taking 1951 as 100, Philips comes up with a 1955 index figure of 182 vs. the \$1 billion RCA's 176, the \$3.1 billion GE's 133, the \$1.4 billion Westinghouse's 116.

The far-flung nature of its operations is indicated by the fact that its 1955 total payroll around the world was 143,000 as against RCA's 70,000. It's interesting to note that the average wage per employe of Philips last year was

\$1390 as against \$5248 for RCA. The sales productivity per average employe at Philips was \$4162 vs. RCA's \$15,075. Philips' total assets in 1955 were \$720,000,000.

Philips' exports from the Netherlands last year rose by 13% over those of 1954, says the 1955 report, and are expected to go up this year by approximately the same percentage. But the Netherlands' figures taken alone can be illusory because of the vast foreign holdings. This is an international company in every sense of the word—and these observations in a report issued last fall by Guaranty Trust Co. are still apropos:

"The proportionately greater growth of [Philips'] overseas sales, as compared with European continent, reflects the company's geographical diversification policy, but it brings company into more direct competition with major American and other companies serving the same markets. Just what the future holds in store in this respect is hard to evaluate, although company's very broad experience in international trade over many years should equip it well. Operating throughout the world as it does, Philips is subject to all the political and economic uncertainties posed by the dozens of countries where it produces or sells. Company is subject to trade barriers, currency restrictions and the whims of many governments. International peace and free trade would represent ideal conditions for company operations, but prospects for these are subject to rapid change, as is well known. Generally speaking, rising incomes and the improving standards of living throughout the free world, together with some lessening of trade barriers and improving convertibility of currencies, have improved prospects for company in last year or so."

**ELECTRONICS PERSONALS:** Theodore A. Smith, v.p.-gen. mgr. of RCA defense electronic products, elected exec. v.p. for defense electronics; Arthur A. Malcarney, gen. mgr. of commercial electronic products, elected a v.p. . . . Walter W. Finke, v.p. & gen. mgr., elected pres. of Data-matic Corp., jointly owned by Raytheon and Minneapolis-Honeywell; he succeeds John J. Wilson, who continues as a director . . . Frank Norton named technical director of Ramo-Wooldridge Corp.'s new electronic instrumentation div., Denver . . . Arthur V. Loughren, pres. of IRE, who resigned recently as Hazeltine v.p.-research director, will be guest of honor at June 11 meeting of Washington IRE in Hotel Statler.

Armed Forces Communications & Electronics Assn. elected new president Col. Percy G. Black, USA ret., Automatic Electric Co., at Boston convention last week end, succeeding IRE secy. George W. Bailey. Reelected v.p.'s were Rear Adm. Henry C. Bruton, Director of Naval Communications; Maj. Gen. James D. O'Connell, Army Chief Signal Officer; Brig. Gen. A. L. Pachynski, Air Force Director of Communications-Electronics; W. W. Watts, RCA. Newly elected v.p. was Washington attorney Frank W. Wozencraft. Washington attorney Ralph C. Walker was elected gen. counsel. Elected directors were Theodore S. Gary, General Telephone; F. R. Kappel, Western Electric; Brig. Gen. J. Harry LaBrum, Philadelphia attorney; Brig. Gen. David Sarnoff, RCA; Maj. Gen. Francis L. Ankenbrandt, director of communications-electronics, Joint Chiefs of Staff; Joseph E. Heinrich, AT&T; Rear Adm. Charles F. Horne, USN ret., Convair; Capt. David Hull, USN ret., Raytheon; Maj. Gen. Francis M. Lanahan, USA ret., Federal Electric.

Top-level Air Force communications-electronics promotions: Maj. Gen. Gordon A. Blake, director of communications-electronics, June 2 becomes asst. deputy Air Force chief of staff for operations; Brig. Gen. A. L. Pachynski succeeds him as communications-electronics director; Col. Bernard M. Wootton replaces Pachynski as deputy director of communications-electronics.

**Topics & Trends of TV Trade:** Magnavox is one company that's apparently unworried about current TV-radio recession, its v.p. Gerard M. Ungaro telling *Wall Street Journal* that fiscal year ending June 30 will show record sales and earnings; that excellent market prevails for its hi-fi radio-phono combinations, tending to cushion falling off in TV sales; that, though present industry-wide slump may last 2-3 months more, he expects Magnavox's fiscal 1957 to be even better than 1956 record-breaking year.

Magnavox recently acquired Sparton and Sentinel (Vol. 12:2, 8), reported 9 month sales, to March 31, were \$52,063,296, up 23% from \$42,383,971 in same period of preceding fiscal year and comparing with \$55,071,765 for full year ended June 30, 1955. Earnings in 9-mo. period rose to \$2,639,283, or \$213,196 above the figure for the entire 1955 fiscal year.

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Automobile TV installations are possible now, using specially designed inverters shown at last week's Parts Distributors Show in Chicago by American TV & Radio Co., St. Paul. On display was model designed for use with RCA 8½-in. portable, which plugs into car's cigarette lighter and lists at \$42.50. Other units, made for Admiral 10½-in. portable and GE 9 & 14-in. sets, will retail at \$84.95 and can be mounted under dash or in car's trunk. ATR gen. mgr. Albert A. Goffstein says RCA plans to demonstrate inverter at its distributor convention in Miami Beach Auditorium, June 3-6.

National Video Corp., one of largest independent tube makers, takes issue with our statement of last week that only RCA and Thomas Electronics are producing tubes smaller than 14-in. Writes sales mgr. Harold Cole: "Please be advised that we are currently in production on considerable quantities of 10½-in. rectangular tubes and also on 8-in. tubes."

Philco will produce portable TVs at its Sandusky, O. radio plant starting Aug. 1, company spokesman saying "we just don't have enough room in our Philadelphia facility to accommodate the increased demand." Philco introduced 14 & 17-in. portables several weeks ago (Vol. 12:17), still hasn't priced them.

Sylvania added 3 new 14-in. tubes to its line this week to capitalize on fast-growing portable market. Two of tubes (14QP4 & 14QP4A) have 70-degree deflection, 96-sq. in. screen area, measure 16 5/32-in. in length; third tube (14SP4) is aluminized, with 1 7/16-in. neck diameter, 104-sq. in. screen area, measures 14 3/16-in.

RETMA's annual convention June 12-14 at Chicago's Edgewater Beach Hotel will elect officers and vote on by-law amendments designed to simplify dues structure. All 5 divisions will meet June 13, with banquet scheduled final evening, when 1956 Medal of Honor will be presented to Motorola pres. Paul V. Galvin.

GE will promote servicing of its TVs & appliances in special national ad campaign this summer and fall, according to field service mgr. J. R. Davis. Said he: "Today's customer will be influenced in her buying decision by knowing that GE's superior product service organization stands behind her purchase."

Philco plans tie-in promotion with General Mills starting in mid-Aug., offering weekly appliance prizes for correct answers to Presidential quiz enclosed in each bag of flour, with winner of \$25,000 grand prize to be announced on Philco's election night coverage on ABC-TV.

Harry Resnick, pres. of Channel Master Corp., chosen for "Page One Achievement Award" of Kingston (N. Y.) Newspaper Guild, author of article on "TV Around the World" in *N. Y. Herald-Tribune's* TV-radio magazine.

**Electronics Reports:** "Professional electronics," as the Philips 1955 annual report (see pp. 1 & 12) describes the non-consumer and non-military phases of the industry, now has more than 1,000,000 persons all over the world concerned with research, development and production—and the free world's output of professional electronic equipment for civilian use amounted to an estimated \$1.12 billion last year, or 5 times the 1947 value. Production for military use represents a still larger sum, says the electronic tubes chapter of the report, which notes that the development of sales of electronic tubes is a good index to the growth of the industry. Philips' own world sales are undisclosed, but they're reported 19% ahead of 1954 which, compared with 1950 taken as 100, represents an index of 243.

"The share of professional electronics, which in former years was small in comparison with the total of the industry, has now assumed impressive proportions and shows every sign of even greater expansion in the future," says the report. "The new means that have been added to the resources of the electronics industry during the last decade, especially the ferrites, the semi-conductors and the printed wiring and circuit techniques, will appreciably widen the scope of professional electronics in particular."

Examples cited are electronification of telephone exchanges, industrial & administrative automation, military equipment, computers, controls and checks for nuclear reactors, medical applications, aeronautical measuring and control appliances. "It may be said," the report adds, "that whereas hitherto the emphasis was on applications for wireless communications, those for communication by wire, and those in industry, are now claiming a progressively increasing share in the total activity of the electronics industry."

In transistors as well as tubes, the report indicates Philips is making strides. It has expanded its center for semi-conductors in Nijmegen, opened in 1954; has entirely replaced its "Rimlock" series of radio tubes with the improved "Noval"; has a complete range of high-fidelity tubes now ready for use, and is expanding use of battery-fed tubes with low filament-current consumption; is making envelopes for 21-in. picture tubes at its own molded-glass factory in Eindhoven; has introduced the metal-backing process of its projection tubes to several direct-viewing tubes; now makes a transmitting tube for uhf, a radar tube of high power, tubes for beam transmitters; is employing small gas-filled tubes, such as trigger tubes, thyratrons, stabilizer tubes and photocells on a wider scale.

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Zenith Radio adopted unusual expedient of advertising in London newspapers last week for physicists, chemists & metallurgists—impelling the secy. of Assn. of University Teachers to warn the British people that U. S. salaries for scientific workers, averaging \$5000 to \$12,000 a year, threaten to drain off young British scientists who start at about \$2800 in industry, \$1960 at teaching.

Raytheon will occupy first completed building in new Hooksett Industrial Park, near Manchester, N. H., according to Suncock Charitable Foundation, owner of the development. Raytheon's new 53,000-sq. ft. plant, to be occupied later this year, will initially employ about 200 in manufacture of commercial electronic and electrical gear.

Texas Instruments Inc., Dallas, a leader in transistor field, has acquired William I. Mann Co., Monrovia, Cal., through exchange of 21,000 shares of its common stock for all outstanding stock of Mann (precision optics).

GE will move its communication equipment section from Syracuse & Utica areas to new 300,000-sq. ft. plant near Gainesville, Fla., due to employ 1700 when placed in full operation in about 2 years.

**Financial & Trade Notes:** West Germany's TV-radio-electronics industry is booming, too—and one of its major factors is Siemens & Halske, which is more nearly a counterpart of Westinghouse than of any other American company or even of Philips of Holland. Actually, its 155,000 payroll exceeds that of Philips (see p. 12) and its rising sales curve is quite impressive. Siemens-Schuckert Co., a 100% subsidiary, does most of its volume, specializing in heavy equipment, while the parent company is identified mainly with communications equipment and appliances. Around 22% of the company's trade is foreign, and its domestic TV-radio are considerable items, for Germany had to build radio from scratch after the war (FM) while its TV industry is coming along fast.

Trade talk in Europe is that West Germany's domestic TV set sales in 1957 may run up to 1,000,000. Presently, there are only about 500,000 sets in use. The big producers in German TV, besides Siemens, are Telefunken, Philips, Grundig and Straub, main factors in a market that is trending upward from an early 1956 monthly output of between 30,000 & 40,000 units.

Siemens & Halske's 1955 report discloses sales of \$483,300,000 which, using 1951 as base, gives an index of 205; this is up from \$373,800,000 in 1954 (158); \$314,300,000 in 1953 (133); \$278,100,000 in 1952 (118); \$235,700,000 in 1951 (100). Profits after taxes, with index, were \$7,600,000 in 1955 (155); \$5,300,000 in 1954 (108); \$5,200,000 in 1953 (106); \$4,900,000 in 1952 (100). The relatively low earnings are explained by fact that they're after substantial tax-deductible writeoffs and reserves other than depreciation. The German tax system permits retention of large cash funds out of earnings for expansion. Company's order backlog last Sept. 30 was \$627,000,000.

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**McIntosh Laboratory Inc.**, Binghamton, N. Y., manufacturer of custom high fidelity components for sound systems, headed by Washington consulting engineer Frank H. McIntosh, reports 1955 sales of \$779,553, up 44% from the \$540,415 of 1954. Net income after taxes was \$51,207, up 114% from \$27,279 last year. Net after deduction of taxes and preferred dividends was equal to \$4.14 per share on the 12,281 common stock outstanding, as compared with \$2.67 on the 8956 shares outstanding at end of 1954. Firm put some of its common and preferred (24,000 shares authorized, 576 outstanding) on market last year; it paid 6% on preferred but did not pay common dividend in order to retain working capital. Earned surplus was \$52,252 at end of 1955 vs. \$1596 at end of 1954.

**Movie profits drop:** Warner Bros. and subsidiaries' net profit was \$1,863,768 (75¢ a share) for 6 months ended Feb. 25, down from \$2,081,000 (84¢) year ago; including special credit of \$3,000,000 for contingent reserve no longer required, profit would have been \$4,863,786. Film rentals & sales for 6-mo. period were \$37,587,622, up from \$35,079,989. Columbia Pictures for 40 weeks ended March 31 earned \$1,855,000 (\$1.57) vs. \$3,655,000 (\$3.25) year earlier.

In report on CBS, Pershing & Co., N. Y. points out that its stock is widely held by outstanding investment trusts—Incorporated Investors owning 188,000 shares, Mass. Investors Trust 81,600, State St. Investment Corp. 20,400.

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**Dividends:** Penn-Texas Corp., which recently absorbed Hallicrafters, has declared 2½% stock dividend payable June 30 to stockholders of record June 8; Admiral, 25¢ June 30 to holders June 15; Arvin, 50¢ June 30 to holders June 11; Standard Radio Ltd "A," 15¢ July 2 to holders June 8; RCA, 25¢ July 23 to holders June 15.

**Nuclear Corp. of America Inc.**, whose pres. Sam Norris reported to stockholders recently that it will exceed \$2,000,000 sales in 1956 and should reach \$4,000,000 in 1957 and \$6,000,000 in 1958, has elected to its board James V. Cosman, ex-N. J. broadcaster, now v.p. of Nuclear subsidiary Central Electronics Manufacturers, and David M. Goodman, ex-TelAutograph Corp., Magnavox and Hughes Aircraft. The 11-man board now also includes Wm. J. Barkley, ex-Collins Radio exec. v.p., now pres. of Granite State Broadcasting Co., Manchester, N. H. Nuclear Corp. originally was Nuclear Consultants Inc. It merged into Reo Holding Co. in Oct. 1955, is now listed on American Stock Exchange ("first listed company dealing principally in the commercial applications of atomic energy and related advanced electronics") and has headquarters in Empire State Bldg. Its treasurer is James Wallen, ex-treas. of MBS and of Federal Telephone & Radio Co. (IT&T). In March it acquired the Cosman firm (electron tubes and components) for 400,000 Class A shares; in April added Research Chemicals Inc., Burbank, Cal. (rare earths), for 22,222 shares; in April also added Isotopes Specialties Co., Burbank, Cal., for 47,991 shares. Of its 547,502 shares of common stock and 1,714,852 shares of Class A, TelAuto-graph Corp. is beneficial owner of 56,700 & 336,000 shares, respectively (approximately 17% of voting stock); Mr. & Mrs. Cosman own 212,618 shares of Class A; Norris holds options to acquire 50,000 shares at \$2.10, Barkley 5000 at \$2.15, among other option outstanding. Assets at end of 1955 were \$2,083,506.

**Daystrom Inc.**, which recently acquired Weston Electrical Instrument Corp., among other companies, reports sales for fiscal year ending March 31 declined to \$63,192,498 from \$73,816,645—but net income improved to \$1,784,181 (\$2.01 per share on 886,687 shares) from \$1,716,216 (\$2.61 on 658,761 shares) after taking into account special credit of \$143,218 and non-recurring costs relating to Weston merger. Pres. Thomas Roy Jones said sales of company, now mainly in electrical & electronics fields, should exceed \$70,000,000 in this fiscal year.

**Dynamics Corp. of America**, which recently absorbed subsidiary Reeves-Ely pfd. in stock exchange, grossed \$41,894,958 in 1955, earned \$2,012,071 vs. \$36,440,014 & \$2,010,447 in 1954. Standard Electronics div. TV-AM station equipment sales, pres. David T. Bonner reports, did not reach hoped-for levels but "we believe our continued research and development work in this field will result in future satisfactory sales volume."

**Airborne Instruments Laboratory** earned \$568,265 (\$2.87 per share) on sales of \$9,255,950 in 1955, compared to \$270,000 (\$1.44) on record sales of \$10,387,000 in 1954. It was explained that 1955 profit included non-recurring income resulting from contract renegotiation & recovery of prior-year depreciation costs. Contracts on hand as of March 31 had face value of \$21,445,400, representing \$7,100,000 backlog.

**Whirlpool-Seeger** earned \$3,762,062 (62¢ per share on 5,810,550 common shares outstanding) after taxes of \$4,092,337 on sales of \$95,068,150 in first quarter of 1956. No comparison was made with first-quarter 1955 earnings and sales of Whirlpool Corp. and Seeger Corp., which merged last Sept. 15. RCA and Sears, Roebuck each owns about 20% of Whirlpool-Seeger.

**Guild Films Inc.** was listed on the American Stock Exchange for trading from May 31. For quarter to Feb. 29, Guild Films reports net income of \$35,656 (3¢ per share), no comparisons available.

**American Electronics Inc.**, Los Angeles manufacturer of electronic & aircraft components (Philip W. Zonne, chairman) now traded on American Stock Exchange.

## Network Television Billings

April 1956 and January-April 1956

(For March report see *Television Digest*, Vol. 12:19)

**A**PRIL BILLINGS of all 3 TV networks dipped slightly under March (Vol. 12:19)—but they ran 19.2% ahead of April 1955 to bring 4-month total to \$155,642,508 as against \$132,001,408 for same 1955 period. Publishers Information Bureau's monthly report, released May 31, thus shows the network business running 17.9% ahead of last year. The complete PIB April report:

	NETWORK TELEVISION					
	April 1956	April 1955	% Change	Jan.-April 1956	Jan.-April 1955	% Change
CBS	\$17,654,210	\$15,426,214	+14.4	\$70,288,002	\$61,988,977	+13.4
NBC	15,136,596	13,285,933	+13.9	59,632,400	52,980,362	+12.6
ABC	6,173,922	3,527,558	+75.0	25,722,106	14,619,874	+75.9
DuMont†		462,335			2,412,195	
<b>Total</b>	<b>\$38,964,728</b>	<b>\$32,702,040</b>	<b>+19.2</b>	<b>\$155,642,508</b>	<b>\$132,001,408</b>	<b>+17.9</b>

	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	17,654,210	15,136,596	38,964,728
<b>Total</b>	<b>\$25,722,106</b>	<b>\$70,288,002</b>	<b>\$59,632,400</b>	<b>\$155,642,508</b>

\*Revised as of May 31, 1956.

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

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.

Bill to require TV stations to give free time to leading presidential candidates picked up some support this week from "liberal Democrats" in Senate. Introduced May 29 by Senators Humphrey (D-Minn.), Mansfield (D-Mont.) & Sparkman (D-Ala.), bill was permitted to "lie on the desk" until Feb. 5 to permit other senators to join in sponsoring it. By week's end, Sens. Morse (D-Ore.) & Murray (D-Mont.) had added their names. The bill, S-3962, is identical to HR-11150, introduced in House by Chairman Priest (D-Tenn.) of Commerce Committee (Vol. 12:19), and would waive equal-time rules for minor party candidates, but require networks and stations to give each major presidential candidate 30 min. weekly in Sept., one hour weekly in Oct., one hour in Nov., preceding presidential election. In floor speech May 31, Humphrey justified the free-time requirement thus: "The American people have made a gift of the exclusive use of certain channels to the licensees involved. [The] American people may, if they wish, attach to such a lucrative gift certain conditions important to the public welfare. The condition of free time for the discussion of public issues is a reasonable one. Indeed it has now become more than that; I think it has become essential."

Biggest uhf conversion campaign ever attempted is in the works at NBC for its new WBUF-TV, Buffalo (Ch. 17). Though details are still being worked out, real effort won't begin until station starts full schedule of NBC-TV programs Aug. 15 and occupies new plant shortly thereafter. As part of plan, network will bring station to full 1-megawatt power as soon as RCA can install equipment.

Three applications this week: For Williston, N. D., Ch. 8, by Meyer Bestg. Co., owner of KFYZ-TV, Bismarck, and grantee of KMOT, Minot; for Oxford, O., educational Ch. 14, by Miami U; for Mayaguez, P. R., educational Ch. 3, by Dept. of Education.

Power increases: WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15) May 20 to 442-kw ERP (directional); WTVO, Rockford, Ill. (Ch. 39) May 25 to 195-kw.

Armed Forces TV Service now operates 17 TV stations at remote bases for American servicemen and their families. Most unusual is complete Ch. 4 station, equipped for live & film programming, on aircraft carrier *USS Bandoeng Strait*, which has been operating since March as a pilot project to test effectiveness of TV as an entertainment medium for sailors aboard ship. AFTS chief Lt. Col. M. E. Williamson reports TV has been extremely well received by those stationed aboard carrier. Armed Forces stations went on air this month at Ft. Amador, Canal Zone; Eniwetok, Marshall Islands; Fort Greeley, Alaska. All recent stations—including one on aircraft carrier—use Dage equipment and radiate about 100 watts. Other stations planned: Kodiak, Alaska, June 1; Adak, Alaska, June 25; Goose Bay, Labrador, July 4; Stephenville, Newfoundland, Aug. 1; closed-circuit installation at port of Whittier, Alaska, about Sept. 1. All stations rely mainly on kines furnished by networks, sponsors, agencies—plus syndicated films—for bulk of programming. Revised and up-to-date list of all AFTS stations, with essential information, will be a feature of our upcoming Fall-Winter *TV Factbook*.

WNHC-TV, New Haven (Ch. 8) with radio WNHC reveal total assets of \$1,979,858, fixed assets amounting to \$845,049, in April 30 combined balance sheet filed this week with FCC with application for their transfer to Triangle Publications (Walter Annenberg) for \$5,400,000 cash (Vol. 12:21). Liabilities include earned surplus of \$1,586,934. Capital stock of 1050 shares at \$25 (\$26,250), is 41.6% owned by gen. mgr. Aldo DeDominicis.

Noted "horse-racing case," which brought denial of license renewal to radio WWBZ, Vineland, N. J. (Vol. 11:49) was appealed to courts this week. At same time, station asked FCC to reopen record on grounds that it hadn't been able to inspect and counteract certain information filed with FCC. This referred to letter from Justice Dept. quoting unnamed sources which alleged that station was "run by bookmakers and gangsters."

Crowell-Collier Publishing Co. reports that 95% of common shareholders of Consolidated TV & Radio Broadcasters Inc. (Bitner group) have agreed to sell per recent amended offer (Vol. 12:21); Bitners are selling their 42½% at \$19.50 on time basis (8 years), others selling for \$20 cash less 50¢ bank handling.

High tower proposal by Crosley's WLWA, Atlanta (Ch. 11), was unanimously rejected this week by Washington Airspace Panel on grounds it would constitute a serious hazard in controlling air traffic at Atlanta's 3 airports. WLWA had proposed 1326-ft. tower at new location, replacing its present 586-ft. structure.

Another bill to legalize vhf boosters which currently are unlicensed was introduced this week by Rep. Gracie Pfof (D-Ida.). Her HR-11493 is identical to HR-11165 & HR-10944 introduced by Reps. Wharton (R-N. Y.) & Don Magnuson (D-Wash.).

First study of France's "Tele-Clubs"—TV viewing groups in rural communities—was published this week by UNESCO, based on cooperative UNESCO-Television Francaise adult TV education research project. Entitled *Television & Rural Adult Education* (UNESCO, 276 pp., \$3.50), illustrated report is available in U. S. from Columbia University Press, 2960 Broadway, N. Y.

TV is coming to Barcelona, Spain—DuMont having shipped camera chain and associated equipment to govt.-controlled Radio Nacional de Espana for experimental station in that city. Spain's only other TV station—also experimental—is operated by the U of Madrid.

Big 10 regional telecasts were awarded this week to NBC-TV, which also has NCAA national football schedule.

# Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 23

## SUMMARY-INDEX OF THE WEEK'S NEWS — June 9, 1956

**COLOR SET AT \$495** offered by RCA, hoping "under-\$500" appeal will crack consumer resistance. Most other manufacturers continue cautious (pp. 1, 10 & 13).

**SHAPE OF ALLOCATIONS** decision outlined, as FCC meets for probable final vote June 12. Court of Appeals sustains FCC's allocations authority (p. 2).

**TV CODE REVIEW BOARD** threatens several stations with expulsion, warns subscribers to remove "pitch" ads, votes to admit film producers (p. 3).

**POINT OF SALE** has moved from the sales counter (now self-service) to the living room (while folks are at leisure)—CBS-TV pres. Jack Van Volkenburg (p. 3).

**CBS ANSWERS CHARGES** in 224-p. textbook on "Network Practices," mailed to Senators in advance of Pres. Stanton's testimony June 12 (pp. 4 & 5).

**"TV FESTIVAL WEEK"**—featuring re-runs of year's best on TV—suggested as TV Academy public relations project, substitute for Emmy awards (p. 7).

**FILM FIRM BUYS STATIONS**—Guild Films acquiring Wisconsin TV-radio outlets for more than \$600,000, first such venture by TV film producer-syndicator (p. 7).

**RECORD TV INVENTORIES**, emergence of under-\$500 color cloud black-&-white outlook. GE aims for 18% of TV market. Emerson introducing 'Tinkertoy' set (p. 11).

**GE CUTS TRANSISTOR PRICES** for second time in month, raising possibility of 20% reduction in transistorized portable radios next year (p. 14).

**PHILIPS' U. S. HOLDINGS** represent net worth of more than \$32,000,000. List of its subsidiaries indicates wide range of operations and sales (p. 15).

**NEW VHF STARTER** in Columbus, Miss., as uhf quits in Ashtabula, O. Albany area uhf WTRI resumes June 15; uhf WGMT, Adams, Mass., postpones resumption (p. 9).

**UHF IN BROWNWOOD, TEX.**, Milwaukee educational vhf, granted by FCC. Examiner favors WVMI for Biloxi, Miss. Ch. 13 in "second initial decision" (p. 9).

**EUROPEAN BROADCASTING** officials impressed by U. S. color demonstrations, now face difficult question of compatible vs. unified system for Europe (p. 10).

**PAY TV QUIESCENT** at FCC and Congress, forcing proponents to explore closed-circuit and foreign possibilities. Public polled by Look Magazine (p. 16).

**'MAGIC' IN \$495 PRICE FOR COLOR SETS?** With RCA cracking the color-TV "price barrier" by introducing \$495 set this week, \$200 under previous low, we'll finally see whether there's "magic" in the under-\$500 price that will also crack consumer resistance.

Since new price was commonly expected, industry wasn't startled. Attitude may still be summed up thus: "We'll wait and see. If public buys, you can be sure we'll jump in and get our share." And at least one shrewd manufacturer is concerned lest new price produce drop in black-&-white sales without bringing sufficient color sales and profit to compensate for it. We've spot-checked industry leaders, and summary of their responses is reported on p. 13.

RCA announced the \$495 price as it introduced 10-set color line, along with 25-set monochrome series (see p. 14), at distributors convention in Miami Beach. The color line ranges up to \$850; previous spread was \$695-\$995. (For description of color line, see p. 10.)

Enthusiasm of distributors was considerable, and they reportedly bought color "quite heavily." Robert A. Seidel, consumer products exec. v.p., gave them a vigorous pitch, reiterating that RCA alone plans to make "upwards of 200,000" this year. "We are convinced," he said, "that this new merchandise opens the door to the public's realization that color, pioneered and developed by RCA, has arrived."

RCA's Chicago distributor is worth singling out for reaction, because of fact NBC's WNBQ there is first "all-color" station and color promotion has been focused on city. Here's comment of Ned Corbett, v.p.-gen. mgr. of RCA Victor Distributing Corp.: "There's no question but that the price has been a major deterrent to color sales so far, and this goes a long way toward correcting that situation. The consensus of the boys in Miami Beach was that \$500 was the barrier. You can bet we're going to sell many, many times the number we sold in the past."

Because of previous announcements on color programming plans of NBC, color-

casting figured lightly in convention. On hand, but making no speeches, were NBC pres. Robert W. Sarnoff and owned-stations v.p. Charles Denny. NBC has said it will double color schedule to 80 hours monthly this fall.

CBS also plans an increase. CBS-TV pres. Jack Van Volkenburg tells us he expects about 40% increase this fall, virtually all live, most from the west coast. CBS has been doing about 2½ hours a week this season.

The tenacity and drive of RCA in its determination to put color across is a remarkable phenomenon. For several years now, RCA has taken successive steps, one-by-one, seeking the level at which color would become so attractive to both public and industry that its success would be assured.

RCA principals have frequently considered efforts of other manufacturers too lukewarm. For example, Marie Torre's column in June 8 N.Y. Herald Tribune carries interview with Robert Sarnoff in which he states:

"If anything has been 'holding up' color, I'd say it was the failure of all elements of the set manufacturing and broadcasting industries to rally behind the big color push." Nevertheless, he added, color is progressing in "orderly fashion."

**FCC's CURRENT ALLOCATIONS APPROACH:** No allocations decision was voted by FCC this week, Comr. Webster being absent. With all 7 members on hand June 12, a final vote is expected. Currently, here's Commission's thinking, which may or may not change by time final vote is taken:

(1) Invite petitions requesting vhf drop-ins, permitting cuts in co-channel spacings (but not adjacent-channel), on case-to-case basis.

(2) Invite petitions for deintermixture, to be considered on case-to-case basis, with burden on petitioners to convince Commission that their proposals will increase service without producing unserved "white areas."

(3) Start exploration (not rule-making) of move to uhf over all or part of U.S., inviting ideas of everyone interested -- including industrial radio services seeking more vhf spectrum.

(4) Increase uhf power ceiling from 1 to 5 megawatts.

(5) End current rule-making proceeding.

(6) Continue making vhf grants.

\* \* \* \*

It's premature to attempt analysis of foregoing until Commission acts, but there are obviously some powerful questions raised -- such as just how far FCC will go in cutting mileages to permit vhf drop-ins.

It looks very much like a 6-1 vote at the moment, Comr. Hyde being sole dissenter. He's constantly asserted that majority's good intentions toward uhf weren't matched by its actions; that uhf's chances were materially weakened last Nov. 10 when FCC declined to deintermix or to hold up vhf in affected areas.

FCC's authority to make the Nov. 10 decision, and decisions like it, was upheld this week by unanimous decision of all 9 judges of Court of Appeals. Case involved appeals by uhf stations in Corpus Christi, Madison & Evansville, which had tried to get deintermixture adopted in their areas but were turned down. Written by Judge Washington, decision stated:

"We think that the Commission's decision to adhere to the 1952 allocation for the time being, as reflected in its refusal to institute a 'freeze' on construction permits for vhf stations to prevent competition with existing uhf stations, is well within its statutory authority: its decision was based on its finding that the vhf stations would bring additional TV service to a significant number of people. True, there would be loss to the public if vhf competition should destroy existing uhf stations before the current rule-making proceeding decides the ultimate fate of uhf TV. But whether one factor should outweigh the other is precisely the sort of question which Congress, by employing the broad language of Sec. 303, wished to commit to the discretion of an expert administrative agency, not the courts. It is for the Commission, not the courts, to pass on the wisdom of the channel allocation scheme." Court hasn't issued decision on drop-in of Ch. 10 in Albany (Vail Mills), leading some attorneys to expect dissents, whichever way decision goes.

**STRONG MEDICINE FOR THE TV HUCKSTERS:** NARTB's TV code review board means business in its determination to put TV's house in order. Smarting under recent criticism of "parlor hucksterism," "shills" and other equally unflattering terms (Vol. 12:11-12), telecasting industry's self-policing board of 6 practical station operators, headed by G. Richard Shafto, WIS-TV, Columbia, S.C., this week:

(1) Warned several stations their code membership is in jeopardy unless they take immediate action to remedy "certain operating policies inconsistent with the industry's self-regulatory document." These unidentified stations constitute small group of what Edward H. Bronson, NARTB director of TV code affairs, called "worst offenders." They are being advised to hew to line on pain, presumably, of public exposure and expulsion. They are asked to confer personally with Bronson.

(2) Issued ultimatum to all code subscribers to remove any remaining "pitch" advertising from their program schedules at end of current "contractual" agreements. Board's ruling on "pitch" advertising stated that "sponsored programs...consisting substantially of continuous demonstration or sales presentation violate not only the time standards established in the code, but the broad philosophy of improvement implicit in the voluntary code operation."

(3) Ruled that "piggy-back" announcements -- i.e., 2 commercials combined into one -- were to be considered separate spot announcements if products featured are unrelated or advertised as separate messages. Thus, though only 1-min. long, the commercials would be charged as 2 separate messages under code's provisions regarding maximum scheduling of back-to-back announcements.

(4) Approved amendment to admit TV film producers as affiliate subscribers to code, thereby enhancing prospect of a single TV program code governing both live and film programming. Alliance of TV Film Producers Inc., representing some 75% of all films shown on TV, indicated several weeks ago it would welcome such opportunity (Vol. 12:19). Action must be approved by TV board at June 20 meeting in Washington but ratification is regarded as certain.

**POINT-OF-SALE IS NOW THE LIVING ROOM:** Some keenly apperceptive observations on the techno-economic revolution that TV is helping bring about in American life were prepared for an Advertising Federation of America convention panel by CBS-TV president John L. Van Volkenburg -- and they point up certain current trends so succinctly that we feel they're worth briefing for our readers concerned with marketing. They also emphasize the enormous responsibility that rests with telecasters as well as marketeers so far as the movement of trade goods is concerned.

Example of "automation" in today's selling process, as seen by Van Volkenburg, is the increasing conversion of retail outlets to self-service. On economic side, we have the tremendous increase in average family's purchasing power. As for TV's role:

"Today television is the primary sales clerk of American business -- the most direct, accurate and fastest link of information and persuasion between the producer and the consumer. Through its combined dimension of sight, sound and motion it is uniquely equipped to demonstrate the performance and value of the products and services of American business..."

Thus automation has changed the market place and the increase in disposable income has made nearly everybody a customer for what formerly were "luxury" items, like automobiles and appliances. There's also more leisure time -- "much of which has gone into the extended exposure of the public to the advertiser's message." Last Jan., according to Van Volkenburg, "the average American family spent 6 hours a day watching TV while the average throughout the year now runs about 35 hours a week."

Then there's the matter of time-lag. "Economists have long recognized the substantial time-lag which formerly operated in diffusing the knowledge and use of the newest techniques, products and styles of American industry. It was a filtering process, often taking as long as several years to sift down from the top income groups to those below and from urban centers to the rest of the country.

"Today TV has wiped out this lag. It has democratized this knowledge, spreading it instantaneously to all segments of the people regardless of where they live or how much they earn. Each day it immeasurably widens the American market and in so doing opens to the conquest of American business vast and untapped territories."

**CBS COMPILES TEXTBOOK FOR SENATORS:** CBS answered charges against networks this week in a carefully compiled, highly readable 224-p. primer on "Network Practices" -- and sent page proofs to each member of Senate Commerce Committee, as background to pres. Frank Stanton's testimony before Committee scheduled for Tue., June 12.

"Criticisms which have been leveled against the networks and their practices, and proposals which have been advanced for change, can be properly weighed only in the context of the entire structure of the business," says introduction to the CBS memorandum. "So interlocking are the relationships that often what appears to be one small change can injure and perhaps even destroy the entire structure."

In covering letter to Senators, Stanton said: "The subject of networking is very complex. Not only is it unique as a business, but the full up-to-date story has never been in a single document. Because I believe an understanding of how networks operate is fundamental to the current hearings, we have attempted to put the network picture in clear focus by means of a memorandum...It will supply the factual data and underlying concepts for my general statement."

The CBS memorandum, like NBC's recent "Statement of Facts" to the Committee (Vol. 12:21), is an eloquent exposition of the networks' role as early investors in TV's future, as suppliers of complete and balanced program schedules and as providers of large circulation for advertisers at low cost-per-thousand. As a textbook on network functions, operations and economics (from the network viewpoint, of course), it is valuable and interesting reading -- and CBS undoubtedly will give it wide circulation after the hearings.

Refutation of principal charges against networks, and arguments against proposed changes in network ways of doing business, occupy concluding portion of the CBS document. Main points are digested in story below.

Revised but still tentative schedule of upcoming Senate Commerce Committee TV hearings, in Room G-16, Capitol: June 11, 3 p.m., director Everett C. Parker of Officer of Communications, Congregational Christian Churches; attorney Leonard Marks for FM Broadcasters. June 12, 10 a.m., CBS pres. Frank Stanton. June 14, 10 a.m., NBC pres. Robert Sarnoff. June 15, 10 a.m., ABC pres. Robert Kintner. CBS affiliates will be heard June 18, ABC June 19, NBC June 20 -- all beginning at 10 a.m.

**D**EFENSE OF NETWORK practices and policies occupies 58 pages of CBS's 224-p. memorandum distributed this week to Senate Commerce Committee members (see above). These are highlights of principal points made in document:

**Network control of program production:** During typical week ended April 7, 1956, said CBS, 50.2% of CBS's programming hours were occupied by shows produced entirely by 38 outside producers, 22.7% were produced by CBS, 27.1% by 8 companies or individuals in association with CBS. For 1955, \$61,000,000 was paid for programs produced wholly by outside sources, \$27,000,000 for CBS-produced programs, \$7,000,000 for programs produced by others in association with CBS. Network gave figures to show CBS is buying more outside programs than it did in 1954.

**Monopoly charges:** "Few facts in the TV industry are clearer than the intense competition which exists between and among the networks." A network must be big to exist, says the memorandum—but mere size does not connote monopoly. It cites growth of ABC as proof that CBS & NBC don't constitute network monopoly. CBS-TV network and its 4 owned stations received only 3.2% of national advertising dollar and 20% of TV advertising dollar, it says. And it reminds Senators that "CBS, alone, invested \$53,100,000 in TV networking before 1953 when it first made profits in its network operations."

**Smaller markets:** Hotly disputing charge that networks channel disproportionate share of TV revenues into stations in large markets and ignore small markets, CBS says only 31.8% of TV broadcasting industry's revenues in 1953 went to TV stations in the 12 largest markets which

served 51.7% of all TV families. "It is networks which tend to counteract the normal disproportionate flow of revenues to large markets and to divert a share, which would otherwise not be available, to stations in the smaller markets. Standing alone, because of their relatively small circulation and higher cost-per-thousand, the stations in the smaller markets tend to be ignored by the advertiser."

**Option time:** CBS affiliates have "wide discretion" to reject network programs, even in option time. But "without some reasonable assurance of general clearance by stations, the effectiveness of the over-all, day-in, day-out, week-in and week-out network schedule would be eroded." If such erosion should occur on large scale, "the blow to networking, with all that networking means in the way of major programs which must be carried live, would be fatal." Option time hasn't stifled independent non-network program sources and advertising revenues, CBS argues, pointing to vast increase in TV film product available to huge increment in national spot and local TV advertising simultaneous with growth of networks.

**"Must-buy" station lists:** "The policy of the basic required group is no more than a conformance to the normal demand of national network advertisers, and it is no different from any other minimum order policy which a supplier adopts where the nature of his product, the requirements of his customers and the economics of distribution justifies it." It's no more improper, says CBS, than the requirement that an advertiser in a national magazine such as *Life* must buy its entire circulation.

**Share-the-networks:** Proposal that network affiliations be shared by vhf stations in 1 & 2-station markets, as suggested by ABC, is rejected as abandoning the basic

concept of licensee responsibility and destroying station's freedom to select its own programs and to determine those persons with whom it would deal.

**Licensing of networks:** This proposal by Sen. Bricker, says CBS, would inevitably "inject the Federal Govt. into areas which have long been forbidden to it: areas of business judgment, of program content, of determining with whom suppliers may and may not deal; all involving the most intimate details of the business relationships between networks & stations and networks & advertisers—even to fixing of rates." CBS concludes: "Nothing in the nature of TV broadcasting or of current practices warrants, or even permits, so radical a departure from existing concepts and so dangerous a philosophy of governmental intervention."

\* \* \* \*

CBS-TV's weekly operating costs total about \$700,000, says network in memorandum to Senators. Full-time TV employes total 2412, with per diem personnel, talent and supporting corporate personnel swelling total to 5493. Among its 47 operating units, program dept. employs 38 supervisory personnel and 91 additional employes, exclusive of creative personnel assigned directly to individual programs; research dept. comprises 22; sales dept., 71; engineering dept., 42; operations dept., more than 2400 (staff & per diem).

As to physical facilities, network now has 29 TV studios—22 in N. Y., 5 in Hollywood, 2 in Chicago—with 148 live & film cameras. It has invested \$28,000,000 in TV program production facilities in N. Y. & Hollywood—more than \$3,000,000 on N. Y. color studios, \$1,000,000 on Hollywood, with another \$1,000,000 recently authorized for color in Hollywood. "CBS is now considering an investment of up to \$25,000,000 in additional plant facilities over the next few years." TV network's annual bill for AT&T facilities is at the rate of \$13,500,000.

As for uhf, CBS memorandum makes this statement of policy toward uhf affiliation: "CBS-TV is not concerned with whether a station is uhf or vhf, except insofar as it determines size of the audience which will be added to that already served by the network, and the effect upon the network's over-all cost-per-thousand. During 1955 a total of 53 uhf stations broadcast CBS-TV commercial programs, for which they received \$2,334,481 as their share of the revenues."

**Bricker vs. Stanton:** Sidelight to bitter dispute between Ohio Senator and CBS pres. over network practices, as reported by *Columbus Dispatch*, is that both are alumni of Ohio State U and both have been "recently mentioned, unofficially at least, for the presidency of the University in the current search for a successor of Dr. Howard L. Bevis, who is about to retire."

Sir Winston Churchill has been offered \$1,250,000 contract to broadcast politics under sponsorship of an American auto manufacturer, reports columnist Dorothy Kilgallen, who says the man trying to sign him up is Halsey Freiman.

Television Age reports that TV stations this year will contribute \$178,000,000 worth of time & talent this year to public service programs and messages; last year's total was placed at \$133,000,000.

Licensed TV sets in Great Britain totaled 5,739,593 March 31, increase of 1,236,827 in year. Radio-only licenses dropped 956,000 in same period to 9,476,730.

**Power increases:** WABD, New York (Ch. 5) June 4 to maximum 37.2-kw ERP; KGUL-TV, Galveston-Houston (Ch. 11) May 30 to 263-kw.

Lawrence Welk, the ABC orchestra maestro, awarded honorary degree of Doctor of Fine Arts by U of Portland.

**CBS FOUNDATION Inc.**, formed by executives of the network organization 2 years ago to make grants to privately-supported colleges & universities, has granted \$50,000 more to 16 institutions, which brings total grants to date to \$72,000. Grants are \$2000 each, made by 25 CBS executives "who have attained a certain level of importance" to repay in part the cost of education in excess of tuition they paid their alma maters. Unrestricted gifts have been put to such use as faculty salaries, scholarships, equipment & maintenance.

The CBS group, as Foundation pres. Ralph F. Colin puts it, frankly seeks "to draw others' attention to the fact that tuition payments fail to cover the cost of education in privately-supported colleges and universities and that some help must be given those institutions by corporations, foundations and others if privately-endowed education is to survive on its present large scale. This year's grants:

Amherst, by Robert Strunsky; Dartmouth, Raymond Bultler & Dudley Faust; Davidson, Wilbur Evans; Doane College, Gerhart D. Wiebe; Fordham, Merritt H. Coleman; Harvard, Milton Neaman, Richard S. Salant & Newell T. Schwin; MIT, Elwood W. Schafter; New York U, Norman C. Hadley, Merle S. Wick & Edward Wood Jr.; Princeton, James Aubrey, William C. Fittz Jr., Tom Gorman & Allyn Jay Marsh; St. Lawrence U, John H. Hauser; St. Louis U, Robert Hyland; Temple U, Harper Carraine; Notre Dame, Clay Adams; Pennsylvania, Dr. Leon Levy; Wittenberg College, Howard Kany; Yale, George Avakian & Louis Stone. Foundation board includes, besides Colin and Dr. Levy, Mrs. Millicent McIntosh, pres. of Barnard College; Edward R. Murrow; Dr. Frank Stanton.

Canadian broadcasters seeking to end CBC's one-station policy giving it TV monopolies in Halifax, Montreal, Ottawa, Toronto, Winnipeg & Vancouver are deriving staunch support from political, academic & advertising interests as Royal Commission on Broadcasting tours the Dominion to hear pros & cons. Last week, in Vancouver, faculty group from U of British Columbia urged encouragement of privately-owned stations, while T. H. Goode, M.P., appeared before chairman R. M. Fowler's commission to argue that there should be more competition, notably in his own constituency of Burnaby, which is within the service area of CBC's Vancouver outlet; he even made the statement that Canadian advertisers are spending \$90,000 a month on Rogan Jones' KVOS-TV, Bellingham, Wash. (Ch. 12) because they can't buy time on CBC's CBUT, Vancouver (Ch. 2). In Toronto this week, Assn. of Canadian Advertisers, representing 169 firms which spend about \$40,000,000 a year on advertising, submitted 43-p. brief which demanded end to CBC's self-imposed monopoly in key centers which ACA stated "prevents normal competitive principles from operating." Strongly pro-commercial TV, it asserted that adless TV by CBC on national scale would cost taxpayers at least \$50,000,000 a year, pointed out that 900,000 Canadian homes close to U. S. border are getting competitive services from U. S. stations.

Three applications were filed with FCC for new TV stations this week, bringing total pending to 140 (26 uhf). Application for Ch. 40 in Baton Rouge, La. was filed by group equally owned by 3 broadcasters—Henry B. Clay, chairman of NARTB radio board, exec. v.p. of radio KWKH, Shreveport, La. and KTHV (Ch. 11) & KTHS, Little Rock, Ark., and 15% owner of KTRF-TV (Ch. 5) & KRTE, Lufkin, Tex.; Gilmore Nunn, owner & pres. of grantee WLAP-TV (Ch. 27) & WLAP, Lexington, Ky., and v.p. & 30% owner of grantee WBIR-TV (Ch. 10) & WBIR, Knoxville, Tenn.; Frank R. Smith, pres. & 16.7% owner of WCDA-TV, Albany (Ch. 41) & WCDB-TV, Hagaman, N. Y. (Ch. 29). Other applications were for San Angelo, Tex., Ch. 3, by Jane A. Roberts, who with her husband Cecil Roberts operates 5 midwestern AMs; for Casper, Wyo., Ch. 2, by Los Angeles TV film producer-distributor Harscope Inc. (Burt I. & Irving B. Harris, Don Paul Nathanson). [For details, see *TV Addenda 22-V* herewith.]

**Personal Notes:** Arthur Hull Hayes, pres. of CBS Radio, receives honorary LL.D. June 14 from his alma mater, U of Detroit . . . Royce L. (Verne) Pointer promoted to chief facilities engineer, ABC-TV, N. Y.; Herbert C. Florance promoted to supervisor of maintenance . . . Robert J. Heiss, on announcing staff of WTMJ-TV & WTMJ, Milwaukee, for 22 years, promoted to asst. mgr. of stations . . . Dr. R. L. Freeman, chief engineer of A. C. Nielsen Co., elected a v.p. & coordinator of field, inspection & engineering operations; C. H. Curry promoted to succeed him as chief engineer . . . Wallace Hutton resigns as NARTB promotion mgr. to join legal staff of FCC Office of Opinions & Review . . . Andre F. Rhoads, recently replaced by Bud Abbott, ex-WHAS-TV, as director of public relations for Radio Free Europe, Munich, named director of field operations for Crusade for Freedom, working out of N. Y. . . . Marvin L. Shapiro returns to WCAU-TV, Philadelphia, as national sales mgr. after one year with CBS-TV Spot Sales; E. Gordon Walls promoted to regional sales mgr. . . . Edward J. Meehan Jr., in charge of RCA's AM transmitter sales, joins WCAU, Philadelphia, as mgr. of its new Magnetic Muzak div., taking over Muzak franchise in Philadelphia area Aug. 7 . . . Jack Goodman, news director of KTVT & KDYL, Salt Lake City, wins annual award of U of Utah Men's Press Club for "most significant contribution" to school's journalism dept. . . . Harold F. Mathews promoted to mgr. of radio WDSU, New Orleans, in complete separation of TV-radio operations announced this week by exec. v.p. Robert D. Swezey, who supervises WDSU-TV . . . Jack Rossiter, ex-gen. mgr. of KBMT, Beaumont, named New England sales rep of Screen Gems, Boston . . . Ray Jacobs promoted to production mgr. of KJEO, Fresno, succeeding Jack Shepherd, now KRCA, Los Angeles . . . Arthur W. Arundel, from staff of Sen. Robertson (D-Va.), appointed mgr. of press information, CBS news & public affairs, Washington . . . Allan Finn, from TV press information, named mgr. of CBS Radio press information . . . Wm. Golden, CBS-TV creative director of sales promotion & adv., and Georg Olden, CBS-TV director of graphic arts, presented design awards by N. Y. Art Directors Club . . . Vic E. Baum named managing director of KCKT, Great Bend, Kan., succeeding Les Ware, resigned—FCC having this week approved Ware's purchase of radio KNIM, Maryville, Mo., for \$47,500 (Vol. 12:20) . . . Thomas W. Sarnoff, director of production & business affairs, NBC Pacific Div., elected a director of NBC's wholly-owned subsidiary Kagran Corp.

Manager of Democratic national convention in Chicago Aug. 13-17, will be J. Leonard Reinsch, 47-year-old TV-radio consultant to the committee who is exec. director of the Cox TV-radio stations: WSB-TV & WSB, Atlanta; WHIO-TV & WHIO, Dayton. He becomes asst. to chairman Paul Butler, replacing William Neale Roach, resigned. Reinsch formerly was White House TV-radio advisor and has also aided Adlai Stevenson. He has been prominent in broadcasting industry ever since he organized WHIO in 1934 for Gov. Cox, himself onetime Democratic nominee for President, and has served as pres. of Ohio Assn. of Bcstrs., on NARTB board, as one of drafters of TV code.

New Domestic Radio Facilities Div. has been formed within FCC's Common Carrier Bureau, effective July 1, to handle common carrier radio matters currently under Telephone & Telegraph Divs. Chief will be Arthur A. Gladstone, now chief of Services & Facilities Branch of Telephone Div.

FCC chairman Geo. McConnaughey, speaking June 15 to Md.-D. C. Broadcasters Assn. at Commander Hotel, Ocean City, Md., is expected to discuss allocations decision—if, as anticipated, it's released by then.

Quick approval of T. A. M. Craven as FCC commissioner seemed certain after 8-min. one-man hearing this week conducted by Senate communications subcommittee Chairman Pastore (D-R. I.), at which Craven was only witness. Senate Commerce Committee meets June 13, is expected to recommend Senate approval. At hearing, Pastore asked few questions, drawing from Craven these responses: (1) He will sever all connection with consulting engineering firm of Craven, Lohnes & Culver. He submitted to Pastore list of 45 cases pending before FCC in which his firm handled engineering, but pointed out that only 2 of these are "policy" cases and said he will disqualify himself from participating in any matters involving cases in which his firm played any part. (2) He has "open mind" on allocations, but said: "I realize something has to be done to rectify the existing situation." A Democrat, Comdr. Craven will replace independent Comr. E. M. Webster, whose term expires June 30. Webster hasn't announced plans, but in view of his intense interest in safety & special radio services it's expected he'll remain active in that field—possibly in a govt. or private consulting role.

Details of first daytime Conelrad test—due 4:10-4:25 p.m. EDT July 20—were sent by FCC to all stations last week. Reminder will be sent July 11. Drill requires all TV & FM stations to leave air, while only those AMs broadcasting on Conelrad's 640 & 1240 kc will remain on, transmitting specified announcements. All 4 previous nationwide drills have been after midnight, and hundreds of regional and state tests have been conducted. In Los Angeles last week, subcommittee of House Govt. Operations Committee (Rep. Holifield, D-Cal., chairman) heard representatives of So. Calif. Broadcasters Assn. testify that Conelrad is too slow in view of possibilities of missile attack and too vulnerable because of dependence on telephone lines.

International film exchanges for TV, to be set up in New York and Paris, will be subject of next meeting of about 40 experts from TV countries, to be held in Paris June 13-20 under auspices of UNESCO. Meetings called by Dr. Luther Evans, director-general of UNESCO, will forward plans for stimulating development of TV for promotion of international understanding first discussed at Tangier last Sept. American delegation comprises Frederick Long, program mgr., U. S. Information Agency; James Nelson, mgr. of programming for NBC-TV's new *Project 20*, representing networks; Maurice Mitchell, pres. of Encyclopaedia Britannica Films; Richard B. Hull, TV-radio director, Iowa State College.

Senate voted \$7,828,000 to run FCC for fiscal 1957, adopting Senate Commerce Committee's recommendations (Vol. 12:21). This figure includes \$141,000 for Commission's network study, and is \$28,000 more than sum approved by House—the difference being earmarked to establish new monitoring station near Douglas, Ariz. Because of differences between Senate & House versions, the bill (independent offices appropriations, HR-9739) now goes to Senate-House conference committee, but FCC appropriations (except possibly the \$28,000) are not in danger of being cut.

**Note to subscribers:** If you're going abroad, and want *Television Digest* to follow you, simply advise us—and we'll air mail it to you wherever you wish, with our compliments. Our experience is that it's seldom more than 48 or 72 hours away from our Saturday afternoon mailings (allow 5-6 days for Orient). We'll also be glad to send you a copy of our Jan. 7 Special Report: *Handy Directory of TV Stations in Foreign Countries.*

**Telecasting Notes:** "National TV Festival Week" as huge industry-wide public relations project, at least partially replacing Emmy awards—first proposed by USC assoc. professor of telecommunications Dr. Stuart Hyde (Vol. 12:21)—is further expounded by Dr. Hyde in May 28 *Sponsor*. He suggests first week in March—and says "real point of the week would be to re-do the best program of the year." For an entire week, each show would present its best of the preceding year. Another step in plan would involve "production and release on all available stations of a documentary report, perhaps as much as 3 hours' length, showing via kine a history of the year's great events—political, cultural, athletic—as shown to the nation during the year on TV." "Special awards" committee would be established by TV Academy to grant awards on one basis alone: "significant contribution to the advancement of the art and science of TV" . . . "Impractical," says TV producer Mark Goodson, chairman of special awards study committee of TV Academy, in rebuttal to Dr. Hyde's proposal, also printed in *Sponsor*. Obstacles are almost insurmountable, he says, reasoning that it would be far more practical to make improvements in Emmy award structures and procedures than to replace them with entirely new system and procedure . . . MGM board met this week, reportedly reached no agreement on how to dispose of 770-film backlog of post-1948 features. According to reports, these are among the alternatives: (1) \$50,000,000 offer for all rights from Lou Chesler's Ridgeway Corp. (2) \$35,000,000 limited-rights proposal by NTA. (3) Establishment of MGM subsidiary to handle release of own features to TV. (4) Sale of old color features to NBC for color TV programming on network-owned stations . . . Paramount is willing to sell its backlog of 700-plus features to TV for right price, pres. Barney Balaban indicated at stockholders meeting this week. He revealed negotiations are under way with Eliot Hyman (Associated Artists) to sell *Popeye* cartoon backlog for \$1,500,000. All other Paramount shorts are now in hands

of NTA . . . New high price for feature series: Eliot Hyman's Associated Artists Productions reportedly has priced 26 Warner Bros. features at \$150,000 each for single network run, and another block of 52 at \$75,000 . . . More viewers watching more features on TV: Pulse poll for *Television Age* reveals 88.8% of 1000 New York viewers had watched feature films on TV within month; 46% of the 888 feature viewers are watching more movies on TV than they did year ago; 41.8% watching same amount, 12.1% watching fewer . . . "TV interviews: Publicity Plum for Advertisers" titles article in June 1 *Printers' Ink* advising advertisers on best ways to get bids to appear on TV interview shows . . . Ratings for May, by Nielsen & ARB, show \$64,000 *Question* still No. 1, with *Lucy & Ed Sullivan* runners-up; \$64,000 *Challenge* is 6th in ARB ratings and Nielsen total audience ratings, 5th in Nielsen average audience ratings . . . Unique program series starting June 3 on Westinghouse's KPIX, San Francisco, will explain workings of San Francisco Stock Exchange in particular and basic theory of American economic system in general.

To stimulate public service and educational programming at its 4 TV and 5 radio stations, Westinghouse Broadcasting Co. will make "Lamp of Knowledge" awards annually to winning program managers—offering \$1000 college scholarships for a child of each of 2 top winners, plus one grant of \$500 and two of \$300 to members of winning TV program manager's staff, one of \$500 and one of \$300 to radio program manager's staff. Judges will be Don McGannon, WBC pres.; Richard Pack, v.p. for programming; Wm. Kaland, national program mgr. Major program projects cover American history, mental health, the teacher, America's need for more scientists & engineers.

Educational TV & Radio Center, Ann Arbor, operating under \$6,000,000 Ford Foundation grant for 1957-59, plans new \$200,000 building of own, due for Oct. 1 occupancy.

**F**IRST INDEPENDENT TV film producer to venture into field of station ownership is Guild Films Co. Inc., which on May 31 was listed for trading on American Stock Exchange and in which moving spirits are pres. Reuben R. Kaufman; George J. DeMartini, director, partner of Cohen, Simonson & Co., N. Y. stockbrokers; David Van Alstyne Jr., director, partner of Van Alstyne, Noel & Co., stockbrokers, chairman of Sonotone Corp. and a director of American Electronics Inc. and of Servomechanisms Inc.; John F. Stang, director, owner of Stang Tank Line and Nash agency, Menominee, Wis.

\$6720. Total assets of TV are placed at \$535,099, liabilities \$179,515 notes due RCA, more than \$100,000 notes due stockholders, \$35,000 bank loan. Capital includes \$80,000 common stock, \$70,000 donated surplus, \$48,000 invested by radio WMAM in TV operation, AM outlet's surplus of \$37,000—purchasers acquiring the 800 outstanding shares for \$287,500 cash and assuming liability for \$109,000 notes to stockholders, \$50,000 due Walker, \$23,000 due Mackin, other smaller notes—plus the \$179,515 due RCA.

Guild Films in fiscal year ended last Nov. 30 grossed \$6,279,123, earned \$182,445, listed total assets of \$5,426,932, capital surplus of \$1,978,267, earned surplus of \$172,953. In quarter ended Feb. 29, it earned \$35,655 (3¢ a share). Reub Kaufman is 7.5% stockholder, Stang 3.2%, DeMartini 3%, Van Alstyne 1.6%, firms of latter two also owning 8500 & 15,628 shares respectively.

James J. Seward, CBS Radio administrative v.p., tax attorney C. Leo DeOrsey and others increase their holdings in Person to Person Inc., the Edward R. Murrow program company, as result of sale of the nearly 50% stock held by producers John A. Aaron & Jesse Zousmer. They stay with show another year but will also produce for other networks.

Ziv-TV claims its sale of *Cisco Kid* and *Mr. District Attorney* series to JOKR-TV, Tokyo, is "initial beachhead" by a U. S. production firm in Japanese TV which, reports Ziv international div. chief Ed Stern following recent trip, is flourishing with 250,000 sets-in-use now and 20,000 per month being added.

Guild Films, originally formed as a cooperative film producing & syndicating concern owned by its station subscribers, has purchased WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11) with radio WMAM (570 kc, 250-D, 100-N, NBC) for \$287,500 cash plus assumption of more than \$350,000 obligations. Sellers are pres. Wm. E. Walker, 50% owner and a 2.2% stockholder in Guild Films; gen. mgr. Joseph D. Mackin (23.3%); 8 other stockholders, none more than 7%. Walker retains his minority interests in radios WBEV, Beaver Dam, Wis. & WRRR, Rockford, Ill., presumably also remains as a director of Guild Films.

FCC application and balance sheet indicate station, NBC affiliate, founded in Aug. 1954, has "experienced difficulty in establishing itself on sound economic basis" and has been "somewhat limited in its ability to carry or produce high quality film and local programming." Purchasers propose to increase film use and widen program scope.

March 31 balance sheet shows TV station had \$11,543 operating loss in first 3 months of 1956 while radio earned

**Network Accounts:** Admiral buys 520 partic. on NBC-TV's *Today* and *Tonight* at cost of \$2,500,000—one of biggest orders ever placed by a single advertiser on the 2 shows, thru Russel M. Seeds, Chicago. Spots will start this summer, run for one year . . . General Foods to sponsor *Adventures of Hiram Holliday*, starring Wally Cox, on NBC-TV starting Oct. 3, Wed. 8-8:30 p.m., thru Young & Rubicam . . . Reynolds Metals to sponsor Screen Gems' *Circus Boy* on NBC-TV starting Sept. 23, Sat. 7:30-8 p.m., thru Buchanan & Co. and Clinton E. Frank . . . Mogen David Wine to sponsor *Treasure Hunt*, new giveaway program with prizes up to \$25,000, as replacement for *Dollar a Second* on ABC-TV starting Sept. 7, Fri. 9-9:30 p.m., thru Weiss & Geller, Chicago . . . Lever Bros. will be alt. sponsor (with Campbell Soup) of *On Trial* on NBC-TV starting in fall, Fri. 9-9:30 p.m., thru BBDO . . . General Cigar takes over full sponsorship of *National Bowling Champions* on NBC-TV Sun. 10:30-11 p.m., following Procter & Gamble's dropout as alt. sponsor, thru Young & Rubicam . . . Armour to be alt. sponsor (with Kleenex & Delsey Tissues) of Danny Thomas' *Make Room for Daddy* on ABC-TV starting in fall, Mon. 8-8:30 p.m., and bought 45 partic. on Arlene Francis' *Home* on NBC-TV starting in fall, thru N. W. Ayer, Chicago . . . Warner-Lambert (Richard Hudnut's Quick home permanents) and Lucky Strike to sponsor *Adventure Theatre*, series of films made in England, as summer replacement for *Your Hit Parade* on NBC-TV starting June 16, Sat. 10:30-11 p.m., thru Kenyon & Eckhardt and BBDO . . . Whitehall Pharmaceutical to be alt. sponsor (with Purex) of *Ford Theatre* reruns on NBC-TV this summer, Sat. 9:30-10 p.m., thru Ted Bates & Co. . . Sperry & Hutchinson (S&H Green Trading Stamps) and Sunbeam each buys one-sixth of *Perry Como Show* on NBC-TV starting in fall, Sat. 8-9 p.m., Sullivan, Stauffer, Colwell & Bayles and Perrin-Paus Co. . . Simoniz to sponsor 15 min. per week of *Johnny Carson Show* on CBS-TV starting in July, Mon.-thru-Fri., 2-2:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Pharmaceuticals to sponsor new giveaway show, *Twenty-one*, starting in fall, network undetermined, thru Edward Kletter & Assoc. . . Campbell Soup buys 15 min. of *Howdy Doody* on NBC-TV for Nov. 17, Nov. 24 & Dec. 1 programs only, Sat. 10-10:30 a.m., thru Grey Adv.

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Advertising costs have risen 20% since 1950, says detailed 12-p. report in June 8 *Printers' Ink* which concludes that for every \$100 that national advertisers put into major media in 1950 they now have to invest \$120 to reach same audience, \$137 to maintain same schedules, \$186 to meet cost increases plus shifts in media schedules by competitors (principally into TV). This is the 1950-56 trend for 8 media, as revealed in indexes in the report:

	Cost	Audience	Cost per 1000
Magazines	+ 37%	+ 9%	+26%
Newspapers	+ 28	+ 6	+20
Network Radio	- 44	- 45	+ 2
Spot Radio	- 8	- 34	+21
Network TV	+174	+326	-36
Spot TV	+361	+326	+ 8
Outdoor	+ 32	+ 30	+ 2
Business Publications	+ 51	+ 18	+28

List of 100 leading spot TV advertisers for 6 months ended March 31, combining 2 quarterly reports which we digested and published separately (Vol. 12:15 & 19), is available from TvB.

Air Force names Ruthrauff & Ryan to handle its recruiting account for third straight year starting July 1.

**ADVERTISING AGENCIES:** Richard L. Eastland named mgr. of Campbell-Ewald's new Hollywood office at 1750 No. Vine, with TV-radio production staff continuing to headquarter in Tishman Bldg. under R. C. Francis, v.p. in charge of Pacific Coast operations . . . John A. Thomas, ex-media director & plans board member of C. J. LaRoche & Co., joins Benton & Bowles as v.p. & account supervisor . . . Doris A. Weininger, ex-MBS, named TV-radio mgr., Milton Riback Adv., N. Y. . . James Christopher, partner in Hill & Christopher Adv., Los Angeles, elected pres. of So. Cal. Advertising Agencies Assn. . . Alan Savage appointed TV-radio director, Cockfield-Brown Ltd., Ottawa.

Highest hourly rate in TV is new one posted as of June 1 for WRCA-TV, N. Y.—jumped from \$8400 to \$9200 for Class AAA time (10:30-11 p.m. daily, 6-7:30 p.m. Sun.); at same time Class AAA 20-sec. station breaks went up from \$2050 to \$2300. CBS flagship WCBS-TV upped to \$8000 Class AA hour last April 1, its 20-sec. becoming \$2000. Other station rate increases newly reported: KMTV, Omaha, has raised base hour from \$800 to \$900, min. \$200 to \$225. WMCT, Memphis, has raised hour from \$800 to \$900, min. \$160 to \$180. WREC-TV, Memphis, has raised hour from \$800 to \$900, min. \$160 to \$175. KFSD-TV, San Diego, has raised hour from \$800 to \$850, min. \$160 to \$170. KRNT-TV, Des Moines, has raised hour from \$650 to \$700, min. \$130 to \$160. WDBJ-TV, Roanoke, Aug. 1 raises base hour from \$450 to \$600, min. \$90 to \$140. WNEM-TV, Bay City-Saginaw, Mich. June 12 raises hour from \$500 to \$575, min. \$100 to \$115. KTVR, Denver, has raised hour from \$400 to \$500, min. \$80 to \$100. KVTY, Sioux City, Ia. has added Class AA hour (7-10 p.m. daily) at \$425, min. at \$100, Class A hour remaining \$350. WEHT, Henderson, Ky.-Evansville, Ind. Sept. 1 adds Class AA hour (7-10 p.m. Mon.-Sat. & 6-10 p.m. Sun.) at \$400, min. at \$80, Class A hour remaining \$300. WCTV, Thomasville, Ga.-Tallahassee, Fla. has raised hour from \$200 to \$250, min. \$40 to \$60. WTOK-TV, Meridian, Miss. has raised hour from \$200 to \$250, min. \$40 to \$50. WEAT-TV, W. Palm Beach, July 1 raises hour from \$200 to \$225, min. \$36 to \$45.

Colgate-Palmolive, having cancelled partic. on NBC-TV's *Howdy Doody*, *Feather Your Nest* & *Modern Romances*, returns to CBS Radio this fall after year's absence with purchase of 10 partic. on *Backstage Wife*, *Our Gal Sunday*, *Second Mrs. Burton*.

Florida Citrus Commission allots \$1,571,000 to TV out of \$3,050,000 ad budget in 1956-57 season, thru Benton & Bowles. Next highest allotment is to magazines & Sun. newspaper supplements, \$532,000.

Wesson Oil buys Vitapix-Hal Roach series *Blondie* for 65 major markets in Class A time periods starting in Oct., thru Fitzgerald Adv., New Orleans.

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John E. Pearson rep firm expands West Coast operations, moving both San Francisco and Los Angeles offices. B. P. (Tim) Timothy, ex-Free & Peters and Avery-Knodel, is in charge of new San Francisco office at 58 Sutter St. (Douglas 2-7159), also continuing as pres. of radio KMBY, Monterey, Cal. David Cassidy has been moved from N. Y. headquarters to take charge of Los Angeles offices at 3242 W. 8th St. (Dunkirk 5-5084), replaced in N. Y. by F. A. (Mike) Wurster, ex-BBDO & WABD.

New reps: KOVR, Stockton, Cal., to Avery-Knodel (from Blair); WDXI-TV, Jackson, Tenn., to Headley-Reed (from Burn-Smith); WDBO-TV, Orlando, Fla., to Hoag-Blair (from Blair).

Avery-Knodel rep firm names George A. Stevens, ex-Petry, Chicago, to head Dallas offices, moved to Fidelity Union Life Bldg. (Prospect 7330).

**N**ORTHERN MISSISSIPPI'S first TV outlet goes on tests this week end—WCBI-TV, Columbus, (Ch. 4)—even as one more uhf prepared to quit the air, another to resume operation and still another postponed resumption. Station quitting is WICA-TV, Ashtabula, O. (Ch. 15); station resuming is WTRI, Albany-Schenectady-Troy (Ch. 35); station postponing resumption is WGMT, Adams, Mass. (Ch. 19).

WCBI-TV plans program debut July 13, carrying CBS & NBC via microwave from Meridian, using 5-kw RCA transmitter in new TV-radio studio-transmitter building, 500-ft. Andrews tower, 5-bay antenna. Nearest other station is WTOK-TV, Meridian (Ch. 11), 80 mi. distant. Owner is Birney Imes, publisher of *Columbus Commercial Dispatch*, also owner of radio stations in Columbus, Tupelo, Granada, Meridian. Bob McRaney, from radio WCBI, is gen. mgr.; Chris Everson, also WCBI, station mgr.; W. W. Whitfield, sales mgr.; Tom McFerrin, chief engineer. Base hour is \$150. Rep is McGillvra.

WICA-TV, Ashtabula, quits air June 16 after nearly 3 years, v.p.-gen. mgr. John A. Colin stating: "We're handcuffed on further operation until the national situation with regard to uhf is decided in Washington." Difficulty in obtaining advertising and cutback in availability of uhf-equipped receivers were blamed. Rowley interests, who own radio WICA and publish *Ashtabula Star Beacon* and other Ohio newspapers, are retaining CP until uhf future clarifies.

Ashtabula uhf is 60th to quit air—but 2 more uhf plan returns. Albany area's WTRI, which left air Jan. 31, 1955 (Vol. 11:6) when it lost CBS affiliation to WROW-TV (Ch. 41), resumes programming June 15, joins ABC July 1. Gen. mgr. for Stanley Warner theatre interests, which bought out Col. Harry Wilder's 50%

(Vol. 12:13, 17), is William Riple. Base hour will be \$400. Rep is Venard, Rintoul & McConnell.

WGMT, Adams, Mass. had planned to resume in July after going off air last Feb., when high winds destroyed tower & antenna (Vol. 12:9), has changed target to late summer or early fall because of construction difficulties, reports gen. mgr. Wm. P. Geary. Big problem is tower that can withstand vagaries of weather atop Greylock Mt., as well as drilling for foundations in solid granite. Bids are now in for new tower.

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

WBIR-TV, Knoxville, Tenn. (Ch. 10) has started construction of 704-ft. Ideco tower and plans to install 12-bay RCA antenna about July 10, aiming for July 15 test patterns, Aug. 1 start with CBS, reports v.p. & 30% owner Gilmore Nunn, who also owns 51% of radio WLAP, Lexington, which has CP for Ch. 27. Transmitter house is ready for 50-kw RCA unit, which arrived in May. John P. Hart, pres. & 10% owner, will be gen. mgr. Other owners with 30% each are Hulbert Taft newspaper family, operators of WKRC-TV, Cincinnati & WTVN-TV, Columbus, and Robert L. & Martha Ashe. It will be city's 3rd TV—WATE (Ch. 6) & WTVK (Ch. 26) having started in Oct. 1953. Base hour will be \$600. Rep will be Katz.

KUAM-TV, Agana, Guam (Ch. 8) plans July 15 test patterns, Aug. 1 start with NBC, reports pres.-gen. mgr. Harry M. Engel Jr. Kay Lab package, including 150-watt Adler transmitter and Prodelin antenna, is due to arrive in Guam July 1. Construction of transmitter house is to be completed June 20, and antenna is to be installed July 10 on 300-ft. tower from Tower Construction. Claude Turner will be chief engineer, with H. Richard Maguire, from radio KUAM, to be managing director, and Donald Brown, also KUAM, operations mgr. Base hour will be \$120. Rep. will be Adam Young.

**U**NCONTESTED UHF GRANT for Brownwood, Tex. and vhf educational CP for Milwaukee were awarded by FCC this week. Ch. 19 grant for Central Texas community went to Dallas real estate dealer O. L. Nelms, who also holds CP for Ch. 9 in Flagstaff, Ariz. and is applicant for channels in Alpine and Victoria, Tex. Ch. 10 educational grant was awarded to Milwaukee Board of Vocational & Adult Education (Wm. F. Rasche, dir.).

In an unusual case, examiner J. D. Bond favored WVMI over WLOX in "second initial decision" for Ch. 13 in Biloxi, Miss. WVMI had also been chosen in first initial decision by examiner Harold L. Schilz (no longer with Commission) in July 1954 (Vol. 10:28), but FCC decided Schilz had erred in excluding pertinent testimony, ordered further hearing and new initial decision (Vol. 11:9). In latest decision, Examiner Bond chose WVMI on basis of past performance in broadcasting, character qualifications of principals and proposed programming.

Commission received petition for allocation change by prospective applicant KPQ, Wenatchee, Wash., which asked that Ch. 12 be moved to Wenatchee from Coeur d'Alene, Ida. and replaced by Ch. 29.

Experimental Ch. 70 uhf translator, of type authorized by FCC (Vol. 12:21-22), is sought in application for Bracketville, Tex., filed by Richard R. Hayes, San Antonio.

RCA shipped additional live color cameras June 4 to WTMJ-TV, Milwaukee, and June 7 to NBC Brooklyn studios.

ABC-TV's affiliation of XETV, Tijuana, Mex. should be permitted to stand, FCC examiner Herbert Sharfman stated this week in initial decision recommending denial of protests filed by San Diego's KFMB-TV & KFSD-TV. Essence of decision: "Protestants' stations now have primary affiliations, one with CBS and the other with NBC. ABC is therefore unable to obtain clearance over protestants' stations for many of its programs. A grant of the application would serve the public interest (a) by enabling the San Diego area public to receive more network programs at the correct time, not only from ABC, but from NBC and CBS as well; (b) by improving ABC's ability to compete with the other networks in the San Diego market, in the West Coast regional market, and upon a nationwide basis; and (c) by serving to stimulate the interchange of programs between Mexican and U. S. stations . . . There is no basis for concluding that XETV, licensed by a friendly foreign govt., may not compete freely and lawfully with stations licensed by the U. S. across the border for the dollars of U. S. advertisers. Nor do protestants appear to be under any restriction from competing with XETV for the business of Mexican advertisers . . . XETV, though aiming its efforts at San Diego, does not hold itself out to be anything that it is not. It is obvious to any intelligent person in the San Diego area (and to anyone lacking the requisite intelligence it would make no difference), as well as to prospective sponsors everywhere, that a station whose call letters begin with X is a *Mexican* and not a U. S. station."

**Color Trends & Briefs:** RCA's 10-set color line, introduced this week at Miami Beach convention (p. 1), contains 3 chassis—"Special," "Super" & "Deluxe." All are 21-in., have 254-sq. in. of "viewable picture." Some 80-90% of all circuitry is on printed boards. Both the color line and the 25-model black-&-white series will be promoted as "Spectacular" line and advertised as "TV originals by RCA Victor, America's first choice in TV."

Lowest-price color model is called Aldrich, a \$495 table model in mahogany or blonde, with 23 tubes, 2 crystals and 4 rectifiers. It's \$200 below RCA's lowest in old line. Other new models are Stanwyck, a mahogany or blonde console at \$550; Westcott, open-face mahogany or blonde console, \$595; Dartmouth, mahogany, blonde or walnut console, \$650; Whitby, open-face mahogany or blonde tropical, \$695; Asbury, open-face mahogany, natural walnut or blonde tropical, \$750; Chandler, full-door mahogany or natural walnut, \$795; Strathmore, full-door French walnut or bleached birch, \$795; Arliss, full-door mahogany, \$850; Wingate, full-door maple & French walnut, \$850.

Robert A. Seidel, exec. v.p. for consumer products, commented: "Development by RCA engineers of a totally new color TV chassis, which utilizes an array of technical advances adapted to the latest production techniques, makes possible the introduction of the \$495 color set. These receivers were conceived to create a volume business and to provide the public with budget-priced color sets featuring top-quality performance and stability. We are convinced that this new merchandise opens the door to the public's realization that color TV, pioneered and developed by RCA, has arrived . . ."

"Vast and far-reaching strides have been made during the past year by RCA in the design and production of color TV chassis. These chassis have undergone the most extensive of field tests and in-home checks and we are convinced that they will provide the industry with a 'backbone' receiver just as did the original RCA Victor 630-TS black-&-white chassis which became the industry's first mass-produced table model set in 1947."

**I**MRESSED by U. S. color demonstrations but still faced with knotty problem of whether European nations should adopt compatible systems or incompatible "unified" system, editor Georges Hansen of European Broadcasting Union's official *E. B. U. Bulletin* reports in May-June issue on recent color demonstration tour which took color study group of International Radio Consultative Committee (CCIR) to U. S., France, Britain & Netherlands (Vol. 12:10).

As for NTSC system, Hansen was particularly impressed by demonstrations staged for the international group by Hazeltine last March. Though finding minor defects in system, he called it a "noteworthy solution" to color problem in U. S., and hailed "prodigious efforts of the NTSC" in developing system "which permits transmitting, in a 6-mc channel similar to that used for monochrome, a color picture with a very acceptable definition and colorimetric quality, and which, in addition, may be received in monochrome on all existing receivers."

In addition to viewing NTSC system, group saw these color systems and techniques demonstrated: (1) French "Henri de France" line-sequential system developed by RVB-Radio Industrie. (2) French dot-sequential "double signal" system developed by Laboratoires d'Electronique et de Physique appliquees. (3) French "simultaneous" system developed by M. G. Valensi. (4) BBC version of

## Network Color Schedules (June 11-25, 1956)

June 11—NBC: *Matinee Theatre*, 3-4 p.m.  
 June 12—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.  
 June 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.  
 June 15—CBS: *Bob Crosby Show*, 3:30-4 p.m.  
 June 16—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 June 17—NBC: *Zoo Parade*, 5-5:30 p.m.; *The Sunday Spectacular*, "Bob Hope Show," 7:30-9 p.m.  
 June 19—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Bob Crosby Show*, 3:50-4 p.m.  
 June 20—NBC: *Matinee Theatre*, 3-4 p.m.; *This Is Your Life*, 10-10:30 p.m.  
 June 21—NBC: *Matinee Theatre*, 3-4 p.m.  
 June 22—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.  
 June 23—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 June 24—NBC: *Zoo Parade*, 5-5:30 p.m.  
 June 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Happy Birthday," 8-9:30 p.m.

Paramount demonstrated sets using Lawrence color tube after annual stockholders meeting in N. Y. this week, and pres. Barney Balaban reiterated assertion that set could be produced to sell for less than \$400. He said he's hopeful that manufacturing difficulties can be overcome this year, while v.p. Paul Raibourn stated that some set and tube makers are interested, declining to identify them. Two 21-in. and one 22-in. sets put together by subsidiary Chromatic TV Labs were shown.

New service contract series for color sets, announced at RCA's Miami Beach distributors convention this week by RCA Service Co. pres. E. C. Cahill: (1) One-year all-coverage unlimited service—\$99.50. (2) Installation and unlimited service for 90 days—\$69.95 plus \$7.50 for calls after 90 days for following 9 months. (3) Installation and unlimited 90-day service—\$39.95.

Color set remote control unit, first of kind, will be offered by RCA at \$90, designed to cover all tuning functions.

Ten local live color shows weekly have been scheduled by WBEN-TV, Buffalo.

NTSC system for 405-lines. (5) EMI demonstration of NTSC system adapted for 625 lines. (6) Two versions of NTSC-type 625-line system by Philips of Eindhoven.

At U. S. demonstrations, delegates saw RCA shadow-mask tube, GE post-acceleration tube and Philco beam-indexing ("apple") tube. Said Hansen: "It was only at Eindhoven that [we] were able to see the Chromatic TV Chromatron [Lawrence tube]." Also at Eindhoven, Philips showed RCA color tubes, a Lawrence-type tube made by Philips and a Philips-made tube using principles of GE's post-acceleration tube, as well as a demonstration of Philips' color projection system. In his evaluation of the color displays, Hansen said: "Among the 3-color tubes presented, the beam-indexing tube ["apple"] gave us the clearest picture with the fewest defects, [but] it is prudent to add that the conditions of observation made it scarcely possible to form a definite opinion."

The color choice facing western Europe, Hansen sums up, is between unity and compatibility—should there be a single color system for Europe [in the uhf band] or should each country adopt a system compatible with its own black-&-white system? He recommends 2 studies: (1) To determine to what extent it would be possible to establish in Europe networks of compatible color transmitters "without the interference caused or suffered by the color sub-carrier becoming intolerable." (2) To determine feasibility and cost of setting up European color TV networks in uhf band using single common (and incompatible) system.

He urges that west European countries pledge not to take any unilateral action "which might compromise the adoption of common standards of color TV" in uhf band.

**OMINOUS PORTENTS IN BLACK-&WHITE MARKET:** Whether or not you agree with opinion of Emerson's Ben Abrams that RCA's newly announced under-\$500 color receiver will have a "devastating" effect on black-&-white sales this fall, there's no denying fact that some disturbing symptoms are building up at all levels of industry -- and their impact on summer-fall selling seasons may be far more adverse than first realized.

TV inventories on May 1 totaled 2,400,000 -- highest on record since retail statistics were first compiled by industry in 1952. Granted that some of inventory buildup may be seasonal, hidden danger this year is that much of that stockpile represents sets produced by companies which have left TV or are re-examining their future in TV. If these sets cannot be absorbed through regular channels, widespread liquidation and cut-price dumping could become serious problem this summer.

Sales of higher-priced higher profit receivers have been steadily declining since first of year, influenced mainly by growing emphasis on portables and to a lesser extent by color. RETMA's retail statistical service shows combined sales of 24 & 27-in. receivers fell from 10% of all retail sales in Feb. to 9% in March and to only 5% in April. Similarly, sales of 21-in. consoles in first 4 months of 1956 accounted for 33% of all industry sales, down from 38% in same period of 1955. Best guess is that the higher-end units will continue to decline.

Accent continues to be on portables, RETMA figures showing that portable sets -- predominantly GE's 14-in. -- accounted for 17% of industry's retail sales in the first 4 months. Their success seems assured, but question is what size portable will be the most successful. Manufacturers apparently are placing biggest reliance on 14-in., which has already clicked, and are putting lighter mix on smaller-screen portables (8½, 9 & 10-in.). Set maker's dilemma is that a production run of at least 200,000 is regarded as minimum to liquidate tooling investment; for retailer, portables spell even lower profit markups, placing premium on volume.

Finally, there's under-\$500 color -- to be available this fall from RCA at \$495, from Admiral at \$499.95 and from several other manufacturers at "competitive" prices. Will the consumer, seeing these price tags, pass up a black-&-white set to buy color instead, or will he postpone any purchase at all in the expectation that color soon may be \$400, then \$350, then \$300?

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RCA's line of 10 color and 25 black-&-white receivers, introduced this week (see p. 1), may or may not justify pre-convention buildup of "revolutionary." Much has been left unsaid publicly, and details of merchandising program -- the steam RCA plans to put behind its selling thrust, especially color -- are yet to be revealed. Enthusiasm among distributors at Miami convention is reported to have run high, and RCA spokesmen say they backed up their enthusiasm with substantial orders for both color and black-&-white receivers.

GE's line was shown to distributors last week at Louisville. Details will be revealed June 15, and line will be shown to dealers at furniture marts in Chicago starting June 18. Line consists of 18 black-&-white and 3 color sets, latter priced "competitively." Seven of the monochrome models are portables, including 9, 14 & 17-in. GE has discontinued suggested list prices, but spokesman said that all monochrome consoles will be sold "from below \$250 to well below \$300." The 9-in. set, weighing less than 13 lbs. and shown to press in March (Vol. 12:11-12), probably will retail for less than \$100 when it hits market in the fall.

GE is aiming for 18% of the TV market this year, which could mean No. 1 rank in industry, or at least mean close runner-up to RCA. Inspired by success of GE's 14-in., a spokesman remarked to us: "We know that we're very close to No. 1 right now in unit sales." GE's production run this year reportedly calls for at least 1,200,000 own-brand sets, plus 200,000 for Hotpoint.

**Appliance Trends:** The major appliance industry, like TV-radio, is faced with high inventories as one of its most pressing problems. With exceptions of room air conditioners and freezers, retail sales of major appliances thus far this year have fallen considerably below optimistic predictions. As result, layoffs have become widespread. Frigidaire, Airtemp, Maytag, Roper, Gibson & Youngstown-Kitchens are among major manufacturers which have furloughed employes and cut back production in effort to reduce stockpiles of appliances. And, to carry parallel with TV further, there have been mergers and acquisitions in appliances, too. Most recent was the purchase of Deepfreeze goodwill, assets & chest freezer machinery by Amana.

**'Tinkertoy' Set:** Emerson's long-awaited Tinkertoy, or modular design TV sets will be introduced to distributors at series of regional meetings starting later this month. Pres. Benjamin Abrams told us that a single Tinkertoy chassis will be incorporated into 17 & 21-in. sets, both table models and consoles. Such sets will be priced somewhat higher than comparable models at outset in order to absorb some of the production costs, but Abrams expects price to come down later.

**Production:** TV output fell to 94,578 week ended June 1, reflecting Memorial Day holiday, compared to 117,767 for preceding week and 115,373 week ended May 18. It brought production for first 5 months to about 2,860,000, as against 3,400,000 in same period year ago. Radio production totaled 208,224 (60,477 auto) week ended June 1, compared to 283,306 preceding week and 255,193 week before. For 5 months, radio output was 5,850,000, as against 5,670,000 in corresponding period of 1955. Official 4-month production was placed at 2,394,264 for TV, 4,525,225 for radios.

**Retail Sales:** A 10% decline in retail sales of TV sets in first 4 months below the corresponding period of 1955 is reported officially by RETMA -- confirming our earlier indications. TV sales in first 4 months totaled 2,036,808, slightly more than 10% below 2,355,740 in first 4 months year ago. April sales totaled 347,630, as against 544,411 in 5-week March and 411,748 in April 1955. Radio sales in first 4 months, excluding auto sets, went up to 1,984,915 vs. 1,609,182 in same period year ago. April sales were 471,913 vs. 527,649 in March and 367,841 in April 1955.

**Trade Personals:** John D. Campbell, gen. mgr. of Canadian Westinghouse consumer products group, elected pres. of RETMA of Canada, succeeding Carl A. Pollock, pres. of Dominion Electrohome Industries; J. S. Kingan, Canadian Marconi, elected v.p. & chairman of receiver div.; J. R. Longstaff, International Resistance Co., v.p. components div.; J. C. R. Punchard, Northern Electric Co., v.p. electronics div. . . . Harold S. Geneen resigns as v.p. and controller of Jones & Laughlin Steel Corp., Pittsburgh, elected exec. v.p. of Raytheon . . . Walter S. Bopp promoted to sales mgr. of Avco international div., N. Y.; George Kende named mgr. of licensing developments; E. V. Stirbis mgr. of European operations; W. S. Rolston, mgr. for Latin America; R. M. Norris, mgr. for South America . . . Edmund B. Barnes promoted to Kelvinator gen. sales mgr. of household appliances; James W. Keupting promoted to mgr. of sales operations . . . Charles A. Burton, gen. sales mgr. of Sylvania lighting div., appointed mid-west regional sales v.p. for all products, headquartering in Melrose Park, Ill. (Chicago) . . . Anthony Cascino resigns as Crosley-Bendix marketing director to become marketing director of International Mineral & Chemical Co., Chicago . . . W. R. McAllister, with Capehart-Farnsworth for 17 years prior to setting up Rubinger-McAllister Corp. as company's N. Y. regional merchandiser few months ago, appointed field sales mgr. of Capehart Corp., renamed by new owners Ben Gross Corp. . . . Paul H. Eckstein resigns as gen. mgr. of TV-radio div., Lion Mfg. Co., which is discontinuing all TV operations to concentrate on coin-machine business . . . Albert Friedman, onetime Olympic Radio sales v.p., resigns as Olympic's merchandising consultant . . . Bernard Bernstein appointed chief engineer of

tube div., Central Electronics Manufacturers Inc. . . . C. Arthur Foy upped to sales promotion mgr., Ampex Corp. audio div., Redwood City, Cal. . . . Henry J. Morley, ex-Canadian GE & Bendix Aviation, named mgr. of Clarostat's plant at Dover, N. H., reporting to mfg. director Walter J. Mucher . . . J. M. Slayton, ex-O'Bannon Bros., Little Rock, named DuMont southeast district mgr., headquartering in Little Rock and reporting to regional mgr. James Shackelford . . . Frank Fesenden, ex-Eastman Kodak, named Stromberg-Carlson director of technical training . . . George A. Svitek appointed national service mgr., GE communication equipment section, reporting to H. N. McNeill, mgr. of product service.

Newsman's news: Oliver Read, asst. publisher of *Radio & Television News*, promoted by Ziff-Davis to publisher of its electronics group, which also includes *Popular Electronics* and *Hi-Fi Annual* . . . Paul J. Carnese promoted to business mgr. of Caldwell-Clements' *Mart and Technician & Circuit Digests* . . . Edward E. Grazda, editor of *Electronic Design*, elected president of N. Y. Business Paper Editors Association.

Institute of Appliance Manufacturers elects these new officers: pres., Leonard Raulston, U. S. Stove Co.; exec. v.p., F. O. Guthrie, Newark Stove; secy.-treas., Earle B. Kaufman, Boston Stove Foundry Co.

George H. Clark, 75, wireless pioneer who joined RCA at its formation in 1919, coming over from British Marconi, died at his N. Y. home June 3. He was historian of RCA from 1931 until his retirement in 1945. Surviving are son & daughter.

**INDUSTRY REACTIONS to the RCA announce-** ment of a \$495 color set, as gauged by our own canvass of leaders, would seem to reflect general agreement that the market will be stimulated but disagreement as to extent of the stimulus. There was an apparent inclination to pursue attitude of let's-watch-the-market-for-awhile before embarking on any ambitious program of color set production, and there were some expressions of misgiving about what the surge of color promotion will mean to an already depressed black-&-white market (p. 11).

Said Motorola v.p. Edward R. Taylor: "We believe the RCA action will provide a stimulus to color sales, but we don't believe the market will mushroom by any means. It's a long uphill pull, and surely a profitless one at present prices." He indicated Motorola will go "very light" in quantity of color output this year. Its new set will be shown at distributor convention in Chicago June 21.

Said Edward J. Kelly, v.p.-gen. mgr. of Westinghouse TV-radio div.: "We had expected a \$495 price tag from RCA ever since Admiral came out with its \$499 price. I don't believe that \$500 or any other price is a magic number, however, and it remains to be seen whether it will open up a new market. A lot depends on the availability and terms of credit which will be extended to dealers and to consumers for these sets. A lot also depends on the amount of programming that will go along with it." Westinghouse is now producing 22-in. rectangular color sets, he said, and these will be priced "competitively." They will be shipped to distributors by July 1, though price may not be announced by then.

Emerson pres. Benjamin Abrams expressed belief that any advances color makes from now on will be "to the further detriment of black-&-white." Emerson has revised its 1956 production plans downward from original 20-25,000 estimate. "We cannot make any money on color at these prices, and so we will try to lose as little money as possible," he said. Nevertheless, he believes that RCA's action, combined with more programming, will stimulate color market to the point that an estimate of 300,000 color sales this year appears to be more realistic than 150,000.

Jack Beldon, marketing mgr. of GE's TV div., said it was too early to predict impact of RCA's plans. GE will announce details of its 3 color sets June 15, will show them to dealers at Chicago furniture marts starting June 18. As to pricing, Beldon said: "We will be competitive in price with any major set maker, period." A GE spokesman later said company plans to go "very slowly" on color this year.

An Admiral spokesman called attention to fact his company had previously announced \$499.95 price and \$100 annual service contract—set to be shown at this month's Chicago convention of distributors. He said color will be pushed vigorously but added that he stands on pres. Ross Siragusa's previous statement that color will be evolutionary, not in the pattern of black-&-white, and that RCA's announcement doesn't alter that view.

Philco declined comment, but it's good speculation that its color sets, to be shown at Philadelphia convention June 18-19 won't be priced as low as \$495. Its lowest color price currently is \$795, and it's believed a \$300 drop would be too precipitous. A \$595 price tag seems to be the realistic approach, which could be lowered by \$100 by time of fall selling season. Still "sold" on its own "apple" set development, which has won considerable technical acclaim but which is not ready for commercial production, Philco word is "go slow" on current production of color.

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NARDA's managing director A. W. Bernsohn was quite optimistic. "RCA's action," he said, "should open up the market considerably and speed the day when color represents a substantial portion of our total sales." But he doubted whether the price reduction would change the attitude of many dealers toward color, saying he felt they will continue to sell "from the warehouses of distributors" until a mass market is created—in other words, they will buy only floor samples.

It's Bernsohn's view that it is unfair to analyze color sales thus far—variously estimated in the trade at up to 40,000—"because we haven't had the right combination of a good buying season, extensive color programming and relatively low receiver price." He thought all 3 factors will be working in combination this fall.

**DISTRIBUTOR NOTES:** Admiral appoints South Bend Electric Co. Inc., 439 E. Colfax Ave., South Bend (George R. Lininger, pres.) . . . Sylvania appoints Major Appliance Distributors Inc., Charlotte (Jack Trexler, v.p.-gen. mgr.), replacing Walker Martin Inc., now GE outlet . . . Bendix Radio appoints new Schell-Munday, Amarillo (Carl R. Schell & Lowell Munday, owners) . . . Whirlpool-Seeger appoints King's Appliances & Electronics Inc., Savannah (Jack King, pres.); Brennan Appliance Distributors Inc., Detroit (Warren E. Brennan, pres.); Sidles Co., Omaha (Harry B. Sidles, pres.); Morley Bros., Saginaw, Mich. . . . Raymond Rosen & Co., Philadelphia (RCA) promotes Wm. R. Nealon to new post of color TV sales mgr. . . . Telefunken appoints Sanford Electronics Corp., 157 Chambers St., N. Y. (Charles Ollstein, pres.) . . . Olympic Appliances Inc., N. Y., reports resignation of pres. Jack Haizen . . . Peirce-Phelps Co., Philadelphia (Admiral) reports resignation of Rodman W. Shutt as adv. & sales promotion mgr.

Hoffman signs distribution agreement with Kelvinator, whereby latter will distribute Hoffman products in Neb., Kan., Iowa, Mo., Ill., Ind., Ky., Ohio. Kelvinator sales force will work out of its Kansas City, Chicago & Cincinnati branch offices.

Picture tube sales in first 4 months totaled 3,469,405, valued at \$65,008,912, compared to 3,427,745 at \$67,076,542 in first 4 months of 1955, reports RETMA. Receiving tube sales totaled 155,604,000, worth \$125,535,000, in first 4 months, as against 152,762,000 at \$111,510,000 in same period year ago. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan. ....	892,385	\$17,016,391	40,141,000	\$31,314,000
Feb. ....	898,063	17,136,695	37,754,000	30,756,000
March (5 wk) ...	848,055	15,714,365	42,525,000	34,849,000
April .....	830,902	15,141,461	35,184,000	28,616,000
<b>TOTAL</b> .....	<b>3,469,405</b>	<b>\$65,008,912</b>	<b>155,604,000</b>	<b>\$125,535,000</b>

New type of aluminized picture tube, about 2-in. shorter than conventional lengths and adaptable to 14, 17, 21 & 24-in. receivers, was announced this week by DuMont, with "large-scale production" scheduled to begin in Aug. New tubes have 90-degree deflection, short-length straight electron gun, and eliminate need for ion trap, permitting improved focusing. Alfred Y. Bentley, mgr. of DuMont's CR tube div., said that "an important characteristic of the short-gun design is the elimination of fluctuating performance due to line voltage variation in the home."

Westinghouse's new TV-radio line will be introduced to distributors at series of briefings in Metuchen, N. J. plant starting June 14.

**Topics & Trends of TV Trade:** A 20% reduction in price of transistorized portable radios next year is foreseen by James H. Sweeney, marketing manager of GE's semiconductor products, on basis of its new price cuts ranging up to 27% on 10 audio transistors. Transistors affected by latest GE price cut, second in less than a month, are those used in portable & table model radios and in high fidelity audio systems.

Sweeney also predicted more transistor price cuts later this year or in early 1957 as production increases. "If the present trend continues, and we expect that it will, it seems probable that practically all portable radios and a large percentage of table model radios will be transistorized by 1958," he said.

"There is no doubt that the heavy sales of transistorized radios, being reported recently, reflect a growing awareness by the public that much longer battery life, greater reliability and compact size of these radios make them more desirable, even at the present high prices, than their tube versions."

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Zenith's new line of 24 black-&-white models, shown distributors this week in Chicago, was publicized in terms of sq.-in. only, in deference to new Federal Trade Commission regulation on measurement of "viewable area." Ten of the new sets have as standard equipment a new "Space Command" remote control tuner, "without wires, batteries, electricity, light or radio waves." The 149-sq. in. portables are priced at \$150 & \$170; 149-sq. in. table models are \$140 & \$160; 262-sq. in. tables, \$170, \$190, \$220, \$240, \$260; 332-sq. in. table, \$260; 262-sq. in. consoles, \$270, \$300 (2), \$330, \$340, \$350, \$370, \$380 (2), \$450, \$550; 332-sq. in. consoles, \$350 (2). No color was shown.

Unitronics Corp. is new corporate name of Olympic Radio, as approved this week by directors in move to reflect company's broader base. Subject to approval of stockholders, Unitronics would become parent organization, with Olympic Radio and newly acquired David Bogen Co. functioning as divisions. Wm. H. Husted, chairman of exec. committee, said negotiations to acquire several additional businesses, including unidentified west coast electronics equipment manufacturer, are in "an advanced stage." Olympic sales v.p. Herbert Kabat also reported that TV sales in May more than doubled sales in May 1955.

RCA's new line, in addition to 10 color models (see p. 1 & 10), includes 25 black-&-white receivers. They're divided into "Special," "Super" & "Deluxe" series. Monochrome line comprises 8½-in. portable carryover at \$125; new 14-in. portables at \$130 & \$150; 17-in. table at \$160; 21-in. tables at \$180, \$200, \$230, \$250 & \$270; 21-in. consoles at \$250, \$270, \$280, \$330, \$340, \$350 (2) & \$370; 24-in. table at \$290; 24-in. consoles at \$290, \$350, \$390 (2), \$475 & \$500.

Buffalo TV-radio dealer named Ed Sullivan, using business name Ed Sullivan Radio & TV Inc., was temporarily enjoined by N. Y. State Supreme Court this week because "it is undisputed that the name 'Ed Sullivan' is automatically identified by the general public with the appellant alone [CBS-TV personality Ed Sullivan] insofar as radio and TV are concerned." Court reversed lower court which had ruled name permissible.

Stereophonic high-fidelity tape players at \$295 & \$350 will be marketed shortly by RCA. James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & "Victrola" div., told distributors convention that each unit will play dual or single-track tapes at 7½-in. per second, will have pair of 2½-watt amplifiers and two 3½-in. & one 6½-in. speakers. RCA's new phonograph line comprises 8 models ranging from \$80 to \$1600.

**ELECTRONICS PERSONALS:** Dr. Wm. Shockley, ex-Bell Labs, who recently set up Shockley Semiconductor Laboratory, awarded honorary Doctor of Science degree by Rutgers U this week . . . Dr. Edward G. Witting, ex-chief scientist of Army Signal Corps, sworn in June 4 as Army deputy director of research & development, under director Wm. H. Martin . . . Morton B. Prince, ex-Bell Labs, named research & development director of Hoffman Electronics' national semi-conductor div. . . . Wm. C. McFadden named exec. v.p., Hycon Mfg. Co., Pasadena . . . George A. Banino appointed comptroller of IT&T's Federal Telephone & Radio; Charles G. Horstman named asst. comptroller . . . Gene Perry named sales mgr., Central Electronics Mfrs., Denville, N. J., subsidiary of Nuclear Corp. of America.

Henri G. Busignies, exec. v.p. of IT&T's Federal Telecommunication Labs, promoted to pres.; Charles D. Hilles Jr., IT&T v.p. in charge of telephone & radio operating dept., appointed exec. v.p. of IT&T; Henry H. Scudder, v.p. of International Standard Electric, promoted to exec. v.p.

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Model of solar-powered airliner of future was demonstrated to Aviation Writers Assn. of North America in San Francisco last week end by Hoffman Electronics pres. H. Leslie Hoffman and Hoffman Labs pres. Adm. John B. Moss. "One of the most exciting and demonstrable devices which has come out of our development laboratories is the silicon solar cell which for the first time gives practical amounts of electrical power directly from sunlight," said Hoffman. "While solar cells will not as yet make this model airplane airborne, although they will spin its engine, their rapid development during a comparatively brief period has been truly astonishing . . . Within just a few months the efficiency of our labs' silicon solar cell systems generating electricity has been made to rise from 2% to 12%, and the science-fiction idea of having a solar-powered shingle on top of a house, furnishing both light and power for an entire family, can no longer be considered impractical."

Electronic watch of the future, as described to Joint Senate House Foreign Policy subcommittee by Longines-Wittnauer Watch Co. chairman F. Fred Cartoun: "It is an open secret that many firms are experimenting with electronic timepieces—not merely battery-operated products but truly electronic devices which are powered by radio impulses or some similar device. There would be no hairsprings, no balance wheels, escapement pins, or other devices found in current products. The watch of the future may well have magnetic coils, resistors, transistors and other components found in the electronic industry." The techniques, he said, probably will be developed, not by watchmakers, but by such companies as Bell Labs and GE. He was testifying against extra tariff protection for domestic watch producers.

Tiniest TV camera yet has been developed by Lockheed Aircraft Corp., research lab for use in testing aircraft in flight and on the ground. Measuring 5-in. in length and about twice the size of a cigarette pack, it weighs 1½ lb. It will permit engineers to view otherwise inaccessible tests in the lab, and permit them to study performance of control surfaces during test flights.

RCA has made grant of \$25,000 to Bryn Mawr College in recognition of its work "in providing advanced training for women in the physical sciences." Biggest donation college has ever received from industry will go toward building new Science Center.

CBS-Columbia, still awaiting decision by parent CBS on its future in TV-radio business (Vol. 12:21-22), this week introduced 3 fill-in TV models—17-in. ebony table at \$150; 21-in. charcoal grey table at \$180; 21-in. open-face mahogany console at \$300.

**Financial & Trade Notes:** "Philips United States Trust," embracing U. S. holdings of the big Dutch company on which we reported last week (Vol. 12:22), presently comprises North American Philips Co. Inc., 100 E. 49th St., New York 17, N. Y., whose pres. is Pieter van den Berg, and a holding company called Philips Industries Inc. Total net worth of the Philips' holdings here, according to the Philips of Eindhoven annual report, was \$32,046,514 last Dec. 31. Inquiry into their operations indicates that:

North American Philips' consumer products div. (P. C. Weinsheimer, v.p.) deals in Norelco electric shavers; radios & radio-phonographs; diamond styli, loud speakers, record changers, microphones. Other divisions are medical equipment (M. M. Dorenbosch, v.p.) which handles line of X-ray, medical & dental equipment; research & control instruments div. (M. M. Dorenbosch, v.p.) which handles various products, including medical & electronic apparatus; Elmet div., Lisbon Road, Lewiston, Me. (B. Lowit, v.p.) which deals in tungsten & molybdenum products, diamond dies, copper wire, lamp bases, tungsten welding electrodes, etc.

Philips Export Co. (A. Vernes, pres.) handles export sales of communications & electronics, motion picture, radio tubes and the various industrial, hospital, pharmaceutical, lighting & machinery products of the parent company in Holland.

Philips Industries Inc., the holding company, has as its most important 100% subsidiary Amperex Electronic Corp. It has 2 divisions—Amperex Electronic (Mr. van den Berg, chairman), which makes and sells tubes, and Electrical Industries Inc. (O. H. Brewster Inc.) which makes and sells hermetic seals. Philips Industries also owns 50% of Ferroxcube Corp. of America (ferrites), other half being owned by Sprague Electric Co., and about 35% of Consolidated Electronics Industries Corp., which in turn owns A. W. Haydon Co., Waterbury, Conn. (A. W. Haydon, pres.); Price Electric Corp., Frederick, Md. (L. V. Roughan, pres.); Alliance Mfg. Co., Alliance, O. (John Bentia, pres.).

That's the giant Philips company's U. S. setup, apparently a major factor among the 80-odd countries in which it operates. Note: Parent company's first-quarter report, released from Eindhoven this week, reveals net profit of \$8,361,600 on sales of \$147,373,200, which compares with \$8,100,300 on \$133,524,300. Quarter's pre-tax earnings were \$15,416,700 vs. \$14,894,000 in last year's quarter. Report says 10% sales increase was lower than expected, that exports from Netherlands increased proportionately more than sales. (For 1955 report, see Vol. 12:22.)

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**Jerrold Electronics Corp.** reports \$169,422 net income after taxes on sales of \$3,703,065 for fiscal year ending Feb. 29, compared with \$189,933 profit on \$3,399,995 sales for preceding year. Pres. Milton J. Shapp attributed drop in net to expansion—construction of laboratory, additions to sales & engineering staffs. He reported 60% of sales were in community antenna equipment, 25% in master systems for apartments, hotels, etc., balance miscellaneous. Sales for first quarter of fiscal 1957 were reported at rate of \$1,100,000 vs. \$780,000 same period last year.

**Ampex Corp.**, whose TV tape recorder was hit of recent NARTB convention (Vol. 12:16), reports sales of \$10,150,000 in fiscal year ended April 30, compared to \$8,163,000 in preceding fiscal year. In letter to stockholders, pres. George L. Long said profits were "somewhat lower" than preceding year because of research and development expenses. Profit figures will be released in July.

**Emerson Radio's** consolidated net profit, after provision for taxes, was \$317,666 (16¢ per share) for 26-week period ended April 28 vs. \$1,111,981 (57¢) in 1955 period.

"Pictures made with the right combination of story, stars, production values and cost continue to deliver a handsome profit," said Paramount Pictures pres. Barney Balaban at June 5 stockholders meeting—but he reported operations earnings for first 1955 quarter were \$1,722,000 (80¢ a share) compared with \$2,858,000 (\$1.31) for same 1955 period. However, he added that, thanks to non-recurring profits, net will reach record for second quarter, as yet unreported, as compared with the \$2,307,000 (\$1.05) for 1955 quarter. He admitted TV is a major competitor for the public's leisure time, but said this may be a transient factor and "may not represent a basic long-term influence on our business that we cannot meet competitively." Paramount is concluding negotiations to sell its *Popeye* shorts for \$1,500,000, he reported; will shortly realize \$5,180,000 from sale of 7 theatres in Great Britain; is continuing to shrink its capital structure by buying in its stock on open market, cutting shares currently outstanding to about 2,132,000 from 3,300,000 in 1950; looks with optimism on profit possibilities of DuMont Laboratories Inc. and recently spun-off DuMont Broadcasting Corp. (WABD & WTTG); expects latter to show profit this year as compared with past losses.

**Nucelonics, Chemistry & Electronics Shares Inc.**, 1 No. Dean St., Englewood, N. J., is new name of projected new investment fund specializing in those fields originally announced (Vol. 12:9) as Atomic, Electronic & Chemical Fund Inc. In June 7 preliminary prospectus and SEC registration statement, it proposes to issue 400,000 shares of \$1 par capital stock to be offered through Lee Higginson Corp., N. Y. Authorized capitalization is 5,000,000 shares of which 100 have thus far been issued (at \$10 per share) to certain officers and directors. Officer-director group, headed by John M. Templeton, pres. of Templeton, Dobbrow & Vance Inc., investment counselors, is same as for original group except for addition as directors of Sir Robert A. Watson-Watt, of Thornhill, Que., and Edward A. Westfall, N. Y. investor, and shift of Robert E. Gross, chairman of Lockheed Aircraft, from directorate to advisory board which is headed by Dr. Eugene T. Booth Jr., exec. officer, physics dept., Columbia U.

**Cantor, Fitzgerald & Co.'s** 60-day option to purchase Republic Pictures has been extended to Sept. 4 due to complexity of financial problems. Investment firm May 23 announced offer to buy stock of Republic pres. Herbert Yates and associates at \$12.50, involving deal of \$8,125,000-\$10,000,000.

**Davega Stores** pulled itself back into profit column for 11 months ended Feb. 29, showing net income of \$173,402 (47¢ a share) as against net loss of \$331,798 in 1955 fiscal year after tax credit of \$26,680. Sales for the 11 months were \$24,643,049, up from \$23,818,893 in the 12 months ended March 31, 1955. Chain operates 30 stores.

**Eitel-McCullough Inc.** reports net income of \$400,000 (53¢ a share) on sales of \$3,500,000 in March 31 quarter, up from \$2,250,000 & \$168,000 (22¢) in same 1955 period. Total 1955 sales were \$8,950,179, profit \$645,844 (86¢) vs. \$9,452,689 & \$622,761 (83¢) in 1954.

**Keystone Fund S-3**, which had \$17,200,000 assets as of April 30, reports adding Motorola, RCA and Paramount Pictures to its portfolio in preceding 6 months.

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**Dividends:** WJR The Goodwill Station Inc., 10¢ payable June 20 to stockholders of record June 8; Collins Radio "A" & "B," 35¢ July 31 to holders July 16; Canadian Westinghouse, 25¢ July 3 to holders June 15; Capitol Records, 15¢ quarterly plus 25¢ extra, June 30 to holders June 15; Decca Records, 25¢ June 29 to holders June 18; Universal Pictures, 25¢ June 28 to holders June 15; Loew's, 25¢ June 30 to holders June 14.

**SUBSCRIPTION TV**, if it is to get start anywhere in near future, will have to be via closed-circuit or foreign markets. FCC has been giving matter no attention at all, being preoccupied with allocations—and it isn't likely to take any action this summer. Nor has Senate Commerce Committee any intention of doing anything about it this session.

Prime proponent of closed-circuit pay-TV is Jerrold Electronics Corp., major manufacturer of community antenna equipment and operator of several substantial CATV systems.

Jerrold has long negotiated with movie producers and exhibitors in effort to obtain first-run features, hasn't disclosed progress, if any. Among those contacted is Joe Floyd, operator of KELO-TV, Sioux Falls, S. D. and a string of theatres; he's been talking about "Exhibivision," a method of offering movies simultaneously in theatres and on community systems (Vol. 11:49).

Emanuel Demby, pres. of Motivation Research Assoc., N. Y., is reportedly seeking to organize a closed-circuit toll-TV company.

Paramount Pictures' pres. Barney Balaban told stockholders meeting this week that subsidiary International Telemeter Corp. is now considering closed-circuit operation.

Free-wheeling entrepreneur Matty Fox, who holds rights to Skiatron pay-TV techniques, has been dickering with Cuban stations, hasn't reported results. Zenith pres. Eugene McDonald, conceding lack of success in stimulating FCC, has said that foreign markets look promising.

*Look Magazine*, which was subject of controversy several months ago because it carried pro-pay article by FCC Comr. Robert E. Lee (Vol. 12:10), has released survey by Politz covering public attitudes on subscription TV. It concludes that "healthy percentage" is willing to pay for World Series games, Broadway plays, championship fights, variety shows. It showed, for example, that 22.6% (representing 19,700,000 people more than 15 years old) would pay \$1 for World Series game.

NARTB is distributing 13-p. pamphlet reprinting anti-pay testimony of pres. Harold E. Fellows before Senate Commerce Committee.

Advice to "the fussers and the fumers about TV's alleged weaknesses," from June issue of *Grey Adv. Agency's* newsletter *Grey Matter*: "TV's position as a social and educational force and as a medium of communication for advertisers will grow more significant with each passing year. Instead of fighting it, let's fight to perfect it. Instead of abusing it, let's find better ways of using it. Instead of accentuating the negatives of TV, let's really understand its positives. Belief in TV does not signify disbelief in other media. They all have their place, each to play the part for which it is best suited."

Independent radio KLAC, Los Angeles (5-kw D, 1-kw N, 570 kc) is being acquired by mgr. M. W. Hall for \$850,000 from his mother, Dorothy Schiff Sonneborn, publisher of *New York Post*, who sold KLAC-TV (Ch. 13), now KCOP, to Copley Press in 1953 for \$1,375,000 (Vol. 9:46, 49, 52).

Paul C. Smith, pres. & editor-in-chief, Crowell-Collier Publishing Co., named chairman of next Brand Names Week, April 28-May 4, 1957, sponsored by Brand Names Foundation, whose chairman is Motorola v.p. Edward R. Taylor.

Sales Management's annual *Survey of Buying Power*, including county-by-county data on population, retail sales, buying income, industrial employment, etc., this week came off presses of Bill Brothers Publishing Corp. (880 pp., \$4).

### Next TV Factbook—Pre-Print Orders

**T**ELEVISION FACTBOOK No. 23, Fall-Winter edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Aug. 1—containing basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of the networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments will be updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, U. S. & Canadian set-&-tube manufacturers, radio attorneys, engineers & consultants, electronic laboratories, etc. New dept. will be a directory of TV set manufacturers throughout the world. Also updated will be TV-radio production figures, time sales and other statistical tables. Included with each *Factbook* is revised copy of our 43x29-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by June 30, cost \$1.50 each; single copies, \$4.50.

Signs of upsurging radio times: Radio Adv. Bureau pres. Kevin B. Sweeney reports 142,000,000 radios in U. S. as of last Jan. 1—82,000,000 in working order in 45,000,000 homes, 10,000,000 in public places, 32,000,000 in automobiles, 18,000,000 not in working order—and first-quarter 1956 production of 3,500,000 radios (1,500,000 of them auto sets), or just about twice the production of TV sets in same period . . . Pulse Inc. survey of 28 markets shows out-of-home radio listening (namely in autos) sometime between 6 a.m.-midnight by average of 4% of all U. S. families, up to as high as 4.8% in Boston area, 4.6% in N. Y.; these represent 1,965,600 families added to regular listening audience during any given quarter-hour of the waking day . . . CBS Radio's "Quintile" study shows much more daytime radio listening than daytime TV viewing, especially when you consider there are 12,000,000 households still without TV; more than that, the vastly lower cost-per-thousand is pulling major sponsors back into daytime radio . . . NBC Radio's weekend *Monitor*, in first year ending June 12, has billed \$4,000,000 gross from more than 40 advertisers using 4349 spots, reports radio sales director Fred Horton . . . And church people, though now buying much more radio time (Vol. 12:22), think networks and stations shouldn't charge them for it; at least, 250-man board of National Council of Churches, meeting in Toledo this week, said more free time ought to be given for religious programs if they're to discharge their public responsibility.

WJR, the Goodwill Station Inc., operating radio WJR, Detroit, same ownership as CP holders for WJRT, Flint (Ch. 12), reports earnings for first 4 months of 1956 were \$186,538 (36¢ per share) on record revenues of \$1,139,850 vs. \$85,999 (16¢) on \$870,736 same 1955 period. Pres. John Patt told annual stockholders meeting 1956 sales will rank with highest in company's history.

Bill to reduce excise tax to 5% on all TV sets capable of receiving at least 50 uhf channels was introduced this week by Sen. Martin (R-Pa.). His S-3994 is companion to identical HR-10425 introduced in April (Vol. 12:15) by Rep. Kearns (R-Pa.). But Congressional experts say there's little chance for passage of any excise tax legislation this year.

# Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 24

## SUMMARY-INDEX OF THE WEEK'S NEWS — June 16, 1956

**CONGRESS ACTION UNLIKELY** to restrict networks, but Justice Dept. probe causes nervousness as network presidents make strange presentation to Senate (p. 1).

**ALLOCATIONS TARGET** of FCC still uncertain as to "when" or "what." Network presidents insist that of "manipulatory problem" is allocations (p. 3).

**COMMUNITY ANTENNA** business reaching maturity as NCTA convention concentrates on all-industry problems of property rights & govt. regulation (pp. 4 & 5).

**ECONOMICS OF NETWORKING** detailed in refutation of Bricker charge that they make too much money; NBC discloses profit-&-loss figures for 9 years (p. 6).

**MAJORITY OF PROGRAMS** produced by independent non-network sources, say network heads, giving figures and asserting their right to produce own shows (p. 10).

**FCC WINS ANOTHER** in Court of Appeals, 2-1 decision upholding grant to KCRA-TV, Sacramento, but court slaps Commission in New Haven radio case (p. 10).

**LOW TV PROFITS NOW**, but fall pickup foreseen at RETMA convention. Tube measurement rule clarified. TV-radio-phonos lead all retail appliance sales (p. 12).

**BUSINESS FAILURES** of TV-radio-electronics manufacturers increased from 26 to 29 in year ended April 30. Liabilities declined to \$11,055,000 (p. 15).

**\$9 BILLION ELECTRONICS** industry employs nearly 3% of nation's working force, says RETMA pres. Leslie Hoffman. Mansfield, Galvin also discuss growth (p. 16).

**STORER SUCCESS STORY** told financial analysts by Lee Wailes, exec. v.p., showing profitability of independent operations; stock should earn \$2 this year (p. 17).

**ALBANY UHF RESUMES** operations, as did Elmira's WTVE 5 weeks ago; with Memphis Ch. 10 educational, 476 stations now on air. Notes an upcoming stations (p. 11).

**GENERAL RAILWAY SIGNAL** Co. disclosed as entering TV-radio broadcasting via control of Transcontinent TV Corp., purchaser of WHAM-TV, Rochester (p. 18).

**SENATORS IMPRESSED BY NETWORKS' CASE:** "Don't tamper with the system which has made TV the greatest medium of information, entertainment & advertising ever developed." That was the theme of 4-day 17-hour spectacular staged this week for Senate Commerce Committee, featuring the top talent in American TV -- the 3 network presidents. It drew high rating from the Senators, who generally were not inclined to be critical -- except in the matter of political TV time allocations (p. 7). Sen. Bricker stood alone in his dogged insistence on Federal regulation of networks.

There was gravity and urgency in the pleas of the network chieftains to leave networks alone, in their patient and detailed explanations of the a.b.c.'s of networking. And it was obvious that their words and exhibits and careful answers to questions were aimed not only at the Senators -- but primarily at Justice Dept., now accelerating its anti-trust investigation of network practices.

The chances of Congress dictating changes in network way of doing business are extremely remote, Bricker notwithstanding. Even the FCC network study group, headed by Roscoe Barrow (who attended all this week's hearings), is not considered by the networks as an immediate source of difficulty, since its findings -- not due for over a year -- will be strictly "advisory" to the Commission.

Real trouble spot, from networks' viewpoint, is Justice Dept.'s anti-trust div., which has been interviewing advertisers, agencies, film producers, probably independent stations, and carefully scanning transcripts of Senate hearings. Its investigators were in audience all through this week's hearings.

Justice Dept.'s network investigation featured in record of this week's hearings when Sen. Magnuson inserted letter from chief trust-buster Stanley Barnes in response to request for the Dept.'s comment on anti-network charges made before Committee by KTTV's Richard Moore. Barnes' letter shed little light on progress of investigation, but revealed some of the intensity of Justice's study.

"Material already in our files appears to be consistent with many of the statements of fact contained in Mr. Moore's statement to your committee," Barnes

wrote. But he added Justice Dept. must await outcome of FCC's network study before taking action in certain unspecified fields where FCC has primary jurisdiction.

"There is a substantial area in the broadcasting field which is not regulated by the FCC and in which the anti-trust div. has primary responsibility for enforcing the Sherman & Clayton Acts," said Barnes. "In recognition of that responsibility, we are looking into certain of the situations concerning which Mr. Moore testified." In another letter filed with Committee, FCC Chairman McConnaughey said anti-trust problems raised by Moore come "under primary jurisdiction of the Dept. of Justice," and therefore FCC could make no comment on them.

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Few new facts were unearthed in the testimony of CBS's Frank Stanton, NBC's Robert Sarnoff, ABC's Robert Kintner, who generally stressed network's obligations to and acceptance by public -- first two dwelling at some length on fiscal matters (p. 6) to refute charge of inordinate profit-making and industry domination.

They followed generally the theme of statements previously submitted by NBC & CBS (Vol. 12:21,23). All 3 injected allocations issue, as did Senators Magnuson and Pastore, unanimous network view being that if there is artificial restraint on the growth of telecasting it's due to shortage of stations, not "monopoly." All urged quick FCC allocations action -- Kintner devoting large part of his statement to "scarcity of competitive stations" and stating that ABC-TV had \$13,000,000 in orders for stations on which it couldn't clear time last year (see p. 3).

Highlight was Stanton's extraordinary manner of presentation: his complete grasp of all phases of his subject down to minute details, his easy responsiveness, his articulate flow of language in the ad lib exchanges. It was young Sarnoff's first appearance before a Congressional committee -- in a room where his father had been a witness many times over the last 30 years -- and it marked return of Kintner to a scene similar to those he had covered many times as a Washington correspondent.

Stanton and Sarnoff were flanked by batteries of top network executives and legal talent, armed with reference material. Kintner's aides didn't come to the witness table with him. CBS filed 5 documents -- the 224-p. book on "Network Practices" sent to Senators last week as a sort of advance briefing (Vol. 12:23), legal brief answering anti-trust charges, separate printed books answering accusations by Bricker and Moore, 10-p. typewritten reply to charges by scenery designers.

Hearing room was crowded -- SRO -- and attendance by Senators was better than usual, but not all Committee members showed up. NBC had film cameras at first day's session -- when Stanton was on stand -- and tape-recorded entire 4-day proceeding. As lead-off witness, Stanton was subjected to most questioning, his stint on stand Tue. & Wed. totaling 9 hours. Sarnoff's testimony took more than 5 hours Thu., Kintner's 6 hours Fri. Network affiliates will appear next (schedule on p. 7).

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Attitude of Senators was friendly, appreciative and, except for Bricker, uncritical. Bricker concentrated his fire on 2 subjects: network control of news broadcasting (though it was unclear what he was driving at) and his bill to require FCC licensing of networks. He was present off-&-on during the Stanton and Sarnoff testimony, didn't show up for Kintner. Never once did he tangle with Stanton, fellow Ohio State alumnus, as had been expected by reporters sensing headlines.

Though he called Stanton's testimony "a magnificent job," Bricker issued a press release after June 12 hearing pointing out that in 1941 CBS pres. (now chairman) Wm. S. Paley had urged Committee to empower FCC to license radio networks.

Only sharp exchange in the hearing came when Bricker tangled with Sarnoff on question of network licensing. Senator then explained his views thus:

"The individual station is subject to license, it is controlled and regulated by the rules of the Commission, it is responsible to them in the public interest -- it is, in fact, a public utility. Now, the networks have complete control over the life or death of a station in many instances. [You] are in a controlling position in the networks, not only as to the station itself, but as to what advertisers shall have available time..."

"The FCC ought to lay down the rules by which fair treatment should be given to all [advertisers]. If that means splitting up the time, I don't know. [But] I do know that there is a great public interest in this, far greater than in those public utilities that are regulated. If ever the time comes when there isn't a fair approach to this problem on the part of the networks, whenever there isn't competition that will treat all fairly and alike, then you are going to face absolute govt. regulation on a public utility basis, which I don't think is necessary -- I wouldn't want to see it at the present time."

Network rebuttal, as expressed by Sarnoff: "If the network operation should be restricted by additional govt. regulation, the whole delicate balance of network advertising, affiliation relationships and service to the public could be upset. Moreover, various types of regulation which have been proposed could not be effected without regulating advertisers. Such a step would raise the most serious problems, not only for TV, but for the American enterprise system."

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Sharp and informed questioning by Committee TV investigation counsel Kenneth Cox delved into every subject raised by critics -- with heavy emphasis on network control of programs (see p. 10). Interestingly, both Stanton and Sarnoff quoted from FCC's widely criticized and short-lived 1946 programming "Blue Book" in which Commission encouraged networks to produce and control their own key programs.

Networks' responsibility to viewers, key point made by all 3 witnesses, was eloquently summed up by Stanton: "It is absolutely impossible for the networks or their officers to affront public taste, to deny public taste, to control public taste, to run persistently counter to public taste, or to manipulate public taste to their own ends. For TV, the public is the ultimate monitor -- the monitor-in-chief. What it persistently turns off, cannot be turned on again by any group of network executives..."

"In light of the public approval and the success that we have met with up to now, it would be rash and dangerous, and frivolous as well, to act on mistaken or uninformed beliefs, or on the selective submission of a few special interest groups. The burden of proof that something better, instead of only something different, will in fact be achieved in networking inevitably rests on him who makes the proposal."

**NO CERTAINTIES ABOUT TV ALLOCATIONS:** FCC's allocations decision has been considered "imminent" for so long that it's fruitless to predict it by any specific date. Next meeting is June 18, with no guarantee final vote will be reached then.

There's no guarantee, either, about provisions of forthcoming decision. The proposals under consideration last week may stand -- yet all or most of them could be thrown out. Currently, there's talk of inserting some specific deintermixture rule-making proposals. Actually, there's growing possibility Commission may say, in effect: "Let's look around to see whether a long-range shift to all-uhf is possible. Meanwhile, let's leave everything as is."

In considering deintermixture, Commission can't seem to agree on pattern or policy to determine how far to go. In weighing vhf mileage cuts to permit drop-ins here and there, some members are worried about criteria to apply.

There's dynamite in the mileage-cuts concept, according to a lot of people inside FCC and out. They envision breakdown of coverage unless firm engineering standards are applied uniformly. They see Commission deluged with petitions for exceptions which will be very difficult to deny. And, of course, the powerful new Assn. of Maximum Service Telecasters (Vol. 12:22) will contest any erosion of its members' service areas as long as they can afford legal & engineering counsel.

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Critical nature of FCC's deliberations was emphasized on Capitol Hill this week, when all 3 network presidents figuratively pointed down Pennsylvania Ave. to FCC's offices and stated that the root of whole "monopoly" problem (see p. 1) is the scarcity of stations produced by a faulty allocations system.

Plugging for CBS's "100-market" allocations proposal submitted last year, pres. Frank Stanton asserted that shortages of stations are not necessarily inherent

in TV; that "it began to pinch and bind only when we turned the profit corner. The only way it can be changed is by FCC action on allocations."

NBC pres. Robert W. Sarnoff stated: "Although there is no restraint on competition in TV, additional competition and additional service could be developed if there were more stations. This is the root of the problem in TV, and its solution will also solve the problems which are under study by this Committee." He restated NBC's position that "the best prospect for expanding TV service is effective use of the 70 uhf channels as well as the 12 vhf channels."

ABC pres. Robert E. Kintner was most critical of govt.'s failure to solve station-scarcity problem, saying: "We believe that the major attention of the Senate Committee and of the FCC should be directed to the scarcity of stations, because with its solution, alleged monopolistic practices in the industry will disappear, just as they disappeared in radio when the factor of a too-limited number of radio stations was removed. It seems to us a serious indictment of governmental processes when this subject has been under intensive investigation for the last two years without adequate solution."

ABC has a new allocations plan, Kintner told Committee, will submit it to FCC. It will provide, he said: (1) In top 100 markets, 75 markets with 3 or more vhf stations, 1 with 2 vhf, 2 with 1 vhf, 22 all-uhf. (2) In second 100 markets, 69 markets with 3 or more vhf, 2 with 2 vhf, 2 with 1 vhf, 26 all-uhf.

Specific allocations actions may be urged on Commission soon by Senate Commerce Committee -- Chairman Magnuson dropping this broad hint at June 15 hearing: "We know that there are some actions that should be taken. I can't speak for the whole Committee, but I hope they will be done."

**COMMUNITY TV SYSTEMS--A MATURE INDUSTRY:** Community antenna business has undergone substantial change in last couple years -- and activities at convention of National Community TV Assn. in Pittsburgh this week pointed up the trends.

The industry is bigger, more sophisticated, less "gold rush" in character -- and others would now be delighted to share its earnings.

CATV is a mature business, and in many areas has entered the era of "hard sell." In early days, many an operator paid off his investment as fast as he built, by charging connection fee of \$125-\$175. Now, fee is down to \$30-\$70 -- or even nothing at all, as in case of Tyler, Tex. system. On other hand, some costs have declined. A 3-channel amplifier once cost \$600; now a 5-channel unit runs \$90.

Reason for change is greater availability of free signals -- from new stations and power-height increases of the old, or from unauthorized vhf boosters.

Answer to new competition has been to expand service, to increase signals carried from 3 to 5 or more, and to improve signal.

As we attended sessions and chatted with operators at Wm. Penn Hotel this week, it was evident that in addition to their individual business problems, operators feel they have their hands full of all-industry threats -- in form of potential state utility regulation, possible FCC common carrier regulation, demands of payment from film producers, taxes of all kinds. (For highlights of convention, see p. 5.)

Operators consider themselves fortunate, on other hand, for having organized as early as they did and for having selected strong leadership. They were lavish in praise of Martin F. Malarkey, of Pottsville, Pa., who served as president since NCTA's inception in 1951 and steps down now, succeeded by Bill Daniels, Casper, Wyo. They're happy, too, in choice of E. Stratford Smith as exec. secy. & gen. counsel.

Exact size of the industry is still a mystery. Even equipment manufacturers don't know where all systems are -- because operators frequently buy equipment from distributors and do-it-themselves. It's a good guess, however, that there are about 500 substantial systems -- each with subscribers in the hundreds. There are probably 200-300 "hillbilly" systems, with a few dozen connections each. As for total homes served, estimates run up to around 400,000.

We're making a determined effort to corral all systems for listing in CATV directory of our Fall-Winter TV Factbook, and we'll have the bulk of them in this compilation -- the industry's most comprehensive.

**C**OMMUNITY ANTENNA operators grabbed the dilemma by the horns in their Pittsburgh convention this week (p. 4), decided best way to learn nature of their "enemy" was to invite him to convention. Hence, one day's sessions were on theme "As Others See Us," featuring speeches by Thad Brown, NARTB's TV v.p.; Harold Cowgill, chief of FCC Common Carrier Bureau; Burton Hanft, counsel for Assn. of TV Film Distributors.

As polite guests, Brown and Hanft pursued a "we can live together" theme. Brown said telecasters are delighted to have their coverage extended by CATV systems, but they're fearful of having property rights go by the boards through lack of assertion. If courts were to rule stations have property rights being infringed by CATV, he said, he'd advise stations not to charge for use of signals "because that would smack of common carrierism, and stations might be selling their birthright for a mess of pottage."

Hanft insisted community operators are infringing film distributors' property rights, bluntly said they should pay for films relayed to subscribers—at rate to be determined. He stated, frankly, that film profit margin is low; that distributors must tap every revenue source.

Cowgill limited himself to observation that FCC is studying whether CATV is a common carrier and should be regulated. In essence, he advised that operators should: So live that if the summons comes to join the innumerable caravan of the FCC-regulated, the transition will be painless.

Atmosphere was cordial, but NCTA counsel E. Stratford Smith indicated that court tests are inevitable; that CATV feels it has excellent chances of winning. He said operators certainly can't lose on both the common carrier and property rights fronts. If they're common carriers, they're not infringing property rights, he said, because no one holds that carriers appropriate anyone's property rights in TV-radio programs. He reiterated operators' contention that they provide an antenna service, delivered to customers' homes; that they don't put on a public performance for profit; that they're a private business, not a public utility; that they take substantial risks and "don't reap where we don't sow"; that they want cordial relations with stations; that if they seek stations' permission to use signals "we're at their mercy."

\* \* \* \*

Closed-circuit local originations by CATV owners provided another major topic of convention. The speakers differed briskly. Milton Shapp, pres. of Jerrold Electronics Corp. and operator of several systems, was bearish about the whole idea. He said it would cost minimum of \$3000 monthly to operate studio; that local & film fare will have tough time competing with network shows; that C-C may jeopardize goodwill of local newspapers because of competition for advertising; that such operations, where tried, haven't fulfilled basic purpose of bringing in new subscribers.

Makers of C-C equipment disagreed. Kay-Lab's Gary Grammon said that costs aren't as high as Shapp indicated; that western operators, in particular, need C-C to give subscribers choice of more than 1-2 signals; that there's abundance of local programming material, that newspapers have thrived despite other kinds of competition and shouldn't worry CATV operators.

James Tharpe, pres. of Visual Electronics Corp., said that cities of 8000 population and upward are going to get local TV by one means or another and that CATV operators better provide it or "free" stations will, bringing unwanted competition. He stated that equipment costs

would run no more than \$450 monthly, same for programs.

Ned Cogswell, operator of CATV in Oil City, Pa., said he tried C-C but dropped it because of costs and newspaper resentment. Furthermore, he said, customers preferred a poor signal from out-of-town station to what he could offer locally.

Paul McAdam, owner of both CATV and radio KPRK, Livingston, Mont., said he'd operated C-C for 2-3 years, still isn't on regular schedule. He has \$6000 in equipment—2 RCA TV-Eye cameras, 2 projectors, 1 Megapix. He said it's difficult to get good local shows or decent film—at a price. Furthermore, he noted, up to now his system has been giving subscribers only the non-interconnected signal of KOOK-TV, Billings. Very shortly he'll be adding interconnected KID-TV, Idaho Falls, and this will lessen need for C-C alternative programs.

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Trans-Community TV Network Inc., proposing "Comprovision" system of C-C (Vol. 12:2) and offering film package, made its biggest pitch to date, aiming to line up at least 50 CATV operators. Pres. Jerome Doff claims he has big backlog of top film—including packages of RKO, Hygo-Unity, Sterling, et al. He offers these to community operators at rates ranging from \$600 monthly for those having up to 500 connections to \$2070 monthly for systems with 10,000; per program cost is from \$2 to \$8.24.

In addition to film payment, operators would have to give TC-TV twenty 20-sec. spots daily, which it hopes to sell on a "little network" basis. Trans-Community operates own C-C system in Cedar City, Utah, and Doff says it has another starting next week in Moab, Utah, others planned in Needles, Cal. and Miles, Mont. In addition, he said he has affiliated with wired system in Ketchikan, Alaska, and is talking to prospective operator in Nome.

Translators and satellites received little attention at convention, though McAdam warned that they'll be a problem and that big-city operators will start putting up competing translators, catching CATV in the squeeze.

Other operators challenge this evaluation. Says Martin Malarkey, Pottsville, Pa. operator and outgoing NCTA pres.: "I supply 5 programs to my subscribers. Are 5 stations going to put 5 translators in Pottsville? And in the dozens of other towns in the area with CATV systems? I've asked them and they tell me they'd be crazy to do so." New NCTA pres. Bill Daniels, Casper, Wyo., says he fails to see financial support for translators or hamlet satellites. He asks: "Will people get together voluntarily to support a station whose signals can be used freely by those who refuse to contribute? I doubt it. It just isn't human nature." Translator application forms, incidentally, are now available from FCC.

Attendance at convention ran 400 vs. 260 last year. Some 300 were CATV operators, while 100 represented exhibitors, etc. Budget for next year was increased to \$75,000 from last year's \$50,000. New officers elected in addition to pres. Daniels were: George J. Barco, Meadville, Pa., v.p.; A. J. Malin, Laconia, N.H., secy.; W. Randolph Tucker, Muscle Shoals, Ala., treas. Next meeting will be regional session Sept. or Oct. in Seattle or Portland—in the heart of the illegal booster country.



Millionaire Wilbur Clark, operator of Las Vegas' Desert Inn, has filed another application to become part owner of KSHO-TV (Ch. 13), Las Vegas' unique round-the-clock film operation licensed to Moritz Zenoff. His last application was turned down, FCC stating it wasn't clear whether Clark was to be half or full owner (Vol. 12:7). Clark is to contribute \$50,000 to firm to be known as C & Z, which would take over KSHO-TV, Zenoff contributing enough to bring his investment up to \$50,000.

**I**NTERNAL ECONOMICS of TV networking occupied a considerable portion of the testimony at Senate hearings this week, both CBS Inc. pres. Frank Stanton and NBC pres. Robert Sarnoff presenting facts and figures to show that their TV network profits were not inordinate—in refutation of Sen. Bricker's charges in his printed report on "The Network Monopoly" (Vol. 12:17).

Neither the NBC-TV nor CBS-TV parent organizations, which are also engaged in radio networking and TV-radio station ownership in addition to their manufacturing and other services, has ever disclosed exactly what portion of their revenues comes from TV—and they haven't yet done so. NBC's Robert Sarnoff, in his statement, came closest, however, to providing such a breakdown. Stanton's tables weren't quite so explicit, though they both argued from the thesis that "TV networking is a business of great risks, heavy financial commitments and low profit margins."

Here's the table of the NBC-TV network's net sales and net income for the 9 years of TV's growth, as contained in the Sarnoff statement; the net income figures are after taxes:

**NBC-TV NETWORK NET SALES AND INCOME**

1947-1955

(Figures in parentheses indicate loss)

Year	Net Sales	Net Income After Federal Income Taxes	Net Income as % Net Sales	Cumulative Net Income
1947	\$ 282,000	(\$ 643,000)	—	(\$ 643,000)
1948	2,525,000	( 1,332,000)	—	( 1,975,000)
1949	10,254,000	( 1,799,000)	—	( 3,774,000)
1950	26,052,000	( 2,997,000)	—	( 6,771,000)
1951	69,859,000	1,129,000	1.6	( 5,642,000)
1952	98,295,000	432,000	0.4	( 5,210,000)
1953	110,405,000	( 249,000)	—	( 5,459,000)
1954	137,689,000	1,457,000	1.1	( 4,002,000)
1955	185,320,000	6,317,000	3.4	2,315,000
Nine-year average net income as a percentage of net sales.....			0.4	
Five-year average net income as a percentage of net sales.....			1.5	
	*	*	*	*

Foregoing figures tell the story of TV's tremendous upsurge sales-wise, if not profit-wise, during those 9 years—for they can be compared with the NBC total revenue figures for the same years (which we have taken from RCA's annual reports) to show how TV has leaped to dominance. For example, in 1947, when TV was still an infant and TV networking brought in only \$282,000, NBC revenues were shown in the parent RCA's annual report as \$65,690,000—mostly, of course, from radio. In 1948, NBC's total revenues were \$70,949,000; 1949, \$72,867,000; 1950, \$92,373,000; 1951, \$137,157,000; 1952, \$162,521,000; 1953, \$176,052,000; 1954, \$200,423,000; 1955, \$246,173,000.

The difference between these figures and those for TV networking in the foregoing table shows how much NBC derived from other sources: its radio network, its owned TV-radio stations, its program services, etc. In recent years, with radio network and stations suffering diminishing income, the differential can be largely attributed to the 5 owned stations (now 6): in 1955, the non-TV networking revenues were \$60,853,000—and a good guess would be that at least 75% that year came from owned-&-operated stations; in 1954, \$62,734,000; 1953, \$55,547,000; 1952, \$64,226,000; 1951, \$67,297,000; 1950, \$66,321,000; 1949, \$62,613,000; 1948, \$68,424,000; 1947, \$65,408,000.

First 8 years of NBC-TV network operation show cumulative loss of \$4,000,000, but in 1955 the profit jumped to \$6,317,000, or 3.4% of net sales of \$185,320,000. Sarnoff called the \$2,315,000 cumulative profit for the 9 years "a modest one," and said the figures belie "any claim of exorbitant profits from this high risk business." NBC now faces the heavy cost of color TV, he added, on which \$13,000,000 in capital costs has already been expended and \$80,000,000 projected for next 5 years.

"Our vhf TV stations," said Sarnoff, "were in the red during the first 3 years of the 9-year period I have used, and our uhf station [WBUF-TV, Buffalo, acquired at the end of 1955] is in the red now. In the last 6 years our vhf stations have contributed to NBC profits—in the latter years substantially. But all of these station profits have been plowed back into the business—to develop our network service during the many years it was in the red, and to pioneer in color broadcasting—both network color and with the first all-color TV station—our Chicago station."

As for profit-to-sales ratios, he compared NBC-TV Network's 9-year 0.4% with 6.9% average of all manufacturing companies having \$100,000,000 or more assets over same 9 years, and with NBC consolidated's 4.1%, RCA consolidated's 5.2%. Even for profitable 1955, NBC-TV network showed 3.4% vs. 5.5% for NBC consolidated, 4.5% for RCA consolidated, 7.4% for all companies of \$100,000,000 or more. This theme was also expanded upon by Stanton, who did not offer as detailed breakdowns of actual revenues and profits but who stated:

"Networking is a double liability business. The loss of a sponsored program entails a double loss. Not only is the revenue for that time sale gone—for all time (a half hour unsold is unsold forever)—but the network faces the cost of producing a replacement program series in the unsold time . . . The balance between profit and loss in the case of networks is so delicate that the failure to sell one hour between 7:30 and 10:30 p.m. each night for a year (whether because of a refusal of stations to clear time or for any other reason) would, in 1955, have turned the CBS-TV network's profit into a loss."

Contending that "focus on profits is misplaced," admitting that CBS-TV operations since 1952 have been profitable, Stanton noted that in 1954 the CBS-TV network's profit after taxes was 4.6% of sales and its return after taxes through 1955 was 1.03% or, if interest payments are taken into account, only 0.46% of sales.

"Compare these figures," he said, "with profit figures of other enterprises. The FCC's own published figures in 1954 show that the profits after taxes of 377 independent stations corresponded to 9% of sales. The margin on sales of about 2400 leading non-financial corporations was 6.1%. And the range of profit margins to sales approved by state regulatory bodies even for certain types of public utilities was 3.9 to 12.6%."

As for the Bricker charge that the networks take too much of the industry's net profit (CBS-TV's 1954 share before taxes having been 28%—\$13,101,000 for the network, \$12,276,000 for its 3 owned stations; NBC-TV's more than 17%—\$4,018,000 for the network, \$12,018,000 for its 5 owned stations):

Stanton asserted CBS-TV was the leading network in 1954, said its share of industry profits compares with 73% earned by the leading company in the alcoholic beverage industry, the 50% by the leader in dairy products, the 33% by the leader in tobacco products. And, he remarked:

"I have always assumed that it was a wholly permissible business objective in any field of commerce to operate on a profitable basis. By no accepted principles in our system of free competitive enterprise is business success a justification for Federal intervention."

It's affiliate week in Senate Commerce Committee's TV network hearings, with these witnesses scheduled to appear in Room G-16, Capitol: Mon. June 18, 10 a.m.—CBS affiliates John S. Hayes, WTOP-TV, Washington & WMBR-TV, Jacksonville; August C. Meyer, WCIA, Champaign, Ill.; W. D. Rogers, KDUB-TV, Lubbock, Tex.; John S. Cohan, KSBW, Salinas-Monterey; H. Moody McElween Jr., WNOK-TV, Columbia, S. C.; Donald W. Thornburgh, WCAU-TV, Philadelphia; F. E. Busby, WTVY, Dothan, Ala. Tue. June 19, 10 a.m.—ABC affiliates Harold Hough, WBAP-TV, Ft. Worth; Sarkes Tarzian, WTTV, Bloomington, Ind.; Fred Houwink, WMAL-TV, Washington. Other witnesses June 19 will be Donald H. McGannon, Westinghouse Broadcasting Co. and Ely Landau, National Telefilm Associates. Wed. June 20, 10 a.m.—NBC affiliates Irvin G. Abeloff, WXEX-TV, Petersburg, Va.; Lawrence H. Rogers II, WSAZ-TV, Huntington; Joe Floyd, KELO-TV, Sioux Falls, S. D.; Owen Saddler, KMTV, Omaha; Wm. L. Putnam, WWLP, Springfield, Mass.; Edward Breen, KQTV, Ft. Dodge, Ia.; Thomas P. Chisman, WVEC-TV, Norfolk; Robert D. Swezey, WDSU-TV, New Orleans; Joe H. Bryant, KCBD-TV, Lubbock, Tex.; Jack Harris, KPRC-TV, Houston; Harold F. Gross, WJIM-TV, Lansing; W. W. Warren, KOMO-TV, Seattle; Edward C. Lambert, KOMU-TV, Columbia, Mo.; Walter E. Wagstaff, KIDO-TV, Boise; Thomas Gilchrist, WJHP-TV, Jacksonville.

Democrats' shortage of funds for TV campaigning brought blunt warning from Sen. Magnuson (D-Wash.) this week during TV hearings (p. 1), when he stated that there may be demand for "drastic legislation" unless TV time is fairly allocated. "The cost of TV in campaigning has become so great," he said, "that you could slip into a situation where the candidate with the most money could have the most use of the best means of campaigning. We're going to hear about how the other fellow got into office because he had the most money for TV. If we don't have some ground rules, everybody is going to be mad at the networks and stations. The present law, the regulation by the FCC, is entirely inadequate." ABC pres. Robert E. Kintner, on witness stand at the time, said he didn't believe it is TV industry's duty to pay for cost of political telecasting, but he agreed that access to TV facilities should be made available to all candidates on equal basis.

Networks are "downgrading" religion on TV to the point where there are virtually no unpaid religious programs. This charge was made to Senate Commerce Committee June 11 by Rev. Everett C. Parker, director of Congregational Christian Churches' office of communication. He declared that their treatment of religion "is illustrative of the present attitude of networks toward their public service obligations," and added that "if the FCC was really concerned, we might not have this problem." He said NBC devotes 30 min. weekly, or 0.62% of its time, to sustaining religious program, ABC gives no time to religion, CBS gives about an hour weekly.

Networks spend \$33,500,000 a year on AT&T interconnections, according to testimony before Senate Commerce Committee this week. NBC pres. Robert Sarnoff estimated NBC-TV's annual cable-microwave bill at about \$14,000,000, Frank Stanton put CBS's at \$13,500,000, Robert Kintner said ABC paid more than \$6,000,000. Kintner urged careful review of AT&T rates, including question of "why the services are provided only on a special overtime basis beyond 8 hours" when actual broadcast day is 12-16 hours.

Judge Victor R. Hansen, of Los Angeles Superior Court, was nominated this week by President Eisenhower to be Asst. Attorney General in charge of anti-trust div., succeeding Stanley Barnes, who becomes judge of U. S. Court of Appeals in California.

### Next TV Factbook—Pre-Print Orders

**T**ELEVISION FACTBOOK No. 23, Fall-Winter edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Aug. 1—containing basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of the networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments will be updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, U. S. & Canadian set-&-tube manufacturers, radio attorneys, engineers & consultants, electronic laboratories, etc. New dept. will be a directory of TV set manufacturers throughout the world. Also updated will be TV-radio production figures, time sales and other statistical tables. Included with each *Factbook* is revised copy of our 43x29-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by June 30, cost \$1.50 each; single copies, \$4.50.

FCC opposes use of cease-&-desist orders to deal with fraudulent advertising practices on TV-radio stations, Chairman McConnaughey told Sen. Magnuson (D-Wash.) in letter inserted this week in record of Senate Commerce Committee's TV investigation. In response to letter from Magnuson asking why FCC didn't use its powers to halt questionable commercials, McConnaughey replied: "I am of the view that the utilization at this time of cease-&-desist procedures in dealing with advertising practices of this nature would be administratively impractical, and, in all likelihood, would raise a serious question as to its legality. [I] have not been shown sufficient evidence to warrant legislation to empower the Commission to institute cease-&-desist proceedings in cases involving questionable advertising practices." McConnaughey said FCC staff has made inquiry into some 60 situations where there appeared to be evidence of over-commercialization. Analyzing results of 50 of these cases, he said that in some cases charges were "not well founded," in others Commission accepted assurances that station would mend its ways. He added that FCC is seeking closer liaison with FTC in connection with action against misleading ads on TV-radio outlets.

Newly formed FM Broadcasters urged Congress this week to head off any move to chip away at FM band to carve out new vhf TV channels. Specifically attacking Philadelphia broadcaster Benedict Gimbel's proposal to add new "Ch. 6A" (Vol. 12:20), attorney Leonard Marks told Senate Commerce Committee June 11 such a plan would mean vast dislocations in FM band, severe loss to FM listeners and no solution to TV's ills.

No action was taken on nomination of T. A. M. Craven to FCC at this week's meeting of Senate Commerce Committee. Appointment is expected to be endorsed week of June 18. Comr. Edward M. Webster, whom Craven will replace, hasn't determined next move, but friends guess he'll favor private consulting practice. He's vice chairman of Radio Technical Commission for Maritime, is in line for chairmanship.

"NBC Student Guide for National Conventions" titles 8-p. booklet, which network will make available through local stations.

**Personal Notes:** James T. Aubrey Jr. named to new post of mgr. of CBS-TV network programs, Hollywood, replaced as gen. mgr. of KNXT, Los Angeles, by Clark George; Jack Schneider, eastern sales mgr. of CBS-TV Spot Sales, is promoted to succeed George as gen. mgr. of CBS-TV Spot Sales . . . Wm. N. Davidson, asst. gen. mgr. of WRCA-TV & WRCA, N. Y., named gen. mgr. of WRCA-TV in separate management reorganization under Thomas B. McFadden, NBC v.p.-mgr. of owned stations; Arthur Hamilton, mgr. of production & business affairs, promoted to gen. mgr. of WRCA . . . Frank G. Ralston named film director, ABC-TV western div., replaced as ABC-TV asst. coordinator at subsidiary Walt Disney Productions by Don Van Atta; Ralston reports to J. English Smith, national programming director of western div., and Van Atta reports to Sandy Cummings, ABC-Disney coordinator . . . Miss Clayton Shields promoted to asst. business mgr., ABC Radio, reporting to business mgr. Stephen C. Riddleberger . . . Joseph V. Heffernan, NBC financial v.p., receives distinguished alumni service award at Indiana U this week for "outstanding achievements [and] significant contributions benefiting city, state and nation" . . . Wm. A. Maillefert, N. Y. radio sales mgr., promoted to v.p. & mgr. of radio at Edward Petry & Co. . . . James O'Grady, ex-DuMont & ABC, named asst. sales mgr. of reps Young TV Corp., reporting to gen. sales mgr. Steve Machcinski . . . Ward L. Quaal returns Aug. 1 to WGN Inc. to succeed Frank P. Schreiber as v.p. & gen. mgr.; he has resigned as v.p. & asst. gen. mgr. of Crosley stations . . . George A. Miller Jr. has been named gen. mgr. of WHTN-TV, Huntington, W. Va., succeeding Fred Weber; station's sale to Cowles interests pends FCC approval (Vol. 12:18) . . . Joe Drilling promoted from business mgr. to gen. mgr. of KJEO-TV, Fresno . . . Robert E. Gilbert named production mgr. of upcoming WCKT, Miami (Ch. 7) due in July; Charles Bishop succeeds Gilbert as program director of WSUN-TV, St. Petersburg . . . Morton J. Wagner, v.p. &

station mgr. of WMTV, Madison, appointed mgr. of newly formed eastern div. of all Bartell-owned stations, headquartering in Atlanta, where he will also serve as gen. mgr. of radio WAKE . . . Alan Bautzer, ex-WLW, Cincinnati, named sales promotion director, KYW-TV, Cleveland . . . Jim Buchan upped to promotion mgr., KOA-TV, Denver . . . W. A. Pomeroy, ex-gen. mgr. of off-air WILS-TV, Lansing, Mich, resigns as Guild Films Detroit rep, having filed application for radio station at Tawas City, Mich. . . . Robert C. Magee returns to WHUM-TV & WHUM, Reading, Pa., taking over as gen. mgr. from pres. Humboldt J. Greig . . . M. Mirven (Dixie) Greely, ex-radio WISC, Madison, named technical director, KHOL-TV, Kearney-Holdrege, Neb. & satellite KHPL-TV, Hayes Center, Neb. . . . John Crocker, ex-WGBS-TV, Miami, named sales mgr. of WITV, Ft. Lauderdale-Miami . . . Dorothy Lewis, who was with old NAB before joining United Nations secretariat in 1948, where she first served as radio coordinator, then liaison officer in dept. of public information, retired June 15 . . . Jay H. Smolin, ex-NBC Films, joins Associated Artists Productions as adv.-promotion-publicity director . . . Joseph W. Roberts, ex-Revlon, named marketing v.p., Muzak Corp. . . . Mort Abrahams, ex-MCA-TV, named exec. producer of NBC-TV's *Producers' Showcase* color series . . . Leo Brody, ex-UM&M, Minot & Telefilm, appointed asst. to Richard Carlton, assigned by Trans-Lux Corp. as sales v.p. of its new Trans-Lux Television Corp., 625 Madison Ave., now distributor of Encyclopaedia Britannica Films . . . Fred Briskin, Screen Gems production exec., joins his father's new Irving Briskin Productions Inc., independent TV film producer, as v.p.; they continue to supervise all Screen Gems film series . . . Robert Drucker promoted to mgr. of Los Angeles branch, Transfilm Inc. . . . Ed Scannell, ex-Weed and George Bagnall & Assoc., Hollywood, named Los Angeles rep for KOVR, Stockton, Cal., with offices at 3780 W. 6th St.; Avery-Knodel is rep outside Cal.

**ADVERTISING AGENCIES:** Mitchell Johnson promoted to Wm. Esty v.p. & director of TV programming, succeeding Sam Norcross, now asst. to pres. on Reynolds Tobacco account . . . John E. Mossman, ex-TV-radio director of Biow, named mgr. of TV-radio dept., J. Walter Thompson, Chicago, replacing Peter A. Cavallo Jr., now v.p. & assoc. TV-radio director of McCann-Erickson, N. Y. . . . Robert L. Lewis, ex-D'Arcy TV-radio dept., named TV-radio supervisor, Foote, Cone & Belding, Chicago . . . Clark M. Agnew, former exec. TV-radio producer, Lennen & Newell (Muriel Cigar), joins Donahue & Coe, N. Y., as director of creative TV activities . . . Joseph Ungar, ex-Biow v.p., named N. Y. marketing v.p., Al Paul Lefton Co. . . . Peter M. Stewart, ex-Young & Rubicam, Detroit, as senior exec. on Lincoln auto account, joins Kenyon & Eckhardt, N. Y., as v.p. & account exec.; Wm. H. Weber promoted to Kenyon & Eckhardt v.p. & art supervisor . . . Philip L. Tomalin, ex-Biow, named asoc. TV-radio director, Ogilvy, Benson & Mather . . . Elizabeth Morris, ex-KPTV, Portland, Ore., named TV-radio production director, H. Richard Seller Adv., Portland . . . Roy Curtis, ex-Raymond R. Morgan Co., Hollywood, named media buyer, Leo Burnett Co., Los Angeles . . . Alberto Ortega, v.p. of Foote, Cone & Belding International, named director of all Latin American operations, headquartering in Mexico City . . . Burt S. Avedon, from San Francisco office, named v.p. & managing director of Kenyon & Eckhardt de Mexico S.A.

Quoteworthy quotes: "There's nothing wrong with a shopping guide in the publishing business and many of them are successful. But there is no place for an all-day shopping guide in radio or TV. Broadcasting stations are entities of influence closely related to the public welfare, and their success in that service can be calibrated by the balance they demonstrate in programming as against advertising. This balance runs to reasonable time limitations; to frequency patterns; to acceptability of product and copy and caliber of presentation."—NARTB pres. Harold E. Fellows to Virginia Assn. of Broadcasters at Williamsburg June 13.

Pay of advertising managers, as disclosed in survey of 200 by Prof. Dale Houghton, of New York U School of Commerce for *Printers' Ink*, ranges from \$5000 to \$70,000 a year (median salary: \$16,000), with 21.5% in the \$25,000-or-higher bracket. In 1951, similar study showed median of \$10,000, in 1947 average was \$8000.

Admiral appoints Henri, Hurst & McDonald, Chicago, as agency for all media, replacing Russel M. Seeds.

Samuel A. Horvitz, 67, whose *Lorain* (O.) *Journal* was held by U. S. Supreme Court in 1951 to be violating anti-trust laws when it refused to accept advertising from merchants who used local radio WEOL, died at his Cleveland home June 15. In test case watched closely by whole newspaper-radio fraternity, court unanimously upheld decision of Cleveland court that freedom of press was not at issue, that he and his brother were engaged in "relentless, predatory commercial behavior" in seeking to "destroy" local radio competitor. FCC later refused to grant them radio license.

Dr. Ryland W. Crary, professor of education at Washington U and noted educational research specialist, joins Educational Television & Radio Center, Ann Arbor, in Sept. as director of education.

**Network Accounts:** Ford is an outstanding exception to retreat-from-TV policies of auto manufacturers, allotting record \$10,000,000 to TV for new season starting in fall, having signed for monthly 90-min. *Ford Star Jubilee* on CBS-TV, 30-min. *Tennessee Ernie Ford* on NBC-TV, 30-min. *Ford Theatre* on ABC-TV. It's currently shopping for 4th network show to support its "all new" 1957 line of cars . . . Admiral has decided not to renew Bishop Sheen's *Life Is Worth Living* on ABC-TV next fall, ending 5-year association; having recently purchased \$2,500,000 worth of partic. on NBC-TV's *Today & Tonight* (Vol. 12:23). Admiral this week bought 15 partic. on *Famous Film Festival* on ABC-TV starting Aug. 12, Sun. 7:30-9 p.m., thru Henri, Hurst & McDonald . . . Viceroy, Crosley-Bendix & Jergens to sponsor new *Steve Allen Show* on NBC-TV starting June 24, Sun. 8-9 p.m., thru Ted Bates, Compton & Robert W. Orr . . . Hazel Bishop to sponsor *This Is Show Business* on NBC-TV starting June 19, Tue. 8:30-9 p.m., having delayed start of *Paul Whiteman Show* until fall, thru Raymond Spector Co. . . . Sylvania to sponsor *The Buccaneers* as replacement for *Beat the Clock* on CBS-TV starting Sept. 22, Sat. 7:30-8 p.m., thru J. Walter Thompson . . . Campbell Soup buys one-third of *Impact* on NBC-TV this fall, Mon. 9-9:30 p.m., thru Leo Burnett Co., Chicago; Vaseline had previously purchased two-thirds . . . Mennen to be alt. sponsor of *High Finance* quiz show on CBS-TV starting in fall, Sat. 10:30-11 p.m., thru McCann-Erickson . . . Life Magazine & Amoco to sponsor *Pantomime Quiz* as summer replacement for *Person to Person* on CBS-TV starting July 6, Fri. 10:30-11 p.m., thru Young & Rubicam and Joseph Katz Co. . . . Procter & Gamble to sponsor *Man Against Crime* as summer replacement for *Loretta Young Show* on NBC-TV starting July 1, Sun. 10-10:30 p.m., thru Benton & Bowles . . . Life Magazine buys 208 partic. on *Today & Tonight* on NBC-TV starting in July, thru Young & Rubicam; Edison Electrical Institute buys 26 partic. on *Today & Home*, thru Fuller & Smith & Ross; Armour, 45 partic. on *Today, Home & Tonight*, thru N. W. Ayer, Chicago; Quality Courts, 2 partic. on *Today*, thru Larabee Assoc.; Sawyer's Viewmasters, 4 partic. on *Home*, thru Carvel, Nelson & Powell; General Foods, 3 partic. on *Home*, thru Benton & Bowles; Campbell Soup, 6 partic. on *Home*, thru Grey Adv.

**Rate increases:** WSAZ-TV, Huntington-Charleston, W. Va. July 1 raises base hour from \$800 to \$1000, min. \$160 to \$180. KOVR, Stockton, Cal. July 1 raises hour from \$700 to \$800, min. \$150 to \$175. WSJS-TV, Winston-Salem, has raised hour from \$550 to \$600, min. \$110 to \$120. WBRE-TV, Wilkes-Barre, has raised hour from \$450 to \$525, min. \$90 to \$105. KREM-TV, Spokane, has raised hour from \$350 to \$450, min. \$70 to \$90. KCCC-TV, Sacramento, Cal. has raised hour from \$400 to \$450, min. \$80 to \$100. KXJB-TV, Valley City, N. D. has raised hour from \$400 to \$450, min. \$80 to \$90. WCDA, Albany, N. Y. has raised hour from \$300 to \$400, min. \$60 to \$80. KGNC-TV, Amarillo, has raised hour from \$300 to \$340 and added Class AA min. only rate (7-10 p.m. daily) at \$85, Class A min. remaining \$70. KBAK-TV, Bakersfield, Cal. Aug. 1 raises hour from \$275 to \$300. KFSA-TV, Fort Smith, Ark. has raised hour from \$150 to \$200. KRDO-TV, Colorado Springs, has raised hour from \$125 to \$175. KLIX-TV, Twin Falls, Ida. has raised hour from \$120 to \$150. **Spot Increases:** WSB-TV, Atlanta, has raised base min. from \$200 to \$250. KOA-TV, Denver, has raised min. from \$150 to \$175.

**New reps:** WHUM-TV, Reading, Pa. to Weed (from H-R Television); KFEQ-TV, St. Joseph, Mo. to Hoag-Blair next Oct. 1 (from Headley-Reed).

TV station sales approved this week by FCC: (1) WINT, Fort Wayne area (Ch. 14) for \$484,000 cash plus assumption of some \$200,000 obligations (Vol. 12:20) by R. Morris Pierce group to Universal Bcstg. Co., headed by C. Bruce McConnell, which operates WISH-TV & WISH, Indianapolis, and WANE, Fort Wayne—latter planning to give up its Ch. 67 Ft. Wayne CP upon FCC approval of WINT purchase. (2) KVEC-TV, San Luis Obispo, Cal. (Ch. 6) with KVEC for \$450,000 (Vol. 12:20) by Christina M. Jacobson & mgr. Leslie H. Hacker to equal partners John C. Cohan & Jerome Kantro, both having interest in KSBW-TV, Salinas-Monterey. (3) KOSA-TV, Odessa, Tex. (Ch. 7), 50% sold for \$20,000 plus obligations (Vol. 12:22) by Cecil Mills to radio KOSA, which becomes sole owner (Cecil L. Trigg, 80%).

H-R Television v.p. Carlin S. French is buying independent WDXB, Chattanooga (250-watts, 1490 kc) for \$100,000, according to application filed with FCC. French Inc., taking over station, is 90% owned by Carlin French, 10% by son Stephen, ex-WNOE, New Orleans, who will be pres.-gen. mgr. Carlin French also owns 1/3 of WATO, Oak Ridge and 10% of WLAJ, LaFollette, both Tenn. Also filed with FCC was \$160,000 sale of independent WWPB, Miami (250-watts, 1450 kc) to WSKP Inc., 75% owned by Wm. M. O'Neil, brother of RKO Teleradio pres. Tom O'Neil, 25% by J. W. Lemon; O'Neil states he will turn over to independent voting trustee the 3.06% stock of General Tire which he and his wife & children own—to assure that General Tire has no control in WSKP Inc.

Wesley I. Dumm's radio KSFO, San Francisco (5-kw D, 1-kw N, 560 kc) was sold this week for \$1,000,000 to cowboy actor Gene Autry and Robert O. Reynolds, mgr. of radio KMPC, Hollywood, equal partners. Deal handled by broker Howard W. Stark calls for payment of \$130,000 cash, remainder over 10 years. Dumm and associates sold KPIX, San Francisco (Ch. 5) to Westinghouse in July 1954 for stock in that company then worth \$7,787,280 (Vol. 10:27) and he still owns 16.25% of radio KXA, Seattle, which is applicant for Ch. 7 there. Autry owns 56% of KOOL-TV & KOOL, Phoenix; 48% of KOPO-TV & KOPO, Tucson; 51% of KMPC (Reynolds 49%); 12.5% of *Phoenix Republic & Gazette*.

Before venturing into TV owners of CP for WJMS-TV, Ironwood, Mich. (Ch. 12), headed by gen. mgr. Wm. L. Johnson, informed FCC this week they are keeping local WJMS but are disposing of radio WATW, Ashland, Wis. for \$55,000, also plan to sell their 51% of WIKB, Iron River, Mich. New owners of Ashland MBS affiliate (250-watts, 1400 kc) will be Eugene A. Halker & Gordon F. Schluter, co-owners of WFPF, Park Falls, Wis., each with 33.3%; Norman C. Hoeffler, comptroller of *Kansas City Star's Flambeau Paper* div., 20%; Terry E. Trott, of Thomas F. Clark Co. radio reps, 13.4%.

Radio sales approved this week by FCC: KPAL, Palm Springs, Cal., for \$66,000 by Florence P. Raley to group headed by Harry Maizlish, who is selling KFVB, Hollywood, to Crowell-Collier Publishing Co. for \$2,225,000 (Vol. 12:22). WHBT, Harriman, Tenn., for \$80,000 by F. L. Crowder to Folkways Bcstg. Co., owned by hillbilly stars Ernest Tubb & Hank Snow; Folkways purchase of WTCW, Whitesburg, Ky. for \$95,000 still pends FCC approval.

Steve Cisler's radio KEAR, San Francisco (10-kw on 1550 kc), padlocked May 31 by Internal Revenue Bureau for non-payment of \$25,000 in tax liens covering 1954-56, got 90-day suspension permission from FCC this week.

Sale of KGUL-TV, Galveston-Houston (Ch. 11) to J. H. Whitney interests for \$4,250,000 (Vol. 12:19) was considered by FCC this week, but it decided to postpone approval while it asks purchasers if they plan to continue policy of serving Galveston as well as Houston.

**Telecasting Notes:** Do networks control program production? Decidedly not, said the presidents of the 3 networks in their appearances this week before Senate Commerce Committee—and they cited figures to back up their answers. In April 1956, said Frank Stanton, CBS's programming was divided this way: 57.7% produced entirely by outside sources, 9% produced by outside sources with CBS-TV, 33.3% produced by CBS-TV. ABC pres. Robert Kintner gave this analysis of "production source" of 1955 shows broadcast by his network: 13.2% produced by ABC-TV, 10.2% by ABC-TV affiliates, 9.4% by advertising agencies, 35.8% by independent film producers, 31.4% by independent producers of live shows. Pres. Robert W. Sarnoff said NBC-produced shows "account for less than one-third of the programs in our schedule," but conceded that network had participation or part ownership in unspecified number of independently produced programs. "Not only is it proper for a network to produce programs," summed up Sarnoff in statement echoed by the other networks, "but it is essential that it do so if it is to maintain and furnish a comprehensive program service to the public" . . . Fall program trends, as summarized by *Advertising Age's* acute "Eye & Ear Man": Program prices up slightly, average 5-10% higher; ABC taking another "giant step forward," becoming stronger contender for audience most nights; circulation of average show about same as last season; color TV accelerated "though not at the rate most advertisers would like"; magnetic tape commonplace and replacing film "to a great extent" in about a year; commercials slightly improved and costing more; TV's need for new comics more apparent than ever . . . AB-PT pres. Leonard Goldenson, back from Europe this week, is convinced greater exchanges of TV programs and ideas are possible, even though the film product (except for England) must be dubbed; with him on "exploration" trip was George T. Shupert, head of ABC Film Syndication . . . Harold L. Hackett, pres. of Official Films Inc., off for

London July 1 for production conferences with Sapphire Films Ltd., currently producing 117 half hours, including *Sir Lancelot*, *The Buccaneers*, *Robin Hood*; may expand 4-stage Nettlefold studios to new facilities in south of France . . . Dim view of telethons is reflected in station survey by managing editor Joe Morris in June 11 *Radio-Television Daily*; he finds 68 of them scheduled this year (41 last), says philanthropy foundations are very enthusiastic about them because they've been raising \$4,000,000-\$5,000,000 annually—but some stations won't carry them as matter of policy, others don't like them because of disruption of schedules . . . CBS has commissioned 3 pilot films from new Ticonderoga Productions, TV film unit formed by former CBS v.p. Harry Ackerman to supply new programs to the network; 2 will be situation comedies, one an adventure show . . . Sterling TV Co. acquires *Greatest Fights of the Century*, 39 quarter-hour films originally shown on NBC-TV, and *World's Greatest Fighters in Action*, similar series of 15-min. films, as well as *I'm the Law* (George Raft) and *Public Prosecutor* (John Howard) . . . KTTV, Los Angeles independent, entering TV film production business, now making series called *Parole*, filmed entirely at penitentiaries and correctional institutions in California and using no professional actors . . . Circuses are disappearing, and TV is getting most of blame. Two old-time circuses appeared in bankruptcy court this week—Clyde Beatty Circus filing voluntary petition, King Bros. appearing at involuntary bankruptcy hearing . . . Add RKO Teleradio to those actively negotiating for MGM movie backlog.

Sale of 750 Warner Bros. features to PRM Inc. (Vol. 12:9) will be officially consummated in week or so, following ruling by Treasury Dept. that the \$21,000,000 deal is subject to capital gains tax. The films will be distributed through Associated Artists Productions Inc., now a wholly owned subsidiary of PRM.

**RECORD OF FCC in courts**, as far as making its comparative TV decisions stick, held up well this week as Court of Appeals affirmed Commission's grant of Sacramento's Ch. 3 to KCRA-TV, denial of KXOA.

Commission had said case was extremely close, but that KCRA had slightly better broadcasting record. KXOA appealed, arguing that neither station had relied on its radio record in hearing and that it had no idea this factor would be considered. Judges Fahy & Danaher ruled, with Bazelon dissenting:

"The case is a trying one, for [KXOA] stood so well before the Commission in comparison with KCRA. One 'spotty' place in its overall fine qualifications assumed unusual importance. But this occurred only because the case was so close. And a slight difference may be decisive when greater differences do not exist. Moreover, on the subject of promise versus performance [KXOA's] petition for rehearing did not make out a case of sufficient strength, either in its offer to prove that KCRA's record was not altogether good, or in explaining its failure to advance such a contention at the hearing, to cause denial of the petition to amount to an abuse of discretion. This is so although we think it would have been more satisfactory if the matter had been re-canvassed more fully by the Commission."

Judge Bazelon's dissent held that KXOA had been caught unfairly off base; that "there was no reason to expect the Commission to initiate a finding upon that issue and certainly no reason to expect it to attribute decisional importance to such finding."

In another Court of Appeals decision, involving radio, Judges Edgerton, Miller & Bazelon held unanimously that FCC erred in denying right to intervene in a hearing to a "party in interest." WAVZ, New Haven, had been involved in a hearing to change from 1260-daytime to 1300-unlimited. Local WNHC sought to get into the hearing, alleging grant would bring it economic injury. FCC conceded WNHC was a "party in interest" but said station couldn't join hearing because its participation wouldn't be "of positive assistance" in determining whether it should grant the WAVZ application. Court said Commission is wrong, that intervention must be granted if petitioner shows he's a party in interest.

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Action at FCC was light this week. It turned down petition for rehearing filed by WGBF, Evansville, which is contesting Ch. 7 grant to WTVW. It also granted license to WTTV, Bloomington, Ind. "on representation that station has discontinued identifying itself improperly as 'Indianapolis, Terre Haute and Bloomington.'"

Revocation proceedings were begun against grantee KAKJ, Reno (Ch. 4) when Commission asserted that pres. Robert C. Fish claimed 100% ownership when he actually had a flock of other principals and that he lied about progress of construction.

Col. Charles S. Stodter, USA ret., ex-chief of Army Pictorial Service, serving since retirement in 1954 as senior research investigator of U of Pennsylvania's Institute for Cooperative Research, appointed exec. secy. of SMPTE, replacing Boyce Nemece, who resigned recently to open management consulting service.

**UPSTATE NEW YORK's second uhf to return** to the air after cessation of operations is **WTRI**, Albany (Ch. 35) which resumed programming June 15 after shutdown since Jan. 31, 1955 when it lost CBS affiliation to **WROW-TV** (Ch. 41), now **WCDA**. First to resume was **WTVE**, Elmira (Ch. 24) which went back on air May 6 (Vol. 12:18).

With **WKNO-TV**, Memphis (Ch. 10, educational) now reported on test patterns preparing for June 25 programming start, boxscore of U.S. stations now stands at 476, of which 98 are uhf. The uhf "casualty list" is now down to 59 stations.

**WTRI** has 12-kw GE transmitter with 500-ft. Blaw-Knox tower on Mt. Rafinesque, 2 mi. east of Troy. It will run film & local live shows from 4:30-7:30 p.m. daily until it joins ABC July 1 when it goes on 1:15-midnight schedule. Stanley Warner theatre interests are now sole owners, having bought out Col. Harry Wilder group's 50% (Vol. 12:17). William A. Rippe, ex-gen. mgr. of **WTRY**, Troy, later with **WLAW**, Lawrence, Mass., is gen. mgr.; Kal Ross, ex-mgr. of off-air **WCAN-TV**, Milwaukee, station director; Dominic Tovino, ex-**WCDA**, sales mgr.; Stephen J. Stanley, ex-**WTRY**, chief engineer. Base hour is \$400. Rep is Venard, Rintoul & McConnell.

**WKNO-TV**, Memphis, is 21st educational on the air, operated under direction of Vice Admiral H. M. Martin, ex-chief of Naval Air Technical Training, Millington, Tenn. It has 10-kw GE transmitter, obtained with help of **WMCT**, with donations also from other Memphis TV operators, and 6-bay RCA antenna on 600-ft. Andrews tower on site leased at \$100 yearly from local attorney A. H. Murphy. Studios at 268 Jefferson St. are in building provided by city's board of education. Keith Nighbert, ex-South Dakota U, is program director; Howard D. Holst, ex-**WOL-TV**, Ames Ia., production mgr.; C. E. LaFond, ex-**KUHT**, Houston, chief engineer; Mrs. H. L. Breeding, continuity & publicity.

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

**WCKT**, Miami, Fla. (Ch. 7), planning July 1 test patterns and start with NBC shortly thereafter, was due to install 12-section superturnstile RCA antenna June 15 on 900-ft. Ideco tower, according to station mgr. James M. LeGate, also mgr. of Miami radio **WIOD**. RCA 50-kw transmitter is ready and studios at site of **WIOD** transmitter on North Bay Causeway are to be ready June 25. Base hour will be \$950. Rep will be NBC Spot Sales.

**KVIP**, Redding, Cal. (Ch. 7) plans July 23 test patterns, Aug. 1 programming, reports Russ Olsen, for Redding mayor George C. Fleharty, one of principals in local group which also holds CP for radio station there. TV buildings are now under construction and RCA transmitter is due for delivery by July 1. It will use 50-ft. tower on 6246-ft. Mt. Shasta. Base hour will be \$225. Rep will be Branham.

**KILT**, El Paso, Tex. (Ch. 13), call changed from **KOKE**, has set July 15 target for test patterns, now that 5-kw Standard Electronics transmitter has been shipped, reports Gordon McLendon, of McLendon Investment Corp., which recently acquired radio **KTSA**, San Antonio (Vol. 12:18) and operates radios **KLIF**, Dallas; **KELP**, El Paso; **WRIT**, Milwaukee; **WGLS**, Decatur, Ga. Plans to operate as Spanish-language outlet have been abandoned and operators expect to begin programming Aug. 1 with feature-length films in English. Joe Roddy Jr. will be gen. mgr., also continuing as mgr. of **KELP**, with Dave L. Molt, also **KELP**, chief engineer. Rep will be H-R Television.

**KFJI-TV**, Klamath Falls, Ore. (Ch. 2) plans Aug. 1 test patterns, Aug. 10 programming, reports Wm. B. Mullin, whose **KBES-TV**, Medford, Ore. (Ch. 5) acquired CP from W. L. Miller for \$30,000 out-of-pocket expenses (Vol. 12:30). It has 5-kw GE transmitter on hand, will use 100-ft. Fisher tower. Studios will be on Oregon Technical Institute campus. It will not be satellite operation, but network affiliation hasn't been set yet. Base hour will be \$150. Rep will be Hoag-Blair.

**WJMS-TV**, Ironwood, Mich. (Ch. 12) has been delayed due to financing arrangements being held up as a result of delays in consummating sale of **WATW**, Ashland, Wis. and 51% interest in **WIKB**, Iron River, Mich., reports pres. Wm. L. Johnson. Originally planning Sept. 1 start (12:3), it hasn't yet signed contracts for transmitter or tower.

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**CHLT-TV**, Sherbrooke, Que. (Ch. 7) isn't reporting target, but 10-kw RCA transmitter is to be installed by June 20, reports Paul Desruisseaux, owner and publisher of Montreal's French-language daily *La Tribune*. RCA 18-slot antenna, due June 1, also is scheduled for installation on 150-ft. tower June 20. Base rate will be \$300. Reps will be Adam Young's Canadian Station Representatives and Jos. A. Hardy & Co. Ltd.

**CBLT**, Toronto, Ont. (Ch. 9) starts construction June 25 of temporary antenna for shift to Ch. 6. Interim antenna will be about 140-ft. above ground and station will be operating with 30-kw ERP until end of Aug. when it is due to start using permanent antenna with 100-kw. Present strength of **CBLT** is 25.6-kw.

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**DuMont** continues streamlining of its technical products div. under v.p.-gen. mgr. Irving G. Rosenberg. Division's former mgr. P. S. Christaldi, gen. sales mgr. G. R. Metzger and gen. mfg. mgr. R. E. Kessler are no longer with company. Transmitter sales mgr. K. F. Petersen now has title of TV transmitter sales & product mgr. Released as sales reps were Robert Myers, Lyle O. Keys, Harry Del Muro, Frank O'Connell, Felix Bonvoleur. District sales mgrs. are L. C. Radford Jr., east; George R. Winston, southwest; John Klindworth, central. Petersen reports backlog of 12-15 orders for transmitters, "complete sell-out through Oct." He adds that **DuMont** will push harder on sales of its color studio equipment—film-slide Multiscanner and live Vitascan.

**Equipment orders:** **DuMont** reports upcoming **KAVE-TV**, Carlsbad, N. M. (Ch. 6) has ordered 5-kw transmitter with studio equipment for shipment late this month. **GPL** reports order for 16mm video recorder from upcoming **JOBX-TV**, Osaka, Japan, previously sold one to **JOAK-TV**, Tokyo. **Standard Electronics** reports orders for 25-kw amplifiers from **KDLO-TV**, Florence, S. D. (Ch. 3) and **KGVO-TV**, Missoula, Mont. (Ch. 13).

**Subscription-TV operation 25% of time** is proposed by Lou Poller in application for transfer of CP for **WCAN-TV**, Milwaukee (Ch. 25) from himself to his TV Exhibitors of America Inc. filed with FCC this week. He says he'd charge 50¢ per football or baseball game, 50¢-\$1 for movies. Also filed was application for waiver of rules to allow the pay-TV operation.

**Microwave to bring signals of KHQ-TV**, Spokane to community antenna system in Moses Lake, Wash., is sought in application filed this week by Telecommunications Inc. It proposes Raytheon **KTR-1000-E** equipment, estimates construction costs at \$15,186, plans to charge \$700 monthly.

**Philco 1-kw TV transmitter** and associated studio equipment have been purchased by Telesistema Mexicana S.A. (Azcarra-O'Farrill) for new Guadalajara station.

**LOW PROFITS NOW—BUT FALL PICKUP FORESEEN:** RETMA'S convention in Chicago this week gave TV leaders an excellent forum for sounding off on the industry's most important immediate problem -- low prices and low profits. In formal speeches and in informal corridor discussions, the profit squeeze was No. 1 conversation piece. Said annual report of outgoing pres. H. Leslie Hoffman:

"It is not illegal, immoral or indecent to discuss the fact that we are in business to make a profit. As a matter of fact, I think it is quite a moral issue to discuss the responsibility that management has to show a profit to its shareholders. One would never know to observe the merchandising practices now pursued in our industry that this is 1956...the year of greatest individual income after taxes ...the year of greatest employment...and a year in which our communications industry is doing an outstanding job of programming, for public service and for entertainment.

"It seems more like 20 years ago in 1936. Our merchandising practices and procedures are more characteristic of the 1930s than they are of the boom year of 1956. We are delivering the greatest bargain in entertainment to the consumer today that the world has ever known. As a matter of fact, we are delivering a 21-tube TV set for the same price that we charged for an 8-tube radio set 20 years ago when we take into consideration the change in purchasing power of the dollar. Competition is certainly the lifeblood of our economy and the password in our industry, but why carry competition to the point of mass suicide?"

Motorola pres. Paul V. Galvin, in accepting 1956 Medal of Honor, also hit hard on theme of price maintenance: "Lower prices for electronic goods which result from engineering advances and manufacturing efficiencies are to be earnestly sought. But price cuts achieved either at the expense of reasonable profit for the investor or at the penalty of product quality for the consumer harm the industry and render a disservice to the nation's economy. We shall be put to the test of prudence and good judgment in this area."

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Convention itself was characterized by general feeling that while set makers certainly have their problems, there are also some silver linings. H. C. Bonfig, pres. of CBS-Columbia, which is considering leaving TV as one of several alternatives (Vol. 12:20-21), acknowledged in his annual report as chairman of RETMA set div. that last 12 months were marked by intense competition, low prices and slim profits for set makers despite high unit production and sales. But he also predicted upturn in TV sales this fall, which "may well raise the dollar volume of total TV set sales above the \$1.12 billion attained last year at the factory level."

Frank Mansfield, Sylvania sales research director & chairman of RETMA statistical policy committee, also foresaw improvement in market: "The fact that 75% of American households have one or more TV sets and the fact that this will probably be 91% by 1960 should not be taken as an indication that approaching 'saturation' means a declining TV market. On the contrary, 'saturation' means only that the nature of the market changes -- not its size.

"Consumers who were our customers for their first TV set now have become our customers for a second set (or a third, or a fourth, etc.) and for a replacement set. For example, during 1954, the number of TV sets sold to those already having at least one set in working order was 925,000. During 1955, another 1,700,000 were sold as second sets and the figure continues to increase.

"Similarly, the replacement market is assuming growing importance. In 1950, replacement TV sales were only 102,000. Last year, they were 2,366,000. By 1960, it is estimated that annual TV sales to 'replacement buyers' will be 6,100,000 -- more than the industry has sold to 'first time buyers' during any year thus far."

Color wasn't on formal agenda -- but it came in for plenty of informal discussion. Each manufacturer appeared to have his own opinion on what effect those under-\$500 sets would have on black-&-white sales this fall. Several set makers expressed hope that color, in the words of one, "won't pull the props out from under us this fall." They were apprehensive lest color will not in itself contribute substantially to their sales volume, while the enormous publicity surrounding color may induce consumers to postpone purchase of a black-&-white set.

(Other news of RETMA convention appears on pp. 14, 15 & 16.)

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GE revealed details of its new line this week (see p. 15) and held "pep rally" for key TV div. personnel June 13 at Hotel Syracuse. Gen. mgr. Herbert Riegelman, marketing mgr. Jack Beldon and sales mgr. Joseph Effinger told meeting that GE was determined to become No. 1 in unit sales this year (Vol. 12:23), reiterated company's production target of 1,200,000 own-brand and 200,000 Hotpoint sets this year.

A production run of 1,200,000 would mean virtual doubling of GE's 1955 output -- an undertaking that has its competitors saying "show-me." Said an ebullient GE spokesman: "This is a different GE. Since the TV division has been taken over by Louisville, we're running, not walking. The Louisville boys have the experience in white goods marketing, and they're really using that know-how in TV. They've won pennants in white goods and they're trying to win one in TV, too."

Concededly No. 1 producer, RCA lets public and trade in on its merchandising plans at press luncheon June 18 in New York. Philco struts its stuff same day at Philadelphia convention; Admiral, June 28-29 in Chicago; Motorola, June 21, also in Chicago. Said RCA spokesman: "We're extremely optimistic. We're taking the view that things look awfully good for RCA for the rest of the year, and we're backing our optimism with a 35-model line, the longest we've ever introduced."

Brief highlights of other major trade developments this week:

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**Tube Measurements:** Federal Trade Commission at long last has taken action to clarify its controversial Rule 9 relating to designation of screen sizes in TV ads. In letter to manufacturers, FTC attorney H. Paul Butz said that ads which presented screen sizes in sq. in., followed by model number containing 14, 17, 21, etc. would be acceptable to Govt., though he cautioned that all ads would be evaluated on their individual merits. "In conjunction with a statement of the sq. in. area of a rectangular picture tube, as provided for in the rule, we would not object to the use of a model number in an advertisement, which is followed by numbers such as 14, 17 or 21, etc., provided such number were followed with letters such as T for table, C for console, and other numbers, designating actual models of sets in the company's line, when such model designation is of less prominence than the stated sq. in.," he wrote. He invited set makers to consult with FTC on any questions.

**Dealer Operations:** NARDA's 1956 Cost-of-Doing-Business Survey, covering 1955 operations of its members, released this week and available from NARDA (Merchandise Mart, Chicago) shows that TV-radio-phonos were best-selling category of appliance products, even though their dollar volume dropped from 1954 levels as result of dip in unit prices. TV ranked second to laundry equipment among products expected to be best sellers in 1956. Refrigerators were third, air conditioners fourth, ranges fifth. Report also noted that 38% of TV sales in 1955 involved a trade-in, up from 29% in 1954. NARDA dealers also reported a 10.1% increase in dollar sales volume over 1954, a 10-year low in cost of goods sold, a 3.4% net profit ratio (largest in 6 years) and inventory turnover of 5.5 times (a 10-year high). A sales increase in 1956 was anticipated by 63% of dealers, only 20% predicting decline.

**Capehart Plans:** Line of TV, radio & hi-fi sets "with emphasis on high-fidelity" will be marketed this fall under Capehart brand -- though pres. Robert Gross of new Capehart Corp., the new owners (Vol. 12:18, 22), says no decision has been reached yet on whether company will make its own sets or sub-contract for their production elsewhere. He said several manufacturers had approached him with offers to manufac-

ture them. Brand is now marketed in several big dept. store chains, including Macy's in N.Y. Indications are that Capehart will pursue policy of direct-to-dealer selling except in those markets where strong distributor is available. New Capehart Corp. officers will be elected within fortnight, with Gross continuing as president.

**Production:** TV output totaled 136,020 week ended June 1, compared to 94,578 in Memorial Day holiday week and 117,767 in week ended May 25. It was year's 23rd week and brought production for year to date to about 3,000,000, as against about 3,550,000 in same period year ago. Radio production totaled 245,155 (70,837 auto) in week ended June 1, compared to 208,224 in preceding week and 283,306 week before. Radio output in 23 weeks was 6,100,000, as against 5,900,000 in same 1955 period.

**Trade Personals:** Ross D. Siragusa, Admiral pres., given gold-plated portable TV, with signatures of about 20 Admiral executives engraved on cabinet, at surprise presentation on his 50th birthday June 12 . . . Herbert Green-**son**, manufacturing v.p. of Columbia Records, assigned responsibility for all electronic products & Cryton precision products, transcription service and engineering research & development; Hal B. Cook, sales director, named sales v.p. of Columbia Records Sales Corp., in charge of all record label sales; Albert B. Earl, exec. asst., named administrative v.p.; Alfred B. Lorber, director of law dept., named v.p. in charge of new business affairs dept. . . . Sol W. Gross, ex-Emerson v.p., elected v.p. of General Instrument Corp. & gen. mgr. of its newly acquired subsidiary Micamold Electronics (see p. 16); J. Gerald Mayer, former exec. v.p. of Micamold, elected v.p. & director of General Instrument . . . W. L. Gorrell promoted to mgr. of GE's electronic tube plant in Anniston, Ala., succeeding W. M. Nave, transferred to manufacturing services div., Syracuse . . . Al Friedman, ex-Olympic Radio sales v.p., elected chairman of Delmonico International Corp., N. Y., importer-distributor of German Kaiser hi-fi & radio equipment; Dr. Otto W. Brodnitz is pres., Martin L. Scher exec. v.p. . . . Douglas Carpenter resigns as chief engineer, JFD Mfg. Co., Brooklyn, to open consultant & public relations office at 19 W. 44th St., N. Y., continuing as JFD consultant . . . Samuel Olehak, ex-DeWald Radio, named gen. sales mgr. of Datom Industries Inc. (radios & phonos) . . . Norman C. Sabe, Crosley-Bendix merchandising mgr., assumes additional duties of adv. mgr. . . . Henry L. Stewart, ex-Ampro Corp., named mid-Atlantic sales mgr., Crescent Industries . . . H. N. Muller Jr. appointed chief engineer, Canadian Westinghouse . . . Martin P. Rosenblum, TV-radio editor of *Retailing Daily* since 1948, joins paper's adv. dept. Aug. 1; Henry Brief promoted to succeed him.

New RETMA officers, elected at Chicago convention this week: pres., Dr. W. R. G. Baker, GE, succeeding H. Leslie Hoffman, Hoffman Electronics; exec. v.p. & secy., James D. Secrest (re-elected); treas., Leslie F. Muter, Muter Co. (re-elected). New v.p.'s elected: Robert S. Bell, Paekard-Bell, representing set div.; F. R. Lack, Western Electric, military products; H. J. Hoffman, Machlett Labs, technical products; Herbert W. Clough, Belden Mfg. Co., parts; R. E. Carlson, Tung-Sol, tube. Glen McDaniel continues as gen. counsel, with staff attorney Wm. L. Reynolds appointed asst. gen. counsel.

National Assn. of Electrical Distributors elects these new officers: pres., Ralph J. Brown, GE Supply Co., Bridgeport, succeeding Lester E. Barrett, Barrett Electric Supply Co., St. Louis; eastern v.p., George W. Provost Jr., Doubleday-Hill Electric Co., Pittsburgh; central v.p., George Albiez, Englewood Electrical Supply Co., Chicago; southern v.p., J. P. Hamblen, Southern Electrical Supply Co., Houston; western v.p., W. B. Meek, Westinghouse Electric Supply Co., Los Angeles.

**DISTRIBUTOR NOTES:** Admiral establishes factory branch at 5780 Federal St., Detroit (Walt M. Davis, gen. mgr.), replacing Brennan Appliance Distributors, now Whirlpool-Seeger outlet . . . Whirlpool-Seeger appoints Raymond Rosen & Co., RCA outlet in Philadelphia (Thomas F. Joyce, pres.), ending long association with Peirce-Phelps Inc., Admiral outlet; Whirlpool-Seeger also appointed RCA Victor Distributing Corp., Los Angeles, replacing Graybar; West Michigan Electric Co., Benton Harbor, Mich. (R. A. Jeffers, pres.), replacing RCA Victor Distributing Corp., Detroit; D&H Distributing Co., RCA outlet in Harrisburg, Pa. (David Schwab, pres.) . . . Sylvania appoints B. H. Spinney Co., 1115 W. Fayette St., Syracuse, replacing Paul-Jeffrey Co., new Hotpoint TV outlet . . . GE appoints Commercial Electric Co., Toledo (Sanford Goldman, exec. v.p.), replacing GE Supply Co. . . . Medaris Co. Inc., Dallas (Phileo) promotes R. N. Medaris to v.p. & asst. to pres. . . . Admiral N. Y. promotes Jack Somber to TV-radio sales supervisor . . . GE Appliance Co., Pittsburgh, names Jack E. Mosellen retail training director . . . Philip P. Geth Assoc. is new sales organization formed by Geth, ex-pres. of DuMont N. Y. factory branch, to serve as exclusive agent for cabinet manufacturer Shaw Mfg. Co.

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Scott Radio Labs, Chicago, whose Meck TV sets accounted for sizable portion of market in TV's early years, has been sold to group of west coast industrialists headed by Benjamin B. Smith, which intends to "combine the operation of Scott with those of a profitable company [and] manufacturing operation will probably be centered on west coast due to concentration of electronic development in that area." John S. Meck has resigned as pres. & director, Russell G. Eggo as secy. & director.

Clarence S. Tay, gen. mgr. of Admiral factory branches, promoted to exec. v.p. of Admiral Distributors; Robert Howard promoted to v.p. of metropolitan N. Y. div.; Earl Erickson promoted to v.p., Chicago; Arthur J. McGettrick, v.p. Los Angeles; Marshall C. Wells, v.p. Dallas; Raymond O. Hebenstreit, v.p. Milwaukee. Tay's assistants, Phil G. Kerr & Carl Lantz, were also promoted to v.p.'s.

Stanley L. Abrams, asst. to Emerson exec. v.p. Dor-man D. Israel, elected pres. & director of Emerson air conditioning subsidiary Quiet Heat Mfg. Co., succeeding John D. Small, who becomes Emerson v.p. in charge of govt. relations, Washington.

Patent infringement suits brought against Motorola and Sentinel by Mrs. Esther Armstrong, widow of the inventor Edwin H. Armstrong, have been set for Oct. 8 trial in Chicago Federal court.

GE of Mexico has signed contract to produce 250,000 radios for Radio Programas de Mexico, for marketing in Mexico at \$9.60 each. First 50,000 sets will be ready for distribution about Sept. 1.

Goddard Lieberman, new pres. of Columbia Records, elected a v.p. & director of parent CBS Inc.

**Topics & Trends of TV Trade:** Business failures among TV-radio-electronics manufacturers in year ended April 30 rose slightly from preceding fiscal year, according to annual report of RETMA credit committee chairman Edward C. Tudor, pres. of Industrial Development Engineering Associates (IDEA). In the 12-month period, 29 manufacturers failed, representing total liabilities of \$11,055,000, as against 26 failures and \$14,460,000 liabilities in preceding fiscal year.

Of the 29 failures, 17 manufactured components, 8 produced electronic equipment, 2 phonographs, one tape recorder, one electronic organs. Most are continuing in business under supervision of creditors' committees, though 9 went out of business with little or no recovery to creditors, said report. Average age of the 29 failures was 11 years, compared to 6½ years for failures of preceding year.

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GE's new line, to be shown to dealers at Chicago's midyear marts starting June 18, comprises 11 basic black-&-white models starting with 9-in. portable (weighing 13 lbs.) at \$99.95 and 3 color sets starting at \$495 for 21-in. table (for details of color sets, see p. 16). Of the monochrome line, only the 9-in. set has a list price, others carrying "suggested retail price range." A 14-in. portable has range of \$110-\$140 in 3 finishes; 17-in. portable, \$140-\$150; 21-in. table, \$160-\$170; 21-in. table, \$180-\$210; 21-in. open-face console, \$210-\$230; 21-in. open-face console, \$250-\$280; 21-in. full-door console, \$300-\$330; 24-in. open-face console, \$270-\$300. New black-&-white chassis contains 15 tubes, including picture tube, 4 rectifiers and detectors, with 60% of circuitry on printed boards. Control panels are at top right of picture. The 14-in. sets, big hit in the 14 months they've been on market, have been redesigned, with side control knobs slanted toward rear of set and carrying handle made parallel to face of set.

Hotpoint's first TV line, produced by parent GE and introduced to eastern distributors in N.Y. this week, comprises 8 basic models—all similar in design and construction to GE's. As with GE, Hotpoint has placed retail list only on 9-in. portable—\$99.95. Others are "suggested retail price ranges" only: 14-in. portable, \$110-\$140; 17-in. portable, \$140-\$160; 21-in. tables, \$150-\$170 & \$180-\$210; 21-in. consoles, \$210-\$230, \$250-\$270; 24-in. console, \$270-\$300.

Admiral offers year's service contract for \$13 on its 10¾-in. portable. George A. Bodem, v.p. of Admiral electronics div., said new "over-the-counter" service contract covers all parts, tubes and labor when set is brought by customer to Admiral distributor's service dept. and picked up after repair.

Zenith has introduced 7-transistor portable radio, weighing 4 lbs. 4 oz., retailing at \$87.50. Also introduced at Chicago distributors convention were 2 table radios at \$22 & \$35; 4 clock radios at \$30, \$45 & \$50 (2); 4 phonos at \$30, \$40, \$70 & \$100.

Emerson's new air conditioner, called "Slimline" because it's mere 15-in. deep with flush-mount design that's said to eliminate overhang, was introduced this week. It's available in ½, ¾ or 1hp units, will be priced later.

Sylvania has reduced prices of black-&-white picture tube phosphors to \$10 per lb. (from \$11.75) in standard 5-lb. bottles.

National Alliance of TV-Electronic Service Assns. (NATESA) schedules annual convention at Chicago's Sheraton Hotel, Sept. 14-16.

New Crosley-Bendix line of TVs and home appliances will be introduced to distributors at Cincinnati, July 9 & 11.

Admiral distributor convention is scheduled at Chicago's Morrison Hotel, June 28-29.

Westinghouse's new line, to be shown at Chicago marts starting June 18, comprises 6 color sets and 15 black-&-white models. Color sets—4 table models, 2 consoles—use 22-in. glass rectangular tube, have top-front tuning, push-button channel controls, "Silver Safeguard" chassis. Prices have not been set yet. Monochrome line, called "Presidential," comprises 21-in. tables, \$170 & \$190 (2); 21-in. consoles, \$230, \$250 (2), \$280 (2); 24-in. tables, \$230 & \$250 (2); 24-in. consoles, \$270 & \$280 (2); 24-in. full-door console, \$445. Also in line are "Long-Life" 7-transistor radio, \$75; pocket transistor radio, \$70; 4-tube table radios, \$16 & \$18; 3-way portable radio, \$30.

DuMont's new line, introduced to distributors June 13 in Atlantic City in first of regional meetings, comprises a 14-in. portable (28-lb.) at \$150; 17-in. table at \$160; 21-in. tables, \$190, \$220, \$260, \$320; 21-in. consoles, \$300, \$320, \$330, \$340; 24-in. consoles, \$400 & \$500. A 21-in. open-face color console at \$750 and 2 full-door color consoles at \$850 were also introduced. Color chassis will be assembled at DuMont's E. Paterson plant, said Fritz Rice, gen. mgr. of receiver div. He also said that DuMont has "no immediate plans" to produce sets smaller than 14-in. Also introduced were table radios at \$20, \$28, \$30, \$37; clock radios, \$30 & \$45; portable radio, \$40; a high-fidelity phono, \$160; high-fidelity radio-phonos, \$220 & \$350.

Olympic Radio's new line of 3 color sets and 17 black-&-white models, being introduced June 17 at Chicago's Congress Hotel, includes 7 TV-radio-phono combinations—largest offering of combinations by any manufacturer. Color sets are priced at \$495 for table model, \$595 for open-face console, \$695 for 3-way combination. The 21-in. monochrome tables are priced at \$160, \$180, \$220; 21-in. consoles, \$180, \$200, \$220, \$270, \$280; 24-in. consoles, \$200, \$220; 21-in. combinations, \$300, \$330, \$380, \$400; 24-in. combinations, \$380, \$420, \$440. Also introduced were 10 high-fidelity radio-phonos starting at \$150, and a tape recorder combination at \$300.

Philco's 14-in. portables, shown to distributors in April (Vol. 12:17), were priced this week at \$110 for charcoal set without handle, \$140 for 2-tone sets with handle. The 17-in. portables were priced at \$160 & \$170. Philco's full TV-radio line will be introduced to distributors June 18 at Philadelphia's Bellevue-Stratford Hotel & Forest Theatre.

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**ELECTRONICS PERSONALS:** Maj. Gen. Francis H. Lanahan, USA ret., elected exec. v.p. of Federal Electric Corp., Lodi, N. J., IT&T field service & maintenance subsidiary. . . R. F. Holtz promoted to gen. mgr., Laboratories RCA Ltd., Zurich, Switzerland, effective July 1, succeeding C. G. (Rip) Mayer, newly named chairman & managing director of RCA Great Britain Ltd., Middlesex, England. . . Samuel M. Grafton named mgr., Dr. Bernard J. Rothlein technical director of Sperry Rand's new Sperry semi-conductor div. . . Walter M. Reynolds, adv. mgr. of Western Electric Co., succeeds Paul L. Palmerton, retiring July 31, as WE director of public relations, with responsibility for all WE advertising and public, customer & employe information services. . . Sol Schneiderman named senior project engineer, Radio Receptor Co.

Albert A. Chesnes named technical director, Chromatic TV Labs, in charge of its Lawrence color tube development program and military electronics activities. Also announced by v.p. Robert Dressler were appointments of Sy Krinsky, ex-Telechrome, as chief engineer; Paul Neuwirth, ex-project engineer in charge of CBS-Columbia color receiver development, as dept. chief, color TV; Albert Jacobs, promoted to dept. chief, govt. research & development.

Philco "apple" color set and tube design are described in June issues of *Electronics* and *Tele-Tech & Electronic Industries*.

**Electronics Reports:** Facts and figures on size of the electronics industry flew thick and fast at RETMA's Chicago convention this week, highlighted by some significant statements by key industry figures. For example:

(1) RETMA pres. H. Leslie Hoffman, stated in annual report: "At the end of 1955 the electronics industry was producing equipment and services at an annual going rate of approximately \$9 billion. Included in this total is the cost of home entertainment devices along with their repair and service, broadcasting and TV revenue, industrial and commercial electronics, and defense electronics. This shows an increase of approximately 81% since 1950. Many forecasters have indicated that the industry billing is expected to reach \$15 billion by 1960."

Electronics provides employment for 1,750,000 persons, he said, and one out of every 40 persons employed today, or 2.7% of nation's total working force, is in the electronics industry. "Of even greater significance is the fact that 75% of the jobs filled by these persons didn't even exist a scant 10 years ago." About 50 manufacturers, out of estimated 3600 in electronics industry, account for more than 80% of the dollar volume of end equipment production, and about 150 manufacturers account for 80% of total component business, he said.

(2) Frank W. Mansfield, Sylvania sales research director & chairman of RETMA statistical policy committee, said electronic equipment sales alone will total record \$5.5 billion in fiscal year ending July 31, as against \$5.25 billion in preceding fiscal year. When distribution, service, installation & broadcast revenues are added, total electronics volume exceeds \$10 billion, he added. Dollar volume of all "amusement devices" (TV sets, radios, phonographs, etc.) declined from \$1.495 billion to \$1.434 billion, but value of industrial and commercial products rose from \$625,000,000 to \$775,000,000, replacement parts from \$725,000,000 to \$780,000,000—while military products increased from \$2.375 billion to "in excess of \$2.5 billion."

(3) Motorola pres. Paul V. Galvin, accepting RETMA Medal of Honor, said: "Today the electronics industry contributes at least \$6 billion annually to the economy. In 5 years this will double. In 10 years it will treble. Perhaps in 20 years electronics will have attained an immensity and a predominance in the U. S. economy that it will be the parent of industry with which it now has a cousin or supplier relationship. House appliances comprise a good example. Office equipment and aircraft are industries to think about."

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General Instrument Corp. stockholders this week ratified acquisition, for \$2,495,000, of Micamold Electronics Mfg. Corp., producer of capacitors whose 1955 sales were reported in excess of \$7,000,000. It acquires plants in Brooklyn and Tazewell, Va. to add to those it already has in Newark, Chicopee, Mass., Joliet, Ill., Beckley, W. Va. & Waterloo, Ont. Chairman Martin H. Benedeck reported to annual meeting that prospects of components maker (TV tuners, deflection yokes, flybacks, IF transformers, etc.) are good for year to Feb. 28, 1957 despite slight deficit for quarter ended May 31 (vs. \$60,996 profit in 1955 quarter) which he said "reflects the temporarily slackened demand in the radio, TV and automotive industries"; next 6 months, he added, will see large-scale production of newly developed TV tuner "which should place General Instrument at or near the top among tuner suppliers to the TV industry."

Eitel-McCullough's "revolutionary new concepts in receiving tube design, production techniques, circuit application and life expectancy," which have resulted in new ceramic tubes, are subject of film titled *Tubes That Can Take It* to be previewed by trade newsmen at Sheraton Astor Hotel, N. Y. at 1:30 a.m., June 21.

## Network Color Schedules

(June 18-30, 1956)

June 18—NBC: *Gordon MacRae Show*, 7:30-7:45 p.m.  
 June 19—NBC: *Matinee Theatre*, 3-4 p.m.  
 June 20—NBC: *Matinee Theatre*, 3-4 p.m.; *This Is Your Life*, 10-10:30 p.m.  
 June 21—NBC: *Matinee Theatre*, 3-4 p.m.  
 June 22—NBC: *Matinee Theatre*, 3-4 p.m.  
 June 23—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 June 24—NBC: *Zoo Parade*, 5-5:30 p.m.  
 June 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Happy Birthday," 8-9:30 p.m.  
 June 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.  
 June 27—NBC: *Matinee Theatre*, 3-4 p.m.  
 June 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m.  
 June 29—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.  
 June 30—NBC: *Olympic Tryouts*, 5-7 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.

**Color Trends & Briefs:** "I have gotten my fingers burned and my feet wet in manufacturing to the extent that I have great respect for the price RCA has put on that color receiver." So said CBS pres. Frank Stanton at this week's Senate Commerce Committee hearing in response to question by Chairman Magnuson (D-Wash.) as to whether color set prices are coming down further.

"They are not coming down the way the average consumer thinks they are coming down," he replied. "I think it is a near miracle that RCA has been able to put a set on the market under \$500 . . . Now, I don't think there is much margin in that. There are some who will tell you probably that there is no margin in it. The biggest element of cost in that receiver is the picture tube. We are in the receiving tube and picture tube manufacturing business, and I know something about the cost of producing those units, and I don't see a lot of price reduction in those very rapidly."

In reply to question about possibility of equipping all color sets with uhf tuners, Stanton said this would increase price of sets and impede color receiver circulation. "There is a pincer movement in the set manufacturing business at this time," he added, "and it is working against uhf. On the high end you have got the expensive color set [without uhf tuner] which is killing sales in the expensive end of black-&-white. On the other end, you have the introduction of the small portable receiver, which is so compact that it is pretty difficult to put a uhf tuner in it in the first place, and because it is sold at a price sometimes under \$100 there isn't enough room in the price of the unit to include the all-channel tuner."

Asked by Sen. Potter (R-Mich.) about effect of proposed exemption of all-channel sets from 10% manufacturers' excise tax, Stanton said he favored exemption wholeheartedly, but added: "The removal of the tax at the low end wouldn't have anything like the impact that it would have if you took it off the color set."

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GE's first color sets, to be shown at Chicago marts starting June 18, begin at \$495 for table model (21T500) with 2 consoles (21C700 & 21C701) still unpriced. All use regular aperture-mask picture tube, though GE is currently in pilot production of its post-acceleration tube. Reflecting GE's more optimistic attitude towards color, TV sales mgr. Joseph F. Effinger said: "Because color adds a wanted dimension to home entertainment, it is destined to become the primary home entertainment medium. We feel that 1956 is the year to establish color positively in the minds of the public in anticipation of years to come." Chassis uses 24 tubes, including picture tube, plus 5 rectifiers. About 80% of circuitry is on printed boards.

**Financial & Trade Notes:** Another glimpse into the operations of Storer Broadcasting Co., highly successful independent TV-radio station operator whose stock is traded on the N. Y. Stock Exchange, was afforded recently when its exec. v.p. Lee B. Wailes addressed Cleveland Society of Security Analysts and, in effect, updated the story he told the N. Y. Society of Security Analysts in Feb. (Vol. 12:6). Apropos the current Senate network hearings, some of his figures are quite pertinent, particularly as they relate to profits and network relationships.

Highly respected as one of the most efficient and successful operations in the broadcasting industry, Storer is the only entity as yet holding full allowable complement of 7 TV and 7 AM stations (*TV Factbook No. 22*, p. 46); they aren't all in top markets, of course, and 2 of the TVs are uhf. But Wailes again made it clear that his firm still has ambitions to lift the FCC's limits and to acquire more stations despite recent setback in its Supreme Court appeal.

The company has operated at a profit, he reported, in each of its 23 calendar years, 1933-55 inclusive. (Its financial history in the "TV years" from 1944-54 was detailed in our Vol. 11:14, p. 16.) Wailes said 1953 profit before taxes was \$6,161,232, after taxes \$2,186,415 (94¢ per share); 1954, \$7,105,103 & \$3,680,779 (\$1.62). In 1955, it hit all-time high of \$8,792,877 gross profit, \$4,330,429 net (\$1.73). First quarter 1956 showed net profit of \$1,450,242 (58.6¢) against \$811,989 (31.7¢) in 1955, and present outlook is for 1956 per-share earnings in excess of \$2. Capital structure consists of 788,250 shares of common, 1,686,500 Class B common, no preferred; common pays \$1.50 dividend, Class B 20¢, latter being held mainly by pres. George B. Storer interests.

Current assets as of March 31, 1956 were \$7,075,578, total assets \$27,519,509, and Wailes told the analysts the TV-radio stations have a market value greatly in excess of their book value. Long-term debts amounted to \$4,541,335, reduced from \$10,191,585 in April 1955 when company sold 262,750 shares of common at 24½% to pay off \$4,000,000 and to retire 15,000 shares of 7% preferred. Under loan agreement, Storer pays off long-term indebtedness at rate of \$1,300,000 annually with privilege of prepayment.

As for network relationships, 5 of its TV stations are basic CBS affiliates, 2 basic NBC. Wailes reported 82% of total income came from TV in 1955, 84% in first quarter 1956. About 25% of TV income comes from networks, 24% from local advertisers, 44% from national spot advertisers. In radio, local provides 49%, national spot 41%, network 3%. Food industry accounts for greatest percentage of business, followed by drugs, soaps, tobacco, cosmetics & automotive in that order.

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Packard-Bell sales for first 8 months of fiscal year to May 31 were \$17,999,120 and profit was \$499,438 vs. \$14,130,726 & \$354,395 in 1955 period, exec. v.p. Robert S. Bell reporting that home products div. sales of TV, radio & hi-fi are running more than 23% ahead of year ago in face of industry recession of about 17% and that technical products div.'s backlog of military contracts has increased to \$8,200,000 from \$5,600,000 year ago.

Indiana Steel Products Co. reports net income of \$270,424 (94¢ a share) for 4 months to April 30 vs. \$257,204 (91¢) in 1955 period. Said pres. Robert F. Smith in June 11 letter to stockholders: "Earnings and sales so far in 1956 have exceeded our previous expectations in that they are both ahead of 1955 which was our best year to date."

IT&T consolidated net income was \$5,514,548 (77¢ a share) on total income of \$121,575,938 in March quarter vs. \$5,253,846 (73¢) on \$107,189,249 in 1955 quarter.

Muntz TV Inc. reports net profit of \$772,625 on sales of \$6,212,696 for 6 months ended Feb. 29.

Among officers' & directors' stock transactions reported by SEC for April: Robert E. Kintner bought 250 AB-PT, holds 3750; Herbert B. Lazarus bought 500 AB-PT, holds 1500; Thomas B. McCabe bought 1000 GE, holds 1600; Glenn B. Warren bought 1668 GE, holds 2310; Joseph V. McKee Jr. bought 300 National Union Electric, holds 1300; James T. Buckley sold 1800 Philco, holds 10,851; Larry E. Grubb sold 10,800 Philco, holds 15,448; Elmer W. Engstrom bought 100 RCA, holds 883; John W. Craig bought 100 Westinghouse, holds 100; John W. Krueger bought 100 Whirlpool-Seeger, holds 10,212; Leonard C. Truesdell, jointly with wife, bought 200 Zenith, holds 200; W. S. Woodfill bought 200 Zenith, holds 500.

Changes reported to SEC for May: Don G. Mitchell bought 3000 Sylvania, made gift of 100, now directly holds 5331; Percy M. Stewart sold 99 Allen B. DuMont Laboratories, holds 100; Thomas P. Tanis sold 81,000 El-Tronics Inc., now holds 10,500; Laurance D. Sibley, bought 2001 Electronics Corp. of America, holds 2001; John C. Marshall bought 1000 Arvin, holds 4732; E. W. Axe and R. H. Axe, for personal holding company called Huntington Corp., report purchase of 500 Axe Science & Electronics Corp., bringing Huntington holdings to 5000 in addition to their individual holdings of 500 each.

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RKO Teleradio subsidiary of General Tire & Rubber Co., according to statement by Michael G. O'Neil, exec. asst. to General Tire president, before St. Louis Society of Financial Analysts, will account for about \$5,000,000 earnings in fiscal year ending next Nov. 30—nearly double 1955 net. General Tire already has had "handsome profit," he said, on last year's acquisition of RKO Pictures for \$25,000,000, receiving \$20,000,000 tax carryover, selling library of 750 RKO film and 1000 shorts to C&C Television Corp. for \$12,20,000 while retaining rights to those films on its own 6 TV stations, selling back *The Conqueror* and *Jet Pilot* to Howard Hughes for \$8,000,000, anticipating additional \$4,000,000 from distributing those features. On the 30 feature films it acquired from Bank of America for \$1,300,000, RKO Teleradio has thus far grossed \$2,400,000, expects this to go to \$4,000,000. Current RKO filming schedule calls for 11 pictures this year at cost of \$22,500,000.

National Telefilm Associates Inc. (Ely Landau, pres.), recently listed on American Stock Exchange, reports earnings of \$242,618 (37¢ a share) for 9 months ended April 30 compared with deficit for whole 1955 fiscal year. In first 6 months of current fiscal year, deficit was \$145,051 (22¢) and in first quarter it was \$60,531 (9¢). Contracts written in the 9 months total \$3,560,898, or 49% ahead of same 1955 period.

Some better movie reports: Universal Pictures net income was \$2,047,383 (\$2.08 a share) in 26 weeks ended April 28 vs. \$2,104,960 (\$1.87) in like 1955 period. Republic Pictures income was \$1,078,694 (44¢) in same 26 weeks vs. \$878,613 (34¢) in 1955 period.

Zuckerman, Smith & Co., 61 Broadway, N. Y. has published reports on RCA and Sylvania in which it describes them as "outstanding among the companies in the electronics field and possessing dynamic growth and long-range appreciation possibilities."

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Dividends: American Broadcasting-Paramount, 25¢ payable July 20 to stockholders of record June 29; Packard-Bell, 12½¢ July 25 to holders July 10; Van Norman Industries, 25¢ June 30 to holders June 20; Columbia Pictures, 30¢ plus 2½% stock July 30 to holders June 29; IT&T, 45¢ Aug. 22 to holders July 15; Motorola, 37½¢ July 13 to holders June 29.

**GENERAL RAILWAY SIGNAL CO.** was disclosed as 68.9% owner of Transcontinent Television Corp., formed last Jan. "to buy and operate TV stations on a nationwide and international scale" (Vol. 12:5), when application was filed with FCC this week for authority for Transcontinent to purchase WHAM-TV, Rochester (Ch. 5) with radio WHAM for approximately \$5,000,000 from Stromberg-Carlson div. of General Dynamics Corp. (Vol. 12:14). Transcontinent's Tudor Enterprises is already 50% owner of WWSA-TV, Harrisonburg, Va. (Ch. 3) with radio WWSA, whose purchase for \$560,000 from Fred Allman was approved by FCC last week (Vol. 12:22). Other 50% of WWSA-TV & WWSA is owned by ex-NBC executive Hamilton Shea.

Stromberg-Carlson Broadcasting Corp. balance sheet as of Dec. 31, 1955 shows \$566,316 current assets, \$1,887,405 total assets, with plant & equipment cost placed at \$2,247,891 less \$926,802 depreciation; estimated replacement costs of land & buildings is put at \$2,187,000, of transmitter, studio, offices, etc. at \$1,647,000—for a total of \$3,834,000. For 6 months to Dec. 31, company's sales were \$1,247,651, net income \$83,031, earned surplus \$52,331.

Chairman of Transcontinent is Paul A. Schoellkopf, Jr., v.p. of Niagara Shares Corp., Buffalo investment firm, and he holds 3.4% of stock. President is David Channing Moore, ex-IBM div. sales mgr., recently special asst. to the Asst. Secy. of The Air Force (materiel), .27%; chairman of exec. committee is J. Fred Schoellkopf IV, 3.4%; v.p., Hamilton Shea; v.p. & secy.-treas., David G. Forman, 3.4%; v.p., Seymour H. Knox III, 1.1%. The Schoellkopfs are principals in ownership of WGR-TV, Buffalo (Ch. 2) and WGR; last week, they each dropped 20% ownership in TV Assoc. of Elmira Inc., applicant for Ch. 9 there. The organizers of Transcontinent are to select 6 of the directors, GRS 3.

J. Fred Schoellkopf also is on board of General Railway Signal Co., whose main plant is in Rochester. Its total assets are \$16,700,000, it has 337,587 shares of common stock outstanding traded on the N.Y. Stock Exchange, and it is one of largest makers of electrical & electronic equipment for railways. Among its subsidiaries is Electrons Inc., Newark (electronic tubes). Benjamin P. Wayne, secy.-treas. of General Railway, is also secy.-treas. of Electrons Inc., and one of General Railway's board members, Donald V. Edwards, is pres. of Electrons Inc. and 19% owner of Magnatran Inc., Kearney, N. J., maker of transformers.

Apropos "automation" in today's selling process, which CBS-TV pres. John Van Volkenburg sees manifested in increasing conversions of retailing outlets to self-service (Vol. 12:23), the secy.-mgr. of the National Assn. of Retail Grocers, Mrs. R. M. Kiefer, came up with this prediction at this week's Los Angeles convention: Tomorrow's homemaker, she said, may "comfortably sit in her car on a grocery store parking lot and select her food needs by push-button method from those displayed on a TV screen and then wait while her order is quickly assembled and brought out to her."

"Broadcasting in America," titles study by U of Miami's Sydney W. Head, pres. of Assn. for Professional Broadcasting Education, being published June 18 by Houghton Mifflin.

Russians plan to build Moscow TV antenna tower higher than Empire State Bldg. for completion next year, reports Moscow Radio. Empire State antennas (7 stations) are about 1465-ft. above ground.

Licensed TV sets in Great Britain totaled 5,812,178 at end of April, increase of 72,585 during month.

New closed-circuit TV applications: (1) National Advisory Committee for Aeronautics' Lewis Flight Propulsion Lab, Cleveland, uses 3 RCA industrial TV systems and four 24-in monitors to observe tests in new 10x10-ft. wind tunnel, designed specifically with closed-circuit TV in mind. (2) General Precision Lab reports sale of closed-circuit system to Ocean City Baptist Church, Ocean City, N. J., to help solve problem of fourfold increase in attendance during summer months. To accommodate influx of vacationers, video will be piped to 24-in. receivers in downstairs auditorium and sound carried on church's public address system during Sunday services. (3) Dage TV div., Thompson Products, is promoting new "Visit-Vision" closed-circuit system for hospitals, designed to permit hospital patients to visit with persons not allowed in their rooms, such as children under age. Complete unit, with self-contained camera, monitor and special booth, costs about \$2500. Pilot installation is at Memorial Hospital, Morristown, N. J. (4) "TV bulletin boards" are being used experimentally by American Airlines at Chicago's Midway Airport. TV camera in control tower picks up information on flight arrivals, departures, gate positions, etc., relays it to receivers in waiting room, behind ticket counters, in flight operations offices. "Closed-circuit TV undoubtedly will become a practical solution to the problem of carriers in keeping their bulletin boards up to date," observes pres. T. H. Davis of Piedmont Airlines.

More closed-circuit TV uses by industry and military: (1) Article in *Wall Street Journal* describes operation of new "completely automated" \$10,500,000 Lukens Steel Co. alloy plate finishing plant, in which 16 men in operating "pulpits" equipped with TV screens run entire plant, using 9 RCA cameras as eyes (Vol. 12:9). (2) TV pickup from pilotless drone aircraft was displayed Armed Forces Day at Bolling Air Force Base, Washington, demonstrating "instantaneous ground evaluation" of both live and still pictures taken from the air. (3) New British 10,000-ton cruiser, HMS Cumberland, has closed-circuit TV camera installed in engine room to transmit performance information to the bridge. (4) U. S. Air Force plans closed-circuit telecast next month linking number of air bases on continental U. S. for undisclosed "secret" demonstration, with Nathan Halpern's Theatre Network TV handling technical arrangements. (5) Army Ordnance Corps uses TV to spot fires from roof of its 29-acre Cleveland plant.

Reception of foreign TV in U. S. will be abundant during record-high sunspot activity from fall 1956 to spring 1958, according to George F. Jacobs, Voice of America propagation expert. Writing in March & June issues of *CQ*, he analyzes anticipated impact of sunspots on communications generally, notes that TV reception in U. S. will come from stations using our standards and operating on Ch. 2 (54-60 mc)—including Brazil, Mexico, Puerto Rico, Canada, Cuba, Alaska, Hawaii. European stations will be seen in form of interference unless receivers are specially built to their standards. This will be "more of a nuisance than an oddity," Jacobs writes.

Scottish Television Ltd. is name of new ITA program contractor for central Scotland, and it's headed by Roy Thomson, the Canadian publisher-broadcaster who also published *Edinburgh Scotsman* and *Dispatch*. Transmitter at Black Hill, between Airdie & Bathgate, is expected to be ready by Aug. 1957, will be Britain's 5th commercial outlet, expanding ITA services to 68% of population.

Agenda for NARTB's TV board meeting in Washington June 20 includes discussions of crackdown on TV code violators (Vol. 12:23), community antenna situation, plans for National TV Week Sept. 23-29. Radio board meets following day, with joint board meeting final day.

# Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 25

## SUMMARY-INDEX OF THE WEEK'S NEWS — June 23, 1956

**ENTIRE COUNTY SCHOOL SYSTEM** to be hooked up by closed-circuit TV in showcase project sponsored by electronics industry, Ford Foundation, educators (p. 1).

**AFFILIATES LAUD NETWORKS** before Senate Commerce Committee, as another big probe of "TV monopoly" shapes up in House for June 27 opening (p. 2).

**DEINTERMIXTURE** in ascendancy again in FCC allocations debates. Pleased Senate committee keeping hands off, awaiting decision momentarily (p. 3).

**MGM's ALL-OUT PLUNGE** into TV through station ownership, feature sales and program production points up Hollywood's 180-degree switch (p. 4).

**NBC DISAFFILIATION THREAT** involved in Westinghouse-NBC Philadelphia-Cleveland station swap, Westinghouse Broadcasting chief tells Senate probers (p. 5).

**STODDARD GROUP** favored for San Francisco-Oakland's Ch. 2 in examiner's report which emphasizes needs of Oakland as against those of whole area (p. 5).

**CONTRAST IN COLOR** approaches epitomized by bullishness of RCA, restraint of Philco, Motorola, Emerson. CBS-Columbia retrenches further (pp. 10-12).

**NEW TV LINE ANNUALLY** not a necessity unless "revolutionary" development is shown, opines Magnavox's Cramer. Big portable volume predicted (p. 13).

**UPBEAT COLOR OUTLOOK** expressed by Storer's Lee Wailes in talk to security analysts. Sees gradual growth, programming largely up to networks (p. 15).

**BIGGEST PHILCO STOCKHOLDER**, ex-pres. James H. Carmine, sells 17,700 shares, reducing holdings to 13,738, but retaining equity in profit fund (p. 17).

**TV CODE AMENDMENT** to admit film producers and distributors to affiliate subscription approved by NARTB board. Fewer commercials allowed (p. 9).

"**NTA FILM NETWORK**" reported to have 40-50 stations signed up for Oct. 1 debut of film-for-time swap. Its "network" films now being used by 16 TVs (p. 9).

**HUGE PILOT SCHOOL-TV PROJECT LAUNCHED:** Broadening the horizons of both education and TV-electronics, first fullscale closed-circuit public school system will be dedicated June 26 by Washington County Board of Education at Hagerstown, Md.

The Plan: Connect an entire county school system by TV, offering televised instruction to students in every field of elementary and high school study, as method of improving educational techniques and combating teacher & facility shortages.

The backers: RETMA, its members and non-member equipment manufacturers; the Ford Foundation's Fund for Advancement of Education; imposing line-up of other educational groups and associations.

The observers: Educators and govt. officials from all over the world; all segments of electronics industry; military training authorities, etc.

With hundreds of thousands of dollars in equipment available "on loan" from industry, project's planners have blueprinted 5-year progressive program which would hook up 8 Hagerstown city schools by next Sept., 23 the following year, branching out into county third year with 47-school hookup. Foundation grant, running for minimum of 5 years, is understood to be open-ended, to finance sound program of any magnitude -- so great is Fund's interest in school TV.

Actual beginning will be July 1, when teachers start attending courses to train them in TV techniques and use of the medium for in-school education.

Project has been in planning stage for many months, one of major tasks having been selection of area for the large-scale closed-circuit showcase. The section finally picked, 462-sq. mi. Washington County, is agricultural & industrial area in Maryland's panhandle. Total population is 79,000, the county seat -- Hagerstown, 70 road miles from Washington, D.C. -- having about 36,000.

Note: New York City's proposed \$105,000,000 school building program includes TV studio as part of new George Westinghouse Vocational High School, Brooklyn. It would be used to originate lectures and other educational programs over school's closed-circuit system, for teaching TV techniques, maybe later for on-air telecasts.

**PARADE OF AFFILIATES LAUDS NETWORKS:** If networks get their wings clipped this year it won't be by action of Congress. Any doubt on this score was dispelled this week when Senate Commerce Committee heard 25 affiliates, large and small, of all 3 TV networks, urge against changes in option time and must-buy practices and oppose Sen. Bricker's bill for network licensing. Networks are still in for rough time in Congress, though, as other committees hop on network-baiting bandwagon.

After listening for 3 days, Sen. Pastore (D-R.I.), chairman of communications subcommittee who presided at virtually all of this week's hearings, was convinced: "If the Bricker bill came up tomorrow, I would vote against it," he said, "because I think in the public interest the situation has not arisen for us to make a change at this time." Amazed and amused at the way affiliates unanimously sided with networks and parried leading questions by Sen. Bricker and counsel Kenneth Cox, Sen. Pastore interrupted testimony of WCAU-TV's Don Thornburgh to say:

"I would like to make an announcement now. If there is any broadcasting station in the USA that is dissatisfied with the way they are being treated by CBS, NBC or ABC, please let them come forward." By press time, there were no takers.

One change in network rules was proposed by several witnesses: Lengthen the affiliation contract period from present 2 years to 3-5 years.

\* \* \* \*

Two unexpected developments cropped up in testimony of two witnesses, both of whom also spoke out strongly in favor of the networks:

(1) Westinghouse Broadcasting pres. Donald H. McGannon said WBC would not have agreed to swap its WPTZ in Philadelphia for NBC's WNBK in Cleveland had it not been for implied threat of loss of NBC affiliation. He asked for change in rules to prevent future similar occurrences, but made no specific proposal (details on p. 5).

(2) National Telefilm Associates pres. Ely Landau announced formation of "a fourth operating TV network," NTA Film Network, to be activated Oct. 1 and presumably to operate on a time-for-film swap basis (see story on p. 9).

Senate Committee members are coming around to view that any "monopoly" in TV is caused by shortage of equal channels -- an opinion stressed by many witnesses this week, as in past hearings -- and Senators appear to be in mood to demand some deintermixture action soon, unless FCC acts immediately (see p. 3). Hearings on network problems have been recessed "subject to call," could be reconvened if anyone responds to Sen. Pastore's plea to come forward with complaints about networks.

\* \* \* \*

If FCC and networks think they're finished with Congressional harassment for this session, they've got another think coming. House Judiciary anti-trust subcommittee, headed by Rep. Celler (D-N.Y.) starts series of important hearings on TV "monopoly" with grilling of FCC members June 27-29 (10 a.m., 346 Old House Office Bldg.). "We won't be finished with them in a day or two," said chief counsel Herbert N. Maletz, indicating second 3-day session with FCC may be held July 11-13.

Subcommittee is trying to find out whether big "regulated industries" dominate regulatory bodies such as FCC, and judging by long and thorough hearings it held on aviation industry its TV hearing won't be flash in pan. Among those expected to be called are networks, uhf stations, plus anybody with a grievance. The subcommittee is certain to look deeply into Westinghouse-NBC Philadelphia-Cleveland swap, on which its investigators have been digging up information.

But it will go much further. It has written networks for tremendous mass of information -- "just about everything in our files," as one high network official put it. "It's like the kind of information they subpoena for a criminal proceeding," he said. "They want inter-office memos, everything." With a sigh, he added: "It's getting so we can't do business any more. We expect everything we ever say or do to wind up in the files of a Congressional committee and be completely misinterpreted."

Members of subcommittee, in addition to Celler, are Rodino (D-N.J.), Rogers (D-Colo.), Quigley (D-Pa.), Keating (R-N.Y.), McCulloch (R-Ohio) and Scott (R-Pa.). Another probe which could be reactivated soon is House Small Business subcommittee's similar inquiry, headed by Rep. Evins (D-Tenn.), which started out explosively with

subpoena for CBS & NBC records, and a press release misquoting Chairman McConnaughey and FCC officials -- then fizzled in one day of hearings (Vol. 12:11-12).

FCC's own network investigation under Roscoe Barrow continues in an orderly, quiet, headline-shunning fashion. Commission sent questionnaires this week to all TV stations, and surprised press corps by releasing questionnaire and covering letter. This was refreshing and realistic change from practice of Congressional committees which send out non-secret "secret" questionnaires, forcing reporters to go to recipients for copies -- which they always can get from somebody for the asking.

Barrow's questionnaire is one of series of formal and informal quizzes of networks, spot reps, ad agencies, talent agencies, film syndicators, AT&T, station groups, etc. Deadline for return is July 31.

Information requested: Data on rates, network affiliation, operating hours, set circulation, plus complete breakdowns of "composite week's programming" by 15-min. units as to network, commercial, sustaining, film, live, local, etc., and by amount of time devoted to news, entertainment, sports, educational programming, and so forth. Barrow said individual replies will be kept confidential.

**DEINTERMIXTURE RISES AGAIN AT COMMISSION:** FCC reversed itself again this week, is now talking up deintermixture as a strong principle of forthcoming allocations decision. Next meeting is June 25 and, once again, there are a lot of predictions that it will be "Der Tag." Here's gist of current proposal:

(1) Long-range, let's explore whether uhf can do the job for all or most of U.S. (2) Short-range, let's assure survival of uhf through deintermixture in about a dozen markets. If FCC buys the plan being considered, some operating vhf's or CPs will be told they'll have to move to uhf. Mileage cuts for vhf drop-ins aren't being considered any more -- this week, that is. However, to add 3rd vhf to some cities, FCC is thinking of measuring transmitter-to-transmitter, forgetting postoffices.

This week's thinking envisages issuing separate rule-making proposals to shift channels to make certain markets predominantly uhf or vhf. These are said to include: Albany, Corpus Christi, Duluth, Fresno, Hartford, Madison, Miami, New Orleans, Norfolk, Peoria, Shreveport, Springfield.

But until decision is actually "on the table" -- publicly released -- don't count on anything. One factor adding to probability of final action next week is fact that it's Comr. Webster's last week on job, and he's expected to participate. FCC sources discount rumors that action is being held up until T.A.M. Craven takes position on Commission bench next week. Senate confirmed his appointment June 21.

Newest factor in FCC discussions is concept of actually proposing to move some operating vhf's to uhf. For example, it's thinking about moving GE's WRGB, Schenectady (Ch. 6) and Fresno's KFRE-TV (Ch. 12) to uhf. It will be surprising if Commission really makes such a move, even more surprising if it's ever accomplished.

Considered more probable is deletion of ungranted vhf channels from such cities as Peoria, Springfield & Hartford. One of FCC's big problems is how to devise a deintermixture pattern -- where to start and stop. It's certain that if Commission proposes some deintermixture, many parties will be clamoring for more, and FCC will be obligated to consider them seriously.

\* \* \* \*

Senate Commerce Committee has been on pins and needles throughout FCC's long deliberations. At one time, Chairman Magnuson was prepared to ask that decision be delayed -- when he thought allocations table was being scrapped. Now that there's possibility of deintermixture, Committee is keeping hands off.

It's no secret that Committee likes deintermixture, and FCC knows it. Commission has been studying draft report recommending deintermixture, and it will decide at June 27 meeting whether to issue "interim report."

Chairman of communications subcommittee, Sen. Pastore (D-R.I.), sums up his views this way: "FCC should do something definite, positive and soon. Looking realistically at it, the Committee is a watchdog; it can be critical in a slowdown, but allocations is the Commission's job. The Commission already knows how the committee

feels. They told us a long time ago they hoped to have an answer in 6 months. We ought to be fair, wait the 6 months and give them the chance to do it as they should. But time is running out, and we're rapidly reaching the point of no return in uhf.

"There's a lot of sense in deintermixture," he said, but added that he favors it only where it won't "subject the viewer to the financial responsibility of changing his set over." He said he's dead set against moving any existing vhf to uhf. During this week's hearings on networks (see p. 2), he said he'd like to see 3 "like-channel" stations in each city, and he stated that "high power is destroying community station ownership."

Leaders of new Assn. of Maximum Service Telecasters met in Washington, meanwhile, to go forward with plans to protect their coverage (Vol. 12:22). It decided to incorporate, set up \$50,000 budget, hire A. D. Ring & Assoc. as consulting engineers, defer selection of Washington counsel. Big phase of effort is to determine, more precisely, "What Is Coverage?" Three of committee members -- Jack Harris, KPRC-TV, Houston; Charles Crutchfield, WBTV, Charlotte; Harold Gross, WJIM-TV, Lansing -- also met with FCC Chairman McConaughy.

**MOVIES' ISOLATION ENDS AS MGM GOES TV:** It took Hollywood's moguls 10 years to ascertain validity of the axiom, "if you can't lick 'em, join 'em." This week, world's biggest movie maker, Loew's Inc. -- long a stubborn TV holdout -- decided to join 'em with a vengeance via feature release, station ownership & TV film production.

Out to become "an important factor in TV," Loew's board unfurled 3-prong plan to make up for decade of lost time in TV: (1) Lease of complete backlog of 770 sound features, 900 shorts -- generally regarded as industry's best -- for use on TV beginning next fall. (2) TV film production, with first series planned for 1957-58 season. (3) Acquisition of TV stations in important markets.

All TV activities -- from feature film distribution to station operation -- will be handled by new TV div., headed by Charles C. (Bud) Barry, now an MGM v.p. and known to industry as former program v.p. of both CBS & ABC and more recently a Wm. Morris Agency program executive.

\* \* \* \*

MGM's deep plunge marks complete cycle for the movie majors vis-a-vis TV. Back in TV's infancy, Hollywood looked upon the upstart with amused toleration. In 1945, movie makers filed applications for TV frequencies, available for the asking. When it looked as if they were going to get CPS, applications were dropped by such majors as MGM, 20th Century-Fox and Warner Bros.

As TV grew and prospered, most movie makers first pretended that it didn't exist, then that it wasn't hurting them, and finally that it wasn't any good and couldn't possibly last. When movie grosses continued to decline, they dipped their feet gingerly into TV, mostly with second-rate filmed shows placed on networks and designed to make TV so intolerable as to send viewers to the movies to escape.

Then the backlog dike broke -- and now pre-1949 features are flowing to TV from every major save Paramount, which paradoxically was first and most ardent TV enthusiast among the movie makers, having helped finance Dr. Allen B. DuMont in the early days and built highly successful pioneer Los Angeles independent KTLA.

The TV tail may well wag the movie dog some day, if MGM puts across its diversified TV-movie operation plan. It obviously is profiting by the example of General Teleradio, which bought out the debilitated RKO Studios, siphoned off its backlog to TV, and created an entertainment empire of TV-radio stations, movie and TV film production, phono record and music publishing business -- all within the huge General Tire & Rubber empire.

\* \* \* \*

MGM chose to enter TV business on its own after rejecting offers to sell its feature backlog for as much as \$50,000,000 (to Lou Chesler, who bought Warners' films for \$21,000,000), and to lease them for \$30,000,000 (to NTA).

"In effect we are in business tomorrow and are negotiating on all phases of our TV operations," said Barry June 20, immediately after directors' decision. He stressed "no details have been worked out," but outlined his thinking to us thus:

Station acquisition: "We're interested in sole ownership in major markets, but we're willing to entertain minority interest possibilities at first...The decision of the board to acquire stations was announced in principle, but, of course, it has broad implications. If a major company enters this field, it eventually hopes to have the maximum number of stations a company could have."

Feature film distribution: "We're not averse to talking deals right now, but we intend to notify stations of our price structure very soon." While some pictures may be held out for theatrical reissue or network showing, all features will get to TV stations within a 5-10-year leasing period. One possibility being considered is special "color package" of Technicolor backlog.

Both NBC & CBS are known to be negotiating with MGM for spectacular series, and also for single film, the 1939 color musical "Wizard of Oz" (Judy Garland, Ray Bolger, Bert Lahr), CBS reportedly having offered \$200,000 for limited number of showings of the picture. (For list of top MGM films going to TV, see p. 9).

**I**MPLIED THREAT BY NBC was involved in Westinghouse-NBC swap of TV-radio stations in Philadelphia & Cleveland (Vol. 11:53 & 12:3), Westinghouse Broadcasting Co. pres. Donald McGannon indicated under questioning by Senate Commerce Committee counsel Kenneth Cox at this week's TV investigation hearing.

FCC approved transfer early this year whereby NBC took over Westinghouse's WPTZ, (now WRCV-TV) Philadelphia, and Westinghouse got NBC's WNBK (now KYW-TV), Cleveland, NBC paying Westinghouse an additional \$3,000,000 cash. McGannon told committee Westinghouse had paid \$8,500,000 for WPTZ when it bought it from Philco in 1953, valuing the NBC affiliation at \$5,000,000. "With this in mind, we agreed to the [Cleveland] transfer, because the alternative was to become an ABC or an independent outlet in Philadelphia," he said.

"In other words," said Cox, "NBC in the exercise of its power to grant and withhold affiliation in the Philadelphia market, had indicated that it desired to own a station in Philadelphia. It wished to purchase yours if you could come to terms with them. If not, they indicated they would acquire one of the other stations and would then withdraw the NBC affiliation from your station?"

"That is correct," replied McGannon. To another question, he replied Westinghouse would have rejected the exchange proposal had it come from any party except NBC. McGannon said Westinghouse received assurance that its KDKA-TV, Pittsburgh, would continue as NBC affiliate, during time that Philadelphia-Cleveland negotiations were in progress. He said the \$3,000,000 cash figure in the swap was based on fact that Philadelphia outlet's earning capacity was approximately \$600,000 a year greater than the Cleveland station—the \$3,000,000 representing the difference over 5-year period.

He urged Committee to seek method of assuring "that in the course of a network acquiring or upgrading station properties, it be done in a manner that fully insulates and segregates [their] station operations from their national network functions." Like other station witnesses, he backed other current network practices. He urged affiliation contract period be extended to 5 years.

Stanford U Radio & TV Institute offers 14th annual 8-week course in theory and practice on 16 subjects, starting June 25. TV field work will be in cooperation with KPIX, San Francisco, radio with KNBC.

Appropriation of \$7,828,000 to run FCC for fiscal 1957 was sent to White House this week after final approval by Senate & House.

**S**TRICT ATTENTION to needs of Oakland, Cal. as opposed to those of whole San Francisco-Oakland area, by applicant Channel Two Inc., was prime factor in examiner Thomas H. Donahue's initial decision on Ch. 2 this week. Decision recommends denial of TV East Bay and San Francisco-Oakland TV Inc.

Donahue found Channel Two superior in all respects save ownership-management integration, in which he favored San Francisco-Oakland.

Sparkplug of favored applicant is Stoddard P. Johnston (35%), stepson of pioneer broadcaster John A. Kennedy who founded several West Virginia radio stations then bought KFMB-TV, San Diego, in 1951, selling it in 1953. Donahue was particularly impressed by past record of exec. v.p. Howard L. Chernoff (5%). Also a 5% owner is Joseph R. Knowland, father of Senate minority leader Wm. Knowland and publisher of *Oakland Tribune*.

TV East Bay is headed by oilman Edwin A. Pauley (60.85%). Principals of San Francisco-Oakland are Ward D. Ingram (47½%), gen. mgr. of Don Lee Broadcasting System; Wm. D. Pabst (47½%), mgr. of KFRC, San Francisco; Harry R. Lubcke (5%), consulting engineer.

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Commission issued one CP this week, granting educational Ch. 2 to Twin City Area Educational TV Corp., St. Paul, Minn.

Hassle over grantee KNAC-TV, Ft. Smith, Ark. (Ch. 5) was terminated this week. Principals (KWHN) had asked for more time to build, sought sale to Southwestern Pub. Co. Opposition developed from local "Citizens Group for Two TV Stations in Ft. Smith" and Commission set hearing to determine whether there had been "trafficking in license." Contract for sale to Southwestern expired April 1, rendering whole thing moot, and FCC granted extension.

Storer Broadcasting Co.'s efforts to buy grantee KSLM-TV, Salem, Ore. (Ch. 3) and move its channel to Portland brought competition this week. C. H. Fisher, part-owner of KVAL-TV, Eugene (Ch. 13) and KPIC, Roseburg (Ch. 4), filed application for the channel and asked that KSLM-TV's CP be revoked.

One allocations petition was filed: Paul E. Johnson, engineer of WSYD, Mt. Airy, N. C., asked for substitution of Ch. 8 for Ch. 55 there. Two petitions were dismissed at request of petitioners: (1) Grantee WANE-TV, Ft. Wayne (Ch. 69) dropped efforts to get shifted to reserved Ch. 27. (2) KOTA-TV, Rapid City, S. D. (Ch. 3) called off attempt to have Ch. 3 shifted from Miles City to Glendive, Mont. or deleted from Miles City.

**ONLY NEW STARTER** reported this week was Canada's 34th — CFCY-TV, Charlottetown, P.E.I. (Ch. 13), was set for June 25 test patterns, expecting to start programming July 8. It's first Canadian to start since CKGN-TV, North Bay, Ont. (Ch. 10) opened last Dec. (Vol. 12:1). It has 5-kw GE transmitter and directional antenna on 500-ft. Wind Turbine tower. Mrs. K. S. Rogers is pres. & principal owner, with R. F. Large, of radio CFCY, as station mgr.; Wanda MacMillan, program traffic mgr. and A. L. Finley, technical supervisor, also from CFCY. Base hour is \$190. Reps are Weed and All-Canada.

U. S. TV stations due to start shortly are WCKT, Miami, Fla. (Ch. 7); WISC-TV, Madison, Wis. (Ch. 3); KSLE, Monroe, La. (Ch. 13, educational); WAIQ, Andalusia, Ala. (Ch. 2, educational); KFXJ-TV, Montrose, Colo. (Ch. 10). Only equipment shipment reported was RCA 25-kw transmitter June 14 to KIDO-TV, Boise, Ida. (Ch. 7), planning boost to 166-kw ERP.

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WCYB-TV, Bristol, Va.-Tenn. (Ch. 5), granted April 11, plans Aug. 15 test patterns, Sept. 1 start as NBC primary, also using ABC shows, reports Robert H. Smith, pres.-gen. mgr. and 25% owner. Footings have been poured for 80-ft. guyed Stainless tower, which will have 3-bay GE antenna. Construction also has begun on house at Rye Patch Knob in Cherokee National Forest for 35-kw GE transmitter, purchased as part of GPL package, due late in July. J. Fey Rogers, 25% owner, is v.p. & sales mgr.; Frank Spaulding, program & promotion supervisor; Russell Robinson, from WCYB, chief engineer. Base hour will be \$300. Rep will be Gill-Perna.

KAVE-TV, Carlsbad, N. M. (Ch. 6), awaiting delivery of RCA 3-bay antenna, plans July 15 programming with CBS, although DuMont 5-kw transmitter hasn't been

shipped yet, reports gen. mgr. John H. Battison. New studio-transmitter building, also housing radio, was completed June 1 and 301-ft. Liberty tower is ready for antenna. Base hour will be \$150. Rep will be Branham.

KLSE, Monroe, La. (Ch. 13, educational), which received STA this week, plans start shortly. It has 5-kw RCA transmitter installed in plant of off-air KFAZ (Ch. 43), also has RCA 6-bay antenna on 300-ft. KFAZ tower. Facilities include large studio with live facilities at transmitter site on Forsythe Ave. on outskirts of Monroe. Station is owned by Louisiana Dept. of Education. Howard Griffith, onetime part-owner & gen. mgr. of KFAZ, supervised installation of equipment, also will be on hand to train personnel.

WHYY-TV, Philadelphia (Ch. 35, educational), planning Oct. start, has tentative late July-Aug. delivery date for RCA transmitter, reports managing director Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N. C. It has Blaw-Knox tower ready for RCA antenna, scheduled for July installation. It will lease quarters at 1622 Chestnut St., formerly occupied by WCAU-TV & WCAU. John Ullrich, program director of WHYY-FM, has been named exec. producer for TV; Samuel H. Barbour, ex-WFIL-TV, chief engineer; Paul Blanshard Jr., from George School, Newtown, Pa., community relations director.

WIPR-TV, San Juan, P.R. (Ch. 6, educational) has ordered 25-kw RCA transmitter for shipment this summer, part of RCA package which includes mobile unit & kine recording equipment. It plans start by year's end, according to R. Delgado-Marquez, gen. mgr. of TV-radio for Puerto Rico Dept. of Education. Commonwealth of Puerto Rico has appropriated \$860,000 for construction of WIPR-TV & radio WIPR, with operation costs to be covered by yearly \$310,000 appropriation. Elaborate air-conditioned building 15-mi. from San Juan will have 2 TV studios, 4 radio. WIPR-TV will cover 2/3 of island and applications are pending for Ch. 7, Ponce, and Ch. 3, Mayaguez.

**Telecasting Notes:** Favorite TV commercials were surveyed by American Research Bureau, with some rather surprising results. Asking all of its diary respondents which commercial they liked best May 1-7, ARB found two regional beer sponsors came out on top—receiving enough votes to attain top ranking on national basis. Top 10 commercials, ranked by popularity: Piel's Beer (N. Y.), 7.7%; Hamm's Beer (midwest), 7.1%; Lucky Strike, 4.4%; Ford, 3.2%; Gillette, 2.9%; Alka Seltzer, 2.8%; Lincoln-Mercury, 2.6%; Dodge, 2.2%; Pamper, 2.1%; Winston, 2.1% . . . Top feature film sales: Total of 23 stations have bought Warner Bros. features from Associated Artists, 8 having purchased entire 754-feature library. In first week of offering, NTA closed 9 sales on 52-feature 20th Century-Fox package for total of around \$500,000, plus single sale to WATV for \$500,000 . . . Bing Crosby has dissolved his TV film production company because of competition, high costs and flood of feature films . . . Network TV film production: NBC subsidiary Kagan Corp. has leased 4 sound stages at California Studios, Hollywood, begins production of *Life of Riley* there June 1; Wm. Fenton Coe has been named production mgr. of the studios. CBS-TV's *You Are There* documentaries go all-film next season, network to begin filming 26 shows July 9 at 20th Century-Fox studios . . . "So what else is new?" asked June 20 *Variety* in story noting 26 new nighttime shows are slated for next season—"but practically no innovations" . . . Innovation in variety format planned by NBC's Jess Oppenheimer for new 60-min. show, *A Company of Players*. Permanent company of 10-12 performers will divide all chores—drama, comedy, music. During first half-hour, company will perform dramatic segment; some

time in second half, group will do broad satire on same subject . . . Upcoming big-money giveaways: *Most Beautiful Girl in the World* (Revlon, NBC or ABC), \$250,000 annual award; *High Finance* (Mennen, Chemstrand, CBS), \$75,000; *Treasure Hunt* (Helene Curtis, Mogen David, ABC), \$25,000; *Twenty-one* (Pharmaceuticals Inc.), up to \$15,000 a week . . . Walter Winchell to do an Ed Sullivan next season, with Fri. 8:30-9 p.m. variety show on NBC-TV for Old Golds & Toni . . . Huge 22-hour auction of \$5,000,000 in Navy surplus goods June 27-28 will be covered live by Philadelphia's 3 TV stations . . . More adults than kids watch Gene Autry & Roy Rogers features on TV, MCA-TV reports on basis of study of ARB reports . . . Vincent J. Donehue, veteran TV director (*Philco Playhouse*, *U. S. Steel Hour*, *Producers' Showcase*, *Playwrights '56*) signs exclusive contract with CBS-TV for next season, in charge of *Playhouse 90* and *Ford Star Jubilee* series.

Leading spender for business entertainment is TV industry, according to survey by Diners' Club, N. Y. Top check grabbers last year were admen, year before manufacturers' reps. Current lineup, in order: TV, public relations, manufacturers' reps, admen, wholesalers' reps, ad salesmen, theatrical booking agents, brokers and their reps, literary agents. Admen still spent largest volume, 16%, but Club noted that TV's 8% was concentrated in much smaller group.

Television Bureau of Advertising reports that of top 100 advertisers last year, 67 invested more in TV than in newspapers. An additional 5 advertisers were liquor companies, which are ineligible for TV.

**Network Accounts:** More than \$4,500,000 in daytime billings were racked up by NBC-TV in week ended June 15. Sterling Drug, in first daytime purchase on NBC-TV, bought Tue. & Thu. segments of *Modern Romances* for 52 weeks starting Aug. 2, thru Dancer-Fitzgerald-Sample; Lehn & Fink bought alt. Tue. 4:15-4:30 p.m. segment of *Queen for a Day* for 26 weeks starting Aug. 7 and alt. Tue. 12:45-1 p.m. segment of *It Could Be You* for 13 weeks starting Oct. 2, thru McCann-Erickson; Armour (poultry div.) bought 15 partic. in *Matinee Theatre* colorcasts starting Sept. 13, thru N. W. Ayer; Standard Brands bought Tue. & Fri. 2:45-3 p.m. segments of *Tennessee Ernie Ford Show* for 52 weeks starting Aug. 6, thru Ted Bates . . . RCA will be part-sponsor of all 3 color series on NBC-TV this fall, having bought co-sponsorship (with Oldsmobile) of monthly Sat. spectaculars, 9-10:30 p.m., thru Kenyon & Eckhardt, retaining part-sponsorship of monthly *Producers' Showcase* Mon. 8-9:30 p.m. & Fri. 8:30-10 p.m. series . . . Monsanto Chemical (Acrilan fiber) to be alt. sponsor (with Mennen) of *High Finance* on CBS-TV starting in fall, Sat. 10:30-11 p.m., thru Doyle Dane Bernbach . . . Mogen David Wine to sponsor *Treasure Hunt* quiz show on ABC-TV starting Sept. 7, Fri. 9-9:30 p.m., thru Weiss & Geller, Chicago . . . Pharmaceuticals Inc. to sponsor *21* quiz show on NBC-TV starting in fall, Wed. 10:30-11 p.m., thru Edward Kletter Assoc. . . Pharmacrft (Fresh Stick Deodorant) replaces Sylvania as sponsor of *Beat the Clock* on CBS-TV starting June 23, Sat. 7:30-8 p.m., thru J. Walter Thompson, Chicago . . . R. J. Reynolds to sponsor 30 min. of *Wire Service* on ABC-TV starting in fall, Thu. 9-10 p.m., thru Wm. Esty Co. . . American Chiclé to be alt. sponsor of *Ozark Jubilee* on ABC-TV starting in fall, Thu. 10-10:30 p.m., thru Ted Bates . . . Gillette to sponsor All-Star baseball game from Washington on NBC-TV Tue. July 10 starting at 12:45 p.m., thru Maxon . . . Avco cancels its one-third sponsorship of *Steve Allen Show* on NBC-TV Sun. 8-9 p.m., Viceroy & Jergens remaining . . . ABC-TV, expanding daytime programming, to schedule two 30-min. quiz or variety shows in 11:30 a.m.-12:30 p.m. period next fall . . . NBC-TV to switch *Howdy Doody* to Mon.-thru-Fri. 9:30-10 a.m. in fall . . . Whitehall Pharmaceutical and Purex to be alt. sponsors of *Festival of Stars* on NBC-TV starting June 30, Sat. 9:30-10 p.m., thru Ted Bates and Weiss & Geller.

**Bullish billings:** Kenyon & Eckhardt expects billings of \$75,000,000 this year, up from \$63,000,000 in 1955, with almost half of billings this year in TV, pres. Wm. B. Lewis told press luncheon . . . Compton billings this year will be \$58,000,000-\$60,000,000, with TV accounting for 50%, predicts pres. Barton A. Cummings; last year, Compton had billings of \$45,000,000, with TV-radio combined accounting for 52% . . . Emil Mogul Co. anticipates \$10,000,000 volume this year, up from \$8,600,000 in 1955, says pres. Emil Mogul.

CBS-TV's pro football schedule this fall has been sold regionally to these sponsors: Amoco, Atlantic Refining, Ballantine Beer, Marlboro Cigarettes, Falstaff Beer, Standard Oil of Indiana, Speedway Petroleum, Goebel Beer, Burgermeister Beer, General Tire.

NBC Radio affiliates exec. committee (Lester W. Lindow, WFDF, Flint, acting chairman) meets June 29 in N. Y. to discuss future of *Weekday* program schedule. Westinghouse stations have notified NBC of their dissatisfaction with revenues obtained from *Weekday*.

AAAA's 1956 membership roster, listing 323 member agencies as of May 31 (11 more than last year), was published this week.

CBS Radio affiliates meet at Hotel Picre, N. Y., Sept. 11-12.

Bright outlook for magazine ad revenues, coupled with deceleration of TV's growth, is predicted by Arnold Bernhard & Co. investment house in current issue of "The Value Line Investment Survey." In first quarter of this year, it says, magazine revenues increased 14% vs. 11% for total advertising; in same period last year, magazines increased 2% while total rose 12%. "It seems certain," Bernhard says, "that the usefulness of advertising has been improved. Company after company is allocating a larger proportion of sales revenues to advertising." Estimating 1956 ad revenues will run \$10 billion this year, it expects \$13.5 billion in 3-5 years. Stating that TV's growth had begun to decelerate in first quarter, Bernhard predicts magazines will garner large share of projected increases in overall ad expenditures—noting that newspapers suffer newsprint shortage; that radio dropped 13% since 1952 while total rose 26%.

**Rate increases:** WCIA, Champaign, Ill. July 1 raises base hour from \$700 to \$800, 20 sec. \$140 to \$160. KTVX, Muskogee, Okla. has added Class AA hour (7-10 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. WKJG-TV, Fort Wayne, Ind. July 1 raises hour from \$400 to \$450, min. \$80 to \$90. WSEE, Erie, Pa. Aug. 1 raises hour from \$250 to \$300, min. \$50 to \$60. WDBO-TV, Orlando, Fla. July 15 adds Class AA hour (7:29-10 p.m. daily) at \$300, min. at \$65, Class A hour remaining \$250. WIMA-TV, Lima, O. Aug. 1 raises hour from \$150 to \$200, min. \$30 to \$40. KSWs-TV, Roswell, N. M. has raised hour from \$150 to \$250, min. \$30 to \$50. KID-TV, Idaho Falls, Ida. July 1 raises hour from \$175 to \$200. WDAM-TV, Hattiesburg, Miss. has raised hour from \$150 to \$175. **Spot increase:** KSLA-TV, Shreveport, July 1 adds Class AA min. only rate (7-10 p.m. daily) at \$100, Class A min. remaining \$80.

Another test case involving use of theatrical films on TV is \$2,750,000 suit filed in N. Y. Supreme Court by cartoon producer Max Fleischer against Paramount Pictures, DuMont Broadcasting Co. and others, alleging TV use of his cartoons "without proper credit and authority." His cartoons, including "Superman" and "Betty Boop" series, are part of package of Paramount shorts acquired by NTA. He claims his cartoons can't legally be presented in conjunction with commercials and that screen credits on the films have been doctored.

**Quoteworthy quote:** "The challenge of the TV code is to perform a negative function in a positive manner . . . Program-wise, the broadcaster must avoid offending or embarrassing the family viewing circle without necessarily precluding the dramatic presentation of subject matter which may be unpleasant, but inimical to life about us—and without stifling the talents of writers, producers, actors and actresses."—Edward H. Bronson, NARTB's TV code affairs director, to Catholic Bestrs. Assn. in Boston June 22.

Ordered off air because FCC felt its horse-racing broadcasts encouraged gambling, radio WWBZ, Vineland, N. J. was given reprieve this week, Commission telling station it can continue for 60 days after FCC acts on WWBZ's petition for reconsideration or Court of Appeals acts on station's appeal—whichever is later.

**New reps:** KCOP, Los Angeles, to Petry (from Weed); WGN-TV, Chicago, July 1 to Petry for West Coast only (from Hollingbery); WPFH, Wilmington, Del. to Raymer (from Mcker); WMAL-TV, Washington, July 1 to H-R Television (from Katz).

Investigation of daytime AM problems by Senate Small Business Subcommittee has been shelved until next session, chairman Kennedy (D-Mass.) announced this week, adding that staff would study stations' complaints during recess.

**Personal Notes:** Campbell Arnoux, WTAR-TV, Norfolk, elected chairman of NARTB's TV board, succeeding Clair McCullough, Steinman stations; Kenneth L. Carter, WAAM, Baltimore, elected vice-chairman; John M. Outler, WSB, Atlanta, elected chairman of radio board, succeeding E. K. Hartenbower, KCMO, Kansas City; Herbert L. Krueger, WTAG, Worcester, Mass., elected vice-chairman . . . Roger W. Clipp, gen. mgr. of WFIL-TV & WFIL, Philadelphia, appointed to broadcast advisory committee of U. S. Information Agency (Voice of America) . . . Harold Christian, v.p. in charge of radio WXYZ, Detroit, promoted to v.p. in charge of merchandising & research dept. for WXYZ-TV & WXYZ; Harold Neal promoted to succeed him as radio v.p.; Page Heldenbrand, ex-Hearst Promotion Enterprises, N. Y., appointed TV-radio promotion mgr. . . . Arthur G. Rydstrom, senior v.p. of big N. Y. real estate firm of Webb & Knapp, named v.p. & director of KBTW, Denver, now owned 50% by Webb & Knapp . . . Gerhart D. Wiebe, noted psychologist, resigns as asst. to CBS pres. Frank Stanton to join Elmo Roper & Assoc. . . . Anthony C. Krayner Jr., ex-WPIX, N. Y., named business mgr. of NBC Spot Sales . . . John J. Cole, ex-western sales mgr. of Guild Films, named national sales v.p. . . . Walter Richartz, ex-KIEM-TV, Eureka, Cal., named gen. mgr. of upcoming KOTI, call changed from KFJI-TV, Klamath Falls, Ore. (Ch. 2), due in Aug. . . . Wm. Stiles, ex-KZTV, Reno, named gen. mgr. of KLRJ-TV, Las Vegas . . . Charles L. Glett, ex-CBS-TV v.p. in charge of network services, Hollywood, takes indefinite leave of absence as exec. v.p. & studio management director of General Teleradio's RKO Pictures to recover from recurrence of phlebitis . . . Richard B. Hull, on leave from Iowa State's WOI-TV, named director of WOSU-TV, Columbus, O., effective Nov. 1, replacing Robert C. Higgy, named associate director for engineering & transmission . . . Donald A. Pels appointed business mgr. of WABC-TV, N. Y., replacing Grady E. Jensen, resigned . . . Thomas F. Martin, ex-WEEU-TV, Reading, Pa., named sales mgr. of WFBG-TV, Altoona . . . Andrew Vladimir, ex-TV-radio plans director, Gotham-Vladimir Adv., N. Y., named sales mgr. of WAPA-TV, San Juan, P.R. . . . Wm. C. White,

**ADVERTISING AGENCIES:** Dr. Lyndon O. Brown, Dancer-Fitzgerald-Sample v.p. in charge of media, merchandising & research, elected pres. of Market Research Council for 1956-57 term, succeeding Carl H. Henrikson Jr., Crossley S-D Surveys; Paul E. Gerhold, v.p. in charge of media and research. Foote, Cone & Belding, elected v.p. . . . Robert A. Dearth, ex-McCann-Erickson, appointed v.p. in charge of creation & planning of all domestic adv., Morse International . . . Norman Glenn, ex-v.p. & TV-radio director, Doherty, Clifford, Steers & Shenfield, joins Young & Rubicam, N. Y., as account supervisor in TV-radio dept. . . . Edwin S. Reynolds resigns as TV-radio director of Fletcher D. Richards Inc. to join ABC Radio as account exec. . . . Lester Wunderman promoted to exec. v.p., Maxwell Sackheim & Co., N. Y.; Sherman P. Sackheim promoted to operations v.p., Irving Wunderman to v.p. & copy chief; Joseph Gans continues as v.p. in charge of TV-radio . . . Don Belding, chairman of Foote, Cone & Belding, will retire next Jan. 23, his 60th birthday, to be succeeded by Roy Campbell, exec. v.p. in charge of western operations . . . Terri Brady, TV-radio timebuyer, Raymond R. Morgan Co., Hollywood, promoted to media director, replacing Roy Curtis, now media director of Leo Burnett Co., Hollywood . . . Delmar Molarsky joins TV-radio dept., N. W. Ayer, N. Y.; Suzanne Bourdon and Wm. B. Weitman join TV-radio art dept. . . . Martin K. Speckter resigns as Bozell & Jacobs v.p. in charge of creative services to open own

ex-Procter & Gamble, named exec. asst. at WMUR-TV, Manchester, N. H. . . . John F. Antoniazzi, from management consultant firm of Lybrand, Ross Bros. & Montgomery, joins CBS Inc. as asst. management consultant . . . Fred Mueller, ex-KMOX & KWK-TV, St. Louis, named promotion mgr. of KSD-TV & KSD, succeeding David Pasternak, now asst. circulation mgr. of parent *St. Louis Post-Dispatch* . . . Wm. H. Steese upped to mgr. of radio promotion, research & sales development for reps Edward Petry; Jack Keiner promoted to director of radio adv. & sales presentations . . . Hal Davis, ex-pres. of West Coast Adv. Agency, onetime KVAR-TV, Phoenix & KLRJ-TV, Las Vegas, joins John A. Ettlinger Assoc., in charge of sales of syndicated films to agencies in Los Angeles and San Francisco . . . Dorothy Winter, TV-radio producer-director, BBDO, Hollywood, elected pres. of Radio & TV Women of So. Cal. . . . Geoffrey Barr, from several Broadway production firms, joins CBS-TV business affairs dept., working with story dept. as mgr.

Brig. Gen. David Sarnoff, RCA chairman, has accepted honorary chairmanship of American Museum of Immigration's Greater New York Committee. Group's goal is to establish \$5,000,000 museum at foot of Statue of Liberty.

Thomas F. O'Neil, chairman of MBS and RKO Tele-radio Pictures, appointed national chairman of Pius XII Library to be built at St. Louis U.

John Coburn Turner, 41, asst. director of Ford Foundation's TV-radio Workshop and administrator of its *Omnibus* show on CBS-TV, died June 15 at St. Luke's Hospital, N. Y., after brief illness. Despite confinement to wheel chair as result of auto accident that paralyzed his legs while an undergraduate at Princeton, he had extremely active TV-radio career, serving with CBS and ABC from 1940-1950, and as exec. of Goodson-Todman Assoc. before joining Ford Foundation's TV-Radio Workshop. He is survived by his widow and daughter.

Don George, 48, gen. mgr. of KSLA-TV, Shreveport, La., died June 5 of heart ailment.

agency, Martin K. Speckter & Assoc., 32 Broadway, N. Y. . . . David C. Loomis, exec. on American Chicle account, elected a v.p. of Ted Bates & Co., N. Y. . . . Mrs. Sally Boulton named TV-radio operations mgr., Dancer-Fitzgerald-Sample, succeeding Lyle B. Hill, now show production coordinator; Arnold Brown, ex-NBC-TV, joins Dancer-Fitzgerald-Sample TV-radio dept. as sound recording & transcription supervisor; Ernest B. Pittaro, ex-Biow, named film production supervisor.

C. E. (Bee) Arney Jr., retiring as secy.-treas. after 17 years with NARTB, honored at testimonial luncheon in Washington June 22 when he was presented with a check for \$2500 from TV-radio industry "as a certificate of good citizenship" to be used for round-the-world trip, a portable TV set & a transistor radio.

Condition of Victor F. Ridder, 70, v.p. of *N. Y. Journal of Commerce*, was reported little changed this week after he was injured in automobile accident June 16 in London, England. Ridder interests control WCCO-TV & WCCO, Minneapolis, and WDSM-TV & WDSM, Duluth.

Walter F. Kerr, drama critic of *N. Y. Herald Tribune*, joins staff of Ford Foundation's TV-Radio Workshop as drama consultant on *Omnibus*, on which he appeared last season with Stratford Players of Canada in analysis of "Hamlet."

**A** MENDMENT TO TV CODE to admit film producers to affiliate membership (Vol. 12:19, 23) was formally approved by NARTB's TV board this week, thus enhancing prospect of all-industry programming code. Another amendment gives Code Review Board authority to revoke or suspend affiliate subscription if it's felt that a program contains willful violation of code. Also approved was change in time standards for ad copy, prohibiting scheduling of more than 2 back-to-back announcements when combined with conventional 10-sec. ID. Other actions at board meeting:

Kenneth Carter, WAAM, Baltimore, newly-elected vice-chairman of TV board, reported that 308 TV stations and 3 networks are now NARTB members; TV v.p. Thad H. Brown Jr. reported that NARTB is continuing efforts to obtain recognition of TV's property rights in connection with community antenna systems (Vol. 12:24); board authorized pres. Harold E. Fellows to make fact-finding study in music licensing field.

Joint board meeting selected Chicago's Conrad Hilton Hotel as site of conventions March 15-19, 1959 and April 3-7, 1960. It had been previously decided to hold 1957 convention April 7-11 at Conrad Hilton, and 1958 convention April 28-May 1 at Hotel Biltmore and Statler, Los Angeles. Series of 8 regional conferences this fall will run from Sept. 17 to Oct. 26. Next board meetings will be held week of Feb. 4, 1957, at Hollywood, Fla. In another action, Ward Quaal, new v.p.-gen. mgr. of WGN Inc., Chicago, asked board to consider TV membership for satellite stations.

Interest in uhf translators seems to be substantial, judging from inquiries at FCC, but proof of seriousness awaits actual filing of applications and construction. None has been filed to date, largely because application forms were just issued and new rules aren't effective until July 1—although FCC will accept applications now. Another deterrent is fact that no transmitting equipment has been submitted to Commission for approval. Indicative of interest is request for copies of rules and forms from following, received at Commission: Voice & Vision of N. H. Inc., West Lebanon, N.H.; KELY, Ely, Nev.; WIBB, Macon, Ga.; Sunburst TV Assn., Sunburst, Mont.; Warren TV Corp., Warren, Pa.; City of Kingman, Ariz.; Dale K. Allison, Chester, W. Va.; City of Truth & Consequences, N. M.; Spearfish TV Club, Spearfish, S. D.; Lycoming TV Corp., Williamsport, Pa.; C. F. Dodgson, Winnemucca & Lovelock, Nev.; E. W. Roelle, Roseburg, Ore.; John Shorter, Carson City, Nev.; Video Service, San Diego, Cal.; Paul Griswold, Needles, Cal.; KNAK, Salt Lake City; Doug's Radio & TV, Barstow, Cal.

A champion of unauthorized vhf boosters, Rep. Don Magnuson (D-Wash.) this week issued statement complaining that FCC employed "completely illegal and unfair" methods to shut down booster in Hot Springs, Mont. He said Chairman McConnaughey wrote to Commissioner of Indian Affairs Glenn L. Emmons, stating that booster is illegal and recommending that its power be cut off—which was done. Magnuson said that FCC is required to start cease-&-desist proceedings first, or to start criminal action locally, and he noted that question of legality is still before courts. In an earlier case, vhf booster operated at Veterans Administration hospital was cut off in Hot Springs, S. D., after Commission notified Veterans Administration.

Edward Jarrett, chief clerk of Senate Commerce Committee, to take leave of absence to become asst. to J. Leonard Reinsch, exec. director of Cox stations, in handling Democratic convention in Chicago Aug. 13-16.

**"FILM NETWORKS"** have come and gone half a dozen times since inception of TV, without anybody ever noticing—but if any group can put one across it may well be the mushrooming National Telefilm Associates, which has risen sharply to prominence in the last year through series of top feature film deals. Pres. Ely Landau told Senate Commerce Committee this week that its new wholly owned subsidiary, NTA Film Network, operating "entirely on film at the outset," will be formally inaugurated Oct. 1.

NTA Film Network, headed by Ray Nelson, ex-TvB, actually has already signed up 40-50 station "affiliates," according to reliable trade estimates. It's feeding programming to 16 stations right now, Landau said. Basically, the operation is understood to be time-for-film swap arrangement, with NTA supplying member stations huge library of feature and series films in exchange for specified amount of time weekly, in which NTA presumably will slot top feature films with national sponsors. NTA's batch of high-grade features and shorts is seen as powerful inducement to stations to sign up.

Unlike some other film distributors' presentations, Landau's Senate testimony was strong defense of network practices. He attacked FCC for having "sired, fostered and perpetuated" station monopoly through scarcity of equal channels.

Of MGM's pre-1949 feature backlog (see p. 4), only one picture will be withheld from TV—the all-time high grosser "Gone With the Wind," which has already reaped \$50,000,000 via theatre showings. Among the 770 features due to go to TV are "The Yearling," "Easter Parade," "Mrs. Miniver," "Random Harvest," "Gaslight," "The Great Ziegfeld," "Boys Town," "Goodbye Mr. Chips," "Grand Hotel," "Merry Widow," "Mutiny on the Bounty," "Meet Me in St. Louis," "Boom Town," "Good Earth," "Little Women," "3 Musketeers," "David Copperfield," "Treasure Island," "Tale of 2 Cities," "San Francisco," "Broadway Melody," "Anna Christie," "Mata Hari," "Trader Horn," "Postman Always Rings Twice."

Year's biggest single-station sale, the \$5,400,000 transfer of WNHC-TV, New Haven (Ch. 8) with WNHC-AM & FM to Walter Annenberg's Triangle Publications, got FCC approval this week, as did Cowles' purchase of WHTN-TV, Huntington, W. Va. (Ch. 12) with WHTN for \$638,000. Also DeDominicis-Patrick J. Goode interests are getting \$5,400,000 in cash for New Haven stations (Vol. 12:12-22), with DeDominicis also signing 5-year contract at \$25,000 per year, Patrick and brother Michael Goode, each receiving \$10,000 a year salary for 10 years. In Huntington, Sol J. Hyman family (theatres) is getting \$535,000 cash (Vol. 12:18), Cowles Broadcasting Co. also assuming \$103,000 equipment obligations.

Publisher Herman Greenspun, of *Las Vegas Sun*, is acquiring control of KLAS-TV, Las Vegas (Ch. 8), according to application filed with FCC, increasing holdings from 22.77% to 67.525% by buying 124½ shares from R. G. Jolley for \$50,000. Jolley also is selling his remaining 500 shares back to company for \$270,000 (to be cancelled) and gets payment on \$20,000 promissory note. Station's net profit for March 1956 was \$7296, compared with \$5909 in March 1955; net profit for first 3 months this year was \$27,194.

WFIE, Evansville, Ind. (Ch. 62) has been sold for approximately \$580,000 to George W. Norton's WAVE Inc., operator of WAVE-TV, Louisville, Ky. (Ch. 3) & WAVE. Seller of the uhf NBC affiliate is Jesse D. Fine theatre family (Grand-Carlton Corp.). It's in all-uhf area which also gets service from CBS affiliate WEHT, Henderson, Ky. (Ch. 50).

**THE COLOR MARKET—A MANY-SIDED THING:** Industry's contrasting approaches to color market this year were forcefully demonstrated this week when RCA revealed details of its fall merchandising program, with heavy play on color -- while distributor conventions of Philco, Motorola and Emerson emphasized that mass merchandising of color is in the more distant future, certainly not this year.

Robert A. Seidel, RCA exec. v.p. for consumer products, told newsmen in N.Y.: "Our market surveys show that there are nearly 1,000,000 persons who are ready and able to buy a color TV set for their homes at the \$495 price level -- now. Since we announced RCA's new line of large-screen color sets at nationally-advertised prices ranging from \$495 to \$850 to our distributors 2 weeks ago, the response has been overwhelming. These distributors -- all tough sales-minded men -- have bought this line -- not with just words, but with signed orders exceeding our planned output.

"A few months ago, we announced that we would manufacture and sell upwards of 200,000 color TV sets this year. Because of the enthusiasm and optimism of our distributors, plus the known public interest, we are convinced that we were overly conservative. The tremendous pent-up demand that our surveys show now exists for color may very well mean that color receivers could be in short supply before Christmas."

Philco v.p. Larry F. Hardy's speech to 1200 representatives of firm's 120 independent distributors and 6 factory branches at Philadelphia convention typified other side of coin. Speaking almost at the same hour as Seidel, he said: "We are showing 9 color sets at this convention, but we urge you not to press us to produce them in quantity. Please minimize your efforts to sell color this year and urge your dealers to do likewise. The color sets which are now on the market will not, we are convinced, give top-quality performance."

Motorola exec. v.p. Robert W. Galvin, whose company left color sets unpriced pending further study of market, told his distributors: "From the beginning we have had but one basic TV concept -- the black-&-white TV set in the living room. With this concept, we've averaged 6,000,000 units annually the past few years. Meanwhile, in the laboratories, technological advances have brought to fruition 2 new basic concepts. One is the color receiver. The other is portable TV. Momentarily, these 3 concepts may seem to compete with each other for the consumer's attention, and to confuse him. This will change. These 3 types of TV receivers will learn to live together and to complement each other in the home." He went on to predict sales of 9,000,000 TV sets annually within 5 years.

Emerson pres. Benjamin Abrams, introducing a color consolette at \$678, said his company could not make money with \$495 color set, reiterated intention to scale down his original production target of 20,000-25,000 color sets this year.

(For details of new lines introduced this week, see p. 14.)

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Seidel said \$495 color set is being sold above cost, but noted: "It's going to be pretty difficult to make any further cost reductions. We now have all the water out of the price." Only a big increase in color production will bring down price further, he said, ruling out any reductions via engineering development.

RCA's over-all TV sales in first 6 months are ahead of last year while dollar volume "may equal last year," he said. He called outlook for third quarter "excellent," and said TV sales for full 1956 would exceed record 1955. Charles P. Baxter, v.p.-gen. mgr. of TV div., added that company was just barely able to keep pace with sales of its 8½-in. portables thus far.

Philco's bearish attitude on color reflects desire to buy time until "Apple" tube is ready for mass production. Later, at press conference, new Philco pres. James M. Skinner Jr. declined to comment on when "Apple" might be ready. "It's impossible to put a timetable on a laboratory research project like this," he said.

Philco is hoping to recapture profits in TV from unusually heavy mix of 24-in. receivers. Skinner said he hoped that 24-in. would account for 15% of Philco sales this year -- though RETMA statistics for first 4 months show that industry's combined sales of 24 & 27-in. sets at retail fell from 10% in Feb. to 5% in April (Vol. 12:23). In placing reliance on 24-in., priced from \$240 up, Philco is taking obvious risk that consumers will forego larger expenditure for color set.

Philco's convention was devoid of razzmatazz, evoked plenty of enthusiasm from its distributors, many of them second-generation wholesalers noted for their loyalty -- even in face of still-pending Justice Dept. anti-trust suit attacking legality of their distributor franchise agreements (Vol. 10:51, 11:2). After viewing new models, they placed "extremely heavy" orders, according to company spokesman.

Skinner insisted Philco is still No. 2 in TV industry ranking -- though he acknowledged that its TV sales at retail in first 6 months were 10% below first half of 1955. Radio & phono sales were up 40-50%, he said. Chiefly as result of lower TV sales and lower unit price of TV sets, Philco's first-half profits & sales will show declines from first half of 1955, he added.

"Somebody's going to get burned in this portable TV market," he commented. "Nobody knows what the right size portable is, and the guy who guesses wrong will really feel it. Personally, I would like to see not more than one-third of Philco's production and sales in portables this year."

Brief highlights of other major trade developments this week:

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**CBS-Columbia to Quit?** Though official confirmation was still lacking as we went to press, all indications pointed to the near-certain prospect that CBS would fold up its set production venture on or about July 1, when Long Island City plant of CBS-Columbia shuts down for vacation. Company made sharp cutbacks in personnel this week, releasing virtually its entire field sales force and much of its headquarters staff. Its entire TV inventory is being marketed at rock-bottom prices in effort to clear all stockpiles by July 1; all advertising contracts are cancelled. Pres. H.C. Bonfig was unavailable for comment -- and efforts to reach other company officials produced a chorus of "he's no longer with us." CBS pres. Frank Stanton, who had previously stated that 6 alternatives were being considered with respect to CBS-Columbia's future (Vol. 12:21), referred all questions to Bonfig.

**Appliance Warning:** "What appears to be sales sluggishness is actually top-heavy inventory caused by overproduction. In an effort to buy an out-of-proportion share of the market, a few selfish manufacturers have set off a whole chain of what might be called 'wheeling and dealing' price merchandising tactics." Thus did pres. Judson S. Sayre warn of serious problems facing appliance industry today. In press conference at opening of Chicago marts, Sayre ripped into price-cutting tactics in appliance industry, commenting: "Every day thousands are taken out of the appliance market for 10 years. Housewives are induced by price to buy \$199 refrigerators when they need the features of a model retailing for \$299. Families buy inexpensive dishwashers and are lost to the dealer as excellent prospects for luxury dishwashers that they easily can afford." By way of illustrating his theme of overproduction, he said that while retail sales of dryers in first 5 months of 1956 were 40% higher than same period year ago, current factory-distributor inventories of dryers total 500,000, as against 285,000 a year ago. He said that inventories of automatic washers at factory-distributor level are 750,000, compared to 525,000 year ago; electric range inventories jumped from 290,000 to 357,000, refrigerators from 884,000 to 900,000 in one year. He predicted that automatic dryer sales will exceed sales of automatic washing machines by 1958.

**Consumer Buying Plans:** Latest survey of consumer attitudes and buying plans, conducted in May for Federal Reserve Board by U of Michigan Survey Research Center, indicates less economic optimism by consumers than last Oct. -- though it was felt generally that prosperity would continue. Representing interviews with 1750 families, survey notes that buying intentions were expressed less frequently for autos and major household goods and that majority of consumers were fearful of any plans

for price increases. About 27% reported that installment debts were causing hardships, an increase of 1% from last Oct.; about 35% indicated they would postpone other consumer goods purchases until they cleared all installment debts. More hopeful view of business future was expressed by Dr. Emerson P. Schmidt, chief economist of U.S. Chamber of Commerce, at Chamber's midyear business symposium. He predicted that 1956 will be nation's biggest economic year and "this prosperity ought to carry over into 1957." He said economy currently is experiencing "rolling readjustment," predicted that fall will see conspicuous upturn. Somewhat contrasting opinion was voiced by Justin Bowersock, exec. v.p. of Union Trust Co., Washington, who said that "the economy will shortly need a shot in the arm if a business recession is to be avoided," suggested that tax reductions or easier credit policies were needed.

**Production:** TV output totaled 117,423 week ended June 15, compared to 136,020 preceding week and 94,578 in Memorial Day holiday week ended June 1. It was year's 24th week and brought production for year to date to about 3,110,000, as against about 3,650,000 in same period year ago. Radio output totaled 240,509 (67,321 auto) in week ended June 15, compared to 245,155 preceding week and 208,224 week before. Radio output in 24 weeks was 6,340,000, as against 6,150,000 in same 1955 period.

**Trade Personals:** Ira J. (Ike) Kaar, serving with GE since 1924, most recently as mgr. of engineering dept. in its electronics div., in charge of color system technical project, joins Hoffman Electronics Aug. 1 as v.p. & engineering director . . . James Carmine, who retired in April as Philco pres. after 33 years with company, named Chrysler consultant on merchandising & marketing; he'll continue to serve on Philco board and finance committee and as its special consultant on merchandising & marketing . . . James O. Burke, one of founders of Standard Coil Products in 1935, serving since 1954 as exec. v.p., elected pres., succeeding Glen E. Swanson, who becomes chairman . . . Harry Schecter, ex-sales v.p. of CBS-Columbia & gen. sales mgr. of Motorola-N. Y., resigns as distribution v.p. of Emerson Radio after only 6 weeks with firm . . . George C. Isham promoted to gen. merchandising mgr. of Sylvania electronic products; Donald J. Hughes promoted to adv. mgr. of electronic products . . . Howard A. Oliphant promoted to western regional mgr., GE appliance & TV receiver div., succeeding Harry P. Gough, joining GE Appliances Inc. . . . Thomas G. Fielder promoted to adv. & sales promotion mgr. of GE's TV receiver dept., replacing Harold McCormick, now Motorola adv. mgr. . . . Frank L. Marshall, Aerovox v.p. in charge of manufacturers' sales, New Bedford, Mass., appointed v.p.-gen. mgr. of west coast operations, with Robert A. Hoagland promoted to succeed him at New Bedford; James Luther promoted to engineering v.p.; Louis Kahn promoted to technical asst. to pres. W. Myron Owen . . . Frank B. Walker, gen. mgr. of MGM Records, elected pres. of Record Industry Assn. of America, replacing James B. Conkling, who recently resigned as pres. of Columbia Records . . . James B. McMurphy, Philco Texas sales mgr., promoted to gen. sales mgr. of accessory div., succeeding Rayford E. Nugent, now gen. mgr. of accessory div. . . . Norman J. Sims resigns as gen. sales mgr., RCA Victor Co. Ltd., Toronto, named sales director of Canadian Aviation Electronics Ltd., Montreal (DuMont); Norman Skier continues as gen. sales mgr., reporting to Sims . . . Robert C. Digges named asst. to Morgan Greenwood, mgr. of Philco's Firestone accounts, headquartering in Akron; John Ryan promoted to succeed him as regional mgr., Philadelphia; Reese Llewellyn transfers from Minneapolis to Kansas City as regional mgr.; H. Guy Haggerty from Memphis to Dallas regional mgr.; George Daumn from Denver to Portland, Ore. . . . Wm. Sauter resigns as gen. mgr. of receiving tube div., RCA Victor of Canada, Montreal, to become mgr. of Westinghouse's receiving tube plant in Bath, N. Y. . . . Harley T. Litteral, ex-Stromberg-Carlson & Raytheon, named Hoffman Electronics district

mgr. for Ind., Mich., Ohio & Ky., headquartering in Indianapolis . . . W. R. Arbuckle promoted to mgr. of Westinghouse refrigerator-freezer dept., R. P. Brook to mgr. of range dept. . . . Van M. Stevens Jr., ex-Westinghouse, appointed adv. & sales promotion supervisor, Raytheon equipment marketing dept. . . . V. J. Cooper promoted to chief TV engineer, British Marconi; G. E. Partington promoted to deputy chief TV engineer . . . Edward Maher, onetime radio news analyst for old *Liberty Magazine*, promoted by National Assn. of Manufacturers to v.p. in charge of public relations . . . Sam Newman promoted to Magnavox asst. purchasing agent . . . Arthur N. Paul, ex-U of Kansas assoc. professor, appointed director of technical personnel, Stromberg-Carlson.

Frank A. Poor, 76, one of founders of Merritt Electric Mfg. Co. in 1901 as first predecessor company of Sylvania, serving since 1950 as vice-chairman of Sylvania, died June 17 at Huggins Hospital, Wolfeboro, N. H. after brief illness. Survivors are his brother, Edward J. Poor, director and ex-pres. of Sylvania; 3 sons, 2 daughters & 18 grandchildren.

**DISTRIBUTOR NOTES:** Admiral appoints Treasure State Gas & Electric Co., 827 S. Montana St., Butte (Dr. J. J. Kirby, pres.) . . . Sylvania appoints Tom Holloway Distributing Co. Inc., 708 Linden Ave., Memphis and Southern Minnesota Supply Co., 2nd & Main Sts., Mankato, Minn. . . . Hoffman Electronics appoints Midwest Appliance Distributors Corp., St. Louis, and Crouch Appliance Co., El Paso . . . DuMont appoints Independent Distributors Inc., Denver, replacing B. K. Sweeney Co., now GE's TV outlet; GE Supply Co., Denver, takes on Hotpoint TV line . . . DuMont, continuing foreign expansion, appoints Almacen Mundial, S.A., Calle 90 No. 9-41, Maracaibo, Venezuela, where station is due this summer . . . Magnavox appoints H. C. Poad Corp., Syracuse, as district merchandiser for Spartan TV-radio line . . . Boyd Distributing Co., Denver, relinquishes Philco line . . . Carter Johnson Co., Crosley-Bendix Seattle distributor, has purchased Robert L. Rice Co., Crosley-Bendix outlet in Portland, Ore., with Robert D. Lawrence staying on as Portland branch mgr. . . . Admiral Detroit appoints D. P. Mahin, ex-Buhl Sons Co., Detroit (Philco), as gen. sales mgr.

Edward Lamb's Air-Way Industries has acquired Alumatic Corp. of America, Milwaukee manufacturer of aluminum doors, etc., latter's directors and stockholders approving stock exchange this week.

**Topics & Trends of TV Trade:** Why a new TV line each year? Magnavox v.p.-gen. mgr. Leonard F. Cramer is one who believes there's no reason for it unless there's something "really revolutionary" to show. Addressing NARDA "bull session" June 17 prior to opening of mid-year furniture marts in Chicago, Cramer said:

"Annual model introductions merely force overproduction. There are dumps before the new lines are brought out."

He felt portable TV business will be good this year, though he foresaw possibility it may cause some slump in middle and high-end console volume in summer only. "Very few people will replace a small-screen set with a portable," he said. "They'll buy a large-screen set as a replacement, with a portable as a second set around the house."

Cramer opined that color will not be an important factor in TV market for several years. "There are very few places around the country where color has excited the public," he commented. "Color won't be big business for dealers in 1956 even if the public should suddenly start to demand the product, so small is current production."

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Trial of Zenith's patent infringement suit against RCA, GE, Western Electric, AT&T, Bell Labs & Westinghouse began June 19 in Wilmington (Del.) Federal Court, with first 2 days of testimony devoted to highly technical explanation by Dr. Frederick Llewellyn, Western Electric engineer, of radio industry background in early 1920s. His testimony centered around development of so-called Anderson patent for tuning radio receiver circuits, developed in 1923 by S. E. Anderson while working as a Western Electric engineer. Judge Leahy has divided trial into 8 separate phases, or "categories" involving individual patent classifications.

Westinghouse plans expansion of its receiving tube production facilities at Bath, N. Y. plant to include design, development and pilot work on new types of tubes. New equipment will also be added to increase production of all types of existing tubes. Richard T. Orth, v.p.-gen. mgr. of electronic tube div., commented: "What we have been experiencing in our industry is a temporary condition and we believe it is not indicative of any permanent setback. The long-range outlook for the receiving tube industry is good."

**Paint-it-yourself promotion:** Olympic Radio offers several unpainted TV sets, at slightly lower price than finished models, along with special coupon by Martin-Senour Paint Co. entitling consumer to own choice of paint color, masking tape and color guide for do-it-yourself painting. Big campaign will support promotion starting in Sept., when sets will be available.

Sylvania signs hotel deal for installation of 1050 specially-designed TV-radio combinations this summer in Toronto Royal York Hotel, largest hotel in Canada. Master antenna system is being installed to receive stations in Toronto, Hamilton & Buffalo. Sylvania will start installation of 500 sets this week in Statler Hotel, Buffalo.

Public tour of plant every Wed. afternoon is new wrinkle being started in Aug. by Packard-Bell, Los Angeles, proud of model facilities currently being expanded to include new \$400,000 plant in Orange, due to be ready in July, and 55,000-ft. headquarters addition for service div.

New Hallcrafters ad agency, effective Sept. 1, is Manchester-Williams-Kreer Inc., Chicago, replacing Walker B. Sheriff Inc. and Burton Browne Co.

Admiral plans institutional-type ad program for second half of 1956, featuring ads in leading financial journals, thru Crutenden & Eger Assoc., Chicago.

TV sales by Canadian factories totaled 168,635 in first 4 months, when production was 208,193, reports RETMA of Canada. They compare with sales of 197,183, production of 262,900 in first 4 months of 1955. Average unit price in April was \$294, as against \$304 in April 1955. Combined factory-distributor inventory on May 1 was 157,058, compared to 113,601 on same date year ago. Projected production estimate is for 116,507 more sets in May-July period. Montreal led in 4-month sales, with 30,279; Toronto, 24,318; other Ontario, 17,169; British Columbia, 13,305; Alberta, 12,119; Quebec City, 11,205; Manitoba, 11,024; Ottawa & eastern Ontario, 10,704; Nova Scotia, 8704; Hamilton-Niagara, 7977; New Brunswick & Prince Edward Island, 5782; Saskatchewan, 5235; Windsor, 4680; other Quebec areas, 3461; Newfoundland, 2673.

CBS-Hytron has shut down its Kalamazoo, Mich. CR tube plant for indefinite period, transferring all production to Newburyport, Mass. factory. Charles F. Stromeyer, pres. of CBS-Hytron, said Kalamazoo plant will be held in reserve for possible output of color tubes. "The productive load is being placed in Newburyport since this plant's equipment can produce small tubes as well as large ones," he said. "Should the demand for large tubes develop again to overtax Newburyport's capacity, Kalamazoo may be reactivated before it is needed for color tubes."

TV shipments to dealers totaled 2,059,129 in first 4 months, when production was 2,394,264, according to RETMA state-by-state and county-by-county tabulations released this week and available to members on request to RETMA. They compared with shipments of 2,329,449, production of 2,771,426 in first 4 months of 1955. New York led as usual, with shipments of 230,023; California second, 186,485; Texas third, 144,894. Pennsylvania ranked fourth, with 140,422—first time in several years that it has yielded third place.

Receipts of TV-radio repair shops totaled \$313,000,000 in 1954, increase of 211% from \$100,000,000 reported in 1948, according to preliminary results of Census Bureau's 1954 Census of Business released last week as state-by-state tabulation (Series PS-3-6). Annual payroll of TV-radio repair shops increased to \$62,000,000 in 1954 from \$19,000,000 in 1948. Copies of report are available from Census Bureau for 10¢ each, or we'll get one for you.

IUE TV-radio parts conference board, at meeting in Philadelphia June 21-22, adopted resolution authorizing creation of a committee to meet with RETMA to ease "dislocations" caused by automation and called on employers to set up fund to assist workers losing jobs as result of automation. Board reported that 55,000 workers have lost jobs in last 3 years because of automation.

"Venetian blind" interference eliminator, attachable to receiver and priced under \$20, is due to be placed on market next month by Jerrold Electronics Corp. Jerrold declines to supply details, but a successful device of that nature could have considerable significance in station coverage and allocations.

RCA offers 2 new TV receiver tubes: 6CH8, designed particularly for low-frequency oscillator, sync-separator, sync-clipper and phase-clipper circuits; 6CP5-A beam power tube especially designed as horizontal-deflection amplifier tube in color sets.

Radio shipments to dealers in first 4 months, excluding auto sets, totaled 1,920,683, compared to 1,577,483 in first 4 months of 1955, reports RETMA in state-by-state tabulation. April shipments totaled 449,810, compared to 530,349 in 5-week March and 413,021 in April 1955.

New line of 8 Spartan phonos & radio-phonos, ranging from \$90 to \$270, was introduced this week by parent Magnavox.

Philco's new line, introduced at distributors convention in Philadelphia this week, comprises 25 black-&-white models and 9 unpriced color sets. One of features of monochrome line are two 21-in. "runabout" sets on wheels, one equipped with 4-speed phono within cabinet. Many of sets have improved "top touch tuning" device which Philco introduced last year. Many also have new tuning arrangements whereby all controls are consolidated in panel on front of set near top. Monochrome line comprises 14-in. portables, \$110 & \$140; 17-in. portable, \$160; 21-in. tables, \$180, \$200; 21-in. consoles, \$200, \$230, \$240, \$250, \$260, \$270, \$280 (2), \$300 (2), \$325, \$330; 24-in. consoles, \$240, \$300, \$330, \$350, \$400. The 21-in. TV-phono combinations are priced at \$260 & \$280. Also introduced were 6 table radios at \$20, \$25, \$30, \$35, \$60, \$93; 3 clock radios, \$30, \$37, \$50; 7 portable phonos at \$30, \$40, \$50, \$60, \$80 (2), \$100.

Emerson Radio introduced a novel twist in its TV line this week—an 8½-in. 25-lb. TV-radio portable with facilities for phono jack attachment for record player. Retailing for \$124, set can be operated on car battery by use of inverter (which will not be marketed by Emerson). "Another outstanding feature of this history-making combination is an additional jack for plugging in an under-the-pillow attachment which permits listening in bed without disturbing anyone else in the room, a boon to hospitals, sick rooms and bedrooms," commented pres. Benjamin Abrams. Also introduced were a 14-in. portable at \$128; 17-in. portable, \$138; 21-in. table, \$158; 21-in. consolette, \$198; 21-in. console, unpriced. Emerson also introduced a 21-in. color consolette at \$678, but Abrams reiterated that color sets would be produced only to demands of market this year. Also introduced were 2 transistorized radios at \$68 each, a clock radio at \$50, and 3-speed portable phono, \$58.

DuMont's new 14-in. CR tube (14RP4A), providing viewable area of 108-sq. in., was sampled to set makers this week, with "volume production" expected to start in July.

**ELECTRONICS PERSONALS:** Rear Adm. J. I. Taylor, ret., appointed coordinator of plans & programs of Magnavox govt. & industrial products div., under v.p. Richard A. Wilson . . . Hugh F. Colvin, ex-v.p.-gen. mgr., elected pres., Consolidated Electrodynamics Corp., Pasadena, succeeding Philip S. Fogg, who continues as chairman & chief exec. officer . . . Henry F. McKenney, ex-chief engineer, Ford Instrument Co. (Sperry Rand), named v.p. for engineering, Electronics Corp. of America . . . Wm. R. van Gemert, Raytheon attorney, named asst. to equipment operations v.p. David R. Hull (communications & military equipment) . . . Brig. Gen. Wm. D. Hamlin, commandant of Ft. Monmouth Army Signal School, July 1 becomes commanding general, Army Signal Supply Agency, Philadelphia, succeeding retiring Brig. Gen. Wm. L. Bayer . . . Carl J. Knorr named v.p.-service sales mgr., Remington Rand Univac div. . . Donald S. Kellogg promoted to chief engineer of General Precision Lab avionic engineering div., Wm. H. Heath to asst. chief engineer, Dr. George R. Gamertsfelder to research director, Otto J. Kolb to chief product engineer . . . Mal Parks Jr., ex-publisher of *Parts Jobber Magazine*, promoted to gen. mgr. of magazine div. & *PF Reporter*, Howard W. Sams & Co.; Glen Slutz promoted to editor of *PF Reporter*; Joseph Morin named circulation mgr., continuing as sales mgr. . . M. L. (Bud) Muhleman, ex-J. Walter Thompson, previously radio trade editor, now asst. publisher of *Electronic Equipment*.

Air Force's Office of Scientific Research moves July 1 from Baltimore to Temporary T, 14th St. & Constitution Ave., Washington.

Motorola's new line, introduced at distributors convention in Chicago this week, comprised 29 black-&-white models and several 21-in. color sets which were unpriced. Big talking point was a wireless remote control unit, called "Transituner," transistor-equipped, and powered by a battery. Another feature was "silent search circuit" which adjusts fine tuning automatically. Though no prices were announced for color sets, spokesman said they would be priced "in the \$500-up range." Monochrome line comprises 14-in. portables, \$110 & \$140; 17-in. tables, \$150 & \$160; 21-in. tables, \$170, \$190, \$200, \$220; 21-in. consoles, \$250, \$260, \$280, \$300, \$330; 24-in. tables, \$250, \$300; 24-in. consoles, \$300, \$350. In addition, several 21-in. models were unpriced. Optional uhf tuners are \$30 extra. Also introduced were table radios at \$16, \$20, \$25, \$30, \$39, \$40; portable radios, \$30, \$35, \$40, \$45, \$50, \$70; clock radios, \$25, \$30, \$35, \$40, \$50; phonos, \$33, \$60, \$80, \$100, \$150, \$230.

Hoffman Electronics' new line, introduced this week at distributors' convention in Beverly Hills, comprises 3 basic series among 21 black-&-white and 4 color models. Biggest talking point is a "Magic Press-Button" tuner, which Hoffman called "the first completely automatic TV tuning method," permitting instantaneous tuning of channel, volume and brightness controls on selected models. Color sets are priced at \$595 & \$615 for table, \$695 & \$715 for open-face console, \$775 & \$795 for "lowboy" console, \$795 & \$815 for console with "Soundarama" sound system. Black-&-white series comprises 14-in. portable, \$130; 17-in. table, \$160; 21-in. tables, \$180, \$220, \$240, \$250, \$270, \$300; 21-in. consoles, \$230, \$260 (2), \$325, \$330, \$350, \$360, \$370, \$380, \$445; 24-in. console, \$380. In addition, two 21-in. tables were unpriced. Also offered were 5 remote control devices at \$10, \$15, \$20 (2) & \$50. Two table radios at \$30 & \$50 were also introduced, along with clock radio at \$40, portable radio, \$40, 2 phonos, \$53 & \$150.

Hallicrafters has added 10-in. portable weighing 17½ lbs. and a 14-in. portable weighing 28 lbs., both unpriced, to be shipped starting in Aug.

Grainless phosphor screens for CR tubes, including TV, are subject of article in April *Journal of the SMPTE* (55 W. 42nd St., N. Y.) by Sylvania's Frank J. Studer. He says that principle of applying uniform layer of luminescent material, still experimental, offers prospects of reducing scattering of light, makes possible higher contrast and resolution. Same issue includes "Colorimetry, Film Requirements and Masking Techniques for Color TV," by RCA's H. N. Kozanowski & S. L. Bendell.

New RCA airborne radar system has been certified by CAA—the first such unit certified for commercial use. Designed to enable pilots to "see" storms up to 150 mi. ahead, system has already been purchased by 5 U. S. airlines and 7 foreign companies, according to RCA exec. v.p. Theodore A. Smith.

New 700-mi. RCA multi-circuit microwave system planned by Texas Gas Transmission Corp., at cost of more than \$750,000. Turnkey installation will link Texas Gas' Owensboro, Ky. headquarters to La. div. offices in Lake Charles, connecting with company offices and installations between.

Navy has ordered several Blutworth Marine-GPL portable underwater TV systems for marine research and deep sea salvage. Diver-carried camera may be submerged to depth of 200-ft., all other equipment being stationed on research vessel or land.

General Precision Equipment Corp., whose subsidiaries encompass TV, military electronics and motion picture fields, plans to acquire Graflex Inc., Rochester, N. Y. maker of photographic equipment through exchange of stock.

**Electronics Reports:** Dr. W. R. G. Baker, newly elected RETMA pres. and longtime industry leader in electronics & telecommunications, leaves GE vice-presidency next year under company's mandatory retirement program, GE disclosed this week in announcement of reorganization of its electronics businesses into 3 separate divisions as result of "rapid expansion and future growth prospects."

Under realignment, Dr. Baker will serve until his retirement as v.p. & consultant to C. W. LePierre, exec. v.p. of GE's electronic, atomic & defense systems group. General managers of company's new electronics divisions are: industrial electronics, Harold A. Strickland Jr., ex-consultant in engineering services div.; electronic components, L. Berkley Davis, ex-gen. mgr., receiving tube sub-dept.; defense electronics, George L. Haller, ex-gen. mgr., labs dept.

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Greater use of women in engineering and physical sciences was urged this week by RCA v.p. Dr. Charles B. Jolliffe. Speaking in Newark, he noted that in Russia, 20% of all engineers are women, compared with less than 1% in U. S. electronics industry, which employs about 50,000 scientists and engineers, could use 8000-12,000 more, he said, and will require 75,000-100,000 by 1964.

Avco has leased 240,000 sq. ft. plant formerly owned by American Woolen Co. in Lawrence, Mass. for defense projects, will move research & development div. from Stratford, Conn., plans eventually to establish permanent facility in nearby Wilmington, Mass.

**Color Trends & Briefs:** Speaking for telecasting's largest independent entity, Storer Broadcasting Co., exec. v.p. Lee B. Wailes probably expressed views on color of substantial segment of industry in his recent speech to Cleveland Society of Security Analysts. Salient excerpts:

"The next biggest development in the TV industry will be color, which, after getting off to a shaky start, currently shows signs of operating on a sounder base . . . The advertising in color of automobiles, fabrics, foods, furniture, fashions, cosmetics, paints, resorts, etc.—in short, practically all consumer products—will be immeasurably more effective if shown in their natural colors . . .

"From an advertising standpoint, color will be a factor only when a sufficient number of American families own color sets to constitute a real market for the various advertised products. This will come about when and if the manufacturers produce a satisfactory color set at a price which will appeal most to Mr. Average American Citizen—possibly around \$400. Our rates charged to advertisers will probably be 20-25% higher . . .

"While I personally believe that 1956 will bring us increased and improved color programs, the full development of color TV as a major factor in the industry will be a gradual process of some years. The TV stations of Storer are equipped to handle network programs in color, and will be so equipped for handling non-network programs if and when it seems desirable to do so from a competitive viewpoint.

"In my opinion, local TV stations have no alternative except to permit the development of color programming to be primarily a responsibility of the TV networks. There is very little color film available and it hardly seems worthwhile for local stations to put on live color programs at considerably extra cost, which programs certainly would not be competitive with the magnificent network shows. Some local stations, however, are experimenting with color for the purpose of gaining knowledge in the operation of color equipment and to acquaint local and regional advertisers with color techniques, and our company is making plans to do so at an early date."

Consolidated Electronics Industries Corp. directors last week approved acquisition of Technical Electronics Corp., Culver City, Cal., makers of system analyzers, packaged circuits, precision electrical equipment. Consolidated, N. Y. company, is result of reorganization of Reynolds Spring Co. in 1954 and integration of A. W. Haydon div. of North American Philips Inc.

Richard C. Sogge, GE mgr. of engineering standards, heads 50-man U. S. delegation to International Electro-technical Commission's annual meeting in Munich, June 25-July 6; he also will represent AIEE as U. S. delegate to Nikola Tesla Centenary which Pres. Tito of Yugoslavia is sponsoring in Belgrade July 9.

New predictions of external radio noise are presented in National Bureau of Standards circular, *Worldwide Radio Noise Levels Expected in the Frequency Band 10-ke to 100 mc* (36 pp., 30¢), available from Govt. Printing Office, Washington.

Raytheon has bought 15-acre site in Goleta, Calif., near Santa Barbara, for new 35,000-sq. ft. engineering lab for design & development of airborne electronics and infra-red equipment, to be in operation in spring 1957.

Radio astronomy rule-making has been started by FCC, with comments from everyone interested due Sept. 28. Document is Notice 56-577, Doc. 11745, copies available from Commission.

Negotiations for merger of IT&T and Underwood Corp. have been terminated.

### Network Color Schedules

(June 25 - July 8, 1956)

June 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Happy Birthday," 8-9:30 p.m.  
 June 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.  
 June 27—NBC: *Matinee Theatre*, 3-4 p.m.  
 June 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m.  
 June 29—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.  
 June 30—NBC: *U. S. Olympic Finals*, 5-7 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.  
 July 1—NBC: *Zoo Parade*, 5-5:30 p.m.  
 July 2—NBC: *Matinee Theatre*, 3-4 p.m.  
 July 3—NBC: *Matinee Theatre*, 3-4 p.m.  
 July 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Jaye P. Morgan Show*, 7:30-7:45 p.m.  
 July 5—NBC: *Matinee Theatre*, 3-4 p.m.  
 July 6—NBC: *Matinee Theatre*, 3-4 p.m.  
 July 7—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Patti Page Show*, 8-9 p.m.  
 July 8—NBC: *Zoo Parade*, 5-5:30 p.m.

Leading color film enthusiast Ziv has quit shooting color for several reasons: (1) Slow emergence of color-casting. (2) Technological obsolescence of color film techniques. (3) Inferiority of black-&-white prints from 16mm color film, compared with 35mm black-&-white.

Planning switch of all owned stations to all-color operation eventually, NBC will have WRCA-TV, Philadelphia, equipped for local live originations by fall, station v.p.-mgr. Lloyd E. Yoder announced this week.

Some 12,000,000 color sets-in-use by 1960 are predicted by NBC v.p. Harry Bannister in speech to Houston TV-Radio Executives Assn. this week. He predicted 300,000 color sales this year, more than 1,000,000 in 1957.

Polk Bros. expects to sell 10,000 color sets this year, plans to put station wagons on street to demonstrate color sets, pres. Sol Polk of big Chicago appliance chain said this week.

DuMont has shipped equipment to WABT, Birmingham, for conversion of Multiscanner to handle color film & slides.

The indefatigable Mr. Charles Birch-Field is at it again. *Film Daily* recently had long story reporting that he has now invented system of putting color on black-&-white film via simple camera attachment, then receiving transmissions on TV sets which have been converted to color through substitution of a \$20 picture tube. In Oct. 1948 (Vol. 4:44), Birch-Field obtained tremendous publicity by announcing invention of device to convert AM sets and transmitters to TV, using only AM bandwidth. In Nov. 1950 (Vol. 6:47), he "challenged" FCC to look at his \$45-\$50 "filter" for converting black-&-white transmitters and receivers to compatible color. According to *Film Daily*, he's now associated with Julian A. Martin, 227 W. 45th St., N. Y.

Five color sessions will be included in NBC-Northwestern U annual TV Institute in Chicago, June 26-Aug. 4. Lecture-demonstrations, to be conducted in WNBQ studios, are titled: "When Your Station Goes Color," "The Technical Aspects of Color TV," "Production Problems for Color TV," "Problems in Converting Existing Black-&-White Programs to Color," "Commercials for Color TV."

Top-notch TV topics included in Sept. 14-15 fall symposium of IRE's broadcast group in Mellon Institute Auditorium, Pittsburgh: FCC's mobile TV monitoring unit—by unspecified Commission engineer. (1) Color test equipment—J. R. Popkin-Clurman, Telechrome Inc. (2) Coverage and field strength—Robert M. Crotinger, WHIO-TV, Dayton; Robert S. Kirby, Bureau of Standards; A. Earl Cullum & T. A. Wright, consulting engineers. (3) Modern studios—W. J. Purcell, WRGB, Schenectady; J. B. Epper-son, WEWS, Cleveland; C. F. Daugherty, WSB-TV, Atlanta; D. W. Weise, WTTW, Chicago. (4) Color kines on embossed film—C. H. Evans & H. B. Smith, Eastman Kodak. (5) Video tape—speakers undesignated. (6) Picture quality improvement—Arthur Anderson, Westinghouse Research Labs. (7) Prevention of IO tube burn-in—J. T. Wilner, Hearst stations.

First commercial "scatter" transmission authorized by FCC was granted to AT&T this week, commercializing experimental 716-890-mc 180-mi. Florida-Cuba link which has been operating since Dec. 1954. Used for telephone now, link will add TV at unspecified "later date." AT&T has 6 submarine cables to Cuba, giving 40 telephone channels. Scatter facility handles 36. Minimum bandwidth is 20-mc; transmitters, made by Federal Telecommunications, have 10-kw output. Transmission is between Florida City and Guanabo.

KVVG, Tulare-Fresno, Cal. (Ch. 27) is being sold to movie producer James Stacy, who is paying \$10,000 for stock & assuming equipment obligations, according to application filed with FCC. Sellers getting \$5,000 each are movie producer Joseph Justman and adman Milton B. Scott, who acquired station year ago, paying Sheldon Anderson \$1 and assuming about \$350,000 in liabilities (Vol. 11:12).

TV has come to Korea on experimental basis, with 40 receivers in public places attracting huge crowds and stopping traffic. Station in Seoul, HLKZ-TV, operating on U. S. standards, was set up by RCA distributor Joseph Miller (Korcad Corp.) to interest Korean govt. and private entrepreneurs in TV. Ch. 9 station has 100-watt RCA transmitter, ERP of 250-watts.

Kinescopes of high school & college-level courses being offered by Pittsburgh's educational WQED will be shown at military installations in connection with U. S. Armed Forces Institute courses, using armed forces TV stations wherever possible, film projectors where there are no stations.

Color clinics at KRON-TV, San Francisco, have hit "boom proportions," station reports. Among groups to be color-oriented this summer: San Francisco Academy of Advertising Arts, art teachers & students of San Francisco State College, SMPTE and Society of Advertising Art Directors, Cal. School of Fine Arts, Rudolph Schaeffer School of Design, art students from city's high schools. For station's own personnel, lecture-demonstration on color & vision will be presented by Dr. Gordon L. Walls, U of Cal. professor of optometry.

No letup in color schedule at NBC-TV this summer, analysis of color log showing 32 hours due in July, compared with 44½ hours in typical April which included daily ½-hour *Howdy Doody*.

To improve color techniques, WBAP-TV, Ft. Worth, sets aside hour each Mon. for bull session of production, operations, engineering & art staffs.

Canadian RETMA has belatedly approved color engineering standards, same as U. S., adopting recommendations of Canadian Radio Technical Planning Board.

Radio sales approved this week by FCC: (1) KGIL, San Fernando, Cal. for \$475,000 (Vol. 12:20) by Dolph-Petty group to Texas evangelist Dr. Pierce Brooks. (2) WAAB, Worcester, Mass. for \$188,000 (Vol. 12:17) by George F. Wilson (retaining CP for WAAB-TV on Ch. 20) to Bernie Waterman, ex-sports director of WMAY, Springfield, Ill. (3) WCMI, Ashland, Ky.-Huntington, W. Va. for \$165,000 by Charles Sawyer to George Clinton, gen. mgr. of WBLK, Clarksburg & WPAR, Parkersburg, both W. Va. (4) WKBS, Mineola, N. Y. for \$116,000 by Lee Hollingsworth to Flamingo Films' Seymour Weintraub. (5) WTCW, Whitesburg, Ky. for \$85,000 (Vol. 12:15) by Kenneth J. Crosthwait to Folkways Bestg. Co., owned by hill-billy stars Ernest Tubb & Hank Snow. (6) KLYN, Pampa, Tex. for \$20,000 (Vol. 12:22) by R. G. Hughes to Kenyon Brown.

Significant move of Wyoming Public Service Commission this week was to order community antennas to file their first annual report by July 1. Operators, who have been contesting Commission's authority, are studying order. State is only one in nation to assume jurisdiction over CATV. California commission has sought to do so but State Supreme Court has blocked its action pending review this fall.

Steve Cislser's radio KEAR, San Francisco, padlocked May 31 for non-payment of taxes (Vol. 12:24), resumed operation June 22, having given lease on real property to Mid-America Bestrs. Inc. for \$25,000 and also having received \$31,712 loan from Mid-America pres. & 90% owner David Segal. Segal, now operating KEAR, also controls radios WGVM, Greenville, Miss.; KLEE, Otumwa, Ia.; KOSI, Denver.

Gen. Curtis E. LeMay, chief of Strategic Air Command, is now under FCC's jurisdiction, having taken and passed examination for amateur's license last week. Examination was for "general class," which requires ability to copy 13 words of code per minute and a knowledge of basic amateur regulations and procedures. Another VIP ham, but of some 30 years' standing, is Herbert Hoover Jr., Undersecretary of State.

Reorganization of FCC's Safety & Special Radio Services Bureau: (1) Abolishes Authorization Analysis Div. and Industry & Commerce Div. (2) Sets up new Land Transportation Div. with Glen E. Nielsen chief, new Industrial Div. with Daniel H. Arnold chief. (3) Places Charles R. Weeks, current chief of Authorization Analysis Div. under Nielsen, in charge of Application Processing Branch.

**Financial & Trade Notes:** James H. Carmine, who retired in April as Philco pres., continuing to serve as merchandising consultant, is revealed by SEC to have sold 17,700 shares of Philco common in May, reducing his holdings to 13,738. Carmine, largest single stockholder among officers & directors at time of annual meeting in April, retains his equity in Philco Profit Sharing Fund, which holds largest block of Philco stock. His equity as of last Dec. 31 amounted to nearly \$340,000 (Vol. 12:11). Last week, SEC revealed that Larry E. Gubb, Philco director and its pre-war excc. v.p., sold 10,800 Philco common in April, reducing his holdings to 15,448.

Other changes in stock ownership reported by SEC for May: Titus Haffa bought 5500 Webcor, holds 33,675, of which 25,000 are owned jointly with sister and 3175 with wife; Nicholas Malz bought 10,000 Webcor, holds 12,800 directly and with wife; H. D. Vonjenef sold 1000 Webcor, holds none; Charles G. Munn sold 2300 Consolidated Electronic Industries, holds 3000.

\* \* \* \*

Daystrom Inc.'s sales of \$63,748,000 during fiscal year ended Mar. 31 were 86% in electrical, electronic & atomic instrumentation fields, pres. Thomas Roy Jones reported to stockholders June 13—representing virtual completion of transition to new operations. Last Aug., its American Type Founders was sold for \$9,000,000, taking company entirely out of printing equipment business; during year, also, integration of Weston Electrical Instrument Co., Heath Co. and Daystrom Pacific Corp. was completed. Sales compared with \$74,749,000 in preceding fiscal year, the decline due largely to completion of military contracts. Profits were \$1,784,000 (\$2.01) vs. \$1,716,000 (\$2.61). Working capital March 31 was \$18,482,000, up from \$12,009,000 at end of preceding fiscal year, with backlog of military orders \$18,100,000.

\* Packard-Bell expects to exceed its earlier estimate of \$23,000,000 in sales in fiscal year ending Sept. 30, exec. v.p. Robert S. Bell telling stockholders in letter: "It was also indicated that our earnings before taxes for the coming year would be 23% higher, or above \$1,300,000. I believe that Packard-Bell will not only meet this projected estimate, but that it will be exceeded by a substantial margin." He said Packard-Bell would market a color set this year "in the competitive \$600 bracket."

Standard Coil Products will show a net loss for 3 months ending June 30, but less than the \$615,285 loss reported for first quarter, said chairman Glen O. Swanson after annual meeting this week. He added that company has started retrenchment program designed to tailor tuner production to TV output.

Varian Associates reports sales of \$4,749,579, net income of \$153,970 (14¢ per share) in 6 months ended March 31 vs. \$3,141,368 & \$127,817 (12¢) in same 1955 period. In quarter to March 31, sales were \$2,470,497, net \$88,008 (8¢) vs. \$1,526,372 & \$68,145 (6¢).

Consolidated Electrodynamics Corp., Pasadena, Cal., should achieve record sales of \$21,100,000 in calendar 1956 and earnings may exceed \$1.30 per share as against \$17,100,000 & 85¢ last year, chairman Philip S. Fogg told annual meeting.

Consolidated Electronic Industries Corp. earned \$1,174,441 (\$1.70 per share) on sales of \$13,722,497 in 6 months ended March 31, compared to \$26,700 on \$2,933,774 in corresponding period of preceding fiscal year.

Decca Records reports consolidated net income of \$890,444 (55¢ per share) in first quarter of 1956, compared to \$816,339 (50¢) in first 3 months of 1955. Included is company's share of undistributed earnings of subsidiary Universal Pictures Co.

Electronics Investment Corp., San Diego, in annual report of April 30, lists these portfolio additions since Jan. 31, 1956 (Vol. 12:9): 4000 AB-PT, now holds 10,000; 1000 AT&T, new; 4000 Burroughs, now 8000; 4000 Clevite, now 10,000; 4100 Daystrom, now 10,000; 2000 Douglas Aircraft, new; 1000 Eastman Kodak, now 2000; 400 Magnavox (div.), now 8400; 2000 Mallory, new; 1000 Philco, now 8000; 1000 RCA, now 5000; 2000 Sprague, now 5000; 400 Stewart-Warner, now 6200; 200 Sylvania, now 5500; 2000 United Aircraft, new; 400 Western Union, now 7000; 2500 Westinghouse Air Brake, now 5000. Sold during quarter were these total holdings: 7140 CBS "A," 2500 General Railway Signal, 1500 Minnesota Mining, 8000 Standard Coil Products, 3000 Thompson Products, 1500 Zenith. Also sold were 1000 Corning Glass, leaving 1000. Common stockholdings as of April 30 were valued at \$9,145,481; preferred holdings (4000 P. R. Mallory 4½% conv.) had market value \$212,000; U. S. govt. bonds, \$1,995,000. Total portfolio was \$11,353,630. (For previous report, see Vol. 12:20; for report on portfolio of Television-Electronics Fund Inc., see Vol. 12:21.)

General Precision Equipment Corp., whose subsidiary Kearfott Co. has just entered licensing agreement with R. B. Pullin & Co. Ltd., London, to manufacture its electronic and other products in United Kingdom, has called stockholders meeting July 10 to consider increasing preference stock from 25,000 to 1,500,000 and common from 2,000,000 to 3,500,000 for purpose of acquiring Graflex Inc., Rochester. GPE proposes to issue ¼ share of its new preferred and ¼ common for each Graflex common, GPL preferred to carry dividend of \$1.60 per share, redeemable at \$42 and convertible to ⅔ GPE common. Graflex has 229,288 common outstanding plus 1,689 pfd. convertible into 5 common. Its 1955 sales were \$11,300,000 profit \$366,000. GPE's 1955 sales were \$133,338,000, profit \$2,531,000.

First-quarter earnings of TV-radio-records manufacturers, as represented by 13 unidentified companies, declined by average of 2% from first 3 months of 1955, according to June 17 *New York Times*, based on own survey of 560 manufacturers. Decline was in contrast to average profit increase of 11% for all manufacturing concerns. Auto manufacturers, as represented by 12 companies, had profit decline of 20%. Home appliance and machinery manufacturers, represented by 10 companies, increased profit by 81%. Note: Commerce Dept. this week reported that publicly-owned corporations paid \$3.7 billion in cash dividends in first 5 months of 1956, up 15% from same period year ago.

Hycon Mfg. Co. earned \$80,217 (1¢ per share on 2,329,990 common shares outstanding) on sales of \$8,946,386 in fiscal year ended Jan. 31, compared to \$443,592 (21¢ on 2,075,190 shares) on sales of \$11,943,793 in preceding fiscal year. Annual report also revealed plans to build new 136,000-sq. ft. plant and administrative facility this year in La Verne, Cal.

Dividends: Emerson Radio, 1% stock in lieu of usual 10¢ quarterly, payable Aug. 1 to stockholders of record July 5; Webcor, 25¢ July 12 to holders July 2; Amphenol Electronics, 25¢ July 27 to holders July 13; Warner Bros., 30¢ Aug. 4 to holders July 13; Aircraft Radio, 20¢ Aug. 15 to holders Aug. 1.

Belock Instrument Corp. sales were \$6,780,657 and net income \$258,112 (33¢ a share) in 6 months to April 30 vs. \$7,362,147 & \$336,414 (42¢) in same 1955 period, pres. Harry D. Belock reporting backlog of electronic & electro-mechanical systems on April 30 was at record high of \$19,600,000 vs. \$17,700,000 year ago.

Servomechanisms Inc. reports March 31 quarter sales of \$3,359,806, net income of \$137,569 (18¢ per share) vs. \$3,032,458 & \$105,432 (14¢) in 1955 quarter.

The studies of blacklisting in TV-radio and movie industries, sponsored by Fund for the Republic, were released this week, presenting detailed reports on history of blacklisting and its effects. Studies were directed by John Cogley, ex-editor of Lay Catholic magazine *Commonweal*. Fund chairman Paul G. Hoffman states in foreword: "[Cogley] has brought in no indictments and has offered no recommendations. The [Fund] offers none, believing that progress in resolving the conflicts of interests, viewpoint and principle involved must and will come in the first instance from the industries affected. But even progress must ultimately turn upon public knowledge and understanding of the actual situation and its problems. This report seeks only to supply the data on which such knowledge and understanding may be established." The reports (TV-radio, 287-p.; movies, 312-p.) are available from Fund for the Republic, 60 E. 42nd St., N.Y. A major court test of blacklisting shaped up this week, meanwhile, when TV-radio performer John Henry Faulk started \$500,000 libel suit against AWARE Inc., Vincent Hartnett and Laurence A. Johnson. AWARE Inc. identifies itself as an organization designed to combat "the Communist conspiracy in the entertainment world." Hartnett and Johnson are members of AWARE. Faulk charges that defendants have sought to link him with Communist fronts, drastically cutting his TV-radio earning power. He has radio show on WCBS, N.Y., says AWARE's efforts have lost him 19 sponsors.

"Code of cooperation" with TV was adopted by New York City this week, laying down rules for municipal agencies. Rules provide (1) All TV producers are welcome on first-come-first-served basis. (2) Each department is sole authority on its TV relationships. (3) Applications will be accepted beginning July 9. (4) Compensation to city will be determined when "cooperation" is granted. (5) City personnel will not be employed "except in extraordinary circumstances." (6) Material must be submitted to department concerned before public release. (7) Producers will have priorities on particular subjects once they have projects approved, with priority to last until project is finished or abandoned. (8) City must be indemnified against legal claims. Code is upshot of furor created last Oct. when Mayor Wagner granted Ted Granik rights to dramatize work of any department and Police Commissioner Kennedy refused to comply. Wagner then appointed committee to draw up ground rules.

Robert E. Sherwood TV awards, granted by Fund for the Republic for best programs on theme of freedom and justice, were presented June 22 to: *Armstrong Circle Theatre's* "I Was Accused" and *Alcoa Hour's* "Tragedy in a Temporary Town," both NBC-TV. WAAM, Baltimore, received the individual-station award for "Desegregation: Baltimore Report." Awards for the network shows, \$20,000 each, were divided among writer Jerome Coopersmith, director Wm. Corrigan and producer David Susskind for "I Was Accused"; among writer Reginald Rose, director Sidney Lumet and producer Herbert Brodtkin for "Tragedy in a Temporary Town." The \$15,000 award to WAAM went to writer Mrs. Gray Johnson Poole, director Kennard Calfee, producer Herbert B. Cahan.

Perjury conviction of Mrs. Marie Natvig, turnabout witness in FCC's hearings on license renewal of Edward Lamb's WICU, Erie (Ch. 12), was upheld this week by Court of Appeals in Washington. She has been sentenced to 8 months to 2 years in prison. Disposition of Lamb case still awaits final decision by FCC, hearing examiner having recommended license renewal.

**Certain identification:** Sale of radio WSUH, Oxford, Miss., from Ole Miss Broadcasting Co. to Colonel Rebel Radio approved by FCC this week.

Republican National Committee will launch TV campaign on networks Sept. 19 with 30-min. program, to be repeated Sept. 25. After that, it plans to buy two 30-min. programs in each of next 2 weeks, 3 each in following 3 weeks, and big wrap-up, either 30 or 60 min., Election Eve. As another aspect of campaign, GOP will buy last 5-min. of top-rated network shows starting third week in Oct. Meanwhile, Democratic National Committee chairman Butler said his party hopes to raise at least \$2,000,000 for TV-radio purchases, but would not sacrifice whistle-stopping. Most of Democratic funds will go for 30-min. and 5-min. programs. NBC-TV has scheduled new political feature, *Cross-Country Caucus*, as part of its convention coverage—featuring switches to newsworthy spots for background information. As example, NBC says that if crucial issue involving South develops at convention, show might switch to Montgomery for on-the-spot interviews with experts. CBS-TV has scheduled *Bandwagon '56* as new summer series starting July 15, Sun. 4:30-5 p.m., designed to give background information on conventions and campaigns.

**Separate Senate & House TV-radio-recording studios** will be established under bill passed this week and sent to White House. Meeting "outside work" criticisms aimed at Joint Recording Facility director Robert Coar (Vol. 12:18, 22), new measure stipulates that all money received by the studios from outside sources shall be placed in special revolving fund established to operate each studio, and that no employe of either studio shall be engaged in any similar business. Coar, a Senate employe, is slated to head the Senate facility.

**Two applications for TV stations** were filed with FCC this week, bringing total to 140 (26 uhf). Week's applications were for Salem, Ore., Ch. 3, by C. H. Fisher, who owns tower sales firm, 2 Ore. AMs and interest in KVAL-TV, Eugene & KPIC-TV, Roseburg, Ore.; for Aberdeen, S. D., Ch. 9, by Joseph E., Wm. D. & F. F. McNaughton, who have interests in Pekin & Effingham (Ill.) newspapers and AMs in Ft. Madison, Ia. and Elgin & Effingham. [For details, see *TV Addenda 22-X* herewith.]

**Films of Charlotte Ch. 9 oral argument** before FCC June 25 will be made by WBTV, Charlotte (Ch. 3), first such in Commission history. Charlotte hearing has 3 competitors—Carolinas' TV Corp., Piedmont Electronics & Fixture Corp., WSOC. Piedmont holds initial decision, is 40% owned by Wolfson-Meyer theatre interests, which interlock with WTVJ, Miami (Ch. 4). Station says it will telecast unedited film in prime time.

**Summer DX-ing:** KING-TV, Seattle (Ch. 5) reports 2 letters acknowledging reception June 5 in New Mexico—over 1000 mi. Last Sept., station was received in Wilson, N. C. Propagation experts expect rash of DX reports for next 3 years, as sunspot cycle attains new highs (Vol. 12:24).

**NBC-Chicago's unused roof space** atop Merchandise Mart will be used as heliport in new air taxi service between downtown Chicago and outlying points. Network will make heavy use of service to shuttle equipment between its studios and International Amphitheatre during Democratic Convention in Chicago next Aug.

**Senate confirmed T.A.M. Craven** to be member of FCC for 7-year term June 22, day after unanimous approval by Senate Commerce Committee. He'll be sworn in as successor to Comr. Webster week of July 1.

**No new FCC asst. secy.** has been appointed to fill vacancy created by retirement of Wm. Massing, but rumors have it that a contender for position is Eric G. Stewart, of Commission's Office of Administration.

# Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 26

## SUMMARY-INDEX OF THE WEEK'S NEWS — June 30, 1956

**FCC SERIOUSNESS** about deintermixture and all-uhf study indicated by prohibition of construction of new vhf grants in Peoria & Springfield (pp. 1 & 6).

**BLUNDERBUSS HEARINGS** by Celler subcommittee to cover entire TV waterfront. NBC-Westinghouse swop probed by subcommittee and U. S. grand jury (pp. 2 & 9).

**TV REVOLUTION IN SCHOOLS** foreshadowed by 5-year Maryland experiment, which may lead to new equipment designs, changed teaching methods (p. 3).

**NEARLY 3000 AM STATIONS** now on air, new starters outnumbering new TVs 3-to-1 in first half of 1956. FM stations now total 532, down slightly (p. 4).

**MANY SEEK TO BUY TV** stations, but slowdown is evident. Deal for Boston's WNAC-TV denied. Tampa vhf and Evansville uhf sales detailed in applications (p. 4).

**THREE VHF DECISIONS** issued by FCC—in Peoria, Springfield & Raleigh—but Peoria & Springfield can't build until deintermixture rule-making ends (p. 7).

**NO CONGRESS ACTION** to curb networks seen by Senate Commerce Committee counsel, predicting surveillance by Congress & Justice Dept. (p. 7).

**7,328,000 TVs SCRAPPED** to date, 38,550,000 sets-in-use currently, according to new tabulation, indicating great importance of replacements (p. 11).

**RECORD TV YEAR** predicted for 1956 by Sylvania's Don Mitchell. Pickup also foreseen by Admiral's Wolly Johnson. RETMA opposes pricing bills (p. 11).

**SERVICING OF PORTABLE TVs** may be more extensive, more costly than conventional sets due to rougher handling, cheaper parts, temperature changes (p. 13).

**30 TV-RADIO-ELECTRONICS** firms in Fortune's new tabulation of 500 top industrial firms, ranked by assets, profits, stockholders, employees (p. 15).

**ANTI-TRUST INDICTMENT** charges 10 Philadelphia radio stations and their association with illegal agreement to maintain cord rates in sole of time (p. 8).

**VHF STARTS IN 3-UHF** Madison, Wis., 477th station on air. Conodo's 35th begins operating. News about upcoming new stations (p. 10).

**CBS-TV NETWORK BILLINGS** reach all-time high for May; PIB report shows other networks up, too, and outlook is for combined \$500,000,000 year (p. 16).

**DEINTERMIXTURE & UHF—FCC MEANS BUSINESS:** FCC's allocations proposal issued June 26 -- almost precisely as anticipated herein last week (Vol. 12:25) -- brought this universal question: Does the Commission really mean business? Answer: Yes.

What FCC said in its decision is this, to put it in simplest terms: 12 vhf channels are not enough for TV's future. More vhf can't be obtained, so uhf must be used. We'll explore uhf to determine whether its 70 channels can do the complete job; if it can, we'll switch everything to uhf. Meanwhile, we must keep uhf alive. Best way to do so is to create "islands" where we assure survival of a healthy uhf nucleus. At same time, we'll add vhf channels in a few predominantly vhf markets to provide for increased competition.

Complete text of FCC decision is included as a Special Report herewith, sent to all subscribers so you can get full flavor of Commission's thinking.

But degree of FCC's seriousness couldn't be discerned in the decision alone. Test came next day when it finalized 3 vhf decisions, 2 of them for channels which it proposes to remove from uhf markets. In granting Peoria's Ch. 8 to WIRL and Springfield's Ch. 2 to WMAY, it said that neither could build until deintermixture rule-making is concluded -- because it's proposing to move Ch. 8 to Rock Island and Ch. 2 to St. Louis. It also finalized grant of Ch. 5 to WRAL, Raleigh -- but put no restriction on construction because it hasn't proposed to delete the channel. (For details of the 3 final decisions, see p. 7.)

Interdiction on Peoria & Springfield construction shows Commission isn't kidding; that it isn't proposing deintermixture frivolously or to placate Sen. Magnuson & Co.; that it believes there's real probability of finally deintermixing.

Real showdown is yet to come, for Commission made the tough decision of proposing to take channels away from 2 operating stations -- KFRE-TV, Fresno (Ch. 12) & WISC-TV, Madison (Ch. 3) -- plus one due on air in Sept., WTVW, Evansville (Ch. 7). Fights to keep these channels may turn out to be among bitterest in FCC annals.

Here are all the channel changes proposed: Elmira, delete Ch. 9; Evansville, make Ch. 7 educational; Fresno, shift Ch. 12 to Santa Barbara; Hartford, shift Ch. 3 to Providence; Madison, make Ch. 3 educational; New Orleans, shift Ch. 4 to Mobile; Peoria, shift Ch. 8 to Rock Island; Springfield, shift Ch. 2 to St. Louis; Albany, delete Ch. 10 from nearby Vail Mills; Charleston, S. C., add Ch. 4; Duluth-Superior, make Ch. 8 commercial; Miami, add Ch. 6; Norfolk, add Ch. 13. A number of uhf channel shifts accompany these; all are listed on p. 12 of Special Report.

Though FCC proposed changes in only 13 areas, it invites petitions for similar changes -- and it's expected dozens will be filed. Some are bound to be sufficiently like these "Original 13 Colonies" to get same treatment. Whether Commission will also freeze prospective vhf grants in these new areas is question it hasn't determined, will consider as cases arise.

FCC has laid down a number of ground rules outlining criteria it will use to determine whether to delete or add vhf channels -- but these are so broad as to give Commission plenty of discretion in each case, something well illustrated by the disses in original 13. Commission also supplied new engineering criteria for petitioners to use in determining coverage and interference; these are based on propagation data it believes to be more accurate than that now in use. Petitioners will make calculations on basis of maximum power and 1000-ft. antennas. Though uhf power ceiling was raised to 5000 kw in this week's decision, coverage will be computed on basis of 1000 kw because of equipment availability. The 1000-ft. antenna figure was set after Commission dropped idea of raising Zone I ceiling to 1250 ft.

Aside from petitions to come, Commission has quite a few still pending -- including some vhf drop-ins which could aggravate vhf-uhf intermixture. Action on these is expected soon, for Commission is pressuring staff to complete work.

\* \* \* \*

Full text of decision in our Special Report should be read carefully for FCC's reasons for adopting or rejecting proposals considered in its long deliberations. All in all, decision was definitely a surprise, despite fact that trend has been known. Reason is that Commission has reversed itself so violently so many times in last few months. Just 2 weeks ago, vote would have been 6-1 against what was finally adopted. Not too long before that, Commission almost voted to drop whole allocation table -- something totally different from this week's action -- and came so close that people still wonder why it didn't.

There are vast uncertainties before whole thing is wound up. Comr. Webster is succeeded July 2 by T. A. M. Craven; there may be other replacements. Comments on deintermixture are due Sept. 10, on all-uhf move Oct. 1. After that, FCC will take at least several months to weigh final action. Many things can happen in interim. Nonetheless, Commission's proposal isn't just talk; it is a decision arrived at by majority which had plenty of time to think over what it was doing.

Industry and govt. reaction was what you'd expect it to be -- running to the extremes, including violent. On p. 6, we've summarized a cross-section of those we believe to be most significant.

**NO LIMITS SET ON NEW HOUSE TV PROBE:** The TV industry's investigation troubles on Capitol Hill may be just beginning, instead of ending. This was indicated by the apparently limitless scope of Rep. Celler's Judiciary anti-trust subcommittee hearings which opened this week with grilling of FCC members. Line of questioning pursued by subcommittee's 3 attorneys at 2-day hearing suggests Celler's investigation will be far more detailed than previous Congressional TV inquiries.

Blunderbuss hearings apparently will cover every TV field under the sun, according to Celler's own outline. In opening statement, he mentioned these phases: Network affiliation contracts, including option time and must-buy practices; FCC's chain broadcasting regulations; uhf & allocations problems. He later told press further hearings may be held in New York next Sept. on network talent contracts, on "the tyranny of ratings," racial discrimination by networks, station ownership by magazines & newspapers, "the power of advertising agencies and preemption of time," problems of film producers & syndicators and "national spot problems."

This week's hearings were devoted mainly to demanding that FCC justify its approval of NBC-Westinghouse swap of Philadelphia & Cleveland stations (see p. 9). FCC was also quizzed on ABC-United Paramount merger and uhf-allocations problems.

Celler prides himself on reputation as a trust-buster, and his staff of diligent attorneys headed by chief counsel Herbert Maletz has spent months delving into network files, confidential FCC memoranda, records of other Congressional investigations to find evidence that FCC is tool of big "TV monopolies." TV probe is third in series of exhaustive inquiries into regulatory agencies -- FTC and CAB having already received the treatment.

Some think Celler is looking for a major scandal in the Republican-controlled FCC. But beyond that, he's pushing for far tighter Justice Dept. reins on such regulated industries as TV-radio -- and has already introduced bill to accomplish this (HR-9762). He and his staff are said to feel that FCC's licensing function grants broadcasters too much immunity from anti-trust action by Justice Dept. They can be expected to delve into many old FCC cases in hopes of finding evidence of wrongdoing or laxity by Commission in its responsibility to uphold anti-trust laws.

FCC members will be in witness chair again for 3-day session July 11-13, to discuss allocations and anything else subcommittee's attorneys decide to throw at them. FCC's network study chief Roscoe Barrow will also be put on stand to give progress report on his investigation.

**TV—REVOLUTION IN PUBLIC EDUCATION?** Will TV change educational techniques as radically as it has changed the nation's recreational habits?

The 5-year closed-circuit experiment in Washington County, Md. (Vol. 12:25) is an attempt -- on an unprecedented scale -- to determine to what extent a technological revolution in education can help meet the nation's school crisis.

It will undoubtedly lead to new designs in equipment and evolution of new techniques for improving quality of education through use of TV.

"TV will take its place alongside the textbook, as the most important educational advance of the century." This statement in one form or another was repeated by the many speakers June 26 at formal announcement in Hagerstown, Md. of the start of the closed-circuit experiment.

Basic facts of the experiment: Washington County Board of Education will hook up all of its 47 public schools in next 3 years, incorporating TV into curriculum in every conceivable way. Ford Foundation's Fund for Advancement of Education -- biggest backer of closed-circuit school TV -- will underwrite exhaustive study and evaluation of project. Equipment makers -- coordinated by RETMA school committee under GE's Ralph Yeandle -- will donate all gear required. Operating costs will be borne by the local school system.

Approaching closed-circuit with open mind, Washington County School Supt. Wm. Brish told group of educators, civic leaders and newsmen:

"There is no doubt that TV offers opportunities to do things in education which are now impossible. We mean to find out just how far we can raise our sights with this new technological invention. For example, will TV permit us to use the best talents of our teachers on a much wider basis than at present? School systems need more really top-notch teachers, but we have never figured out how to use the ones we do have to maximum advantage. TV may provide ways of doing this and at the same time raise the status of the teacher. We may indeed make the profession of teaching so challenging and desirable that teaching will compete favorably with other professions for the most capable minds in our society."

RETMA pres. W.R.G. Baker defined project as "a piece of research on a system basis." He stated: "The industry is going to learn a great deal as to the requirements of the system. We don't know what education needs in the way of equipment. Like any research project, it's impossible to evaluate the end results, impractical to estimate the cost. All we can do is start."

Cost of 5-year experiment will be well over \$1,000,000, it was indicated -- but nobody wanted to go out on a limb with an estimate. Treas. John K. Weiss of Fund for Advancement of Education explained that initial experiment won't be impeded

by budgetary requirements -- as far as equipment and evaluation of results are concerned. "Nobody ever sat down to find out just how far you can go with educational TV," he said. "This project offers the best possible chance in this country to see what TV can really do in the school."

As prototype for all U.S. education, Washington County school authorities will actually watch pennies closely, even though experimentation and equipment budgets are unlimited. Idea is to develop school TV program that is within financial reach of any school board, one that will effect economies while enriching learning.

First closed-circuit TV use in Washington County Schools will begin July 9, when some 40 teachers participate in summer TV workshop in Hagerstown, at which outside TV consultants and experienced TV teachers will help train local teachers.

Eight Hagerstown schools will be equipped for use of TV in learning by time school opens next Sept., with all of county's schools wired and connected by Sept. 1958. Two modern high school buildings now under construction have been designed around TV from ground up, with built-in distribution system, studio, etc.

Among areas of TV use in schools -- to be expanded each year -- will be: direct classroom instruction; supplemental instruction (dramatics, student council, films, school sports, network shows, etc.); in-service teacher training; public relations with parent & civic groups (special programs showing school work, etc.); and a continuing TV training program (use of TV to train teachers in using TV).

**NEARLY 3000 AMs NOW ON AIR vs. 477 TVs:** They continue to multiply, the AM stations, despite TV's great growth -- and as first half of 1956 ends they total 2893 stations actually on the air as against 477 TVs. Moreover, new AMs authorized by FCC during first 6 months outnumbered TVs 80 to 35. New AMs that actually started during that period totaled 75, new TVs only 24. And only one AM license was turned in, 4 CPs dropped, as against 8 TVs that quit operating and 9 CPs dropped.

July 1 count is based on our 1956 annual AM-FM Directory, which is kept current with weekly Addenda covering FCC grants, changes, withdrawals, etc. It actually shows 3021 AM stations authorized as against 2941 last Jan. 1 and 2846 July 1 year ago. Thus, 128 AMs are still in CP status.

There were exactly 1056 AM stations in U.S. & possessions in late 1945, when wartime freeze on radio construction ended. Since then, the total has grown steadily and by end of 1946 it was 1579; 1947, 1961; 1948, 2131; 1949, 2246; 1950, 2351; 1951, 2410; 1952, 2516; 1953, 2644; 1954, 2782; 1955, 2941. Applications still pending for new AMs total 284 on June 30, up from 222 last Jan. 1.

FMs continue to dwindle, though not as rapidly as might be supposed: There are 549 FMs authored as of mid-year (532 on air) as against 557 last Jan. 1 (536 on air) and 552 in mid-1955 (540 on air). Peak was 706 FMs at end of 1950.

**E**AGER BUYERS are shopping for TV stations more intensely than ever these days—but the supply isn't anywhere near the demand and you can look for a slowing down of station sales during the rest of this year. Thus far this year, there have been exactly 21 transfers of TV station ownerships, in whole or part, which will be detailed with all others since 1946 in our forthcoming Fall-Winter *TV Factbook*.

Report this week that RKO Teleradio's WNAC-TV, Boston (Ch. 7) might be sold either to Storer or Crowell-Collier drew strong denials from all principals. RKO Teleradio pres. Tom O'Neil has been approached, it was learned, but has stated flatly station isn't for sale.

Latest big deal involves sale of WTVT, Tampa (Ch. 13), founded in April 1955 by ex-Gov. Doyle E. Carlton as pres. and W. Walter Tison as v.p.-gen. mgr., to *Oklahoma City Oklahoman* interests (WKY-TV & WKY) for \$3,500,000 plus assumption of \$491,490 obligations, of which \$328,472 is owed RCA for equipment. May 31, 1956 balance sheet shows total assets of \$1,074,789, of which \$763,084 are fixed, and current liabilities of \$118,017. Station's 1955 deficit was \$54,021; for 8 months to May 31, 1955 it was \$162,583.

No radio adjunct is involved in Tampa deal. Last year, *Oklahoman* interests bought WSFA-TV, Montgomery, Ala. (Ch. 12) with radio WSFA (5-kw D, 1-kw N, 1440 kc, NBC) for \$562,598 plus certain obligations (Vol. 11:8).

George W. Norton's WAVE Inc., which is buying uhf WFIE, Evansville, Ind. (Ch. 62), is paying total of \$586,937, according to transfer application filed with FCC this week; \$63,880 is being paid for stock, remainder representing assumption of obligations. Balance sheet as of May 31, 1956 shows total assets of \$588,497, of which \$478,535 are fixed. As of July 31, 1955 WFIE showed \$93,382 deficit, but profitable operation to May 31 of this year had reduced this to \$16,454.

Steve Cisler, who last week leased tax-troubled KEAR, San Francisco, to broadcaster David Segal for \$25,000 and \$31,712 loan (Vol. 12:25), this week sold his radio KXXL, Monterey, Cal. (1-kw, 630 kc) for \$125,000 to Pacific Ventures Inc. in deal handled by Blackburn-Hamilton.

Maui Pineapple Co.'s 41.26% interest in semi-satellite KMVI-TV, Wailuku, Hawaii (Ch. 12) is being acquired for \$30,950 by equal owner J. Walter Cameron, who also publishes *Maui News*.

**Personal Notes:** Robert D. Levitt, ex-Screen Gems, named gen. mgr. of NBC-TV films & merchandising div., reporting to Alan W. Livingston, pres. of NBC's Kagan Corp. subsidiary; Carl M. Stanton, v.p. in charge of NBC-TV films and a director of Kagan, will devote full time to NBC duties . . . Gene Deitch, in animated film field for many years, most recently with Robert Lawrence Productions, named creative supervisor of Terrytoons, div. of CBS-TV Film Sales, reporting to gen. mgr. Wm. M. Weiss . . . Tom Judge named eastern sales mgr. of CBS-TV Spot Sales, reporting to John Schneider, promoted from eastern sales mgr. to gen. mgr.; Arthur C. Elliot shifted from New York to Chicago, where he succeeds Judge as midwest sales mgr. . . . Robert E. Curran promoted to asst. regional mgr., ABC-TV stations relations dept., serving also as gen. administrative asst. to Alfred R. Beckman, director of station relations . . . Joe Cunningham, ex-RKO Pathe N. Y., named asst. supervisor of RKO's TV operations, Hollywood, reporting to supervisor Fred Ahern . . . E. P. H. (Jimmy) James, v.p. of A. C. Nielsen Co. and ex-MBS v.p., will be in London for next 3 months to meet with British clients of Nielsen TV Index (99 Park Lane); he returns to land of his birth, which he left exactly 30 years ago to come to N. Y. to become NBC's first sales promotion, merchandising & adv. director . . . Albert R. Tyrrell, formerly in charge of Washington office, elected Teleprompter Corp. v.p. & asst. to pres. Irving B. Kahn at N. Y. headquarters . . . Ben A. Hudelson, production supervisor of WBZ-TV, Boston, takes leave of absence to produce new Westinghouse group program project in educational TV, working out of headquarters in N. Y. . . . Milton Pickman, ex-Columbia Pictures, named programming v.p. of Briskin Productions Inc., in charge of new TV series for Briskin and Screen Gems . . . Wm. Koblenzer, ex-Ziv and MCA, promoted to ABC-TV general sales staff, and John R. Porterfield, ex-gen. mgr. of WGLV, Easton, and WNET, Providence, assigned to ABC-TV special project sales staff . . . Henry V. Greene Jr., ex-Forjoe and Weed, named national spot sales rep for WBZ-TV, Boston . . . Louis Dorfsman named CBS Radio adv. & sales promotion director, continuing as art director . . . Charles Bishop named program mgr. of WSUN-TV, St. Petersburg, Fla., succeeding Robert Gilbert; Ted McDowell promoted to succeed Bishop as program-public service mgr. of WMAL-TV, Washington . . . Pierre Bruneau, ex-CJBR-TV, Rimouski, Que., named program director of upcoming CHLT-TV, Sherbrooke, Que. (Ch. 7), due by Aug.; L. E. Gilbeau, ex-CKSO-TV, Sudbury, Ont., chief engineer . . . Martin Barsky promoted to national sales mgr., Wm. Latham to local sales mgr., WGLV, Easton, Pa. . . . LaMar Smith, ex-WOI-TV, Ames, Ia., named production mgr. of KUTV, Salt Lake City . . . Robert Shoaff resigns as program director, KBTB, Denver . . . Alexander W. (Bink) Dannenbaum Jr., national sales mgr., promoted to sales v.p., Westinghouse Bestg. Co.

**Counsel at the altar:** Paul A. Porter, ex-FCC chairman, partner in law firm of Arnold, Fortas & Porter, was married June 26 in New Haven, Conn. to Kathleen Winsor, noted as author of *Forever Amber*. They're honeymooning in Spain. Frank U. Fletcher, partner in Washington law firm of Spearman & Roberson, and Miss Billie Warren, onetime secy. for Dow, Lohnes & Albertson, will be wed July 19 at Army-Navy Country Club, Arlington, Va.

George B. Storer, pres. of Storer stations, considered by sports writers as most likely purchaser of Detroit Tigers baseball team, being sold by Briggs family (auto bodies). But he hasn't said he will buy.

Fred Todaro, plant supt., has purchased Circle Film Labs, expanding its operations and changing name to Criterion Film Labs, 33 W. 60th St., N. Y.

### Map of TV Cities & Network Routes

**B**ROUGHT UP-TO-THE-MINUTE, our new 42x29-in. map, in color and suitable for wall-mounting, accompanies each copy of our latest *TV Factbook* (Fall-Winter edition, due off presses about Aug. 1). Map shows all stations in operation or expected to be operating by end of Sept. (U.S., Territories, Canada, Mexican border); all cities with TV applications pending or CPs granted; all cities over 10,000 population; present and projected AT&T microwave & coaxial circuits, accurately drafted by AT&T engineers; all station-owned microwaves and off-air pickups; handy table of stations with call letters and channels. Extra single copies of map are \$1.50; 10 copies, \$11.25; 25 copies, \$18.75.

Transcontinent Television Corp. is selling WHAM, Rochester, N. Y. (50-kw, 1180 kc, NBC) with WHFM for \$500,000, according to FCC application filed this week. Sale is contingent on FCC approval of Transcontinent's purchase of WHAM-TV (Ch. 5) with AM & FM for approximately \$5,000,000 from Stromberg-Carlson div. of General Dynamics Corp. (Vol. 12:14, 24). TV call letters are to be changed, but buyer Riggs & Greene Bestg. Corp., Elmira, N. Y., will retain WHAM & WHFM. Its co-equal owners are attorney John S. Riggs and adman F. Robert Greene, also co-owners of radios WAIR, Winston-Salem & KVOR, Colorado Springs. Riggs also owns 28.57% of WELM, Elmira and is exec. v.p. & 16% owner of Television Associates of Elmira, applicant for Ch. 9 there.

With Gerald C. Beadle's accession to BBC director of TV July 23, succeeding Sir George Barnes, there will be other changes in executive setup, disclosed this week by BBC as follows: Cecil McGivern, deputy director of TV; Simon J. Lotbiniere, controller of program services; Stuart G. Williams, controller of administration; Frank Gillard, controller, West Region; Robert McCall, controller, Northern Ireland; Richard D. Marriott, chief asst. to director of sound broadcasting with rank of controller. On BBC board of management, Hugh Carleton Greene has been appointed director of administration, immediately under director-general Sir Ian Jacob, succeeding Sir Norman Bottomley, who retires this year.

Beverly T. (Bevo) Whitmire, 53, gen. mgr. of WFBC-TV, Greenville, S. C. and one of its founders, died June 28 at Ramey Air Force Base Hospital, Puerto Rico, after suffering a heart attack while en route to Ramey Field on an Army plane. He was scheduled to go to Panama with a civilian party invited to board the carrier *Franklin D. Roosevelt* to observe naval maneuvers. One of founders and first mgr. of *Greenville News-Piedmont's* WFBC, he has been prominent in the broadcasting industry since 1933; before that, he was on the newspaper staff. He is survived by his wife and a married daughter.

Mrs. Anne Styles Smith, 49, wife of Carleton D. Smith, NBC v.p. in charge of WRC-TV & WRC, Washington, died at her home in Washington June 25 after a short illness. She and her husband had been planning to go to Europe this month, he having recently won trip as award in NBC o-&o competition. Surviving, besides Mr. Smith, is 15-year-old son Carleton Craig Smith.

Charles Page, 84, father-in-law of FCC Comr. John C. Doerfer, died June 27 while on vacation in Antigo, Wis. He was a retired mechanical engineer, lived in Milwaukee. Surviving are Mrs. Doerfer and her brother.

Thomas W. Varnon, 66, formerly on legal staff of ABC & Paramount, died in his Charlotte (N. C.) office June 26.

**A** LLOCATION PROPOSALS issued by FCC this week (p. 1) cut across whole TV manufacturing-telecasting industry, and reaction of spokesmen for many segments was much as expected.

Senate Commerce Committee is generally pleased with direction FCC is going, but Senators are holding off extensive comment because they expect to have own report issued in week or two. Chairman Magnuson (D-Wash.) couldn't be reached but it's understood he likes the deintermixture move.

Subcommittee Chairman Pastore (D-R.I.) said he hadn't studied decision but added: "At first blush, it looks like a step in the right direction. We must have some selective deintermixture. There must be nothing to inconvenience the viewer, and the long-range approach won't hurt him." Asked about cases wherein FCC proposes to move operating vhf's to uhf, Pastore said: "If that brings an extra cost to the viewer suddenly, it might be serious—but I'll have to study it more."

Report will be circulated among Senators next week, but it's rather dubious whether it will be issued before July 11 meeting. Sen. Bricker has been circulating his own draft of an allocations report, and it's understood that he goes along with FCC action and really doesn't differ too much with draft of staff report. There are substantial indications Committee's report will recommend that FCC extend its deintermixture plan to more markets. It's considered unlikely that all-uhf move will elicit much support from Committee, inasmuch as its hearings produced very few such recommendations.

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Top officials of networks either had no comment or said they're still studying decision. However, their positions have been stated so often that it's not difficult to surmise their reactions. ABC probably feels Commission has made a good start in deintermixture and in adding 3rd vhf channel to certain markets, but hasn't gone far enough. CBS undoubtedly considers proposal neither effective nor damaging; in past, it has indicated it sees little future in uhf, would try to make better use of vhf. NBC has long favored deintermixture but never any all-uhf move; it has high hopes, incidentally, for its Buffalo uhf, WBUF-TV (Ch. 17), plans all-out conversion program built around new \$20 RCA converter.

RETMA is in the limelight, since Commission pins hopes on uhf study and research that may show a move to uhf is feasible. But new RETMA pres. Dr. W. R. G. Baker says he can't comment for RETMA until he consults membership. However, speaking for himself and uhf-enthusiastic GE, he states:

"It's a very excellent proposal—constructive. But there's a lot of work to be done. It's up to the industry, but I can't understand why FCC never accepted RETMA's Oct. 20, 1955 offer to collect technical uhf data. On many other industry problems—like black-and-white and color standards and TV allocations—FCC has invited or even sponsored industry participation. I hope they accept our offer."

Ever since RETMA made offer, its members have been puzzled about Commission's attitude. Manufacturers' position is that they see no percentage in devoting high-priced engineering manpower to projects which may be accepted merely casually by FCC.

RCA senior exec. v.p. Elmer W. Engstrom noted that Commission's deintermixture and 5000-kw uhf proposals go along with RCA's recommendations but he said RCA never endorsed an all-uhf move. Regarding the proposed

program of research into feasibility of all-uhf shift, he said:

"I don't understand it. I don't see how you can have cooperative research on this. High-powered transmitters are available or can be made available. Receiver improvements are up to the tube men. For the collection of data, RETMA does that effectively."

Uhf operators' Committee for Competitive TV called FCC proposal "a promising blueprint for establishing an all-channel TV system" and added that "it now remains to be seen whether the Commission will develop the system according to the plan. To carry out the Commission's deintermixture plan it would seem mandatory that the Commission immediately institute proceedings to shift vhf to uhf in these markets in order that the deintermixture proposals may become deintermixture in reality."

\* \* \* \*

TV-radio attorneys came up with incisive evaluations, because they've done the infighting for years. Regardless whether they're pro or con, they generally feel that the 13 deintermixture proposals show pattern of inconsistency. Here are some of questions they raise:

Why leave New Orleans with one vhf and not do the same in Pittsburgh? Why delete a vhf station almost on the air in Evansville and not remove ungranted Ch. 9 in nearby Hatfield? Why haven't they issued show-cause orders to the stations they propose to shift to uhf, and are these stations entitled to evidentiary hearings?

Here are some sample comments: "They haven't set up any standards. I really don't think they know what they adopted." "It's trial balloon. But after a couple years I think that about 60% of these proposals will stand. After making this move, God help the Commission if they don't finally do something." "If they don't go ahead with this, they've perpetrated the most shameful kind of fraud on everyone." "It's the beginning of the same thing we had before. It will take years to settle. It may bring another general hearing." "The all-uhf idea has no real impact. They must act fast or the whole thing will be made moot by the passage of time." "No one is going to give up a V without a fight. This thing is just starting."

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Newspapers played up the all-uhf angle, probably because it's easier to understand than deintermixture. Net effect was to give public impression that their sets may soon be obsolete. Few of the largest manufacturers had any immediate comment, but several others were quick to point out that transition, if it comes, would and should be gradual—preserving full use of current sets. Some manufacturers were concerned lest some areas lose coverage because of uhf's shorter range. Some objected to the proposal because it would make sets more costly.

One aspect of decision is bound to bring further repercussions, and that's paragraph 24 (see Special Report), dealing with problem of getting uhf sets into hands of public. Suggesting that Congress might have to "pass a law," FCC states:

"Such legislation might take the form of special tax relief, such as that already suggested, to equate all-channel receiver costs with those of VHF-only sets, or perhaps more drastic remedies, such as the prohibition of the shipment in interstate commerce of other than UHF-equipped receivers, might be found to be necessary. We can make no definite recommendations at this time as to specific legislation; we do believe, however, that this is an important facet of the over-all problem which cannot be overlooked."

Set manufacturers have never stood by silently when anyone suggested that Govt. tell them what kinds of receivers they can make.

**T**HREE BIG VHF decisions were knocked off by FCC during Comr. Webster's last week in office—but there's no telling when or whether 2 of them will be permitted to build. The grants: Peoria, Ch. 8, WIRL (over WMBD); Springfield, Ill., Ch. 2, WMAY (over Sangamon Valley TV, 40% owned by WTAX); Raleigh, Ch. 5, WRAL (over WPTF). One initial decision was issued, KDSJ being favored for Ch. 5 in Deadwood, S. D. after competitor pulled out.

Proposing to remove the vhf channels from Peoria and Springfield, FCC attached provisos to their grants forbidding them from building until rule-making proceeding is concluded. This is done, Commission said simply, "for reasons of sound policy." It added, however, that "equities of the situation" dictate that choice between applicants be made and a CP issued.

There's no block to WRAL construction—unless FCC acts favorably on petition filed this week by Raleigh's WNAO-TV (Ch. 28), asking that Ch. 5 be moved to Rocky Mount.

Grant to WIRL over WMBD was based on "small" preferences in local ownership, civic participation, diversification of business interests, ownership-management integration, plus mass media diversification. Vote was 4-3, Comrs. Hyde, Bartley and Doerfer dissenting.

Major stockholders of WIRL (22% each) are Timothy W. Swain, his wife and her brothers John H. & Edward J. Altorfer. The 3 men are former directors of Altorfer Bros. Co. (ABC washers & ironers). Swain is lawyer, also owns farms. John H. Altorfer is v.p.-adv. mgr. of Perma-Starch Co. Edward J. Altorfer owns Cobaloy Mills, manufacturer of corn cob products.

WMBD is 2/3 owned by Charles C. Caley, 1/3 by John E. Fetzer. Caley also owns 25% of radio WDZ, Decatur, Ill. Fetzer also controls WKZO-TV, Kalamazoo (Ch. 3) & WKZO; KOLN-TV, Lincoln, Neb. (Ch. 10) & KOLN; radio WJEF, Grand Rapids.

In Springfield case, Commission held that WMAY-TV Inc. was entitled to "clear preference" because of broadcast experience and ownership-management integration. Vote

was 5-1-1, Comr. Doerfer dissenting, Mack abstaining.

WMAY-TV Inc. is 50% owned by radio WMAY, 28.5% by Lee Ruwitch, 18% by Richard S. Cohen. WMAY, in turn is owned principally by 4 ex-employees of WEW, St. Louis; pres. Gordon Sherman is largest stockholder, with 36.12%. Ruwitch, to be gen. mgr. of TV, is exec. v.p. of WTVJ, Miami; though he resigned in Sept. 1953, he has remained at WTVJ pending choice of successor.

Sangamon Valley TV is headed by Oliver J. Keller, 55% owner of WTAX, which owns 40% of Sangamon. He was editor-gen. mgr. of *Pittsburgh Post-Gazette* from 1927 until 1946 when he bought control of WTAX.

In Raleigh decision, FCC chose WRAL over WPTF because of "significant" ownership-management integration, business-interest diversification, mass media diversification. Commission was impressed by fact that A. J. Fletcher, 90.27% owner of WRAL, planned to give 75% of time to station. On other hand, principal stockholders of WPTF planned to spend much less time in day-to-day operations. WPTF is owned by Durham Life Insurance Co., of which chairman S. B. Coley owns 13.5%, v.p. D. L. Cozart 10.25%. Vote was 4-2-1, Comrs. Hyde and Webster dissenting, Bartley abstaining.

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There were several petitions for channel changes, some stimulated by FCC's big allocations decision this week: (1) WJHP-TV, Jacksonville (Ch. 36) asked either that Ch. 7 be made commercial or that Ch. 46 be substituted for Ch. 12. (2) WNOK-TV, Columbia, S. C. (Ch. 67) requested assignment of Ch. 5 to Sandy Run, S. C., with Ch. 4 or Ch. 7 to be substituted for Ch. 5 in Charleston, S. C. (3) WNAO-TV, Raleigh (Ch. 28) sought move of Ch. 5 from Raleigh to Rocky Mount. (4) KHOL-TV, Kearney, Neb. (Ch. 13) requested addition of Ch. 3 to Ainsworth, Neb. (5) Storer Broadcasting Co. dropped attempt to get Ch. 3 moved from Salem, Ore. to Portland, asked dismissal of petition.

UHF Industry Coordinating Committee filed petition requesting that Commission continue extending CPs of uhf grantees, saying it's "extremely desirable that the Commission reaffirm the liberal policy reflected by its action of Feb. 9, 1956." Extension of uhf CPs has been virtually automatic.

**C**ONGRESSIONAL action to curb networks is not contemplated by Senate Commerce Committee as result of its investigation, its special TV counsel Kenneth Cox indicated this week in talk before Academy of TV Arts & Sciences in New York. Substituting for Chairman Magnuson (D-Wash.), Cox said there is presently no inclination to subject networks to direct control. After 29 days of hearings, he said the Committee's investigation is nearly over—though a few more witnesses may be heard.

Expressing what he felt to be attitude of most Committee members, he said networks had made "able" defense of their practices, with strong backing from their affiliates. Networks' basic problem, he added, seems to be shortage of facilities. However, he warned that entire TV industry can expect continuing close scrutiny by Congress and perhaps Justice Dept.

As to allocations problem, he said deintermixture is "not a complete solution, but a first and essential step," adding that uhf problem has been aggravated by FCC's long delay in taking action.

He stressed responsibility of broadcasters to devote "substantial and good time" to public service programs and to segregate news from editorial and advertising matter—and suggested that FCC has not been strict enough in checking on public service programming.

As to subscription TV, he said: "I rather suspect that if action is taken it will be on an experimental basis."

FCC's 6 regional offices of Field Engineering & Monitoring Bureau are abolished as of June 30—Congress having declined to authorize funds for them, stating they merely duplicate district offices. Hereafter, all district offices will report directly to Washington. Move affects 12 employees who will be shifted to other jobs, mostly in district offices.

Subscription TV still on his mind, Lou Poller filed application for transfer of CP for WOPT, Chicago (Ch. 44) to his TV Exhibitors of America, proposing to give 7500 of his 100,000 Class B shares in return. He says he plans to operate 8 hours daily, 2 of them pay-TV—if Commission will permit it. Poller recently said he has similar plans for grantee WCAN-TV, Milwaukee (Ch. 25).

July 1 is 15th anniversary of start of TV broadcast service and 4th anniversary of lifting of freeze—and FCC saw fit to commemorate occasion with special release reviewing progress of TV from July 1, 1941 when regular TV broadcast service was first authorized by FCC to today's 477-station system.

Pulitzer Publishing Co. has purchased 18-acre plot opposite Forest Park on which it proposed to build new plant for *St. Louis Post-Dispatch* and its stations KSD-TV & KSD, replacing present downtown structure.

Another bill to legalize currently unlicensed boosters—HR-12019—introduced this week by Rep. Berry (R-S.D.).

**Network Accounts:** General Motors, in high-cost decision which has been subject of wide speculation in press, this week renewed full sponsorship of *Wide Wide World* on NBC-TV this fall, time undetermined, thru Campbell-Ewald, Detroit . . . Sheaffer Pen to sponsor *The Brothers* on CBS-TV this fall, Tue. 8:30-9 p.m., thru Russel M. Seeds Adv., Chicago, with *Herb Shriner Show* reduced to half-hour following at 9 p.m. . . . Union Carbide & Carbon Corp. to be partic. sponsor of *Omnibus* on ABC-TV starting in Oct., Sun. 9-10:30 p.m., thru J. M. Mathes Co. . . . Liggett & Myers and Sunbeam each buys one quarter of NBC-TV's regional football games in East, Big 10 and Pacific Coast, thru Dancer-Fitzgerald-Sample and Perrin-Paus Co.; Minneapolis-Honeywell buys one quarter in East, thru Foote, Cone & Belding; American Machine & Foundry buys one quarter in Big 10 and Pacific Coast, thru Fletcher D. Richards Inc. . . . Instant Maxwell House Coffee to sponsor *Vic Damone Show* on CBS-TV starting July 2, Mon. 9:30-10 p.m., thru Benton & Bowles . . . Norwich Pharmacal to sponsor 9-week partic. schedule on *Afternoon Film Festival* on ABC-TV starting July 2, Mon.-thru-Fri. 3-5 p.m., thru Benton & Bowles; Lipton Tea buys 3 partic. a week starting in Oct., thru Young & Rubicam . . . Procter & Gamble to sponsor *Sneak Preview* series of new dramatic films as summer replacement for *Jane Wyman's Fireside Theatre* on NBC-TV starting July 3, Tue. 9-9:30 p.m., thru Compton Adv.

Pitch for more auto advertising on TV, in face of sponsorship retrenchment by car manufacturers (Vol. 12:21), came this week from TvB pres. Oliver Treyz in special presentation to automotive executives and ad agencies in Detroit. Less than 10% of national TV ad dollars last year came from auto sponsors, he noted, adding: "It is apparent that one of the nation's most dynamic industries—the automotive—views the nation's most dynamic medium, TV, as a supplementary rather than a primary sales vehicle . . . Automotive advertisers stand virtually alone in the allocation of the minor portion of their budgets to TV. Among all national advertising categories, they stand alone in the failure to follow the trend toward heavier and heavier TV advertising, and the public trend toward heavier and heavier TV viewing." Note: Trendex survey of auto dealers in 16 major cities, conducted for ABC-TV and released this week, shows that 48% of dealers prefer TV for bringing most showroom traffic, 36% prefer newspapers; 46% said they would prefer newspapers if only one medium were to be used, 43% TV. Asked to judge order of preference if they were making up national ad budget of factory, 49% said they would recommend TV first. Chrysler dealers were found most favorable to TV, General Motors dealers least.

New 2-hour radio program, *NBC Bandstand*, Mon.-thru-Fri. 10 a.m.-noon starting July 30, was proposed this week to NBC Radio affiliates executive committee. Details will be presented on special closed-circuit radio hookup July 2. Featuring top orchestras and big names, *Bandstand* would replace *Weekday*, which goes off air July 27. Still to be resolved is replacement for *Weekday's* Mon.-thru-Fri. 2-3:45 p.m. period. Lester W. Lindow, WFDF, Flint, chairman of executive committee, said *Bandstand* "offers many interesting possibilities for giving new life to morning radio." At same meeting, NBC pres. Robert W. Sarnoff reviewed commercial success of weekend *Monitor*, saying it had increased NBC's weekend revenues by 278% in first year.

Edward Petry & Co. moves N. Y. headquarters July 9 to 4 E. 54th St. (Murray Hill 8-0200), where it will occupy entire 6th floor.

**GOVT. CRACKED DOWN** unexpectedly this week on one phase of broadcasting operation never before questioned by anti-trust people—maintenance of rate cards. Grand jury in Philadelphia returned criminal indictment June 27 charging Philadelphia Radio & TV Broadcasters Assn., 10 radio stations and 9 of their officers with entering into illegal agreement to "maintain and refrain from deviating" from published rate cards in sale of time. Conviction carries fines, jail terms, or both. TV practices are not involved.

Govt. attorneys apparently convinced grand jury of specific collusion, and Govt. contends "agreement" has been in force since 1952. But Morris Wolf, attorney for WPEN's Wm. B. Caskey, who is president of the association, absolutely denied existence of any such agreement but said the stations do encourage compliance with rate cards. Source of complaints isn't disclosed, but guessing is that proceeding was prompted by a disaffected advertising agency.

Indictments were announced by Asst. Attorney General Stanley N. Barnes with this statement: "It has been established for many years that agreements to maintain rates or prices violate the Sherman Act. Such agreements are directly opposed to the free play of competitive forces. Persons who enter into such agreements do so with ample warning that their conduct violates the anti-trust laws and renders them liable to prosecution."

On behalf of association, Attorney Wolf issued this statement: "The radio stations at Philadelphia are shocked that the Govt. has decided to proceed against them under the anti-trust laws. Everyone is aware of the keen competition that exists among these stations. The stations do not believe that their effort to keep the competition among them on a dignified basis by encouraging the fair treatment of their clients violates any law. The Govt.'s action will be contested vigorously, with confidence that the stations will be vindicated."

Defendants include Independence Broadcasting Corp. (WHAT) and pres. Wm. A. Banks; Wm. Penn Broadcasting Co. (WPEN) and v.p. Wm. B. Caskey; Pennsylvania State Broadcasting Co. (WIP) and pres. Benedict Gimble Jr.; Franklin Broadcasting Co. (WFLN) and gen. mgr. Raymond S. Green; Max M. Leon Inc. (WDAS) and secy. Robert A. Klein; Seaboard Radio Broadcasting Corp. (WIBG) and gen. mgr. John Mahoney; WJMJ Broadcasting Corp. (WJMJ) and pres. Patrick J. Stanton; WCAU Inc. (WCAU) and pres. Donald W. Thornburgh; Westinghouse (former licensee of KYW) and ex-sales mgr. Robert Teter; Triangle Publications Inc. (WFIL).

**ADVERTISING AGENCIES:** Frank G. Silvernail, BBDO, reappointed chairman of AAAA's broadcast media committee; Jane Daly, Earle Ludgin & Co., vice-chairman; John F. Devine, J. Walter Thompson Co., reappointed chairman of TV & radio administration committee; C. Burt Oliver, Foote, Cone & Belding, vice-chairman . . . Thomas F. McAndrews Jr., asst. v.p. of Ted Bates & Co., named operations director of TV-radio dept., supervising all programming and live commercials; Herbert Gunter named director of commercial film production . . . Jack S. Pettersson, onetime Motorola adv. mgr., resigns as Norge merchandising director to join Kenyon & Eckhardt, Chicago, as merchandising exec., principally on Whirlpool-Seeger account . . . Albert A. Sessions, ex-Biow, heads TV-radio-media dept., Rockmore Co., N. Y. . . . Gene Killham appointed TV-radio director, Chambers & Wiswell Inc., Boston.

**Telecasting Notes:** Competition is one big reason TV programming has consistently improved during the past 10 years—as the network presidents told Senate's TV investigators—but it sometimes can be annoying as hell to TV viewers. With their policy of "fighting fire with fire," it could be that the big networks, in their competitive zeal for ratings, are arousing more audience resentment than they can afford over the long run . . . Take, for example, the eager efforts of NBC-TV to catch up with Ed Sullivan's continuing Sun. 8-9 p.m. popularity. Steve Allen's first effort June 24 upped NBC's Trendex for that hour to 13.3 (83% of audience) from usual 5 or 6; Ed Sullivan got 24.6 Trendex (59.5%). Both shows offered topnotch variety, especially good that night, and both were acclaimed by the critics . . . But—listen to this comment by *Washington Daily News* TV columnist Dave Reque, which articulates what a lot of people feel about identical type "opposite programming." Reque chose to tune in Steve Allen's debut, which he praised effusively. "I've been told," he wrote June 25, "that Ed's show, celebrating its 8th anniversary, was a whizbanger. I wish I'd seen it. This maddening situation in which the viewer is given the choice of watching one or the other of 2 of the half-dozen best shows the industry has to offer is as wrong as robbery. Examined from any angle, it's a crummy deal for the consumer" . . . Even more irritating, Reque goes on, is fact that at 9 p.m. Sun. there are competing drama shows on NBC & CBS. "If only to demonstrate their deep, often expressed, devotion to public service, couldn't the networks get together and move either Steve or Ed to 9 o'clock? Or would that be a manifestation of horrid monopoly?" . . . He might have mentioned, too, the oft-expressed resentment over the Mon. night overlap of 2 top drama shows—*Robert Montgomery Presents* on NBC-TV 9-10, and *Studio One* on CBS-TV 9:30-10:30. Or CBS-TV's avowed intention to lure the kiddies away from the ABC-TV *Disneyland* cartoons 7:30-8:30 p.m. Wed. next season with a 7:30-8 p.m. showing same night of network's newly ac-

quired Terrytoons cartoons . . . Vitapix's sale of co-sponsorship of new *Blondie* show to Wesson Oil on 100 stations, and Colgate-Palmolive's interest in buying other half, looks to *Billboard's* Gene Plotnik like the beginning of a real film network—or at least, he sees sale as the closest anyone has come to putting a film network into operation, in interesting story in June 30 issue chronicling all previous and present attempts at film networking . . . Two stage hits of the 1930's—"Three Men on a Horse" and "Green Pastures"—have been acquired by CBS-TV for TV use, presumably as spectaculars . . . Windfall for music publishers is seen by June 27 *Variety* in wholesale releases of old feature films to TV. Since music in films is licensed only for theatrical distribution, publishers expect an additional licensing fee for use on TV, but—says *Variety*—"situation is still very much in the exploratory stage and nobody knows how much money is involved for the music men."

More details about NTA Film Network (Vol. 12:25) were revealed this week at N. Y. press conference by Ely A. Landau, pres. of both parent NTA and the film network subsidiary. Among points made by Landau: (1) "Affiliation agreements have already been signed with more than 50 stations, exclusive of the 12 top markets having 4 or more stations" and when operations start next Oct., 75 stations will be in lineup, covering 60-65% of U.S. TV homes. (2) Stations will allot 1½ hours weekly for film programming from which NTA will derive sole revenue. In exchange, they will have available for their own use entire library of 500-800 hours of film except for 20th Century Fox & Selznick pictures, which will continue to be sold by NTA. (3) NTA expects eventually to program live sports events and news film. (4) "The films to be offered on our initial network time will be first-run super-spectaculars of a quality never before available to TV on a continuous programming basis." (5) NTA hopes to "be involved in multiple station ownership" before end of 1956.

**WESTINGHOUSE-NBC** swap of stations in Philadelphia & Cleveland (Vol. 11:53 & 12:3) was subject of Federal grand jury investigation this week in Philadelphia, to determine if civil anti-trust indictment is warranted. Though it was conducted in secrecy, some of evidence Justice Dept. is using was made public for first time by Rep. Celler's anti-trust subcommittee in its 2-day grilling of FCC members. Subcommittee counsel inserted in hearing record confidential reports on transaction by FCC staff investigators.

Rep. Celler made it clear he felt coercion was involved in the station sale after subcommittee lawyers read portions of staff reports quoting Westinghouse officials as saying they were forced to agree to deal under threat of loss of NBC affiliation in Pittsburgh. One part of staff report detailed that Chris Witting, then pres. of Westinghouse stations, personally called on Gen. Sarnoff while negotiations were being conducted, "and asked him whether this muscling job was company policy."

Gen. Sarnoff was said to have replied that "his primary interest was protection of company stockholders; they had to have Philadelphia and this was no muscling job." Another section of report indicated that NBC initially approached Westinghouse on exchange of its Philadelphia & Boston stations for NBC's Cleveland & Washington outlets, but "did not expect Westinghouse to agree to this."

Chairman McConnaughey and other commissioners were grilled on why transfer was approved without hearing in face of warnings that duress was involved. McConnaughey said Westinghouse's reply to McFarland Letter

did not indicate duress, and Broadcast Bureau advised that witnesses probably wouldn't be as candid in testifying at hearing as they had been in talking with investigators.

"I can't conceive why that formal hearing was not held," snapped Celler. "I should think that the danger signals were significant enough to warrant some further inquiry." Comr. Doerfer disagreed, told subcommittee he saw nothing illegal—merely the "legitimate exercise of strong bargaining power by NBC."

At one point during the hearing, Celler suggested that "the Commission take pause" before permitting CBS & NBC to acquire more stations. "If you make them stronger and stronger you are going to make it more difficult for a new chain to get started," he added. In network program control and network spot sales organizations he saw "deadly parallel" to the Paramount case, in which Govt. divorced motion picture production and distribution from exhibition.

During 2-day hearing, Comr. Hyde was questioned about anti-trust aspects of ABC-United Paramount merger and about allocations, and subcommittee lawyers quizzed McConnaughey and FCC counsel Warren Baker closely about FCC-Justice Dept. liaison.

Rate increases: WBBM-TV, Chicago, July 1 raised Class A base hour from \$3700 to \$3900, Class AA min. only rate from \$750 to \$875. WDAF-TV, Kansas City, Aug. 1 raises base hour from \$960 to \$1060, min. \$192 to \$212. WLAC-TV, Nashville, July 1 raised hour from \$650 to \$750, min. \$140 to \$150. KGMB-TV, Honolulu, July 1 raised base hour from \$300 to \$350, min. \$60 to \$75.

**MADISON'S FIRST VHF**, whose channel would go to an educational station if current FCC proposals are carried out (see story p. 1 & Special Report herewith), has been running limited program tests all this week and is slated for full-time operation as secondary CBS affiliate starting July 1 and for primary affiliation in Sept. It's WISC-TV (Ch. 3) and enters area where 3 uhf's are operating—WKOW-TV (Ch. 27) & WMTV (Ch. 33), which went on air 3 years ago, and U of Wisconsin's WHA-TV (Ch. 21, educational), which started in early 1954.

WISC-TV brings on-air total to 477 (98 uhf). It uses 25-kw RCA transmitter, 6-section superturnstile antenna on 605-ft. Ideco tower. Principal owner is Morgan Murphy, holding 15.2% personally while his *Superior* (Wis.) *Telegram* owns 34.8%. He and family also control WEAU-TV, Eau Claire, Wis. (Ch. 13), and he has interests in Minn. radio stations WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, and in radio KVOL, Lafayette, Ind. Ralph O'Connor, from radio WISC, is gen. mgr. and 5% stockholder; Richard S. Nickeson, also ex-WISC, sales mgr.; Richard P. Kepler, ex-KXLY-TV, Spokane, operations mgr.; Walter Hariu, ex-KRNT-TV, Des Moines, chief engineer. Base hourly rate is \$400, due to go to \$500 in Sept. Rep is Peters, Griffin, Woodward Inc.

Canada's newest starter—its 35th on air—is CFCL-TV, Timmins, Ont. (Ch. 6) which has been testing this week and goes on schedule July 1. It opens up new TV area, being nearly 200 mi. NE of Sault Ste. Marie. It has 5-kw GE transmitter, 300-ft. Wind Turbine tower, 4-bay batwing antenna. Owner is J. Conrad Lavigne, operator of French-language radio CFCL. Coming from CFCL is Rene Barrette, gen. mgr.; Jean DeVillier, program director; Roch Demers, chief engineer. Base hour is \$160. Reps are McGillvra (U. S.) and Omer Renaud & Co. Ltd.

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

WCKT, Miami, Fla. (Ch. 7) has set July 29 target for start with NBC, reports mgr. James M. LeGate, also mgr. of radio WCKR, formerly WIOD. It has 50-kw RCA transmitter ready. It will use 12-section superturnstile antenna on 900-ft. Ideco tower, have studios at site of WCKR transmitter on North Bay Causeway. Owners, headed by ex-NBC pres. Niles Trammell, include John S. Knight and James M. Cox broadcasting-publishing interests. Base hour will be \$950. Rep will be NBC Spot Sales.

KVIP, Redding, Cal. (Ch. 7) has signed with NBC and plans Aug. 1 programming, following test patterns July 23, reports asst. mgr. Russ K. Olsen, ex-KPTV, Portland, Ore. It has RCA transmitter scheduled to arrive by July 1 and 6-bay GE antenna ordered for July 15 delivery. It will use 50-ft. tower, being fabricated locally, on Mt. Shasta. Pres.-gen. mgr. & 19% owner is Redding mayor George C. Fleharty, also publisher of weekly *Anderson Valley News*. Base hour will be \$225. Rep will be Branham.

KFXJ-TV, Montrose, Colo. (Ch. 10) now hopes for start "sometime in July," writes operations director Carl Q. Anderson, ex-KOA-TV, Denver. Road to Flat Top Mesa site has been completed and tower crew is installing 75-ft. tower with 6-bay RCA antenna. Minor equipment also is being installed in prefabricated transmitter house, but shipment of 100-watt Gates transmitter is still uncertain. Operating as satellite, it will pick up signal of parent KREX-TV, Grand Junction, Colo., 50 mi. away. At start it will be sold as bonus with KREX-TV (\$120 base hour), later will have local facilities. Rep is Hal Holman.

KWGB-TV, Goodland, Kan. (Ch. 10) plans Sept. 15 test patterns, Oct. 1 programming, reports owner-mgr. Jim Blair. It's working on 782-ft. Andrews tower, Alford antenna. GE transmitter is due shortly. New building, which already houses radio KWGB, has 2 studios ready for TV; equipment includes 2 GE camera chains, 2 film projectors. Jack Walkmeyer, from KWGB, will be commercial mgr.; Bob McEvoy, program director; Herb Stegman, chief engineer. Base hour will be \$200. Rep not chosen.

DuMont shipped 50-kw transmitter this week to WDBJ-TV, Roanoke (Ch. 7) replacing its 5-kw and giving it full 316-kw ERP. GE reports order for 35-kw transmitter with 3-bay batwing antenna to be shipped in Aug. to upcoming WCYB-TV, Bristol, Va. (Ch. 5). GE also reports shipping 10-kw transmitter to KLAS-TV, Las Vegas (Ch. 8) and 6-bay antenna to WMBR-TV, Jacksonville (Ch. 4). RCA shipped 12-section superturnstile antenna June 22 to upcoming WBIR-TV, Knoxville (Ch. 10), due in July, and 50-kw amplifier to WIBW-TV, Topeka (Ch. 13).

Complete equipment for El Salvador's first TV station—YSEB-TV, San Salvador (Ch. 6)—was shipped by DuMont this week on chartered plane. It includes transmitter, live & film cameras, studio equipment, 3-bay antenna. Owned by Television Salvadorena S.A. (Boris Ewerski, pres.), station is due on air this summer.

Canadian TV application for Ch. 4 in Rouyn, Que. by Northern Radio-Radio Nord Inc. (David A. Gourd, pres.) was deferred for further study by CBC at June 22 meeting. At same time it denied Norman Roebuck's application for Ch. 3, Yorkton, Sask.

### Network Color Schedules (July 2-15, 1956)

- July 2—NBC: *Matinee Theatre*, 3-4 p.m.
- July 3—NBC: *Matinee Theatre*, 3-4 p.m.; *The Chevy Show*, 8-9 p.m.
- July 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Jaye P. Morgan Show*, 7:30-7:45 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- July 5—NBC: *Matinee Theatre*, 3-4 p.m.
- July 6—NBC: *Matinee Theatre*, 3-4 p.m.
- July 7—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Patti Page Show*, 8-9 p.m.
- July 8—NBC: *Zoo Parade*, 5-5:30 p.m.
- July 9—NBC: *Matinee Theatre*, 3-4 p.m.
- July 10—NBC: *Matinee Theatre*, 3-4 p.m.
- July 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- July 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- July 13—NBC: *Matinee Theatre*, 3-4 p.m.
- July 14—CBS: *Gene Autry Show*, 7-7:30 p.m.
- July 15—NBC: *Zoo Parade*, 5-5:30 p.m.; *The Sunday Spectacular*, "The Bachelor," 7:30-9 p.m.

Losing engineers regularly to industry and other govt. agencies, FCC is hoping announcement of new Civil Service examination July 24, with higher starting salaries, will bring in recruits. GS-5 position (no experience) will start at \$4480, up from \$3670, and GS-7 (1 year graduate study or 6 months experience) will be \$5335 vs. \$4525. Engineers who left Commission recently: Paul B. Duncan, TV Applications Branch; Chester R. Kirkevold, Aural New & Changed Facilities Branch; Daniel B. Hutton, Hearing Branch.

FCC's AM ground propagation curves, no longer available from FCC or Govt. Printing Office, have been reprinted by W. H. Seabrooke & Assoc. Inc., 411 Carey Bldg., Washington, and are offered at \$2.80 each.

Time for comments on AM-FM remote-control rule-making has been extended to Aug. 2 at request of NABET, which told FCC it had obtained reactions of transmitter operators in key stations.

**SCRAPPAGE RATE OF TV SETS GOING UP:** Growing share of TV set sales represented by replacements is pointed up once again by the industry's Mr. Statistics -- Frank W. Mansfield, Sylvania sales research director and chairman of the RETMA statistical policy committee. In updated table of statistics prepared for inclusion in our upcoming fall-winter Television Factbook, he presents quarterly data from 1954 through first half of 1956 on sets produced and sold by distributors and dealers and on the number of sets scrapped -- all by screen sizes. Also set forth are accumulative data on sets-in-use, likewise broken down by screen sizes.

Mansfield estimates 7,328,000 sets have been scrapped in TV's 10½ years -- roughly equivalent to last year's total TV sales, or nearly one-sixth of the cumulative 45,878,000 sets which Mansfield estimates have been sold to the public. In the first half of 1956 alone, 1,234,000 sets were scrapped -- as against 2,864,000 estimated to have been sold at retail in same period.

That many of the sets are being discarded even before their accepted 8-year life span seems evident. If first half resulted in 1,234,000 scrappage, it can be assumed that second half will run even higher -- so that total of over 2,500,000 would represent very substantial proportion of Mansfield's predicted production and sale of more than 7,500,000 receivers for this year.

"We've been hearing a lot of talk about recession in the TV industry lately," he said. "Well, I'm going to take the opposite tack and say that from where I sit, the TV industry could have its best year in 1956 in units, and the worst thing that could happen is that we could have our second best year [to 1955's 7,756,521 production, 7,421,084 sales]. If that's a recession, I say let's have more of 'em."

Further indicating replacement potential, table shows that 42.3% of all sets-in-use (16,528,000) are 17-in. and under, and 11.3% (4,355,000) are 15-in. & under. Many of these sets, of course, are prime candidates for replacement.

Mansfield estimates 38,550,000 sets-in-use as of July 1, including 110,000 color sets. Total compares with 36,920,000 (including 40,000 color) at start of year. He admits that his estimate of 110,000 color sets is a "personal opinion" because RETMA hasn't started collecting color set data yet. "I can't prove that I'm right, but nobody can officially say I'm wrong, either," he said.

**UPCOMING TV MARKET—SOME OPTIMISTIC VIEWS:** Several encouraging forecasts for the fall-winter selling season came out of this week's distributor conventions -- as if to counteract the summer blues and doleful prophecies of recent weeks.

Sylvania chairman-pres. Don G. Mitchell, stating positively that his company has no intention of following those who have quit the TV business, predicted that retail sales this year will reach record 7,500,000, with production of 7,600,000 black-&-white & 275,000 color sets exceeding 1955's record 7,756,521. This despite fact that first 25 weeks' production is running behind last year's (see next page).

Color set production will climb to 900,000 next year, Mitchell further predicted, with black-&-white declining to 6,700,000. He foresees 1957 retail sales of 750,000 color sets, 6,700,000 black-&-white. "After an understandably slow start, as is the case in any new technological development, color definitely is on the way," he said. "However, it will be some time before color sets will be marketed in relatively large quantities and it will be 4 or 5 years before color sales catch up to black-&-white." He predicted gradual reduction in price as output increases.

Admiral is looking forward to a boom fall-winter demand, and is producing 2500 portables a day at its Bloomington, Ill. plant, according to sales v.p. Wallace C. Johnson. He told his distributors to look for a "substantial increase" in color sales this fall. He said: "With the \$500 color set and increased programming, the color logjam definitely is going to be broken." As for current business, he said

Admiral's TV shipments in first half of this year were up 12% from first half 1955.

Both Mitchell and Marion E. Pettegrew, Sylvania operations v.p. in charge of TV-radio div., asserted that in face of the "intensively competitive" conditions now prevailing in TV they intend to increase volume "substantially." Said Pettegrew:

"Our success in this business lies in our ability to be different and to be right. Sylvania must continue to stand as a 'prestige' line of the industry, and its reputation must continue to be built on inherent quality."

Sylvania has research and engineering facilities and "electronic know-how" to succeed under highly competitive conditions, he continued, and its experience in radio automation has given it a head start in the use of automatic equipment on TV assembly lines. On this point, he stated:

"We are already very enthusiastic about the benefits we are deriving in the form of improved product quality, increased output and lower costs from this automatic equipment. The equipment is especially notable in that it promises a high degree of adaptability. The need is for automatic equipment that would not be materially obsoleted when product designs change, as they do so rapidly in the electrical-electronics industry. We feel we have such equipment."

At Motorola convention's windup last week end, v.p. Edward R. Taylor told his distributors that 50% of today's sets-in-use are obsolete -- besides which about 11,000,000 homes are still without TV. Allan G. Williams, gen. sales mgr., said Motorola is seeking to strengthen its dealer organization both numerically and qualitatively for the intensive selling season ahead. "The nation's dealer structure is growing at the rate of 10% per year in this industry and we must keep pace," he said.

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**RETMA Protests:** Opposition to 2 pending bills (S. 11 and H.R. 1840), which would forbid a manufacturer from lowering his price to one customer to meet competition without lowering price to all other customers, was expressed by RETMA June 29 in testimony before Senate anti-trust and monopoly subcommittee. RETMA counsel Glen McDaniel stated that bills would reduce competition in electronics industry and would "fall with a specially serious impact" on smaller manufacturers. He gave this illustration of how bills would affect TV-radio-electronics industry:

"If I am a small manufacturer selling to a distributor who is my customer and a competing manufacturer seeking to strengthen himself in that territory offers a lower price to my customer, under the law as it now exists I could lower my price to that customer to meet the price offered by my competitor, without reducing my price to all my other customers, if I could prove my good faith and all the other elements required by Section 2(b) of the Clayton Act. If, however, S. 11 and H.R. 1840 are enacted into law I could not lower my price solely to that customer in order to hold his business because my doing so might lessen competition. If I have to lower all my prices or lose the customer, I am confronted with a hard choice. In many cases I will not feel able to afford the financial risk involved in lowering all my prices. So I choose to lose the customer -- a course that is the lesser of 2 evils."

Number of TV manufacturers has been reduced from about 100 to 50 in last 6 years, said McDaniel -- naming Arvin, Capehart-Farnsworth, Fada, Sentinel, Spartan, Stewart-Warner, Stromberg-Carlson and Raytheon among companies which have "retired" from TV business in last 2 years. "Casualties are unavoidable in any truly competitive system, and I am not suggesting that these companies should have been protected by law from the circumstances which made advisable their retirement from the [TV] business," he said. "The health and vigor of the smaller companies in our national economy, however, is important to the public interest. I believe that enactment of S. 11 & H.R. 1840 would make it more difficult for smaller companies...to prosper."

**Production:** TV output totaled 105,947 week ended June 22, compared to 117,423 preceding week and 136,020 week ended June 8. It was year's 25th week and brought production for year to date to about 3,215,000, as against about 3,800,000 in same period year ago. Radio output totaled 229,041 (63,813 auto) in week ended June 22, compared to 240,509 preceding week and 245,155 week before. Radio production in 25 weeks totaled about 6,570,000, as against 6,450,000 in same 1955 period.

**Topics & Trends of TV Trade:** Portable TVs may require more servicing and cost more to service than conventional receivers because they're likely to get rougher handling, have less expensive components, develop more heat per volume, and be subject to greater variations of temperature. That's thesis of interesting article on portables in July *Radio & Television News* by Walter H. Buchsbam.

"The customer will object to the cost of repairing these sets even more than he does for his present large-screen set since the original purchase price for the portable model is usually lower," he writes. "This is reminiscent of the prewar radio days when the customer often refused to pay a legitimate \$6 service charge on the grounds that the whole set had cost only \$9.95."

He said it's doubtful that many portables will be sold in weak signal areas because most portables don't have the "full gain-bandwidth capability usually found in larger models." As still another factor which may cause trouble for servicemen, he says that many portables contain harder-to-service printed circuits. Article describes in detail the circuitry and components of portables introduced thus far without passing upon relative values of any.

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Sylvania's new line, introduced at distributors convention this week in Buffalo, comprises 15 black-&-white and 2 color models, latter priced at \$595 for table, \$695 for console. Big feature of black-&-white line is "Magic Touch" power tuning, which replaces on-off knob and channel selector with levers in 11 sets. Another feature is a 21-in. table model which Sylvania says is so constructed as to permit owner to install it himself in wall, bookcase, room divider or cabinet. Monochrome line consists of 14-in. portables, \$120, \$130; 21-in. tables, \$170, \$190, \$230, \$250, \$260, \$280; 21-in. consoles, \$250, \$280, \$350, \$380; 24-in. table, \$280; 24-in. console, \$420. One 21-in. console will be priced later. Marion E. Pettegrew, operations v.p., said color sets have "the most up-to-date circuitry and the most compact cabinets in the industry." Also introduced were portable hi-fi phonos, \$80, \$100; 2 table radios, each \$40; clock radios, \$30, \$40, \$50, \$55; portable radio with built-in geiger counter, \$65.

Admiral's new line, introduced at distributors convention this week in Chicago, comprises 13 black-&-white and 4 color sets. They are in addition to the 5 receivers introduced in April (Vol. 12:15). Among features are 14-in. portable weighing 26 lbs. and a 17-in. 32-lb. portable. A step-up 10%-in. portable at \$150 is added to the same-size set introduced in April at \$90, \$110 & \$120. Tuning controls are on top of all portables. Three new chassis, using advanced automation techniques, are featured in black-&-white line. A new color consolette at \$500 is added, along with consoles at \$700 and \$800. A third console is unpriced. Black-&-white line is composed of 10%-in. portable, \$150; 14-in. portable, \$110; 17-in. portable, \$130; 21-in. tables, \$150, \$180, \$230; 21-in. consoles, \$200, \$240, \$280, \$290, \$330; 24-in. consoles, \$290, \$360.

Packard-Bell's new line features remote control selector as standard equipment with all deluxe models, which it claims to be first to include at no extra charge. Also introduced was custom remote control unit at extra cost with self-contained speaker and with switch allowing viewer to use either it or speaker in set; idea is that one member of family may localize audio without disturbing others in room. Prices of monochrome models range from \$129 for 14-in. portable to \$495 for 21-in. deluxe combination. Two 21-in. color sets are priced at \$495 for table model, \$599 for console. Packard-Bell offers unlimited 30-day service contract at \$8.95 when set is purchased, with option to renew at \$3.95 a month thereafter.

**DISTRIBUTOR NOTES:** Hoffman Electronics appoints Sanford Electronics Corp., 157 Chambers St., N. Y. (Charles Ollstein, pres.) . . . Whirlpool-Seeger appoints as laundry equipment distributors RCA Victor Distributing Corp., Chicago (Ned A. Corbett, v.p. in charge); Taylor Electric Co., Milwaukee (J. A. Taylor Jr., pres.); Klaus Radio & Electric Co., Peoria (Henry Klaus, gen. mgr.) . . . Packard-Bell appoints newly formed Jack Berryman Co., 1157 Post St., San Francisco . . . Post & Lester Inc., Hartford (Peter J. Carr, pres.), which relinquished Motorola line few weeks ago, goes out of business after 66 years of operation . . . Bendix Radio appoints Chasemark, Dean Co., Dallas, and Schell-Munday Co., Amarillo, Tex. . . . Telefunken appoints Yale Radio Electronics, Hartford, and Beacon Electronics Inc., Utica, N. Y. . . . Olympic Appliances Inc., N. Y. factory branch of Olympic Radio, appoints David H. Rubinger as v.p.-gen. mgr., replacing Jack Haizen, resigned . . . Simon Distributing Co., Washington (Zenith, Hotpoint) reports resignation of Richard B. Phillips as white goods sales mgr.

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"More work for less profit is what the appliance dealers see ahead for themselves as they compare the next 6 months of 1956 with the same period of 1955." That was NARDA pres. Don Gabbert's comment in summarizing results of survey of 15,000 dealers conducted for NARDA by Leo J. Shapiro & Assoc. research firm. One of most important findings, said NARDA, was fact that 3 out of 4 dealers felt it would be desirable if major appliances were not covered by govt. residential mortgages. Survey also revealed that 37% of dealers have own programs to sell directly to small home builders.

Employing "obsolescence" theme again, Zenith is telling distributors and dealers that rectangular color tube "will make every color TV set on the market today as out of date as a 1948 black-&-white receiver." In letter to the trade, signed by pres. Eugene F. McDonald, Zenith said that it would offer rectangular-tube sets when public is ready; that new \$500 price won't help sales; that "premature exploitation of color by a few manufacturers" produced few color sales but hurt black-&-white market; that rectangular tubes will be in mass production in a few months.

Color market in Minnesota, according to poll of 600 by *Minneapolis Tribune*: (1) Within next year, 7% plan to buy color sets, 89% don't, 3% are undecided and 1% said it depends on reception. (2) Majority believe color will add substantially to their TV enjoyment, while approximately 40% think it will make little difference. (3) Some 15% of have seen color, and their purchasing plans are same as those of people who haven't; plans are also substantially same among those who have black-&-white sets and those who don't.

Delivery on RCA color mobile unit (Vol. 12:8) was taken this week by Smith, Kline & French pharmaceutical house, Philadelphia, pioneer medical color-TV demonstrator. The \$200,000 unit includes 3 cameras and associated equipment permitting color originations from virtually any hospital.

Reprints of Sylvania booklet, *A Guide to Good Business*, giving service dealers tips on cost-cutting operations, are available free from Sylvania distributors or from Sylvania adv. distribution dept., Buffalo.

CBS-Columbia shut down all factory branches this week, though there has been no official announcement of departure from TV-radio production.

Magnavox has introduced its first portable TV—17-in. model called "Town 'n Country," using 15 tubes, weighing 32 lbs., retailing at \$160.

**Electronics Reports:** Milestone in application of automation and electronics to industrial record-keeping and communications was observed June 26 in Camillus, N. Y., when Sylvania's nationwide 18,000-mi. private communication network and data processing system was placed in formal operation. Leased Western Union network links 71 Sylvania operations (45 plants, 19 labs, 27 sales offices, 17 warehouses, 10 divisional headquarters, executive offices) in 61 cities and towns in 20 states. Operations center is company's new 50,000-sq. ft. data processing center in Camillus, near Syracuse, equipped with Remington Rand Univac computer.

Sylvania chairman-pres. Don G. Mitchell said over-all purpose of center "is to supply the entire Sylvania organization with a wide variety of vital information on the many phases of our operations in more detail, more accurately and more quickly than ever before possible." Network will make possible the centralization of gathering, recording, computing and classifying information concerning volume, sales, billing and many other types of business activity. As example of what system can accomplish, Mitchell said it would take only a day or so to get information in from the field and devise a valuable market research program that previously might have taken weeks.

"A complete payroll can be processed in a few hours," including automatic preparation of checks, compared with several days under previous methods, he said. "Scientific and engineering staffs are provided solutions to complex technical problems in a few minutes instead of several days. Production can be geared far more closely to inventory by furnishing instantaneous information concerning exact inventory positions throughout the company." Data is fed to Camillus center from all branch centers by means of electrical impulses, which are converted to punched cards and magnetic tape, then fed to Univac.

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Entirely new turret tuner being pushed by Standard Coil for vhf & uhf is the "Neutrode"—hailed as both better and cheaper than cascode tuner it replaces. According to Standard, field tests show more than 32db gain and less than 7db noise on Ch. 2-6, more than 28db gain and less than 8db noise on 7-13, and "noise figures equal to or better than those obtained with continuous tuners" on uhf channels. Tuner uses printed circuits and 2 new tubes—first stage being single triode said to have many times longer life than twin triodes used with cascode tuner. For uhf tuning, special strips are installed, along with auxiliary bracket which slips in top of tuner. On uhf channels, single conversion is used, providing greater sensitivity and less noise than previous uhf strip tuners featuring double conversion (converting uhf signal to vhf before converting to IF.)

First close-up look at secret high-powered weapons in action was made possible this week by TV. High ranking Navy, Air Force & Marine officers were able to observe performance of advanced weapons from distance of 3 ft.—by way of GPL "ruggedized" industrial TV camera—while looking at large projection TV screen 150 ft. from firing bay at aircraft weapons dept. of Naval Aviation Ordnance Test Station, Chincoteague, Va. Previously, only way to observe the weapons in action was through peephole in 2-ft. thick concrete wall.

Big Gen. Stephen H. Sherrill, USA ret., ex-commanding general at Ft. Monmouth and since 1945 v.p. of First National Bank, Arlington, Va., died in Walter Reed Hospital, Washington, June 28. He was one of founders of Armed Forces Communications Assn., was first editor of its magazine *Signal* and for time its executive secy. Surviving are his widow, son, 2 brothers.

**Trade Personals:** Thomas B. Hunt resigns as pres. of Philco's Dexter laundry equipment div. to become exec. v.p. of Fairfield Aluminum Casting Co., Fairfield, Ia.; Robert Austin, factory mgr. of Dexter div., promoted to new position of gen. mgr., assuming Hunt's duties . . . Norman C. Owen resigns as CBS-Columbia sales v.p. . . . F. B. (Ted) Ostman, ex-Capehart-Farnsworth service operations director, named staff consultant to Maj. Gen. Francis H. Lanan, exec. v.p. of IT&T's Federal Electric Corp. . . . Van M. Stevens, ex-Donald W. Gardner Adv., named adv. & sales promotion supervisor, Raytheon equipment marketing dept. . . . Wm. L. Ungar, asst. chief engineer of Packard-Bell, promoted to asst. to Richard B. Leng, v.p. of technical products div. . . . George H. Prutting placed in charge of international sales of products of RCA Victor record div. . . . Charles A. Reinbolt Jr., director of Steel Kitchen Cabinet Mfrs. Assn., named gen. mgr. of kitchens, Whirlpool-Seeger . . . Frank R. Buchanan promoted to controller, RCA semiconductor div., Harrison, N.J. . . . Richard G. Evans resigns as Motorola mideast district mgr., Pittsburgh, to become sales v.p. of Motor Radio Co., Motorola distributor in Kansas City . . . James A. Tilson, asst. mgr. of Sylvania's Kansas City sales office, named mgr. of its new Denver sales office . . . Jack Ruiter resigns as adv. & sales promotion director, DuMont technical products div., to join Will C. Copp Assoc., N. Y. public relations firm handling IRE accounts . . . Wm. C. Hoverman promoted to mgr. of sales, GE semiconductor products dept.

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**ELECTRONICS PERSONALS:** Dr. Carlo L. Calosi, former mgr. of Raytheon research div., more recently with Microlambda (Italy), named Raytheon v.p. & consultant in management of microwave & power tube operations . . . Richard R. Guenett, ex-Lincoln Electric Co. of Canada Ltd., joins Canadian Westinghouse electronics div. in special market development for industrial electronic controls related to automation . . . Donald E. Pierce promoted from asst. mgr. to mgr., equipment sales dept., Brush Electronics Co., Cleveland . . . George J. Schwartz appointed v.p. & gen. mgr. of Doelcam div., Minneapolis-Honeywell, manufacturing electronic & magnetic controls . . . T. Robert Vaucher appointed v.p. of Precision Mfg. Co., Dover, N. J., maker of fabricated metal products for TV-radio industry . . . Aldon M. Asherman, ex-American Cyanamid Co., appointed adv. mgr. for Sylvania parts, tungsten & chemical, atomic energy and electronic systems divisions.

Cornell-Dubilier and subsidiaries earned \$529,849 (98¢ per share) on sales of \$17,480,107 in 6 months ended March 31, compared to \$1,036,649 (\$1.96) on \$19,026,350 in same 1955 period. Chairman Buell Hollister and pres. Octave Blake attributed declines to "recession" in production of TV sets and autos, long strike by one of its customers, increase in production costs, higher expenditures on research & development of automation equipment.

Nickel was put under govt. control this week by Business & Defense Services Administration (BDSA Order M-1B), adding that metal to steel, copper & aluminum under defense materials system. Order applies to defense contractors.

Heralding further price reductions in semi-conductor devices such as transistors, diodes and rectifiers, duPont this week announced \$30-a-pound cut in price of pure silicon to \$350 a pound.

Navy's famed Radio Arlington, across Potomac from Washington, once most powerful radio station in the world, is decommissioned July 1 after 43 years service—displaced by more modern facilities at Annapolis and Cheltenham, Md.

Full Text of Report and Order

NEW FCC PROPOSALS FOR TV CHANNEL ALLOCATIONS

Public Notice No. 56-587 Initiating Rule-Making to Consider Long Range and Interim Plans for Expansion of TV Services

Involving Shift to UHF, Deintermixture in Specific Markets, Additional VHF Assignments, UHF Power Increase Adopted June 25, 1956. Comments on Deintermixture Proposals Due Sept. 10, 1956. Comments on Shift to UHF Due Oct. 1, 1956. For Specific Channel Shifts Proposed, see last page.

In the Matter of

Amendment of Part 3 of the Commission's Rules and Regulations Governing Television Broadcast Stations.

Docket No. 11532

REPORT AND ORDER

By the Commission: Commissioners Hyde, Webster, Bartley and Mack concurring and issuing statements; Comr. Doerfer dissenting and issuing a statement.

1. Prior to November 10, 1955 when this proceeding was initiated (Notice of Proposed Rule Making, FCC 55-1124), television broadcasters and other elements of the television industry had submitted numerous suggestions and, in some cases, formal petitions for revisions of the television allocation plan.

2. The scope of these proposals and the methods employed varied widely. They ranged from channel reassignments affecting a single city to major revisions affecting the entire country. The methods included such diverse and mutually inconsistent approaches as conversion to an all VHF system, conversion to an all UHF system, and continued use of both bands under a wide variety of proposals. Some of the latter envisaged the more or less extensive increase of the number of VHF channel assignments through the use of new VHF channels, the use of the present 12 VHF channels under reduced spacings, or both. Others contemplated the elimination or transfer elsewhere of VHF commercial channels and the substitution, locally, of UHF channels. Some proposals were based on the revision of the existing engineering standards and policies, notably with respect to minimum spacings, maximum antenna heights and powers, the directionalizing of antennas, and the use of cross polarization. Other proposals advocated the maintenance of present standards. In short, the Commission was called upon to consider an extensive array of widely differing remedies for the difficulties which had hindered the further expansion of the nation's television service and the fuller achievement of the objectives of the Sixth Report and Order.

3. Briefly stated, those objectives were to encourage the development of a nationwide, competitive television system in which:

- (a) All areas would have at least one service;
- (b) The largest possible number of communities would have at least one local television station; and
- (c) Multiple services would be available in as many communities and areas as possible to provide adequate program choice to the public and encourage the development of competition—among broadcasters, networks and other elements of the industry.

4. Among these three basic objectives, the greatest progress has been made in achieving the first. It is estimated that over 90% of the population can receive service from at least one television station. Less progress has been

realized toward achievement of the second objective. Of the 1260 communities to which at least one television channel is assigned, fewer than 300 have one or more stations on the air. As for the third objective, approximately 75% of the population receive service from two or more television stations. Slightly over 100 communities have two or more television stations in operation, as compared with 348 communities to which 2 or more TV channels are assigned.

5. The foregoing reflects substantial progress during the four years which have elapsed since the present television allocation plan and engineering standards were adopted. Serious problems have arisen, however, which are impeding the continued expansion of the nation's television services. There is general agreement on the sources of these problems. In brief, they are:

- (a) The limitation to 12 channels in the VHF band; and
- (b) Difficulties which have been experienced in achieving fuller utilization of the 70 UHF channels. These difficulties have been ascribed chiefly to:
  - (1) The large numbers of VHF-only receivers in use and the high proportion of VHF-only receivers which continue to be manufactured.
  - (2) Performance deficiencies of UHF transmitting and receiving equipment during the initial 4-year period of the utilization of UHF for TV broadcasting.
  - (3) The consequent preference of program and revenue sources for VHF outlets.

6. While some of the numerous suggestions, proposals and petitions before the Commission last November appeared to merit consideration, none was sufficiently free from disadvantage and difficulty to warrant adoption without extensive study and evaluation. Therefore this proceeding was initiated on November 10, 1955, to provide an orderly basis for examining and comparing the proposals and comments of all interested parties. Because the problems were nationwide in scope, and because widely divergent approaches to their solution required evaluation initially on a broad, nationwide basis, the Commission stated, in its Notice of Proposed Rule Making, that it would be premature at the outset to consider proposals whose scope was limited to action affecting only single communities or local areas.

7. Accordingly, the Commission requested the submission of proposals and comments relating to overall solutions on a broad, nationwide basis. At the same time the Commission terminated five rule-making proceedings which had been initiated earlier on petitions for the deintermixture of five individual communities (Report and Order, November 10, 1955, Dockets 11238, 11333, 11334, 11335 and 11336, FCC 55-1125), and denied a number of other similar petitions on which rule making had not been initiated (Memorandum Opinion and Order, November 10, 1955, FCC 55-1126).

8. Aided by the proposals, comments and data submitted in this proceeding, the Commission has now had an opportunity to examine and compare the different basic approaches which are advocated by members of the television industry. The material filed has been painstakingly studied and evaluated in the endeavor to accomplish the object of the proceeding, which was to reach a decision as to the basic lines on which it would be in the public interest to revise the nationwide television system, and thus provide a basis for determining the specific reassignments which could usefully be made in individual communities in conformity with the nationwide policies adopted herein.

9. In evaluating the proposals before us it has been necessary to recognize that, while actions by this Commission determine the numbers of channels which are available for television broadcasting, the extent to which they are actually utilized depends upon the construction and operation of stations by qualified broadcasters who are able and willing to enter this field of private, free enterprise and to cope, as entrepreneurs, with the conditions of the marketplace. The opportunity for profit is accompanied by the risk of loss. Whether broadcast operations yield one or the other is dependent on economic and technical factors, many of which are beyond the Commission's control. One important economic factor is the high cost of the construction, operation and programming of television stations as compared with similar costs for radio stations. Because of this, under the present economics of television, fewer communities are able, at this stage, to support television stations than can support radio stations. Also, because of the dependence of television stations on network and other nationally distributed programming, the techniques, developed over the years in the aural broadcasting service, which enable numerous radio stations to operate successfully with a high proportion of local, non-network programming, have not so far been developed to as great an extent in the television field. This has meant that both VHF and UHF stations which have not been able to secure their principal programs from a major network have found survival difficult, if not impossible. But since it has also meant that the stations able to offer the largest viewing audience in any given community will normally secure the principal network affiliations, many UHF stations which normally cannot provide a viewing audience comparable to those of their VHF competitors have been forced to operate on a marginal or submarginal basis or cease operation.

10. Disparities which occur frequently between the audiences which VHF and UHF stations are able to offer advertising program sponsors and national spot advertisers have resulted from the serious problem of receiver incompatibility and from limitations which have been experienced to date in the power of UHF transmitters and in the sensitivity and selectivity of UHF receivers as well as the different propagation characteristics of the UHF band.

11. While we are cognizant of the jurisdictional and practical limitations which restrict the extent to which the Commission can ameliorate the foregoing economic and technical conditions, we have endeavored to determine the realistic possibilities for improvement through revision of existing television allocations. It has become apparent that the construction and successful operation of a larger number of stations has been impeded in numerous markets by the absence of a greater number of more nearly competitive facilities, despite the need for and the capacity of such markets to support a larger number of television outlets. Accordingly, in our evaluation of the numerous, diverse proposals before us, and in our determination of the course which in our judgment offers the best possibilities for both the immediate and long range expansion of the nation's television services, we have kept in mind the paramount need for more competitive services.

12. Some of the proposals submitted under this proceeding were based on the allocation of additional VHF spectrum space to television broadcasting and on the assignment of new VHF channels which this would make possible. Before this proceeding was initiated the Commission had undertaken negotiations with the Office of Defense Mobilization to ascertain whether any of the VHF frequencies allocated to governmental services might be made available for television broadcasting. The Office of Defense Mobilization made a careful study of the matter but concluded, in a report issued by that Office on April 13, 1956, that "national security requirements and the needs of air navigation and air communications preclude the release for non-Government use of any of the very high frequencies now utilized by the Federal Government". Moreover, this Commission has concluded that it would not be practicable to obtain a significant number of additional VHF channels using VHF frequencies under our control and now allocated to other services. In these circumstances, the proposals looking toward revision of the allocation plan on the basis of additional VHF channels must now be rejected. Moreover, the fact that additional VHF frequencies cannot be made available for television broadcasting precludes revision of the allocation plan looking toward an all-VHF television system. As the Commission has recognized from the outset, and has frequently reaffirmed, the 12 VHF channels alone, are not adequate to make possible sufficient outlets for a fully competitive television system.

13. Other proposals before the Commission are based on the widespread use of additional VHF assignments, particularly in the larger markets, using the 12 VHF channels now available, but at spacings substantially shorter than the present minimum spacings. While this method appears to offer limited possibilities for meeting present needs for more stations in some areas, careful analysis of these proposals discloses difficulties which raise very serious doubt that this method would adequately serve our long range objectives. VHF stations at sub-standard spacings would reduce the service areas of existing VHF stations and create new interference areas within which satisfactory signals might not be received either from existing stations or from the new stations. Our studies disclose that, unless the existing minimum spacings were reduced very substantially, the number of additional outlets which could be provided over the country by this method would be very limited. Thus, in order to permit the construction of a significant number of new VHF stations it would be necessary to make very substantial in-roads in the service areas of existing stations. We recognize as urged by parties to this proceeding that the interference problems might be limited to some extent by requiring the "squeezed-in" stations to employ lower heights and powers and directional antennas, and by the use of cross polarization. But we do not believe that the creation of numerous small VHF stations with very limited service areas would further the objectives of our nationwide television system. Similar proposals were submitted to the Commission when the present television allocation plan was under consideration. They were rejected, for reasons set out in the Sixth Report and Order (Paragraphs 136 et seq). In our opinion those reasons remain essentially valid today. There is little likelihood, moreover, that even with the maximum possible utilization of VHF "squeeze-ins" assignments could be made available in sufficient numbers to accommodate the maximum number of television stations for which it may be expected there will eventually be economic support in the United States. Yet it is clear that the widespread use of new VHF assignments at sub-standard spacings would discourage the building of additional UHF stations, and in many instances would reduce the opportunities for successful

operation of UHF stations now on the air. Thus in most of the larger markets the assignment of a VHF station at sub-standard spacings would operate to place an artificial ceiling on the number of stations which could eventually be established. For all of these reasons we have been unable to find that the addition of new VHF assignments at sub-standard spacings would serve the public interest. For reasons which are discussed later, we believe, however, that it may be desirable to relax the present rules concerning minimum assignment separations to the extent necessary to permit the assignment of additional channels which do not meet the separation from the new city, provided all separations will be met from the new transmitter on these channels.

14. Some of the proposals before us advocate the deintermixture of VHF and UHF channel assignments in order to more nearly equalize competitive opportunities in individual markets while at the same time utilizing both the VHF and UHF bands in the nationwide television system. Citing competitive difficulties of UHF broadcasters, particularly in markets which are served by two or more satisfactory VHF signals, the proponents of deintermixture have advocated the elimination of some or all of the VHF channel assignments in designated cities. It is contended that this would improve the opportunities of the local UHF broadcasters to obtain, or in some cases to retain sufficient network programming and national advertising revenue to support successful station operation which, it is alleged, would be impossible for a good many UHF stations obliged to compete with two or more VHF broadcasters. The deintermixture proposals also envisage, at least in some instances, the transfer of some VHF channels to other cities where they could be used to increase the number of local VHF services. Thus, deintermixture has the dual aspect of reducing or eliminating VHF assignments in some communities and of increasing the number of VHF assignments in others.

15. It does not appear, however, that deintermixture at this stage would be practicable in a sufficient number of communities representing a sufficiently large segment of the total population to provide significantly enhanced opportunities for the fuller utilization of the UHF channels on a nationwide basis. We believe that in some types of situations, which are discussed later, deintermixture merits careful consideration as a means of increasing the opportunity for effective competition among a greater number of stations in certain individual areas. Most of the deintermixture proposals<sup>1</sup> have been confined to communities where UHF stations commenced operating before the advent of one, and in some cases before the advent of a second VHF service, and where a high percentage of receivers in the hands of the local residents can receive UHF signals. There are serious obstacles to a more extensive nationwide program of deintermixture at this stage. Thus there is little support for the elimination of VHF assignments in areas with little UHF set saturation. In other instances the elimination of local VHF channel assignments would not accomplish effective deintermixture owing to the local reception from VHF stations located in neighboring communities. In still other cases the elimination of local VHF assignments would be impracticable at this stage owing to the fact that substantial "white areas" would be created. It seems doubtful for these reasons that the elimination of VHF channel assignments would be practicable at this stage in a sufficient number of communities to encourage significantly increased nationwide use of the UHF band. Nor would this technique alone satisfy the need for increasing the number of outlets in many markets, both large and small, which are at present

<sup>1</sup> A petition filed on April 18, 1955, by Mr. Albert J. Balusek of San Antonio, Texas, proposed that the Commission deintermix UHF and VHF channel assignments in all communities throughout the United States. We are obliged to deny this petition for the reasons set out in paragraph 15.

inadequately served, and which accordingly offer only limited opportunities for competition among stations, among networks and among other program and revenue sources.

16. Because deintermixture, alone, cannot solve the entire problem, we have found it necessary to consider additional means for making possible the full utilization of the UHF band for television broadcasting. As early as 1945<sup>2</sup>, recognizing the inadequacy of 13 VHF channels for a fully developed nationwide television system, Commission policy has looked toward the extensive use of the UHF band for television broadcasting. The expectation that ultimately the major part of television broadcasting would be carried on in the UHF band was implicit in the allocation, in the Sixth Report and Order, of 70 UHF channels to supplement 12 previously available VHF channels. But so far this expectation has not been realized owing to difficulties which none of the proposals already discussed can sufficiently overcome. One of the proposals whose consideration has been recommended in this proceeding and has been advocated in the past by industry representatives in submissions to the Commission and to Congress, should be examined. That is the proposal to shift all television broadcasting in the United States, or in a substantial portion of the country, to the ultra-high frequency band.

17. Although it would be premature at this stage for the Commission to adopt final conclusions concerning the feasibility of transferring television to the UHF band throughout the United States, or, alternatively, in a major portion of the country, we believe that our effort to find a solution to the nationwide television allocation problem should not be concluded without a careful and thorough exploration of this approach. Another major consideration is involved. As discussed later in more detail, there are growing indications that the needs of other services for additional spectrum space are increasing rapidly. The fact that the lower part of the VHF spectrum seems well suited to their needs indicates the likelihood that it will be possible to make effective use of the VHF frequencies now allocated to TV, for other non-broadcast services.

18. If suitable means could be found to overcome the difficulties inherent in so major a frequency reallocation as moving television to UHF, and if UHF could be sufficiently developed to permit the elimination of VHF channels without loss of service, a number of basic advantages would result. All stations would be able to compete on a much more nearly comparable basis technically, since there is much less disparity between the lower and upper UHF channels than between the VHF and UHF television channels. Thus the coverage of competing stations would be much more comparable than at present, and competitive opportunities among broadcasters, among networks and among other program and revenue sources would be considerably enhanced. It may be expected that this would encourage the building of numerous additional stations which would bring a first local service to some communities and much needed additional services in others. These achievements would be aided by the fact that broadcasting in a single band would, after a suitable transition period, eliminate the crucial problem of receiver incompatibility. As compared with alternative solutions which have been considered, the use of the UHF band exclusively would raise the ceiling of the maximum number of television stations which could eventually be built and successfully operated. And, as stated above, after the discontinuance of VHF television broadcasting, additional VHF frequencies would be made available to meet the growing needs of other services for VHF spectrum space.

19. Before it would be possible, however, to achieve these impressive advantages it would be necessary to find solutions for numerous problems which a transition to all

<sup>2</sup> Report of Allocations from 25,000 kc to 30,000,000 kc, May 25, 1945, Docket No. 6651.

UHF television would involve. These problems fall into several major groups. The first group relates to the technical transmission and reception potentialities of UHF. It will be necessary to ascertain the extent to which UHF transmission and reception can be improved, in order to make a realistic determination as to whether conversion to all-UHF television throughout the United States or in a major portion of the country would or would not result in the loss of services available now or potentially available with the use of VHF channels. In order to ascertain the capacity of UHF transmitting and receiving equipment to render satisfactory service without the concurrent use of the VHF band for television broadcasting, the Commission believes that a program of expedited research and development should be launched without delay with the object of achieving the maximum possible increase in the range of, and the reduction of the shadow areas of UHF stations. This research and development program should be concentrated on:

- (a) *UHF transmitters*, with emphasis on increased transmitting power and the feasibility of the use of such techniques as UHF boosters and satellites.
- (b) *Receivers and receiving antennas*, with the object of increasing the sensitivity of and reducing the noise factors of receivers; and improving their selectivity in order to permit the reassignment of UHF channels with a minimum number of restrictions on station separations.

20. The Commission will cooperate fully with all interested groups in organizing the orderly conduct of the foregoing research and development program. While it would be premature to anticipate the results of this program, the Commission believes that considerable encouragement is offered by recent notable advances in increasing the power of UHF transmitters and in tubes for improving the characteristics of UHF receivers. Notwithstanding the disadvantages frequently associated with UHF broadcasting there are some respects in which the UHF band is superior to the VHF channels allocated to television. UHF reception, for one thing, is freer than VHF from interference caused by local noise generators such as ignition systems, electrical appliances and switches, and is less susceptible to interference due to multipath reflections. Also, if future developments result in the production of single-band UHF receivers they could be simpler in design, less costly, and more efficient than present VHF-only or combination UHF-VHF receivers, owing to the fact that the ratio between the top and bottom UHF television frequencies is smaller than between the top and bottom VHF frequencies now allocated to television. The Commission believes, therefore, that despite disappointments that have been experienced during this initial four year period of development of UHF transmitting and receiving equipment, it would be erroneous to base our policies on an assumption that UHF transmission and reception is not susceptible of significant improvement. On the other hand, additional facts and data are needed in order to make a sound determination as to whether the fullest possible exploitation of UHF's technical potentialities will enable UHF to render a service which will justify elimination of VHF broadcasting in a major part or throughout the United States.

21. The answer to this question will not depend on whether all the disparities between UHF and VHF transmission and reception can be completely eliminated. We recognize that some differences inhere in the essential characteristics of the two frequency bands and that it may never be possible to eliminate them entirely. The problem is not, however, whether these disparities can be totally eliminated, but whether UHF transmission and reception can be perfected sufficiently to enable an all UHF system to render service to the public at least as good as or better than the service that can be provided

to the public under the present system. It may very well be that owing to the opportunities which a one band system with 70 channels will open up for increased competition, and for the construction and operation of a greater number of stations and successful operation of more networks and other program sources, a one band system would permit more communities to have local service and would provide a larger number of multiple services to a greater portion of the population than would be possible with the combined use of the UHF and VHF bands. This may be possible despite certain advantages in the use of VHF frequencies for television broadcasting. The critical factor is that there is an inadequate number of these frequencies, and the use of the 12 VHF channels has discouraged the utilization of more than a fraction of the UHF assignments which were made available for television broadcasting in 1952.

22. When we learn the results of the suggested program of UHF research and development, we will be better able to ascertain the full practical capabilities of UHF. On that basis we will then be able to evaluate UHF's capacity to supplant VHF broadcasting without loss of service. We will also be in a better position to determine whether UHF alone would render adequate service throughout the country, or whether it would be necessary to confine all-UHF television to areas, such as east of the Mississippi River, where owing to the greater population density, and the larger number of cities able to support stations, service areas need not be as large as in the less densely populated areas to the west.

23. The second major group of problems involved in an all-UHF television system concerns the need to establish methods and timing for transition from the present system which will minimize cost and dislocation to the public and to the television industry. It would appear that a transition period would have to be sufficiently long to cover the useful life of VHF-only receivers in the hands of the public, and to permit the amortization, over a reasonable period, of VHF transmitting equipment whose use would be discontinued when VHF broadcasting would be terminated in designated portions of the United States. One method which may merit consideration is to require VHF stations to broadcast simultaneously on UHF channels during all or some part of the transition period. It would seem probable that if it should be decided to go to an all-UHF system, the announcement of a decision that VHF broadcasting would be discontinued on a fixed future date, coupled with interim simultaneous UHF broadcasting by VHF stations, would lay the necessary basis for discontinuance of the manufacture of VHF-only receivers.

24. The problem of getting UHF equipped sets into the hands of the public is not, however, subject to complete control, under existing law, by either the Commission or the industry. For even if it were to be determined that on a mass production basis improved all-channel sets can be developed at only a moderate cost differential from VHF-only sets, the forces of price competition in the industry are such as to magnify the effects of such slight differentials and in the absence of some additional spur or protection, to have the cheaper, less-complete set drive out the all-channel sets. Any private agreement among manufacturers to manufacture only UHF equipped sets would run the risk of violating the anti-trust laws. And in view of this fact, and the public's reluctance to spend additional sums in anticipation of future developments in the television art, we believe it may be essential for the Congress, contemporaneously with our explorations of the technical problems of UHF operation, to examine the advisability of legislation to relieve the situation. Such legislation might take the form of special tax relief, such as that already suggested, to equate all-channel receiver costs with those of VHF-only sets, or perhaps more drastic remedies such as the prohibition of the shipment in inter-

state commerce other than UHF-equipped receivers might be found to be necessary. We can make no definite recommendations at this time as to specific legislation; we do believe, however, that this is an important facet of the overall problem which cannot be overlooked.

25. For all the foregoing reasons the Commission is convinced that it should now undertake a thorough, searching analysis of the possibilities for improving and expanding the nationwide television system through the exclusive use of the UHF band throughout or in a major portion of the United States. In order, however, to lay the basis for the formulation of a definite plan or proposal in a form suitable for consideration in a formal rule making proceeding, it will be necessary first to obtain facts and data relating to the basic problems, discussed in paragraphs 19 through 24 concerning UHF's capacity to provide a complete television service without the concomitant use of VHF channels, and the best means of effecting a transition to an all-UHF system. The Commission will welcome the submission of comments and data on these problems by all interested parties. The comments should refer to "FCC Inquiry Into The Feasibility Of Transferring Television Broadcasting To The UHF Band", and should be submitted, in an original and 14 copies, by Oct. 1, 1956. The Commission will decide what further proceedings will be appropriate after considering those comments.

26. Concerning the first group of problems relating to the technical performance of UHF transmitters and receivers we believe that it will be necessary to achieve some progress with the suggested program of research and development before it will be useful to establish an extensive record on these subjects. The Commission will, however, accept any comments which interested parties may feel it may be useful to submit on this aspect of the matter at this time. We will especially welcome comments at this time concerning the most effective methods for conducting and expediting this suggested research and development program.

27. An additional group of problems concerns the question of the most efficient utilization of the VHF frequencies now allocated to television broadcasting, taking into account both the problems of television allocations and the uses to which these frequencies might be put by other services. It would be premature to examine the latter uses in detail, at this stage, since even assuming the successful disposition of the technical problems of an all-UHF system developments in the interim may considerably alter the present circumstances of the other services. At the same time, it may be useful to note briefly several developments which indicate growing need of additional space in the VHF portion of the spectrum for other services.

28. Recently there has been considerable development of techniques employing ionospheric scatter for point-to-point or fixed communication. It is in use outside the United States and appears to offer possibilities for domestic use and for international use between the United States and other countries. The useful frequency range is between about 30 and 60 mc. As the sunspot cycle advances widespread interference is caused to the mobile services which are now using the same frequencies for domestic operation. Whether the use of ionospheric scatter circuits is limited to foreign areas or in the event that there will be domestic demands for this service, the question is raised whether frequencies in the range of 30 to 60 mc should be set aside for this service within the next 5 or 10 years.

29. The conditions of use and the characteristics of radio systems employed by the land mobile services indicate that the lower VHF spectrum may be well adapted to their needs. Many of these services are related to trading areas in much the same manner as the broadcast service. Thus they have need for substantially the same coverage areas. However, only the base transmitting and

receiving antennas can be raised above rooftop and tree-top levels, and in general the base station uses lower antennas and lesser powers than broadcast stations. The governing factor, however, is the severely restricted powers and antenna heights which are available to mobile units. Only in exceptional cases do they operate from clear sites, and it is imperative that for longer ranges they have frequencies suited to their needs. The lower VHF frequencies are less affected by hills, structures and vegetation. They also permit longer mobile antennas and more sensitive receivers. These factors indicate the desirability of considering the allocation of lower VHF frequencies to the land mobile services.

30. It is evident that the need and demand for more accommodation for land mobile services has been increasing substantially in the recent past and promises to increase further as the industrial uses of radio continue to develop. These factors raise basic questions concerning spectrum allocation which go further than the requirements of television broadcasting alone, and which take into account the rising needs of other services. Thus the question of the transfer of television broadcasting to UHF has the dual aspect of the possible improvement it may provide in the opportunity for achieving the goals of the nationwide television system upon the one hand and of accommodating expanding needs and requirements of industry on the other.

#### Interim Action

31. There remains the problem of interim action which should be taken pending resolution of the long range problems already discussed. Since some years would be required in any event for the full implementation of an all-UHF system, the Commission believes that steps should be taken in the meantime to improve the opportunities for effective competition among a greater number of stations. As already indicated, a basic choice in many markets at this time lies between the elimination of VHF channel assignments to create improved opportunities for UHF broadcasting and, alternatively, the assignment of additional local VHF channels. Because of the widely varying circumstances in individual markets and the numerous factors which bear on the choice of techniques in any individual community or area, it is not possible to formulate rigid criteria whose perfunctory application to individual cases will automatically indicate the course which would best serve the public interest in each community during the interim period. We have concluded, however, after extensive review of all the proposals which have been submitted to us for the elimination or addition of commercial VHF assignments, that the following considerations will have important bearing on decisions in specific communities or areas. In markets with one or more commercial VHF assignments, the merits of proposals to eliminate a VHF commercial assignment would depend to a large extent on such factors as:

- (1) Whether significant numbers of people would lack service as a result of the elimination of the VHF channel.
- (2) Whether one or more UHF stations are operating in the area.
- (3) Whether a reasonably high proportion of the sets in use can receive UHF signals.
- (4) Whether the terrain is reasonably favorable for UHF coverage.
- (5) Whether, taking into account all the local circumstances, the elimination of a VHF channel would be consistent with the objective of improving the opportunities for effective competition among a greater number of stations.

The desirability of assigning a first VHF channel or of adding an additional VHF channel would depend principally upon:

- (1) Whether it is possible to locate the new transmitter so as to meet minimum transmitter spacings.
- (2) Whether, in cases where it is necessary to move the channel from another city, there is greater need for the channel in the area to which it is proposed to be assigned.
- (3) Whether the addition of a new VHF assignment would be consistent with the objective of improving the opportunities for effective competition among a greater number of stations.

32. In appropriate instances it may be desirable, in order to attain the objectives stated in the preceding paragraph, to add an additional VHF assignment which meets all requirements of the present rules with the exception that the minimum spacing from the city where the new assignment is proposed would not be met. It would be feasible, however, in these instances, by appropriate location of the new transmitter, to meet all transmitter spacing requirements. Since it is the spacing from the transmitter that is critical, we believe, that it will be in the public interest to relax the present rules in order to permit new assignments that can be utilized within reasonable distance from the city in conformity with the minimum transmitter spacing requirement. In this way additional service can be provided without departing from the engineering standards.

#### Implementation of Interim Revisions of the Table of Assignments

33. This proceeding has served the purpose for which it was instituted, i.e., determination of the basic lines on which revisions of the existing television allocation plan should be considered. It can therefore now be terminated. We announced in the Notice of Proposed Rule Making adopted on Nov. 10, 1955, that after this determination had been made we would proceed to the consideration of proposals for such channel reassignments as might be made in conformity with the general policies adopted herein.

34. Accordingly, we are adopting today a number of Notices of Proposed Rule Making in which we will consider a series of proposed channel reassignments which appear to merit consideration in conformity with the objectives outlined in this Report and Order. For example, in a number of communities, including Madison<sup>3</sup> and Elmira,<sup>3</sup> we are proposing to delete a VHF channel or reserve it for educational use. It appears on the basis of the facts before us that such action offers reasonable prospect for improving the opportunities for effective competition among a greater number of stations in these areas. In other communities, such as Fresno<sup>4</sup> and Peoria,<sup>4</sup> we are proposing to shift VHF channels to other communities, which would have the added advantage of making additional comparable facilities available in VHF markets. In several other areas, such as New Orleans<sup>4</sup> and Albany,<sup>5</sup> it appears that similar objectives can be achieved by deleting or shifting one of the two VHF channels assigned in the area.

35. In communities such as Charleston and Duluth-Superior, which have two VHF channels assigned and no UHF stations in operation, we find that it is possible to add a third VHF channel by "drop-in" or by shifting an unused educational assignment for which there appears to be no realistic prospect of early use. In Miami,<sup>6</sup> which already has three commercial VHF assignments, we are proposing to add a 4th which it appears can be accomplished in accordance with minimum transmitter spacing

<sup>3</sup> Chairman McConnaughey and Commissioners Doerfer and Mack dissented from this proposed rule making.

<sup>4</sup> Commissioners Doerfer and Mack dissented from this proposed rule making.

<sup>5</sup> Chairman McConnaughey and Comrs. Doerfer and Mack dissented from this proposed rule making. Comrs. Webster, Bartley and Lee concurred but would propose the deletion of Channel 6 also.

<sup>6</sup> Commissioners Webster and Mack dissented from this proposed rule making.

We believe this course of action is more meritorious than deletion of two or all VHF channels from Miami, as some petitioners and parties to this proceeding have proposed. Where a 4th VHF channel can be employed without violating our engineering standards, deletion of VHF channels would not appear to be warranted.

36. In some markets such as Toledo, where there are only two commercial VHF assignments and no UHF stations operating, we find that despite the apparent capacity of such markets to support additional stations, it is not possible to assign an additional VHF channel because there are none available which would meet minimum transmitter spacings. Nor would it be practicable to encourage the expansion of local services on locally assigned UHF channels by eliminating a local VHF assignment because, apart from the absence of significant UHF conversion in the area, the reception of signals from VHF cities located elsewhere (in this case, Detroit) would make it doubtful that effective deintermixture could be achieved.

37. Parties interested in these proceedings will have full opportunity to submit comments in support of or in opposition to these proposals, and to submit counterproposals. The proposals put out for rule making at this time do not cover all the amendments to the present Table of Assignments which have been proposed in petitions now before us. We will endeavor to act on all petitions as rapidly as possible, including those already before us which have not yet been acted on and in those on which rule making proceedings have been initiated but not yet concluded. Parties desiring to file petitions for additional or alternative amendments to the Table of Assignments may do so.

38. In order to assist the Commission in evaluating proposals for channel reassignments which involve the removal of an existing VHF assignment for which an application is on file or a construction permit has been granted, it is requested that the parties furnish data, in accordance with the procedure set out in paragraphs 39 and 40, showing the service of all stations in the area involved.

39. As the Commission pointed out in the Sixth Report and Order and other documents, there is no available means for predicting precisely the service areas of a specific television station which will take into account time variations and variations in location, with particular reference to uneven terrain. Propagation data gathered since the Sixth Report and Order are now available. These latest data, as analyzed by the Commission's staff and others, should be used, since they improve somewhat the predictions which can now be made in the average case. The new data and methods for employing them are set out in Appendix A attached to this Report and Order.

40. The data supplied should be based on the following assumptions:

- (1) In computing coverage, stations should be assumed to be operating with maximum power at 1000 feet above average terrain, with the transmitter located in the center of the principal community, except where the minimum transmitter separations proposed require transmitter location elsewhere.
- (2) 1000 feet antenna height above average terrain should be used for all pertinent directions.
- (3) Service should be drawn for the limit of the Grade B contour as limited by noise or interference, as the case may be.
- (4) The extent of Grade B service should be computed in accordance with the tables set out in Appendix A.
- (5) Only co-channel interference need be considered.
- (6) Single station method of interference should be employed, i.e., the station causing the greatest penetration is assumed to mask the interference of other stations.
- (7) In computing interference or service, all stations presently on the air or authorized, and pending applications, should be taken into account, whether UHF or VHF. However, where a station that is not yet operating is considered, this fact should be indicated.

If the parties desire, data based on other assumptions may be submitted *in addition* to the foregoing.

41. In a Notice of Proposed Rule Making adopted June 22, 1955, (Docket No. 11433, FCC 55-705), the Commission requested comments on a proposal to raise the maximum power of UHF television stations from 1000 kw to 5000 kw, and to substitute new curves in Figures 3 and 4 of Section 3.699 of the Rules governing reduction of power for antenna heights exceeding 2000 feet. In a Further Report and Order adopted on December 14, 1955, the foregoing rule making proceeding was incorporated as part of the general television allocation proceeding under Docket No. 11532, and the proposal is accordingly before us for review in the instant proceeding. After careful examination of the comments which have been submitted in support of and in opposition to these proposals the Commission has concluded, in the light of the decisions reached in this proceeding, that the public interest would be served by increasing the maximum power of UHF stations to 5000 kw. It has accordingly decided to amend the relevant rules, including the curves already mentioned, in Figures 3 and 4 of Section 3.699. Equipment is now available and in use which yields effective radiated power of 1000 kw for UHF stations. Encouraging experiments have been conducted with UHF transmissions at 4500 kw and even higher power. The increase at this time in the maximum power authorized for UHF stations seems particularly appropriate in view of the importance attached to the research and development program already discussed.

42. In a Further Report and Order adopted November 30, 1955, (Docket Nos. 11181 and 11532, FCC 55-1198), the Commission brought within this general television allocation proceeding the proposal to increase the antenna height at which maximum power could be authorized for VHF television stations in Zone I. Previously, on July 20, 1955 (Report and Order, Docket No. 11181, FCC 55-802), the Commission had announced the adoption of an amendment to Section 3.614(b) of the rules which would permit VHF television stations in Zone I to use maximum power at antenna heights up to 1250 feet, instead of up to 1000 feet as provided in the rules. The effective date for that amendment was designated as August 31, 1955. This effective date was subsequently extended in a series of Orders issued prior to November 30, 1955, at which time the Commission vacated the Report and Order of July 20, 1955 and made the record in Docket No. 11181 part of this general television allocation proceeding. The rule making proposal under the former Docket No. 11181 is accordingly before us for decision.

43. In re-examining this proposal we have again carefully reviewed the comments, supporting and opposing the change. We have also considered a number of petitions for reconsideration or for stay of our Report and Order of July 20, 1955 (Docket No. 11181).<sup>7</sup> We also have considered the issues concerning maximum antenna heights and powers for VHF stations in Zone I in the light of the conclusions reached in this proceeding concerning the measures which will best facilitate the building and operation of greater numbers of television stations in both large and small markets. This objective is paramount, and furnishes the basis for our conclusion that it would be undesirable to alter the antenna height and power maxima at this time. As we pointed out in our Report and Order of July 20, 1955, there were cogent reasons for rejecting, in the Sixth Report and Order, proposals to permit all stations to use maximum power at 2000 feet, irrespective of location. In that document the Commission adverted to the lower separations in Zone I, the shorter distances between cities, and the need for

more data on operations over 1000 feet. The pattern of VHF stations in Zone I is now well established on the basis of the height and power rules adopted in 1952 when the Sixth Report and Order was issued.

44. The comments and data submitted in the instant proceeding also indicate that to some extent, the overlap of service areas tends to diminish the opportunities for the building and successful operation of a larger number of stations, both in the VHF and UHF bands, in smaller communities neighboring the larger metropolitan areas. The power increases sought for Zone I would tend to augment these effects of overlapping of service areas. In these circumstances, taking into account the objective of facilitating the construction and operation of a larger number of television stations, the Commission has come to the conclusion that it would be preferable not to adopt even the compromise increase contemplated in our Report and Order of July 20, 1955. In reaching this decision, the Commission has borne in mind not only the possible impact of the change on UHF stations in Zone I, but also the needless burdens which would be thrust on VHF stations, which would be faced with the alternatives of sustaining increased interference from co-channel stations taking advantage of the proposed rule change, or of increasing the heights of their own antennas in order to offset it. Owing to the added cost, local zoning restrictions and air space considerations not all VHF stations in Zone I would find it possible to increase their antenna heights. Thus this proposal would tend to unbalance the established pattern of VHF service in Zone I, a result which would not be justified by the extension of service areas which the amendment might make possible in a relatively few cases.

45. In our Memorandum Opinion and Order adopted December 14, 1955, we listed five petitions which related directly to the matters under review in the general television allocation and which we announced we would, accordingly, consider in these proceedings. It is now appropriate to consider these petitions in the light of the decisions reached herein. The petition filed April 18, 1955, by Albert J. Balusek of San Antonio, Tex. has already been disposed of. The remaining 4 are dealt with in the succeeding paragraphs.

46. On June 21, 1955, the UHF Industry Coordinating Committee requested that the Commission amend the rules so as to permit the authorization of VHF stations on a case-to-case basis at lower separations than are permitted at present. Whether such authorizations were processed on a case-to-case basis or on the basis of a general reduction of minimum separations, the Commission has concluded, for the reasons already given, that the authorization of additional VHF stations at sub-standard transmitter spacings would not be desirable.

47. On October 17, 1955 the Ultra High Frequency Industry Coordinating Committee filed a separate petition requesting, inter alia, that the Commission consider the television allocations problem under a broad rule making proceeding. The instant rule making proceeding corresponds with that requested by the petitioner. The Ultra High Frequency Industry Coordinating Committee also requested the deferment of authorizations or modifications of authorizations which would increase intermixture pending the conduct of the general proceeding. That portion of the petition is now moot, since we are now terminating this proceeding.

48. On October 7, 1955, the American Broadcasting Company filed a petition requesting the deintermixture of some communities, the reduction of VHF separations and other revisions to the present rules. These proposals of the American Broadcasting Company have been superseded by comments filed under the instant proceeding. It is not necessary, therefore, to give separate consideration to this petition.

<sup>7</sup> Filed by Elm City Broadcasting Corporation, The Air Transport Association of America, The Ultra High Frequency Coordinating Committee, Greylock Broadcasting Company (WMTG), Springfield Television Broadcasting Corporation (WWLP), Plains Television Corporation (WICS), The Helm Coal Company (WNOV-TV), Rossmoyne Corporation (WCMB-TV), Southern Connecticut and Long Island Television Company (WICC-TV).

49. On November 9, 1955, Scharfeld and Baron of Washington, D. C. filed a petition proposing that channel assignments be made on the basis of individual applications rather than under a fixed Table of Assignments. The Commission has given careful consideration to this proposal, but is not persuaded that it would be in the public interest to abandon the Table of Assignments at this time. Before the Sixth Report and Order was adopted the Commission considered proposals to assign television channels on the basis of individual applications. It was decided, however, for reasons set out in that document, that it would be preferable to establish a table of assignments subject to modification through rule making proceedings. Although not all the reasons given at that time are applicable now to the full extent they were in 1952, when a large backlog of applications would have rendered the application basis almost unmanageable, the Commission hesitates to discard the Table and thereby incur delays which may occur in cases where applications propose conflicting assignments. Moreover, retention of the present system of fixed assignments subject to modification in rule making proceedings is desirable for implementation of the policies adopted in this Report and Order.

50. In our Further Report and Order adopted in this proceeding on November 30, 1955, the Commission gave notice that it would consider herein the petition which Northern Pacific TV Corporation of Spokane, Washington, filed on November 17, 1954, requesting the amendment of Section 3.614(b) of the Rules so as to permit stations operating on Channels 2-6 in Zone II to operate with maximum power of 100 kw irrespective of antenna height. On the basis of careful consideration of this proposal the

The accompanying Tables, which have been drawn up on the basis of new propagation data,<sup>1</sup> provide the basis for determining the Grade B service contours of television stations in the presence of noise and co-channel interference.

In order that rapid determinations may be reached, an abbreviated method is to be used in employing the Tables. In constructing the Tables it has been assumed that a contour which reflects the effect of each interfering station separately will approximate that derived from computing the simultaneous effect of several interfering signals since the interference from the nearest station will predominate.

The Tables are based on new minimum local field intensities of 35, 44, and 53 dbu in the presence of noise for low VHF, high VHF and UHF, respectively, and on a maximum receiving antenna discrimination of 6 db for VHF and 13 db for UHF. These new figures are employed in light of experience and improvement in the art since the Sixth Report and Order. They represent the following changes from the values employed at the time of the Sixth Report and Order. A 6 db improvement in the receiver noise figure for low VHF, a 4 db improvement in the receiver noise figure and a 3 db improvement in the receiving antenna gain for high VHF, and a 5 db improvement in the receiver noise figure and a 2 db improvement in transmission line loss for UHF. Maximum power for VHF stations, 1,000 kw for UHF stations and 1,000 foot transmitting antenna heights have been assumed in compiling the Tables. All of the data underlying the Tables are based on the foregoing assumptions and on 90% service time probability.

Table I gives the distance of a television station's signal as limited by noise for 50% and 70% of the locations for the low band VHF, high band VHF and UHF in the presence of noise only.

Table II gives the minimum spacing between co-channel stations in order that their Grade B contours will be limited

<sup>1</sup> See "Present Knowledge of Propagation in the VHF and UHF TV Bands," W. C. Boese and H. Fine TRR 2.4.15., November 15, 1955.

Commission has concluded that it would not serve the public interest to remove the maximum limitations set out in the present rules at the present time. The basic considerations which apply here are similar to those already discussed in paragraphs 43 and 44, above, relating to the proposal to increase the antenna height at which VHF stations in Zone I are permitted to use maximum power.

51. In accordance with the decision reached on the proposal to increase the maximum power of UHF stations to 5000 kilowatts, discussed in paragraph 41 above, IT IS ORDERED, That effective August 1, 1956, Part 3 of the Commission's Rules is amended as follows:

A. Section 3.614(b) is amended by deleting in the Table the expression "30 dbk (1000 kw)" and substituting therefor "37 dbk (5000 kw)."

B. Section 3.699 is amended by the deletion of Figures 3 and 4 and the substitution therefor of the attached Figures 3 and 4.

52. Authority for the foregoing amendment is contained in Sections 303(a), (b), (c), (e), (f), (g), (h) and (r) and 4(i) of the Communications Act of 1934, as amended.

53. In accordance with the conclusions reached herein, IT IS ORDERED, That this proceeding IS TERMINATED, including that portion of this proceeding concerning amendment of the rules governing maximum antenna heights and powers in Zone I, which was formerly considered under Docket No. 11181.

FEDERAL COMMUNICATIONS COMMISSION  
MARY JANE MORRIS, *Secretary*

Adopted June 25, 1956. Released June 26, 1956. Note: Rules changes herein will be included in Amendment No. 3-16.

## APPENDIX A

ited by noise only. When stations are spaced at distances less than those indicated, their service areas will be limited by the resulting interference.

Table III gives the point, on a direct line between stations, at which Grade B service will be limited by co-channel interference on the basis of the single station method of computation.<sup>2</sup> Linear interpolations may be used for distances between those listed.

Table IV gives the radii of the interfering signals which reduce the 70% noise limitation to an overall limitation of 50%. The following example explains how the Tables should be used:

Consider three co-channel TV stations in the low VHF band: Stations A, B and C (See Figure 1). The stations are offset. Station A is 180 miles from Station B and 225 miles from Station C. Station B is 290 miles from Station C. The problem is to determine the limitations of the Grade B contour of Station A in the presence of noise and the interfering signals from Stations B and C.

From Table I draw the 50% and 70% location contours as limited by noise. These are found to be circles of 78 and 71 mile radii, respectively. The contour limitation of Station A in the direction of Station B can be obtained by finding from Table III the distance to the interference free Grade B contour  $d_i$  for a spacing of 180 miles for low VHF stations operating on an offset basis. This contour is found to fall 50 miles from Station A, and this point should be plotted on a line between Stations A and B.

Two additional points should now be located to deter-

<sup>2</sup> The figures in the Table were computed by obtaining the point on a line between stations at which the desired field exceeds the undesired by the required ratio. This does not give the precise point at which Grade B service is limited since receiver noise factor is not considered. In dealing with stations in the low VHF band, it would be necessary to consider non-offset stations as far removed as 650 miles in order to take noise also into account. When using the simple method employed here for the spacings usually encountered the results may place the service contours from 1 to 4 miles beyond the actual figure that will be obtained if noise were also taken into account. Nevertheless, we believe the suggested method affords results of sufficient accuracy for present purposes.

mine the limitation of the Grade B contour of Station A in the presence of noise and interference from Station B. These additional two points may be located from Table IV. From this Table find the pertinent distance  $d_2$ . The required points will be this distance from Station B—the undesired station—and will lie on the 70% location noise-limited contour of Station A, i.e., at points x and y in the diagram. In the example  $d_2$  is 208 miles. These points will be positioned symmetrically with relation to the point already determined above and will indicate where noise will limit service to 70% of the locations and the interfering signal will limit service to 70% of the locations. The cumulative effect would thus be a limitation of service to 50% of the locations.

The Grade B contour of Station A as limited by noise, and interference from Station B will be determined by an arc of a circle drawn through the three points which have been located. The above procedure should be repeated for Station C. The Grade B contour limitations for Station A are shown in the figure as indicated by the arrows.

TABLE I

Distance to Noise Limited Contour for Locations Indicated			
	Low VHF	High VHF	UHF
At 50% Locations.....	78 Miles	70 Miles	49 Miles
At 70% Locations.....	71 Miles	66 Miles	45 Miles

TABLE II

Minimum Spacing Required So That Grade B Service Contour Is Limited by Noise Only			
	Low VHF	High VHF	UHF
Offset .....	271 Miles	247 Miles	155 Miles
Non-Offset .....	364 Miles	326 Miles	239 Miles

TABLE III

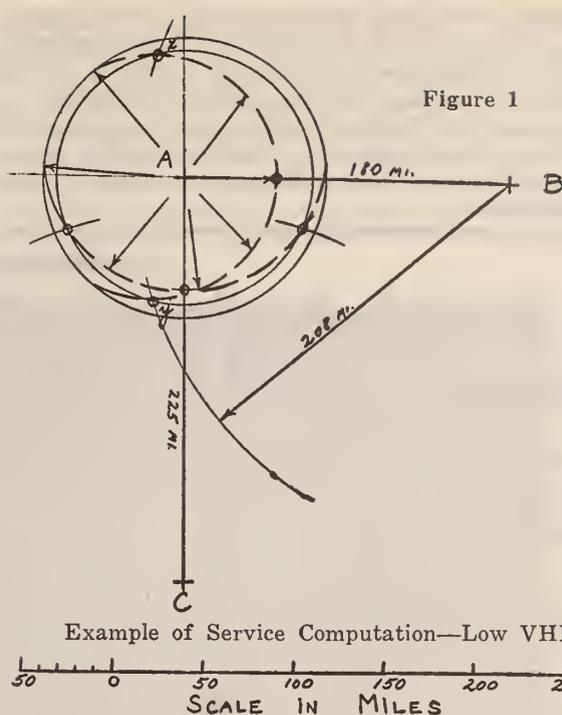
Distance ( $d_1$ in Miles) to Grade B Interference Free Service Contour in the Direction of an Interfering Station at Spacing Indicated					
Spacing (Miles)	Low VHF		High VHF		UHF
	Offset	Non-Offset	Offset	Non-Offset	Offset Non-Offset
100	26.5		31.0		37.0
110	30.0		34.0		40.5
120	32.5		37.5		43.0
130	35.5		40.0		45.0
140	38.5		43.0		47.0
150	41.0		46.0		48.0
155					49.0
160	44.0		48.5		
170	47.0		51.0		
180	50.0		53.5		
190	52.5		56.5		41.5
200	55.5	37.5	58.5	42.5	43.0
210	58.5	40.0	61.0	45.5	44.5
220	61.5	42.5	63.5	48.0	46.5
230	64.5	45.0	66.0	51.0	48.0
240	67.5	48.0	68.5	53.5	49.0
250	70.5	50.5	70.0	55.0	
260	74.0	53.0		57.0	
270	77.5	55.5		59.0	
280	78.0	57.5		61.0	
290		60.0		63.0	
300		62.0		65.0	
310		65.0		67.0	
320		67.0		69.0	
330		69.0		70.0	
340		72.0			
350		74.0			
360		77.0			
370		78.0			

TABLE IV

Distance ( $d_2$ ) from Undesired Station at Which Interfering Signal Will Reduce the 70% Location Noise Limitation of Desired Station to an Overall Grade B Limitation			
	Low VHF	High VHF	UHF
Offset .....	208 Miles	188 Miles	124 Miles
Non-Offset .....	307 Miles	274 Miles	210 Miles

CONCURRING STATEMENT OF COMR. WEBSTER

I concur in the thinking of a majority of the Commission that ultimately commercial television broadcasting may have to be moved to the UHF band. But, like my colleagues, I am of the opinion that a decision to make such a shift at this time would be premature in view of the present status of this phase of the radio art. Therefore, I am in accord with the Commission's desire and suggestion that the industry immediately launch an expedited research and development program designed to hasten the day when UHF will be able to assume its proper role in



the nationwide television system.

The Commission, by this Report and Order, expresses its growing concern in regard to the rapidly increasing needs of other radio services for additional spectrum space and points out that the transfer of television broadcasting to the UHF band would provide accommodations for the expanding requirements of industry in the lower part of the VHF spectrum which is well suited to the needs of the land mobile services. However, it does not appear that there is any inclination on the part of the Commission to re-examine the spectrum for this purpose at any time in the near future. While it is true that the conclusions to be reached as a result of such an examination would be tempered by the accomplishments of the expedited research program; nevertheless, it is my opinion that an examination of the lower VHF band should be conducted simultaneously therewith so that findings in each case could conceivably be reached at approximately the same time. Accordingly, I believe the Commission should immediately issue a notice of proposed rule making for the purpose of developing such data as it may need in determining the best use to be made of the lower VHF spectrum.

CONCURRING STATEMENT OF COMRS. HYDE AND BARTLEY

We concur in the adoption of the order, although we do not agree with discussion in the report regarding the disposition of certain prior TV allocation proceedings on which we have previously stated our views.

STATEMENT OF COMMISSIONER MACK

The Commission's Sixth Report and Order (FCC 52-294; April 14, 1952) adopted channel assignment principles and standards for Television broadcasting which have afforded a sound legal guide for the public and industry and which have promoted the rapid development of television in the United States. Today more than 90% of the homes in the United States are within range of at least one station and the great majority can receive 2 or more stations. The construction of additional stations already approved by this Commission will bring still more service.

Consequently, it appears highly speculative, on the record in this proceeding, that any changes should be undertaken at this time to alter the principles set forth in the Sixth Report and Order prior to the adoption of a long-range program. To the contrary, the growth of the television industry is real evidence of the value of the

Sixth Report in bringing television service to the greatest number of people. We may well recognize the industry's problems, but we cannot overlook the fact that in the present channel assignments the public is well served.

I do believe that the long-range program undertaken in conjunction with all segments of the broadcasting industry may well answer many problems which presently face the Commission.

**DISSENTING STATEMENT OF COMR. DOERFER**  
 Although I concur in that part of today's action soliciting comments as to the feasibility of moving all television broadcasting to the UHF portion of the spectrum, I cannot concur with that part of the proposed interim action which would deintermix a mere handful of so-called UHF markets. The proposed action would not make a significant or a substantial contribution toward the full utiliza-

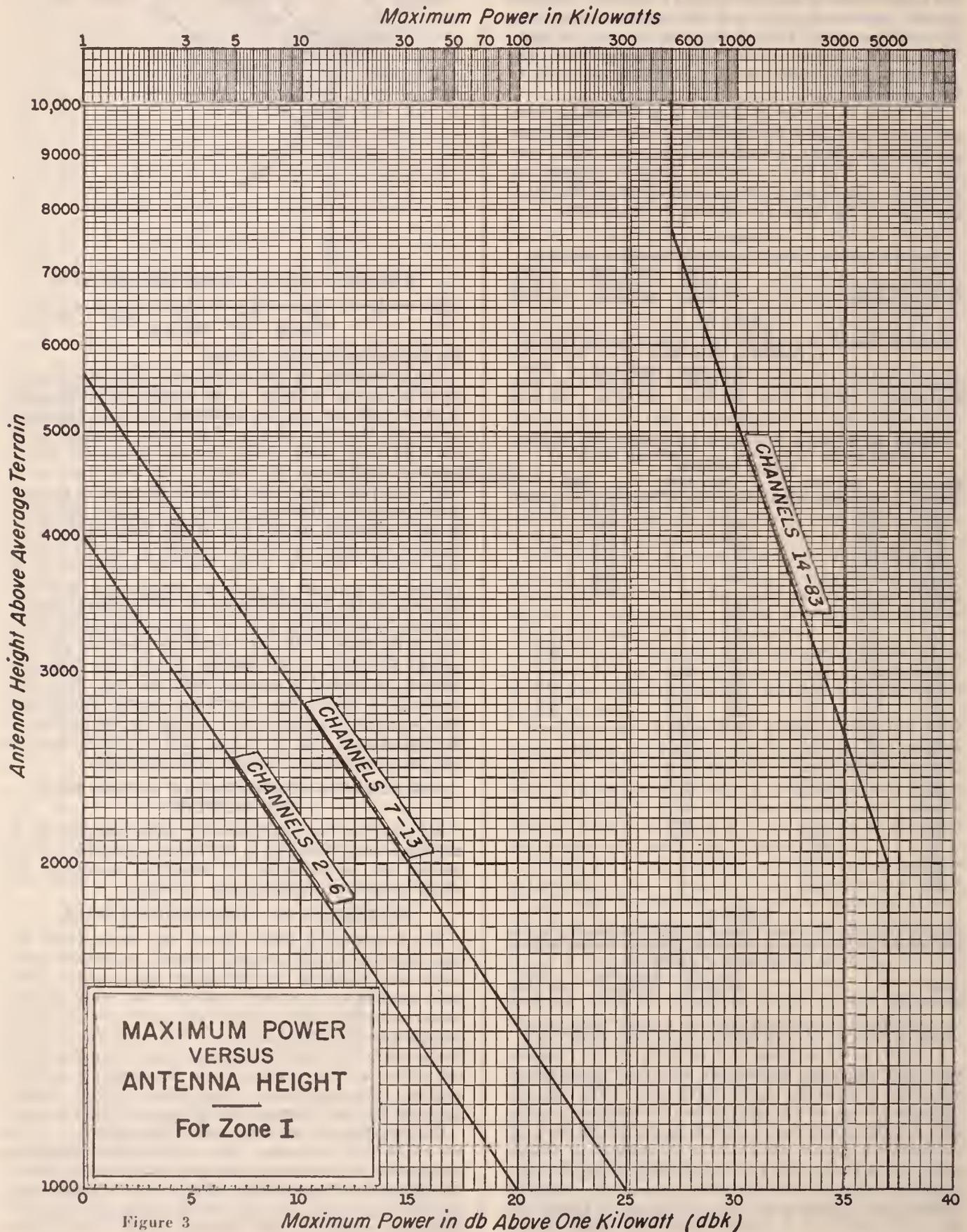


Figure 3

tion of the seventy UHF channels.

Although the avowed purpose of deintermixing is to provide a better competitive situation in these markets in the interim, actually this action is confined merely to those pending VHF applications which incurred delays in processing. This is a fortuitous circumstance and not a substantive solution to the problem.

The Federal Communications Act provides that the dis-

tribution of frequencies among the several states and communities shall be upon a fair, efficient and equitable basis. It makes no provision for a "nation-wide competitive system." Admittedly ample competition, if attainable without doing violence to the equitable and efficient provisions of the Act, would be in the public interest. But when this is to be accomplished at the expense of denying a first television service to substantial numbers of people,

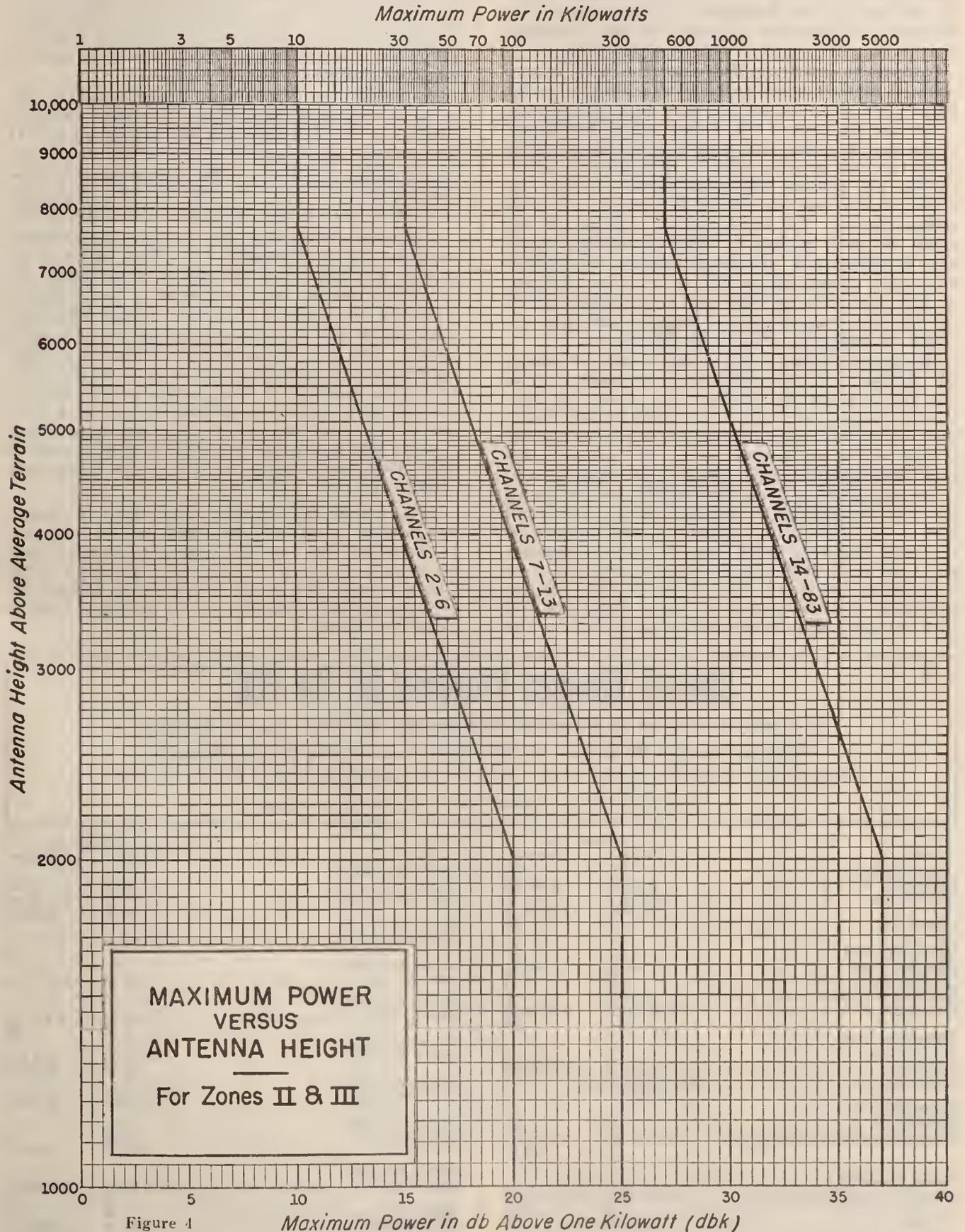


Figure 4

it is tantamount to displacing the Congressional mandate of an efficient and equitable distribution and substituting therefor equal competitive facilities for a few applicants.

To assign only UHF frequencies to some communities when a VHF service is available is, in my opinion, inequitable. A VHF service presently is superior to a UHF. In comparison with UHF, a VHF signal has a wider coverage and less shadow area. Both in operation and in reception, VHF is less costly. To ignore these differences in the present stage of the development of broadcasting is to disregard the specialized knowledge of this Commission and the experience of the industry and the public.

It cannot be denied that the reception of UHF is more costly. It requires special antennas, more sensitive receiving sets and more frequent and more costly maintenance.

Nor does the proposed rule making suggest efficient use of the spectrum. This Commission has allocated over 85% of the television spectrum space for UHF television broadcasting. The proposal today gives promise of using that portion to serve less than 10% of the present or the foreseeable demand. The deintermixture proposed will not create any more markets for UHF transmitting equipment or receiver sets. All markets proposed to be deintermixed have already substantially converted to UHF sets. At best, such action provides only a replacement market for less than 4 million sets and maintains the status quo—with no reasonable prospect for improvement.

The proposed action will also deny to the Commission the opportunity to gain reliable experience upon which to base future action. By creating UHF islands, the Commission also, as a corollary, creates VHF islands. Hence, there will be little opportunity to observe how successfully a UHF service can compete with a VHF service in the same market with a slight change in the network rules.

The willingness to study the feasibility of moving all television broadcasting to the UHF band is conditioned upon a big "IF". Neither this nor future Commissions will order this move unless there is practical assurance that UHF receiving and transmitting equipment develops a quality of performance equal to that of VHF. It is inconceivable that the present or future Commission will take any action which would disenfranchise thousands of

people now receiving service in the fringe area of a present VHF operation without such assurance.

Because I have grave doubts as to the eventual feasibility of an all-UHF system, I consider it to be the sheerest speculation to take steps now which would, for a long time, consign UHF to small and insignificant islands of competition. Even with possible improvement of equipment, the best that a UHF operator could show a national or regional advertiser in the future is success in a sheltered harbor. I can see no substantial support forthcoming from the advertisers—the backbone of broadcasting in this country—to a UHF service without proof of competitive ability in a mixed market.

No petitioner or Commissioner has indicated how this transition from an all-UHF market to a mixed market of VHF's and UHF's in the future will be accomplished. At best, nothing more is expressed than a hope. Indeed, the interim action of today is in the opposite direction from realizing full utilization of the VHF & UHF portion of the spectrum to effect a truly nation-wide competitive system.

If anything useful can be done to afford UHF an opportunity to compete successfully in a mixed market in the interim, it should be in the field of programming. To this extent, some help may be ventured by the adoption of a network rule designed to prevent a single VHF from skimming all the best network programs within a given market. Such rule may even prove helpful in a 2-only UHF market for a seedling UHF to grow. In any event, such a rule would give a more realistic promise, short of the full realization of an all-UHF system, of a truly nation-wide competitive system using both types of frequencies than a proposal to solidify a large number of VHF islands unassailable now and in the future from UHF competition.

As an interim measure, some readjustment of competitive facilities in predominantly VHF markets today may be worked out. But I cannot concur that it should be done by an utter disregard of the equitable provisions of the Communications Act or the possibility of undermining the only available foundation for the growth of UHF in intermixed markets.

## Channel Changes Proposed by The FCC

### Excerpts of Notices of Proposed Rule-Making Affecting Specific Markets

Comments Due on or Before Sept. 10, 1956. Reply Comments Due 15 Days Thereafter

Offset carrier designations for the various channels to be specified in the final Report and Order

(\*) Asterisks indicate channels reserved for educational stations

City	Channel No.	
	Present	Proposed
Docket No. 11747		
Springfield, Ill. ....	2 20 *66	20 39 *66
St. Louis, Mo. ....	4 5 *9 11	2 4 5 *9
	30 36 42	11 30 36 42
Lincoln, Ill. ....	53	49
Docket No. 11748		
Hartford, Conn. ....	3 18 *24	18 *24 61
Meriden, Conn. ....	65	—
Easthampton, Mass. ....	61	—
Providence, R. I. ....	10 12 16 *36	3 10 12 16 *36
Docket No. 11749		
Galesburg, Ill. ....	40	77
Peoria, Ill. ....	8 19 *37 43	19 25 *37 43
Rock Island, Ill. ....	(See Davenport, Ia.)	8
Docket No. 11750		
New Bern, N. C. ....	13	12
Norfolk-Portsmouth-Newport News ...	3 10 15 *21	3 10 13 15
	33	*21 33
Docket No. 11751		
Albany-Schenectady-Troy, N. Y. ....	6 *17 23 35	6 *17 23 35
	41	41 47
Vail Mills, N. Y. ....	10	—

City	Channel No.	
	Present	Proposed
Docket No. 11752		
Mobile, Ala. ....	5 10 *42 48	4 5 10 *48
New Orleans, La. ....	4 6 *8 20	6 *8 20 26
	26 32 61	32 42 61
Docket No. 11753		
Charleston, S. C. ....	2 5 *13 17	2 4 5 *13
		17
Docket No. 11754		
Madison, Wis. ....	3 *21 27 33	*3 21 27 33
Docket No. 11755		
Duluth, Minn.-Superior, Wis. ....	3 6 *8 32	3 6 8 *32
	38	38
Docket No. 11756		
Miami, Fla. ....	*2 4 7 10	*2 4 6 7
	23 33	10 23 33
Docket No. 11757		
Evansville, Ind. ....	7 50 *56 62	*7 50 56 62
Docket No. 11758		
Auburn, N. Y. ....	37	—
Elmira, N. Y. ....	9 18 24	18 24 30
Docket No. 11759		
Fresno, Cal. ....	12 *18 24 47	*18 24 30 47
	53	53
Madera, Cal. ....	30	59
Santa Barbara, Cal. ....	3 20 26	3 12 20 26

**Financial & Trade Notes:** July edition of *Fortune Magazine* includes 16-p. supplement continuing its second annual "Directory of the 500 Largest U. S. Industrial Corporations"—and we've again received permission from Time Inc. to reprint the listings of TV-radio and related electronics manufacturers included in this blue-ribbon tabulation of firms whose net sales exceeded \$55,000,000 last year. Interestingly, the only company on last year's list (Vol. 11:27) not on this year's is Magnavox (inexplicably, for its first 3 quarters' fiscal sales exceeded \$52,000,000) and there are a few new ones added. The 500 "industrials" have been ranked according to total assets, net profits, number of stockholders & employees—and the comparative 1954-1955 rankings are quite revealing.

Service organizations are not listed, which accounts for exclusion of NBC, CBS, AB-PT and the movie companies. It should be noted that most of the firms culled from the big list are engaged in other manufacturing than TV-radio-electronics and that aircraft firms heavily in electronics are not included. The *Fortune* supplement this year also carries tabulations of the 50 largest commercial banks, merchandising firms, transportation companies, life insurance companies, utilities. Reprint of the 16-p. supplements are available from *Fortune*, Room 1430, 9 Rockefeller Plaza, New York 20, N. Y. at 25¢ each.

Note: We are readying for early publication a new tabulation of "Financial Data on Major TV-Electronics Companies," as compiled for us by Edgar N. Greenebaum Jr., the Chicago financial consultant on electronics. It's

an updated version of the one we published as a Special Report last Jan. 14, which we reprinted in our *TV Factbook No. 22*—and it will include data on 15 more companies for total of 86.

\* \* \* \*

The story of Ampex Corp., whose demonstrations of new visual tape recording equipment were sensation of last NARTB convention (Vol. 15:17), is detailed in 16-p. report for investors released by Blyth & Co., 14 Wall St., N. Y. It traces growth of 8-year-old Redwood City, Cal. electronics firm, whose sales mounted to \$10,150,000 in 1956 fiscal year ended April 30, net profit \$300,000 (46¢ per share, based on 650,000 shares of common stock currently outstanding), and estimates sales well over \$15,000,000 in current year and net earnings of \$1.50 to \$2.

Storer Broadcasting Corp., in the 12 months ended April 30, first year of its listing on N. Y. Stock Exchange, earned net income after taxes of \$5,073,925 (\$2.05 per share)—indicating it should readily exceed \$2 per share earnings for calendar 1956, as predicted by exec. v.p. Lee B. Wailes (Vol. 12:24). Net for calendar 1955 was record \$4,330,429 (\$1.73), up from \$3,680,779 (\$1.62) in 1954.

Dynamics Corp. of America sales in first half of this year were \$22,036,032, earnings \$947,771 (28¢ per share) vs. \$20,968,739 & \$702,221 (27¢) in 1955 period. Pres. David T. Bonner reported backlog exceeds \$40,000,000.

SEC reports Larry E. Gubb, director, has sold 4400 more shares of Philco, given gift of 100, reducing holdings to 10,948; in April, he sold 10,800 shares.

## TV-Radio Electronics Rankings in The Fortune Directory Of the 500 Largest U. S. Industrial Corporations

RANK	COMPANY	SALES <sup>1</sup> (\$000)	ASSETS <sup>2</sup> (\$000)		NET PROFITS <sup>3</sup> (\$000)		STOCKHOLDERS	EMPLOYEES <sup>4</sup>					
			'55	'54	'55	'54			'55	'55			
6	4	General Electric	3,095,352	1,727,553	12	9	200,924	10	5	347,844	2	214,794	3
12	15	Western Electric	1,853,299	1,261,168	16	16	63,340	26	20		0	120,054	8
17	13	Westinghouse Electric	1,440,977	1,287,686	15	12	42,803	49	15	119,086	12	115,857	9
26	23	Radio Corp. of America	1,055,266	676,506	31	37	47,525	43	34	170,122	7	78,500	15
44		Sperry Rand <sup>5</sup>	688,000	464,000	61		44,000	48		90,000	21	78,000	17
45	41	General Dynamics <sup>6</sup>	687,274	294,816	88	115	21,254	101	85	31,900	70	70,500	21
58	46	Bendix Aviation	567,250	278,065	94	82	25,889	87	69	28,094	85	46,252	35
59	61	Internat. Business Machines	563,549	629,511	34	34	55,873	30	24	25,923	92	39,033	46
80		International Tel. & Tel.	448,378	687,452	29		23,070	93		58,889	36	111,000	10
90	85	Philco	373,359	178,147	135	133	8,423	217	204	18,700	129	24,000	82
112	106	Sylvania Electric Products	307,371	203,164	122	117	13,813	143	157	30,923	74	27,300	67
114	83	Avco Manufacturing	299,332	198,418	123	112	758	485	318	58,212	37	24,583	78
127		Whirlpool-Seeger <sup>9</sup>	280,363	146,217	170		14,130	139		11,868	202	13,013	145
148	132	Minneapolis-Honeywell Reg.	244,482	164,334	149	152	19,279	106	105	11,152	209	25,608	71
162	156	Motorola	226,654	104,431	231	224	8,491	214	187	4,434	379	13,843	140
178	143	Admiral	202,362	104,823	229	196	2,427	422	213	7,845	279	8,500	240
185	124	ACF Industries	190,774	172,819	141	145	6,855	248	183	13,400	181	16,700	112
189	178	Raytheon Manufacturing	182,305	82,836	274	228	4,532	334	328	10,179	224	18,482	105
219	209	Corning Glass Works	157,664	130,873	191	177	18,627	110	99	9,386	238	13,950	139
225	224	Zenith	152,905	67,605	318	317	8,034	227	239	4,257	386	7,500	267
262	250	General Precision Equipment	133,338	100,887	238	235	2,531	416	245	5,500	349	12,000	165
292	316	Collins Radio	108,438	47,559	404	406	3,475	376	338	2,987	427	7,290	275
340	345	Emerson Radio & Phono.	87,383	43,560	422	420	2,468	419	417	8,282	263	6,000	318
370		Penn-Texas	81,025	94,304	247		1,939	448		28,000	87	10,000	190
395	418	Daystrom	73,817	32,121	474	399	1,716	462	442	5,125	356	3,753	420
407	433	Clevite	71,936	61,832	342	335	4,855	321	376	6,579	312	6,907	285
427	474	Arvin Industries	67,422	32,034	475	476	4,052	351	403	4,111	396	4,122	405
439	459	Mallory (P. R.)	63,932	38,467	451	457	2,226	435	459	4,732	368	5,709	335
459	371	Standard Coil Products	60,472	27,253	489	471	(320)	493	364	5,000	361	8,000	252
479	311	DuMont (Allen B.) Labs.	57,827	45,103	411	311	(3,674)	496	466	9,783	232	4,000	409

<sup>1</sup> Net sales for fiscal years ending Jan. 2, 1955, through Jan. 2, 1956. Some companies report "gross operating income," "gross operating revenues," etc. rather than sales. All of sales totals shown include sales of consolidated subsidiaries. <sup>2</sup> Total assets employed in the business. <sup>3</sup> All figures in parentheses are losses. <sup>4</sup> As reported. In some cases average employment for year, in some companies, year end. <sup>5</sup> All 1954 rankings revised slightly to reflect

corrections in data reported last year. Companies not included in last year's directory not ranked. <sup>6</sup> AT&T owns 99.82% of capital stock. <sup>7</sup> Sperry Corp. (1954 rank: 66) and Remington Rand Inc. (137) merged June, 1955. Consolidated figures estimates. <sup>8</sup> Includes 1955 sales of Stromberg-Carlson (1954 sales rank: 411), acquired June, 1955. <sup>9</sup> Whirlpool Corp. (1954 rank: 185), Seeger Refrigerator (264), and two RCA departments merged September, 1955.

## Network Television Billings

May 1956 and January-May 1956

(For April report see *Television Digest*, Vol. 12:22)

**R**ECORD TV NETWORK billings achieved by CBS-TV in May—\$18,260,894—lifted cumulative total of the 3 national networks to record high of \$40,610,429 and to 5-month total of \$196,267,677, according to monthly Publishers Information Bureau report. The other networks did not quite achieve records, but the NBC-TV billings ran 15.6% ahead of May, 1955 and ABC-TV's 84.1%. Cumulatively, with fall-winter billings certain to go higher, it now looks very much like the combined networks will go over \$500,000,000 for the year as compared with about \$407,000,000 for 1955 (Vol. 12:6). The complete PIB May report:

### NETWORK TELEVISION

	May 1956	May 1955	% Change	Jan.-May 1956	Jan.-May 1955	% Change
CBS	\$18,260,894	\$15,978,680	+14.3	\$88,563,636	\$77,967,657	+13.6
NBC	15,710,403	13,591,687	+15.6	75,342,803	66,572,049	+13.2
ABC	6,639,132	3,606,427	+84.1	32,361,238	18,226,301	+77.6
DuMont †	.....	273,640	.....	.....	2,685,835	.....
<b>Total</b>	<b>\$40,610,429</b>	<b>\$33,450,434</b>	<b>+21.4</b>	<b>\$196,267,677</b>	<b>\$165,451,842</b>	<b>+18.6</b>

### 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
<b>Total</b>	<b>\$32,361,238</b>	<b>\$88,563,636</b>	<b>\$75,342,803</b>	<b>\$196,267,677</b>

\* Revised as of June 28, 1956.

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

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.

Azcarraga-O'Farrill combine, which operates most of Mexico's TV stations, has opened XEWA-TV, Queretaro (Ch. 3) to relay Mexico City transmissions from 3800-metre high Mt. Zamorano. It cost 6,000,000 pesos to build and requires helicopter to reach. Station covers Bajio region that includes Queretaro, Irapuato, Leon & San Luis Potosi, and is link in projected chain designed to relay programs north and west from Mexico City. Same group also is planning relay station at Guadalajara, another at Chihuahua, and a 1-kw Philco transmitter has been ordered for Torreon. Monterrey's XHNL-TV (Ch. 10) will raise present 50-watt power shortly.

Court test of community antenna regulation in Wyoming was foreshadowed this week when 3 system operators—in Casper, Worland and Thermopolis declined to file annual reports, due July 1, ordered by Public Service Commission. Operators contend they don't own public utilities.

Harvard Summer School is holding special conference on TV July 16-18, with seminars on contributions that commercial TV can make to education, uses of TV in schools & universities for instruction, role of separate educational stations.

DuMont's WABD, N. Y. plans hiked color schedule this fall, up to 3 hours daily, including *Judge Roy Bean* series and heavy play of color cartoons. It also plans to install 10 color sets in studios to attract children.

Deadline for comments on frequency allocations for commercial "scatter" communication (Vol. 12:19) was postponed this week by FCC from July 1, 1956 to Jan. 2, 1957 at request of RETMA.

New 1127-ft. tower for KTBC-TV, Austin, Tex. (Ch. 7) has been approved by Washington Airspace Panel.

Hearst Radio's WISN-TV & WISN, Milwaukee, begin construction in July of new \$1,250,000 TV-radio center.

**T**ELECASTING INDUSTRY'S own private wire communications system, project still in blueprint stage, whereby stations throughout the country would be interconnected with networks, reps, agencies and program sources via Western Union facilities leased to non-profit company called Program Communications Assn., is undergoing close study by Western Union and will be subject of report to be made to industry committee by Aug. 1.

Original plan for faster & cheaper intercity communications was revealed last winter by Teleprompter Corp., when it got FCC ruling that such a service was subject to common carrier regulation (Vol. 11:45). Teleprompter pres. Irving B. Kahn has been holding conferences with industry people, outlining project encompassing 35,000 miles of land lines to be leased and 5 switching centers to be set up by Western Union for system of intra-industry communications similar to that employed by banks, airlines, etc.

Such a system, as he describes it, would be used by networks to clear time, by reps to schedule spots, by agencies for advertising corrections—and it's now proposed to make it industry-supported on a membership basis. It's claimed that present business-message tolls might be cut as much as half and, handled automatically and on tape, could be transmitted much faster than at present. Project organizers cite case of one network alone spending \$50,000 a month on 40,000 messages, and claim this can be cut substantially.

Because of bigness of project, on which it's estimated Western Union is ready to expend \$3,000,000 to \$5,000,000, it necessarily requires membership of all the networks and their affiliates, most reps and great number of associated companies. Teleprompter, whose main business is manufacture and lease of prompting devices, proposes to become management agent.

Organizing committee studying plan comprises Mr. Kahn, as chairman; Wm. S. Hedges, NBC v.p.; Ernest Lee Jahneke, ABC v.p.; Merle Jones, CBS-TV exec. v.p.; Edward L. Saxe, CBS-TV v.p.; Edward Codel, Katz Agency; Peter Levathes, Young & Rubicam v.p.; Kenyon Brown, KFEQ-TV, St. Joseph; John E. Fetzer, WKZO-TV, Kalamazoo; Wm. Fay, WHAM-TV, Rochester; Payson Hall, Meredith stations; Fred Houwink, WMAL-TV, Washington, chairman of ABC-TV affiliates committee; Howard Lane, KOIN-TV, Portland, Ore., chairman of CBS-TV affiliates advisory board; Don McGannon, Westinghouse stations; J. Leonard Reinsch, WSB-TV, Atlanta; W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex.

Favorable reviews generally greeted *Report on Broadcasting*, the studies of blacklisting in TV-radio and movie industries directed by John Cogley, former editor of *The Commonweal* and sponsored by the Ford Foundation-supported Fund for the Republic. The 2 volumes, one on TV-radio, other on films, were released last week (Vol. 12:25) and are available from the Fund for the Republic, 60 E. 42nd St., N. Y. That the touchy subject of employment practices and "security checks" in the entertainment industries is due for considerably more publicity, was made evident this week when House Committee on Un-American Activities subpoenaed Cogley to testify in secret session July 10, chairman Francis Walter (D-Pa.) observing that the Report "levels very grave charges against organizations and persons in the entertainment industry whose efforts have been directed toward eliminating the menace of the Communist conspiracy in the U. S."

One application was filed with FCC this week, bringing total on file to 133 (26 uhf). Seeking Ch. 13 in Eureka, Cal. was Carroll R. Hauser, real estate & cattle man who is part owner of radio KVEN, Ventura, Cal. [For further details, see *TV Addenda 22-Y* herewith.]