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SUMMARY-INDEX OF THE WEEK'S NEWS — October 6, 1956

ALLOCATIONS POSITIONS unchanged as some 200 parties file comments on all-uhf concept. Research group agrees on 10-mon board, paid monogram (p. 1).

RCA RESEARCH ON 3 "PRESENTS" shows brisk progress in electronic home tape recorder, light amplifier, refrigerotor & air conditioner (p. 2).

BIG TRANSLATOR GROWTH seen by Ben Adler. Grantees get on air quickly. Efforts to convert operators of unauthorized vhf boosters (p. 3).

QUICK STARTER KSIX-TV, Corpus Christi (Ch. 10) on air month after construction start. Uhf WNOW-TV, York Ch. 49) surprise returnee, cites demand (p. 6).

AMPEX COLOR VIDEOTAPE recorder on way, company reporting all major problems virtually solved, but production will await demand from industry (p. 7).

COURT APPEAL by WWL-TV, New Orleans, charges recent uhf grant in city is illegal. Four translocators granted. Many channel shifts finalized or proposed (p. 8).

LITTLE SHIFT IN ALLOCATIONS LINEUP: No significant change in allocations picture was apparent this week after industry filed some 200 comments on FCC's suggested all-uhf move and industry allocations committee met to firm up research plans.

Comments were much as expected. Vhf operators urged that vhf is needed for widespread coverage; that much more investigation of uhf is required before full assessment of its capabilities can be made. Uhf operators renewed pitch for quick and broad deintermixture, very few endorsing all-uhf move. Generally, tenor of comments was that both vhf & uhf are essential for continued growth.

Networks differed somewhat in approaches. ABC urged use of both vhf & uhf, extensive deintermixture, vhf mileage reductions, release of some educational channels, move of some vhf assignments. In addition, it said it will shortly submit an analysis that "will show that the quality of the present vhf service can be maintained, by the use of simple directional antennas and precision offset, even with the reduced mileage separations that are the only practical solution in some markets." It urged that uhf research not delay other remedies.

CBS said it's possible that all-uhf system could provide more competitive service, but cautioned that more study is needed to determine if shift is feasible. It said that present service is not at all bad; that 99% of population is within range of one signal, 94% have choice of 2, 87% choice of 3 -- with average TV family having pick of 5.1. CBS said it would make own vhf-uhf comparison, studying effects of set performance, antenna heights and types, terrain, foliage, etc.

NBC's main contention was that both vhf & uhf are needed; that uhf be fostered by repeal of excise tax on all-channel sets, more deintermixture, relaxation of uhf station ownership, etc. (Vol. 12:39).

Assn. of Maximum Service Telecasters reiterated that more study is needed; that FCC should aim to determine "whether and how the uhf can be made and kept an integral part of the broadcast band."

Committee for Competitive TV said greater emphasis should be put on local

TV-RADIO OUTLOOK rest of year regarded as favorable, despite dip in Sept. TV sales, plant layoffs. Some soft spots in major appliances (pp. 9-10).

SERIES OF SERVICE CLINICS planned by NARDA, starting in Detroit Nov. 11-12, in effort to improve work of technicians and fight factory service (p. 11).

MAGNAVOX'S GROWTH PATTERN reflected in annual report comparing its position on Feb. 28, 1946 with June 30, 1956. Executive compensations listed (p. 11).

RADIO STATION SALES negotiated at record clip, many approved by FCC, as flow of new applications for transfers continues unabated (p. 4).

AUDITORIUM-SIZE color projection units, giving picture up to 4½x6 ft., offered by RCA at \$4250; first go to Smith, Kline & French. New monochrome unit planned (p. 8).

TIGHT MONEY seen as danger signal for small TV film producers and syndicators. Many forced to sources with high interest rates (p. 8).

service, which uhf can supply adequately. It urged more deintermixture, including addition of more vhf channels to cities where uhf has no chance.

Committee for Hometown TV repeated earlier recommendation that all stations be limited in coverage to their own retail trading areas; that more deintermixture should be applied where uhf has possibility of success.

RETMA again offered help in collecting technical data. NARTB opposed all-uhf move, said both bands are needed, urged more study. GE offered support for deintermixture, said it would contribute to uhf research. Philco said nothing should be done to disrupt present service. It said more research should be done before any major move is made toward deintermixture, vhf drop-ins or all-uhf shift. It added: "Threat of such a major move might well demoralize the market for existing types of receivers before it would be possible to determine what alternative types can and should be provided to the public to serve its best interests."

Many uhf stations feared deintermixture would be delayed by uhf research; all-uhf move, without further study, was recommended only by 2-3.

Indefinite extension of time for filing more comments, by everyone, was announced by FCC at week's end. Commission said that any all-uhf shift would be so "far-reaching" and "long-range" that continuous supply of industry information and ideas would be helpful.

Ten-man industry allocations committee formed Sept. 20 (Vol. 12:38) met again this week, came up with these basic recommendations: (1) A permanent 10-man board should be set up, 2 from each of 5 original organizations -- AMST, CCT, JCET, NARTB, RETMA. (2) Paid staff should coordinate work.

Since agreement was unanimous, it's expected the 5 groups will appoint board which will meet Oct. 23 and go to work. Board will select own chairman, determine how to admit other groups, make other major policy decisions. Though RETMA pres. Dr. W.R.G. Baker has been acting chairman, there's speculation he may not be available for permanent chairmanship. There's even talk that an FCC commissioner, such as T. A. M. Craven, could hold the position.

Group has made no choice of a paid manager yet. Previously mentioned as possibilities were former FCC Comr. George Sterling & Arthur Loughren, ex-Hazeltine Research v.p. Latest name added is that of Axel Jensen, Bell Labs TV veteran.

No agreement about financing was reached, though RETMA said it would put \$12,000 in kitty. Name of organization hasn't been finalized, either. FCC had suggested TV Allocations Research Committee (TARC) but this conflicts with name of TARC Electronics Inc., the Westbury, L. I. manufacturer.

Following attended the Oct. 2 meeting: AMST -- John DeWitt & Ernest Jennes; CCT -- John Johnson & John English; JCET -- Ralph Steetle & Dr. Edgar Fuller; NARTB -- Harold Fellows & Thad Brown; RETMA -- Dr. W.R.G. Baker & David Smith.

PROGRESS REPORT ON RCA'S 'PRESENTS': Very substantial progress in development of the 3 "presents" requested by RCA chairman David Sarnoff was evident in demonstrations to newsmen at RCA Princeton Labs this week -- strengthening Gen. Sarnoff's prediction that all will be available commercially 5 years hence.

The 3 devices are objectives placed before RCA research men by Gen. Sarnoff 5 years ago -- and the requests are having salutary effect of stimulating not only the RCA organization but of spurring numerous competitors, whose scientists get a natural kick out of trying to beat the RCA team to the punch. For example, Ampex hit market first with a black-&-white tape recorder for stations & networks, now reports progress with color (p. 7). Following are status reports, based on our observations at Princeton this week:

(1) Home TV tape player was most unexpected device demonstrated, and progress shown was remarkable. Called a "hear-see" or "see and hear" unit, it weighs only 70 lbs., has 26 tubes, and is "about as simple or complex as a black-&-white TV set," according to Dr. Harry F. Olson, who headed development. It gives about 160 lines (2 mc) resolution on half of $\frac{1}{4}$ -in. tape running at 10 ft. per sec., and RCA senior exec. v.p. Dr. E. W. Engstrom said further development should bring quality up to at least as good as kines, reducing present streaking, etc.

Seven-inch reel gives 4-min. of program, can be turned over for 4 min. more. Program material shown included specially recorded Vaughn Monroe segment plus off-air pickups from WRCA-TV, N.Y. -- including Eddie Fisher show microwaved from west coast. Dr. Olson said 10-in. reel would give 16 min., 14-in. 33 min. -- and that thinner tapes under development would increase playing time per reel.

Recording is in longitudinal tracks, no transverse rotating head employed. To make device a home recorder as well as player, Dr. Olson said added equipment would make instrument only 6-in. higher.

RCA's professional color recorder, previously demonstrated, is still undergoing tests at NBC in N. Y.; target date for regular use wasn't disclosed.

Gen. Sarnoff foresaw home unit opening whole new field, producing market for pre-recorded tapes, and he envisioned camera-microphone setup for home use.

* * * *

(2) Electronic light amplifier may have earliest commercial use of the developments demonstrated. It amplifies projected light 1000 times, x-rays 100 times. Device could find application soon in industrial fluoroscopy, giving quick, bright picture of metal flaws, etc. In lighted room, ordinary fluoroscope washed out completely, while new device gave excellent picture. Advantages listed by Dr. David Epstein and Benjamin Kazan: great gain, simple circuitry, unlimited size. These were achieved, they said, through new photoconductive powder, more efficient phosphors and improved preparation techniques. Fundamentally, amplifier is layer of photoconductive powder and layer of phosphor, totaling 1/50-in. thick, bonded to $\frac{1}{4}$ -in. glass. Electric current is permitted to pass when light strikes first layer -- activating phosphor in proper places with proper intensity.

Present limitation of amplifier is slow reaction, as far as "mural TV" is concerned. It takes several seconds to reproduce changes. Thus, it can't be used for TV or medical fluoroscopy for observation of movement. However, it would be good for quick look at broken bones, foreign objects in body. It works with low x-ray intensity, gives bright picture, high contrast. Dr. Engstrom said problem of showing movement isn't unsolvable, but "we appreciate magnitude of the problem."

* * * *

(3) Electronic refrigerator and air conditioner have come along substantially since early model of refrigerator was demonstrated in 1954 with 1 cu. ft. unit. Present refrigerator, quite bulky, has 4 cu. ft. food space, also freezes 30 cu. in. of ice in compartment below.

Air conditioner is in form of panels about 5x5-ft., and Nils E. Lindenblad, chief of development group, said that panels using 8-900 watts produce as much cooling effect as $\frac{1}{4}$ -ton conventional air conditioner.

Neither device has any moving parts. Walls in air-conditioned room collect moisture, and troughs at bottom carry it off. Principle of both devices is "Peltier Effect." When current is sent through junction of certain dissimilar materials, the junction either absorbs or emits heat. Dr. Engstrom said much of progress was due to RCA's discovery of improved materials. He didn't disclose those now employed; Lindenblad said materials tested include zinc antimonide and lead telluride. Up to 80-degree Fahrenheit drop in temperature has been achieved at junctions. Scientists also pointed out that air conditioner becomes a room heater through simple flip of switch changing direction of current.

Gen. Sarnoff summed up developments thus: "These demonstrations show that the principles are understood and samples can be demonstrated. They show correctness of the principles. From here on, there's a lot of work to be done in translating these into commercial products. No one can tell how long that will take, but there's been phenomenal progress in bringing these things to reality. I'd expect them to be on the market within 5 years."

UHF TRANSLATOR TRENDS—BIG POTENTIAL? Uhf translators have much bigger potential than the mere 29 applications filed to date would indicate -- according to the sole manufacturer of translator transmitters, Ben Adler, of Adler Communications Labs. He says that there's tremendous demand developing; that he's already scheduled run of second 100 units which sell for \$2750.

Adler says typical examples of way growth will develop are municipal setups in Kingman, Ariz. and Truth or Consequences, N.M. Former is using available tax money. Latter proposes to levy \$15 assessment on each set owner, plus \$5 annually, to be reduced when possible.

FCC has granted 10 CPs so far, and Adler says grantees usually get on air almost immediately. They've generally built receiving setup, complete with house, power, etc., to test availability of signals to rebroadcast. When CP is obtained, transmitter-antenna installation can be made within hours. Adler reports operations have started in Hawthorne, Nev. and Bishop, Cal., says Kingman is next.

Cost of 1-channel translator station is about \$3-\$5000, plus cost of running power & road to site -- which can vary enormously. Adler estimates year's operating cost of 3-translator setup at about \$1500.

Of 4 more CPs this week, most interesting is one in Doyleville, Colo. The application of L.H. Faast was originally for Gunnison, which has some 5000 pop. FCC engineers said Gunnison site couldn't possibly serve anything but fraction of town, and application included letter from Gunnison mayor giving Faast permission to build community antenna system. Faced with Commission's doubts about such plans, Faast changed site to Doyleville, town of couple hundred. FCC mulled application this week, granted it, aware that Faast's signal will be inadequate to serve Gunnison but can be used to feed Gunnison CATV system -- if one is built. However, he'll serve town for which he applied -- Doyleville.

No illegal booster operators have applied for translators, and Adler is doing missionary work in effort to convert them. On Oct. 11-13, he's putting on special show for them in Quincy, Wash., also inviting FCC engineers, Sen. Magnuson and Gov. Langlie. With side-by-side comparison, he hopes to show set owners that translator can give good service -- with no question of legality.

Radio station sales and transfers approved by the FCC: WIOK, Tampa, and WSOK, Nashville, by H. C. Young Jr., to Robert W. Rounsville for \$540,000 (Vol. 12:34). WBAT, Marion, Ind. by John L. Ramp to operators of WKBV, Richmond, Ind. (Clarence M. Brown, pres.) for \$140,000 (Vol. 12:35). WARE, Ware, Mass. by Scott Killgore group to Dr. Bertram Roberts, Al Roberts and Sherwood Tarlow for \$105,000 (Vol. 12:35). WLEU, Erie, Pa. by Commodore Perry Bctg. Service (Leo. J. Omelian family) to Joseph P. Wardlaw Jr., ex-IBM salesman and son-in-law of broadcaster John J. Laux, for \$85,000. WBIW, Bedford, Ind. by William C. Smith Jr. to rep Joseph Hershey McGillvra and Mrs. McGillvra for \$72,500. KWHN, Fort Smith, Ark. by Salome Nakdimen for \$75,000, selling 52.5% interest held by husband's estate, to other KWHN owners, who are retiring stock to treasury. She is keeping CP for KNAC-TV, Fort Smith (Ch. 5). WDKD, Kingstree, S. C. 50% by M. L. Few to other partner E. G. Robinson Jr. for \$70,000 (Vol. 12:38). KQUE, Albuquerque, N. M. by Wm. W. Phelps and Hugh DeWitt Landis to Harold W. Cassill and associates, also owners of KEOK, Ft. Dodge, Ia., for \$135,000 (Vol. 12:35). WBUX, Doylestown, Pa. by James Stolcz to WBUX Bctg. Corp. (of which he and Geo. Steiner own 49% each), for \$100,000.

Sale of KCCC-TV, Sacramento, Cal. (Ch. 40) to Lincoln Dollar's Sacramento radio KXOA by Ashley Robison and Harry McCart (Vol. 12:37) was approved this week. KXOA is paying \$67,500 cash, lending \$35,000 and assuming more than \$125,000 in obligations. He also owns KXL, Portland, Ore.; KHMO, Hannibal, Mo.; 50% of KJR, Seattle. Robison is buying KOVO, Provo, Utah for \$100,000 (Vol. 12:38).

John H. Phipps' \$880,000 purchase of WJNO-TV, Palm Beach (Ch. 5), approximately \$500,000 being in cash and rest in obligations (Vol. 12:37), was approved by FCC this week. Selling principals are WJNO Inc., 50% owner (George H. Buck, pres.); TV producer Theodore Granik, 21%; attorney Wm. H. Cook, 21%.

Radio station sales and transfers reported this week: WRIT, Milwaukee, by McLendon Investment Corp., Dallas, for more than \$400,000 to H. & E. Balaban Corp. (50%) and Atlantic Brewing officials Harold & Leo Lederer (25% each). Balabans also own 50% of WTVO, Rockford (Ch. 39) and WICS, Springfield (Ch. 20) both Ill. KFBI, Wichita, 50% (holdings of C. Howard Lane and estate of late Horace L. Lohnes) for \$102,000 to H. & E. Balaban Corp., other KFBI principal being E. Hale Bondurant. WATG, Ashland, O. by Ashland Bctg. Corp. (R. S. Burke, pres.) for \$112,500 to Charles D. Calhoun and associates; Calhoun is mgr. & chief engineer of WLOH, Princeton, W. Va. KXLR, North Little Rock, by Arkansas Airwaves Co. (John F. Wells, pres.) for approximately \$81,000 to adman J. M. Sanders, who also assumes \$32,500 in notes due stockholders and advances nearly \$15,000 to pay off bank loan. KBKI, Alice, Tex. by Alice Bctg. Corp. (Givens A. Parr, pres.) for \$75,000 to co-owners Jules J. Paglin and Stanley W. Ray, Jr., who also operate radio stations in La., Tex. & Tenn.

Planning to retire from active owner-management of stations, Wm. J. Wagner is selling first of radio properties, KFQD, Anchorage, Alaska, for \$80,000, to group including station mgr. Ernest Spink, chief engineer Wm. E. Duck, announcer Edward R. Mack, and several Anchorage businessmen. Application filed with FCC announcing Wagner's intention to retire states he "desires to work out easy deals for key employees to obtain ownership." He also owns all of KINY-TV, Juneau (Ch. 8) & KINY; 6% of KTVA, Anchorage (Ch. 11) & KTVF, Fairbanks (Ch. 11); 100% of Alaska radios KFRD, Fairbanks; KTKN, Ketchikan; KIFW, Sitka; KIBH, Seward.

NBC's \$1,500,000 Buffalo TV Center for WBUF (Ch. 19) will be dedicated Oct. 11 on NBC-TV's *Today*, RCA-NBC executives and press being flown in from N. Y. for ceremonies.

Licensed TV sets in Great Britain totaled 5,979,510 at end of July, increase of 57,490 during month.

Personal Notes: Earl Rettig, v.p. in charge of TV network services, promoted to v.p.-treas. of NBC, assuming duties of treas. Joseph A. McDonald, who moves up to asst. general attorney, reporting to Thomas E. Ervin, v.p. & general attorney. Other promotions approved at board meeting Oct. 5: Wm. R. (Billy) Goodheart Jr. to v.p. in charge of TV network sales, Wm. K. McDaniel to v.p. for radio network sales, Jerry A. Danzig to v.p. for radio network programs, Charles H. Colledge to v.p. facilities operations for TV & radio . . . Donald N. Martin, public relations director of British Travel Assn. in N. Y. since 1950, originator of "Come to Britain" promotion, formerly with Cecil & Presbrey and onetime San Francisco newsman, joins NARTB in Nov. as asst. to pres. in charge of public relations, taking over NARTB's projected expansion of all public relations activities . . . Ken Carter, gen. mgr. of WAAM, Baltimore, elected a v.p. of WAAM Inc. . . . Edmond R. (Curly) Vadeboncoeur, pres. of WSYR-TV & WSYR, Syracuse, elected pres. of N. Y. State Broadcasters Assn. . . . Robert Cochrane, WMAR-TV, Baltimore, elected pres. of Maryland-D. C. TV & Radio Broadcasters Assn., succeeding Ben Strouse, WWDC, Washington . . . Harry M. Plotkin, former FCC asst. gen. counsel, with firm of Arnold, Fortas & Porter since 1951, becomes a senior partner in Berge, Fox & Arent, Ring Bldg., Washington (Executive 3-7373) . . . Max Bradbard promoted to eastern sales mgr. of General Teleradio's RKO Television, N. Y.; Wm. Gorman promoted to western sales mgr., Los Angeles . . . Willis K. (Bud) Freiert appointed asst. station mgr., WBAL-TV, Baltimore, reporting to station mgr. Leslie H. Peard Jr. . . . John Brubaker named regional sales mgr., George Bronson local sales

mgr., WNHC-TV, New Haven, both reporting to gen. sales mgr. J. Vincent Callanan . . . Rex B. Ross, ex-mgr. of Goodland Chamber of Commerce, named asst. mgr., reporting to owner-gen. mgr. Jim Blair, of upcoming KWGB-TV, Goodland, Kan. (Ch. 10), with no definite target; Herbert Stegman will be chief engineer . . . Jack Purves, ex-N. W. Ayer, named CBS-TV sports sales mgr. . . . Morrie Roizman, ex-*March of Time* & *Fox Movietone News*, named mgr. of short subject dept. of Ely Landau's National Telefilm Assoc. . . . Paul Frincke resigns as chief engineer of WJBK-TV & WJBK, Detroit . . . Murray Messner, ex-radio CJOB & CKY, Winnipeg, named mgr. of Winnipeg branch, S. W. Caldwell Ltd. . . . Barry Tucker resigns as commercial mgr. of KIDO-TV, Boise, Ida. . . . Francis F. (Sandy) Sanford, ex-Screen Gems, named eastern sales mgr., Telestudios Inc. . . . Michael J. Ambrosino, ex-TV coordinator of closed-circuit experiments in Schenectady public schools, named asst. to operations director of non-commercial WGBH-TV, Boston.

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Fred H. Trimmer, 45, telecommunications adviser to U. S. Information Agency and authority on international broadcasting, died suddenly Oct. 5 at his Arlington, Va. home. Starting with Office of War Information in 1942, he helped build 22 radio transmitters in U. S. for Voice of America, as well as several stations overseas during and after the war. He is survived by his widow, an infant daughter and a brother.

Joseph F. Wright, 37, ex-WJIM-TV, Lansing, and WLVA-TV, Lynchburg, Va., serving most recently with Collins Radio, died of heart attack Sept. 27 at Cedar Rapids, Ia. He is survived by his widow, 2 children.

Name of Sylvester L. (Pat) Weaver, former NBC chairman, came up this week as possible successor to Arthur M. Loew as pres. of Loew's Inc., parent of MGM—and though nobody in Loew's organization would comment, film industry rumors later in week said that Weaver had been rejected in favor of someone with movie background. Among other names mentioned were MPAA pres. Eric A. Johnston and Music Corp. of America pres. Lew R. Wasserman. Loew's resignation after 11 months service as pres. was followed by resignations of 2 board members connected with investment houses—Paul D. Mannheim of Lehman Bros. and Charles J. Stewart of Lazard Freres. The top-level resignations aren't expected to change Loew's announced intention of plunging into TV wholeheartedly—which already has resulted in some \$25,000,000 in sales of MGM feature backlog library, 25% ownership in 2 TV stations and preparation for first TV film series, *Goodbye Mr. Chips*. Latest film library sale by MGM, announced this week, was to San Antonio's WOAI-TV for \$800,000.

Application of engineering philosophy to economic, social & political problems was urged this week by Dr. E. W. Engstrom, RCA senior exec. v.p., in speech before Industrial Design Institute in Norwalk, Conn. Noting success at solution of complex technical problems through the engineering approach—broad scope, cooperation, compromise, thoroughness—he concluded: "Surely a philosophy which encourages these traits need not be confined in the future to the field of technology alone."

Franklin C. Salisbury, Washington communications attorney, is author of *Speaking of Politics* (294 pp., \$3.75), an exposition of meaning of political words, expressions, labels, etc., published by Vantage Press, 120 W. 31st St., N. Y. Work was subsidized by Latin American Institute.

Martin Codel, editor & publisher of *Television Digest*, recuperating at Emergency Hospital, Washington, after successful abdominal operation last week, was scheduled to be discharged Oct. 6 or 7.

ADVERTISING AGENCIES: Harry Wayne McMahan resigns as McCann-Erickson v.p. in charge of TV-radio production and member of its creative plans board to become special consultant to Institute for Motivational Research, Croton-on-Hudson, N. Y., on psychological methods of testing TV commercials . . . Stuart D. Watson, ex-S. C. Johnson Co. & Standard Oil of Indiana, joins McCann-Erickson, N. Y., as v.p. & senior marketing executive . . . Oliver Barbour, Benton & Bowles director of TV programming, elected a v.p. . . . Richard O. Howe elected v.p. in charge of BBDO's Boston office, succeeding Burton E. Vaughan, now v.p. in charge of Pittsburgh office . . . Wm. L. Calhoun Jr. elected v.p. of Young & Rubicam, San Francisco, serving as contact supervisor on Kaiser Aluminum and Kaiser Steel accounts . . . John B. Lyman, ex-NBC, and Sheldon Stuart, ex-KCOP, Los Angeles, join Foote, Cone & Belding broadcast div., Hollywood, as TV production supervisors . . . Robert G. Hurd named TV-radio director, Cole & Weber, Seattle, replacing David F. Titus, now v.p. of Song Ad-Film Radio Productions, Los Angeles . . . Frank Gosfield, ex-WBKB, Chicago & McCann-Erickson, joins TV creative staff, Gardner Adv., St. Louis.

Television Pioneers is new fraternal organization being formed by committee headed by W. D. (Dub) Rogers Jr., KDUB-TV, Lubbock, with about 200 invited as charter members. Membership is restricted to station and network executives in TV before 1952 freeze-end. Charter associates include officials of industry associations active before freeze. Organization meeting will be held during NARTB convention next April.

Jack R. Poppele, who recently resigned as director of U. S. Information Agency's Voice of America program, elected pres. of Essex County (N.J.) Chapter of American Cancer Society.

Blair Television Associates is new name for Hoag-Blair Co., effective Oct. 1, following resignation of pres. Robert B. Hoag in Sept.

"SLEEPER" KSIX-TV, Corpus Christi (Ch. 10) is lone new starter this week, having made debut Sept. 30 with CBS-TV programming. There was also a surprise resumption by uhf WNOW-TV, York, Pa. (Ch. 49), which goes back on Oct. 12 after going dark Sept. 30 (Vol. 12:39). In letter to FCC, WNOW-TV stated that public demand prompted decision to resume; that "even though the immediate outlook remains unchanged and not promising, we shall continue with the hope that conditions will improve with the passage of time." This week's additions bring on-air total to 489 (96 uhf).

KSIX-TV was built in less than month, principal owner & gen. mgr. Vann M. Kennedy stating that first concrete was poured Sept. 9. It's city's third outlet, KRIS-TV (Ch. 6) having started last May, KVDO-TV (Ch. 22) in June 1954. When steel strike held up delivery of permanent tower, it obtained permission to use 340-ft. Stainless guyed tower with temporary antenna, employing GE 50-kw transmitter and producing 128-kw interim power. Permanent 650-ft. Stainless tower and 12-bay GE antenna are due in Dec. William Patton, ex-KTBS-TV, Shreveport, is commercial mgr.; Gene Looper, from KSIX, is program-production mgr.; Frank Leins, ex-KRBB, El Dorado, Ark. & KBMT, Beaumont, chief engineer. Base hour is \$250. Reps are H-R Television and Clarke Brown (South).

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

WAGM-TV, Presque Isle, Me. (Ch. 8) plans start shortly after it gets FCC approval of pending modification to increase power to 58.9-kw. Armed Forces' AFL-TV, Limestone, Me. (Ch. 8) is prepared to get off channel whenever WAGM-TV is ready to begin, and latter plans to continue some programs of AFL-TV. WAGM-TV has 5-kw DuMont transmitter, 300-ft. Stainless guyed tower, 6-bay custom-built RCA antenna. It has signed as CBS Extended

Federal Trade Commission this week approved consent orders prohibiting Bymart-Tintair Inc., Newark (beauty preparations) and Johnson & Johnson, New Brunswick, N. J. (surgical dressings, first-aid kits, baby products) from granting promotional allowances to some, but not all, of their customers for TV-radio advertising. Companies were originally charged with paying United Cigar-Whelan Drug chain for participation in TV shows which they sponsored. FTC contended that under Robinson-Patman amendment to Clayton Anti-Trust Act, proportionately equal payment should have been made to United-Whelan competitors. Similar case, involving complaint that 9 major grocery product manufacturers gave unlawful promotional allowances in form of free TV-radio time to favored supermarket customers in exchange for promotion of their products (Vol. 12:30), still pends at FTC.

Rules on identification of recorded programs were relaxed this week by FCC to require announcement "only with respect to recorded programs or material in which the element of time is of special significance and the lack of an announcement might create the impression or belief in the mind of the listener or viewer that the event or program is, in fact, occurring simultaneously with the broadcast." No identification will be required for recorded programs one min. or less, nor when network programs are transcribed and rebroadcast one hour later because of time differentials. Only a single daily announcement is required to identify all such programs transmitted for delayed broadcast.

Market Plan affiliate. Base hour will be \$150. Rep will be Venard, Rintoul & McConnell.

KGEZ-TV, Kalispell, Mont. (Ch. 8) began construction of studio-transmitter building Sept. 26, but on-air target hasn't been set, reports v.p.-gen. mgr. Richard V. Vick. It will have 300-ft. tower, RCA equipment throughout. Frank Reardon, pres. & controlling stockholder, also controls radio KGEZ and Butte radio KBOW, has 2.22% interest in KXLF-TV, Butte (Ch. 6). Robert S. Bennett will be commercial mgr. Base hourly rate not set. Rep will be Donald Cooke.

KLSE, Monroe, La. (Ch. 13, educational), owned by Louisiana Dept. of Education, is expected to start programming in about 60 days. It has 5-kw RCA transmitter installed in plant of off-air KFAZ (Ch. 43), 6-bay antenna on 300-ft. KFAZ tower. Studios include live facilities at Forsythe Ave. transmitter site.

Equipment shipments and orders reported this week: By RCA—25-kw amplifier Oct. 2 to WTVW, Evansville, Ind. (Ch. 7), planning increase to 316-kw after beginning operation with temporary installation (Vol. 12:34); 12-section supertturnstile antenna Oct. 3 to KSWM-TV, Joplin, Mo. (Ch. 12), planning boost to 316-kw, using 25-kw amplifier shipped Sept. 28; 14-section custom-built supertturnstile antenna Oct. 3 to KHSL-TV, Chico, Cal. (Ch. 12), planning 232.5-kw with 25-kw amplifier shipped Aug. 6; 6-section supertturnstile antenna Oct. 1 to WNEM-TV, Bay City-Saginaw (Ch. 5). By Standard Electronics—order for 50-kw transmitter from WGEM-TV, Quincy, Ill. (Ch. 10), planning 316-kw; 5-kw driver from WMAL-TV, Washington (Ch. 7); 500-watt transmitter from CHEK-TV, Victoria, B. C. (Ch. 6), due on air this fall.

Move of KGEO-TV, Enid, Okla. (Ch. 5) to new 1356-ft. tower 31-mi. southeast of city (Vol. 12:39) was delayed when 22-ton antenna crashed this week as it was being removed from original tower for installation at new site. No one was injured and new antenna is being obtained from RCA, KGEO-TV operating meanwhile with temporary antenna atop Broadway Tower in Enid.

TV advertising information center, using new "electronic brain" developed by IBM, will be set up by TvB in about 18 months. New machine, the IBM 305 RAMAC and called TELEVIC, will immediately feed facts-&-figures on TV advertising by products. Explained TvB pres. Oliver Treyz: "An advertising agency seeking the latest pertinent data on sponsorship history for automobile tires, for example, will be able to contact TELEVIC and immediately receive a complete rundown on the subject, by network and national spot, by time period, by brands, by dates, by dollars invested, etc. in any conceivable combination. All this information will be current." "Brain" uses continuous accounting principle, holds 5,000,000 characters in its memory, rents for \$3200 a month.

Application for sale of KRIS, Corpus Christi, for \$225,000 reveals that seller T. Frank Smith's Gulf Coast Bestg. Co., including KRIS-TV (Ch. 6), had \$243,035 earned surplus as of July 31. Pro forma balance sheet dated July 31, 1956, filed to show effect of radio sale, lists KRIS-TV total assets at \$875,875, of which fixed assets are \$339,463, current \$226,070 (\$156,878 cash). Buyer is new Texas Bestg. Co. Inc., whose ownership interlocks with Houston radio KTHT. Among principals is ex-mayor of Houston Roy Hofheinz, who also owns 16% of KTRK-TV, Houston (Ch. 13).

Tracy Moore & Assoc. Inc. enters TV rep field, with offices at 6381 Hollywood Blvd., Los Angeles (Hollywood 2-2351) and 260 Kearney St., San Francisco (Exbrook 2-6444). It's West Coast rep for KXLF-TV, Butte, Mont. and KSAN-TV, San Francisco.

AMPEX COLOR Videotape Recorder is on its way—and limiting factor in further development will be telecaster demand, not engineering bottlenecks. So we were told this week by Ampex video equipment sales mgr. Ross Snyder. Said he: "We're very encouraged. We now know exactly how we will do it."

Compatibility will be byword in Ampex's color efforts. Its engineers see no obstacle to using same width tape, running at same speed as with Ampex monochrome recorder, and using same rotating head principle. Among company's other aims in developing color recorder: Conversion kit to modify monochrome recorders for color, and sufficient compatibility to get good black-&-white pictures when color tape is played on monochrome Videotape player.

As to price, Ampex's market research has convinced it that color recorder can't be sold at "anything like twice the price of the monochrome model," which sells for \$45,000, according to Snyder. "It must be much below that."

While working on color and aiming to show prototype model at NARTB convention next April, the company is "putting the largest part of our effort on the monochrome recorder, because that's what the industry wants most and needs most," said Snyder, adding: "When the industry wants color, we'll have color."

First prototype monochrome recorders are nearly ready, with CBS-TV technicians due to begin final check-out of first one next week at Ampex Redwood City, Cal. plant. While NBC & CBS have both ordered prototype recorders, neither would state when they will be put into use, CBS denying earlier reports that Nov. 1 was its target date. CBS engineering v.p. Wm. Lodge declines to give target, except to say it's after Nov. 1.

Production models of monochrome recorder are due to start flowing from factory in late Feb. or early March, Snyder said. With "more than 100" firm orders, company is promising delivery in Sept. 1957 on recorders ordered now.

Tape won't be a bottleneck when recorders are available, Snyder promised. Minnesota Mining, Orradio and Reeves are all making the 2-in. tape, with Audiotape scheduled to begin production soon.

Official Films announces international sales organization with offices or representatives in London, Berlin, Paris, Belgium, Rome & Sweden. Many of Official's properties will be dubbed into foreign languages for European push. On his return from 4-week tour of 6 European nations, sales v.p. Herman Rush sized up foreign TV film market thus: "In addition to England, 10 countries comprise the basic [European] market for American product—Netherlands, Belgium, France, Italy, Luxembourg, Monaco, Saar Basin, Switzerland, West Germany, Sweden and Denmark."

Printers' Ink Foundation Inc. is name of newly incorporated non-profit foundation which will publish *Printers' Ink Magazine* (Vol. 12:39). As certified this week by N. Y. State Supreme Court, foundation will, in addition to publishing the magazine: (1) sponsor or conduct communications industry research; (2) sponsor or conduct meetings and forums to spur more scientific advertising; (3) award scholarships, prizes, awards, etc. for encouragement of meritorious personal achievements. Printers' Ink Publishing Co. will change its name and enter other business fields.

NARTB code review board this week approved amended plan to admit to affiliate subscription the 18 member companies of Alliance of TV Film Producers, representing about 75% of all TV film production. Details weren't disclosed, pending new meeting with ATFP in Hollywood week of Oct. 8.

Network Accounts: ABC-TV's "third network" competitive status is enhanced by its report this week that national sponsors have bought 19 out of total of 22 evening hours of network option time. Schedule breaks down to 9 hours of full sponsorship, 7 of alt. week, 3 co-op & partic. Biggest new sponsors are Plymouth (*Ray Anthony Show*) and Chesebrough-Pond (*Conflict, Jim Bowie*). Biggest sales holes to be filled are 30-min. each of *Omnibus* and *Wire Service* . . . Pabst Beer is giving up sponsorship of boxing bouts after 7 years, cancelling alt. sponsorship of Wed. fights on ABC-TV, 10-11 p.m., effective in Jan.; Philip Morris Co. (Marlboro cigarettes) will replace Pabst, thru Leo Burnett Co., Chicago, with Mennen remaining as alt. sponsor . . . Mennen Co. cancels alt. sponsorship of *High Finance* on CBS-TV in Jan., when show will go off air, will replace Schick as alt. sponsor (with Johnson's Wax) of *Robert Montgomery Presents* on NBC-TV starting Jan. 28, Mon. 9:30-10:30 p.m., thru McCann-Erickson . . . Kellogg to be alt. sponsor (with Whitehall Pharmacal) of *Name That Tune* on CBS-TV, Tue. 7:30-8 p.m., thru Leo Burnett Co., Chicago . . . Gerber Baby Foods to sponsor alt. 15 min. weekly of *Captain Kangaroo* on CBS-TV, Mon.-thru-Fri. 8-9 a.m., and alt. 15 min. weekly of *Our Miss Brooks* on CBS-TV, Mon.-thru-Fri., 2-2:30 p.m., thru D'Arcy Adv., N. Y. . . . New partic. sponsors of *Afternoon Film Festival* on ABC-TV Mon.-thru-Fri. 3-5 p.m.: Bon Ami, thru Ruthrauff & Ryan; Exquisite Form Brassieres, thru Grey Adv.; Lipton Soups, thru Young & Rubicam; Norwich Pharmacal, thru Benton & Bowles; Union Underwear, thru Grey Adv. . . . Knapp-Monarch Co. (electrical appliances) to sponsor several partic. on *Famous Film Festival* on ABC-TV, Sat. 7:30-9 p.m., thru Frank Block Assoc., St. Louis.

NBC-TV reports \$600,000 worth of sales on *Today*, *Home & Tonight* from these sponsors: Hanes Knitting Co. 24 partic. on *Today*, thru N. W. Ayer; Polaroid Cameras, 19 on *Tonight*, thru Doyle Dane Bernbach; Lea & Perrin (Worcestershire sauce), 14 on *Home*, thru H. B. Humphrey, Alley & Richards Inc.; International Shoe Co., 8 on *Today*, 5 on *Tonight*, thru Storm Adv., Rochester, N. Y.; Dow Chemical, 4 on *Home*, thru MacManus, John & Adams; Cadillac, 3 on *Today*, 1 each on *Home & Tonight*, thru MacManus, John & Adams; California Packing Corp., 3 on *Today*, thru McCann-Erickson; Miriam Gates Inc. (lingerie), 2 on *Today* thru Storm Adv.

Rate increases: WWJ-TV, Detroit, Oct. 1 raised base hour from \$2000 to \$2400, 20 sec. \$500 to \$600. WMAR-TV, Baltimore, Nov. 1 adds new Class AA hour (7:59-10:31 p.m. daily) at \$1500, min. at \$350, Class A hour going from \$1250 to \$1150. WKBN-TV, Hartford, Oct. 1 raised base hour from \$500 to \$600, min. \$100 to \$120. KVOS-TV, Bellingham, Wash. has raised base hour from \$300 to \$350, min. \$60 to \$70. Market Maker group (KCJB-TV, Minot; KXJB-TV, Valley City; KBMB-TV, Bismarck) has raised combination hour from \$637.50 to \$680, min. \$127.50 to \$136. Spot increase: KGUL-TV, Galveston, Sept. 15 raised ID from \$100 to \$120.

Closer tieup of Mutual & RKO Radio Pictures is planned by parent RKO Teleradio Pictures in "every facet of the radio and motion picture activities of both subsidiaries, with emphasis placed on programming, sales and client services, promotion, exploitation & publicity," said chairman Thomas F. O'Neil. Plan envisions use of RKO stars on Mutual programs, adaptations of RKO story material for radio and closer promotional tie-ins.

British commercial TV's ad revenues totaled more than \$23,000,000 during its first year, while number of receivers able to receive commercial programs increased from 200,000 to 1,700,000 (out of nearly 6,000,000 sets-in-use), with conversion still proceeding at rate of nearly 20,000 a week.

Color Trends & Briefs: Auditorium-size color TV projection system for closed-circuit or off-air reception was announced this week by RCA for availability this fall at approximately \$4250. System produces NTSC pictures up to 4½x6-ft., is designed for audiences of up to 500 persons, for use in schools, hospitals, business and industry. Two custom-designed models have been purchased by Smith, Kline & French Labs, Philadelphia pharmaceutical firm, for closed-circuit medical demonstrations and were shown for first time last week at medical meeting in Kansas City.

Also slated for production next fall at same price is RCA auditorium-size monochrome projection system, identical with color model except that it uses black-&-white instead of color projection tubes; it produces pictures up to 6x8-ft. Both systems will be produced and handled by RCA's broadcast & TV equipment dept., under mgr. A. R. Hopkins.

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ANA convention Oct. 22-24 at Chicago's Drake Hotel will hear talks on color programming, present and projected, by Richard A. Pinkham, NBC v.p. for TV network programs, and Richard Day, NBC color consultant. Embellishing the talks at special session Oct. 23 will be live closed-circuit colorcast from N. Y. showing packaging improvements on several products and their special applications to color, plus other special considerations involving color TV.

"Color TV Annual" will be issued in December by Ziff-Davis Publishing Co. (*Radio & Television News, Popular Electronics*), as guide to selection, operation and servicing of color sets.

Telecasting Notes: Fiscal danger signals for small TV film producers and syndicators are reported in Oct. 6 *Billboard*, which says current hard money conditions "could have a serious effect on the future supply of film programming." Article says high discount rate and tight govt. credit control has left banks with little money to finance TV film production and distribution, and "many film suppliers over recent months have been compelled to turn to secondary money sources, such as factors, and consequently pay around 18% interest instead of 6%. These secondary sources are drying up fast, too, says *Billboard*, and situation "could well constrict some small operators who, over the years, have given a great deal of vitality, savvy and good programming to the business" . . . Judy Garland's 2 performances on CBS-TV's *Ford Star Jubilee* this season will span 18 years: her first will be Nov. 3 when show will offer the 1939 MGM movie, "Wizard of Oz," which elevated her to stardom; second will be early next year, when she's due to recreate her variety bill currently featured at Palace Theatre . . . Jimmy Durante returns this season to do 4 spectaculairs or special hour shows for NBC-TV . . . ABC coup: Examining the Trendexes, Oct. 3 *Variety* reports that of the first 10 ABC-TV shows to have their season's premiere, 7 walked away with first-place ratings for their time period . . . Some 2500 women are now employed in TV-radio broadcasting, an all-time high, reports American Women in Radio & TV . . . Father-daughter team: NBC *Matinee Theatre* marks first anniversary Oct. 13 with live colorcast starring Sarah Churchill in adaptation of Sir Winston Churchill's only published novel, "Savrola" . . . Second safari in search of color film footage for *Zoo Parade* will be launched by NBC-TV in Nov.—this time to Upper Amazon jungle—for material for early 1957 telecasts. Last year's trip to Africa netted material for 12 shows . . . Record audience for regularly scheduled TV show viewed Sept. 9 *Ed Sullivan Show*, according to American Research Bureau, which placed total viewers for the performance at 60,710,000. Previous high was in Sept. 1955, when \$64,000 *Question* drew 58,900,000.

Network Color Schedules (October 7-20, 1956)

- Oct. 7—NBC: *Goodyear TV Playhouse*, 9-10 p.m.
Oct. 8—NBC: *Robert Montgomery Presents*, 9:30-10:30 p.m.
Oct. 9—NBC: *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
Oct. 10—NBC: *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Oct. 11—NBC: *Lux Video Theatre*, 10-11 p.m.
Oct. 12—NBC: *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
Oct. 13—NBC: *Perry Como Show*, 8-9 p.m.
Oct. 14—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Alcoa Hour*, 9-10 p.m.
Oct. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "The Letter," 8-9:30 p.m. CBS: *Studio One*, 10-11 p.m.
Oct. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
Oct. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Oct. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
Oct. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
Oct. 20—NBC: *Perry Como Show*, 8-9 p.m.

"Michigan's first live color program" was Detroit's WJBK-TV Oct. 2 "sneak preview" of 1957 Ford on 11 p.m. news show. Station has invited all auto makers to participate in future color previews as their new models debut.

Goldblatt Bros., big Chicago dept. store chain (19 stores), is giving color big promotional pitch in Oct., devoting at least one window in each of 14 stores to RCA color sets, plans another promotion shortly before Christmas.

UNUSUAL COURT APPEAL was filed this week by grantee WWL-TV, New Orleans (Ch. 4) which cannot build pending FCC's consideration of plan to deintermix city by moving channel out of town.

WWL-TV charges Commission erred in granting uhf Ch. 32 to WWEZ in New Orleans last week. WWL-TV asserts that if Ch. 4 is taken away, it should have first access to Ch. 32; that WWEZ filed for the channel after deintermixure rule-making started and after WWL-TV got its Ch. 4 grant.

Court sent back to Commission old competitive case for KSLA-TV, Shreveport (Ch. 12), asserting that FCC must weigh significance of death of Don George, major principal of winner Shreveport TV Co.

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No regular CPs were granted this week, but 4 translator CPs were awarded: Ch. 80, Center, Colo., to Eugene Strausser; Ch. 70, Doyleville, Colo., to L. H. Faast; Ch. 70, Truth or Consequences, N. M., to city; Ch. 71, Ellensburg, Wash., to Kittitas Valley TV Assn.

Flock of final allocations actions were taken: (1) Ch. 12, Lincoln, Neb., now used by U of Nebraska's KUON-TV, was declared an educational channel. (2) Ch. 26 was shifted from Indianapolis to Anderson, Ind., replaced by Ch. 39. (3) Ch. 8 was moved from Woodward to Elk City, Okla., replaced by Ch. 35. (4) Ch. 5 was added to Glendive, Mont.

These changes were proposed by Commission: (1) Shift Ch. 56 from Cortland to Binghamton, N. Y., to be replaced by Ch. 72. (2) Assign Ch. 5 to Nashville instead of Old Hickory. (3) Assign Ch. 13 to Macon instead of Warner Robins. (4) Swap Ch. 59 & 18 between Lebanon and Lafayette, Ind.

One new allocations change was sought—WABA asking for addition of Ch. 13 to Aguadilla, P. R.

Improved vidicon tube for industrial & military use, developed by RCA, features tipless structure, longer deflecting yoke, reduced distortion, improved focus.

TV-RADIO MARKET—MOSTLY ROSES, SOME THORNS: The TV-radio outlook for rest of year continues to be regarded as generally favorable by trade's leading market analysts, despite some recent unsettling symptoms. For one thing, Sept. TV sales did not come up to expectations, shipments to dealers totaling some 800,000 for the 5-week month, or about 20% below the 1,019,191 shipped in Sept. 1955. Retail sales data is not in yet, but it would be surprising if total approached 978,838 of Sept. 1955. Also, there are disquieting reports of layoffs at Sylvania and Crosley TV-radio plants.

That leading set makers are unworried, however, is manifest in their comments to us this week. Said RCA spokesman: "We're looking forward to our biggest Christmas selling season, and we confidently expect that 1956 will be our best year in TV." Commented GE: "We are going great guns in TV, thanks mainly to portables, and our production goal of well over 1,000,000 sets this year seems to be in the bag." Similar expressions of confidence came from Admiral, Philco, Motorola, other "bigs."

Slow whittling of TV inventories is also cause for optimism. Inventories as of Oct. 1 were estimated at 2,400,000-2,500,000 at all levels, declining slightly from preceding month and considered in safe range in light of increased demand.

Another favorable factor is state of U. S. economy. While here, too, there are pluses and minuses, fact is that almost all major indexes are at record levels. Gross national product has been running at annual rate of \$408.5 billion. Personal income has topped annual rate of \$323 billion, with consumer expenditures exceeding \$263 billion. Business spending for new plant and equipment has been running close to \$35 billion. Record 66,800,000 workers are employed.

The character of TV market is changing, though demand remains relatively constant. Wm. F. E. Long, mgr. of RETMA statistical div., estimates that of the 590,000 sets sold at retail in Aug., 42% were replacements, 27% multiple sets, 31% initial receivers. By contrast, he said, about 80% of the 586,577 TVs sold at retail in Aug. 1955 went to first-time buyers.

While portables made up biggest part of the 27% sold to multiple-set homes and some of those sold as initial receivers, there's no evidence whatever to justify claims of some that portables are running away with the TV market. Conventional large-screen receivers still form bulk of replacement and first-set business, are likely to for some time to come, especially when color gets going.

Radios are enjoying boom of their own, and pickup in auto radio production (See below) strengthens widely-held belief that 1956 sales will approximate, perhaps exceed, the 13,696,968 radios sold in 1955. All types of radios are hitting on all cylinders, should go still higher with impetus of Christmas promotions.

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Dip in Sept. TV sales has industry puzzled, though it's generally blamed on failures of big promotions. As far as TV set sales were concerned, the World Series was considered a flop -- drained of much public interest by fact that 2 N. Y. teams were competing for 6th time in last 10 years. Even in metropolitan N. Y., sales were below a normal Sept. -- and few of those could be traced directly to Series.

National TV Week Sept. 23-29 didn't stimulate market much, either, judging from early returns. Whatever the causes, and there could be many, the promotion just didn't seem to arouse type of salesmanship required at all levels of trade.

Crosley laid off 265 workers at TV plant in Cincinnati, representing about 25% of its work force there -- and once again the trade's rumor mills were grinding about reports that its TV-radio operations would be disposed of shortly. And, as before, the reports were denied. Spokesman said layoffs were designed to correct "unbalanced inventories," would give no estimate of when they would be recalled. Sylvania laid off about 100 workers at TV-radio plant in Batavia, N. Y., plans to bring them back around Jan. 1.

Appliance Soft Spots: Though TV-radio sales have held up quite well, you can't say the same about some big-ticket major appliances. Going into 4th quarter, major appliances form one of the few soft spots in national economy -- and unless there's decided pickup in Christmas business, sales will be considerably below year ago. Manufacturers are reporting back-up condition in refrigerators, freezers, ranges and ironers -- and all manner of price deals have proven ineffective in reducing inventories. Dealers, on the other hand, are cutting down on number of lines handled and are holding buying to a minimum, according to Wall Street Journal survey. National Electrical Manufacturers Assn. figures for first 7 months of 1956, latest period covered, show 2,089,851 refrigerators shipped by factories, compared to 2,383,340 in same 1955 period. For full 1955, 3,685,166 refrigerators were shipped by factories, 4,025,000 sold at retail. Retailing Daily says it's estimated that retail sales in 1956 may be about 25% below year ago.

Production: TV output continued steady rise, totaled 204,655 for week ended Sept. 28, highest for any week in last 21 months, comparing to 187,852 in preceding week and 186,467 in corresponding week of 1955. It was 39th week of year, brought production for 9 calendar months to about 5,245,000, compared to 5,760,506 in first 9 months of 1955. Radio production totaled 314,993 (109,219 auto) week ended Sept. 28, highest for any week this year, comparing to 285,798 (74,178 auto) in preceding week and 284,949 (103,932 auto) in like 1955 week. Radio output for 9 months was about 9,543,000 (3,051,492 auto) vs. 9,949,620 (4,902,715) in same 1955 period.

Trade Personals: Henry C. Bonfig, ex-pres. of now-discontinued CBS-Columbia, reassigned as CBS Inc. v.p. in charge of marketing services, working on distribution problems affecting CBS-Hytron and Columbia Records . . . Robert L. Shaw, pres. of Victor H. Meyer Distributing Corp., N. Y., wholly-owned Sylvania subsidiary, appointed national sales mgr. of Sylvania TV-radio div., reporting to gen. sales mgr. Bernard O. Holsinger; Thomas P. Ryan, field sales mgr. of TV-radio div., named central regional sales mgr., Chicago; Raymond B. Huey promoted to western regional sales mgr., Los Angeles . . . Herbert C. Darroch, v.p., elected pres. & director of Moffats Ltd., Avco's Canadian subsidiary for Crosley TV-radio production, replacing Donald R. Moffat, who resigned this week after serving as exec. v.p. following sale of his interest to Avco; Cecil A. Winder promoted to v.p.-gen. mgr. of Moffats . . . J. R. Johnson promoted to Standard Coil v.p. in charge of sales & merchandising . . . Arthur F. Baldensperger Jr., Sylvania supervisor of TV-radio sales training, named Pittsburgh district sales mgr.; John D. Thuet, national radio sales mgr., named Cincinnati district sales mgr.; Peter L. Leeb, ex-Norge, named San Francisco district sales mgr.; Joseph A. Stockhausen, Buffalo district sales mgr., transferred to Cleveland . . . John MacNair Searing promoted to sales mgr. of International Resistance Co. Philadelphia plant; Walter Canfield to sales mgr., Boone, N. C. plant; Andrew J. Callanan to sales mgr., Burlington, Ia. plant . . . E. D. Treanor appointed district sales mgr. for GE tubes & components, Birmingham . . . R. H. Severance promoted to chief engineer of Magnavox's new Urbana, Ill. div. (govt. & industrial); Henry R. Boler promoted to mgr. of facilities . . . Theodore W. Buchter promoted to new post of gen. asst. to Morris Sabin, pres. of Unitronics Corp., parent of Olympic Radio & David Bogen Co.; Jack Ravdin promoted to special asst. to pres., in charge of coordinating engineering & manufacturing; Benno Bordiga promoted to manufacturing v.p., Benjamin Parzen to engineering v.p., Wm. S. Hegyi to purchasing v.p. . . . Peter G. Buttacavoli promoted to service mgr., DuMont TV receiver div., succeeding Joseph A. Hatchwell, now director of new govt. div. field service dept. . . . W. A. Hayes named eastern district mgr. of Westinghouse electronic tube div., H. G. Cheney midwest mgr., G. Sherman Pacific mgr., all reporting to J. J. Doyle, div. mgr. of re-

newal sales . . . John E. Doane transferred from Newark to Dallas as district sales mgr., CBS-Hytron . . . C. F. Weeks, Admiral regional mgr. in Los Angeles, transferred to Portland, Ore., as regional mgr. for appliances . . . Sigurd Tranmal, Stromberg-Carlson tax mgr., promoted to asst. to v.p.-controller D. G. Schuman . . . George E. Gynn promoted to asst. sales mgr., Magnecord tape recorder div. . . . Michael D. Kelly resigns as Hallicrafters marketing director . . . Edwin B. Hinck resigns as replacement sales mgr., DuMont CR tube div. . . . L. M. Daley named TV receiver marketing mgr., Canadian Marconi, Montreal . . . Irving I. Needle, ex-Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix), named asst. sales mgr. of Pilot Radio, replacing Norman Sanders, now with Harman-Kardon Inc. . . . Joseph P. Rice, ex-Mark Simpson Mfg. Co., appointed chief engineer of Fanon Electric (phonos) . . . Frank Newman, ex-DuMont adv. & promotion mgr., named merchandising mgr., Arrow Metal Products Corp., Haskell, N. J.

Mrs. Frank M. Folsom, 58, wife of the RCA president, died of a heart attack Oct. 4 at their N. Y. home. Folsom was with his wife when she was stricken. Born Gladys Jordan in San Francisco, she was married to Folsom Aug. 5, 1917. She was active in Catholic charities in N. Y., particularly in Little Sisters of the Poor and Lots for Little, as well as in N. Y. Foundlings Hospital. In addition to her husband, she is survived by a son, Fred E. Folsom, Chicago; 3 daughters, Mrs. Edward L. Leslie Jr. of Scarsdale, N. Y., Mrs. Robert M. Macrae of Toronto, Mrs. Wm. H. Cook of West Palm Beach, Fla.; a brother, P. W. Jordan, San Francisco. Pontifical requiem mass will be celebrated Oct. 8 at St. Vincent Ferrer Church, N. Y., with burial in Gate of Heaven Cemetery, Hawthorne, N. Y.

Harry N. Spector, 57, v.p.-treas. of D&H Distributing Co., RCA distributor in Baltimore and Harrisburg, Pa., died Oct. 1 in Harrisburg. Survivors are his widow, son, daughter, 3 sisters, 2 grandchildren.

Gordon G. Hoit, exec. v.p. of Stromberg-Carlson, receives one of 4 Distinguished Service Awards from American Management Assn., for his "service to the profession of management" as v.p. of finance div. since 1954; other 3 recipients were not in TV-radio-electronics industry.

Topics & Trends of TV Trade: Spread of factory servicing some by TV-radio-appliance manufacturers continues to arouse resentment and angry words from servicemen and dealers—but it remained for NARDA this week to do something about it. While making clear its opposition to “captive” service, NARDA disclosed plans for series of regional clinics for technicians and servicemen, working with local service groups, in effort to improve quality of their work and to impress on set owners their qualifications to handle servicing, rather than factory branches. First clinic will be in Detroit, Nov. 11-12.

NARDA managing director A. W. Bernsohn noted that two-thirds of NARDA members handle their own servicing and thus have most at stake in drive to halt “the abrupt expansion of central servicing.” He said that NARDA will attempt to line up “the best industry speakers possible” to discuss all phases of servicing.

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Philco has appointed BBDO to handle advertising for all consumer products, effective Jan. 1, signaling start of “the most extensive advertising and promotional activity” in Philco history, announced pres. James M. Skinner Jr. To take on Philco, BBDO will be forced to relinquish Zenith account—and MacFarland, Aveyard & Co., Chicago, now handling Zenith hearing aids, was reported most likely to get it. Hutchins Adv., which had handled Philco for 21 years, will continue only with Philco service and national telephone directory accounts from its Rochester, N. Y. office, and with all Philco of Canada operations.

NARDA's 1957 Home Appliance Blue Book, containing trade-in values on all major white goods, will be published in first week of Nov., single copies available for \$7.50 from National Appliance Trade-In Guide Co., 2105 Sherman Ave., Madison, Wis., with quantity discounts.

Financial & Trade Notes: Magnavox's pattern of 10-year growth is detailed in company's annual report comparing its position at end of 1946 fiscal year (Feb. 28) and end of last fiscal year June 30, 1956. Net income rose from \$430,748 (51¢) in fiscal 1946 to \$3,100,442 (\$3.54) in last fiscal year; net sales from \$16,801,546 to \$70,529,646; net worth from \$2,217,775 to \$20,419,040; working capital from \$2,091,898 to \$15,532,532.

Dividends of \$1.50 per share have been paid in last 5 years on common, \$1.20 average for last 10 years; in addition, 5 stock dividends have been paid in last 10 years. On Feb. 28, 1946, Magnavox occupied 260,000-sq. ft. of manufacturing & research facilities; currently it has 1,120,000-sq. ft.

Proxy notice for annual meeting Oct. 31 also revealed these compensations to key executives in last fiscal year: R. A. O'Connor, chairman, \$65,000; Frank Freimann, pres., \$75,000; Leonard F. Cramer, v.p.-gen. mgr. of TV-radio-phono div., \$50,000; Gerard M. Ungaro, v.p.-secy. & gen. counsel, \$40,000.

* * * *

WPFH Broadcasting Co., licensee of WPFH, Wilmington, Del. (Ch. 12) and radio WIBG in Philadelphia, reports a net loss of \$72,155 on net income of \$725,753 in first 6 months of 1956. TV operations resulted in loss of \$146,068, partially offset by profit of \$68,170 on radio, \$5742 on operations of subsidiary National Wired Music Inc. For quarter ended June 30, combined net loss was \$57,858. Figures were issued by station which is now partly publicly owned, having filed registration with SEC May 25 (Vol. 12:21). Registration included 1,243,404 shares of \$1 Class A common, 1,953,721 shares of \$1 Class B common and \$80,125 of 5% subordinated income debentures due 1960.

DISTRIBUTOR NOTES: Victor H. Meyer Distributing Corp., N. Y., Sylvania's wholly owned subsidiary, appoints Forrest W. Price as pres., succeeding Robert L. Shaw, now national sales mgr. of Sylvania TV-radio div.; Price is ex-director of branch operations for now-discontinued CBS-Columbia . . . Sylvania forming own Buffalo-Rochester factory branch, to be known as Buffalo branch of Sylvania Sales Corp. (Lester F. Hopkins, branch mgr.), replacing Cladco Distributors Inc., which will continue with Norge appliances; Sylvania also appoints Cook Appliances Inc., Minneapolis, replacing Sterling Electric Co. . . . Hotpoint Appliance Sales Co., Fresno, takes over Hotpoint TV & appliances from local GE Supply Co. branch, which continues with GE traffic appliances; Jerry Wimmer, mgr. of Gesco branch, named mgr. of Hasco branch . . . Magnavox appoints Federated Distributing Corp., 1414 S. West St., Indianapolis (M. G. Biesecker, pres.) as manufacturer's rep for Spartan line, being merchandised direct-to-dealers . . . Olympic Radio appoints Appliances Inc., Atlanta (Wm. H. Martin, pres.) . . . DuMont appoints Horn & Cox, Los Angeles, for radios only . . . Stuart F. Loucheim Co., Philadelphia (Zenith) appoints M. A. Becker, ex-Simon Distributing Corp., Washington, as controller; Simon has gone out of business, relinquishing Zenith franchise to Jos. M. Zamoiski Co. . . . Hotpoint Appliance Sales Co., Chicago, names John M. Coppinger, ex-GE, as adv. mgr., replacing R. L. Hoffman, resigned . . . Electrical Distributors Ltd., Honolulu (Motorola) appoints George Geoffroy as director of wholesale sales . . . Admiral appoints Major Appliance Co., Lansing (M. F. Cotes, pres.).

Columbia Records increased prices this week from \$4.98 to \$5.98 on its albums using original show casts—but other leading manufacturers said they did not intend to follow suit.

ELECTRONICS PERSONALS: Dr. Lloyd P. Smith, v.p. of Avco and pres. of its research & advanced development div., and Dr. Arthur R. Kantrowitz, v.p. & director of research lab, elected Avco directors . . . Dr. James F. Battey named gen. mgr., Allen J. Dusault gen. sales mgr., Clevite Transistor Products; Dr. Roland B. Holt resigns as pres., Edmour F. Giguere as sales v.p. . . . Joseph Kleiman named v.p.-gen. mgr., Lawrence J. Levine engineering v.p., Belock Instrument Corp.; Mrs. Helen Neuschaefer resigns as v.p. & director . . . Samuel H. Fishbein, ex-American Machine & Foundry, named mgr. of new Boston field contact & engineering office, DuMont govt. sales dept. . . . Marshall P. Wilder, ex-Superior Tube Co., joins DuMont tube research div. as staff engineer in charge of storage tube development . . . Eric Sullavan, mgr. of Pye Canada scientific instruments div., named mgr. of new Ottawa branch (78 Bank St.) . . . L. Irvine placed in charge of Canadian Admiral's new electronics div., for research & production of non-consumer electronic products . . . E. Finley Carter, ex-Sylvania v.p. & technical director, promoted to director & chief executive officer of Stanford Research Institute . . . Raymond D. Griffiths promoted to technical liaison mgr., Sylvania electronic labs, Waltham, Mass.

Magnecord Inc. has established new div., Magne Matic, to specialize in development and production of magnetic tape recording equipment for industry, particularly in fields of automation and advanced instrumentation. Magnecord recently purchased all designs of A-V Manufacturing Corp., with A-V pres. Charles Rynd retained as consultant on new industrial equipment. Also this week, Magnecord appointed Rocke International Corp., N. Y., with branches in 69 countries, to handle its export sales (except in Canada and Mexico, which are covered by Magnecord subsidiaries).

ASCAP-BMI recriminations continued bitterly this week in aftermath of Celler anti-trust subcommittee's New York hearings. Rep. Celler himself, appearing Sept. 30 on *Between the Lines* panel show on New York's WABD, made his strongest statement yet on the subject when he said flatly that the networks "must sever all relationships" with BMI, and, at another point, that "the remedy finally is divestiture." All other panelists, plus moderator Lester L. Wolff, joined in attack on BMI—only subject discussed, though topic ostensibly was "broadcasting investigations." Other panelists were composers Arthur Schwartz & Oscar Hammerstein II and New York Herald Tribune Syndicate columnist John Crosby. A prominent TV station operator, meanwhile, took sharp issue with recent Crosby column repeating Billy Rose's charges against BMI. Pres. Lawrence H. (Bud) Rogers II of WSAZ-TV & WSAZ, Huntington, W. Va., wrote letter to Crosby pointing out that 90% of his station's general entertainment music is selected from ASCAP catalog, adding that any investigation of music licensing should include question of why fees "border on extortion." He said WSAZ-TV will pay about \$4000 for use of music in Sept., averaging "\$18.75 for every piece of music used on the station." Both music licensing organizations, he said, "have the greatest built-in gravy train the world has ever seen—all riding on the fantastic ability of TV to move goods with or without music."

Week-long demonstrations of DuMont Electronicam live-film camera system as aid to Hollywood moviemaking drew favorable comments from TV & theatrical film producers, with TV film makers expressing greater enthusiasm for the process than the generally more hidebound movie makers. Using the 35mm Mitchell camera and image orthicon system, DuMont claims as much as 30% savings in below-the-line production costs.

Election night TV coverage will feature electronic computers again this year—with Underwood Corp.'s new "Elecom 125" rising to challenge Remington Rand's Univac. ABC-TV will feature Elecom, which "will type its own forecast about every half-hour on a special typewriter before the ABC-TV cameras." Note: Election returns on DuMont's WABD will be sponsored by *New York Herald Tribune*—8-hour live pickup from newspaper's city room and mechanical departments, featuring not only election returns but behind-the-scenes views of a big newspaper covering election.

GOP TV gimmicks: President Eisenhower plans political telecast later this month, using split-screen techniques, enabling him to answer questions of a succession of "little people" in TV studios all over country. Using similar, but more simplified technique, Vice President Nixon Oct. 4 held what he called "world's first transcontinental press conference" on NBC-TV. While Nixon appeared on screen, newsmen in 8 cities fired questions at him via telephone hookup.

"Surprise" birthday party for President Eisenhower has been scheduled on CBS-TV for Sat., Oct. 13, 10-10:30 p.m., the time being purchased by National "Ike" Day Committee. Originations in Washington and Hollywood will feature show business celebrities, with James Stewart master of ceremonies.

Shying from touchy political overtones, CBS removed David Orrick from role of U. S. president in *Playhouse 90* drama Oct. 5, because someone remarked, earlier same day, that Orrick's voice sounded like Adlai Stevenson's. Another actor read lines; camera gave no shots of him.

TV-radio coverage of political conventions reached more than 8 out of every 10 American homes, A. C. Nielsen Co. reported this week. Grand totals were 40,900,000 homes for Democratic convention, 39,500,000 for Republicans.

Four applications for TV stations and one for translator station were filed this week with FCC, bringing total pending to 133 for stations (29 uhf) and 19 for translators. Weck's applications: (1) San Francisco, Ch. 26, by Alex Rosenman, Eliot Hyman & David M. Harris, who also are applicants for uhf stations in Detroit & St. Louis. (2) Des Moines, Ch. 11 (educational), by local Independent School District. (3) Monahans, Tex., Ch. 9, by banker J. Conrad Dunnigan, pres. of KMID-TV, Midland, and drug store owners K. E. Burrows & D. W. Bozeman Jr. (4) Reno, Nev., Ch. 4 (already granted to KAKJ), by Charles E. Halstead Jr. Translator application is for Parker, Ariz., Ch. 70, by local Chamber of Commerce. [For details, see *TV Addenda 23-M* herewith.]

Recommendations on allocations were submitted by several consulting engineers, who filed on their own for Oct. 1 deadline in FCC's inquiry about all-uhf shift. A. Earl Cullum suggested Commission again explore exchange of channels with military before making any decision. He also submitted plan for predicting service areas by applying figures taking into account 4 kinds of terrain—very smooth, smooth, rolling, rough. Robert L. Hammett also urged another study of whole spectrum, including military, and suggested reexamination of bandwidth and standards. Raymond Wilmot again advocated "Poly-casting"—use of several low-powered transmitters by each licensee, in lieu of one high-powered.

WTOM-TV, Lansing, Mich. (Ch. 54), now in hands of receiver John L. Mayer, appointed by county circuit court, is being sold, reports gen. mgr. L. G. Christian. Buyer is unidentified local businessman with extensive real estate holdings in Lansing, northern Mich. and Fla. He plans to emphasize local live programming. Station was founded by John C. Pomeroy family in Aug. 1953, was taken over by Inland TV Co. in fall of 1954.

Joint antenna tower for Philadelphia's WFIL-TV & WRCV-TV was proposed by stations' owners Triangle Publications & NBC, in applications filed with FCC this week. Antennas would be stacked, one atop the other, on 1000-ft. guyed tower near WFIL-TV's present antenna site, WFIL-TV using its present transmitter building and WRCV-TV installing new facilities.

NARTB's group life insurance plan for broadcasting industry employees, through Metropolitan Life, was put into effect Oct. 1. All NARTB member stations and associate members are eligible to participate except those in Texas and Ohio, where state insurance laws prevent participation in group plans.

"World's tallest TV tower"—1800 ft.—is under construction in Soviet capital, Moscow radio reported this week. Tallest TV tower currently is KWTV's 1572-ft. structure at Oklahoma City, though Louisville's WHAS-TV is seeking approval for 2000-ft. and Selma, Ala. grantee WSLA-TV hopes to build 1993-ft. tower.

Significance of newspapers to readers is subject of 32-p. *People Speak Their Inner Minds About Newspapers*, published by ANPA's Bureau of Advertising, 570 Lexington Ave., N. Y. Based on a "motivation research study," report summarizes readers' reactions to editorial and advertising matter.

Hard and soft sell begin at home—and BBDO this week launched internal campaign to encourage its 2100 employees to patronize products of clients, inserting humorous "gentle reminders" in pay envelopes that more business for clients means more income for agency and its employees.

Theatre-size TV projection system, delivered recently to CBS N. Y. studios by GPL, was featured in Oct. 2 premiere of *Herb Shriner Show*, when Shriner stood beside big projected picture of guest Red Skelton, who was televised live from Hollywood.

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SUMMARY-INDEX OF THE WEEK'S NEWS — October 13, 1956

NETWORK AFFILIATION PACTS being analyzed by Celler subcommittee for inclusion in hearing record; variations in CBS compensation summarized (pp. 1 & 6).

WHITNEY'S \$10,000,000 PURCHASE of Indiana stations approved by FCC. Crowell-Collier and Westinghouse purchase applications filed (pp. 1 & 4).

FIRST FILM NETWORK begins programming, riding crest of wave of station & viewer enthusiasm for good movies; sparses, new films reported in sight (p. 2).

VIDEOTOWN SURVEY finds TV viewing at plateau this year, reports trends in reading, movie-going, set sales, attitudes toward color, etc. (p. 3).

NBC's FIRST UHF STATION dedicated in Buffalo, as pres. Robert Sarnoff calls it "symbol of faith in uhf," pledges to make it "model operation" (p. 6).

ALLOCATIONS ODDS-&-ENDS being cleared up by FCC, but complexities of big deintermixture cases may force change of Nov. 15 comment deadline (p. 7).

110-DEGREE TUBES being made available to industry, but set makers see no need to rush with new receivers while TV sales stay high (pp. 10 & 11).

ELECTRONICS, 9th LARGEST INDUSTRY, officially sized up by RETMA as \$9.7 billion giant in 1955, due to double its size in next 10 years (p. 13).

"COLOR TV FAIR," RCA mobile unit, to tour stores, starts in Philadelphia Oct. 15. Allied Stores caravans underway, itinerary outlined (p. 9).

YEAR'S 40th NEW STATION starts, WAGM-TV, Preque Isle, Me. taking over Ch. 8 from Armed Forces AFL-TV. Philadelphia uhf educational due (p. 8).

EUROPEAN TV TO EXPAND into uhf band, with Italy & West Germany planning action soon; international meeting fails to agree on all-Europe caravans system (p. 8).

NEW RECORDS IN BILLINGS achieved by all 3 TV networks in Aug., 40.7% gain over Aug. 1955. Eight months' total hits \$314,945,801, up 22.3% (p. 14).

CELLER ANALYZES AFFILIATION CONTRACTS: Detailed analysis of terms of each network's agreements with each of its affiliates will form an important appendix to printed record of Celler anti-trust subcommittee's TV hearings.

Each network will be subject of separate analysis, comparing terms negotiated with each of its affiliates -- based on hitherto sacrosanct affiliation agreements, kept only in confidential files of FCC and the networks.

First analysis, of CBS agreements, has been completed by staff, which is now sifting through NBC & ABC pacts. The CBS comparison indicates that about 50 of its primary affiliates have signed a "standard contract" with no significant modifications. Then, point-by-point, the cases of deviation from standard contract form are analyzed -- variations in rate of compensation, in free time, in termination and renewal clauses, provisions relating to cable-microwave charges, etc.

We have summarized on p. 6 the differences in compensation rates to CBS-TV affiliates, on basis of Celler staff compilation. Needless to say, these variations don't tell whole story. As network presidents pointed out at recent N.Y. hearings, many factors are responsible for differences in network compensation to its affiliates -- unusual cable charges, payment of cable charges by station, strong bargaining power of affiliate, etc. Similar summaries of ABC & NBC primary agreements will be reported when compiled by subcommittee.

WHITNEY PURCHASE APPROVED, OTHERS FILED: Big names figured in this week's station sale activity: (1) Crowell-Collier's filing of application for the approximately \$16,000,000 purchase of Consolidated TV & Radio Broadcasters Inc. (Bitner) 3 TV & 4 radio stations. (2) FCC's approval of J.H. Whitney firm's \$10,000,000 acquisition of WISH-TV, Indianapolis (Ch. 8) and WINT, Ft. Wayne (Ch. 15) with their radio adjuncts. (3) Westinghouse's filing for approval of approximately \$5,300,000 purchase of radio WIND, Chicago. (4) Henry J. Kaiser's filing of application for new Ch. 13 station in Honolulu.

Collier's financing took a little doing, perusal of application shows. It

includes, among other things, sale of its Springfield, O. plant to huge Webb & Knapp real estate organization for \$5,000,000, leasing it back at \$750,000 annually. On other hand, Whitney financing is mostly straight bank loans. (For financial details of this week's activity, see p. 4.)

* * * *

The Indiana purchases give Whitney ownership of 4 TV stations, 2 AMs -- the other TVs being KOTV, Tulsa (Ch. 8) and KGUL-TV, Galveston-Houston (Ch. 11), both also acquired by purchases.

FCC action was by 5 commissioners -- McConnaughey absent, Hyde abstaining. Comr. Bartley was sole dissenter, calling for "further exploration." "It appears," he said, "that the primary purpose of [Whitney] is to diversify its corporate activities, which are already widespread, and to expand into so-called 'growth industries.' Of late, this trend toward 'diversification' by major corporate interests seems to be increasing and the broadcast and electronics industries have apparently attracted those seeking profitable investment opportunities. The development and implementation of such a trend could have profound effects on our present competitive broadcast structure, extending to network affiliation, national spot advertising and even local advertising."

Bartley also said he's concerned about possible "trafficking" in licenses because sellers bought WINT last July 17 and are selling at a profit.

Hyde didn't announce why he abstained from voting. It's understood he was in favor of approval but objected to fact majority declined to give its reasons for approval. Majority saw no need for it. Hyde is said to believe Whitney's station holdings, which are well within current ceiling of 7 TVs & 7 radios, shouldn't give Commission any worry about concentration of ownership. However, he's strongly set against lifting ceiling. Commission had been considering easing multiple-ownership rules but decided to shelve project until January.

FILM NETWORK STARTS; FEATURES 'HOT': Amid mounting indications that good movies will constitute this season's only significant programming innovation, the rapidly-expanding film distributor National Telefilm Associates next week will become first organization ever to get a "film network" off the ground.

How far off the ground, and how long it will stay off the ground, remain to be proved to hard-to-convince industryites, who have seen more than half-dozen film networks come and go before the first telecast. But the fact remains that next week NTA Film Network begins supplying one first-run movie a week to 108 outlets.

Film network had a hectic week: It failed to get the feature product it wanted (but has hopes of concluding deal in week or so); it failed to get sponsor, or sponsors, at the outset (but hints of "imminent" announcement); it may even be in warm (not hot) water with FCC over wording of its affiliation agreements (but is willing to revise them if Commission thinks there's doubt of their legality).

Though NTA has inside track on new batch of 156 20th Century-Fox features for showing on its film network -- having offered \$12,000,000 plus split in gross -- 20th's board still must mull the offer, which it calls "best yet." And NTA couldn't sell sponsor until it had product to dipslay.

As a stopgap, it bought Rainbow Productions from Paramount Pictures -- first feature sale by that movie giant -- concluding deal at week's end. It plunked down \$775,000 for outright ownership of 4 features, Western Hemisphere rights to two others. So next week's show on NTA Network's 108 affiliates -- programmed at different hours by different stations -- will be "Good Sam" (Gary Cooper-Ann Sheridan) -- and the following 2 weeks probably will see W. Somerset Maugham's "Trio" and "Encore." After that, NTA hopes to have movies from 20th-Fox.

Also involved in Rainbow purchase was one of top-grossing theatrical films -- "Bells of St. Mary's" (Bing Crosby-Ingrid Bergman), which NTA plans to reissue to theatres before offering to TV -- plus 2 Max Fleischer full-length color cartoons, "Gulliver's Travels" and "Mr. Bug Goes to Town," which probably will be re-served for sale to TV in special color film package.

As to its possible FCC difficulties, NTA has asked for conference with the Commission Staff on questions raised by its affiliate KGEO-TV, Enid, Okla., as to

legality of affiliation agreement (Vol. 12:38-39). While expressing belief that contract conforms to rules, NTA wrote Commission: "If any question exists as to the right of any given licensee to enter into the contract, [we stand] ready to cooperate in any feasible plan to remove such questions so that the important task of providing new and healthy competition to the major networks without artificial deterrence may go forward..."

* * * *

NTA's confidence in feature film network plan is doubtless bolstered by its record in selling its 52-film 20th Century-Fox package to 125 stations for total of \$3,500,000, and the other mounting indications that stations and viewers are enthusiastic about good movies as top program fare. This week's reports:

(1) Newark-New York's WATV, which almost consistently ranks 7th in ratings among the 7 metropolitan area stations, this week started its continuous-performance showings of 20th Century-Fox features and pulled its ranking up to third in the hot 7-8 p.m. Monday rivalry, fourth 8-9 p.m., third 10-11 p.m. & 11-midnight.

(2) Anticipated popularity of features caused Westinghouse's KDKA-TV, Pittsburgh, to cancel all afternoon local shows beginning Nov. 12, to make room for RKO films. Denver's KTVR, now 25% owned by MGM, dropped all live shows for movies.

(3) Matty Fox's C&C TV, which owns 742-feature RKO backlog, is now itching to release its 74 post-1948 films, and he's negotiating independently with unions for payment formula. If Fox runs true to form, he may well be first with new films.

(4) TV holdout Paramount, softened by its Rainbow Productions sale to NTA, is now seriously considering TV offers for entire backlog, will decide soon.

VIDEOTOWN SURVEY FINDS TV 'PLATEAU': "In this 9th year, TV has reached a plateau." That sums up latest annual "Videotown" survey, Cunningham & Walsh's authoritative & exhaustive study of New Brunswick, N.J. (pop. 40,000). For first time in 9 years, report states, actual viewing has slipped. Actual viewers per day averaged 26,485 vs. 28,278 in 1955, with total hours per week running 450,241 vs. 505,437 in 1955. Here are survey's principal findings:

(1) Viewing. Most of drop occurred in weekday evening viewing, which apparently reached plateau in 1953. Morning viewing has held steady, and afternoon watching has dropped slightly. Early TV fans are still most ardent viewers, individuals who had sets before 1954 watching about 12 hours & 15 min. during 1956 weekday evenings vs. 10 hours & 10 min. for newer owners.

(2) Entertaining & visiting. Slight increase was reported -- 12% engaging in such activities vs. 10% in 1954-55.

(3) Movie-going. Picked up during 1953-55 (though still less than 2/3 pre-TV level), but dropped again in 1956 -- though researchers say there may have been an increase since survey was made in spring.

(4) Magazine reading. Though there was 53% drop first year TV set came into average home, increases were reported from 1953 on -- until this year, when it slipped back to less than 1955, to about 25% above 1954 level. Loss was among the housewives, because men actually increased reading.

(5) Newspaper reading. Never hurt by TV, it has shown only slight fluctuations through the TV years.

(6) Radio listening. Hit badly with advent of TV, it has come back steadily. In average home, some 60% of people listened on weekday evenings before TV, only 5% in first year after TV was installed. But listening rose to 8% in 1952, 9% in 1953, 10% in 1954 & 1955, 12% in 1956. Afternoon listening has shown a gradual increase, while morning listening -- never much affected by TV -- increased until this year when there was slight drop.

(7) Set sales. Purchases were 2777 in 1950 but dropped to 1555 in 1953, rose unexpectedly to 1793 in 1954, slipped to 1477 in 1955. With saturation rising rapidly, only 40% of sales were to new TV homes in 1955.

Estimates of total sales in 1956 run 1380 to 1487, with replacements to run between 821 & 901. Multiple-set homes totaled only 1% in 1951, now run 8.7%.

Some 3/5 of sales in 1955 were consoles, 1/3 table models, 2% combinations, 2% portables. Top 5 brands accounted for 50% of 1955-56 sales, top 10 for 77%.

Average set is 4 years old, repaired every 11-12 months at average cost of \$7.17. Pre-1954 set repairs average \$7.75. Only 2% have service contracts, compared with 12% last year. Only 18% have had picture tube replaced; of those purchased in 1953 or earlier, 25% have new picture tube.

Of all sets in use, 10-in. or smaller comprise 13%; 12-in. 10%; 15-16-in. 10%; 17-19-in. 30%; 20-in. or over 47%.

(8) Color. Some 23% had seen color in 1956 -- vs. 17% in 1955, 8% in 1954. About 2/5 were favorably impressed, other 3/5 not. About half those interviewed said they'd like to own color sets, and median "fair price" mentioned was \$363. Two of homes visited had color sets. Special canvass of dealers in April showed 18 color sets in area, 7 of them in bars.

* * * *

First findings on NBC-BBDO's "ColorTown" survey were released this week. Sponsors say it's too early to discern many details, but they report these trends:

Color shows get double the audience they do in homes with black-&-white sets -- and "color owners will watch a program when it is in color even though they do not care much for that same program when it is only in black-&-white."

"Total recall" of commercials is more than doubled, and viewers consider color commercials superior to black-&-white. "Color more than doubles the number of viewers who report they are 'more inclined to buy this product' after seeing the commercial." Color set owners earn more, are more influential in their community, participate in more civic activities, etc. Complete report is due at year's end.

CROWELL-COLLIER drew on variety of sources to finance its \$16,000,000 purchase of Bitner properties (p. 1)—WFBM-TV, Indianapolis, (Ch. 6) & WFBM; WTCN-TV, Minneapolis (Ch. 11) & WTCN; WOOD-TV, Grand Rapids (Ch. 8) & WOOD; radio WFDF, Flint.

It gets \$5,000,000 from Webb & Knapp for its Springfield, O. printing plant, leasing it for \$750,000 annually, holding option to buy it back after 5 years for \$7,500,000.

From group headed by investment consultant Eliot Janeway, loan of \$6,000,000 is to be obtained—details to be filed with FCC later. Janeway group includes Henry Crown family, owners of Empire State Bldg., among other properties, and Nate Dolin, Cleveland Indians v.p.

New Collier Broadcasting Co. is offering \$20 a share (\$19.50 net after 50¢ commission) for the 607,200 shares outstanding. Bitner family, which holds 340,285 shares (56%), is taking cash and 8-year 5% notes. H. M. Bitner Sr. will get \$467,250 cash at closing, take \$2,569,875 in notes, for his 155,750 shares; his wife Evelyn H. Bitner \$168,750 cash, \$1,027,125 notes, for 62,250 shares; son H. M. Bitner Jr. and daughter Evelyn H. Pearson each \$60,090 cash, \$330,495 notes, for 20,030 shares. Son & daughter have, in addition, total of 82,225 shares for which they may obtain cash (at \$19.50 net), as can the public stockholders.

H. M. Bitner Sr. has been asked to serve on boards of both parent and subsidiary corporations, younger Bitner to continue as president of Collier Broadcasting Co., secy-treas. Melvin C. Green to become treas. & asst. secy. of new licensee.

July 31 balance sheets for the stations, no breakdown between TV & radio, are as follows: WFBM-TV & WFBM, \$296,759 profit for year, earned surplus of \$2,581,369; WOOD-TV & WOOD, \$359,518 profit, \$1,097,565 surplus; WTCN-TV & WTCN, \$110,876 loss, deficit of \$475,666 as of Nov. 30, 1955; WFDF, \$109 loss, \$214,009 surplus.

* * * *

The Whitney purchases were financed with \$2,500,000 loan at 4% for 3 years from First National City Bank of

N. Y.; \$5,000,000 loan at 4 1/2% for 5 years from Bankers Trust Co. In addition, Whitney firm advances \$1,000,000 to its Indiana Broadcasting Corp., subscribes to 250,000 of \$1 common stock and 12,500 shares of 5% cumulative preferred at \$100.

Board will include Whitney partner C. Wrede Petersmeyer, pres., and 3 other Whitney partners, along with seller Bruce McConnell (who held 54.74%), son Robert B. McConnell who continues as gen. mgr., engineering v.p. Stokes Gresham Jr. and Frank E. McKinney, former chairman of Democratic National Committee who held 10%.

Westinghouse's purchase of WIND, Chicago, is for 91,755 shares of Westinghouse stock—worth about \$5,300,000 when deal was made Aug. 24, about \$4,770,000 now.

Application discloses that Westinghouse Broadcasting Co. had 1955 net income after taxes of \$3,139,381 vs. \$1,638,743 in 1954. It had broadcast revenues of \$22,095,-810 in 1955, net income of \$6,546,381 before federal taxes. The 1954 broadcast revenues were \$13,938,428, net before taxes \$3,393,743. WIND balance sheet dated Aug. 31, 1956 shows \$1,111,298 surplus. Of total \$2,024,223 assets, \$364,199 was cash, \$219,422 accounts receivable. Station is known to make about \$1,500,000 annually on gross of nearly \$3,000,000.

Industrialist Henry J. Kaiser's Ch. 13 Honolulu application is his first foray into TV. He's pres. & 75% owner of applicant Kaiser Hawaiian Village TV Inc.; Hal Lewis, local time salesman & announcer, holds 25%. They're 50-50 partners in recent Honolulu AM application. Application says no live programs are planned initially, though station will carry color film as well as monochrome. It said live facilities will be added "as soon as economically feasible."

Louis R. Draughon's purchase of 1/3 of WSIX-TV, Nashville (Ch. 8) with WSIX, giving him 2/3 control, was approved this week by FCC. He's buying out W. H. Criswell, paying \$50,000 cash and \$200,000 by note (Vol. 12:38).

Personal Notes: Alan W. Livingston, pres. of NBC subsidiary California National Productions (formerly Kagran Corp.) and former exec. v.p. of Capitol Records, named head of NBC-TV programs originating from Pacific div., is slated to become v.p. at next board meeting Nov. 2; husband of actress Betty Hutton, he replaces Frederic W. Wile Jr., resigned . . . Lew Arnold, from Paramount N. Y. office, named gen. mgr. of KTLA, Los Angeles, succeeding late Klaus Landsberg; Henry Flynn, ex-gen. mgr. of CBS Radio Spot Sales, N. Y., named asst. gen. mgr. of KTLA; Robert Mohr promoted to gen. sales mgr. . . . Vincent Francis named ABC-TV western div. sales mgr., San Francisco; Harry Woodworth named western sales mgr. for radio, Hollywood . . . Ed L. Teer promoted to station mgr. of KAVE-TV, Carlsbad, N. M., reporting to gen. mgr. John Battison . . . Don Bishop, publicity director of WRCA-TV & WRCA, N. Y., promoted to new position of publicity & community services director of all NBC owned stations & NBC Spot Sales . . . Ben Wolfe, engineering director of WAAM, Baltimore, elected a v.p. . . . Paul Huhndorff promoted to operations mgr., KPRC-TV, Houston, replacing Bert Mitchell, resigned . . . Adolph N. Hult, ex-MBS, named Screen Gems sales development director; Pierre Marquis promoted to director of sales planning . . . Claude Barrere resigns as BMI's eastern TV director to become exec. director of Radio & TV Executives Society . . . Paul Dobin, of Cohn & Marks law firm, named chairman of communications committee, administrative law section, American Bar Assn. . . . Wm. R. Wyatt, Nielsen v.p. & central div. mgr. for local broadcast measurement services, heads new Nielsen office at 360 N. Michigan Ave., Chicago, assisted by Bernard T. Wilson and Elliott H. Johnson; Nielsen national headquarters remains 2101 Howard St., Chicago . . . Robert C. Miller, ex-KCRG-TV Cedar Rapids, Ia., named midwest sales mgr. of CBS Radio Spot Sales, Chicago . . . Leslie C. Johnson, WHBF-TV & WHBF, Rock Island, Ill., reappointed chairman of NARTB employer-employee relations committee; Worth Kramer, WJR, Detroit, named chairman of radio standards of practice committee, succeeding Walter Wagstaff, KGW-TV, Portland, Ore.; Grover C. Cobb, KVGB, Great Bend, Kans., reappointed chairman of AM radio committee, E. K. Hartenbower, KCMO-TV & KCMO, Kansas City, chairman of radio research committee . . . Lillian Eisenberg named press & public relations mgr., American Research Bureau . . . Milton Burgh, ex-NBC, resigns as Mutual news director . . . Franklyn Farnum, v.p. of Screen Actors Guild, elected pres., succeeding late Richard H. Gordon . . . Thad H. Brown Jr., NARTB's v.p. for TV, recuperating at home from attack of

glandular fever, which caused him to miss regional meeting in Washington Oct. 11-12 . . . John G. Ponic, ex-ABC, named western mgr. of *Cosmopolitan Magazine*, Chicago . . . George Tompkins, ex-Lennen & Newell, and Charles Green, ex-Doyle Dane Bernbach, form Signal Productions, 5 E. 51st St., N. Y., for TV film commercials.

New officers of SMPTE: Barton Kreuzer, RCA, pres.; Norwood L. Simmons, Eastman Kodak, exec. v.p.; Glenn E. Matthews, Eastman, editorial v.p.; G. Carleton Hunt, General Film Labs, convention v.p.; Wilton R. Holm, DuPont, secy. Other officers were elected for 2-year terms last year. These new members were elected to board of governors: Gerald G. Graham, National Film Board of Canada; Howard A. Chinn, CBS; W. Wallace Lozier, National Carbon; James L. Wassell, Bell & Howell; Ub Iwerks, Walt Disney Productions; Edwin W. Templin, Westrex.

Edward R. Murrow resigned this week as a CBS director because he felt it "inappropriate" to serve on board while his current negotiations with CBS on new long-term TV-radio contract are in progress. Murrow, who joined CBS in 1935, served as a v.p. in 1946-47 and as a director since 1949, received \$316,076 last year—more than was paid CBS Inc. pres. Frank Stanton or chairman Wm. S. Paley. He refused to divulge terms of proposed new contract, but speculation was that it would gross him nearly \$500,000 a year.

Robert E. Kintner was reported to have submitted his resignation as ABC pres. this week—but ABC spokesmen denied the rumor, printed originally by *N. Y. Journal-American* TV columnist Jack O'Brien, and subsequently picked up by International News Service. Said ABC spokesman: "Mr. Kintner is still president of ABC, period." Kintner was unavailable for comment—and speculation continued to reverberate despite denials.

Wm. E. Steers, exec. v.p. of Doherty, Clifford, Steers & Shenfield, elected pres., succeeding Donald K. Clifford, who moves up to chairman.

Mrs. Robert T. Bartley, wife of the FCC commissioner, recuperating at Emergency Hospital, Washington, following surgery last week.

Rep. J. Percy Priest (D-Tenn.), 56, chairman of House Interstate & Foreign Commerce Committee, died Oct. 12 in Nashville, 8 days after operation for duodenal ulcer. The former House majority whip was third member of House Commerce Committee—which has jurisdiction over FCC and TV-radio-communications—to die in last 5 months. Rep. Hinshaw (R-Cal.) died Aug. 5, Rep. Granahan (D-Pa.) May 25.

WLLOW, Portsmouth, Va.; WMFJ, Daytona Beach. Sellers bought station for \$40,500 last year from Guy W. Rutland (Vol. 11:53). Blackburn-Hamilton was broker. KCLO, Leavenworth, Kan. by owners of WIZZ, Streator, Ill. (interlocking with Ch. 14 grantee WKYT, Owensboro, Ky.) for \$46,500 to George B. Anderson, also owner of KLIR, Denver; KJRG, Newton, Kan.; KJSK, Columbus, Neb.

New TV resolution chart offered by RETMA features increase of wedge resolution from 600 to 800 lines, 100% rag stock paper of extreme whiteness and no gloss, very flat blacks & greys. In addition, paste-on photographic grey scales are supplied. Chart is \$4, set of 4 grey scales \$2, available from engineering dept., 11 W. 42nd St. N. Y.

New rep offices: Avery-Knodel opens Detroit office at 1446 National Bank Bldg. (Woodward 1-9607); Young Television Corp. moves Chicago office to Suite 2022 Prudential Plaza (Michigan 2-6190); Clarke Brown opens Denver office at 5350 W. 20th St. (Belmont 7-2734).

Radio station sales reported this week: KDON, Salinas, Cal. by Frank Oxarart and John D. Feldman Jr. for \$156,250 (including obligations) to co-purchasers Clark E. Fee and Glen M. Stadler, of Springfield, Ore. where Stadler operates radio KEED. Sellers acquired KDON year ago for \$115,000 from Charles B. Grant (Vol. 11:50). WAAA, Winston-Salem, by Ronald B. Woodyard and associates for \$150,000 to Robert Monroe, ex-Mutual program v.p. and Arnold Schneidman, N. Y. lawyer. Woodyard also heads WONE, Dayton, O., which holds CP for off-air WIFE (Ch. 22). Broker was Blackburn-Hamilton. WGAT, Utica, N. Y. by J. Eric Williams for \$85,000 to Maurice R. Forman's Star Bestg. Co., operator of N. Y. radios WBBF, Rochester, and WGVA, Geneva, and holder of CP for WCBF-TV, Rochester (Ch. 15). WTAM, Atlanta, Ga. (formerly WGLS) by Trinity Investment Corp., Dallas & Henry W. Lanham for \$85,000 to Harold Kay-Emil Arnold interests, also owners of WORC, Worcester, Mass.;

CBS's AGREEMENTS with its primary affiliates—as analyzed by Celler subcommittee staff (see p. 1)—mostly follow “standard contract” pattern, providing for network payment to station of 30% of gross time charges, less 150% “converted hour” deduction (5 free hours per week). Following are among major deviations in compensation to stations as noted in analysis of each contract by staff members:

Storer's WBRC-TV, Birmingham; WJW-TV, Cleveland, & WJBK-TV, Detroit: Compensation for first 5 hours weekly at 10%, next 5 hours at 20%, all over 10 hours at 37½%. WHEN-TV, Syracuse: First 5 hours, no payment; next 25 hours, 33½%; all over 30 hours, 35%. WBNS-TV, Columbus: First 5 hours, 10%; next 5 hours, 20%; next 5 hours, 10%; next 10 hours, 34%; all over 25 hours, 36%.

WTAR-TV, Norfolk: No option time; first 5 hours, 10%; next 5 hours, 20% all over 10 hours, 35%. KFMB-TV, San Diego: First 5 hours, 30%; next 10 hours, 33½%; all over 15 hours, 35%.

WBHF-TV, Rock Island, Ill. & WBEN-TV, Buffalo: First 5 hours, 10%; next 5 hours, 20%; all over 10 hours, 35%. KRLD-TV, Dallas: First 5 hours, 10%; next 5 hours, 15%; next 5 hours, 20%; all over 15 hours, 35%. KCMO-TV, Kansas City: First 5 hours, no payment; next 25 hours, 33½%; all over 30 hours, 35%.

WBTV, Charlotte, N. C.; KLZ-TV, Denver; KOIN-TV, Portland, Ore.: First 5 hours, 10%; next 5 hours, 20%; all over 10 hours, 33½%. KTBC-TV, Austin & KWTX-TV, Waco: First 5 hours, 10%; next 5 hours, 20%; next 5 hours, 30%; all over 15 hours, 33½%. WMBR-TV, Jacksonville: First 10 hours, 18%; all over 10 hours, 32½%. WTVJ, Miami: First 10 hours, 10%; all over 10, 32½%.

WKBN-TV, Youngstown; WMAR-TV, Baltimore; KENS-TV, San Antonio: First 5 hours, 10%; next 5 hours, 20%; all over 10 hours, 30%. WOW-TV, Omaha: First 5 hours, no payment; next 25 hours, 33½%; all over 30 hours, 35%. KCJB-TV, Minot & KCXB-TV, Valley City, N. D.: Straight 33½% payment.

WAGA-TV, Atlanta, & KPIX, San Francisco: Straight 33½%, less equivalent of 6 hours free time in “converted hour” deduction in lieu of standard 5 hours. WNOK-TV, Columbia, S. C.; WFMY-TV, Greensboro, N. C.; WAFB-TV, Baton Rouge: Give 6 hours free time.

Extension of “magazine concept” to cover all TV programming, with single-sponsor shows disappearing, was forecast by TV film producer Hal Roach Jr. in address this week to Radio-TV Women of Southern California. He predicted that TV would evolve “new concept of programming in which a house producer or film producer would be allocated blocks of air time for which to create programs designed to meet advertisers’ and viewers’ desires.” He compared TV producer’s future role to printed media’s editorial staff, with advertisers continuing to foot bill for increased program costs “through an extension of the multiple sponsorship structure.” He also saw TV developing form of “guaranteed audience circulation” similar to printed media, to meet advertisers’ requirement for valid cost-per-thousand yardstick. Roach gave this unique view of color’s future: “Color TV will eventually resolve to the integration of color commercials into black-&-white programs, almost exclusively. For, in the viewer’s case, ‘the show is still the thing,’ and the advertiser’s principal interest remains in color identification with his product.”

FCC rules on practice & procedure (Part 1) are being amended, were issued in form of proposed rule-making this week. Drafted with aid of Federal Communications Bar Assn., huge document is available for inspection at FCC offices.

NBC's FIRST UHF station—Buffalo's WBUF (Ch. 17) was dedicated this week as “a striking symbol of our faith in the future of uhf broadcasting,” and pres. Robert W. Sarnoff pledged to run it as “a model operation, a station performing a full measure of service to its community, and delivering a profit which will permit its expansion through the years ahead.”

Said Sarnoff in dedication statement: “Our substantial investment was not made as a token gesture to uhf. It was committed as a sound business investment designed to pay dividends.”

Oct. 11 dedication climaxed all-out promotional whoop-de-do, which included 2-day junket to Buffalo for trade press, special dedication breakfast for 150 newsmen, civic leaders and RCA-NBC executives, with actual dedicating done by NBC exec. v.p. Charles R. Denny on NBC-TV's *Today* program in special Buffalo origination, featuring Mayor Steven Pankow, who issued proclamation designating Oct. 11 as “WBUF Day.”

Immediate object of the dedication was new \$1,500,000 TV center at 2077 Elmwood Ave., marking first phase of WBUF building program, which eventually will see studio-transmitter building expanded to provide additional offices, studios and storage space. Station increased power Sept. 30 to 500-kw from new 670-ft. tower, eventually will boost to 1-megawatt or more, with height increased to 740-ft.

Much interest was centered on NBC's uhf conversion promotion program, which has kept WBUF constantly in the news in Buffalo, increasing uhf penetration from 105,000 sets at end of 1955 to 160,000—or nearly 50% conversion—by mid-1956.

Extraordinary cultural programming project is being undertaken by CBS-TV in *Odyssey*, series of weekly programs designed to dramatize highlights of man’s “journey from prehistoric caves to the frontiers of space.” With Charles Collingwood as narrator, series is scheduled Sun. 4-5 p.m. starting Jan. 6. Details of project were revealed this week at news conference and dinner in Washington in connection with observance of International Museum Week. Irving Gitlin, CBS director of public affairs, explained that each program will begin in a museum and will be devoted to a single episode in man’s development. Among programs announced: history of American music, underwater exploration off Florida Keys for wreckage of Spanish galleons still holding treasure in Inca gold, Salem witchcraft trial, diary of a “Roman G.I.” No sponsor has been signed yet.

Unprecedented last-minute cancellation of a top drama show because star didn’t show up attracted heavy attention in press this week—and mystery of Margaret Sullavan’s failure to appear for her scheduled *Studio One* show Oct. 8 wasn’t cleared up for 3 days. As 67 members of cast stood by, CBS substituted kine of old show for scheduled drama about first nun to receive pilot’s license. After several reports that Miss Sullavan was in hospital, actress issued statement that she had told producer she felt she couldn’t do justice to role, and she thought she had resigned from the cast—but “the producer apparently did not take me seriously.”

NBC's second annual “President’s Award”—to “help perpetuate high standards in radio and TV drama”—goes to Morton L. Heilig, Long Beach, N. Y. who has directed for Italian and Mexican film producers since 1949. He starts work at NBC this month.

In-school TV teaching began last week in Wilkes-Barre, Pa., using facilities of WBRE-TV (Ch. 28). Staged by board of education and using classroom TV receivers contributed by PTAs, daily sessions will feature elementary school science and music.

ALLOCATIONS ACTIVITY of FCC this week consisted mainly of trying to clean up big backlog of minor cases, but its mind is on the "big ones" involving deintermixture. Nov. 15 is still deadline for comments on the specific deintermixture proposals, but there's considerable doubt whether it can be maintained. Among other things, there are questions on engineering data regarding coverage computations of uhf vs. vhf. And there's insistent legal argument by "frozen" vhf grantees in New Orleans, Hartford, Peoria & Springfield that Commission is bound by law to unshackle them.

Commission was glad, meanwhile, when Court of Appeals this week refused to order stay of Ch. 12 CP granted to Florida-Georgia TV Co., Jacksonville. Uhf WJHP-TV (Ch. 36) had asked court to hold up construction pending consideration of appeal which charges that Jacksonville is just as good a candidate for deintermixture as the cities for which FCC has proposed it.

There was one unusual allocations proposal by Commission this week. Previously proposing to deintermix Springfield, Ill. by moving its Ch. 2 to St. Louis, replacing it with Ch. 39, this week it proposed instead to move Ch. 36 from St. Louis to Springfield as substitute for Ch. 2. Ch. 36 is now occupied by KTVI in St. Louis, but station hadn't petitioned for the move; it was done on Commission's own motion. Presumption is that taking Ch. 36 from KTVI would give it a priority on Ch. 2—if it finally winds up in St. Louis. Commission didn't propose to give Ch. 2 to KTVI, merely said "such additional proceedings which may be necessary can be instituted later."

Reason for new proposal, FCC said, is that there are a lot of sets between St. Louis & Springfield already equipped to get Ch. 36.

Allocations actions finalized this week: (1) Shift of Ch. 6 from Nashaquisa to New Bedford, Mass., permitted by new rules affecting transmitter locations. (2) Addition of Ch. 26 to Shinglehouse, Pa., Ch. 37 to Clymer, N. Y., substituting Ch. 62 for Ch. 37 in Meadville, Pa. WGR-TV, Buffalo (Ch. 2) proposes to build satellites in Shinglehouse

& Clymer. (3) Shift of Ch. 8 to Missoula, Mont., substituting Ch. 9 for Ch. 8 in Kalispell, Ch. 23 for Ch. 9 in Sandpoint, Ida. KTBK, Missoula, asked for the assignment, says it will apply.

There were 3 petitions for channel changes: (1) KSAN-TV, San Francisco (Ch. 32) asked assignment of Ch. 13 to city, substituting Ch. 6 for Ch. 13 in Stockton, educational Ch. 19 for educational Ch. 6 in Sacramento. (2) Harwell V. Shepard, Denton, Tex., sought to get city's Ch. 2 commercialized. (3) KUMA, Pendleton, Ore., requested shift of Ch. 5 from Walla Walla.

There was but one CP granted: WARL, Arlington, Va. getting Ch. 20, relinquished by radio WGMS, Washington.

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The clock figured prominently in FCC activities this week. Radio WRLD, Lanett, Ala., had protested AM grant to Confederate Radio Co., West Point. FCC dismissed protest, saying it was filed too late, and protestant appealed to courts. On deadline day for filing, WRLD's attorney got to Commission shortly before 5 p.m. closing, assembled his documents there and filed at 5:20. "Too late," FCC said. Judges Miller, Fahy & Burger ruled this week: "Zeal for orderly procedures hardly calls for such Cinderella-like treatment of a protest when the filing party is in the filing office before closing time to present the necessary documents. The denial of the right to a public hearing in these circumstances cannot be allowed to stand on such arbitrary grounds."

Late filing was fatal in another case, Commission ruled this week, throwing out objections of KIVA, Yuma (Ch. 11) against CP granted new KYAT (Ch. 13). Initial decision favoring KYAT was issued by examiner Aug. 3, and he indicated that exceptions to decision could be filed for 20 days, as provided in Sec. 1.853 of FCC rules. KIVA filed within 18 days. However, FCC's previous order in the case specified 15-day limit, and this week it held that examiner had no authority to extend deadline; that KIVA's exceptions, therefore, were filed too late. Comr. Hyde dissented, said majority was relying on "a technical point of dubious validity."

Telecasting Notes: Merchandising rights to TV shows and characters take on an ever-increasing importance each Christmas. TV tie-ins are almost certain to set a record this year, with Walt Disney items again on top and riding crest of the wave of popularity of his ABC-TV shows . . . It was Davy Crockett the last 2 Christmases, but this year it will be Mickey Mouse all the way, according to survey in Oct. 13 *Billboard*, which reports Mickey Mouse and associated Disney items should gross \$60,000,000 in 4th quarter alone, about \$100,000,000 for all of 1956. Some 2000 different *Mickey Mouse Club* items are now licensed to more than 100 firms, according to article, which says they cover everything from 2-for-1¢ lollipops to a \$49.95 RCA Victor Mickey Mouse record player. *Billboard* predicts *Mickey Mouse Club* merchandising this year "is a cinch to put past merchandising efforts to shame" . . . TV museum, housing TV films and kines of important and typical programs, is project approved this week by board of governors of N. Y. chapter, Academy of TV Arts & Sciences . . . TV critics find very little to like about season's new TV shows; only ones to date getting anything like acclaim have been *Playhouse 90* (CBS), *Hiram Holliday* (NBC), *Walter Winchell* (NBC), with returning *Omnibus* (ABC) & *Dinah Shore Show* (NBC) also being well-received. New situation comedies generally got worst panning . . . Despite the critics, public likes current TV programming, according to nationwide poll of 150 civic leaders by National Audience Board. Overwhelming majority found programs entertaining, more than 99% found nothing "offensive" in specific programs reviewed, 70% found commercials effective, 22% ineffec-

tive, 8% didn't answer that one . . . Another movie-plug format bites the dust: Starting next month, 20th Century-Fox will drop movie plugs from its *General Electric Hour* on CBS-TV because of failure to find the "right formula" . . . Rare preemption by CBS-TV: Upcoming 90-min. Rodgers & Hammerstein musical version of "Cinderella," starring Julie Andrews, will be slotted in Sun. 7:30-9 p.m. period March 31, knocking off *Ed Sullivan* . . . CBS's answer to *Disneyland*, UPA's *Gerald McBoing-Boing Show*, now definitely slotted at 5:30-6 p.m. Sun., in color, beginning Dec. 9 . . . *Gilbert & Sullivan* will come to TV in definitive series of 13 hour-long color films (8 operettas, some in 2 parts), to be produced by Broadway producer S. M. Chartock in Chile, with cast headed by Martyn Green; series may be shown in theatres first . . . Dr. Milton Eisenhower, pres. of Johns Hopkins U, will appear on several of new *Johns Hopkins File 7* programs, which premiere on ABC-TV Sun. Nov. 11, 3:30-4 p.m.; live series originated by Baltimore's WAAM marks university's 7th year in TV, will be devoted to current research in science, humanities or arts . . . CBS-TV's 2½ hours of drama Thursday night—with *Climax* and *Playhouse 90* back-to-back—won Trendex sweep first try, both shows dominating their time periods.

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"Biased, slanted and distorted" news is being carried on NBC's radio *Richfield Reporter* on west coast—according complaint filed with FCC by Cal. Committee Opposed to Oil Monopoly, which charges that NBC has abdicated control of program to sponsor Richfield Oil.

ONE STARTER this week — WAGM-TV, Presque Isle, Me. (Ch. 8)—began commercial operation noon Oct. 13, the day after Armed Forces' AFL-TV, Limestone, Me. relinquished the channel, advising viewers of WAGM-TV's debut. Another uhf left air, WTOM-TV, Lansing (Ch. 54), going off temporarily Oct. 9 pending reorganization, according to letter sent FCC by R. F. Rhead, attorney for receiver John L. Mayer. He asked that suspension be effective for 90 days. Station is in process of being transferred to unidentified local businessman (Vol. 12:40).

WAGM-TV is year's 40th new starter, and, with WTOM-TV currently off, total box score for operating stations is 489 (95 uhf).

WAGM-TV has signed with CBS under Extended Market Plan. It uses 5-kw DuMont transmitter, 6-bay custom-built RCA directional antenna on 300-ft. Stainless guyed tower to get out with 58.9-kw visual ERP. Principals are gen. mgr. Harold D. Glidden and H. E. Umphrey. Forrest Craig, from WAGM, is sales mgr.; Don Jordan, ex-WLAM-TV, Lewiston, Me., program mgr.; Ted Coffin, production mgr.; Elmer Snow, ex-WABI-TV, Bangor, chief engr. Base hour is \$150; rep Venard, Rintoul & McConnell.

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

WHYY-TV, Philadelphia (Ch. 35, educational) plans Oct. 20 test patterns, Nov. 24 programming, writes manag-

UHF BAND will be used for TV in several European countries, with start of regular service planned soon by at least 2 nations. This was revealed by broadcasting chiefs of the various nations in discussions at recent 8th Plenary Assembly of International Radio Consultative Committee (CCIR) at Warsaw. Though principal discussion topic of Study Group XI (TV) was color TV, no formal action was taken on main agenda item—all-European color TV standards.

Color action was held up principally by the British, who use 405-line monochrome system and are now experimenting with several color systems; they said no system had been decided upon, and they weren't yet ready to make a move. One of proposals being considered by study group was all-European 625-line color system in uhf band. While this wasn't endorsed, some European countries indicated informally that they had already decided to use uhf—but for monochrome first.

Italian and West German delegates declared that their countries will have to start using uhf band soon. The reason: As in U. S., demand for TV service is great, and spectrum space is extremely short. Britain didn't indicate any uhf plans—nor did France, which announced it was sticking to its 819-line system.

Iron curtain delegates listened carefully to discussions, but didn't take active part. Their countries use 625-line system with 8-mc bandwidth—which is incompatible with majority of continental European nations, which use 7-mc band. Russian delegation surprised conference when, during last day of meeting, it invited TV study group to hold its 1958 meeting in Moscow.

Ernest Metzler, head of radio section of Swiss Post, Telephone & Telegraph Administration, was elected director of CCIR, succeeding Prof. Balthazar von der Pol.

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Red China saw TV for first time last week end at exhibition of Japanese industry in Peiping. Japanese set up transmitter, with receivers at 35 points in city, including parks and museums, drawing large crowds to witness live telecast of opening of exhibition.

ing director Richard S. Burdick, who adds that station recently got \$150,000 grant from Fund for Adult Education to buy kinescope recorder and other equipment. It's installing 12½-kw RCA transmitter at 17th & Samson Sts., where 500-ft. Blaw-Knox tower & RCA antenna are ready. Studios at 1622 Chestnut St., are due to be ready Nov. 10.

WIPR-TV, San Juan, P. R. (Ch. 6, educational) has changed targets to Feb. for test patterns, March for programming, reports R. Delgado Marquez, gen. mgr. of TV-radio for Puerto Rico Dept. of Education. RCA 25-kw transmitter is due in Dec., 6-bay antenna in Jan., and construction has just begun on 200-ft. Blaw-Knox tower. It has \$860,000 appropriation for elaborate TV-radio plant being constructed 15 mi. from San Juan. Leo S. Lavandero, Yale U drama prof, will be program mgr.; Rafael Rodriguez, ex-WKAQ-TV, San Juan, chief engineer.

CHEK-TV, Victoria, B. C. (Ch. 6), planning Nov. 15 program debut, has changed test pattern target to Nov. 10, writes v.p.-gen. mgr. Charles R. White, ex-KLEW-TV, Lewiston, Ida. Standard Electronics 500-watt transmitter is due Oct. 22. Construction of 180-ft. Stainless tower has begun and Alford antenna is to be shipped Oct. 20. CHEK-TV pres. is David M. Armstrong, owner of radio CKDA, Victoria. Douglas W. Keough, ex-sales mgr. of CJLH-TV, Lethbridge, Alta., will be sales mgr.; Robert Hallock, ex-KLEW-TV and KPTV, Portland, Ore., program director; Norman E. Bergquist, chief engineer, also continuing as CKDA chief engineer. Base hour will be \$210. Reps will be Forjoe and TV representatives Ltd.

Soviet TV fizzled during first week of Turkey's Izmir Fair last month, while U.S. closed-circuit exhibit using RCA equipment & technicians worked perfectly from start, Commerce Dept. reported this week. At other trade fairs around world, Commerce says U.S. TV is having "a tremendous impact" on visitors, including thousands of Syrians who crowd Damascus Fair nightly to view local version of *Double or Nothing*. Following demonstration of CBS color TV system & TV microscope at Vienna Fair last week by CBS Labs pres. Dr. Peter Goldmark, equipment was loaned to U of Vienna medical school for education & research during fall semester.

British TV has hurt movie attendance, may cut it more, though soccer games and art galleries are drawing bigger crowds than ever, according to Wm. A. Belson, senior psychologist of BBC's audience research dept. Belson said in Sheffield, England, this week that British viewers go to movies 11% fewer times during first year after TV set purchase, 42% less during next 3 years, but "full impact of these losses has probably not hit the cinema industry yet because the main loss is restricted so far to a minority of the population." Movies recover partially in 5th year, he said, noting that viewers then go to theatres 30% fewer times than non-TV owners.

Commercial TV in Germany will begin Nov. 3, on stations operated by Bayerischer Rundfunk (Bavarian Radio), with commercials initially confined to 6 minutes of 7:25-7:55 p.m. period daily. Time will be sold at rate of DM 3000 per minute (about \$716 at current exchange rate), with about 50,000 sets-in-use in Bavaria. Operating the commercial service will be new company, Bayerischer Werbefernseh-GmbH, whose board consists of 8 members, 4 representing Bayerischer Rundfunk, 2 the Federal Post Office, one the Bavarian banks and one the Assn. of Producers of Proprietary Goods.

Federal Caribe Inc., Santa Isabela, Puerto Rico, is newly organized Federal Telephone & Radio subsidiary for production of selenium rectifiers and other components.

Color Trends & Briefs: "Color TV Fair," RCA mobile unit including closed-circuit color equipment and exhibit of electronic advances, starts tour of department stores Oct. 15 at Gimbel's, Philadelphia. Other cities and stores will be announced later, presumably will include all cities in which NBC owns stations.

With 8-man staff, live shows will be presented in stores, displaying products and including a "see-yourself-on-color-TV" feature. The RCA electronic exhibits cover advances in home instruments, electron microscopes, TV tape, "mural TV," etc.

Meanwhile, Allied Stores' color caravan (Vol. 12:38), has made 4-day stands at Pomeroy's stores in Harrisburg and Reading, starting Oct. 1 and Oct. 10, respectively, has following itinerary:

Oct. 17, Pomeroy's, Wilkes-Barre; Oct. 24, Pomeroy's, Levittown, Pa.; Oct. 31, Washington, store not indicated; Nov. 5, Polksky, Akron; Nov. 12, Rollman, Cincinnati; Nov. 19, Morehouse-Fashions, Columbus; Nov. 26, Sattler's, Buffalo; Dec. 3, Sterling, Lindner, Davis, Cleveland. Next year's tour hasn't been firmly set.

Allied employs 6 color sets at each store, local RCA distributor assisting with installations. Crew of 3 travels with caravan—master of ceremonies, cameraman, engineer.

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After 10,000 hours of operation, equivalent of 7 years' home use, color picture tube gives picture comparable with that of new tube, according to C. Price Smith, RCA mgr. of engineering, color tube operations dept., Lancaster, Pa. In life tests, tubes were picked at random from production lines.

Network Accounts: Institutional advertising is headed for comeback on network TV, Oct. 10 *Variety* noting that American Gas Assn. has told Lennen & Newell it wants to be alt. sponsor of a "major TV showcase," for which it's prepared to spend \$2,000,000. It's reported considering sponsorship of *Break the Bank* on NBC-TV or *Playhouse 90* on CBS-TV as means of counteracting electrical industry's inroads on gas appliances. Others in market are Union Electric Co. and Standard Oil of New Jersey, latter planning to sponsor 2-hour spectacular next season for its 75th anniversary celebration, with "several million dollars" earmarked for TV . . . Welch Grape Juice buys alt. Thu. 5:15-5:30 p.m. segment of *Comedy Time* on NBC-TV starting Oct. 11, Mon.-thru-Fri. 5-5:30 p.m., thru Richard K. Manoff Inc., N. Y. . . Johnson & Johnson buys alt. 15 min. weekly of *Our Miss Brooks* on CBS-TV starting in Nov., Fri. 8:30-9 p.m., thru Young & Rubicam . . . Breast O' Chicken Tuna buys Maurice Chevalier's *Paris*, first of NBC-TV "Telescope" telementary series, no date set, thru Foote, Cone & Belding, Los Angeles . . . W. F. Young Inc. (Absorbine Jr.) buys once-weekly partic. on NBC-TV's *Today* and *Tonight*, starting Jan. 4, thru J. Walter Thompson . . . Corn Products Refining Co. buys partic. schedules in *It Could Be You* on NBC-TV starting Dec. 5, Mon.-thru-Fri. 12:30-1 p.m., and *Matinee Theatre* on NBC-TV starting Dec. 14, Mon.-thru-Fri. 3-4 p.m., thru C. L. Miller Co. . . Shulton Inc. buys 3 *December Bride* programs on CBS-TV Mon. 9:30-10 p.m., thru Wesley Assoc. . . GE to sponsor Thanksgiving Eve parade in Newark, staged by Bamberger's dept. store, on ABC-TV Nov. 21, 7-7:30 p.m., thru Young & Rubicam . . . Liggett & Myers joins Frigidaire in cancelling Edgar Bergen's *Do You Trust Your Wife?*, effective in Jan., when show leaves CBS-TV.

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New reps: WJMR-TV, New Orleans, to Weed (from Bolling); WNCT, Greenville, N. C. to Pearson (from Hollingsberry).

Network Color Schedules (October 14-27, 1956)

- Oct. 14—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Alcoa Hour*, 9-10 p.m.
Oct. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "The Letter," 8-9:30 p.m. CBS: *Studio One*, 10-11 p.m.
Oct. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
Oct. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Oct. 18—NBC: Home segment, 11 a.m.-noon; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
Oct. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
Oct. 20—NBC: *Perry Como Show*, 8-9 p.m.
Oct. 21—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m.
Oct. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Big Payoff*, 3-3:30 p.m.
Oct. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Big Payoff*, 3-3:30 p.m.; *Red Skelton Show*, 9:30-10 p.m.
Oct. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Big Payoff*, 3-3:30 p.m.
Oct. 25—CBS: *Big Payoff*, 3-3:30 p.m. NBC: *Lux Video Theatre*, 10-11 p.m.
Oct. 26—CBS: *Big Payoff*, 3-3:30 p.m.; *Bob Crosby Show*, 3:30-4 p.m. NBC: *Walter Winchell Show*, 8:30-9 p.m.
Oct. 27—NBC: *Perry Como Show*, 8-9 p.m.; *The Saturday Spectacular*, "Manhattan Tower," 9-10:30 p.m.

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Recommended Reading: "Color Jumps His TV Volume \$200 a Set," in Oct. *Electrical Merchandising*, reporting how dealer Art Becker of Becker Music Co., Evanston, Ill., used aggressive merchandising to switch prospects from black-&-white to color, resulting in 34 color sales in 9 months (when far bigger Chicago dealers sold only 1 or 2).

Color set sales in Colorado as of Sept. 1 total 290, last year 252, according to Rocky Mountain Electrical League.

POLITICAL SPENDING by major parties on network TV-radio for 1956 Presidential campaign now totals \$2,976,000 in time purchased or reserved, Sen. Gore (D-Tenn.) reported this week as his special Senate elections subcommittee started new round of hearings on campaign contributions and spending.

His TV-radio network time breakdown showed Republicans spending \$826,675 more than Democrats. Staff tabulation indicated GOP has spent \$411,651 to date and has contracted for an additional \$1,489,668 worth of network time, while Democratic Party has spent \$884,617, with \$690,026 worth of additional time reserved.

Prof. Alexander Heard of U of North Carolina testified that 40-45% of GOP & Democratic national campaign expenditures would be for TV-radio time. In 1952, he said, national committees spent \$11,100,000, or about one-third of total campaign costs, on TV-radio.

Subcommittee also heard exec. committee chairman Robert R. Nathan of Americans for Democratic Action urge that networks be required to provide "reasonable amount" of free time for major candidates, and Mutual pres. Jack Poor urged elimination of equal-time rule.

Radio station sales approved by FCC this week: WROD, Daytona Beach, by Mr. & Mrs. Edgar J. Sperry to John E. Murphy, ex-WDXI-TV, Jackson, Tenn. and James F. McDonough, ex-WDXN, Clarksville, Tenn. for \$125,000 (Vol. 12:37). KRNR, Roseburg, Ore., by *Roseburg News-Review* (Frank Jenkins, pres.), 25% owned by Rep. Harris Ellsworth (R-Ore.), to James E. Doyle, former principal owner of KVWC, Vernon, Tex. for \$90,000 (Vol. 12:38). WSTP, Salisbury, N. C. by Piedmont Bestg. Corp. (Robert M. Wallace, pres.) to co-owners Ted Austin, ex-WGEM-TV, Quincy, Ill. and Tom Harrell, ex-WFNC, Fayetteville, N. C. for \$83,000 (Vol. 12:35). KTKN, Ketchikan, Alaska, by Wm. J. Wagner to station mgr. Robert C. Mehan for \$40,000—this being first approval of several Alaska AMs to be sold by Wagner (Vol. 12:40).

SET MAKERS GO SLOWLY ON 'SLIM' RECEIVERS: Don't look for any mass effort to market TV sets incorporating 110-degree tubes much before March 1957, if by then. That's the general reaction we get from receiver manufacturers in wake of RCA announcement this week that its 110-degree tube would be available in "limited production quantities" in 21-in. during Nov., and that industry is now getting 17 & 21-in. samples.

Though RCA was first to announce development of 110-degree tube, it declined to comment on when its own sets would be marketed with such a tube. Spokesmen explained: "The whole matter of timing is up in the air."

Reasoning of other major receiver makers seems to be: Why introduce a new gimmick into a TV market that's now clicking on all cylinders? GE, going to town with its portables, summarized the attitude of many set makers with this comment on introduction of narrower, lighter receivers:

"The rate of sale on our current line is at such a high rate that we do not anticipate any needed tube changes at the present time and will introduce the 110-degree tube receivers as soon as we think the consumer market is ready for them."

Best bet is that first quantity-marketing of such sets will take place in latter part of first quarter 1957, at the earliest -- though there's ever-present possibility, of course, that some smaller set makers will come up with a 110-degree receiver here and there before then. John L. Hanigan, v.p.-gen. mgr. of Corning Glass electrical products div., which is one of the bulb suppliers to RCA and others making 110-degree tubes, said: "We will have production quantities of all size bulbs by December. I don't want to predict the actions of set manufacturers, but I don't see how many can come up with sets before the first quarter of 1957."

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No major set maker has set a target date for introduction of the new sets, which will require redesigned cabinets and circuitry. In fact, Motorola v.p. Edward R. Taylor tells us: "We will not have anything in 110-degree sets by Jan. 4-5, when we hold our distributor convention in Miami Beach." He explained that Motorola is just starting shipments of 17-in. 90-degree sets.

Philco's Lansdale Tube div. will provide 110-degree tubes for parent company starting in Nov. -- in 14 & 17-in. at outset. Philco purchases almost entire output of Lansdale, buying remainder of its tubes from Sylvania, which said it's currently sampling industry with 14 & 17-in. tubes, will start 21-in. samples shortly. Other major tube makers, notably GE, Westinghouse & DuMont, and such big independents as National Video Corp., Tung-Sol and Thomas Electronics have announced they're now sampling industry, or intend to do so in near future.

Westinghouse is investigating all aspects of the new tubes but isn't prepared to say when it will market its first sets, said Gilbert C. Larson, asst. gen. mgr. of TV-radio div. Richard T. Orth, v.p. of Westinghouse electronic tube div., said: "It looks like this tube is going to get hot now. Some of the new lines which go into production around March and thereafter may have the new tube."

Emerson pres. Benjamin Abrams said he saw nothing revolutionary in new tube, characterized it as merely another phase of TV's technological progress, stressed that new tube would not obsolete present sets on market.

New Sets incorporating 110-degree tubes will cost slightly more than conventional receivers using 90-degree tubes, set makers say. Harold Cole, sales mgr. of National Video, whose 2 biggest customers are Admiral and Motorola, said that a 110-degree tube would cost set maker \$1 more than 90-degree tube in 14-in., \$1.50 more in 17-in., \$2 more in 21. This would raise price of a 14-in. tube to set maker to \$14, 17-in. to \$15.50, 21-in. to \$21.25. Prices apply only to aluminized types, which constitute about 80% of all current tube production.

Most new sets will have straight-gun design, eliminating ion trap magnet but necessitating aluminized screen. Parts for the new guns, said Cole, are 20¢ higher per gun. Components are more expensive. Only cabinets will be cheaper.

RCA's new 21-in. 110-degree rectangular aluminized tube, said tube marketing mgr. L. F. Holleran, has over-all diagonal dimension of 21 3/8-in., over-all length of 14½-in. (compared to 20-in. for conventional 90-degree), viewing area of 262-sq. in., weighs less than 23 lbs. Tube has neck diameter of only 1 1/8-in., making possible the use of a "deflecting yoke having increased deflection sensitivity and enables the economical deflection of the electron beam . . . with only slightly more power than is required to scan with a 90-degree deflection angle."

Tube uses "straight" electron gun with pre-focus structure to maintain and improve image sharpness. It also has glass-button base with straight-through leads fitted with an indexing plug. This new basing, explained Holleran, eliminates any possibility of loose base-pin connections.

Industry is now being sampled with 17 & 21-in. sizes, and 14 & 24-in. will be made available to meet demand, said Holleran. Tubes are made at Marion, Ind.

Production: TV output climbed to 215,480 week ended Oct. 5, compared to 204,655 in preceding week and 185,435 in corresponding week of 1955. It was 40th week of year by RETMA calculations, brought production for year to date to about 5,460,000, compared to 5,950,440 in same period year ago. Radio production totaled 307,865 (113,594 auto) week ended Oct. 5, compared to 314,993 (109,219 auto) in preceding week and 334,816 (125,780 auto) in corresponding 1955 week. For 40 weeks, radio output totaled 9,851,000 (3,165,086 auto) vs. 10,298,759 (5,039,557) same 1955 period. RETMA this week put official 8-month production at 4,365,060, compared to 4,820,991 in first 8 months of 1955; radio production for first 8 months totaled 8,216,707 (2,710,303 auto) vs. 8,707,477 (4,451,644 auto) in same 1955 period.

Retail Sales: Aug. retail TV sales of 566,158 were highest for any month since Jan. but were slightly below Aug. 1955, when 586,577 were sold, according to RETMA monthly tabulation released this week. Sales in first 8 months totaled 3,839,718, compared to 4,171,139 in first 8 months of 1955. Aug. radio sales totaled 879,986 (198,087 auto), compared to 842,410 (385,785 auto) in Aug. 1955. Sales in first 8 months totaled 7,359,757 (2,710,303 auto), compared to 7,641,252 (4,451,644 auto) in corresponding period year ago. Here's RETMA monthly recapitulation of retail sales:

| | TV Retail Sales | | Home Radio Sales | | Auto Radio Sales | |
|-------------|-----------------|-----------|------------------|-----------|------------------|-----------|
| | 1956 | 1955 | 1956 | 1955 | 1956 | 1955 |
| January... | 614,213 | 647,585 | 531,206 | 474,945 | 519,648 | 573,837 |
| February... | 530,554 | 626,613 | 454,867 | 317,908 | 437,611 | 597,742 |
| March..... | 544,411 | 669,794 | 527,649 | 448,488 | 478,272 | 774,025 |
| April..... | 347,630 | 411,748 | 471,193 | 367,841 | 299,253 | 567,876 |
| May..... | 392,080 | 416,908 | 566,357 | 398,449 | 282,611 | 563,369 |
| June..... | 439,362 | 430,347 | 839,830 | 421,387 | 296,256 | 584,567 |
| July..... | 405,310 | 381,567 | 576,453 | 303,965 | 198,565 | 404,443 |
| August.... | 566,158 | 586,577 | 681,899 | 456,625 | 198,087 | 385,785 |
| Totals.. | 3,839,718 | 4,171,139 | 4,649,454 | 3,189,608 | 2,710,303 | 4,451,644 |

GE pres. Ralph J. Cordiner, echoing and supporting his v.p., Dr. W. R. G. Baker, in bearish comments on color, told heavily-publicized Washington news conference this week that "if you have a color set, you've almost got to have an engineer living in the house with you." He added: "When color is ready, we'll be there. But right now there are too few programs and nobody yet has developed a color set which doesn't give a sepia tone when it is used for black-&-white reception." He said that portable TVs (in which GE is specializing) are a far better buy.

Unique color promotion: Starting Oct. 15, RCA distributor Dulaney's, Oklahoma City, will sponsor daily hour "Giant Color Mystery Contest" on WKY-TV, with special card containing rules & directions not visible on black-&-white sets. Objective is to get moppets to inveigle parents into taking them to stores with color sets.

Federal Trade Commission this week told NARDA to produce tangible evidence that major appliances purchased by builders are being diverted into retail channels "on a relatively large scale" (Vol. 12:37). Letter from FTC chairman Gwynne to NARDA managing director A. W. Bernsohn requested identification of manufacturers, builders and dealers involved. Bernsohn said NARDA "is gathering this information . . . as a supplement to the responses from many of the 15,000 dealers surveyed earlier this year which showed the extent of dealer concern over the looseness with which builder sales have been monitored by manufacturers."

Kentron Hawaii Ltd. is new Honolulu firm organized by Donald C. Kenney, ex-partner of pioneer Electronics, for production of picture tubes for commercial TV and variety of electronic devices for armed forces.

Topics & Trends of TV Trade: Tremendous growth potential of TV and appliances in next 10 years is underscored by Hotpoint's annual industry-wide marketing forecast for next decade, released by its research department this week. It predicts that 7,200,000 TV sets will be sold at retail this year, of which 175,000 will be color; in 1961, sales will rise to 9,200,000, including 4,000,000 color; in 1966, sales will reach 11,000,000 (8,500,000 color). Among forecasts for other major appliances:

Automatic washers—Sales of 3,250,000 units in 1956, increasing to 3,540,000 in 1961 and 3,800,000 in 1966. It was estimated that 84.4% of all unit sales in 1966 would be for replacements.

Refrigerators—Sales of 3,700,000 units in 1956, rising to 4,400,000 in 1961 and 5,500,000 in 1966. Number of refrigerators in use will rise from 44,790,000 in 1956 to 50,600,000 in 1961 and 55,600,000 in 1966.

Air conditioners—Record 1,600,000 units will be sold in 1956, going up to 2,700,000 in 1961 and 3,900,000 in 1966. From 4,191,000 currently, air conditioners in use will increase to 12,301,000 in 1961 and 25,096,000 in 1966.

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"Man with a gimmick" is how Oct. 7 *New York Herald Tribune* characterized Emerson pres. Benjamin Abrams in feature story describing how company strives to offer "something extra" in a merchandising fillip with each product. "Emerson does not want to be a me-too concern in any phase of its business," says Abrams, revealing that Emerson is currently working in labs on "a really portable TV set with rechargeable batteries."

Trade Personals: Milton R. Schulte, v.p. & director of Tung-Sol, elected to new post of exec. v.p. . . . A. R. Hopkins, mgr. of RCA broadcast & TV equipment dept., named to new post of mgr. of commercial electronic marketing dept., with responsibility for product planning and marketing of all RCA commercial electronic products, Camden . . . Richard M. Klein promoted to mgr. of product engineering, Sylvania electronic product sales dept., N.Y.; Joseph H. Leoughlin promoted to coordinator of product engineering, CR tube div., Seneca Falls, N. Y. . . . Frank M. Folsom, RCA pres., elected a director of John P. Maguire & Co. Inc., N. Y. textile factoring house . . . James H. Carmine, ex-pres. of Philco, elected a director of Schick Inc. . . . Arthur S. Brown, v.p.-gen. mgr. of Magnecord Inc., elected pres . . . Earl L. Hadley rejoins Westinghouse TV-radio div. as asst. adv. mgr., having served last 2 years in adv. posts with Necchi Sewing Machine and others; he succeeds Daniel J. Tell, who becomes sales promotion mgr. . . . Robert B. Cody named mgr. of GE's new electronic tube office in Denver . . . Henry N. Muller Jr., ex-Magnavox regional sales mgr., Richmond, named asst. service mgr. of Magnavox's Sentinel Radio Co. . . . Richard C. Hess promoted to sales mgr. of Federal Telephone instrument div. . . . Don Larson, ex-Hoffman adv. director, promoted to business mgr. of Western Electronic Show and Convention (WESCON), for which he has been gen. mgr. last 2 years . . . Edwin B. Hinck, ex-DuMont replacement tube sales mgr., named v.p. of C&M Industries Inc., 111 E. 44th St., N. Y., electronics marketing organization . . . Wm. J. Livermore named Westinghouse district mgr. of major appliances for So. Cal., succeeding R. F. McGillivray, now west coast regional sales promotion mgr. for major appliances . . . Daniel Newman, ex-CBS-Columbia & DeMont, joins Fairchild's upcoming *Electronic News* as midwestern adv. sales rep., Chicago . . . G. Gilbert Thorne, ex-pres. of Motorola Distributors, appointed sales director of Burton-Dime Corp., Chicago (bedding) . . . Gilbert S. McKean, ex-Columbia Records, named sales &

Picture tube sales in first 8 months totaled 6,837,728, valued at \$125,286,416, compared to 6,478,351 at \$124,204,295 in first 8 months of 1955, reports RETMA. Receiving tube sales totaled 303,004,000, worth \$244,144,000, in first 8 months of 1956, as against 300,080,000 at \$222,948,000 in same period year ago. RETMA's monthly breakdown:

| | Picture Tubes Units | Tubes Value | Receiving Tubes 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) | 849,055 | 15,714,365 | 42,525,000 | 34,849,000 |
| April | 230,902 | 15,141,461 | 35,184,000 | 28,616,000 |
| May | 936,732 | 16,123,625 | 33,015,000 | 27,145,000 |
| June (5 wk) | 776,601 | 13,663,403 | 39,037,000 | 32,176,000 |
| July | 585,330 | 10,861,634 | 31,400,000 | 24,781,000 |
| Aug. | 1,099,605 | 19,628,837 | 43,948,000 | 34,507,000 |
| TOTAL | 6,837,728 | \$125,286,416 | 303,004,000 | \$244,144,000 |

Hazeltine was awarded \$250,000 plus \$3630 in costs and allowable disbursements in patent-infringement suit against Avco, Federal Judge Win G. Knoch fully releasing Harry Alter Co., former Crosley Chicago distributor, in amended judgment this week. Patent was for TV receiver synchronization.

Admiral has sold 1500 21-in. receivers to Hotel Corp. of America for installation in Edgewater Beach, Chicago; Mayflower, Washington; Roosevelt, N. Y.; Somerset, Boston; Cleveland Hotel, Cleveland. Sets are specially designed for use with Jerrold antenna system.

Brand Names Foundation, 437 5th Ave., N. Y., opens nominations for 1956 Retailer-of-the-Year awards in TV-radio-appliances and other merchandising categories, will present awards to winners May 3, 1957, at banquet in N. Y.

promotion mgr. of Crowell-Collier's new mail order record clubs . . . Lester E. Steinman, ex-gen. mgr. of old CBS-Columbia factory branch in Philadelphia, has purchased control of S&S Wholesale Co., Chester, Pa. . . . Ludwig J. Ulrich named southeastern rep for Stromberg-Carlson radios & phonos, Atlanta.

John S. Mills, 50, who recently founded Mills Electrodynamics Corp., Coral Gables, Fla. (hi-fi systems), having served with Emerson, Stromberg-Carlson and old Tele-tone Radio Corp., died Oct. 7 in Miami Beach. He is survived by his widow & son.

DISTRIBUTOR NOTES: Sylvania appoints Moore-Handley Hardware Co., 492 Craighead St., Chattanooga, and 226 E. 11th St., Nashville (W. W. French Jr., pres.); Mid-Continent Distributing Co., 224 E. 10th St., Sioux Falls, S. D. (Paul J. Modica, pres.); R. and R. Electronic Co., 707 S. Adams St., Amarillo (H. E. Brown, pres.); R. and R. Supply Co. Inc., 1607 Ave. G, Lubbock (R. C. Hewett, pres.) . . . Hoffman Electronics appoints Brown & Lawson Inc., Dallas . . . Magnavox appoints Barnette Distributing Inc., 908 Cedar St., Charlotte (Fred A. Barnette, pres.) as manufacturer's rep for Spartan factory-to-dealer line . . . Hotpoint Appliance Sales Co. plans branch in Birmingham (Al Henson, operating mgr.) . . . McWhorter, Weaver & Co., Zenith distributor in Nashville, extends territory to cover Chattanooga . . . GE Supply Co., Seattle, names Bruce Heywood, from Portland, Ore. branch, as district mgr., succeeding V. L. Hopson, now sales mgr. of GE Appliances Co., San Francisco . . . Cooper Distributing Co., Newark (Motorola) reports resignation of Howard Gross as mgr. of TV-radio div.; he's onetime gen. mgr. of CBS-Columbia N. Y. factory branch & Motorola eastern regional mgr. Hopkins Equipment Co., Atlanta (DuMont) appoints Randy Jones as TV service mgr. . . . Southern Wholesalers Inc., Washington (RCA) promotes Edward S. Shapiro to new post of color TV sales supervisor.

Electronics Reports: Electronics, America's 9th largest industry, was a "9.7 billion giant" in 1955, nine times its size at end of World War II, but only half its expected size 10 years from now. That's official size-up of the industry by its own trade association—RETMA—in newly published *Electronics Industry Fact Book* (RETMA, 777 14th St. N.W., Washington, 32 pp., 50¢ to non-members).

The \$9.7 billion figure, RETMA explains, includes distribution & maintenance costs and broadcasting revenues, as well as value of electronic items produced. Factory value of industry's products alone will come to \$5.5 billion this year. And RETMA predicts that next 10 years' rate of growth in industrial electronics will exceed that of consumer electronics during last 10 years. RETMA's official industry breakdown:

TV-radio-phonos, 1955 factory value, \$1.1 billion; military electronics, 1955 value, \$2.4 billion, to continue at same rate for several years; industrial electronics, \$700,000,000 in 1955, with growing trend to automation bringing figure to more than \$1.2 billion by 1960 and \$2 billion by 1965; parts & tubes, \$2.1 billion in 1955.

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Two new RCA awards, including gold medals, first to be presented in fall of 1957: "David Sarnoff Outstanding Achievement Awards," one to member of research staff, other to engineer from any division.

Growth of electronics industry is subject of 12-p. 3-color brochure offered by *Electronics Industries Magazine*, 56th & Chestnut Sts., Philadelphia.

Celebrating more 1,000,000 channel-miles of its microwave systems in use, RCA commercial electronic products dept., Camden, has issued brochure listing installations.

Airborne Instruments Laboratory earned \$154,000 (77¢ per share on 199,332 common shares outstanding) on sales of about \$5,000,000 in 6 months ended June 30. No comparison with same 1955 period was listed; full 1955 earnings were \$568,265 (\$2.87) on sales of \$9,255,950, but earnings included non-recurring income resulting from contract renegotiation and recovery of prior-year depreciation costs. July and Aug. operations continued favorable pattern, pres. Hector R. Skifter told stockholders. Backlog of unfilled orders was approximately \$6,000,000 as of Sept. 28.

General Instrument Corp. earned \$35,561 (2¢ per share) on sales of \$13,979,913 in 6 months ended Aug. 31, compared to net loss of \$10,796 on sales of \$13,350,127 in corresponding period of preceding fiscal year. For quarter ended Aug. 31, earnings were \$119,916 (9¢) on sales of \$8,311,834, compared to loss of \$71,792 on \$5,877,648 in same 1955 quarter. Second-quarter figures include, for first time, operations of newly acquired Micamold Electronics subsidiary.

Unitronics Corp., for first 6 months of 1956, reports combined earnings of \$251,928 (55¢ per share on 453,552 common shares outstanding) for affiliates Olympic Radio and David Bogen Co. Combined 6-month sales of Olympic and 5-month sales of David Bogen (acquired Jan. 31, 1956) totaled \$12,498,832. Olympic sales were 22% ahead of first 6 months of 1955.

Nucleonics Chemistry & Electronics Shares Inc., investment firm, filed registration statement with SEC Oct. 9 covering 800 monthly investment plan certificates aggregating \$2,400,000. John M. Templeton of Englewood, N.J., is listed as pres. of company, as well as 70% owner of N. C. Shares Distributor, N.Y., the underwriter.

Howard W. Sams & Co. earned \$174,049 (\$1.37 per share) after taxes of \$190,935 on sales of \$3,707,874, compared to \$140,027 (\$1.09) after \$149,763 on \$3,278,377 in preceding fiscal year.

ELECTRONICS PERSONALS: John J. Burke, ex-chief of guidance and electronics divs. of Cal Tech Jet Propulsion Lab, elected engineering v.p. of Hallamore Electronics, Anaheim, Cal., div. of Siegler Corp. . . . George Rappaport, ex-director of Air Force countermeasures program, named director of special projects, Emerson Radio govt. electronics div. . . . F. B. Llewellyn promoted to asst. to Bell Labs pres. Dr. Mervin J. Kelly . . . Garth W. Edwards named comptroller, Sylvania atomic energy div., succeeding Emerson S. Norris, now mgr. of facilities engineering . . . Dr. Bernard Salzberg named chief scientist, research & engineering div., Airborne Instruments Lab.

"Compatible single-sideband transmission" was put into operation this week by VOA's 1,000,000-watt long-wave AM station near Munich, Germany, beaming programs behind Iron Curtain. New transmission system, developed by Kahn Research Labs, Freeport, N.Y., is said to provide most ordinary AM receivers with up to twice as much power as possible with standard AM method and improve reception by limiting fading and decreasing interference between stations.

New AM radio communication technique—synchronous communications—has been developed by GE for Air Force, GE engineer Dr. John P. Costas revealed at IRE Symposium on Aeronautical Communications in Utica this week. New technique, Dr. Costas said, uses both sidebands and suppresses the carrier, providing better reception than conventional AM, more resistance to jamming and interference than single-sideband AM.

Raytheon announced \$60,000,000-plus Navy contract to produce air-to-air guided missiles.

Hazeltine Corp. earnings in calendar 1956 are expected to rise to at least \$1,800,000, from the \$1,604,824 (\$2.29 per share) of 1955, v.p.-treas. W. M. McFarland told N.Y. Society of Security Analysts Oct. 9. He said that Hazeltine had experienced "a considerable improvement in billings" but that earnings had not kept pace with sales because of higher operating costs and concentration on "low-profit" govt. contracts. Sales last year were \$5,947,166.

Sprague Electric sales in calendar 1956 are expected to be about 5% higher than its \$44,353.042 in 1955, but earnings will fall below last year's \$2.42 per share, pres. Julian K. Sprague told St. Louis Society of Financial Analysts this week. Earnings last year were \$3,003,128—and for first 6 months this year were \$1,028,080 (83¢ per share). He attributed lower profits to heavy expenditures on extensive development program, predicted improved earnings starting next year.

Consolidated TV & Radio Broadcasters Inc. (Bitner group), being sold to Crowell-Collier (see page 1), had net profit of \$590,304 (97¢ per share) on gross revenues of \$6,153,511 in 9 months ended Aug. 31, compared to profit of \$441,152 (73¢) on revenues of \$4,822,336 in corresponding period of preceding fiscal year. Pre-tax profit was \$1,370,340 vs. \$1,120,183 year ago.

Charles F. Stromeyer, v.p. of CBS Inc. and pres. of CBS-Hytron, is revealed by N.Y. Stock Exchange to have purchased 7803 shares of CBS "A" stock in Aug., increasing his direct "A" holdings to 8873; in July, he bought 2500 CBS "B," holding 3570 personally and 5788 jointly, according to SEC.

Columbia Pictures earned \$2,670,000 (\$2.28 per share) in fiscal year ended June 30, compared to \$4,949,000 (\$4.40) in preceding fiscal year.

Republic Pictures earned \$946,595 (32¢ per share) in 39 weeks ended July 28, compared to \$1,333,168 (51¢) in corresponding period of preceding fiscal year.

Network Television Billings

August 1956 and January-August 1956
(For July report see *Television Digest*, Vol. 12:37)

HIGHEST MONTHLY BILLINGS on record were achieved by all 3 TV networks in Aug., each showing exceptional gains over Aug. 1955, according to Publishers Information Bureau. CBS hit \$19,430,748, a 29.9% gain over year ago; NBC achieved \$16,414,935, up 39.5%; ABC rose to \$6,842,292, up 92.1%. Total of the 3 for month was \$42,687,975, a 40.7% gain over same 1955 month.

The sharp Aug. rise further increases gain over last year—the Jan.-Aug. total reaching \$314,945,801—a 22.3% increase over the \$257,517,496 for same 1955 period. The complete PIB Aug. report:

| | NETWORK TELEVISION | | | | | |
|---------|--------------------|--------------|-------------|-------------------|---------------|-------------|
| | Aug. 1956 | Aug. 1955 | % Change | Jan.-Aug. 1956 | 1955 | % Change |
| CBS | \$19,430,748 | \$14,959,098 | +29.9 | \$144,411,892 | \$123,285,950 | +17.1 |
| NBC | 16,414,935 | 11,767,789 | +39.5 | 119,678,432 | 102,545,292 | +16.7 |
| ABC | 6,842,292 | 3,562,676 | +92.1 | 50,855,477 | 28,595,084 | +77.8 |
| DuMont* | | 55,385 | — | 3,091,170 | — | — |
| Total | \$42,687,975 | \$30,344,948 | +40.7 | \$314,945,801 | \$257,517,496 | +22.3 |

1956 NETWORK TELEVISION TOTALS BY MONTHS

| | ABC | CBS | NEC | 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 | 38,979,469 |
| May | 6,639,132 | 18,260,894 | 15,710,403 | 40,610,429 |
| June | 6,119,917 | 17,935,789 | 14,186,929 | 38,242,635 |
| July | 5,532,030 | 18,481,719† | 13,733,765† | 37,747,514† |
| Aug. | 6,842,292 | 19,430,748 | 16,414,935 | 42,687,975 |
| Total | \$50,855,477 | \$144,411,892 | \$119,678,432 | \$314,945,801 |

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

† Revised as of Oct. 9, 1956.

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

Important victory for community antenna operators came this week when California Supreme Court ruled that CATV systems can't be classified as "telephone systems," hence are outside jurisdiction of Public Utilities Commission. First such judicial ruling, it serves as precedent for all other states with similar laws. Case arose when subscribers of system in Martinez complained to PUC that they were getting inferior service. PUC then said it had jurisdiction and prepared to regulate state's CATV systems. National Community TV Assn., through counsel E. Stratford Smith, joined in appeal to Supreme Court. NCTA's job now is to keep state legislature from amending law to put systems specifically under PUC.

One application for TV station and 2 for translators were filed this week with FCC, bringing total pending to 133 for stations (28 uhf) and 21 for translators. Application for TV station was for Ch. 13, Honolulu, by Kaiser Hawaiian Village TV Inc., owned 75% by industrialist Henry J. Kaiser (see p. 4). Translator applications were for Ch. 73 in Salida, Colo., by N. E. Vance, and Ch. 70 in W. Lebanon, N. H., by Nelson A. Crawford, who also proposes to serve Wilder and White River Junction, Vt.—first eastern application. [For details, see *TV Addenda 23-N* herewith.]

Sharp restrictions on TV-radio in Brazil are contained in draft of new press control law submitted to Brazilian Congress this week. But without waiting for the law, Brazilian Communications Minister Meiro ruled that TV-radio stations must exclude from programs, under penalty of 30-day suspension or cancellation of licenses, any material considered "subversive, obscene or injurious" to Brazilian authorities. But neither the bill nor Meiro specified what is permissible.

Drive against fraudulent ads on TV-radio was intensified this week when Federal Trade Commission formalized creation of a special investigative unit to monitor TV-radio commercials, as recommended by exec. director Alex Akerman Jr. (Vol. 12:37). T. Harold Scott, veteran FTC attorney, will head new unit as legal adviser & asst. for TV-radio to chief project attorney, bureau of investigation. Chairman Gwynne explained that FTC attorneys in 8 branch offices (N. Y., Chicago, New Orleans, Cleveland, Kansas City, San Francisco, Seattle & Washington) will assist special unit monitoring TV-radio commercials on part-time basis. Akerman explained: "While TV and radio stations have done a generally good job of screening out false advertising, the help that trained legal investigators of the FTC can give undoubtedly will offer even greater protection to the public."

Ad agency profit margins haven't shrunk much since 1930, according to article in Oct. *Fortune Magazine* based on hitherto confidential AAAA report. Titled "The Battle of the 15%," article reports that cross-section of agencies billing at least \$10,000,000 a year averaged net profit after taxes of 7.05% in 1955, compared with 7.89% in 1951, 5.76% in 1952, 6.22% in 1953, 6.99% in 1954. Using as its index the pre-tax profits plus salaries & bonuses paid to owners of 10% or more of agencies' capital stock, *Fortune* claims average return for agencies of all sizes was 29.85% in 1953, just 1% below 1930 figure of 30.88%. Article also reports that of 40 corporate ad mgrs. interviewed, "only 2 expressed any interest in dispensing with the services of outside advertising agencies, even if media discounts should be abolished." Article is second in series on advertising industry.

NARTB code review board is "on the verge" of asking 3 unidentified eastern TV stations to resign from code because of "continued and apparent willful violations," code board chairman G. Richard Shafroth, WIS-TV, Columbia, S. C., told NARTB regional conference in Washington this week. He said code board staff is contacting those stations to give them "a final opportunity to alter their practices." Latest staff report showed more than 90% of stations recently monitored were operating consistent with code, he said. Board is also checking network origination closely, he said, adding that only this week it "expressed concern" to one network that 2 of its high-rated programs frequently exceeded code's commercial time allowance.

Quoteworthy quotes: "A TV station has the impelling persuasion to create a gigantic market place for products, to bring thousands of new buyers for services, to generate understanding for the needs of others, to bring cultural uplift and inspiration, and to elect better public office-holders. Its future influence upon our society cannot be foretold or overestimated . . . TV is too big, too great, to be long entrusted to opportunist management."—G. Richard Shafroth, WIS-TV, Columbia, S. C., chairman of NARTB code review board, to NARTB regional meeting in Washington Oct. 11.

Maturity of broadcasting was saluted by FCC comr. Robert E. Lee in speech before NARTB regional meeting in Washington this week when he asked: "Should not the broadcaster, like the press, be permitted to shoulder its responsibility without either legislative or administrative second-guessing or directive?" He also plumped for another Congressional look at political broadcasting laws (Sec. 315 of Communications Act), deplored fact that "fringe parties" are entitled to equal time on stations along with major parties.

GPL has shipped second video recorder to Australia —this week's shipment going to upcoming HSV, Melbourne (Herald-Sun Pty. Ltd.).

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SUMMARY-INDEX OF THE WEEK'S NEWS — October 20, 1956

DECENTRALIZATION OF ABC, delegation of authority, are goals of AB-PT pres. Goldenson. Kintner resigns as ABC pres.; Treyz heads TV network (p. 1).

FIRST RATINGS OF TOP MOVIES indicate vast new importance of feature film programming, giving independents biggest chance to compete with networks (p. 2).

"HOME THEATRE" wired pay-TV system for Bartlesville, Okla. planned by Video Independent Theatres & Jerrold. One major movie producer committed (p. 3).

ALL-SPECTRUM STUDY, from 25 kc on up, being considered by FCC, may start early next year. Uhf-study 10-man board prepares for Oct. 23 meeting (p. 6).

REP. EVINS ON LOOSE AGAIN, charges networks trying to kill his subcommittee report, which urges less Presidential "interference" in FCC (p. 6).

HIGH-LEVEL CHANGES AT ABC—WHAT'S AHEAD?

Executives at ABC-TV will be first order of the day -- following this week's resignation of pres. Robert E. Kintner, forced by majority of parent AB-PT board under leadership of pres. Leonard Goldenson, who had persuaded board that network was progressing too slowly under Kintner's "one-man rule."

Goldenson took "direct supervision of the broadcasting division," immediately named TvB pres. Oliver Treyz "head" of ABC-TV (an interim title pending next AB-PT board meeting Nov. 15, when he's due to be named v.p. in charge of the TV network). Treyz actually succeeds John H. Mitchell, who moves up to new position of special asst. to Goldenson. Don Durgin continues as v.p. in charge of radio network, which is not due for extensive reorganization.

Goldenson made it clear that "strengthening" means hiring additional personnel and administrative realignment.

"We're going to be completely decentralized, with operating responsibilities resting fully with the heads of departments," Treyz told us -- thus touching on the basic issue underlying Kintner's resignation. As one director said, "when you thought of ABC, you thought only of Kintner. It was too much of a one-man show."

AB-PT leadership obviously considered ABC-TV's progress insufficient, though statistics do show that considerable gains have been made. Latest PIB tabulation (Vol. 12:41) credits ABC-TV with billings of \$50,855,477 in first 8 months of 1956, up 77.8% from \$28,595,084 in first 8 months of 1955. Aug. billings of \$6,842,292 were 92.1% over \$3,562,676 of Aug. 1955. Impressive as the percentage gains were, they still left ABC-TV far behind CBS-TV's 8-month billings of \$144,411,892, or NBC-TV's \$119,678,432; in Aug. alone, CBS-TV had \$19,430,748, NBC-TV \$16,414,935. ABC last year operated at a profit for first time since merger with Paramount Theatres in 1953 (Vol. 12:13).

"ABC-TV sales are not up to expectations for the next 3 quarters," Goldenson stated this week in releasing AB-PT's financial report for 3rd quarter and 9 months of this year. Though prime evening sales for fall season were 19½ hours weekly vs. 17½ last year, Mickey Mouse Club sales "are considerably below those of last year," despite its high ratings, Goldenson reported.

PROBE OF DISTRIBUTION in TV-radio-appliances by Senate Small Business Committee shaping up, inspired by complaints of wholesalers on franchise terms (p. 9).

TRANSISTORIZED PORTABLE TV should be on market in 2 years, Dr. Baker predicts; Sylvania announces transistorization practical in 3 TV circuits (p. 10).

COLOR PROGRESS in sharp dispute, RCA's Sarnoff reiterating prediction of 200,000 sales this year, expecting 500,000 in 1957. Others bearish (p. 8).

PHILADELPHIA EDUCATIONAL UHF outlet begins operation as nation's 23rd non-commercial TV, 490th station; reports from upcoming stations (p. 7).

STORER SELLS ATLANTA STATIONS WAGA-TV & WAGA to Washington Post for \$6,500,000—deal contingent on FCC approval of Manchester, N.H. purchase (p. 12).

"Strengthening in depth" of network exec-

utives at ABC-TV will be first order of the day -- following this week's resignation of pres. Robert E. Kintner, forced by majority of parent AB-PT board under leadership of pres. Leonard Goldenson, who had persuaded board that network was progressing too slowly under Kintner's "one-man rule."

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Consolidated earnings of AB-PT for 9 months were \$6,616,000 (\$1.53 per share) vs. \$5,286,000 (\$1.21) same 1955 period -- including \$930,000 capital gains, compared with \$32,000 capital gains last year. Third quarter net operating profit was \$1,484,000 (34¢ a share) vs. \$1,899,000 (43¢) same quarter last year. Goldenson noted that theatre business was up from second quarter but below 3rd quarter 1955.

* * * *

"We're out to develop competitive program strength in all time periods," said Treyz. "We're going to watch ratings very closely, and if the opposition clobbers us in some time periods, we'll have to make some adjustments. Right now I'd say we are very strong on Tuesday and Wednesday nights.

"Wherever we move, we'll move as a team. Beyond that, I can't be more specific -- except to say that, for the moment, we're not concerned with whether we are a first, second or a third network. Our chief concern is that we be an 'A' network, that is to say, a quality network."

Selection of the 38-year-old Treyz was in recognition of his organizational skill, a talent he demonstrated dynamically as first pres. of Television Bureau of Advertising in last 20 months. An effervescent personality combined with an unflagging faith in his product -- namely TV -- made him a "salesman's salesman." And that says nothing of his administrative ability which developed TvB from a shell to a going concern with membership of 212 stations, 15 reps, 3 networks. Norman (Pete) Cash, his v.p., succeeds him as pres. of TvB.

Treyz thus returns to ABC, where he served as director of radio network and previously as director of research & sales development before joining TvB. Before joining ABC in 1948, he was research mgr. of Sullivan, Stauffer, Colwell & Bayles and served in BBDO program development dept.

Reports of uneasiness in upper levels of ABC had been circulating for some time -- long before story of Kintner's resignation broke last week (and was denied by ABC at that time). That there had been some intramural sniping between the broadcasting and theatre representatives was well known. In fact, Kintner's letter of resignation to Goldenson stated flatly:

"We are in substantial dispute concerning policies relating to the organization and operation of the American Broadcasting Co." Goldenson's letter of reply acknowledged existence of "major policy differences."

Kintner, 47, joined ABC in 1944 after career as newsman, being part of Alsop and Kintner column team. He served first as v.p., became exec. v.p. in 1946 and pres. (at \$100,000 a year) on Dec. 30, 1949. He reportedly plans European and Mediterranean cruise, has made no announcement of future plans. Settlement of his contract, which runs until Dec. 1957, is said to specify that he cannot join a competing organization until next Jan.

MOVIE RATINGS ARE BETTER THAN EVER: First significant reports are in on ratings of new top-notch feature films, and they tend to prove this thesis:

Good movies in prime time can hold their own against network shows. This preliminary, and still tentative, conclusion may have far-reaching implications for boosting the strength of independent stations vis-a-vis network outlets.

Most talked-about test of movies on TV was Oct. 12 premiere of Colgate-sponsored MGM features on Los Angeles' KTTV -- 2½-hour showing of "Thirty Seconds Over Tokyo," widely publicized in advance through newspaper ads and TV spots. Special ARB survey gave these figures on just how badly independent KTTV drubbed opposition:

For the full 2½ hours, KTTV's average audience was greater than that of all other Los Angeles stations put together and nearly double that of the 3 local network stations combined! Its average rating was 30.8, reportedly highest of any new show, local or national, this season. In same period, other Los Angeles channels had average ratings of 7.4, 6.4, 3.7, 3.5, 3.2 and 2.2.

Even the movie theatres suffered on MGM debut night -- N. Y. Times survey reporting over-all 25% drop in area attendance during TV premiere of 11-year-old film.

MGM's TV chief Charles (Bud) Barry couldn't resist temptation to rub it in a little. Pointing out that the networks had turned down opportunity to lease the

features, he hailed KTTV results as "most dramatic evidence of the fact that the networks failed to recognize the importance of features as a top program source." He said he expected ratings to result in rash of new MGM library sales.

Though news from Los Angeles was most spectacular, these other reports filtered in this week, showing new importance of feature programming:

(1) In New York, WATV's 16-times-a-week showing of first of its 20th Century-Fox features, "How Green Was My Valley," garnered cumulative Pulse rating of 64 -- indicating that more than 3,000,000 of the 4,700,000 sets in area had been tuned to that feature sometime during week.

(2) Recent 16-performance-a-week show of RKO's "Top Hat" (Fred Astaire-Ginger Rogers) on New York's WOR-TV Million Dollar Movie drew 69.4 cumulative Pulse.

(3) Another N. Y. independent, DuMont's WABD, reported biggest national spot business in years for its twice-each-Sunday Warner Bros. feature show.

(4) In Boston, WBZ-TV installed Warner Bros. movies in daily 5:30-6 p.m. strip, boosting its average ARB rating from 4.4 in Aug. to 13.7 in Sept. -- bringing it to No. 1 in that time period, surpassing even Mickey Mouse Club. During its first week, show pulled more than 33,000 pieces of mail.

'CABLE THEATRE' TRIAL SHAPES UP IN OKLA.: Closed-circuit subscription-TV is finally seriously in the works. After long wooing of major movie producers, Jerrold Electronics Corp. has cracked one, obtained firm commitment for first-run feature films. At same time, it has made deal with a big theatre chain and is virtually set to wire up town now getting plenty of TV -- to give pay-TV full-scale tryout.

Name of movie producer hasn't been disclosed, but it's understood others among the majors may join in deal soon. Exhibitor is Video Independent Theatres and the town is Bartlesville, Okla. Headed by Henry S. Griffing, VIT has headquarters in Oklahoma City, operates some 150 theatres in Okla.-Tex., is already heavily in TV with 12½% ownership of KWTV, Oklahoma City (Ch. 9), holding CPs for KSPS, Hot Springs, Ark. (Ch. 9) and KVIT, Santa Fe (Ch. 2), applying for Ch. 13 in Sioux Falls, S. D. -- and operating community antenna systems in Ardmore, Hobart & Hugo, Okla., Childress & Wellington, Tex.

Details of arrangements among principals haven't been finalized, but they say little chance of hitch is seen -- because all are eager to test thesis that vast movie audience can be recaptured by "bringing the mountain to Mohammed." Bartlesville was chosen not only because it offers potential of 10-11,000 homes but because it now gets considerable free TV -- presenting fertile field for testing.

Shapp and his asst. Zal Garfield have long argued that scrambled-TV on stations, the type urged by Paramount Pictures' International Telemeter, Skiatron and Zenith, hasn't got a chance -- because public can break code and bootleg pictures. Wired system, they claim, is completely secure -- and they've argued against telecast pay-TV systems in hearings before congressional committees and FCC. Pay-TV proponents pooh-pooh Shapp's claims of ability to break their codes, haven't deigned to accept his challenge to FCC-refereed contest.

One advantage that wired system holds over telecast techniques is that FCC approval isn't needed for closed circuit -- and Commission is scarcely even lukewarm about authorizing toll TV on stations.

Hope for what they call "Home Theatre," on part of wired-system entrepreneurs, is that they can get enough first-run movies to give home audience 2 fresh features weekly. Price per movie hasn't been set, but good guess is that it will run about \$1 per home per show. If system is operating by next spring, as hoped, it will get most intense study by movie & TV industries -- another "Videotown." Plan is to try variety of releasing techniques -- presenting movies simultaneously with first-run on local theatres, then before and after.

Producer & exhibitor principals of the combination naturally look for total theatre-home boxoffice to exceed theatre take alone. And Jerrold, largest manufacturer of community-antenna equipment, not only hopes for vastly expanded equipment market but aims to share operating profits with producers & exhibitors.

Personal Notes: Edwin C. Tracy promoted to mgr. of RCA broadcast & TV equipment dept., succeeding A. R. Hopkins, now mgr. of RCA commercial electronic marketing dept. . . . Frank Stanton, CBS pres., returned to desk this week, cutting short European vacation . . . Wendell B. Campbell, who joined General Teleradio in Aug. after serving as v.p. in charge of CBS radio spot sales, elected v.p. for national sales of RKO Teleradio Pictures, handling sales of its owned-&operated stations and Mutual . . . Leavitt Pope, asst. gen. operations mgr., and controller T. E. Mitchell elected v.p.'s of WPIX, N. Y.; Ward Quaal, v.p.-gen. mgr. of WGN Inc., Chicago, elected to WPIX board . . . Howard Duncan named sales mgr. of WTVN, Columbus, replacing Ed Richter, now pres.-gen. mgr. and part owner of WEHT, Henderson, Ky.-Evansville, Ind. . . . Campbell Arnoux, WTAR-TV, Norfolk, appointed chairman of NARTB's audit TV circulation committee, succeeding Robert D. Swezey, WDSU-TV, New Orleans; Joseph A. McDonald, NBC, reappointed chairman of copyright committee . . . Jay Eliasberg, asst. director of CBS-TV research since May, becomes acting director, succeeding Oscar Katz, now v.p. in charge of TV daytime programming . . . Robert H. Teter, exec. asst. to Westinghouse stations pres. Donald H. McGannon, and Frank A. Tookey, mgr. of Westinghouse's WBZ-TV, Boston, flying to Munich Oct. 21 for inspection of Radio Free Europe facilities . . . John O'Keefe promoted to publicity director, WRCA-TV & WRCA, N. Y., succeeding Don Bishop, now publicity & community services director of NBC owned stations & Spot Sales . . . Augie Cavallaro promoted to exec. asst. to Ted Cott, v.p.-gen. mgr. of DuMont's WABD, N. Y. & WTTG, Washington, succeeding Lewis Arnold, now gen. mgr. of KTLA, Los Angeles . . . Joe B. Foster, from AM affiliate, named commercial mgr. of KTBS-TV, Shreveport . . . Mucio F. Delgado promoted to program director of Radio Free Europe, replacing Wm. T. Raphael, who returns to N. Y. to join headquarters staff of Crusade for Freedom, which supports Radio Free Europe . . . Ted Walworth promoted to sales director of WRCV-TV, Philadelphia, Harold W. Waddell to sales director of WRCV . . . Harry Trenner resigns as Mutual sales v.p. to devote full time to his radio WFEC, Miami, and to other AM properties he plans to acquire; Harold Gold promoted to MBS director of press information & audience promotion, re-

placing Francis X. Zuzulo, resigned . . . Clifford M. Kirtland Jr. promoted to treas. & controller of Transcontinental TV Corp., owners of WROC-TV (formerly WHAM-TV), Rochester, N. Y., and 50% owners of WSVA-TV & WSVA, Harrisonburg, Va. . . . Wm. J. Reilly promoted to v.p. in charge of enlarged Chicago TV-radio office of Adam Young rep firms; J. Taggart Simler promoted to TV midwestern sales mgr. . . . Glenn W. Gilbert named head of Avery-Knodel's new Detroit office . . . Kenneth E. Palmer heads Clarke Brown Co.'s new Denver office . . . Robin C. Armstrong joins Toronto office of reps All-Canada TV . . . Richard Ross, ex-KING-TV, Seattle, named news director of KGW-TV, Portland, Ore. . . . Herbert J. Weber named gen. sales mgr. of WJBK-TV, Detroit . . . Harry Fuchs, ex-Skouras Theatres, forms Radio & TV Monitors, 71 Tamarack Road, Port Chester, N. Y., as consultants on commercials . . . Jack House, ex-Wm. Esty director of station relations & TV account supervisor joins Screen Gems, N. Y. . . . Russ Raycraft, ex-Roland Reed TV & Dancer-Fitzgerald-Sample, named director of new TV div. of Wilding Picture Productions . . . Robert S. Taplinger, new v.p. & adv.-public relations director of Warner Bros., has merged his public relations agency with Carl Ruff Assoc., forming Taplinger-Ruff Assoc., 608 Fifth Ave., N. Y. . . . Dan S. Blumenthal, ex-DuMont & NBC, appointed v.p. of David O. Alber Assoc., handling public relations for DuMont Labs . . . J. Morrison Smith elected pres. of National Radio Institute, Washington, succeeding father James E. Smith, founder of 42-year-old correspondence school, who becomes chairman.

Next NBC executive changes, due to be announced within 2 or 3 weeks: Nat Wolff, director of NBC-TV program planning, will become v.p. in charge of network TV programs, N. Y., succeeding Richard A. R. Pinkham, who will be named pres. of NBC's California National Productions, replacing Alan W. Livingston, now head of TV programming originating from west coast and due to be elected v.p. at next board meeting Nov. 2.

Martin Codel, publisher of *Television Digest*, convalescing from recent surgery, leaves Oct. 27 on cruise to Spain, returning in about 3 weeks via air; he will be accompanied by Mrs. Codel and sister-in-law Mrs. Edward Codel, wife of the Katz Agency v.p.

Alfred Starr, 58, leading movie exhibitor, died Oct. 15 of heart attack at his desk in Nashville. Partner in Bijou Amusement Co., operator of 50 Negro theatres in 6 southern states, he was a former president of Theatre Owners of America and a leader in fight against subscription TV. Close friend of Sen. Kefauver, he was member of Volunteers for Stevenson-Kefauver finance committee in Tennessee. He was founder of Nashville Symphony Orchestra, pres. of Community Chest, incorporator of city's Educational TV Foundation. He was educated at Vanderbilt, Harvard, U of Dijon in France, taught mathematics for a while at Peabody College in Nashville. He is survived by his widow, 2 sons, 2 daughters, 3 brothers, 2 sisters.

Frank Burke, 61, editor of *Radio-TV Daily* since 1943, died Oct. 15 in Hospital for Joint Diseases, New York, after 4½ months' illness. Veteran of journalism and show business, he achieved broad recognition in the industry. He was native of Waterloo, Ia., worked on several midwestern newspapers, including *Minneapolis Tribune*, before serving in publicity and personal management positions with RKO, Consolidated Radio Artists, MCA, Olsen & Johnson, Paul Whiteman, Don McNeill. He is survived by his wife, daughter, 2 sisters and a brother. Requiem Mass was at Holy Innocent's Church, Pleasantville, N. Y. Family requested that in lieu of flowers, donations be sent to Rosary Hill Cancer Home, Hawthorne, N. Y.

ADVERTISING AGENCIES: Frank Ott, D'Arcy v.p. & business mgr. of TV-radio dept., elected v.p. in charge of TV-radio, replacing Paul Louis, forming own consulting firm with D'Arcy as client . . . Ray J. Mauer elected v.p. & asst. creative director of Geyer Adv., in charge of TV-radio copy & TV art; Lee A. Emmerich promoted to TV-radio production mgr.; Donald W. McGuinn, TV-radio business mgr., assumes additional duties of TV-radio traffic mgr. . . . John Masterson, ex-pres. of TV-radio production firm of Masterson, Reddy & Nelson, named TV-radio mgr., Tatham-Laird Inc., N. Y. . . . Frank P. McCord, mgr. of Ted Bates research dept., ex-v.p. & research director of Grant Adv. and Cecil & Presbrey, elected Ted Bates v.p.; Charles D. Dunkin, mgr. of client service, also elected a v.p. . . . Frank D. Jacoby, ex-Biow, BBDO & NBC, named exec. TV producer, Product Services Inc., N. Y. . . . Charles M. Wilds, mgr. of TV-radio timebuying, N. W. Ayer, N. Y., returns to Philadelphia as agency's mgr. of TV-radio sports staff; Irene Sandray and Margaret R. Brenner join TV-radio dept., N. Y. . . . Alan Hahn promoted to TV-radio copy director, Joseph Katz Co., N. Y. . . . Sylvia Dowling, ex-TV copy supervisor at Sullivan, Stauffer, Colwell & Bayles, joins Benton & Bowles as senior copywriter . . . John L. Del Mar promoted to mgr. of AAAA's new western regional office, to be opened about Nov. 1 at 235 Montgomery St., San Francisco; Margaret Dodd will assist him.

BROADCASTING INDUSTRY saluted *Broadcasting-Telecasting Magazine* this week on occasion of its 25th anniversary, celebrated with big (276-pp.) ad-packed edition Oct. 15 carrying an interesting chronology of important radio & TV events over the quarter century. One of earliest and most successful publications in the radio field, its genesis is an intriguing footnote to the history of American printed and audible journalism.

Magazine was originally conceived in 1930 by its founder-editor Martin Codel as a publication dedicated to fight against the powerful lobby which was urging govt. ownership of radio, and to persuade more newspapers to join radio as operators rather than try to strangle it is a competitor. Reporter Codel, then operating his Radio News Bureau syndicate, now editor & publisher of *Television Digest*, had first sought to persuade bitterly anti-radio Marlen Pew Sr., editor of the newspaper trade journal *Editor & Publisher*, to carry a page or column on newspapers' activity in radio. Pew's now-historical response: "This monster must be crushed."

The press was largely anti-radio, playing up every mite of news unfavorable to it—and such other tough battlers as Joy Elmer Morgan, of the American Education Assn., and the often apoplectic H. O. Davis, late publisher of the *Ventura* (Cal.) *Free Press*,* fed a constant grist into the anti-radio publicity mill. They even seemed to have some strong people on Capitol Hill sold on constantly more rigid controls of radio if not outright govt. ownership.

After vain efforts to persuade McGraw-Hill, Capper Publications, et al., to angel his brain-child, which he had dummed up as a sort of replica of *Editor & Publisher*, and having induced Sol Taishoff, his ex-colleague on the reportorial staff of David Lawrence's old *United States Daily*, to come into the project with him when and if backing could be obtained, Codel got the break he sought when lawyer Phil Loucks helped them persuade client Harry Shaw, Iowa newspaper publisher and station owner, to finance the magazine to the extent of \$20,000 for 51% control. The late Mr. Shaw, who became president of the National Assn. of Broadcasters, pulled out in a matter of months due to the banking crisis, and Codel became editor-publisher (59%), Taishoff managing editor (41%).

It was kept going mainly because the publisher persuaded CBS's Bill Paley, NBC's Deke Aylesworth and WOR's Al McCosker to pay for advertising in advance (their first use of paid space, for which they hired their first promotion men); because the publisher took no salary the first year while crack reporter Taishoff got the munifi-

* Now published by TV-radio owning Copley Press Inc. For list of newspaper-owned radio stations, see *B-T Yearbooks*; for newspaper ownership of TV stations, see *TV Factbook No. 23*.

Rate increases: KDKA-TV, Pittsburgh, Nov. 1 raises base hour from \$1700 to \$2000, min. \$400 to \$500. WBAL-TV, Baltimore, Oct. 16 raised hour from \$1250 to \$1500, min. \$275 to \$350. WPRO-TV, Providence, Oct. 1 raised Class A hour from \$1000 to \$1100, min. only Class AA from \$240 to \$300. WTTV, Bloomington, Ind. has added Class AA hour (7-10 p.m. daily) at \$1000, min. at \$180, Class A hour going from \$800 to \$720. WHCT, Hartford, Conn. Oct. 15 raised base hour from \$500 to \$650 and added Class AA 20 sec. rate (7:50-10:30 p.m. daily) at \$130. WSAU-TV, Wausau, Wis. Nov. 1 adds Class AA hour (7-10 p.m. daily) at \$350, min. at \$70, Class A hour remaining \$300. WGEM-TV, Quincy, Ill. Oct. 1 raised hour from \$200 to \$250, min. \$40 to \$50. WAPA-TV, San Juan, Nov. 1 adds Class AA hour (7-9 p.m. daily) at \$250, min. at \$55, Class A hour going from \$200 to \$212.50. Spot increases: WBKB, Chicago, Oct. 1 raised 20 sec. rate from \$525 to \$700 and withdrew Class AA and Class A 5 & 10 min. rates. WTWT, Tampa, has added Class AA min. (7:30-10:30 p.m. daily) at \$150, Class A min. remaining \$120.

cent salary of \$55 a week; and because the two of them did just about all of the work. Within a year they paid off the \$5200 Shaw had advanced, and within 2 years the paper, with a staff grown to a half dozen, was showing a modest profit that was nearly all ploughed back into expansion.

Need for missionary work among newspapers evaporated early in the days of the semi-monthly (first called *Broadcasting, The News Magazine of the Fifth Estate*) as true believers in and rising operators of the medium gave instant support to its news and editorial policies. These included such newspapers and their radio chiefs as the *Chicago Daily News* (Bill Hedges), *Chicago Tribune* (Quin Ryan), *Milwaukee Journal* (Walter Damm), *Atlanta Journal* (Lambdin Kay), *Louisville Courier-Journal* (Credo Harris), *Worcester Telegram & Gazette* (George Booth), *Detroit News* (Bill Scripps), *Kansas City Star* (Dean Fitzer), *St. Louis Post-Dispatch* (George Burbach)—to say nothing of the many non-newspaper station owners and operators.

One of the earliest contributors of articles—and very authoritative they were, too, on various surveys of Ohio radio set ownership, listener habits, etc.—was a young Ph.D. and instructor at Ohio Wesleyan U named Frank Stanton, now CBS pres. A secret ally in the hard-won fight to get the press associations to sell their services to networks and stations was UP pres. Karl Bickel. First desk man employed was a *Washington Post* reporter, James Secrett, now RETMA exec. v.p. Of many other alumni, 2 are publishing own successful trade magazines—Norman Glenn, who shortly celebrates the 10th anniversary of *Sponsor* by going from bi-weekly to weekly; Sol Paul, who recently converted his *Television Age* from monthly to semi-monthly.

Early in the war period, the paper now very prosperous, Publisher Codel and Editor Taishoff disagreed, mainly on editorial and advertising policies. Codel sold him part of his stock, went overseas for service with the American Red Cross. Returning from North Africa on leave, Codel in 1944 sold the remainder of his stock to Taishoff. Just after VJ-Day in 1945, Codel founded the adless *Television Digest*, which also has clicked—its top-echelon circulation penetrating not only the broadcasting fields but even more deeply into the TV-radio-electronics manufacturing, vending, banking and associated fields.

Broadcasting-Telecasting has continued to prosper through the years, reflecting the growth of radio and TV broadcasting, and Publisher Taishoff took occasion of 25th birthday to announce that B-T will soon join the Audit Bureau of Circulations.

Familiar subscription-TV arguments, pro & con, have been given another airing recently by *New York Herald Tribune* advertising columnist Joseph Kaselow. On Sept. 23, he gave essence of Skiatron counsel James M. Landis' Sept. 21 presentation to Canadian Royal Commission on Broadcasting—that toll TV could cater to minority audiences and could help uhf. In Oct. 14 column, uhf operator Thomas P. Chisman, of NBC-affiliated WVEC-TV, Norfolk, argued that pay TV could scarcely give viewers anything they don't get now; that toll TV would inevitably gravitate to programs attracting greatest audiences, siphoning off programs public now gets free; that a uhf station such as his own can become successful if it gets top-notch programming, notably from networks.

Eldridge Peterson, editor of *Printers' Ink*, which he joined in 1926, named publisher, replacing Robert E. Kenyon, who becomes pres. of Magazine Publishers Assn. Jan. 1. Ownership of *Printers' Ink* will shortly pass into hands of newly incorporated *Printers' Ink Foundation*.

ALLOCATIONS PICTURE may be broadening beyond the uhf question to include entire radio spectrum from 25 kc on up. FCC this week discussed the vast, conflicting demands for kilocyclic "lebensraum" from virtually every industry in the nation, is giving serious thought to starting en banc hearing early next year to evaluate changes in use of radio since last complete allocation 10 years ago.

Meanwhile, 10-man board of new uhf-study organization prepared for Oct. 23 meeting at FCC, is expected to elect permanent chairman, finalize setup. Acting chairman, RETMA pres. Dr. W. R. G. Baker, will bow out—RETMA apparently feeling this is largely "the telecaster's show." RETMA's 2 representatives on board are expected to be staffers Capt. Henry Bernstein, its military engineering coordinator, and asst. gen. counsel Wm. Reynolds. There's no clearcut indication who'll be chairman. For paid staff director, 2 names are mentioned prominently: consultants Walter Compton and Richard Doherty.

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FCC activity continued relatively light. Court of Appeals took another swipe at Commission, ordering hearing on McClatchy's protest against grant of modification to KBET-TV, Sacramento (Ch. 10), which had won original grant in competitive hearing with McClatchy. Commission had said McClatchy had no standing to protest the modification, but court ruled: "We think that modifying some of the basic characteristics of a construction permit is tantamount to the issuance of a new and different permit. To do this without affording the parties to the comparative hearing a chance to protest and be heard amounts to granting a permit for construction which had not been proposed before or during the hearing and which therefore had not been compared with the proposals of other applicants . . . If the reduction in coverage had been proposed during the hearing, obviously McClatchy might have had in its superior coverage proposal an additional preference which might have turned the balance in its favor."

MORE SOUND & FURY came this week from Rep. Evins (D-Tenn.), who last March issued press release charging that networks "have power to hire & fire" FCC employes—and then drew virtual blank at hearings on subject (Vol. 12:11-12). As chairman of 3-man Small Business subcommittee, he came out this week with a new—and equally mystifying—press release, accompanied by a one-man draft report on his subcommittee's hearings on Federal regulatory agencies.

Release this week charged that certain "outside persons" have gotten hold of Evins' preliminary draft report, and are fighting to suppress it. As result of this "leak," said Evins, he has decided to have report printed and release it—even though subcommittee's other 2 members haven't yet acted upon it.

Evins specifically charged that "officials of the 2 major networks, NBC and CBS," had copies of one of his preliminary draft reports and presumably were lobbying to keep it from coming out. Upon questioning the networks, we drew a complete and unequivocal denial. Said an NBC official: "We never heard of the report, we have never seen it, we have never asked for a copy." CBS spokesman said he had checked and "nobody from Stanton on down" has seen the report.

Gist of Rep. Evins' 90-page report is that executive branch of Govt. has too much power over such independent regulatory agencies as FCC, FTC, CAA, which should be responsible only to Congress. He recommends that

In another much-litigated case, FCC complied with court decision by ordering hearing to start by Nov. 16 on grantee WJRT, Flint (Ch. 12)—to determine differences between its original grant and later application for modification, and to determine whether its action in requesting the modification reflects on its "character and fitness."

One protest case was wound up in final decision—Commission affirming grant of uhf satellite KBAS-TV, Ephrata, Wash. (Ch. 43) to owners of KIMA-TV, Yakima, over protest of radio KSEM, Moses Lake. Commission said the only effect of rescinding grant would be to deprive area of service.

There were several allocations actions: (1) Finalized assignment of Ch. 45 to Youngstown-New Castle rather than New Castle alone. (2) Added to New Orleans rule-making the proposal to delete Ch. 6. (3) Added to Evansville rule-making the proposal to shift its Ch. 7 to Louisville. (4) Added to Madison rule-making the proposal to shift Ch. 3 to Rockford. (5) Proposed to shift Ch. 18 from Jackson, La. to Baton Rouge. (6) Turned down request of WMUR-TV, Manchester, N. H. (Ch. 9) that Zone I-II boundary be shifted. (7) Denied petitions for reconsideration, filed by Des Moines' WGTV (Ch. 17) and radio KIOA, that city's Ch. 11 be made commercial.

Among rule-making petitions filed was series of alternatives proposed by KVDO-TV, Corpus Christi (Ch. 22) to add Ch. 2, 3 or 13 to city or area. KVAN-TV, Vancouver, Wash. (Ch. 21) sought assignment of Ch. 2. In Ann Arbor, Mich., WPAG-TV (Ch. 20) asked that Ch. 12 be shifted from Flint, added that it had spent \$119,801 to build, suffered loss of \$24,989 in 1953, \$30,036 in 1954, \$30,056 in 1955, \$16,468 in 6 months of 1956.

One CP for regular station was granted—Ch. 2, Casper, Wyo. going to Harriscope Inc., Beverly Hills, Cal. film distributor (Burt I. Harris, pres.). A translator (Ch. 70) was granted in Cortez, Colo. to TV Inc. (Mel E. Sarpy, pres.). And Commission waived Sec. 3.607(a) of rules to permit WCBC-TV, Anderson, Ind. (Ch. 61) to apply for Ch. 26.

chairmen of these commissions be selected by members themselves—not by the President—and that such agencies not be required to get approval or permission from any other branch of Govt. (such as Budget Bureau, Solicitor General, etc.) before asking Congress for appropriations, appealing cases to Supreme Court, asking for data, etc.

In its specific references to FCC, report cites Bricker anti-network report, testimony of uhf spokesmen and statement by Billy Rose before Celler subcommittee hearings, in attempt to show Commission has been lax in upholding anti-trust laws. Then it adds these sentences:

"Whatever the motivations are for the absence of the record on the part of the FCC to act in protecting the small business man and competition in the communications industry, the record is eloquent on the factual showing that it has not prevented the establishment and growth of monopolistic industries [sic] in that industry. . . . The present chairman of the FCC has admitted that more than half of the failures which have occurred among small and independent operators of uhf TV stations have occurred since he became chairman of the FCC in 1954. He has also testified that he believes that you can rely more on big business to give you accurate information about their respective problems."

This is not subcommittee's final report; if there is one at all, it will come out after elections. Evins' press release, said one network spokesman, "smacks of real panic." Both networks expressed belief that his charges of "leak" was mere tool to justify release of one-man report before rest of subcommittee had taken any position on it.

PHILADELPHIA'S educational WHYY-TV (Ch. 35), all set for test patterns Oct. 22-23, will be 23rd non-commercial outlet, bringing on-air box score to 490 (96 uhf). Managing director Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N.C., says programming will begin Nov. 26 on 10:30-noon & 5-9:15 p.m. schedule Mon.-Fri. Power will be 20.9 kw, later increasing to 158-kw ERP.

WHYY-TV has 12½-kw RCA transmitter and 500-ft. Blaw-Knox tower at 17th & Sansom Sts., site of WHYY-FM. It will occupy former WCAU-TV & WCAU studios at 1622 Chestnut St. Station is owned by corporation comprising educational & cultural institutions in area, with Walter Biddle Saul as pres.; John Ullrich, from WHYY-FM, exec. producer; Wm. J. McCarter, ex-WFIL-TV, production mgr.; Paul Blanshard Jr., ex-George School, Newtown, Pa., community relations director; Samuel H. Barbour, ex-WFIL-TV, chief engineer. City schools already have 350 sets, plan to convert them to uhf, and suburban schools are planning to purchase sets. Campaign for conversion of home sets is being conducted by 1200 business & professional groups, plus all PTAs, Home & School Councils and local servicemen's TV Advisory Council.

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

WRAL-TV, Raleigh, N.C. (Ch. 5), aiming for test patterns week of Dec. 2, NBC programming Dec. 15, has GE 35-kw transmitter due about Nov. 1, reports v.p.-gen. mgr. Fred Fletcher. Footings have been poured and most of 1000-ft. Stainless tower is on hand. GE 4-bay antenna is to be installed Nov. 15. Principal owner is pres. A. J. Fletcher, with 90%. Base hour will be \$600. Rep will be H-R Television.

Network Accounts: "Spread the risk" trend, whereby an advertiser buys a small part of several shows as against sinking a large sum in full or alt. sponsorship of one or 2 high-rated programs, is becoming increasingly evident among largest network advertisers. Procter & Gamble has part-sponsorship in 17 programs, Toni 11, American Home Products & General Foods 9 each, General Mills & General Motors 8 each . . . Oldsmobile, for 4th straight year, to sponsor annual motion picture "Oscar" awards on NBC-TV Wed., March 27, 10:30 p.m.-12:15 a.m., thru D. P. Brother & Co., Detroit . . . Hazel Bishop orders Sat. 10:30-11 p.m. time period on CBS-TV for new show, probably *You're on Your Own*, starting in Jan., when *High Finance* goes off air, having been cancelled by Mennen . . . Corn Products Refining Co. to sponsor alt. 15 min. on Wed. & Fri. of *Queen for a Day* on NBC-TV starting Oct. 29, Mon.-thru-Fri. 4:30-5 p.m., thru C. L. Miller Co.; Martha Rountree's *Press Conference*, also sponsored by Corn Products Refining, has been definitely scheduled for ABC-TV starting Oct. 28, Sun. 8:30-9 p.m. . . . Studebaker-Packard to sponsor Mon. segment of Chet Huntley-David Brinkley *News Caravan* on NBC-TV starting Oct. 29, Mon.-thru-Fri. 7:45-8 p.m., thru Benton & Bowles; Sperry Rand sponsors on Tue., Miles Labs on Thu. and alt. with Life Magazine on Wed., with Fri. unsponsored . . . Toni to sponsor Mon. 12:15-12:30 p.m. segment of *Tic Tac Dough*, new quiz program, on NBC-TV starting Jan. 7, Mon.-thru-Fri. noon-12:30 p.m., thru North Adv., Chicago . . . Prestone (anti-freeze) buys 5 min. of *Football Roundup* on CBS-TV, Sat. 2:30-5:30 p.m., thru Wm. Esty Co. . . . Pan American Airways to drop alt. sponsorship (with Johns Manville) of *Meet the Press* on NBC-TV after Dec. 30 show. 6-6:30 p.m. . . . Chrysler, for 3rd straight year, to sponsor J. L. Hudson Co.'s Thanksgiving Day parade in Detroit on ABC-TV Thu. Nov. 22, 10:15-11 a.m., thru McCann-Erickson, Detroit.

WTWV, Tupelo, Miss. (Ch. 9) has changed target to Nov. 15 for start with NBC programs, reports gen. mgr. & 35% owner Frank K. Spain, ex-engineering director of WHEN-TV, Syracuse, N.Y. Custom-built 5-kw transmitter, constructed in own New York City shop, is being installed in converted Beech Spring School, 2 mi. N. of Tupelo. It will use GE antenna on 500-ft. Stainless tower. Walter D. Spain will be sales mgr. & 15% owner; Joseph G. Petit, ex-TV development engineer with NBC-TV in N.Y., chief engineer & 25% owner. Base hour will be \$150. Rep not chosen.

WAVY-TV, Portsmouth-Norfolk, Va. (Ch. 10), still planning Jan. 1 start, has signed with ABC, according to v.p.-gen. mgr. Carl J. Burkland, onetime CBS executive. It will use RCA equipment and 1050-ft. Ideco tower. Construction of studio-transmitter building is underway. Rep will be H-R Television.

KYAT, Yuma, Ariz. (Ch. 13), owned by Wrather-Alvarez Bestg. Inc., operator of KFMB-TV, San Diego (Ch. 8) & KFMB, hasn't set target or started construction, pending filing of application for new site, reports KFMB-TV gen. mgr. George Whitney. Wrather-Alvarez Bestg. has 5-kw GE transmitter on hand which it plans to use for KYAT. KYAT rep not chosen; KFMB-TV rep is Petry.

Translator K70AE, Truth or Consequences, N.M. (Ch. 70) expects to be operating by Nov. 1, repeating programs of KOB-TV, Albuquerque, reports city mgr. Robert B. Laursen.

Only equipment shipments reported this week were RCA antennas to WMT-TV, Cedar Rapids, Ia. (Ch. 2) and KGEO-TV, Enid, Okla. (Ch. 5).

Telecasting Notes: Negotiations for release of post-1948 features to TV have been snagged by major studios' unexpected counter-demand to unions' request for payment formula for TV use of the newer movies. The majors' proposal: No money to unions until we recoup costs on unprofitable pictures. Movie makers pointed out that only one picture in 5 made since 1949 has returned its negative cost. Before majors made their demand, Motion Picture Producers Assn. had proposed schedule giving 35% of TV proceeds to the various unions and guilds involved in making the movies . . . The late Fred Allen narrates second of NBC-TV's "Project 20" documentaries—*The Jazz Age*—scheduled Dec. 6, 10-11 p.m. NBC described show as Allen's "last major undertaking" . . . INS-Telenews enters entertainment film distribution, acquires national distribution rights to *Ask the Camera*, now being seen only on NBC-TV's WRCA-TV, New York, and KRCA, Los Angeles . . . Second repeat for CBS-TV's *Out of Darkness* 60-min. documentary on mental illness is planned Nov. 25, to coincide with meeting of National Assn. for Mental Health . . . U.S. Information Agency's 30-min. documentary, *America Presents America*—showing USIA in action—gets TV premiere Oct. 21 on 9 TV stations. Prints are available to all stations for public service showing . . . Top winners in filmed TV commercials competition at recent Cannes Film Festival: "Ford Doctor" (Ford, produced by Storyboard Inc.) and "Mr. Magoo Household" (Rheingold Beer, UPA Pictures) . . . Exit situation comedy: Season's only live situation comedy, Max Liebman's *Stanley* (NBC-TV), starring Buddy Hackett, is being recast as variety show without story line following disappointing reviews and ratings . . . Spot spectaculairs may be offered to stations this year by CBS-TV Film Sales for special holiday use: Hour-long filmed "Christmas Carol," starring Frederic March, originally shown on *Climax*; 2½-hour film biography of Lincoln, originally produced for *Omnibus*.

COLOR TV'S ACCEPTANCE has grown into subject of sharp disagreement in last few weeks—RCA reporting substantial rate of sales, others issuing bearish statements. Speaking at RCA "Color TV Fair" at Gimbel's dept. store in Philadelphia this week, RCA chairman Brig. Gen. David Sarnoff not only reiterated company's claim it would sell 200,000 color sets this year but added: "It is a conservative estimate that RCA alone will produce and sell 500,000 color TV sets in 1957."

He said that RCA is now in short supply of 3 lower-priced models, those priced at \$495, \$550 & \$595. At same time, Thomas F. Joyce, pres. of RCA Philadelphia distributor Raymond Rosen & Co., stated that he'd shipped 1107 color sets to area dealers previous week; that Rosen's Oct. color TV billings (retail value) would reach \$2,000,000; that his color sales now exceed black-&-white; that Rosen "looks forward with confidence to selling more than 50,000 RCA Victor color TV receivers in 1957."

Asked about bearish statement on color by president "of a large electrical manufacturing company" (presumably GE's Ralph J. Cordiner, Vol. 12:41) Sarnoff stated: "Anyone who wants to wait until the wagon is rolling and then get on for a free ride should have the courtesy to remain silent. TV started in 1946. The company represented by the man who said that color is not here did not realize that black-&-white TV was here for 10 years. That company did not get going in TV until 1956."

There were upbeat color reports from some other points. RCA Washington distributor Southern Wholesalers said color sales in 30 days ended Oct. 19 represented 42% of total TV dollar volume.

In recent visit to midwest, we were told by RCA dealer in little Adrian, Mich. (pop. 24,000) that he can't get enough color sets. Mgr. Walt Jasmund, of Jasmund Bros., said he sold 10 last month "and I'm selling all I can get my hands on" and that \$495 model is very scarce.

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One of most bearish reports was that of *Wall Street Journal's* Kenneth G. Slocum last week. Interviewing Chicago dealers, tavern operators, etc., he found little to support RCA-NBC's early expectations that all-color schedule of WNEQ would really spark color sales. One dealer said: "We're not stocked with color TV—we're stuck with it." Another: "We have just sold our first set for this year and we sold only 2 last year." Razzle-dazzle retailer Sol Polk, who predicted in June he'd sell 10,000 color sets this year, said he'd moved 1600 so far.

Interviewing 10 color set owners, reporter Slocum said 4 claimed they'd wait longer before buying if they had it to do over again. One thought a few color shows—but not enough—had been terrific. Another complained about quality of black-&-white on color set. One was ecstatic: "It's the most marvelous thing that ever came into my home—with the exception of my wife, of course."

In article headed "Faded Rainbow," Oct. 22 *Time Magazine* states: "As [GE pres.] Cordiner and virtually every other U. S. electronics manufacturer are well aware, color TV has turned out to be the most resounding flop of 1956." Problem, magazine reports, seems to be that black-&-white programs are "wan and whiskery on color sets"; that sets require "such keen tuning"; that color "must be live to be good" and appears blue on west coast kines; that simpler & cheaper sets and tubes seem to be needed.

In report to stockholders this week, Packard-Bell pres. Robert S. Bell stated that biggest problem is lack of low-priced picture tube. Furthermore, he said, chassis are too complicated and bulky, though they're "triumphs of engineering."

Network Color Schedules (Oct. 21 - Nov. 3, 1956)

- Oct. 21—CBS: *Huckle & Jeckle Cartoon Show*, 1-1:30 p.m.
Oct. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CES: *Big Payoff*, 3-3:30 p.m.
Oct. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Big Payoff*, 3-3:30 p.m.; *Red Skelton Show*, 9:30-10 p.m.
Oct. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
Oct. 25—CBS: *Big Payoff*, 3-3:30 p.m. NBC: *Lux Video Theatre*, 10-11 p.m.
Oct. 26—CBS: *Big Payoff*, 3-3:30 p.m.; *Bob Crosby Show*, 3:30-4 p.m.
Oct. 27—NBC: *Perry Como Show*, 8-9 p.m.; *The Saturday Spectacular*, "Manhattan Tower," 9-10:30 p.m.
Oct. 28—CBS: *Huckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Hallmark Hall of Fame*, "Born Yesterday," 7:30-9 p.m.; *Good-year TV Playhouse*, 9-10 p.m.
Oct. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
Oct. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m.
Oct. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Nov. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Big Payoff*, 3-3:30 p.m.; *Shower of Stars*, 8:30-9:30 p.m.
Nov. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m.; *Chesky Show*, 9-10 p.m. CBS: *Big Payoff*, 3-3:30 p.m.
Nov. 3—NBC: *Perry Como Show*, 8-9 p.m. CBS: *Ford Star Jubilee*, "Wizard of Oz," 9-11 p.m.

Latest RCA color promotions: "Compatible colors" tie-in will be featured by 15 major manufacturers of clothing, accessories & home furnishings, ads, displays, etc., carrying theme "Inspired by RCA Victor Compatible Color Television." Participants include Botany, Congoleum-Nairn, Foster Sportswear, Hudson Hosiery, Linda-Lo Dresses, Lo-Bel, Majestic Sportswear, Naturalizer Shoes, Perfect Knit Togs, Pioneer Suspender, Rabhor Robes, Roblee Shoes, John B. Stetson, Superba Cravats, Varsity Pajamas. In a "Color the Kids" contest, Birds Eye div. of General Foods will distribute entry blanks showing "Birds-Eye Kids" on black-&-white set. These are to be colored in crayon, submitted with 25-words-or-less sentence starting: "If I were buying a TV set, I would buy RCA Victor Compatible Color TV because . . ."

John S. Hayes, pres. of WTOP-TV & WTOP, Washington, and WMBR-TV & WMBR, Jacksonville, Fla., appointed chairman of new Navy broadcasting advisory board, formed to assist Bureau of Naval Personnel on public service and recruiting policies and public relations programs. Other members are Niles Trammell, WCKT & WCKR, Miami; Robert E. Dunville, Crosley stations; Donald W. Thornburgh, WCAU-TV & WCAU, Philadelphia; G. Bennett Larson, KTVT & KDYL, Salt Lake City; Philip G. Lasky, KPIX, San Francisco; Jack W. Harris, KPRC-TV & KPRC, Houston; Wm. Grant, KOA-TV & KOA, Denver; Elliott M. Sanger, WQXR, N. Y.; Harry Novik, WLIR, N. Y.; Todd Storz, Storz stations.

Loew's Inc. top executive shake-up this week apparently leaves company as strongly committed to TV as ever, since ex-pres. Arthur M. Loew, one of prime movers in reorienting firm to TV, is now board chairman. Ex-Loew's Theatre pres. Joseph R. Vogel is new pres., chairman Nicholas M. Schenck was elevated to honorary chairman.

New reps: WHCT (formerly WGTH-TV), Hartford, Conn. to CBS Spot (from H-R Television); upcoming KGW-TV, Portland, Ore. (Ch. 8) names Blair TV; Hollingbery remains rep of WNCT, Greenville, N. C.—our report of change last week being in error (Vol. 12:41).

Joseph H. Ream, onetime exec. v.p. of CBS, practicing law in Tallahassee since retirement 4 years ago, has undertaken special national security assignments for Defense Dept. in Washington.

Trade Report

October 20, 1956

DISTRIBUTION INVESTIGATION IN THE WORKS: A full-scale probe of TV-radio-appliance distribution is shaping up for 1957 on Capitol Hill -- inspired by complaints of wholesalers that their franchise agreements are one-sided documents in favor of the manufacturers; that those franchises have been abruptly terminated in many cases without cause; that factory branches are making it difficult for independents to compete on equal terms in some markets.

Senate Small Business Committee, which has received the complaints, is now engaged in informal fact-finding discussions with leading TV-radio-appliance manufacturers. Committee staff, headed by director Walter Stults, has so far discussed distribution problems with 6 or 7 leading manufacturers on basis of case-by-case complaints, plans to call more. Stults declined to identify the producers.

"There is a very strong possibility that our subcommittee on distribution will undertake a full-scale investigation of electrical appliance distribution next year, regardless of the outcome of the election," he said. "Our responsibility is to protect the small businessman and our exploratory talks thus far indicate that this is an industry requiring further investigation. I want to emphasize, however, that a final decision on an investigation has not been reached."

Manufacturers who have been called thus far seem genuinely convinced that the investigation will take place, and are assembling data in defense of their franchise agreements. However, none would speculate publicly on outcome of probe.

* * * *

Demise of many smaller TV manufacturers in last 2 years as a consequence of increasing competition among the giants will also be studied by committee as part of its investigation -- if it's found that distribution was a major factor in their quitting the business. Counsel for one major manufacturer, who has been called to Capitol Hill, told us: "The committee is sure to hit that angle hard."

Consent decree signed recently by Philco, settling Justice Dept. anti-trust suit on legality of its distributor franchise agreements (Vol. 12:28), doesn't exempt Philco from the inquiry, Stults said, explaining: "We're not necessarily interested in the same thing as the Justice Dept. is. They're concerned with possible anti-trust law violations. We're concerned with protecting the small businessman." The Whirlpool-Seeger merger, involving RCA, is being judged by same standard.

RETMA has not been invited to sit in on any of the conferences with the manufacturers and, in deference to any possible implication of collusion by a trade association, is adopting official hands-off policy.

Sen. Sparkman (D-Ala.) is chairman of full committee, Sen. Thye (R-Minn.) the ranking minority member and Sen. Humphrey (D-Minn.) chairman of distribution sub-committee. Stults said all are fully aware of distribution problems in electrical appliances, but haven't been asked yet to commit themselves to an investigation.

Note: Justice Dept. is currently studying another big development in trade, spread of factory servicing, for possible anti-trust violations regarding restraint of trade. Big National Alliance of TV & Electronic Service Assns. (NATESA), headed by Frank Moch, sent letter of complaint to Senate Small Business Committee, which turned it over to Justice. Spokesman for Justice Dept. confirmed that complaint had been received and was under study. Betting in industry, however, is that nothing will come of it. Even NARDA and service groups have cooled off on subject.

Brief highlights of other major trade developments this week:

* * * *

Philco-Bendix Deal: Crosley-Bendix this week agreed to produce Philco electric ranges under Philco brand at its plant in Nashville, with Philco closing down its range plant in Mt. Clemens, Mich. Oct. 31. It's prelude to still-pending deal in

which Crosley-Bendix would also produce part of Philco's laundry line at Nashville, to be marketed under Philco-Bendix brand. Deal might be enlarged to include outright sale of Bendix brand name and assets to Philco. Meanwhile, scuttlebutt in trade still centered around possible liquidation of Crosley TV-radio operations -- but, as in the past, the rumors were denied.

Production: TV output totaled 205,970 week ended Oct. 12, compared to 215,480 in preceding week and 198,831 in corresponding week of 1955. It was 41st week of year on RETMA calendar and brought production for year to date to about 5,666,000, compared to 6,140,374 in same period year ago. Radio production totaled 335,206 (127,129 auto) week ended Oct. 12, compared to 307,865 (113,594 auto) in preceding week and 350,351 (149,163 auto) in same 1955 week. Radio output for 41 weeks was about 10,186,000 (3,292,215 auto) vs. 10,647,898 (5,176,399) in same 1955 period.

Topics & Trends of TV Trade: "The true portable" —battery-operated transistorized TV—should be on the market within 2 years, RETMA pres. Dr. W. R. G. Baker told RETMA-IRE Radio Fall Meeting in Syracuse this week. And a Sylvania engineer backed up Dr. Baker's statement with a report that use of transistors in some TV circuits is now practical.

Sylvania's George Schiess said experimental work already completed indicates that transistorized vertical deflection systems are "practical and comparable to tube circuits in performance and circuitry," and that transistorization is now practical in audio & sync circuits as well.

Dr. Baker's prediction of transistorized portables was part of optimistic report on TV's future prepared by the RETMA pres. and delivered by IRE pres. Arthur V. Loughren because of Dr. Baker's inability to be present at the session. Among other predictions in his report:

(1) About 10,000,000 TV sets will be sold annually by 1960, in contrast to current 7,500,000 rate.

(2) Industry-wide sales of closed-circuit industrial TV systems will grow from today's \$6,000,000 to \$24,000,000 a year by 1960.

(3) Transoceanic telecasts using scatter transmission techniques are "only a matter of time."

* * * * *

TV set sales by Canadian distributors totaled 313,285 in first 8 months of 1956, compared to 344,620 in same period of 1955, reports RETMA of Canada. Of shipments this year, 158,483 were consoles, 147,913 table models, 6889 3-way combinations. Aug. sales were 61,058, compared to 71,108 in Aug. 1955. Montreal led in 8-month sales, with 60,743; Toronto, 50,597; other Ontario, 30,509; British Columbia, 23,192; Alberta, 21,785; Quebec City, 20,382; Manitoba, 19,512; Ottawa & eastern Ontario, 18,836; Hamilton-Niagara, 15,629; Nova Scotia, 14,430; New Brunswick & Prince Edward Island, 9731; Windsor, 9057; Saskatchewan, 9035; other Quebec, 6164; Newfoundland, 3683.

TV shipments to dealers totaled 3,761,116 in first 8 months of 1956, when production was 4,365,060, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. They compared with shipments of 4,155,541, production of 4,820,991, in first 8 months of 1955. Aug. shipments were 535,936, compared to 450,158 in July and 605,664 in Aug. 1955.

GE's TV production was curtailed Oct. 15 by one-day "wildcat" strike of 1500-2000 IUE workers at Syracuse plant (out of 5500 work force), who walked out in "retaliation" against recent disciplinary action of company. On Oct. 12, GE laid off about 200 employees for one day because they left work preceding week after complaining of poor air conditioning.

Sylvania's special fall TV promotion features a new 21-in. deluxe table model, with remote control, for \$266.

Trade Personals: Robert S. Bell, exec. v.p. & gen. mgr. of Packard-Bell Electronics Corp. (new name approved this week) elected pres., succeeding founder Herbert A. Bell, his uncle, who moves up to chairman . . . Arthur A. Currie, ex-Sylvania TV-radio sales mgr., serving since July 1955 as v.p.-gen. mgr. of Sylvania outlet Adams Distributors Co., Boston, joins Westinghouse TV-radio div. as asst. gen. sales mgr., reporting to gen. sales mgr. Thomas B. Kalbfus . . . Robert Van Brundt promoted to Motorola mgr. of TV adv. & sales promotion, Peter H. Whelen to radio adv. & sales promotion mgr., both reporting to Harold J. McCormick, adv. & sales promotion director; Hugh Engelman promoted to mgr. of adv. administration, George Mahoney to mgr. of adv. services . . . Robert K. Daniel, ex-Hotpoint Appliance Sales Co., Detroit, appointed retail adv. mgr., Magnavox TV-radio-phono div. . . . Douglas Y. Smith, v.p.-gen. mgr. of RCA tube div., awarded citation by alma mater Cooper Union for 25-year service to electrical engineering . . . Milton Gabler elected Decca Records v.p. in charge of artists & repertoire . . . Howard Gross, ex-Cooper Distributing Co., Newark (Motorola), rejoins Motorola in N. Y. in unspecified duties . . . R. D. Harris promoted to southwest regional mgr., Westinghouse TV-radio div. . . . Robert B. Cody named district sales mgr. of GE electronic tube office, Kansas City . . . J. Gordon Millett, ex-Philco, named Chicago district mgr. for Stromberg-Carlson hi-fi products . . . Wayne K. Bright promoted to gen. accounting mgr. of Stromberg-Carlson . . . Donald B. Smith, ex-Crosley-Bendix adv. & sales promotion director, serving for last year in same capacity with Norge, joins Leo Burnett Co., Chicago . . . W. J. Vines named district mgr. of Majestic International, Denver . . . George Wilkins, Magnavox eastern regional mgr., named chairman of TV-radio committee for 1957 Boy Scouts fund-raising campaign . . . Les Schmidt, ex-Raytheon regional mgr., named Philadelphia-Southern N. J. district merchandiser for Spartan div., Magnavox Co.

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Jack S. Rosen, sales v.p. of RCA Philadelphia distributor Raymond Rosen & Co., was shot and seriously wounded by a gunman during an attempted holdup as he left his office about 9 p.m. Oct. 17. He staggered back to the office and telephoned police, who rushed him to Lankenau Hospital, where he underwent emergency operation for removal of bullet. He's reported in good condition, but is due to be confined to hospital at least another week. Only 15 months ago, Rosen, who is son of the late founder of company, was slugged and robbed near his home.

Rear Adm. Thomas P. Wynkoop Jr., USN (Ret.), v.p. of RCA commercial marine distribution, elected pres. of Propeller Club of U. S., merchant marine organization.

RETMA marketing data dept. is new name of expanded statistical dept., continuing under supervision of Wm. F. E. Long.

Financial & Trade Notes: RCA's 9-month report, released this week, indicates clearly that a second straight billion-dollar-plus year is in prospect for 1956. Report lists sales of \$812,524,000 for first 9 months, a new record for the period and up 10% from the \$740,622,000 in same period of 1955. Net earnings were \$27,893,000 (\$1.82 per share), down from \$30,995,000 (\$2.04) in first 9 months of 1955. For quarter ended Sept. 30, earnings were \$7,856,000 (50¢), compared to \$8,934,000 (58¢) in same 1955 period; sales totaled \$286,036,000, up 13% from the \$252,112,000 in third quarter year ago.

Decline in profits was understood to be due primarily to lower earnings of TV receiver div. as result of trend to portables, expense of launching color and increases in labor & material costs. TV unit sales in third quarter, it said, approximated last year's level despite industry-wide drop of about 12%.

* * * *

Storer Broadcasting Co. reports net earnings of \$3,911,464, or \$1.58 per share on total of common and Class B common shares outstanding, in first 9 months. They compare with \$2,864,269 (\$1.18 per share) in first 9 months of 1955—and, in fact, were close to the \$4,277,928 (\$1.73) earned in all of 1955. Revenues weren't disclosed. Third-quarter net earnings totaled \$1,066,019 (43¢), compared to \$1,012,360 (41¢) in third quarter year ago. (For Storer's annual sales, earnings & other data, 1950 through first 6 months of 1956, see *TV Factbook No. 23*, p. 454.)

Net earnings of CBS Inc. this year should approximate \$2.15 per share, after giving effect to tax credits resulting from withdrawal of CBS-Columbia from set manufacturing, estimates research report of brokers Francis I. duPont & Co. It anticipates sharp increase in profit in 1957, with earnings possibly exceeding \$3 per share, says increase in current 80¢ per share annual dividend "would not be surprising."

Dividends: Gross Telecasting, 40¢ (increased from 30¢), Class "B," 7½¢ (increased from 5¢), payable Nov. 10 to stockholders of record Oct. 26; Television-Electronics Fund, 12¢ plus 54¢ distribution from net capital gains Nov. 30 to holders Nov. 1; International Resistance, 5¢ Dec. 1 to holders Nov. 15; General Dynamics, 75¢ Nov. 10 to holders Oct. 10; Aircraft Radio, 20¢ regular & 10¢ year-end, Nov. 14 to holders Nov. 2; Capitol Records, 25¢ Dec. 31 to holders Dec. 15.

DISTRIBUTOR NOTES: Philco appoints Tri-State Distributing Co., Dayton (Herbert A. Dixon, pres.) . . . Emerson Radio of Ohio opens branch office at 568 S. Aikin Ave., Pittsburgh (Michael Gisser, sales mgr.) . . . DuMont appoints Midwest Timmerman Co., 513 E. Court St., Des Moines, and Young's Wholesale Co., 400 S. Emporia St., Wichita (Merritt L. Young, pres.) . . . Magnavox appoints Tillett Distributing Co., 4450 Paxton St., Harrisburg, Pa. (Robert Tillett, pres.), ex-Bendix Radio outlet, as factory-to-dealer rep for Spartan line . . . Magnecord appoints McLoud & Raymond Co., Denver (W. Clif McLoud & Kenneth Raymond, partners) . . . Crest Corp., St. Louis, has discontinued Hallicrafters line . . . Zenith N. Y. elects George E. Hart as v.p. & TV-radio sales director . . . Stuart F. Louchheim Co., Philadelphia (Zenith) appoints Frank Louchheim as v.p. & sales mgr., replacing Kenneth C. Stewart, resigned . . . Igoe Bros., Newark (DuMont) elects Hugh A. Cole as v.p. . . . Emerson Radio of Pa. reports resignation of Harold Polin as adv. mgr.

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For industrial tube sales, DuMont appoints Gassner & Clark Co., 6644 N. Western Ave., Chicago; Norvell Assoc., 5622 Dyer St., Dallas; Engineering Services Co., 6635 Delmar Blvd., St. Louis & 4550 Main St., Kansas City.

Packard-Bell pres. Robert S. Bell, addressing annual stockholders meeting this week, elaborated on his Aug. 16 address to San Francisco Security Analysts (Vol. 12:34) to report earnings of about \$800,000 (\$1.15 per share) on sales of more than \$28,000,000 in fiscal year ended Sept. 30. They compare with earnings of \$638,933 (93¢) on \$21,600,000 in preceding fiscal year. He said TV sales were up 19% in that period, while industry TV sales declined 24%. Average factory price of Packard-Bell TV set was \$160.46, compared to \$127.97 industry-wide, he said. Company is aiming for sales of \$30,000,000, pre-tax profit of \$2,000,000, in current fiscal year. Stockholders approved change of name to Packard-Bell Electronics Corp.

GE enjoyed most prosperous 9-month period in its history this year, reporting consolidated net earnings of \$160,727,000 (\$1.85 per share on 87,087,000 common shares outstanding) on sales of \$2,962,780,000. Record earnings and sales compared with profit of \$152,926,000 (\$1.76 on 86,929,000 shares) on sales of \$2,512,416,000 in first 9 months of 1955. Third-quarter earnings were \$47,863,000 (55¢) on sales of \$1,003,806,000 vs. \$45,127,000 (52¢) on \$839,404,000 in same 1955 quarter. No breakdown was given for TV-radio-appliances, but sales of all consumer products—particularly TV—are known to be ahead of 1955.

E. J. Korvette Inc., 9-store TV-radio-appliance chain in N. Y., had sales of about \$55,000,000 in fiscal year ended Sept. 30, compared to \$36,292,393 in preceding fiscal year, with earnings exceeding \$1.30 per share vs. 94¢ a year earlier, reports *Wall Street Journal*. Present plans call for addition of several new stores next year, which could add \$40,000,000 annually to volume, says story.

RKO Teleradio Pictures' increased earnings more than offset decline in profits of parent General Tire & Rubber in 9 months ended Aug. 31, reported pres. Wm. O'Neil, who did not detail TV-radio figures other than noting that they were ahead of same period year ago.

P. R. Mallory & Co. has sold \$10,000,000 in promissory notes to Equitable Life Assurance Society, planning to use \$6,000,000 of the funds to refinance existing indebtedness with Equitable, remainder for general corporate purposes. Notes mature from 1958 through 1971.

Report on hi-fi manufacturers, indicating their investment attractions in light of booming market, has been issued by brokers Hemphill, Noyes & Co., 15 Broad St., N. Y.

Sentinel Radio has franchised these distributors since Aug.: Allied Distributing Co., Omaha; Matthews Electric Supply Co., Birmingham; D. M. Distributors, Honolulu; Speed Queen Atlantic Co., Long Island City; Traynor-Dean Appliances Inc., Tampa; Billings & Schattinger Co., Fresno; Buchan Supply Co., N. Wilkesboro, N. C.; Dee Distributing Co., Springfield, Mass.; Falls Supply Co., Great Falls; Radio Equipment Co., Lexington, Ky.; Schwendiman Distributing Co., Idaho Falls, Ida.; Williams Wholesale Distributors, Newark, O.; Wolter Electronic Co., Fargo, N. D.; Sampson Co., Chicago.

Zenith's treble-damage counterclaim suit against RCA, GE & Western Electric, charging patent infringement, has been set for trial June 17 in Chicago Federal Court, with depositions to be taken April 1-May 15, and pre-trial conference June 3.

Miniaturized radar switchboard, 2/3 smaller and lighter than its predecessors, has been developed by Admiral for Navy, using printed circuits & printed switches and designed for assembly by automation.

Admiral offers 2 new transistorized pocket radios: 7M1 series with 7 transistors on printed board at \$59.95, and 4P2 series with 4 transistors at \$39.95 & \$44.95.

THE \$6,500,000 SALE of WAGA-TV (Ch. 5) & WAGA, Atlanta, by Storer Broadcasting Co. to *Washington Post*, carries an important contingency as Storer makes another move to upgrade its string of highly profitable stations (see Financial & Trade Notes).

Contingency is this: Sale can't be consummated until FCC approves Storer's purchase of WMUR-TV, Manchester, N. H. and its plans to move it closer to Boston (Vol. 12:28, 36). Storer had told FCC it would dispose of one of its 5 vhf stations if Manchester deal were approved. However, the move-closer-to-Boston aspect has drawn violent opposition from Boston area stations, and long fight is in prospect. Storer has similar battle brewing over its plans to acquire CP for KSLM-TV, Salem, Ore. (Ch. 3) and substitute it for uhf KPTV, Portland (Ch. 27). In this case, Storer asks waiver of multiple-ownership rules to permit it to hold 6 vhf franchises.

Atlanta purchase would give *Washington Post* its third station, all bought. It first acquired 55% of WTOP-TV, Washington (Ch. 9), buying it jointly with CBS (45%) from R. H. Macy interests for \$1,400,000 in 1950; in 1954, it bought out CBS for about \$3,000,000. It purchased WMBR-TV, Jacksonville (Ch. 4) in 1953 for \$2,470,000. *Post* has been considering additional acquisitions east of the Mississippi. Broker on Atlanta deal was Howard Stark.

Other sales activity this week: (1) Radio KFWB, Los Angeles, became first broadcast property of Crowell-Collier Publishing Co. as it closed transaction with seller Harry Maizlish; price was \$2,350,000; plus \$35,000 annually to Maizlish as consultant.

Taking over management is KFWB v.p.-gen. mgr. Robert M. Purcell, who also becomes TV-radio asst. to Crowell-Collier chairman-pres. Paul C. Smith. Collier's application for purchase of Bitner's 3 TV & 4 radio stations was filed last week (Vol. 12:41).

(2) Sale of 75% of WGBI-TV, Scranton (Ch. 22) for \$650,000 to WCAU Inc. (*Philadelphia Bulletin*, WCAU-TV) was approved this week by FCC. Mrs. M. E. Megargee and family retain 25% interest in TV, 100% of radio WGBI (Vol. 12:31). Station is installing equipment to increase power from 178 kw to megawatt.

Radio station sales approved by FCC this week: KFXM, San Bernardino, by group headed by Willard R. Hasbrook to KFXM Bestg. Co. (H. Phillip Dexheimer & owners of KAFY, Bakersfield, Cal.) for \$244,149 (Vol. 12:30). WLAY, Muscle Shoals, Ala. by M. C. Gregory to Mr. & Mrs. Michael R. Freeland (50% owner of WFWL, Camden, Tenn.) for \$85,000 and assumption of certain liabilities (Vol. 12:39). KFQD, Anchorage, Alaska, by Wm. J. Wagner to group including station mgr. Ernest Spink and other employees for \$80,000 (Vol. 12:40). WPFA, Pensacola, Fla. by Charles W. Lamar (retaining CP for off-air Ch. 15 WPFA-TV) to veteran Chicago broadcaster J. W. (Bill) O'Connor for \$77,500 (Vol. 12:35). KOVO, Provo, Utah, by C. A. Tolboe to Ashley Robison (former co-owner of KCCC-TV, Sacramento) for \$63,000 (Vol. 12:38).

National advertising index of *Printers' Ink* rose 13% in Aug. over same 1955 month, with network TV up 41%, network radio down 9% (but up 27% over July because of political conventions), outdoor up 8%, magazines up 7%, newspapers up 4%, business papers up 3%. For 8 months, index was up 11% over same 1955 period.

Football signals by electronics, first tried out by Cleveland Browns with instructions radioed from sideline coach to quarterback, were unanimously banned Oct. 18 by the 12 National Football League clubs. Comr. Bert Bell said protests by fans and TV-radio reporters prompted him to poll clubs by telephone this week.

ANPA's Bureau of Advertising study, *Tell It to the Teens*, based on poll of 4940 teen-agers by Eugene Gilbert & Co., makes point that TV was overwhelmingly the "most entertaining" medium, being choice of 70%. Among 13 & 14-year-olds, TV is regarded as "hardest to be without" by 55% of respondents—though figure drops to 18% by time they reach 18 or 19 years. TV also ranked second to newspapers as medium of "most practical value." Worst thing about TV was the advertising, 59% of teen-agers complaining about it. Study contains wealth of data about teen-age market, estimating that 16,000,000 teen-agers have spendable income of \$9 billion a year in earnings and family allowances.

Unique new high school in Schenectady, designed to be "functional and practical in the year 2000," will have closed-circuit TV system featuring master studio & control room, 17 origination points, receivers in all rooms. School is due for occupancy by 1700 pupils within a year. TV system and teaching techniques learned in 6-month pilot project are described in 53-page *The Schenectady Experiment*, available from Schenectady Public Schools, 108 Union St. Board of Education personnel developed own TV teaching methods in practice runs at old Mont Pleasant High School, working with cadet teachers and crew of 11 student directors & cameramen.

Second TV station in Sydney, Australia—Amalgamated TV Services' ATN—has scheduled special opening program Dec. 2, start of regular programming next day. Australia's first station—TCN, Sydney—began programs Sept. 16. In addition to Sydney's 2 commercial stations and Melbourne's 2 planned commercial outlets, each city will also have a non-commercial govt.-owned station. All 6 stations are due to be on air this winter.

Equal-time complaints against 2 Detroit stations by Socialist Labor Party and Socialist Workers Party were turned down by FCC this week on grounds that the parties did not qualify for listing on Michigan ballot or for write-in vote and therefore their candidates weren't "legally qualified" within meaning of law. Socialist Labor Party had complained against WJBK-TV, Socialist Workers Party against WWJ-TV & WWJ.

Closed-circuit TV coverage of next 3 Ohio State football games in Columbus will accommodate fans overflowing from 82,000-seat stadium on campus. School's Department of Athletics will charge \$2 admission for 7000 seats in St. John Arena for telecasts of games with Wisconsin Oct. 27, Indiana Nov. 10, Michigan Nov. 24, using two 15x20-ft. projection screens, with technical facilities supplied by Visual Electronics Corp.

More evidence of TV's pulling power: An Admiral one-min. announcement on NBC-TV's *Today* in lieu of its regular commercial, urging viewers to send mail to a seriously-burned 6-year-old girl in Winnetka, Ill., brought more than 4000 letters and cards within 10 days. Admiral had previously given child 10-in. portable.

Noted "Americana" series of ads by Storer Broadcasting Co., which won George Washington Honor Medal from Freedoms Foundation at Valley Forge, has been reprinted in booklet available from company at 1177 Kane Concourse, Miami Beach, Fla.

Co-op sales of NBC-TV affiliates in first 8 months increased by 29% over same period year ago, selling aggregate of 5843 partie., or 1080 more than in first 8 months of 1955. Of partie. sales, 39% were to national spot advertisers, remainder to local sponsors.

Lack of sponsors has forced cancellation of *NBC Bandstand* as a simulcast in latter Nov., when it will be replaced on TV by *The Price Is Right*, a live audience partie. show, Mon.-thru-Fri. 10:30-11 a.m. *NBC Bandstand* will remain on radio only.

THE AUTHORITATIVE
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OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES

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SUMMARY-INDEX OF THE WEEK'S NEWS — October 27, 1956

DR. SHOCKLEY'S PREDICTIONS for the transistor: Battery TVs after 1957, 25¢ transistors by 1963, annual output of 2 billion in 1965 (p. 1).

COLOR ATTITUDE CONTRAST pointed up anew in RCA's plans for big push rest of year vs. GE's cancellation of national ads. Zenith pres. blasts color (p. 1).

ALL-INDUSTRY ALLOCATIONS STUDY group officially formed, Arthur Loughren offered top executive job; FCC studies "precision offset" technique (p. 2).

TV-MOVIE DEVELOPMENTS: 20th Century dickers film network stock deal; PRM Inc. sets up TV-movie-theatre combine; RKO films may get network airing (p. 3).

NBC AFFILIATION PACTS, as analyzed by Celler subcommittee staff, show variations in payment formulas and "free time"; analysis to be in record (p. 5).

RECORD TV INVENTORIES of 2,550,000 as of Oct. 1 raise specter of liquidations early next year. Crosley suspends TV-radio production (p. 9).

SPREAD OF FACTORY SERVICE gives independents chance to prove they're better, says NARDA's Bernsohn, anticipating little help from Justice Dept. (p. 11).

SYLVANIA PROFITS & SALES establish new records for both 9 and 3-month periods; earnings up 15%, sales increase 8% over first 9 months of 1955 (p. 12).

ELECTION NIGHT COVERAGE on networks to be marked by 3-way competition among electronic brains, most vigorous race for speed in gathering returns (p. 7).

FCC CONTINUES QUIET, as big-city vhf applicants fret over delays in final decisions for Miami, St. Louis, Seattle, Indianapolis, Buffalo, etc. (p. 7).

SHOCKLEY PREDICTS TRANSISTOR GROWTH: Man credited with "inventing" the transistor,

Dr. Wm. Shockley, this week looked into the future and saw transistors selling for 25¢ each in 6 or 7 years and being produced at 2-billion-a-year clip in 10 years.

Using his slide-rule for a crystal ball, Dr. Shockley -- former Bell Labs physicist who now heads Shockley Semiconductor Labs of Beckman Instruments -- projected historical patterns of electron tube and transistor growth into future, to indicate almost unlimited application of his brainchild in every electronic field. He made his forecasts in address to IRE electron devices meeting in Washington.

We asked him to go out on a limb, after his talk, and guess when battery-operated transistorized portable TVs would be on market. Based on progress from first transistorized consumer item, the hearing aid, to the second, the portable radio -- he replied transistorized TVs could emerge from labs anytime "after 1957."

Noting that 3,600,000 transistors were produced in 1955 and that 1956 output will total about 13,000,000 (some 7,000,000 were produced in first 8 months), he said that transistor production should overtake tube production in about 1965 -- with annual output being about 2 billion of each.

To compare and project costs, Dr. Shockley used "one hour's labor" as base instead of actual dollar price. On this basis, he said, in 1910 it cost 40 hours' labor to buy one vacuum tube, whereas same amount of labor today will buy a TV set.

Transistor now costs about same as tube did in 1920 -- in terms of labor -- and tube prices have dropped tenfold since then. By the time transistor production approaches volume of tube production, he said, similar price drop can be anticipated. Thus, by 1962 or 1963, transistor may cost as little as 6 minutes' labor, or about 25¢. Transistor and tube prices should be equal by about 1959, he added.

COLOR ATTITUDES — A STUDY IN CONTRASTS: Industry's differing approaches to color were seldom more sharply focused than this week. RCA, carrying the color fight to consumers almost single-handedly (in conjunction with NBC-TV) and claiming to be quite pleased with movement of sets (though revealing no figures), disclosed plan for extensive national promotional push rest of year on color. By contrast, GE has held up all national ads on color rest of year, extending perhaps into 1957.

RCA is hitting hard at dealers and consumers in its 1956 stretch drive. Last week it took NARDA executive committee on tour of plant facilities in Lancaster, Pa. and Camden and reportedly did good job of converting several skeptical dealers to color. RCA consumer products exec. v.p. Robert A. Seidel and TV div. v.p. Charles P. Baxter briefed the key retailers on immediate color plans.

RCA also took 2-page ad in Retailing Daily to urge dealers to stock up on color sets before ads are placed in 223 newspapers Nov. 11. Retailing ad declared:

"All over the country 50,000,000 readers will be told the full story of color TV -- all their questions answered for the first time...They'll be told all about Color Every Night, easy 'Color-Quick' tuning, big-as-life picture, the wonderfully natural colors, the fact that each Big Color set is like 2 sets in 1, and that the prices start at \$495 -- lowest in RCA Victor history."

GE's bearish attitude towards color, expressed often by v.p. Dr. W.R.G. Baker, reiterated 2 weeks ago by pres. Ralph J. Cordiner at Washington press conference and through Time Magazine last week (Vol. 12:41-42), seems to reflect view that present methods of manufacturing color set will not permit price reductions, and that an entirely new production technique will have to be developed. Its officials aren't even convinced that GE's own post-acceleration tube is the full answer. They say that problem lies in whole receiver-production approach.

GE's plans for introduction of color are also understood to have undergone revision. Whereas its original intent was to introduce color on a market-by-market basis, plan now is to ship color sets wherever they're in demand. However, nobody at GE seems willing to guess when such shipments will start -- especially in view of decision to hold up national advertising program.

Another bitter attack on color came from Zenith pres. E.F. McDonald Jr., who has never been very hot about color. Adding fuel to the fire, he wrote letter to all his franchised dealers Oct. 24 enclosing reprint of Time article and commenting that Polk Bros., big Chicago appliance retailers whom article credits with selling 1600 color sets, were offering \$495 sets for \$379.39. He added:

"We believe at Zenith that every radio or TV set we manufacture should make a profit for some dealer, and that no new item should be introduced until it can be profitable for all dealers. We do not believe that you should take losses to help us introduce new items. Which is one of the several reasons why we have not introduced color and will not do so until it is what the public wants and can be sold without sacrificing your profits. Some day the technical and service problems of color TV will be solved. Good non-fuzzy color TV will be enthusiastically accepted by the public and be profitable for dealers. When that day comes, we will offer you a line of outstanding color sets."

RCA's dander is up over attacks on color by some manufacturers, lethargy of others. This was well illustrated by big ad in Oct. 27 N.Y. Times, placed by RCA N.Y. distributor Bruno-N.Y. and carrying headline: "Why Are 'Certain People' Holding Back Color TV From the Public?" Ad goes on to say:

"Could it be that they are unwilling to make quality color TV sets and sell them at the low price RCA Victor does? Could it be that they fear color TV makes other TV old-fashioned? RCA, who pioneered black-&-white as well as color TV, believes that now is the time to buy color...and TV experts and thousands of New Yorkers who own color TV agree."

Holding to predictions they'll sell 200,000 color sets themselves this year, RCA topkicks say dollar volume will be equivalent to 800,000 black-&-white sales.

PROGRESS REPORT ON ALLOCATIONS STUDIES: Search for solutions to uhf-vhf allocations problems moved couple more steps this week, as FCC-stimulated all-industry group was officially formed, and Assn. of Maximum Service Telecasters' board met to firm up its own allocations research plans.

TV Allocations Study Organization (TASO) is new name of all-industry group, and its 10-man board met at FCC offices Oct. 23 to agree on objectives, appoint committees to select executive director and determine budget.

Group will discuss aims with FCC Chairman McConaughay next week, and all

factions seem pleased with results of this week's session. Basic tenet, unanimously agreed upon, was to search out technical facts and shy away from economic controversies -- and this concept got wholehearted endorsement of board.

Job of executive director is being offered Arthur V. Loughren, pres. of IRE and ex-research v.p. of Hazeltine. His answer is expected within a week. Position will pay \$25,000. Loughren has indicated that if he takes job, he wants to devote full time to it for several months, then undertake consulting work in addition.

Chairmanship of TASO will rotate among board members, NARTB pres. Harold Fellows serving this week. Next meeting is week of Nov. 5. Board composition, and organizations they represent: AMST -- John S. Hayes, WTOP-TV, Washington; John H. DeWitt, WSM-TV, Nashville. Committee for Competitive TV -- John G. Johnson, WTOB-TV, Winston-Salem; Wm. L. Putnam, WWLP, Springfield, Mass. NARTB -- Fellows and Thad H. Brown. Joint Council Educational TV -- Ralph Steetle and Dr. Edgar Fuller. RETMA -- Wm. L. Reynolds and H.E. Bernstein.

Also meeting in Washington this week, AMST board appointed 4-man committee headed by Jack Harris, KPRC-TV, Houston, to pick an executive director, who, with a secretary, will compose Washington staff. Harris says many candidates are being considered, in addition to the 2 mentioned last week -- Walter Compton and Richard Doherty -- and that selection is expected within a month. AMST also voted to pledge \$12,000 to TASO, as RETMA did earlier.

AMST's uhf-vhf field strength surveys are due to get underway very soon, 2 mobile units being almost ready. Plan is to start measurements of Wilkes-Barre and New Orleans stations simultaneously.

* * * *

Big question on deintermixture front is whether FCC will postpone Nov. 15 deadline for filing comments on the key cases. Commission has yet to come up with new "Appendix A" for computing uhf & vhf service and "white" areas. It's widely anticipated that more time will be granted.

Meanwhile, FCC is continuing to study "precision offset" technique of reducing co-channel interference (Vol. 12:39). Commission engineers say it looks "promising," at least for Ch. 2-6 initially. If FCC adopts system, fight is likely to develop over whether it should be used to add more vhf stations or to reduce interference among existing stations. Proponents of latter course argue that tropospheric interference has proved greater than FCC anticipated and that all means should be employed to give stations the coverage originally expected.

The taking of Ch. 2 from TV was suggested this week by American Trucking Assn., as it recommended to FCC methods of relieving crowding in mobile radio bands. Noting that "scatter" transmission, employed by the military, works in 25-60-mc band, ATA urged that spectrum be taken from TV rather than from mobile services using frequencies below Ch. 2, which occupies 54-60-mc.

FILM NETWORK OWNERSHIP FOR 20th CENTURY-FOX? As top feature films continued to show they could hold their own against network programs this week, big movie major 20th Century-Fox was understood to be planning really heavy plunge into TV by acquiring substantial ownership in National Telefilm Associates' NTA Film Network.

Movie company would put up no cash, presumably -- merely agree to release its future backlog through NTA -- in exchange for perhaps nearly 50% ownership in the 2-week-old feature film network. This would benefit NTA by giving it top-quality program material and prestige of 20th Century name behind its film network. The movie maker, in turn, would get ready outlet for its future made-for-TV films as well as substantial profit participation in the commercial end of TV.

Owner of Warner Bros. feature film backlog -- big TV film distributor PRM Inc. -- meanwhile announced start of what may be new entertainment colossus in Hollywood. Chairman Lou Chesler and subsidiary Associated Artists pres. Eliot Hyman announced establishment of entertainment investment and production company, with an initial "war chest of \$5,000,000."

Backed by TV feature film money, new company intends to "finance, develop, create and package motion picture, TV and theatrical enterprises, as well as finance

any and all elements concerned in the entertainment field." Its pres. is Ray Stark, former v.p. of Famous Artists Corp., talent agency.

There were these other new developments, meanwhile, on the movie-TV front:

Movies continued to show their mettle in terms of ratings. Following MGM's Los Angeles triumph on KTTV (Vol. 12:42), Denver's KTVR kicked off its MGM movies with 9 p.m. showing of "Johnny Eager," drawing 24.6 ARB rating, greater than other 3 stations combined. In 8 p.m. Mon. period, Portland's KLOR-TV drew 22.3 Pulse with Warner Bros. features, outpulling all network shows.

RKO Teleradio, which still holds TV rights to 150 top RKO pictures (Matty Fox's C&C TV holds the rest), decided to give networks second chance to buy its wares. It previously had given up trying to sell networks on feature films, now is reported to have at least one national sponsor very interested.

National sponsors are definitely enthusiastic about spot buys of TV features and are even paying premium prices for the better films. And Colgate, happy with its full sponsorship of best MGM features on KTTV, is spreading the word that it is looking for similar top movie deals in other markets.

Even CBS flagship WCBS-TV, N.Y., is thinking in terms of feature spectacles on its Sat. night Late Show -- using cream of movies from Warners, Columbia & MGM libraries, selling entire show to single sponsor for perhaps \$30,000 a week or more.

Telecasting Notes: Incisive look at program development inside NBC is taken by writer Martin Mayer in first of 2-part series, "Television's Lords of Creation" in Nov. *Harper's* magazine (Part 2 in Dec. issue will deal mainly with CBS) . . . NBC's "lords of creation," as described in article, are "program planners and executive producers [who] belong to management, [who] do what Pat Weaver used to call 'strategic thinking'." One of Weaver's creations which survived the "Great Purge," says article, is Program Development Dept., headed by NBC's durable Leonard Hole. Hole is quoted thus: "All I know is 2 things. One, I've seen Bobby Sarnoff and he's told me to keep working just as I was, keep the capital D's in Development Dept. Two, there's a sign on my desk, reading, 'Somebody Up There Likes Me'" . . . "We have 300 spectacles in development," article quotes Hole, "in all stages —from a 1-page outline all the way to book done, music done, all we need is the right producer, the one with the right taste" . . . NBC without Weaver—what will it be like? Sums up Mayer: "A less interesting place to work in, and a less entertaining place to read about [but] whether the broadcast programs will be better or worse is a question that ought not to be answered until the new, businesslike administration has found its own solutions to the problems of programming" . . . Producer-director Sheldon Reynolds signs 7-year contract with NBC, with \$1,000,000 guarantee, whereby he masterminds NBC-TV's foreign TV film production, with a reported 50% profit participation on all shows he creates which are sold by NBC. Reynolds is currently producing filmed Milton Berle series for NBC, will immediately begin 3 new adventure series and situation comedy, all to be filmed in Europe . . . Tremendous variety of film available for TV sponsorship is listed in new *TV Film Program Directory*, just published by Broadcast Information Bureau, 535 Fifth Ave. Included, with titles and source listed, are 5835 theatrical features for TV (including 725 MGM features, 754 Warner Bros., 742 RKO, 52 Twentieth Century-Fox, 39 United Artists, 104 Columbia), 103 serials, 6172 theatrical short subjects and 611 TV film series . . . Disney's "Davy Crockett," produced for TV (ABC's *Disneyland*) at cost of \$700,000, grossed \$2,000,000 in theatrical showings. But Disney isn't taking any chances on his "Johnny Tremain"—he produced it for "TV first," but changed his mind, will give theatres first crack at it . . . First independently produced spectacular will be *Alcoa Hour's "Stingiest Man in Town,"* musical

version of Dickens' "Christmas Carol" slated for Dec. 23 on NBC-TV. Network has no ownership in show, with sponsor Alcoa having right to finance any stage or screen versions . . . Cooperating to promote Salt Lake-Ogden-Provo market, Salt Lake City's 3 TV stations are buying joint ads in trade magazines . . . Another top movie name goes TV: Producer Wm. Goetz to do hour-long color film series, *Book of Books*, based on Biblical themes, in association with Columbia Pictures' Screen Gems . . . Movie version of CBS-TV's first *Playhouse 90* production, "Forbidden Area," may be made by CBS itself. Network has taken option on motion picture rights . . . Pittsburgh Opera season's opener Oct. 25 was again telecast by KDKA-TV, pre-empting 1½ hours of commercial shows . . . Hit Broadway musical, "Pal Joey," now scheduled as NBC-TV spectacular Jan. 7, featuring Jose Ferrer, same time as Columbia Pictures begins shooting movie version with Frank Sinatra & Rita Hayworth . . . NBC Opera Company's first "in person" tour of 47 cities is enjoying rave reviews; meanwhile, opening production in its TV season (with different personnel from touring unit) will be Puccini's "La Boheme" in color Nov. 18, 2-4 p.m.

First anniversary of NBC-TV's *Matinee Theater* is reached Oct. 31 with total of 248 hour-long plays produced and several awards won, including citation by Academy of TV Arts and Sciences as "best contribution to daytime TV." NBC says that more than 25% of "qualified actors in Hollywood" have been employed on programs; that nearly 12,000 performers & agents were interviewed by casting dept.; that 5 RCA color cameras were used for 9240 hours for programs equal to 5 seasons of weekly TV plays; that 500,000 man hours were expended on programs.

"Distinguishable" picture from BBC, including audio, was picked up by NBC-TV Oct. 25 at its Riverhead, L. I. relay point in experiment which capitalized on sunspots. NBC-TV joyfully announced that "a fuzzy but recognizable image of a woman" was picked up shortly before noon, then faded out. At noon, BBC's test pattern was picked up, as well as additional pictures in afternoon. All pictures were kinescoped for use on *Wide Wide World* program Oct. 28.

Cash awards to students & teachers totaling \$2000 are offered in pupil essay contest by North Dakota Bestg. Co., operator of KBMB-TV, Bismarck; KCJB-TV, Minot, and KXJB-TV, Valley City. Subject: "Why I Think My Teacher, or Instructor, Deserves Recognition."

NBC's AGREEMENTS with its affiliates are now being analyzed by Celler anti-trust subcommittee, as were CBS affiliation agreements (Vol. 12:41). Detailed analysis of each network's contracts with every one of its affiliates will be included in hearing record. In NBC analysis, as with CBS, Celler staff notes every variation from standard contract in station-by-station rundown.

At week's end, staff had compiled analyses of little over half of the 210 NBC affiliation contracts on file. From these detailed analyses, we have compiled the table below

| Affiliate | Free hours per month | % of gross paid to affiliate | Affiliate | Free hours per month | % of gross paid to affiliate | Affiliate | Free hours per month | % of gross paid to affiliate |
|----------------------------------|----------------------|------------------------------|------------------------------|----------------------|------------------------------|-------------------------------|----------------------|------------------------------|
| KRBC-TV, Abilene, Tex. | none | 20 | WFIE, Evansville, Ind. | none | 30 | KTVO, Ottumwa, Ia. | none | 25 |
| KUAM-TV, Agana, Guam | none | 10 | KFAR-TV, Fairbanks, Alaska | none | 15 | WJDM, Panama City, Fla. | none | 15 |
| WALB-TV, Albany, Ga. | none | 25 | WFLB-TV, Fayetteville, N. C. | none | 20 | WTAP, Parkersburg, W. Va. | none | 20 |
| KALB-TV, Alexandria, La. | 24 | 30 | WBTV, Florence, S. C. | none | 25 | WXEX-TV, Petersburg, Va. | 24 | 30 |
| WFBG-TV, Altoona, Pa. | none | 25 | KQTV, Ft. Dodge, Ia. | none | 20 | KOAM-TV, Pittsburg, Kans. | 36 | 30 |
| KENI-TV, Anchorage, Alaska | none | 15 | KFSA-TV, Ft. Smith, Ark. | none | 10 | KPTV, Portland, Ore. | 24 | 33 1/3 |
| KVSO-TV, Ardmore, Okla. | none | 15 | KMJ-TV, Fresno, Cal. | 24 | 33 1/3 | KVIF, Redding, Cal. | 24 | 30 |
| WJBF, Augusta, Ga. | 24 | 30 | KFBB, Great Falls, Mont. | none | 25 | WSLS-TV, Roanoke, Va. | 24 | 33 1/3 |
| KERO-TV, Bakersfield, Cal. | none | 25 | KLRJ-TV, Henderson, Nev. | none | 25 | KROC-TV, Rochester, Minn. | 24 | 33 1/3 |
| WAAB-TV, Birmingham, Ala. | 24 | 33 1/3 | KID-TV, Idaho Falls, Ida. | none | 10 | WHAM-TV, Rochester, N. Y. | 24 | 33 1/3 |
| WBZ-TV, Boston, Mass. | 24 | 33 1/3 | WFMB-TV, Indianapolis, Ind. | none | 25 | WTVO, Rockford, Ill. | 27 | 33 1/3 |
| KXLF-TV, Butte, Mont. | 24 | 33 1/3 | WLBT, Jackson, Miss. | 24 | 33 1/3 | KSWS-TV, Roswell, N. M. | none | 15 |
| KFVS-TV, Cape Girardeau, Mo. | none | 10 | WJHP-TV, Jacksonville, Fla. | 24 | 30 | KCRA-TV, Sacramento, Cal. | 24 | 30 |
| WCIA-TV, Champaign, Ill. | none | 25 | KHAS-TV, Hastings, Neb. | 24 | 30 | KSBW-TV, Salinas, Cal. | none | * |
| WUSN-TV, Charleston, S. C. | 30 | 30 | WDAM-TV, Hattiesburg, Miss. | none | 15 | WAPA-TV, San Juan, P. R. | none | 25 |
| WBTV, Charlotte, N. C. | none | 25 | WDAF-TV, Kansas City, Mo. | 24 | 33 1/3 | WRGB, Schenectady, N. Y. | 24 | 33 1/3 |
| WLWT, Cincinnati, O. | 24 | 33 1/3 | WKNY-TV, Kingston, N. Y. | none | 30 | WWLP, Springfield, Mass. | 24 | 25 |
| KYW-TV, Cleveland, O. | 24 | 33 1/3 | WKBT, La Crosse, Wis. | none | 25 | WDSM-TV, Superior, Wis. | 35 | 30 |
| KRDO-TV, Colorado Springs, Colo. | none | 15 | KHAD-TV, Laredo, Tex. | none | 15 | WSYR-TV, Syracuse, N. Y. | 24 | 33 1/3 |
| WCBI-TV, Columbus, Miss. | none | 15 | WLEX-TV, Lexington, Ky. | none | 25 | WFLA-TV, Tampa, Fla. | 24 | 30 |
| WLWC, Columbus, O. | 24 | 33 1/3 | KARK-TV, Little Rock, Ark. | 24 | 30 | KCEN-TV, Temple-Waco, Tex. | 24 | 33 1/3 |
| WFAA-TV, Dallas, Tex. | 12 | 33 1/3 | KCBD-TV, Lubbock, Tex. | 35 | 25 | WCTV, Thomasville, Ga. | none | 15 |
| WBAP-TV, Ft. Worth, Tex. | 12 | 33 1/3 | WMAZ-TV, Macon, Ga. | none | 25 | KVOA-TV, Tucson, Ariz. | 40.3 | 33 1/3 |
| WOC-TV, Davenport, Ia. | 24 | 33 1/3 | WMTV, Madison, Wis. | 24 | 25 | KVOO-TV, Tulsa, Okla. | 24 | 33 1/3 |
| WLWD, Dayton, O. | none | 25 | WMBV-TV, Marinette, Wis. | 46 | 30 | KLIX-TV, Twin Falls, Ida. | none | 15 |
| WMSL-TV, Decatur, Ala. | none | 10 | KBES-TV, Medford, Ore. | none | 25 | KLTV, Tyler, Tex. | none | 25 |
| KOAA-TV, Denver, Colo. | 24 | 33 1/3 | WTOK-TV, Meridian, Miss. | none | 20 | WITN, Washington, N. C. | 40 | 30 |
| WHO-TV, Des Moines, Ia. | 24 | 33 1/3 | KMID-TV, Midland, Tex. | none | 15 | KWWL-TV, Waterloo, Ia. | 24 | 30 |
| WEAU-TV, Eau Claire, Wis. | 24 | 33 1/3 | WTMJ-TV, Milwaukee, Wis. | 24 | 33 1/3 | WMFD-TV, Wilmington, N. C. | none | 25 |
| KRBB, El Dorado, Ark. | none | 20 | KCJB-TV, Minot, N. D. | none | 20 | WSJS-TV, Winston-Salem, N. C. | 24 | 33 1/3 |
| KTSM-TV, El Paso, Tex. | 50 | 33 1/3 | WALA-TV, Mobile, Ala. | 30 | 30 | KIVA, Yuma, Ariz. | none | 10 |
| WICU, Erie, Pa. | 24 | 33 1/3 | KNOE-TV, Monroe, La. | none | 30 | WHIZ-TV, Zanesville, O. | none | 30 |
| KVAL-TV, Eugene, Ore. | 24 | 30 | WSFA-TV, Montgomery, Ala. | 24 | 33 1/3 | | | |
| KIEM-TV, Eureka, Cal. | none | 25 | WLBC-TV, Muncie, Ind. | none | 25 | | | |
| | | | WKNB-TV, New Britain, Conn. | 24 | 30 | | | |
| | | | WDBO-TV, Orlando, Fla. | none | 25 | | | |

*15% if less than 20 hours are broadcast,
30% if more than 20.

Network Accounts: Automotive industry is spending 13% less on prime evening time on network TV this season than year ago, or \$76,700,000 vs. \$88,900,000, with only ABC-TV increasing its automotive billings (going from \$21,000,000 to \$28,575,000), reports Oct. 27 *Billboard*. ABC-TV, incidentally, notes that 7 auto accounts will be represented on its network Nov. 4-11, with 5 of them regular sponsors . . . General Mills to sponsor new quiz show, *Giant Step*, on CBS-TV starting Nov. 7, Wed. 7:30-8 p.m., thru BBDO . . . Philip Morris to sponsor alt. 30 min. of *Playhouse 90* on CBS-TV, Thu. 9:30-11 p.m., thru Leo Burnett Co. . . . Corn Products Refining Co. continuing heavy daytime purchases, buys 15 min. alt. Wed. & Fri. of *It Could Be You* on NBC-TV starting Dec. 5, Mon.-thru-Fri. 12:30-1 p.m., and schedule of partic. on *Matinee Theatre* on NBC-TV, Mon.thru-Fri. 3-4 p.m., thru C.L. Miller Co. . . . Carter Products (Rise shaving cream) and Vitalis each buys alt. 15 min. of NBC-TV's pro basketball schedule starting Dec. 15, Sat. 2 p.m. . . . Bissell Carpet Sweeper Co. buys 52-week partic. schedule on *Matinee Theatre* on NBC-TV starting in Jan., Mon.-thru-Fri. 3-4 p.m., thru N.W. Ayer . . . Oldsmobile Dealers Assn. to sponsor one-shot 1957 *Rocket Revue* variety show on ABC-TV Nov. 8, Thu. 8:30-9 p.m., thru D.P. Brother & Co.

Roanoke's WDBJ-TV (Ch. 7) & WDBJ are now occupying new quarters in Times-World Bldg., remodeled at cost of \$2,000,000, plan public open house week of Nov. 11.

Beautiful brochure has been issued by Storer Broadcasting Co. in connection with recent dedication of new studios for its WJBK-TV & WJBK, Detroit.

showing number of free hours given network monthly by each station and payment made to station by network (as percentage of gross time charge). It should be noted that differences in payment and free hours among various affiliates can often be misleading because of other clauses in contracts. For example, in cases where station isn't required to give network any free hours, it often pays all or a large part of the cable-microwave charges normally borne by network.

Following are free hours and payment as provided in first group of NBC-TV affiliate agreements analyzed by Celler subcommittee staff:

| Affiliate | Free hours per month | % of gross paid to affiliate | Affiliate | Free hours per month | % of gross paid to affiliate | Affiliate | Free hours per month | % of gross paid to affiliate |
|----------------------------|----------------------|------------------------------|-------------------------------|----------------------|------------------------------|-------------------------------|----------------------|------------------------------|
| KTVO, Ottumwa, Ia. | none | 25 | WJDM, Panama City, Fla. | none | 15 | WTAP, Parkersburg, W. Va. | none | 20 |
| WJDM, Panama City, Fla. | none | 15 | WXEX-TV, Petersburg, Va. | 24 | 30 | KOAM-TV, Pittsburg, Kans. | 36 | 30 |
| WTAP, Parkersburg, W. Va. | none | 20 | KPVT, Portland, Ore. | 24 | 33 1/3 | KPTV, Redding, Cal. | 24 | 30 |
| WXEX-TV, Petersburg, Va. | 24 | 30 | WSLS-TV, Roanoke, Va. | 24 | 33 1/3 | KROC-TV, Rochester, Minn. | 24 | 33 1/3 |
| KOAM-TV, Pittsburg, Kans. | 36 | 30 | WHAM-TV, Rochester, N. Y. | 24 | 33 1/3 | WHAM-TV, Rochester, N. Y. | 24 | 33 1/3 |
| KPVT, Portland, Ore. | 24 | 33 1/3 | WTVO, Rockford, Ill. | 27 | 33 1/3 | WTVO, Rockford, Ill. | 27 | 33 1/3 |
| KPTV, Redding, Cal. | 24 | 30 | KSWS-TV, Roswell, N. M. | none | 15 | KSWS-TV, Roswell, N. M. | none | 15 |
| WSLS-TV, Roanoke, Va. | 24 | 33 1/3 | KCRA-TV, Sacramento, Cal. | 24 | 30 | KCRA-TV, Sacramento, Cal. | 24 | 30 |
| KROC-TV, Rochester, Minn. | 24 | 33 1/3 | KSBW-TV, Salinas, Cal. | none | * | KSBW-TV, Salinas, Cal. | none | * |
| WHAM-TV, Rochester, N. Y. | 24 | 33 1/3 | WAPA-TV, San Juan, P. R. | none | 25 | WAPA-TV, San Juan, P. R. | none | 25 |
| WHAM-TV, Rochester, N. Y. | 24 | 33 1/3 | WRGB, Schenectady, N. Y. | 24 | 33 1/3 | WWLP, Springfield, Mass. | 24 | 25 |
| WTVO, Rockford, Ill. | 27 | 33 1/3 | WDSM-TV, Superior, Wis. | 35 | 30 | WDSM-TV, Superior, Wis. | 35 | 30 |
| WTVO, Rockford, Ill. | 27 | 33 1/3 | WSYR-TV, Syracuse, N. Y. | 24 | 33 1/3 | WSYR-TV, Syracuse, N. Y. | 24 | 33 1/3 |
| KSWS-TV, Roswell, N. M. | none | 15 | WFLA-TV, Tampa, Fla. | 24 | 30 | WFLA-TV, Tampa, Fla. | 24 | 30 |
| KCRA-TV, Sacramento, Cal. | 24 | 30 | KCEN-TV, Temple-Waco, Tex. | 24 | 33 1/3 | KCEN-TV, Temple-Waco, Tex. | 24 | 33 1/3 |
| KSBW-TV, Salinas, Cal. | none | * | WCTV, Thomasville, Ga. | none | 15 | WCTV, Thomasville, Ga. | none | 15 |
| WAPA-TV, San Juan, P. R. | none | 25 | KVOA-TV, Tucson, Ariz. | 40.3 | 33 1/3 | KVOA-TV, Tucson, Ariz. | 40.3 | 33 1/3 |
| WRGB, Schenectady, N. Y. | 24 | 33 1/3 | KVOO-TV, Tulsa, Okla. | 24 | 33 1/3 | KVOO-TV, Tulsa, Okla. | 24 | 33 1/3 |
| WWLP, Springfield, Mass. | 24 | 25 | KLIX-TV, Twin Falls, Ida. | none | 15 | KLIX-TV, Twin Falls, Ida. | none | 15 |
| WDSM-TV, Superior, Wis. | 35 | 30 | KLTV, Tyler, Tex. | none | 25 | KLTV, Tyler, Tex. | none | 25 |
| WSYR-TV, Syracuse, N. Y. | 24 | 33 1/3 | WITN, Washington, N. C. | 40 | 30 | WITN, Washington, N. C. | 40 | 30 |
| WFLA-TV, Tampa, Fla. | 24 | 30 | KWWL-TV, Waterloo, Ia. | 24 | 30 | KWWL-TV, Waterloo, Ia. | 24 | 30 |
| KCEN-TV, Temple-Waco, Tex. | 24 | 33 1/3 | WMFD-TV, Wilmington, N. C. | none | 25 | WMFD-TV, Wilmington, N. C. | none | 25 |
| WCTV, Thomasville, Ga. | none | * | WSJS-TV, Winston-Salem, N. C. | 24 | 33 1/3 | WSJS-TV, Winston-Salem, N. C. | 24 | 33 1/3 |
| KVOA-TV, Tucson, Ariz. | 40.3 | 33 1/3 | KIVA, Yuma, Ariz. | none | 10 | KIVA, Yuma, Ariz. | none | 10 |
| KVOO-TV, Tulsa, Okla. | 24 | 33 1/3 | WHIZ-TV, Zanesville, O. | none | 30 | WHIZ-TV, Zanesville, O. | none | 30 |

Rate increases: WPIX, New York, Oct. 1 raised base hour from \$1750 to \$2000, min. \$425 to \$500. WAAM, Baltimore, Nov. 1 adds Class AA hour (7:59-10:31 p.m. daily) at \$1275, min. at \$250, Class A hour remaining \$1100. WNBF-TV, Binghamton, Nov. 1 raises hour from \$800 to \$1000, min. \$185 to \$225. WHBQ-TV, Memphis, Nov. 1 adds Class AA hour (7-9:30 p.m. daily) at \$800, min. at \$175, Class A hour remaining \$700. KIMA-TV, Yakima, Oct. 15 raised base hour from \$400 to \$450, min. \$80 to \$90. WKBN-TV, Youngstown, O. Oct. 1 raised hour from \$350 to \$450, min. \$70 to \$90. WKAQ-TV, San Juan, P. R. has added Class AA hour (7-9 p.m. daily) at \$375, min. at \$80, Class A hour remaining \$300. WTWO, Bangor, Nov. 1 raises hour from \$250 to \$300, min. \$50 to \$60. KIDO-TV, Boise, Ida. Nov. 1 raises hour from \$225 to \$250, min. \$45 to \$60. **Spot increases:** WOC-TV, Davenport, Ia. Nov. 4 raises 20 sec. from \$180 to \$200. WICU, Erie, Pa. has added Class AA 20 sec. rate (7:59-10:31 p.m. daily) at \$160. KUTV, Salt Lake City, has added Class AA min. (7:29-9:30 p.m. daily) at \$90. **New combination rate:** KSBW-TV, Salinas & KVEC-TV, San Luis Obispo Nov. 1 offer base hour at \$500, min. \$104.

New reps: WFBG-TV, Altoona, Pa. Nov. 1 to Blair-TV (from H-R Television); WAFB-TV, Baton Rouge, to Blair TV Assoc. (from Young); WMTV, Madison, Wis. to Young (from Bolling); WCTV, Thomasville, Ga. to Blair TV Assoc. (from Meeker).

Pitch for more dept. store advertising on TV will be launched by Tvb, which will offer its services free to dept. stores in planning programs, techniques, formats, expenditures, etc.

Personal Notes: Richard A. R. Pinkham, v.p. in charge of TV network programming, named NBC adv. v.p., reporting to Kenneth W. Bilby, v.p. for public relations; it was last-minute switch of assignment for Pinkham, who had been slated to become pres. of NBC subsidiary California National Productions, now headed by v.p.-gen. mgr. Robert D. Levitt as chief executive officer . . . Ralph W. Hardy, CBS Washington v.p., left by air Oct. 26 to inspect CBS news facilities in London, Paris & Rome before going to New Delhi as delegate to UNESCO conference; he returns to desk about Dec. 10 . . . Ralph L. Helmreich, AT&T long lines operations director, named v.p.-gen. mgr., Bell Telephone Labs, switching positions with James E. Dingman, who becomes long lines operations director . . . Wm. B. Colvin promoted to Tvb director of expanded station relations dept., succeeding Norman E. (Pete) Cash, who succeeded Oliver Treyz as Tvb pres. . . . Thad H. Brown Jr., NARTB v.p. for TV, returned to desk Oct. 22 following bout with glandular fever . . . Jerome (Tad) Reeves, ex-program director of WBNS-TV, Columbus, O., named gen. mgr. of Westinghouse's KDKA-TV, Pittsburgh, reporting to v.p. Harold Lund; he's succeeded by John A. Haldi as program director . . . William F. Fairbanks promoted to manager of NBC Radio eastern network sales, N. Y.; David A. Engles to mgr. of radio sales, San Francisco; Wm. A. Louden to same position in Los Angeles . . . Ben S. Lochridge replaces Wm. D. Shaw as CBS Radio network sales mgr., is succeeded as eastern sales mgr. by Wm. W. Firman from Detroit office; Shaw becomes gen. mgr. of KSFO, San Francisco . . . Theodore W. Herbert promoted to eastern sales mgr. of General Teleradio owned TV & radio stations . . . James Anderson, New York sales rep of WTTG, Washington, named general manager of the station, replacing Leslie G. Arries Jr., now with Chicago office of CBS-TV Spot Sales; Richard S. Stakes promoted to asst. gen. mgr. of WTTG . . . Dewey DuBois promoted to mgr. of KVOA-TV, Tucson, replacing Jack Underwood, resigned; Ray Owens promoted to mgr. of radio KVOA . . . Ed Winton, ex-radio KLIF, Dallas, named mgr. of KILT, El Paso . . . Ira DeLumen promoted to business mgr. of CBS-TV operations dept. . . . Joseph Jerkins promoted to program mgr. of WKY-TV & WKY, Oklahoma City, succeeding Robert Olson, transferred to WTWT, Tampa-St. Petersburg, also owned by

ADVERTISING AGENCIES: F. Kenneth Beirn, ex-pres. of old Biow-Beirn-Toigo, elected pres. of Ruthrauff & Ryan, where he has served since Feb. as director of creative services; he succeeds Robert M. Watson, who moves up to vice-chairman . . . Wm. L. Calhoun, handling GE account in Young & Rubicam N. Y. office, transferred to San Francisco office as v.p. & account supervisor . . . Richard M. Dunn, ex-Roy Winsor Productions, named exec. TV-radio producer, Compton Adv. . . . Eugene Ortiz joins Geyer Adv. as TV art director . . . J. Nelson Wisner, ex-J. Walter Thompson, joins TV-radio dept., National Export Advertising Service . . . Roy Campbell, exec. v.p. of Foote, Cone & Belding western div., elected pres. of AAAA western region; Walter Guild, of Guild, Bascom & Bonfigli, elected vice-chairman; Ray Clinton, Philip J. Meany Co., secy-treas.

New officers of National Assn. of Educational Broadcasters, elected at Atlanta convention last week: Burton Paulu, U of Minnesota (KUOM), pres.; Richard Hull, Ohio State U (WOSU-TV & WOSU), v.p.; Jack McBride, U of Nebraska (KUON-TV), secy. Robert Coleman, Michigan State U (WKAR-TV & WKAR), re-elected treas.

Robert C. Hough promoted to supt. of Senate TV-Radio Gallery, effective Jan. 1, when D. Harold McGrath retires.

WKY Television Systems Inc.; Field Duskin promoted to business mgr. of WKY-TV & WKY, succeeding Norman Bagwell, also joining WTWT; Kieth Mathers promoted to operations mgr. . . . Bennet H. Korn, sales director of WABD, N. Y., elected sales v.p. . . . Wm. Fay, WROC-TV, Rochester, N. Y., reappointed chairman of NARTB community antenna committee . . . G. R. Giroux and R. E. Short promoted to assoc. program mgrs. of Procter & Gamble Productions, former headquartering in Hollywood, latter in N. Y.; both report to Gail Smith, TV-radio mgr. . . . Ed Lytle, ex-TV-radio v.p. of Western Adv., Los Angeles, appointed mgr. of Los Angeles office of rep Wm. G. Rambeau Co. . . . Milford Fenster promoted to film buying supervisor for owned stations of General Teleradio; Daniel German returns from WHCT, Hartford, to succeed him as film mgr. of WOR-TV, New York . . . Dick Canaday, ex-KIRX, Kirksville, Mo., named sales mgr. & asst. to pres. A. J. Mosby of KGVO-TV, Missoula, Mont. . . . Murray Benson named TPA merchandising director . . . Robert E. Baluta, ex-Frank H. McIntosh consulting engineers, now dissolved, Nov. 1 joins Page Communications Engineers, Washington, to specialize in antenna & transmission-line design for ionospheric scatter . . . James Bentley, ex-Mallory Adv. TV-radio director, San Jose, named asst. program mgr. of KRON-TV, San Francisco . . . Arthur Holch resigns as chief writer of NBC-TV's *News Caravan* to join Arthur Lodge Productions Inc., TV & industrial film packagers . . . James Rue, ex-KNXT, Los Angeles, named adv. & promotion director of KTLA, Los Angeles . . . Harvey A. Tepfer, ex-KRON-TV, San Francisco, named promotion mgr. of KBET-TV, Sacramento . . . Donald R. Collins, ex-ABC-TV, named chief engineer of Metropolitan Educational TV Assn., now building TV production facility at 345 E. 46th St., N. Y. . . . Michael R. Hanna, gen. mgr. of radio WHCU, Ithaca, N. Y., elected a trustee of Ithaca College . . . James A. Cowan, pres. of Canadian Film Institute, elected to board of S. W. Caldwell Ltd., Toronto.

Lee F. Curran, 53, promotion-publicity director of KTRK-TV, Houston, and publicity director of radio KDKA, Pittsburgh, from 1945-55, died of lung cancer Oct. 21. He is survived by his widow, parents, 3 daughters, 3 sisters, 2 brothers.

Mutual Affiliates Advisory Committee elects these new members: Edward Breen, KQTV & KVFD, Ft. Dodge, Ia.; Richman G. Lewin, KTRE-TV & KTRE, Lufkin, Tex.; Victor C. Diehm, WAZL-TV (CP) & WAZL, Hazleton, Pa.; E. Z. Jones, WBBB, Burlington, N. C.; Mike Layman, WSFC, Somerset, Ky.; Sam W. Anderson, KFFA, Helena, Ark.; Wayne Phelps, KALG, Alamogordo, N. M.

A. A. Schechter Assoc., public relations consultants, Nov. 1 opens these offices: 580 Fifth Ave., N. Y. (Judson 6-2420); Tribune Tower, Chicago; Guaranty Bldg., Los Angeles; 2 Mansfield St., London.

Charles G. Mortimer, pres. of General Foods Corp., is winner of 1956 *Printers' Ink* Advertising Award as "outstanding member of the advertising community."

Free Salk polio vaccine inoculations will be given by NBC to all employes under 40, in program started at Democratic convention in Chicago for personnel covering it.

New CBS affiliations under Extended Market Plan: KICA-TV, Clovis, N. M. (Ch. 12), effective Nov. 15; KGEZ-TV, Kalispell, Mont. (Ch. 8) March 1, 1957.

Station broker Allen Kander has moved Washington office to Cafritz Bldg. (National 8-1990).

Minot TV Inc. now located at 120 E. 56th St., N. Y. (Plaza 1-5090).

ELECTION NIGHT coverage on the networks promises more electronic gadgetry than ever before, with more emphasis than ever on competitive speed in gathering returns and on early predictions of presidential and congressional balloting.

For first time, each network has its own electronic computing system—to use for either predicting or super-rapid tabulating. To speed returns, NBC has devised elaborate system using 114 IBM machines around nation and another 28 in its N. Y. Studio 8-H. Using 62 leased press service wires, NBC says "the special electronic network marks the first major departure from the traditional manually based collection and transmittal of returns for years." New system transmits IBM card data from all 48 states directly to tabulating machines in N. Y. studio. In addition, IBM "705" computer will spot and interpret election trends for NBC.

ABC will pit man against machine in forecasting key contest results. The machine is Underwood's new Elecom "125," which will busy itself with the usual things that electronic computers do on election night TV. The humans will be in "research team whose sole purpose will be to predict early on election night, and ahead of the machine if possible, who the winner will be," according to ABC v.p. John Daly. Team headed by Louis Harris, of Louis Harris Assoc. election analysts, will concentrate its study on 54 carefully selected election units—wards, districts or counties—representing cross-section of key voting blocs and believed to hold key to final outcome of election. Through tie-in with *Collier's* magazine, viewers will be able to read up in advance on the 54 key units and their behavior in other elections in special article in current (Nov. 9) issue, with scoresheet to be filled out while watching ABC-TV.

CBS-TV is willing to stand on the record of past performances by its Remington Rand Univac, will employ the big brain again this year. In release this week it pointed out that this granddaddy of electronic election forecasters quoted 100-to-1 odds in favor of Eisenhower victory by 8:30 p.m. on Election Day 1952, predicted Democratic sweep of both houses of Congress almost as early on Election Day 1954 and was amazingly accurate in forecasting electoral vote and number of Congress seats. CBS coverage is sponsored by Westinghouse, ABC by Buick, NBC by Oldsmobile, Sunbeam & RCA.

Democrats' shortage of ready cash caused CBS-TV to drop 5-min. political telecast 3:25 p.m. Oct. 25 because Party didn't pay in advance. Democrats are revamping their TV schedule, canceling a few reserved time segments, presumably because of their money troubles. The Democratic Party nearly had to call off its 27-city closed-circuit TV rally Oct. 20 after Nathan L. Halpern's Theatre Network TV withdrew from the picture Oct. 18 because Democratic National Committee was unable to pay in advance. At virtually last minute, however, Bill Rosensohn's Sheraton Closed-Circuit TV (Sheraton Hotels)—which doesn't require advance payment for political jobs—took over project, using chartered planes to fly equipment to hotels.

NBC's purchase of uhf WKNB-TV, New Britain (Ch. 30) with WKNB should be approved, FCC's Broadcast Bureau recommended to Commission, stating that overlap with NBC's New York stations is negligible; that the stations serve different markets; that numerous other services are available in overlap area; that acquisition would add little to area and population now served by NBC-owned stations.

Call letter changes: WJNO-TV, Palm Beach, Fla. (Ch. 5) to WPTV; KCTE-TV, St. Paul (Ch. 2, educational) to KTCA.

QUIET WEEK AT FCC produced few actions, and contestants in big-city vhf hearings continued to stew, wondering when final decisions would be issued. Not only applicants, but networks—particularly ABC—have huge stake in decisions. Just a few key grants and prompt construction could produce literally millions in revenue to ABC, with very little extra cost.

Among cities & channels awaiting final decisions: Buffalo Ch. 7, Charlotte Ch. 9, Indianapolis Ch. 13, Miami Ch. 10, Orlando Ch. 9, St. Louis Ch. 11, Seattle Ch. 7.

Among those awaiting oral argument, after which final decisions may be issued: Boston Ch. 5, Pittsburgh Ch. 4 & 11, San Francisco Ch. 2. Boston hearing, incidentally, now has only 4 contestants—FCC this week granting *Boston Post* permission to dismiss.

Delays in decisions—some of which have been pending since oral argument over year ago—is given various explanations at Commission: "short on staff," "legal maneuvering of the parties," "inability to muster a majority for any applicant," etc.

Meanwhile, another final decision was appealed—Beachview Broadcasting Corp. challenging Ch. 10 grant to WAVY-TV, Portsmouth, Va., alleging concealed ownership.

One uncontested CP was granted—Ch. 8 satellite in Walla Walla, Wash. to owners of KIMA-TV, Yakima, who also operate KEPR-TV, Pasco (Ch. 19); KLEW-TV, Lewiston (Ch. 3); hold CP for KBAS-TV, Ephrata (Ch. 43).

Attempt of Texas Tech to get Lubbock's Ch. 5 labeled "educational" was turned down by Commission which noted that commercial applicants have shown up and said that college could compete for channel if it wants to.

For Charlotte, N.C., radio WAVY sought partial de-intermixture by requesting that Ch. 20 & 77 be substituted for Ch. 9.

J. Elroy McCaw is buying KDAY, Santa Monica, and disposing of interest in KORC, Mineral Wells, Tex. and KLOQ, Yakima, Wash. McCaw's Gotham Bestg. Co., licensee of WINS, New York, is buying KDAY from *Santa Monica Outlook* (J. D. Funk, publisher) for \$650,000. He's selling 100% of KORC for \$55,000 to co-partners Leeland M. Judd and Ramon C. C. Curry, announcer-engineer of KSTN, Stockton, Cal. He disposes of his ½ of KLOQ for approximately \$30,000 to gen. mgr. Warren J. Durham, other ½ owners being Robert S. McCaw and Tom Olsen. J. Elroy McCaw's other properties are KTVW, Tacoma; 50% of KTVR-TV, Denver; 25% of KONA, Honolulu; 50% of KYA, San Francisco and KELA, Centralia, Wash.; ½ of KALE, Richland, Wash.

Sale of WEHT, Henderson, Ky. (Ch. 50) with radio WEOA, Evansville, Ind. for \$820,000 by M. A. Lightman's Maleo Theatres Inc. (Vol. 12:35) was approved this week by FCC. Edwin G. Richter Jr., ex-local sales mgr. of WTVN-TV, Columbus, will be pres.-gen. mgr. & 22% owner. Holding approximately 36% each are Cincinnati's Henry S. Hilberg family (meat packing) and members of R. L. Buse Jr. family, owners of Distiller Products (stock to be voted by brother-in-law John R. Clark Jr., Cincinnati attorney). Owner of remaining 5% is TV-radio management consultant Ernest Felix.

Radio station sales approved this week by FCC: KRIS, Corpus Christi, by T. Frank Smith family to Texas Bestg. Co. Inc. (interlocking ownership with Houston radio KTHT), for \$255,000 (Vol. 12:40). KXLR, North Little Rock, by Arkansas Airwaves Co. (John F. Wells, pres.) to adman J. M. Sanders, for \$81,460 (Vol. 12:40). KRSN, Los Alamos, by Wm. W. Phelps and associates, who recently sold KQUE, Albuquerque (Vol. 12:40) to Virgil Allen Parker III and Darrel K. Burns (employees of KORE, Eugene, Ore.) for \$62,000.

Network Color Schedules (Oct. 28 - Nov. 10, 1956)

Oct. 28—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Hallmark Hall of Fame*, "Born Yesterday," 7:30-9 p.m.; *Good-year TV Playhouse*, 9-10 p.m.
Oct. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
Oct. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m.
Oct. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Nov. 1—NBC: *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
Nov. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m.; *Chevy Show*, 9-10 p.m.
Nov. 3—NBC: *Perry Como Show*, 8-9 p.m. CBS: *Ford Star Jubilee*, "Wizard of Oz," 9-11 p.m.
Nov. 4—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Zoo Parade*, 3:30-4 p.m.; *Alcoa Hour*, 9-10 p.m.
Nov. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
Nov. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters Show*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m.
Nov. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Nov. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Playhouse 90*, 9:30-11 p.m.
Nov. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
Nov. 10—NBC: *Perry Como Show*, 8-9 p.m.

First public "preview" of color tape recording was presented by NBC during *Jonathan Winters Show* 7:30-7:45 p.m. Oct. 23, but NBC officials make it clear that tape is still in developmental stage, declining to estimate when it will be ready for regular commercial use. The 2½-min. sequence was fair, rather noisy, comparable to rather poor color film. Experimental model employed was developmental unit built by RCA Labs, Princeton, using ½-in. tape running at 20-ft. per second. Introducing taped feature, Winters said: "While still in the experimental stage, it ultimately promises the whole world of colorful, exciting entertainment recorded on ½-in. of plastic. This is not film—but an instantaneous tape with pictures that can be played back immediately after the recording."

"Subjective color" experiments in Britain (Vol. 12:36) gave some viewers a color effect on black-&-white sets, according to reports in British trade press. *Commercial TV News* says Associated TV Ltd. received some 3000 responses from viewers, most of whom said they saw color—though description of what they saw isn't clear. *Wireless Trader* reports that 2 of its staff members received "the effect of red and green colours." Technique hasn't been disclosed but is said to involve film that "flutters."

ABC's color plans remain unchanged, will depend on set sales, chairman-pres. Leonard H. Goldenson stated this week. He said that Nov.-Dec. sales will be watched closely "and on the basis of our findings we may decide in February whether to go to color in the fall of 1957." Meanwhile, ABC-TV facilities in N. Y., Chicago & Los Angeles are being remodeled to handle color.

Continuous closed-circuit color, 10 a.m.-5 p.m. daily, will be offered by NBC's WNBQ, Chicago, to all set manufacturers & distributors with showrooms on 11th floor of Merchandise Mart. Station has been feeding color to 20th floor RCA-NBC "Hall of Color" and 11th floor RCA Victor showrooms. Color programs include NBC network, WNBQ live & film, special film.

Stressing color push, RCA N. Y. distributor Bruno-N. Y. has appointed David Wolff to new position of color TV sales mgr. Exec. v.p. Irving Sarnoff stated that he anticipates 1957 sales of 50,000 sets, with billings of \$20,000,000.

Live 20-sec. color spots at same cost of 20-sec. black-&-white film spots are now being offered by WRCA-TV, N. Y.; 16 such spots are available across the board 11 a.m.-11:45 p.m.

Lenticular film process for color kines is saving NBC about 58% over cost of using color negative film, RCA Labs' R. D. Kell told recent SMPTE convention in Los Angeles. He listed these advantages of Eastman Kodak's lenticular film process: It is capable of quality comparable to black-&-white kine recording; processing time allows "some safety factor" in 3-hour delay between recording and playback on west coast; 16mm color prints can be made from it. The embossed film itself costs less than color negative and processing cost is approximately half, he added.

Advertisers will spend \$150,000,000 in network color in 1957, \$600,000,000 by 1960, NBC adv. & promotion v.p. Richard A. R. Pinkham told Assn. of National Advertisers convention in Chicago this week. "The roster of companies supporting color TV," he said, "is a roster of industrial leadership—the same companies who have built a reputation for pioneering new techniques, having always associated themselves and their products in the eyes of the public with the most daring and forward looking advertising concepts."

Magnavox started shipments this week on 4 previously-introduced color models—\$745 for 21-in. "low-boy" table model, \$950 each for 3 consoles.

Admiral reports 3000 servicemen trained to handle color sets this year, its field engineers conducting special courses in 35 cities.

Radio station sales reported this week: WSFA, Montgomery, Ala. by WKY Television System (*Oklahoma City Oklahoma* interests) for \$175,000 to Mr. & Mrs. Charles W. Holt and Robert N. Robinson, owners of WHSY, Hattiesburg, Miss. Holt also controls WHNY, McComb, Miss. and WHXY, Bogalusa, La. KFNF, Shenandoah, Ia. by Ethel S. Abbott and estate of late C. J. Abbott for \$61,000 (\$60,475 being assumption of notes) to owners & employees of Town & Farm Co. Inc., operator of KMMJ, Grand Island, Neb.; KXXX, Colby, Kan.; KIOA, Des Moines, Ia. KSPA, Santa Paula, Cal. by Juan G. Salas for \$46,000 to actor-announcer Frank James and wife. WABV, Abbeville, S. C. by Mildred Allen & Edith Mooneyhan for \$42,000 to J. A. Gallimore, owner of 3 other AMs in S. C. and one in Lafayette, Ga. Blackburn-Hamilton was broker for WSFA and WABV sales.

Heavy influx of feature films will have little effect on syndication of TV film shows, NBC TV Films sales director Jake Keever told Pittsburgh Radio & TV Club this week. He said station owners are buying features "only to replace their older feature films and the market for syndicated film is firm and will remain firm." Stating that he doesn't go along with TV film producers who won't produce a show unless regional or national sponsor is signed beforehand, he said NBC feels there are "more than enough" blue-chip local sponsors to justify production of top-flight syndicated film shows at a profit.

Rumors of sale or lease of WOI-TV, Ames, Ia. (Ch. 5), commercial station operated by Iowa State College, are denied vehemently by pres. Dr. James Hilton who says: "Nothing to it. We've had these rumors before. We're considering no such move and I hope we never have to."

"Educational TV for Your Community" is new 24-page brochure—covering costs, programming, etc.—available from Educational TV & Radio Center, 1610 Washtenaw, Ann Arbor, Mich. Pamphlet was published jointly with JCET and National Assn. of Educational Broadcasters.

Equipment shipments reported this week: RCA antennas to WBZ-TV, Boston (Ch. 4); WFRV-TV, Green Bay, Wis. (Ch. 5); KOOK-TV, Billings, Mont. (Ch. 2).

Translator K70AF, Cortez, Colo. (Ch. 7), plans start first week in Nov., reports pres. John E. Moss.

TV PIPELINES JAMMED FOR CHRISTMAS PUSH: TV inventories were at the highest peak in history as of Oct. 1, totaling about 2,550,000 at all levels -- and some marketing men are beginning to express apprehension about the possibility of a bad case of overproduction for year unless Christmas sales start to show big increase.

"Unhealthy but not necessarily alarming" is how the inventory picture looks to Frank W. Mansfield, RETMA statistical director & Sylvania sales research director whose accurate analyses and projections have earned him title of "Mr. Statistics."

"The big buildup has been at the factory and distributor levels," he told us. "Dealer inventories are actually lower than they were a year ago. This gives us a little encouragement because manufacturers and distributors are usually in a better position than dealers to control the flow of merchandise. The next 2 months could be quite important. If we go out of 1956 with inventories anywhere near their levels at present, we could see some distress liquidations early next year."

Other market analysts echoed Mansfield's views, though they asked to remain anonymous. They generally held to belief that despite adequate warnings and better industry-wide statistical research, manufacturers lapsed into old error of producing for what they hoped would be a boom consumer market, rather than for market itself.

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Mansfield has revised downward his midyear forecast that this will be TV's second best retail sales year. "I now believe about 7,100,000 or 7,200,000 sets will be sold at retail this year, which would make it the third best year," he said. "But what's the difference? Second best or third best -- we're still playing in the same ball park, and 100,000 more or less won't make that much difference." Retail sales totaled 7,421,084 last year, 7,317,034 in 1954.

Fall sales pattern hasn't developed as strongly as originally hoped, remarked Mansfield, though he estimated 4-week Oct. retail sales at about 800,000, or roughly same as in 5-week Sept. It was Sept. that proved biggest disappointment to trade, with failure of such special events as World Series and National TV Week to provide special stimuli. Nevertheless, Mansfield still has hopes that 4th quarter TV sales will be at a "going annual rate" of 7,600,000. In first quarter of 1956, sales were at annual rate of 6,600,000; in second, at 7,200,000; in third, at 7,400,000.

NARDA chairman Mort Farr, big retailer in suburban Philadelphia, is one who agrees with Mansfield about inventory problem, but doubts that overproduction is the cause. "In my book, it's more a case of underselling than overproduction," he says. "My TV business is lousy, but I know the business is there to be had. It just requires a little extra effort to get into that big replacement market."

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More Probes Loom: TV-radio-appliances will be most thoroughly investigated industry in American economy by end of 1957, with a probe for every purpose, if the present rate of governmental activity keeps up. Latest to get into act is Federal Trade Commission, which is currently looking into GE's appliance merchandising tie-ins with Associated Merchandising Corp. chain of dept. stores. FTC's action is being watched closely by Westinghouse, which reportedly is seeking to place entire line of consumer products in Montgomery Ward stores as a key national account. The Senate Small Business Committee, meanwhile, leaves no doubt it intends to conduct full-scale investigation of TV-radio-appliance distribution next year (Vol. 12:42), though no formal announcement can be made until Congress reconvenes in Jan. But Sen. Sparkman (D-Ala.), chairman of committee, told us this week: "There is every expectation that we will conduct such an investigation, regardless of the election. I would describe it as a strong probability." Finally, there's current study by Justice Dept. on possible anti-trust aspects of factory servicing (Vol. 12:42).

Crosley TV-Radio Output Suspended: Avco board meeting in N.Y. Oct. 26 discussed

Crosley's future in TV-radio-appliances but no announcement was made on the outcome. Meanwhile, Crosley this week temporarily halted all TV-radio production, and company spokesman said he could give no date for resumption. He said the action was taken to "correct our inventories," declared it was not necessarily a prelude to quitting TV-radio business entirely and denied scuttlebutt that a letter would be sent to all distributors next week notifying them that their franchises would be terminated. He did confirm, however, that entire engineering staff of Crosley & Bendix divs. had been recently absorbed by govt. products div., headed by v.p. Clarence Felix. Note: Still pending is deal whereby Philco would purchase Bendix brand name and assets.

Economic Outlook: How much TV-radio will share in national economic prosperity is a matter of opinion -- but there's little argument about the prosperity itself. And, judging from businessmen and economic pundits, it shows no sign of abating in near future. National Assn. of Purchasing Agents, in Oct. survey of its members, reports production continuing high, with 36% of respondents indicating it was higher than in Sept., 50% declaring their new orders remained at high Sept. levels. Little change in employment or inventories was reported from Sept., though continued price increases are resulting in "some shortening of the period for which purchasing executives will commit the company's money in forward buying." Authoritative United Business Service summarizes consensus of leading economic services: "Business activity will show an uptrend this fall, and outlook is favorable into early 1957. Tight credit will slow, but not prevent, further gains." N.Y. Herald Tribune's perceptive business columnist Harvey E. Runner predicts Oct. "unquestionably" will be best such month in history for business. "The upsurge is evident on all sides -- with steel output at record levels, with automotive production increasing weekly and with retail sales reaching new highs."

Continuation of high economic levels is clearly indicated by two highly regarded surveys. Dun & Bradstreet canvassed 1597 businessmen at random on outlook for the first quarter of 1957, reported that 60% expected sales to increase over first 3 months of 1956, 82% expect to employ same number of people, 56% anticipate holding price line, 43% expect higher profits (51% foresee no change). F.W. Dodge Corp., in annual survey of 221 leading economists, reports that 1957 is expected to be best business year in history, though many economists don't expect sharp increases in major economic indicators.

Production: TV output continues at high level, totaling 200,425 the week ended Oct. 19, compared to 205,970 in preceding week and 186,153 in corresponding week of 1955. It was 42nd week of year and brought production for year to date to about 5,881,000, compared to 6,330,308 in same period year ago. Radio production totaled 352,876 (162,159 auto) week ended Oct. 19, compared to 335,206 (127,129 auto) in preceding week and 374,708 (189,383 auto) in same 1955 week. Radio output for 42 weeks was about 10,531,000 (3,462,975) vs. 10,997,037 (5,313,241) same 1955 period.

Fewer business failures among TV-radio-appliance retailers in first 9 months of 1956 than in corresponding 1955 period are reported by Dun & Bradstreet. It lists 232 failures in first 9 months of 1956, representing aggregate liabilities of \$7,536,000, as against 270 failures & \$7,989,000 liabilities in first 9 months of 1955. Third-quarter failures, however, increased over same 1955 period—69 failures, \$1,799,000 liabilities vs. 61 & \$1,776,000 in 3rd quarter 1955.

Investigation of tube counterfeiting is under way in N. Y. area, announced Bronx District Attorney, following arrest of repairman there on 18-count indictment charging grand larceny and illegal copying of trademarks & copyrights. District Attorney's office said counterfeiting racket in metropolitan N. Y. had cost GE alone about \$1,000,000 a year.

Hotpoint TV receiver dept. (D. Edward Weston Jr., gen. mgr.) has moved headquarters to 715 So. 25th Ave., Bellwood, Ill., company's general offices remaining at 5600 W. Taylor St., Chicago.

Energy of light, harnessed by experimental solar battery, was used to trigger charge which severed tape at formal opening of new \$1,400,000 Los Angeles distribution center of RCA Victor Distributing Corp. this week. RCA pres. Frank Folsom, officiating at opening, reiterated his prediction of 60% increase in electronics business in next decade and forecast that Los Angeles area—which now accounts for nearly 10% of U. S. electronics production—will keep pace.

Westinghouse consumer products sales in second and third quarters this year were up 16% over same 1955 period, Assn. of National Advertisers convention was told this week by Chris J. Witting, v.p.-gen. mgr. of consumer products. He said that Westinghouse's 1957 consumer products line will be introduced on its Election Night coverage on CBS.

RCA's 2 new transistorized radios, each using 4 transistors and weighing about 1 lb., were introduced this week, priced at \$40 & \$45.

Topics & Trends of TV Trade: Spread of factory servicing, now being investigated by Justice Dept. for possible violations of anti-trust laws (Vol. 12:42), need not mean end of independent service dealer, in opinion of NARDA managing director A. W. Bernsohn. In fact, he has told his members, of whom nearly two-thirds handle own service, that it gives independents an opportunity to prove their superiority in a "fair fight." Writing in *NARDA News*, Bernsohn urged:

"Let's get there faster, make customers happier, sell service contracts when we sell the merchandise, train customers to call us rather than the manufacturer or distributor if something goes wrong. Let's follow up delivery of new merchandise with a check-up service call and educate the customer that we're really interested in her satisfaction."

"And let's make sure it's a fair fight, with comparable parts costs, no preferential classified directory listings for central service and the right kind of price allowances for independent service."

Bernsohn implied that dealers and servicemen should expect little help from Govt., declaring: "Regardless of whether we like it or not, the laws and economy of this country permit such competition and no saber-rattling or threats of boycott will erase it."

Meanwhile, National Alliance of TV & Electronic Service Assns., whose letter to Senate Small Business Committee complaining of factory servicing touched off the Justice investigation, asserted that manufacturers embarked on factory servicing to compensate for "stupid" set pricing policies. In Oct. *NATESA Scope*, exec. director Frank J. Moch writes:

"It must be evident to even the blindest economist that set producers have, contrary to sane economics and in direct opposition to basic trends in all other industries, priced themselves out of their business. In a mad rush to be 'king of the hill,' they have thrown discretion to the

Trade Personals: Bernard O. Holsinger, gen. sales mgr. of Sylvania TV-radio div., promoted to new position of corporate director of sales promotion, N. Y. . . . Frank M. Folsom, RCA pres., selected as a 1956 winner of Catholic Interracial Council's James J. Hoey award for interracial justice for his advocacy of equal job opportunities for all races . . . H. Warren Gieffers promoted to Motorola works mgr. for all consumer products production; Hans M. Schiff promoted to works mgr. for military production operations, auto radios & components . . . F. D. Edes promoted to asst. to N. B. Krim, v.p.-gen. mgr. of Raytheon receiver & CR tube operations . . . John P. Mathieu, ex-Capehart-Farnsworth, named Sylvania TV-radio district sales mgr., head-quartering in Memphis . . . Richard B. Leng, v.p. in charge of Packard-Bell's technical products div., elected to Packard-Bell board . . . Vinton K. Ulrich resigns as gen. sales mgr. of David Bogen Co. to join Raytheon as head of applications engineering in receiving tube div. . . . Frank E. Corr, ex-Philco, joins Eitel-McCullough Inc. as asst. to v.p. for manufacturing, succeeding John F. Stenson, promoted to procurement mgr.; Tom Hall named mgr. of special development group . . . J. A. Hammond promoted to gen. sales mgr. of Canadian Marconi consumer products div. . . . Max K. Callison, Capitol Records sales mgr. in Cleveland, promoted to national sales mgr., N. Y., reporting to J. K. Maitland, v.p. & sales director . . . Frederick W. Bahl named mgr. of Packard-Bell employe relations . . . Paul Redhead, ex-Kelvinator, named Chicago district merchandiser for Magnavox's Spartan line . . . C. E. Sharp promoted to personnel mgr. of RCA components div., Camden . . . Samuel Olchak resigns from Datom Industries to rejoin DeWald Radio as gen. sales mgr. . . . Joseph P. Halpin, ex-Admiral, Crosley & Norge, named gen. mgr. of Borg-Warner builder

winds and now are stuck with a pricing structure which leaves no room for decent profits at any level . . . This utterly foolish concept has caused ruin to many brand names and the processes of attrition are grinding away to further reduce the number of companies in the field.

"It is very likely, that as a result, within one year only 5 or 6 producers will be left. By that time these super giants can envisage a very hollow victory. They will control a business that is absolutely bankrupt because of stupid price policies. They have created a 'frankenstein monster' and they must find ways of feeding it. They have, therefore, decided to take over the field of service at retail, contrary to all established principles and in direct violation of legal concepts. Obviously, then, the change they wish to make is simply one to better their own position at the cost of their historical benefactor and in many cases, prime customer."

Article in Nov. *Radio & Television News* by Wm. Leonard theorizes that one of biggest problems facing independent service organizations is how to identify ethical shops for public. "If an ad were to run in a national consumer magazine urging the public to patronize independent service shops," it states, "a reader who followed that advice and then received an unjustifiably large service bill from an unscrupulous service technician would become an implacable enemy of all independent service shops."

* * * *

Radio shipments to dealers, excluding auto sets, totaled 4,491,795 in first 8 months of 1956, compared to 3,451,512 in corresponding period of 1955, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. Aug. shipments were 579,108, vs. 641,884 in July, 460,205 in Aug. 1955.

Introduction of first Capehart TV-radio-phono line under new Capehart Corp. management (Robert Gross, pres.) has been delayed until early 1957, while Gross negotiates with manufacturers for production.

sales div. . . . J. Frank Leach, ex-Studebaker-Packard, joins Amphenol Electronics as manufacturing director . . . Robert K. Daniel, ex-Hotpoint Appliance Sales Co., Detroit, named Magnavox retail adv. mgr. . . . David C. Adkins, from Lynn, Mass. Chamber of Commerce, named CBS-Hytron public relations mgr., replacing Wm. J. Bakrow.

Dr. Lee de Forest has been awarded Cross of Officer of Legion of Honor by French govt. as "Father of Electronics," in Paris ceremonies observing 50th anniversary of his invention of triode vacuum tube.

DISTRIBUTOR NOTES: Philco appoints Frankelite Co., 1425 Rockwell Ave., Cleveland (David Frankel, pres.), ex-Crosley-Bendix outlet, replacing own factory branch; it reduces Philco factory branches to N. Y., Chicago, Philadelphia, Los Angeles & Newark . . . Admiral appoints Swanton Co. Inc., Portland, Me., ex-Philco outlet, replacing Coffin & Wimble, Bangor . . . Motorola appoints Nelson & Small Inc., Portland, Me., ex-Crosley-Bendix, replacing Boyd Corp. . . . Olympic Radio appoints Midland Electric Co., 2152 Superior NE, Cleveland, ex-CBS-Columbia outlet, replacing own factory branch; Peerless Electric Supply Co. Inc., 122 S. Meridian St., Indianapolis (Harry E. Rasmussen, pres.); Protective Electric Supply Co., 130 W. Columbia St., Ft. Wayne (Thomas Popp, pres.); Arace Electronics Distributors, 25 Henry St., Kingston, N. Y. (Michael Arace, pres.); Furste Auto Supply Inc., 1617 Planter St., Mattoon, Ill. (Mrs. Walter F. Furste, pres.) . . . Sonora appoints Hub Distributors Inc., 596 Commonwealth Ave., Boston (Manny Beckwith, pres.) . . . Roskin Distributors Inc., E. Hartford (Philco) appoints Bernie J. Roskin as v.p.

Financial & Trade Notes: Sylvania earnings & sales soared to new records for both 9-month and 3-month periods ended Sept. 30, chairman-pres. Don G. Mitchell telling stockholders of "continued strong markets in virtually all of Sylvania's product lines," especially in electronic tubes and lighting products. He added, however, that "unusually intensive competition in the TV set market affected both dollar and unit volume."

Net earnings for 9 months were \$10,958,617 (\$3.23 per share on 3,298,208 common shares outstanding), up 15% from previous record of \$9,556,210 (\$2.97 on 2,994,872 shares) in first 9 months of 1955 and considerably ahead of \$6,166,226 (\$1.93) in same 1954 period. Sales in first 9 months of 1956 totaled \$232,691,245, up 8% from \$216,242,559 in first 9 months year ago, and \$200,827,520 in corresponding period of 1954.

Profit for quarter ended Sept. 30 was \$3,635,102 (\$1.07) on sales of \$77,574,569, as against \$3,468,191 (\$1.07) on \$77,529,210 in third quarter year ago and \$2,643,441 (85¢) on \$73,756,822 in corresponding 1954 period.

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Robert C. Tait, director & senior v.p. of General Dynamics Corp. and pres. of its Stromberg-Carlson div., is disclosed in Oct. 18 report to stockholders to have received \$31,884 remuneration from Stromberg-Carlson for 1955 up to time of its merger on June 30, then \$32,242 from new parent corporation for second half. He would receive annual retirement of \$11,675 under new plan to be voted on by General Dynamics stockholders Nov. 19. In Feb. 1956 he purchased 1000 shares of General Dynamics at option price of \$22.25 per share; he holds 7-year option to buy 10,000 at \$56.29 without giving effect to 3-for-2 stock split payable Nov. 10.

Dividends: Sylvania, 50¢ payable Dec. 21 to stockholders of record Dec. 1; P. R. Mallory, 35¢ Dec. 10 to holders Nov. 14; Dominion Electrohome Industries, 25¢ Nov. 15 to holders Oct. 31; Consolidated Electrodynamics, 10¢ regular & 10¢ special, Dec. 14 to holders Nov. 30; Thompson Products, 35¢ Dec. 15 to holders Nov. 30.

Kay Lab reports record profit of \$150,515 on \$2,000,000 sales in first 9 months this year, compared with loss of \$44,834 on \$836,560 same 1955 period. New orders through Sept. 30 totaled \$2,060,300, compared with \$999,778 last year. Third quarter profit was \$79,275 on \$900,000 sales, while new orders exceeded \$600,000.

Columbia Pictures' Screen Gems has set up \$2,500,000 fund to finance independent TV producers seeking backing for packages containing "either star names or a powerful idea." Columbia's Irving Briskin said packages will get "everything needed from production facilities through distribution and sales."

Clevite Corp. earned \$2,630,377 (\$1.35 per share) on sales of \$53,789,891 in first 9 months, compared to \$3,219,431 (\$1.67) on \$52,261,750 in corresponding 1955 period. For 3 months ended Sept. 30, earnings were \$1,074,290 (56¢) on sales of \$17,261,847, as against \$546,474 (27¢) on \$16,033,395 in same quarter year ago.

Collins Radio Co. reports for year ended July 31 net income of \$3,042,528 (\$1.86 a share), compared to \$2,538,-\$12 (\$1.68) for preceding fiscal year. Figures are after tax adjustment charges amounting to \$83,473 in 1956 and \$936,930 in 1955.

Daystrom Inc. reports net earnings of \$1,116,000 (\$1.26 per share) on sales of \$33,652,000 in 6 months to Sept. 30, compared to \$980,000 (\$1.01) on \$37,855,000 in same 1955 period.

Muter Co. reports net loss of \$148,773 for 9 months ended Sept. 30, compared to profit of \$161,025 (22¢ a share) for same 1955 period.

Walt Disney Productions Inc. will offer stockholders rights to purchase 186,500 shares of common, designed to raise about \$3,700,000. Stockholders may subscribe to one share of common for every 7 held, at \$20 per share. They also will receive a secondary right to subscribe, at \$20 per share, to any shares remaining after primary rights have been exercised. Additionally, for every share subscribed through primary and secondary rights, stockholders may purchase one additional share at \$22, through Nov. 30, 1957. Atlas Corp., currently holding 225,000 shares of Walt Disney Productions (17% ownership), has offered to buy all new stock not taken by other stockholders.

Litton Industries earned \$1,019,703 (97¢ per share) in fiscal year ended July 31, up 130% from \$436,413 (44¢) in preceding fiscal year, with sales of \$14,920,050 up 70% from \$8,898,797. Backlog of unfilled orders totaled \$35,000,000 on July 31. Pres. Charles B. Thornton also notified stockholders that purchase of Triad Transformer Corp. and its subsidiary Utrad Corp. had been consummated, giving Litton 9 plants and 2000 employees.

Beckman Instruments set new records in profits and sales in fiscal year ended June 30, reporting earnings of \$1,744,856 (\$1.36 per share on 1,287,227 common shares outstanding) on sales of \$29,362,131, compared to \$1,322,050 (\$1.06 on 1,249,735 shares) on \$21,330,598 in preceding fiscal year. Pres. A. O. Beckman said company is negotiating to increase its long-term loans from \$3,400,000 to \$9,000,000 in anticipation of continued growth.

Indiana Steel Products Co. reports net income of \$592,843 (\$2.02 a share) for 9 months ended Sept. 30, vs. \$553,941 (\$1.95) for comparable 1955 period. For 3 months ended Sept. 30, net income was \$192,566 (66¢) vs. \$200,416 (70¢) in 1955 quarter.

Cornell-Dubilier earned \$718,093 (\$1.32 per share) on sales of \$25,484,898 in 9 months ended June 30, compared to \$1,381,448 (\$2.61) on \$27,120,078 in corresponding period of preceding fiscal year.

Tiny radio receivers worn entirely in the ear were predicted by Inglewood, Cal. consulting engineer Glenn A. Schmidt at recent SMPTE convention in Los Angeles. The single-channel radios could be mass-produced at \$1.50 each and discarded after 6-9 mo. use, when battery was exhausted. He said tiny transistorized transmitter, to be made by Stevens Mfg. Co., Culver City, will be ready in 3-3 months, to replace mike boom and cable for TV & movie production.

National Union Electric Co., which sold its CR tube facilities in Hatboro, Pa. to Sylvania in Dec. 1954, concentrating on tubes research at its lab in East Orange, N.J., has purchased Armstrong Furnace Co., Columbus, O., for undisclosed sum in all-cash transaction. W. J. Olsen, pres. of Armstrong, will become v.p. of National Union and gen. mgr. of Armstrong Furnace div., announced National Union chairman-pres. C. Russell Feldmann.

Color set sales in Kansas City totaled 734 as of Sept. 30, according to city's Electric Assn. In western New York area (Buffalo), June color sales were 153, according to Niagara Mohawk Power Corp.

Westinghouse offers 11-day Caribbean air trip Jan. 19-30 to dealers (and wives) as prizes to its tube distributors in sales contest from June 1 to Nov. 30.

Sylvania started construction this week on new 190,000-sq. ft. receiving tube plant in Altoona, Pa., due for completion in late 1957.

Electronics Reports: New series of meetings between electronics industry and govt. officials will be held in Nov. & Dec. to determine if capacity of components industry is adequate to meet mobilization requirements and to explore solutions to any deficiencies. Presiding at meetings will be acting director Donald S. Parris of Business & Defense Services Administration's Electronics Div., who will announce results of BDSA-Defense Dept. surveys of industrial capacity and mobilization requirements for selected groups of electronic components.

These are dates of scheduled industry advisory committee meetings with govt. officials: quartz crystals, Nov. 14; electronic relays, Nov. 20; capacitors, Dec. 4; resistors, Dec. 5; receiving tubes, Dec. 11; transmitting & special purpose tubes, Dec. 13.

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Navy's newest air-to-air missile, the "Sidewinder," was revealed last week as already in service with 2 aircraft squadrons. New missile, said to be cheap and simple, has about same number of components as "ordinary radio set," can be assembled by workers without specialized training. Sidewinder is now being produced by Philco govt. & industrial div. Other companies involved in program are GE, which has been awarded production contract; Avion div., ACF Industries, which produced experimental missiles; Eastman Kodak, and Bulova Research & Development Labs. This week Navy awarded \$14,000,000 production contract to Philco, \$17,000,000 to GE for production of Sidewinder to meet Navy and Air Force requirements—first time 2 services have standardized on single missile.

Survey of industry's technical manpower problems will be conducted by RETMA at request of Defense Dept., with questionnaires going to all member organizations to explore various industry practices to alleviate personnel shortage. RETMA management committee's survey is designed to obtain quantitative analysis of programs already in use in industry and to submit any workable practices which have been helpful in meeting manpower challenge. Report on findings will be submitted to Defense Dept.

First crossing of Atlantic on transistor power was claimed recently by Raytheon, which announced that 3 technicians from its missile systems Bedford, Mass. lab had exchanged messages with a fellow ham in Denmark, 3800 mi. distant, using 20-meter amateur band transmitter employing 2 transistors powered by one penlight cell and two 6-volt batteries.

Closed-circuit TV makes it possible for atomic scientists safely to study shape of high-energy proton beam at Brookhaven National Lab, Upton, N. Y. Using GPL camera and remote monitor, physicists can now watch pattern made by proton beam on sodium iodide mosaic with greater clarity than ever before possible.

Liberalized industrial radio rules have been proposed by the FCC to permit radio operations by heavy construction and manufacturing firms in low-density urban population areas; currently, they're limited to "on-the-job" and "yard area" communications. FCC asks comments by Nov. 30.

"World's smallest radar," developed by Sperry Gyroscope for Army, weighs 85 lb. including motor-generator. It's drum-shaped, 14-in. diameter, 14-in. deep, has range of 6000 yds., was designed for battle area surveillance, will detect troops, vehicles, etc.

Text on scatter propagation—*Scatter Propagation Theory & Practice* by Ira Kamen & George Doundoulakis—has been published by Howard W. Sams & Co., Indianapolis (204 pp., \$3).

Federal Telephone & Radio Corp. (IT&T) to build selenium rectifier plant at Santa Isabela, Puerto Rico.

ELECTRONICS PERSONALS: Dr. Frank Stanton, CBS pres., and Dr. Ernest O. Lawrence, director of California U radiation laboratory and winner of 1939 Nobel Prize in physics, elected trustees of Rand Corp., Santa Monica, Cal., non-profit scientific research organization for Govt. . . . Donald W. Black, gen. superintendent of Federal Telephone & Radio components div., named v.p.-gen. mgr., Federal Caribe Inc., new Puerto Rican manufacturing arm of the IT&T subsidiary . . . Wm. Q. Nicholson, engineering director of Hycon instrument div., promoted to chief staff engineer; Grover Judy named v.p.-gen. mgr. of Hycon Aerial Surveys . . . Raymond E. Lee, elected pres. & director, TelAutograph Corp., succeeding Louis R. Kurtin, who resigned because of ill health . . . George Friedl Jr. Nov. 1 leaves post of v.p.-director of advanced planning, Link Aviation, to become v.p. of Litton Industries, Beverly Hills, Cal. . . . Marvin J. Gaut, ex-Northrop Aircraft, named mgr., Otis Elevator electronics div. . . . L. E. King appointed administrative sales mgr., Texas Instruments semiconductor-components div.; Harry E. Goff named products sales mgr., Mark S. Campbell semiconductor sales mgr., J. N. Carman chief mechanical engineer.

Average labor force in U. S. may range from 89,800,000 to 93,700,000 in 1975 if high employment levels are maintained, estimates Census Bureau in series of 4 projections released this week (Series P-50, No. 69, available for 10¢ from Govt. Printing Office, Washington, or we'll get one for you). Average labor force last year was estimated by Census Bureau at 68,900,000.

Dr. Alfred N. Goldsmith, electronics inventor, consultant to RCA and other electronics companies, longtime editor of *Proceedings of IRE*, named consultant to Fairchild's new weekly *Electronic News*, starting publication early next year.

White dot generator for color receiver servicing is being offered at \$79.95 by Admiral, which says unit is half as large and half the price of similar equipment now on market.

RCA introduces 2 new TV-radio servicing instruments—11-cycle to 100-kc audio signal generator, and RF-IF-VF marker-adder for sweep-frequency TV receiver alignment.

Electronic carillon made by Stromberg-Carlson and donated by performer Ed Sullivan has been installed at Georgetown U, Washington.

WATV, Newark-New York (Ch. 13) has purchased 2 RCA 3-V color film scanners.

GOODWILL—if not immediate foreign trade—was incubated this fall by TV-radio-electronics exhibitors participating for U. S. in 8 international fairs. TV closed-circuit entertainment & other gimmicks were top attractions for 4,000,000 visitors clocked at American exhibits, Harrison T. McClung, director of Commerce Dept.'s Office of International Trade Fairs, said in report this week.

RCA traveled full fair circuit with TV demonstrations in Turkey, Afghanistan, Sweden, Syria, Greece, Yugoslavia, Italy, Austria. Other exhibitors included Admiral (solar radio), CBS (color TV), Zenith (radios), GE (electric kitchens), Ad Auriema (hi-fi). Still to come are Bogota Nov. 23-Dec. 9 and Bangkok Dec. 7-22, followed by Tokyo, Milan & Paris in spring. U. S. participation is financed by \$3,650,000 appropriation.

"While we can't put a dollar value on them, we think they are a very good effort on part of the government and industry," said W. J. Reilly, RCA mgr. of consumer & public relations for overseas fairs. Little Soviet TV competition was encountered except at several commercial displays in Far East earlier this year. British, Dutch, French, Italian & West German TV industries were represented at European fairs, but with minor exhibits.

Russian TV is "incredibly bad," said Jefferson Standard Broadcasting Co. exec. v.p.-gen. mgr. Charles Crutchfield this week on return from tour of Soviet Union with group of 48 leading American businessmen. The executive of WBTW & WBT, Charlotte and WBTW, Florence, said his opinion of Soviet TV applied to equipment, programming and production techniques. "They are at least 15-20 years behind us and I see no possibility of Russian TV ever catching up with U. S. TV," he added. He said Moscow TV station, MTC, has one 60x60-ft. studio, 3 remote units with 3 cameras each, 5 studio cameras and 3 projection chains, with programs scheduled 7-11:30 p.m. Mon.-Fri., 4-11:30 Sat. & Sun. Some 80% of programming is music and drama, with about 30% originating from Moscow's legitimate theatres. First-run feature films are released to TV 8 days after opening in theatres. Crutchfield said there are 10,000,000 radios in Russia, supplemented by 30,000,000 loudspeakers in public places, apartments, etc. TV set count, he said, "lies somewhere between" U. S. Embassy estimate of 1,000,000 and Culture Minister I. G. Bolshakov's claim of 3,000,000. Bolshakov told Crutchfield Russian color would make its bow in 1958, and that Soviet officials would like to exchange cultural programs with U. S., specifically mentioning *Voice of Firestone*, *Studio One*, World Series, Army-Navy football. Bolshakov made a liar out of his own Radio Moscow, incidentally, when he told Crutchfield that Moscow's new TV tower would be 1000-ft. high. Earlier this month, Radio Moscow had proclaimed to world it would be "world's tallest" at 1800 ft. (Vol. 12:40).

Another test of a state's jurisdiction over community antenna systems is in the works—this time in Utah. In 1951, Utah attorney general gave opinion that Public Service Commission had authority over systems; recently, Vetere Perfect TV, of Price, Utah, filed application with PSC to serve Carbon County and PSC set it for hearing. National Community TV Assn. feels that recent decision of California State Supreme Court, denying California's PUC had such authority, will serve as strong precedent to deter regulatory move in Utah.

Survey of readership of TV sections in New York newspapers, conducted by Pulse among 1000 readers and reported in Oct. 22 *Television Age*, discloses that 70% read sections regularly and that 19% of these want more TV news. Of the regular readers, more than ½ said their viewing is influenced by new-show reviews. More than 60% reported they want advance information on new shows, and 58% want rundowns on upcoming feature films. News about performers, "fan stuff," is read by 38%.

Three applications for TV stations and one for translator were filed with FCC this week, bringing total pending to 131 for stations (29 uhf) and 22 for translators. Week's station applications were for Rapid City, S. D., Ch. 7, by radio KRSD; for Yakima, Wash., Ch. 23, by principals of KXLY-TV, Spokane; for Pekin, Ill., Ch. 69, by local group. Translator application was for Weed Heights, Nev., Ch. 72, by Anaconda Co. [For details, see *TV Addenda 23-P* herewith.]

Monopoly on TV studio wrestling, alleged against National Wrestling Alliance, St. Louis, by Justice Dept., is enjoined by consent decree signed last week in Des Moines Federal District Court. NWA promises to stop making exclusive contracts and fixing payments for performers.

Use of "G-Line" transmission in Helena, Mont. community antenna system is described in Nov. *Radio & TV News* which also reports that technique is employed in Port Jervis, N. Y. system and planned for Owen Sound, Ont.

New ABC Hollywood TV center construction reportedly is scheduled to begin within 30 days on network's current studio site, replacing present studios.

Most of the furor over TV network "monopoly" is stirred up against "ins" of industry by "outs" who "love freedom of competition a good deal less than they love freedom from competition," FCC Comr. Doerfer asserted Oct. 25 in speech to NARTB regional meeting in Birmingham. Deprecating charges about network practices heard in Congressional investigations and FCC complaints, Doerfer said: "Although the present competitive situation is not satisfactory, I am not aware of any complaints about it upon the part of the viewing public." He acknowledged that networks' "must-buy" and "option time" arrangements with stations "have the earmarks of illegality," but defended them as "more beneficial than harmful" to viewers who otherwise "would never get the opportunity to see high-budgeted programs." In speech, scheduled to be repeated Oct. 29 before Chicago's Broadcast Advertising Club, Doerfer added that FCC "is enmeshed in more due process and procedural difficulties than any other federal agency"—largely because "the protestant has no other objective than to delay the implementation of a broadcasting service."

Comprehensive study of ad agency operations, including study of agency compensation methods and intended as a guide to better client-agency relationships, was authorized by ANA convention this week. Study will be headed by Dartmouth Prof. Albert Frey. At news conference, John B. McLaughlin, sales & adv. director of Kraft Foods and chairman of ANA's special study committee on agency compensation methods, explained that study will go beyond controversial commission question and explore vast range of agency's responsibilities and their relationship to marketing operations.

"Biased news" charges against NBC, filed with FCC by Committee Opposed to Oil Monopoly (Vol. 12:41), were rejected by Commission this week. Committee had alleged that NBC's KNBC, San Francisco, and other west coast stations had abdicated control of *Richfield Reporter* and *Mayor of the Town* news shows to sponsor Richfield Oil, but FCC said no proof of news-slanting had been supplied. Commission also noted that NBC had offered Committee either time to debate subject or 15-min. period to discuss oil issue by itself—and that offer was rejected. NBC's conduct was "fair and reasonable," FCC ruled.

Equal-time problems even plague such "non-controversial" shows as Ed Murrow's *Person to Person*, which this week found itself forced to give a pretty Republican time to answer a pretty Democrat. It started Oct. 19 when Murrow's show "visited" actress Shelley Winters, who unexpectedly put in plug for "the party that was governed by the will of Franklin D. Roosevelt." TV star Jinx Falkenburg was given equal opportunity to plug Republicans Oct. 26. At press time, FCC had received no complaints from attractive Prohibitionists, Greenbackers, Vegetarians, States Righters or Single Taxers.

Primary affiliation with XETV, Tijuana, Mex. (Ch. 6) by ABC-TV was again approved this week by FCC, in final decision denying protests of nearby KFSD-TV (Ch. 10) & KFMB-TV (Ch. 8), San Diego, both of which have had secondary affiliations with ABC-TV. Commission rejected protestants' claims that XETV competes unfairly, that it violates Mexican laws, that affiliation would violate allocation table, etc. Public interest, FCC said, requires that public in area be given fuller and freer selection of programs of all 3 networks.

A \$25 billion advertising volume within 10 years, compared to more than \$10 billion expected for all media in 1956, is foreseen by Robert E. Kenyon Jr., *Printers' Ink* publisher, who told Boston Conference on Distribution Oct. 23 that to keep pace with economy "advertising must mass-produce customers as factories mass-produce products."

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

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SUMMARY-INDEX OF THE WEEK'S NEWS — November 3, 1956

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Network Color Schedules (November 4-17, 1956)

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

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

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

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

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

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

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

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

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

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

November 3, 1956

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

As TIP organizers, Ritter, Gerstad and McDonald together now have $\frac{1}{2}$ interest in combine with stock investment of \$2982 apiece, SEC statement says. Registration also includes 28,000 Class B shares, but right to buy them at 5c par at rate of 7 shares for each 15 Class A shares, is reserved for 23 original stockholders, including officers & directors. As of Sept. 10, there were 11,200 Class A shares outstanding out of 260,000 authorized; there were 6030 Class B out of 140,000 authorized.

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Television-Digest with ELECTRONICS REPORTS

SUMMARY-INDEX OF THE WEEK'S NEWS — November 10, 1956

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

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

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

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

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

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

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

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

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

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

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

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

TV REGULATION—CONGRESS STILL HOLDS WHIP:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Westinghouse's purchase of WIND, Chicago, with CP for WIND-TV (Ch. 20) was approved by FCC this week. Sellers include members of Chicago's Atlass family, William Wrigley family, and *Chicago Daily News* (John S. Knight). Westinghouse is paying for station with 91,755 shares of its stock, worth about \$5,300,000 when deal was made Aug. 24, about \$5,000,000 now. Included is WIND's 1/2 of AM Radio Sales, rep firm also representing WMCA, N. Y.; WLOL, Minneapolis; KMPC, Los Angeles; KOOL, Phoenix; KOPO, Tucson.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Network Color Schedules (November 11-24, 1956)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

| | Picture Tubes | | Receiving Tubes | |
|--------------|------------------|----------------------|--------------------|----------------------|
| | Units | Value | Units | Value |
| Jan. | 892,385 | \$ 17,016,391 | 40,141,000 | \$ 31,314,000 |
| Feb. | 898,063 | 17,136,695 | 37,754,000 | 30,756,000 |
| March (5 wk) | 848,055 | 15,714,365 | 42,525,000 | 34,849,000 |
| April | 830,902 | 15,141,461 | 35,184,000 | 28,616,000 |
| May | 906,732 | 16,123,625 | 33,015,000 | 27,145,000 |
| June (5 wk) | 776,601 | 13,663,408 | 39,037,000 | 32,176,000 |
| July | 585,380 | 10,861,634 | 31,400,000 | 24,781,000 |
| Aug. | 1,099,605 | 19,628,837 | 43,948,000 | 34,507,000 |
| Sept. (5 wk) | 1,249,624 | 21,709,064 | 44,432,000 | 35,093,000 |
| TOTAL | 8,087,352 | \$146,995,480 | 347,436,000 | \$279,237,000 |

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

Network Television Billings

September 1956 and January-September 1956
 (For August report see *Television Digest*, Vol. 12:41)

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

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

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

1956 NETWORK TELEVISION TOTALS BY MONTHS

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

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

† Revised as of Nov. 8, 1956.

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

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

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

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

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

ACheyenne and *Jim Bowie*. Among other programming points:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Other national sponsors involved in Triangle feature spot sales are American

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* Includes Toni and Paper-Mate.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

KICA-TV, Clovis, N.M. (Ch. 12) has combined TV-radio studio-transmitter building ready at 10th & Sycamore Sts., plans Nov. 21 test patterns, Dec. 1 start as CBS Extended Market Plan affiliate, reports Garfield C. Packard, pres. & gen. mgr. It has 5-kw GE transmitter and 200-ft. Stainless guyed tower with 6-bay antenna. In addition to Packard, other ½ owners are Mae Strauss, manufacturers' representative and Frank Lesley, accountant. Base hourly rate will be \$150. Rep will be Pearson.

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

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

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

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

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

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

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

KGMS-TV, Sacramento, Cal. (Ch. 46) hasn't been "placed on a definite building schedule," reports gen. mgr. & ½ owner Irving J. Schwartz, who adds that grantee is busy changing daytime KGMS to 1-kw unlimited operation.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

THE AUTHORITATIVE
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OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES

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SUMMARY-INDEX OF THE WEEK'S NEWS — December 15, 1956

NBC FORMULA FOR TV supremacy, as outlined by Pres. Sarnoff: Accent on live & color. NBC's nationwide educational TV plan (pp. 1, 6 & Special Report).

MOVIE MAJORS' NEXT STEP in TV: station ownership. Big producers seeking foothold in TV station field they once could have dominated for the asking (p. 2).

NETWORK RADIO UPSURGE paced by \$3,900,000 purchase on NBC by Bristol-Myers, \$3 million buy on CBS by Lever. TV budgets generally unaffected (p. 3).

TIME INC. expected to buy Bitner group for somewhat more than \$16,000,000. Storer reported offering \$5,400,000 for WPFH, Wilmington-Philadelphia (p. 4).

TOUGH WEEK FOR TALL TOWERS: Huge Cedar Rapids structure collapses; adverse initial decision on WSLA's 1993-ft. mast; ASP turns down another (p. 5).

THREE-WAY CONTEST for Charlotte's Ch. 9 won by WSOC; educational grants made in Des Moines & Salt Lake City. Crosley in line for Indianapolis CP (p. 8).

OUTLINE OF THE NBC LOOK—LIVE & COLORFUL: NBC's evaluation of the problems of networking and TV-radio generally was expressed so well by pres. Robert W. Sarnoff, in speech to affiliates at 30th anniversary convention in Miami Beach Dec. 13, that we've reprinted the text in full, including it herewith.

Sarnoff pulled a surprise -- in addition to digging into basic industry problems. This was the announcement that NBC has set aside \$300,000 for two 13-week series of live educational programs to be fed gratis to educational stations exclusively. Here's essence of his statement on industry matters:

(1) Public is extremely sensitive to TV, very prompt to react individually and through Govt. -- and much criticism could have been avoided if the networks had taken more pains to explain complexities of their operations.

(2) "Color is the booster charge for our fourth decade." NBC aims to have 2 color shows nightly next year, then expand until color is bulk of night schedule.

(3) Live programming will be stressed: "I am sure the stations who pioneered TV with us will set their sights on a larger horizon than a service built around a Hollywood inventory."

(4) Radio's future: "At long last, I believe, we are approaching a base on which our radio operation can not only be maintained, but can grow in stature as an important public service." (For report on radio's resurgence, see p. 3.)

Convention had family-like atmosphere, minimum of business sessions. RCA chairman Brig. Gen. David Sarnoff spoke without prepared text, at Dec. 14 luncheon, as he amplified his son's speech (see p. 6). And, among other things, he paid gracious tribute to former NBC pres. Niles Trammell, now pres.-mgr. and part owner (along with Cox & Knight interests) of WCKT & radio WCKR, Miami.

Attendance at convention, held at luxurious new Americana Hotel, was about 1000 -- including wives of affiliates and other guests.

Messages of congratulation arrived continually -- including expressions from President Eisenhower, Winston Churchill and CBS pres. Frank Stanton. Dec. 12 New

DUMPING AND DEALING become increasingly widespread in TV merchandising reflecting alarm over high inventories. RCA lays off "several hundred" (p. 11).

SHALLOWER TV SETS, incorporating own 110-degree tubes, introduced by Sylvania—but other set makers indicate they're in no hurry to follow suit (p. 12).

SPLIT OVER EXCISE TAX exemption for all-channel sets is emphasized as Treasury reiterates its opposition, FCC reiterates its support (p. 9).

RCA TV EQUIPMENT SALES to network affiliates summarized for Celler group: NBC affiliates, \$53,164,000; ABC, \$50,159,000; CBS, \$52,967,000 (p. 9).

PORTLAND 3-VHF, 1-UHF MARKET as KGW-TV (Ch. 8) starts programming with ABC-TV. Reports on upcoming stations and translators (p. 8).

RATINGS OF TOP MOVIES continue to soar, with dominance of time periods in New York, Minneapolis, Denver & Los Angeles (p. 14).

York Herald Tribune ran 24-page special section devoted to NBC, also had editorial paying tribute to the network's contributions.

Though NBC got a jolt last week when Justice Dept. filed its anti-trust suit, it received better news during convention when FCC finally approved NBC's \$600,000 purchase of uhf WKNB-TV, New Britain-Hartford (Ch. 30). This gives NBC full complement of 5 vhfs and 2 uhfs. NBC took station over immediately, plans to push uhf conversions and set sales as vigorously as it has in Buffalo, where its WBUF (Ch. 17) can now reach audience 55% converted to uhf.

MOVIES BELATEDLY CLAIM THEIR HERITAGE: Hollywood is getting so chummy with TV now that virtually every major movie producer is currently laying plans to get a toe-hold in the ownership of TV stations.

The movie people have a penchant for doing things the hard way. As the undisputed masters of visual showmanship, there was a time when they could have claimed TV as their natural birthright -- when channels were going begging, when TV programming was crying out for the cinematicians' artistry.

But the movies' heritage became radio's heritage, almost by default. Radio operators became the TV pioneers in both business and programming. And independent film programmers cropped up while big movie makers continued to scorn TV and tell their exhibitors hopefully that it was all a fad and the fickle public would soon come trooping back to the popcorn palaces.

A few producers -- along with a fistful of exhibitors -- did dip their toes tentatively into TV in the early days. The only one still represented in station ownership is Paramount, through its KTLA, Los Angeles, and its 26.6% interest in DuMont's WABD, New York, and WTTG, Washington.

* * * *

When the movie makers did decide TV was here to stay, they had trouble finding their niche in it. Their first efforts at program production only proved that the public preferred the first-class product of such "amateurs" as the networks and independent producers to the second-class product of the masters of the silver screen. Today, every major is involved in some phase of TV film production -- with varying degrees of success -- and they're working hard to make up for lost time.

Second phase of movie invasion of TV would have taken the most courage -- except for the fact that it was involuntary. Having just completed a successful court battle to keep their feature film backlogs off the home screens, the movie makers turned around and unloaded them to TV. But this reversal was keyed by an event quite beyond the control of the movie majors: A TV-radio chain, General Tele-radio, bought a one-time film great, RKO, and opened up its feature vaults. Then the stampede was on, and the cry was "Damn the exhibitors, full speed ahead!"

* * * *

Every movie producer is now looking ahead to the next step: Ownership of stations (or even networks, if that's still possible). Columbia Pictures, one of the few which got into TV early through its conspicuously successful Screen Gems, is most recent movie maker to announce it's in the market to buy and operate stations, naming Robert H. Salk to negotiate for purchases (Vol. 12:49).

Bartering the top-quality MGM backlog for pieces of stations, big Loew's Inc. this year got foothold in TV station field, now owns 25% of independents KTTV, Los Angeles; KTVR, Denver; KMGM-TV, Minneapolis -- and presumably is bargaining for more.

Paramount also is reported to be in the market for more TV stations, and is said to have made overtures for outlets in several markets.

Twentieth Century-Fox is making noises like it wants to own something in TV, too. This company, which once dropped applications for 5 stations to concentrate on its theatre-TV project (Vol. 6:3) and whose pres. Spyros Skouras as recently as 1952 called TV the "enemy" of movies (Vol. 8:14), now is involved in unusual partnership with a successful TV film-distributing upstart which wasn't even in business during 20th's heyday. The big movie maker is now releasing its theatrical backlog through NTA, has agreed to produce a number of TV film series for NTA, and is a 50-50 partner in the fledgling NTA Film Network.

Since NTA has announced it plans to buy TV stations, it wouldn't be surprising to see 20th Century-Fox a partner in this venture, too.

Anomaly in the TV-movie relationship (or does it perhaps foreshadow things to come?) is the RKO Teleradio epic. General Tire's TV-radio subsidiary General Tele-radio took over the dead RKO studio from Howard Hughes in order to get its feature backlog for TV -- and ended up in the movie business. It put RKO back in theatrical film production and started it in TV-film production. It may be a case of the tail wagging the dog, but RKO Teleradio is the most completely integrated TV-radio-movie operation today -- with 5 TVs, 5 AMs and a radio network (Mutual) living contentedly under the same roof with a moving picture studio.

Exhibitors were just as slow as producers to see a potential (or an excellent hedge against falling boxoffice) in TV station operation, and even today there are only about a dozen who own stations. Most notable wedding of theatre ownership and TV-radio, of course, was ABC-United Paramount merger.

Can the movie folk make up for the time they lost in TV when they were alternately pretending it didn't exist and battling it? Obviously, not completely. And even the huge sums they are now realizing from TV sale of their backlog films won't be enough to buy their way into the top-market station ownerships they once could have had for the asking.

Radio operators and movie makers once had equal opportunity to dominate TV. What each group has done about it stands out in bold relief in the context of a short editorial published in the first issue of Television Digest Sept. 1, 1945. Referring to TV as the "prideful progeny" of radio and the movies, it said: "That his parents must perforce keep up with him; that the radio companies, big and little, are aware of the fact; that the major movie firms like Paramount, MGM, 20th Century-Fox are eyeing him cautiously if not benevolently -- is evident. They all know they cannot afford to become fat and smug and complacent in the new world of entertainment, education and trade which he will command."

BIG SALES SPARK NETWORK RADIO'S UPSURGE: Bristol-Myers spends \$3,900,000 gross on NBC Radio for half sponsorship of 85 newscasts a week...Lever Bros. pays \$3,000,000 for segmented sponsorship of 4 different daytime shows on CBS Radio...Kraft renews sponsorship of 30 five-min. programs on Mutual for \$1,600,000...Allstate Insurance Co. renews \$1,000,000 contract on ABC Radio for Mel Allen sports show.

These headlines of last few weeks make their own story -- network radio is in a resurgence, even while TV billings continue to climb. Evidence is that new sales and program formats put into effect by networks in their search for patterns for survival are beginning to pay off with solid big-name national sponsors.

It's a different sort of network radio that's attracting sponsors -- with the accent on news, music and special events, plus some old-standby soap operas. Gone are the big comedy and dramatic shows that in past years attracted a single sponsor. Instead, there's the concept of maximum exposure at minimum cost. For example, the Bristol-Myers purchase of "hot line" news on NBC Radio provides 4420 commercials per week for 52 weeks in time spread from 7 a.m.-11 p.m. daily, for net of \$2,100,000.

* * * *

TvB pres. Norman E. (Pete) Cash welcomes network radio's revitalization as new evidence that TV and radio are essentially complementary. "We see absolutely no indication that money is being taken from TV budgets for use in radio," he said. "On the contrary, it appears to be largely a case of adding new money to advertising budgets, although this will vary from sponsor to sponsor."

RAB v.p. John F. Hardesty attributes radio's resurgence to fact that several big-name sponsors who left radio to go into TV have returned "because of the prohibitive cost of TV and the non-availability of desired time periods." At the same time, he said network radio had recently attracted advertisers who had never been in broadcasting, among them North American Insurance and Asphalt Institute of America.

Donald S. Frost, Bristol-Myers v.p. & adv. director, tells us his company believes it can expand TV and radio expenditures simultaneously. "Remember that we just recently enlarged our sponsorship of Playhouse 90 on CBS-TV to a full hour," he

said. "At the same time, our radio sponsorship gives us relatively inexpensive coverage, enables us to reach daytime audiences, and non-TV homes at all hours."

* * * *

NBC radio v.p. Matthew Culligan, who is credited with instituting the 5-min. "hot line" newscasts bought by Bristol-Myers and which have now been cleared by 120 affiliates, figures it's only the beginning of a steady rise for network radio. He is said to be pushing hard on promotional programs for radio to keep boom rolling.

CBS Radio pres. Arthur Hull Hayes reasons this way about radio's boom: "The people got so busy with TV that radio went out of fashion, so to speak. Yet radio went ahead and did things, changing its formats and purposes to make sure that what it could do it did best of all. We also had to discard our traditional belief that nighttime buys are necessarily twice as good as daytime, and had to adjust our rates accordingly. I'd also like to point out that the big sponsors who are coming back to radio are careful buyers. They did not become big by spending carelessly. And if they succeed in radio, they will encourage others to come aboard."

ABC radio v.p. Don Durgin commented: "Radio's comeback is a synthesis of many things. You cannot overlook the fact that 142,000,000 radio sets are now in use, including auto sets. Then there are the Nielsen research studies all pointing to radio's low cost-per-thousand. Then there have been some rather astonishing success stories on radio by smaller advertisers who could not afford TV. Of course, TV will continue to claim the biggest share of the advertising budget, and deservedly so, but radio is getting a fairer shake now than in the days when things were frantic for TV at any cost. Now the sponsors want value in TV as well as just time."

Mutual pres. John B. Poor said: "The primary problem all along has been that an advertiser's eyes have been clouded by the glamour of TV. Now that TV is showing signs of settling down, the advertisers and agencies have been studying the statistics and rediscovering that radio gives the best buy, dollar for dollar."

TIME INC. looks like best bet to acquire the 3 TV & 4 radio stations of Consolidated TV & Radio Broadcasters, as sellers consider nearly a dozen bids. Chances are that Consolidated will call board meeting next week and finalize deal—for price said to be somewhat above the \$16,000,000 deal with Crowell-Collier which fell through (Vol. 12:47). Crowell-Collier, incidentally, this week decided to quit publishing *Collier's* and *Woman's Home Companion* (see below).

Acting as agent for Bitner, Reynolds & Co., N. Y., had its Robert Palmer at Del Ray Beach, Fla. this week, discussing bids with Consolidated chairman H. M. Bitner Sr. at his home there. Also in Florida this week was Time Inc.'s Wesley Pullen, while Wayne Coy, 50% partner with Time Inc. in KOB-TV, Albuquerque (Ch. 4) attended NBC convention at Miami Beach.

While Bitner was reluctant to discuss bids, he did say deal was close to finalization. He indicated Paramount and MGM were not among bidders.

If Time Inc. deal goes through, purchaser would have to drop either KLZ-TV, Denver (100% owned), KTVT, Salt Lake City (80%) or KOB-TV, Albuquerque (50%)—to keep within 5-vhf-station limit. KOB-TV would probably be disposed of, with Coy then likely to go to WFBM-TV, Indianapolis, back in his home state.

Time Inc. is expansion-minded nowadays, this week announcing it will move to new 47-story \$70,000,000 building to be built in Rockefeller Center by 1958. Time Inc. is said to have minor holdings in the Rockefeller project.

Another prospective buying group, which Time Inc. appears to have nosed out, is syndicate headed by Harold Gross, of WJIM-TV, Lansing, including Meredith Publishing Co. and RKO Teleradio's Tom O'Neill. It proposed to acquire all Bitner stations except radio WFDF,

Flint, split up stations as follows: Gross to get WOOD-TV & WOOD, Grand Rapids; Meredith to take WTCN-TV & WTCN, Minneapolis; O'Neill acquiring WFBM-TV & WFBM, Indianapolis.

Note: The ever-restless George B. Storer was on the move again, offering reported \$5,400,000 for WPFH, Wilmington-Philadelphia (Ch. 12), which was being considered by stockholders headed by Paul F. Harron—who bought station in Jan. 1955 for \$3,712,500 from Steinman brothers (Vol. 11:4, 13). Storer would have to drop one of his other vhf stations to keep within FCC rules. Meanwhile, he hasn't let up in efforts to get Ch. 3 in Portland, Ore., is filing petition asking Commission to reconsider its 4-3 vote which denied request that he be permitted to buy CP for Salem's KSLM-TV, move it to Portland and switch his KPTV (Ch. 27) to the new channel. He's also continuing to pursue purchase of WMUR-TV, Manchester (Ch. 9), has run into plenty of opposition from Boston stations and is still awaiting decision on tower-hazard question on proposed site nearer Boston (see p. 5).

Two venerable magazines—*Collier's* and *Woman's Home Companion*—were folded Dec. 14 by Crowell-Collier Publishing Co., whose projected \$16,000,000 deal for Bitner TV & radio stations fell through last month (Vol. 12:41, 47). After 6-hour session in N. Y., directors voted to close out 68-year-old *Collier's* and 81-year-old *Companion*, which lost more than \$7,500,000 in last year. Together they had nearly 8,500,000 circulation. Company itself, which also publishes "Harvard Classics," encyclopedias, garden & household books, and owns radio KFWB, Los Angeles (Vol. 12:22), will show loss of about \$2,500,000 this year, according to pres.-chairman Paul C. Smith. About 2275 employes are affected directly by discontinuance of 2 magazines. Crowell-Collier's *American* folded last Aug.

TALL TOWERS—proposed and under construction—didn't fare very well this week. Two were turned down. One fell down.

The tower which collapsed was WMT-TV's nearly completed 1355-ft. structure at Cedar Rapids, Ia. No one was injured Dec. 10 when the tower, built to about 1200-ft. level, toppled in sudden gust of wind during erection. Tower was supplied by Ideco, but was being constructed by an independent firm. Station's gen. mgr. Wm. Quarton said tower—billed as world's third tallest—would be rebuilt as soon as possible. It was fully insured.

Both tall tower turndowns were tentative. In long-pending Selma, Ala. case, FCC hearing examiner H. Gifford Irion recommended rejection of request by CP-holder WSLA (Ch. 8) to change site and construct 1993-ft. tower, which would be tallest yet. His decision was based on aeronautical considerations, protection of Montgomery uhf outlet and question of company's financial ability to construct tower.

Washington Airspace Panel turned thumbs down—as a possible air hazard—on proposal by ABC's KGO-TV to build 980-ft tower atop Mt. Sutro and invite other San Francisco outlets to locate their antennas on the structure (Vol. 12:33). Another San Francisco multiple-antenna proposal is slated for vote by panel next week—KRON-TV's projected 981-ft. structure for all San Francisco stations atop San Bruno Mt. (Vol. 12:32).

Also due for vote at next week's panel session is proposal by WMUR-TV, Manchester, N. H. (Ch. 9) to build new 1016-ft. tower at Georgetown, Mass.—26 mi. north of Boston—one of stipulations on which proposed sale to Storer Broadcasting Co. is based (Vol. 12:28). Another tall-tower proposal awaiting Airspace Panel consideration is 1285-ft. structure planned by WJBF, Augusta (Ch. 6).

Baltimore's 3 TV stations filed applications this week for candelabra-type tower, similar to Dallas-Ft. Worth structure, to support all 3 transmitting antennas on triangular platform. Tower would be owned by Television Tower Inc., in turn owned in equal parts by WMAR-TV (Ch. 2), WBAL-TV (Ch. 11) & WAAM (Ch. 13). Tower would be located near present WAAM site on land currently owned by WAAM. Guyed structure would cost about \$414,000, would be 625-ft. high, including antenna platform. Antennas would extend overall height to 726-ft.

We were chided, gently, by the perspicacious Dr. George H. Brown, director of RCA Labs' systems research lab, for our report in last week's issue on "invisible" TV antenna tower consisting of column of ionized air, patented by Western Electric employee. WE spokesman is quoted as saying idea is "at least 15-20 years away" (Vol. 12:49). Wrote Dr. Brown: "I agree with the comment that this device is at least 15-20 years away. Actually it is 37 years away. You will see what I mean if you look at U. S. Patent 1,309,031 issued to J. Hettinger on July 8, 1919." We took Dr. Brown's advice and discovered that John Hettinger, of London, on that date received patent on "an improved method of propagating electric energy at a distance without connecting wires, the invention being . . . particularly intended for use in wireless telegraphy and telephony." Describing his idea, Hettinger's patent said: "The main object of the invention is to provide a substitution for transmitting and receiving aerials which does not require any high or elevated supporting means . . . The invention broadly consists in the utilization of a long beam of ionized or ionizing medium—such as a searchlight beam of ultra-violet rays produced by means of a suitable electric arc or mercury vapor lamp . . ."

KSWM-TV, Joplin, Mo. (Ch. 12) & KSWM change call letters to KODE-TV & KODE, Jan. 2.

In celebrated Selma, Ala. case—which is said to have sparked recent military-vs.-TV dispute over high towers—examiner Irion ruled in effect that Airspace Panel was right in rejecting the 1993-ft. structure as an air hazard. In 2 other recent cases, Airspace Panel was overruled by FCC—which approved tall-tower applications by KSWS-TV, Roswell, N. M. and KGEO-TV, Enid, Okla.

But aeronautical objections constituted only one phase of complicated Selma case. Montgomery, Ala. uhf outlet WCOV-TV (Ch. 20) had protested WSLA's proposed site 50 mi. from Selma and 23 mi. from Montgomery. In ruling on this phase of case, Irion said testimony showed that if vhf WSLA were allowed to build at proposed site, "WCOV, at best will be reduced to a marginal operation with little, if any profit, and, at worst, it will not survive."

"The fundamental question," said Irion, "is really this: does the public interest [require] protection of the uhf station rather than the addition of a vhf station?" While giving weight to increased service to be provided to rural areas by WSLA, he declared: "But the cost of this will be the effective deletion of one more uhf station and, in this case, it happens to be a station which has maintained a laudable record of program service, a service which on all counts appears to have been in the public interest. [It] must be concluded that the program service which would be lost is more acutely attuned to the welfare and interests of the public it serves than the program service gained would be toward its community."

Examiner also recommended against approval of new tower on grounds WSLA had made no showing that it was financially able to meet cost of building it. Though WSLA had said tower would cost it \$200,000, examiner said it hadn't satisfactorily shown that proposed tower was sturdy enough or that it wouldn't cost more than \$200,000. In 2 other issues of case—move of transmitter site and studio—Irion ruled in WSLA's favor.

Balance sheet of WSLA, as submitted during hearing, shows assets of \$259,233, of which \$116,185 is in cash and common stocks. Stocks owned include AB-PT, CBS, RCA, Storer & Sperry Rand. All other assets are buildings and equipment. Biggest liabilities are debts of \$81,000 & \$56,000 to families of Wm. E. Benns Jr. & Wm. J. Brennan, WSLA's principal owners, who also own Vulcan Tower Co. Benns listed his net worth as in excess of \$158,000, Brennan said his was over \$322,550.

Wide wide world: While NBC-TV presumably continues its vigil at Riverhead, L. I., seeking to pick up another direct TV picture from Britain—having received one fuzzy shot Oct. 25 (Vol. 12:43)—BBC-TV has installed special receiving antenna and several American-type sets in Kent, England, and is maintaining 24-hour watch in hopes sunspot activity will result in freak direct pickup of U. S. TV picture, which it hopes to show to its viewers. BBC didn't indicate what it would do if it happened to pick up a commercial.

Revised college textbook *Television and Radio* (Appleton-Century-Crofts, 652pp., \$6.50), by Girard Chester, NBC gen. programming executive, and Garnet R. Garrison, U of Michigan director of TV, is enlarged by 100 pages to cover TV developments since first edition in 1950. It includes 33 chapters, from "Social Aspects of Broadcasting" to "Broadcasting as a Career," with samples of scripts, advice on techniques of programming, directing, announcing & acting, glossary of studio terms, extensive bibliography.

Yule note: Tower of KPHO-TV, Phoenix, Ariz. became 500-ft Christmas tree Dec. 10 when switch was thrown and structure atop Hotel Westward Ho glowed with more than 250 colored bulbs.

NBC'S APPROACH to major industry questions, as described by pres. Robert W. Sarnoff in convention speech Dec. 13 (see p. 1 and Special Report), was emphasized and amplified by his father, RCA chairman David Sarnoff, in ad lib talk at luncheon next day. With customary directness, he made these points:

(1) Govt. anti-trust suit against NBC (Vol. 12:49), he said, "is merely symbolic of the present effort to investigate and ventilate not only the operations of NBC but those of CBS & ABC." He said that there appeared to be a group in Washington trying to give solace to the "have-nots, johnny-come-latelies and movie people"—and "we do not propose to take it lying down or to compromise on our rights." (Former N. Y. Gov. Thomas E. Dewey is expected to be of counsel in case.)

(2) On current excitement about film, Gen. Sarnoff stated that if movie people succeed in making TV "a national screen" it will be "regrettable not only for those in business but for the American people." However, he predicted, the flurry over film will be a "short-term affair" because the backlog of features will play out in about 1½ years and "most of the 20-year-old films are not interesting to the rising generation."

(3) Color TV will be pushed with unabated vigor, he said, stating that RCA-NBC will not let up in its drive in any phase. He asserted that color is getting off the ground, while admitting that set sales are not as great as expected; that color is "inevitable" and will accelerate in 1957 when other manufacturers join the effort; that within "perhaps 5 years" public will no longer even think of buying black-&-white sets. "Color is a breath of life," he said, "to a program structure in need of something new and exciting. Color for you people is an investment for the future."

(4) On programming, Gen. Sarnoff said that there must be "quality" as well as "popularity" programs. "We're in No. 1 place in the first category," he said, "but I have no hesitancy in saying that we're not No. 1 in popularity programs." However, he said that NBC has the "best and most experienced minds" in the industry and

Corporations formed by TV & movie headliners are threatened by proposed new Treasury ruling that they are personal holding companies liable to income assessment up to 85%—not regular corporate set-ups subject to 52% levy. Projected regulation was published Nov. 16 in *Federal Register*, with deadline for protests Dec. 15, but implications apparently didn't strike N. Y. and Hollywood until this week. Lawyers' requests for hearings against rule began flooding into Internal Revenue Service Dec. 13, and outlook is for delay, at least. Treasury spokesman said it "may be dropped or modified." As contemplated, however, regulation would be retroactive to 1954, compounding tax liabilities of incorporated stars. Nub of their corporate plan is common arrangement by which company is dependent on personal services of a performer—or on package contract with star and supporting actors. Thus, star owns corporation which produces his show, but he is taxed only on income he takes from it. Undistributed income is left to build up company's (and star's) assets.

NBC Opera Company completed highly successful first annual tour of 47 cities this week end in Newark, N. J., and immediately began booking second tour. Next season's tour will include "La Traviata" in addition to this year's 2 operas, "Marriage of Figaro" and "Madame Butterfly."

British Sapphire Films Ltd., producers of *Robin Hood*, *Sir Lancelot* and *The Buccaneers*, for Official Films, opens N. Y. office at 420 Madison Ave. with Peggy Phillips as American story editor.

intends to go to the top of the list in popularity ratings without sacrificing quality. (For some of NBC's programming plans, see Telecasting Notes, p. 9.)

(5) NBC's present organizational structure, he said, is now "the best and most complete since the regime of Niles Trammell—the strongest, the most knowledgeable and the most professional." He said that no changes are contemplated and he denied rumors that the younger Sarnoff is being groomed for an RCA position. Besides, he said, "there's more fun" at NBC. "On the 53rd floor," he remarked, "we have to watch figures, sometimes red, but at NBC they watch figures of a more interesting character." Regarding the hiring of ex-ABC pres. Robert Kintner as exec. v.p., Gen. Sarnoff said that he was picked because he represented "fine executive manpower"; that he was really responsible for upsurge of ABC. He added that choice of hiring Kintner was left to NBC's executive committee of 5 exec. v.p.'s; that they unanimously urged that NBC grab him before someone else did; that he replaces no one. ■

NBC-TV affiliates executive committee elects these new members: Basics—J. H. DeWitt Jr., WSM-TV, Nashville; Ralph Evans, WHO-TV, Des Moines & WOC-TV, Davenport; Ewing C. (Gene) Kelly, KCRA-TV, Sacramento. They succeed Jack Harris, KPRC-TV, Houston; R. B. Hanna Jr., WRGB, Schenectady; Wm. W. Warren, KOMO-TV, Seattle. Optionals—Joe H. Bryant, KCBD-TV, Lubbock, Tex.; Joe Floyd, KELO-TV, Sioux Falls; Harold Essex, WSJS-TV, Winston-Salem. Holdover members: Walter J. Damm, WTMJ-TV, Milwaukee, chairman; Lawrence H. (Bud) Rogers II, WSAZ-TV, Huntington, W. Va., vice-chairman; Edwin K. Wheeler, WWJ-TV, Detroit, secy.-treas.; Fred C. Mueller, WEEK-TV, Peoria; James H. Moore, WSL-TV, Roanoke; Gene DeYoung, KERO-TV, Bakersfield, Cal.

Six 30-year affiliates of NBC were given "Award of Merit" plaques by pres. Robert W. Sarnoff in ceremonies Dec. 14 on *Today* show as part of NBC's 30th anniversary celebration. Stations cited: WJAR, Providence; WWJ, Detroit; WTIC, Hartford; KSD, St. Louis; WCSH, Portland, Me.; WDAF, Kansas City.

Kanawha Valley Bctg. Co., licensee of WGKV, Charleston, W. Va. and controlled by principals of WSAZ-TV & WSAZ, Huntington, is buying WKNA & WKNA-FM, Charleston, from Joe L. Smith Jr. for about \$150,000, with Smith retaining CP for off-air WKNA-TV (Ch. 49). WGKV is switching from 250-watter on 1490 kc to 5-kw D (1-kw N) directional on 950 kc. Sale is contingent on Kanawha disposing of 250-watt WGKV for \$90,250 to co-owners Jack A. Evans, McCann-Erickson executive, and brother Walter F. Evans, Nashville clothing manufacturer.

CBS-TV Extended Market Plan, started in Dec. 1954 (Vol. 11:49), now embraces 34 small-market stations, and 60 advertisers use one or more of them, reports station relations director Edward P. Shurick, adding that 64 network programs are being carried, increase of 5 from 1955.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1956 issues of the *Television Digest Weekly Newsletters*, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 5. Price: \$25 per volume.

Personal Notes: James T. Aubrey Jr. resigns as CBS-TV mgr. of network programs, Hollywood, to join ABC-TV in charge of programming & talent, is slated to be elected a v.p. at next AB-PT board meeting in Jan.; he succeeds Robert F. Lewine, now v.p. of NBC-TV network programs dept. . . . Jack Woolley resigns as mgr. of CBS Spot Sales, Hollywood, to become special asst. to Navy Secretary Thomas, in charge of public affairs . . . Karel Pearson, mgr. of talent operations, promoted to director of NBC Radio Pacific div. . . . Walter A. Tibbals, ex-BBDO, Hollywood, resigns as v.p. of Four Star Films Inc. to form independent TV production company with Lee Savin, Gross-Krasne v.p. . . . Oliver Treyz, newly appointed ABC v.p. in charge of TV network, elected to NARTB's TV board, replacing Ernest Lee Jahncke Jr., who recently resigned as ABC v.p. . . . Franklin C. Ellis promoted to mgr. of business affairs of NBC subsidiary California National Productions . . . Thomas W. Judge resigns as eastern mgr. of CBS Spot Sales to become sales v.p. of Closedeircuit Telecasting System . . . Anton J. (Tony) Moe, ex-CBS-TV Spot Sales, named gen. sales mgr. of WGBI-TV, Scranton, now owned by WCAU Inc., Philadelphia . . . Howard Siddons promoted to program director of KOA-TV, Denver, replacing C. Van Haaften, now gen. mgr. of upcoming KATU, Casper, Wyo. (Ch. 2), due in Jan.; Si Palmer succeeds Siddons as program coordinator . . . Nelson T. Hartson, of law firm of Hogan & Hartson, elected pres. of Alfalfa Club, famed Washington dining group; among new members elected was Carl Haverlin, pres. of BMI . . . Frank Roberson, of Spearman & Roberson law firm, reported recovering satisfactorily in Doctors Hospital, Washington, after gall bladder operation Dec. 11 . . . James Shaw, ex-TV-radio director of Henry, Hurst & McDonald, Chicago, named Ziv midwest regional sales mgr., Chicago . . . Thomas J. Warner, ex-WWJ, Detroit, named national sales mgr. of Founders Corp. broadcasting div. for KTVR, Denver and radios KPOA, Honolulu; WTAC, Flint, & WFBL, Syracuse . . . Martin Calle promoted to sales mgr. of WTTG, Washington . . . Ray Lapica, ex-Sponsor editorial

director and recently sales consultant for radio KPOL, Los Angeles, receives CPs for daytime AMs KACE, Riverside, and KAMP, El Centro, Cal. . . . Edgar Kobak, business consultant and pres. of WTWA, Thomson, Ga., appointed head of 1957 Easter Seal drive in N. Y. City, conducted by National Society for Crippled Children and Adults, which he once headed . . . Patrick Lannan, Chicago financier, elected a director and chairman of new Crowell-Collier executive committee . . . L. A. Larson, ex-WISN-TV, Milwaukee, joins partnership of Larson-Duncan Co. as public relations, adv. & merchandising consultant, 259 E. Wells St., Milwaukee . . . John F. Sloan, ex-WOR-TV, N. Y., appointed v.p. & sales director of radio WPAT, Paterson, N. J. . . . Michael Boland and J. Russell Gavin elected asst. treasurers of ABC . . . Henry Amerson promoted to operations mgr. of WCOV-TV, Montgomery, Ala.

Michael J. Roche, 56, gen. mgr. of corporate adv. services div. of Lever Bros., with company more than 36 years and largely responsible for its ad policies, died Dec. 13 in New Rochelle Hospital. Among the many programs he put on air were *Lux Radio Theatre*, *Big Sister*, *Philo Vance*, *Charlie Chan & Boston Blackie*. He was also an early experimenter with TV programming and commercials, working with DuMont in New York before World War II. Surviving are his widow, a son, his mother, a brother and 5 sisters.

Jack Cohn, 67, co-founder and exec. v.p. of Columbia Pictures, very active in TV through its Screen Gems subsidiary, died Dec. 8 of pulmonary embolism at Midtown Hospital, N. Y. following minor surgery there last week. Survivors include his widow, the former Jeanette Lesser; 2 sons, Ralph M., gen. mgr. of Screen Gems, and Robert L., a Columbia executive in Paris; 2 brothers, Harry, pres. of Columbia, and Nathan, N. Y. div. mgr. of Columbia; a sister & 3 grandchildren.

Frederick Wm. Phillips, 77, British Director of Telecommunications from 1935 to 1940 and leader of British delegations to many international radio and telecommunications conferences, died Dec. 5 in London.

KOOK-TV, Billings, Mont. (Ch. 2) and radio KOOK come under control of pres. Joseph S. Sample, FCC this week having approved stock transfers whereby he increases holding from 10.8% to 93.28% (Vol. 12:45). J. Carter Johnson (31%) and 11 smaller stockholders are selling 1424 shares for \$403,650 to licensee Montana Network, to be retired to treasury. Sample is buying 406 shares for \$121,800 from C. L. Crist, another 45 for \$14,625 from gen. mgr. V. V. Clark, who remains v.p. with .72% interest. His father John G. Sample is buying 41 shares (5.85%) from treasury for \$35,594.

New reps: WAKR-TV, Akron, Jan. 1 to Burke-Stuart (from Weed); WNEM-TV, Bay City-Saginaw, Mich. Dec. 1 to Petry (from Headley-Reed); upcoming WTWV, Tupelo, Miss. names Young; KDAL-TV, Duluth, names W. E. McClenahan as Milwaukee rep, with offices at 5415 N. Berkeley Blvd. (Woodruff 4-3028).

Dr. Alfred N. Goldsmith nominated for pres. of National TV Film Council, with elections scheduled Dec. 20 at Delmonico's Hotel, N. Y.; Lou Feldman, Du Art Film Labs, nominated for exec. v.p.; Sidney S. Mayers, Regent Productions, exec. secy.; Sally Perle, Central Casting Corp., gen. secy.

Edward H. Bronson, director of NARTB's TV code affairs; Stockton Helfrich, NBC director of continuity acceptance, and Gordon Davis, gen. mgr. of radio KYW, Cleveland, will address convention of Speech Assn. of America at Chicago's Conrad Hilton Hotel Dec. 28.

ADVERTISING AGENCIES: R. Douglas MacNamee, Ruthrauff & Ryan director of TV-trade copy, elected a v.p. . . . Harry Hess, ex-CBS, joins Dancer-Fitzgerald-Sample as administrative asst. to Norman Mathews, v.p. in charge of TV-radio commercial production . . . Tom Slater, western TV-radio director of Fuller & Smith & Ross, elected a v.p. . . . Robert Cole resigns as v.p. in charge of Kenyon & Eckhardt international div.

Cunningham & Walsh merged this week with Brisacher, Wheeler & Staff, San Francisco, and Mayers Co., Los Angeles, effective Jan. 1. Franklin C. Wheeler continues as pres. of Brisacher, Wheeler div., Henry Mayers as pres. of Mayers div. Both, along with v.p. Robert Brisacher, will join Cunningham & Walsh board. Merger gives consolidated agency estimated annual billings of more than \$50,000,000. Brisacher, Wheeler & Staff billed about \$5,000,000 last year; Mayers \$3,500,000, chiefly from Sears, Roebuck national account.

George B. Storer, pres. of Storer stations, this week finally satisfied his ambition to get into baseball team ownership, purchasing Miami Marlins of International League, price undisclosed. He had been an unsuccessful bidder for Detroit Tigers franchise, which was sold to syndicate including broadcasters Fred Knorr, John Fetzer, Kenyon Brown and others (Vol. 12:28-29).

Young & Rubicam TV-radio commercial dept. for southern Cal. has moved from Hollywood office to Wilshire Blvd. headquarters of agency.

THREE VHF CPs, one of them commercial and 2 educational—all in substantial cities—emerged from FCC this week. Commercial grant came the hard way, WSOC getting Charlotte's Ch. 9 in final decision reversing examiner. Educational CPs were for Des Moines' Ch. 11 and Salt Lake City's Ch. 7. There was one translator grant—Ch. 72, Maupin, Ore., to Estel L. Stovall.

Another important vhf decision is on its way—for Indianapolis' Ch. 13. It's understood Commission has instructed staff to prepare final decision favoring Crosley over WIRE, WIBC and Mid-West T.V. Corp. Last was favored in examiner's initial decision.

Commission said Charlotte decision was "comparatively simple," WSOC being picked because it was "distinctly superior" in ownership-management integration and had "long years of satisfactory operation" in Charlotte radio. Losers were Carolinas' TV Corp., 43% owned by WIS-TV, Columbia, S. C. (Ch. 10), and Piedmont Electronic & Fixture Corp., major stockholders of which are Wolfson-Meyer theatre interests—which control WTVJ, Miami (Ch. 4) & CP for WFGA-TV, Jacksonville (Ch. 12).

The Des Moines educational grant climaxed tough fight—for Commission was once sorely tempted to turn the channel over to commercial use. However, educators finally persuaded Commission they can get funds and really build. Educational grants can no longer be obtained merely for the filing; FCC wants to see the color of their money.

On litigation front, Court of Appeals turned down effort of KJEO, Fresno (Ch. 47) to force FCC to undo its decision granting Ch. 12 to KFRE-TV, now on air. KJEO had questioned legality of decision in which Comr. Lee favored KARM but said he was switching to KFRE to give it a clear majority—to hasten more service to area. Court said KJEO should have gone first to Commission with the argument.

In another much-litigated case, examiner Herbert Sharfman issued initial decision recommending affirmation of CP for WPRO-TV, Providence (Ch. 12)—turning down arguments of protestant WNET (Ch. 16, off air) that grantee had been involved in misrepresentation, trafficking in licenses, unauthorized transfer, etc.

Radio station sales reported this week: KNOK, Ft. Worth, by Associated Bestrs. Inc. (John J. Flood Jr., pres. & majority owner) for \$300,000 to John W. Kluge, also controlling stockholder of WGAY, Silver Spring, Md.; WILY, Pittsburgh; KXLW, St. Louis; WKDA, Nashville; and 30% of WLOF, Orlando, applicant for Ch. 9. Sellers bought KNOK in 1953 for \$150,000. KONE, Reno, and KTOO, Henderson, Nev., ½ by James Hartford for \$107,500 to other ½ owners Frederick Jones & Thompson Magowan. WJQS, Jackson, Miss. by D. W. Gavin for \$75,000 to Milner Enterprises Inc., headed by Dumas Milner, who won 1955 Horatio Alger Award, owns large part of *Jackson State Times*, is said to be largest GM auto dealer in world. Gavin also owns WCOC, Meridian, Miss., which holds CP for off-air WCOC-TV (Ch. 30). WHVH, Henderson, N. C. by Howard V. Harrell for \$30,500 to Lawrence Brandon, also owner of WWCO, Waterbury, Conn. Blackburn-Hamilton was broker for KNOK, WJQS and WHVH sales.

Spot rate increases: KSD-TV, St. Louis, has raised min. from \$250 to \$300. WABT, Birmingham, has raised min. from \$210 to \$250. WTRI, Albany, N. Y. Jan. 1 raises min. from \$60 to \$75. Note: WJBK-TV, Detroit, Dec. 1 raised min. rate from \$750 to \$850, not \$500 to \$850 as reported (Vol. 12:49); 20 sec. rate went from \$550 to \$650.

Wealth of TV-radio data on 1956 time sales, programming, sets-in-use, projections for 1957, etc., is contained in special broadcast advertising section of Dec. 10 *Advertising Age*.

WITH FORMAL DEDICATION Dec. 15 and start on ABC-TV Dec. 17, KGW-TV, Portland, Ore. (Ch. 8) jumps into 4-station competition—with KLOR (Ch. 12), KOIN-TV (Ch. 6) and KPTV (Ch. 27). KGW-TV has been on test pattern since Nov. 18 (Vol. 12:46). It has RCA's first 100-kw transmitter, feeding 8-bay custom antenna on 600-ft. Ideco tower. Principal owner is Mrs. Scott Bullitt's KING-TV, Seattle. Engineering v.p. is James L. Middlebrooks, from KING-TV; station mgr. is Walter E. Wagstaff, ex-KIDO-TV, Boise. Base hour is \$700. Rep is Blair-TV.

* * * *

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

WPSD, Paducah, Ky. (Ch. 6), which got grant Nov. 14, is "finalizing" equipment plans, hopes to be on air in spring, v.p.-gen. mgr. E. J. Paxton Jr. reports for grantee *Paducah Sun-Democrat*. Sam Livingston, from newspaper's radio WKYB, will be asst. gen. mgr.; E. J. Pell, also WKYB, chief engineer. Rep will be Pearson.

KBTM-TV, Jonesboro, Ark. (Ch. 8) expects to order 5-kw GE transmitter and 400-ft. Andrews tower, but construction plans are "very tentative and indefinite," reports Joe Myers, promotion mgr. of KATV, Pine Bluff-Little Rock (Ch. 7), which acquired CP from Harold E. King and wife for \$6500 out-of-pocket expenses (Vol. 12:29). KBTM-TV will be operated as partial satellite of KATV.

WETV, Atlanta, Ga. (Ch. 30, educational) has ordered 12-kw GE transmitter, plans Aug. 1, 1957 test patterns, programming in Sept., reports Haskell Boyter, TV-radio education director for Atlanta Board of Education. Construction of building is due to begin this month.

Three-channel translator in Kingman, Ariz. is still in "testing" stage, awaiting FCC authorization of technical changes, reports Dean Handley, clerk of Mohave County Board of Supervisors. Operation was earlier reported beginning week of Nov. 19 (Vol. 12:47). Translator K70AD, Doyleville, Colo. (Ch. 70) has been delayed until next spring by weather, advises owner L. H. Faast.

RCA shipped 5-kw transmitter Dec. 6 to upcoming KGEZ-TV, Kalispell, Mont. (Ch. 9), which hasn't set target yet.

KXLF-TV, Butte, Mont. switched from Ch. 6 to Ch. 4 Dec. 3, advises pres.-gen. mgr. E. B. Craney.

Rate increases: WNAC-TV, Boston, Jan. 1 adds Class AAA hour (8-10 p.m. daily) at \$3000, min. at \$660, Class AA hour remaining \$2600. WKZO-TV, Kalamazoo, Jan. 1 raises base hour from \$1100 to \$1300, min. \$220 to \$270. WBEN-TV, Buffalo, Dec. 1 raised hour from \$950 to \$1050, min. \$175 to \$195. KLZ-TV, Denver, has raised hour from \$700 to \$750, min. \$175 to \$200. KFVS-TV, Cape Giradeau, Mo. has added Class AA hour (7-9:30 p.m. daily) at \$600, min. at \$120, Class A hour remaining \$400. WSIX-TV, Nashville, Jan. 1 raises base hour from \$420 to \$575, min. \$75 to \$100. KCRG-TV, Cedar Rapids, Dec. 15 raised hour from \$325 to \$425, min. \$65 to \$85. KFEQ-TV, St. Joseph, Mo. Jan. 1 adds Class AA hour (7-9:30 p.m. Mon.-Fri., 6:30-9:30 p.m. Sat. & Sun.) at \$400, min. at \$80, Class A hour remaining \$300. WFMJ-TV, Youngstown, Dec. 1 raised hour from \$350 to \$400, min. \$70 to \$80. WJMR-TV, New Orleans, has added Class AA hour (7-9:30 p.m. daily) at \$400, min. at \$60, Class A hour remaining \$300. WJBF, Augusta, Ga. Feb. 1 adds Class AA hour (7:29-10:29 p.m. daily) at \$350, min. at \$75, Class A hour remaining \$300. KSWM-TV (changing to KODE-TV), Joplin, Mo. has raised hour from \$250 to \$300, min. \$60 to \$67.50. WORA-TV, Mayaguez, P. R. Jan. 1 raises hour from \$120 to \$150, min. \$12 to \$26.

Telecasting Notes: Fighting late-night TV movies with top calibre live entertainment is avowed intention behind NBC's revised-format *Tonight*, as outlined to affiliates this week in Miami by pres. Robert Sarnoff and others. Beginning Jan. 28 the late show becomes "combination of *Wide Wide World* and *Today* which will focus on what America is doing after dark, both in entertainment and news," according to exec. producer Richard Linkroum . . . Program will specialize in remotes, with pickups from night clubs, hotels, etc. all over country, will ask affiliates to offer ideas for remotes from their stations and areas. Its anchormen will be 5 syndicated columnists (as yet unnamed), in New York, Chicago and Los Angeles. Live pickups will be supplemented by quick kines and eventually TV tape recordings . . . New format will offer stations opportunity to cut in for local commercials a la *Today* and *Home*, will be slotted 11:15 p.m.-1 a.m. . . . Conceding CBS rating supremacy in morning and evening periods, NBC announced a number of program changes, many of them previously rumored or reported: It plans to move evening news show to 7:15 p.m. from present 7:45 p.m. period, to begin evening of entertainment at 7:30 p.m., as do ABC & CBS. Complete shift in daytime programming will see *Home* moved forward one hour to 10-11 a.m. Said Sarnoff: "NBC is now ahead of CBS in 2 of 3 rating services" in morning programming, and it soon will be "No. 1 in daytime position in both sales and audience" . . . Third Disney show—30-min. weekly nighttime series, as yet unnamed—tentatively slated to begin on ABC-TV next

EXCISE TAX exemption for all-channel TV sets was opposed by Treasury Dept. and endorsed by FCC Dec. 10 as House Ways & Means subcommittee wound up hearings on various proposals for changes in excise taxes.

Treasury Dept. excise tax spokesman Dan Throop Smith made it clear that his department has no intention of softening its opposition to the proposal when he appeared before subcommittee and made this statement: "The Treasury opposes it, as a matter of tax policy." He said the exemption would cost Govt. \$100,000,000 annually—the amount of revenue realized from taxes on TV sets—because manufacturers would stop making vhf-only sets.

He gave these other reasons for Treasury opposition: (1) It is an attempt to create a tax advantage to stimulate one phase of a business over another. (2) If there are any tax cuts, income tax gets top priority.

FCC Chairman McConaughay filed written statement in behalf of Commission, recommending "the removal or reduction of the manufacturers' excise tax on TV receiving sets (and components) if they are capable of receiving all channels without modification." He pointed out that "question of receiving sets is not [the] only obstacle to stimulating the use of the new channels," but added that it is "an important element bearing on the matters under our jurisdiction."

He hinted at an alternative approach—exemption of all-channel color sets. "We hope that action can be taken to encourage the purchase of all-channel color sets," he said, "before the investment in color vhf sets becomes so extensive that serious public inconvenience would be caused by the public not being able to receive color programs in the uhf band, with the resulting impediment to uhf stations getting on the air."

Segments of special CBC film will be shot next week in Tampa-St. Petersburg area by camera crews of St. Petersburg's municipally owned WSUN-TV (Ch. 38). Shots will show Canadians basking in Florida sun, as part of special film report—slated for Christmas Eve showing in Canada—on how Canadians are spending Yuletide season in various parts of world.

Oct. . . . Live musical-variety show starring Vaughn Monroe, *Air Time '57*, debuts on ABC-TV Dec. 27, Thu. 10-10:30 p.m., presented by Air Force Reserve on public service basis . . . DuMont making like a network again—for a one-shot—and offering independent stations its live coverage of Inauguration Jan. 21, to be televised by its WTTG, Washington, and WABD, N. Y. . . . Nostalgic documentary, NBC-TV's *Project 20* production of "The Jazz Age," with commentary by the late Fred Allen, dominated its time segment last week—pushing CBS-TV's *Playhouse 90* off its rating pedestal for first time—with average Trendex of 21.4 in 10-11 p.m. period for NBC show, average of 16.7 for 9:30-11 p.m. *Playhouse 90* . . . Year's biggest stories will be dramatized in *Newyear-1956* by ABC-TV in co-operation with *Newsweek Magazine* editors Dec. 30, 5:30-6 p.m., with John Daly as commentator; radio roundup, covering same stories, will be broadcast 7:05-8 p.m. . . . Upholding dignity of its newsmen, CBS this week invoked its policy of barring newscasters from "entertainment programs" by denying permission for Walter Cronkite to serve as m.c. of new Goodson-Todman CBS quizzer *Nothing But the Truth*. Quiz veteran Bud Collyer got the job . . . First TV drama series to get American Medical Assn. seal of approval, according to Screen Gems, is new *Dr. Mike* TV series which goes into production Dec. 18 . . . Orson Welles reportedly on verge of signing long-term NBC-TV contract . . . Special Christmas Eve telecast from Hungarian refugees' barracks at Camp Kilmer, N. J., planned by CBS-TV Dec. 25, 12:30-1 a.m.

SALES OF RCA telecasting equipment to NBC affiliates are enumerated in list furnished Rep. Celler's anti-trust subcommittee this week by NBC at subcommittee's request. Detailed list will be printed in hearing record, due off presses next month, and is station-by-station compilation listing date of affiliation with NBC, date of acceptance by customer of RCA contract, amount of purchase and nature of equipment. It does not include purchases by NBC's owned stations.

Purchases of RCA equipment by affiliates of all 3 networks were summarized in covering letter. Summary contains some duplication, since some stations are affiliates of 2 or 3 networks. It presumably does not include purchases by NBC o-&-o stations and doesn't state whether it included those by other networks' o-&-o's. The summary:

Of NBC's total 193 affiliates, 150 purchased RCA transmitters, antennas or studio equipment, at approximate total of \$53,164,000, or average of \$354,427 per station.

Of ABC's 199 affiliates, 151 purchased RCA equipment, at approximate total of \$50,159,000 or average of \$332,179.

Of CBS's 229 affiliates, 157 purchased RCA equipment, at approximate total of \$52,967,000 or average of \$337,369.

Ford Foundation aid to educational TV is expected to continue despite merger of its offshoot, Fund for the Advancement of Education, into parent organization. Foundation pres. Henry T. Heald announced this week that it would absorb Fund Jan. 1 for "a more fruitful broad-scale attack on problems of education," on which it has spent \$800,000,000 since 1936. Joint Council on Educational TV said it knew of no change in policy in Ford grants for educational TV. Ford-financed Fund for Adult Education, whose separate status is unchanged, has also helped to finance educational TV independently.

Gift of broadcast equipment valued at more than \$43,000 has been made by Storer-owned WJBK-TV, Detroit, to local educational WTVS. Equipment includes film chains, control panel, power supplies, monitors, amplifiers, relays.

TOP 40 BROADCAST AGENCIES billed aggregate of \$963,800,000 in TV-radio during 1956, up from \$812,500,000 billed by the 36 leading agencies in 1955, according to *Broadcasting-Telecasting's* 5th annual survey by agency editor Florence Small. Of the total, TV accounted for \$820,100,000 (85%), compared with 81% a year ago. The rankings (dollar figures in millions):

| Rank | Agency | Combined | TV | AM | Camparison |
|--------------|---------------------------------------|-------------------|----------------|----------------|--------------------|
| | | TV-Radio Billings | TV Only | Radio Only | Share of with 1955 |
| 1. | Young & Rubicam | \$82 | \$74 | \$ 8 | 40% +\$10 |
| 2. | BBDO | 80 | 70 | 10 | 40% + 20 |
| 3. | McCann-Erickson | 76.4 | 66.5 | 9.9 | 35% + 16.4 |
| 4. | J. Walter Thompson | 70 | 60 | 10 | 33% + 12 |
| 5. | Ted Bates | 55 | 49 | 6 | 65% + 18 |
| 6. | Benton & Bowles | 53.8 | 50.7 | 3.1 | 60% + 14.8 |
| 7. | Leo Burnett | 43 | 38 | 5 | 60% + 0.9 |
| 8. | William Esty | 40 | 34 | 6 | 50% + 1 |
| 9. | Dancer-Fitzgerald-Sample | 37.5 | 31 | 6.5 | 52% + 7.5 |
| 10. | Kenyon & Eckhardt | 35.6 | 31.1 | 4.5 | 55% + 1.1 |
| 11. | Foote, Cone & Beld'g | 32.5 | 25.5 | 7 | 35% + 12 |
| 12. | Compton Adv. | 31.9 | 29.6 | 2.3 | 50% + 6.4 |
| 13. | N. W. Ayer & Son | 28 | 18 | 10 | 25% + 7 |
| 14. | Sullivan, Stauffer, Colwell & Bayles | 24.5 | 20.1 | 4.4 | 60% + 6.7 |
| 15. | Campbell-Ewald | 21 | 17 | 4 | 25% + 7 |
| | Lennen & Newell | 21 | 19.5 | 1.5 | 50% + 1 |
| 17. | Ruthrauff & Ryan | 15 | 11 | 4 | 50% + 0.5 |
| 18. | Cunn'gham & Walsh | 14.5 | 11.7 | 2.8 | 30% + 2.5 |
| 19. | Campbell-Mithun | 14 | 13 | 1 | 45% * |
| | D'Arcy Adv. | 14 | 11 | 3 | 22% + 4 |
| | Grant Adv. | 14 | 11.5 | 2.5 | 20% + 2.9 |
| | Maxon Inc. | 14 | 13 | 1 | 40% same |
| 23. | Tatham-Laird | 13.8 | 13.2 | .6 | 60% + 1.6 |
| 24. | Kudner Agency | 13 | 9 | 4 | 35% + 1 |
| 25. | Needham, Louis & Brorby | 12 | 9.5 | 2.5 | 37% same |
| 26. | Geoffrey Wade Adv. | 11 | 9 | 2 | 85% same |
| | Grey Adv. | 11 | 8.8 | 2.2 | 30% + 3 |
| 28. | Bryan Houston | 10.8 | 9.5 | 1.3 | 50% + 1 |
| 29. | Norman, Craig & Kummel | 9.6 | 7 | 2.6 | 30% + 3.6 |
| 30. | North Adv. | 9 | 8 | 1 | 80% * |
| 31. | Geyer | 8 | 6 | 2 | 30% + 1 |
| | Erwin, Wasey | 8 | 6 | 2 | 25% same |
| 33. | Emil Mogul | 7.5 | 5 | 2.5 | 45% * |
| 34. | MacManus, John & Adams | 7 | 5.5 | 1.5 | 22% + 1.5 |
| | Russel M. Seeds | 7 | 5.5 | 1.5 | 40% * |
| | Earle Ludgin | 7 | 6.2 | .8 | 55% + 0.7 |
| 37. | Doherty, Clifford, Steers & Shenfield | 6.7 | 5.5 | 1.2 | 50% + 0.7 |
| 38. | Warwick & Legler | 6.2 | 4.9 | 1.3 | 40% + 0.5 |
| 39. | Raymond Spector | 5.6 | 4.6 | 1 | 95% * |
| 40. | Harry B. Cohen | 5.5 | 4.3 | 1.2 | 50% * |
| TOTAL | | \$963.8 | \$820.1 | \$143.7 | |

* Unlisted in 1955.

Radio station sales receiving approval from FCC: KOMA, Oklahoma City, by John T. Griffin interests for \$342,500 (Vol. 12:45). Purchasers: Burt Levine (40%), principal owner of WROV, Roanoke; Arnold Lerner (35%), with WCMS, Norfolk; Meyer Feldman (15%), counsel for Senate Banking & Currency Committee; Donald Rubin (10%) Florida investment banker. KLIN, Lincoln, Neb. by Robert W. Frudeger to Jonathan M. Fletcher (75%) and James Mitchell (25%) for \$190,000 (Vol. 12:47). WDOD, Chattanooga, 50% by Norman A. Thomas to partner Earl W. Winger, who becomes 100% owner, paying \$115,000 cash and assuming \$60,621 obligations (Vol. 12:44). WEBK, Tampa, by E. P. & Alpha B. Martin, John D. Goff and John A. Branch to W. Walter Tison for \$134,000 (Vol. 12:49). WBBR, Brooklyn, by Watchtower Bible & Tract Society to Tele-Broadcasters (H. Scott Killgore) for \$133,000 (Vol. 12:36). WSFA, Montgomery, Ala. by WKY Television System (*Oklahoma City Oklahoman* interests) to Mr. & Mrs. Charles W. Holt and Robert N. Robinson (Vol. 12:43) for \$175,000. New owners also operate WHSY, Hattiesburg, Miss. and Holt controls WHNY, McComb, Miss. and WHNY, Bogalusa, La. KLEE, Ottumwa, Ia. by David M. Segal's Mid-America Bestg. to co-owners J. William O'Connor and Jack Lester, Chicago NBC announcer-actor, for \$52,500 (Vol. 12:44). O'Connor, veteran Chicago broadcaster, now operates WPFA, Pensacola, and is buying WJBV, Jacksonville Beach. KFBI, Wichita, 50% (holdings of C. Howard Lane and estate of late Horace L. Lohnes) to H. & E. Balaban Corp., for \$102,000 (Vol.

Network Accounts: Chesterfields will sponsor upcoming Frank Sinatra 30-min. series on ABC-TV starting next fall in deal estimated to cost \$66,000 per show, thru McCann-Erickson. Time for highly touted series hasn't been set, but it's likely to be Thu. 8-8:30 p.m. . . . General Cigar and du Pont to be co-sponsors of *John Daly and the News* on ABC-TV starting Dec. 10, Mon.-thru-Fri. 7:15-7:30 p.m., thru Young & Rubicam and BBDO . . . L&M Cigarettes to be full sponsor of *Do You Trust Your Wife?*, replacing Frigidaire, on CBS-TV Tue. 10:30-11 p.m. . . . Colgate Palmolive to cancel *My Friend Flicka* on CBS-TV, effective in late Jan., Fri. 7:30-8 p.m. . . . CBS-TV planning new hillbilly show to replace *Good Morning with Will Rogers*, Mon.-thru-Fri. 7-8 a.m. . . . Coca-Cola, cancelling *Eddie Fisher Show* on NBC-TV, to retain it on MBS. . . . Revlon, in one of its few unsuccessful program ventures on networks, cancels *Can Do* on NBC-TV after only 2 programs; it will be replaced Mon. 9-9:30 p.m., starting Jan. 14, by *Twenty-one*, another quiz sponsored currently on NBC-TV by Pharmaceuticals Inc. Wed. 10:30-11 p.m. . . . Nestle Co. buys alt. 15 min. segments of 3 CBS-TV programs—*Garry Moore Show*, Mon.-thru-Fri. 10:15-11:30 a.m.; *Our Miss Brooks*, Mon.-thru-Fri. 2-2:30 p.m.; *Valiant Lady*, Mon.-thru-Fri. 12-12:15 p.m. . . . Vitamin Corp of America buys 20 min. of *Steve Allen Show* on NBC-TV starting in Jan., Sun. 8-9 p.m., thru BBDO, Los Angeles . . . ABC-TV to offer Mon., Tue. & Fri. 5:15-5:30 p.m. segments of *Mickey Mouse Club* to affiliates for co-op sales . . . Viceroy Cigarettes to sponsor alt. 15-min. segments of National Basketball Assn. games on NBC-TV starting Jan. 15, thru Ted Bates & Co. . . . Football one-shots: Chrysler to sponsor East-West Shrine game in San Francisco on NBC-TV Sat. Dec. 29, starting at 4:45 p.m., thru McCann-Erickson; Pontiac to sponsor National Football League championship game following day on NBC-TV, thru MacManus, John & Adams . . . Old Golds to originate variety show from Sahara Hotel, Las Vegas, for KNXT, CBS-TV outlet in Los Angeles, as showcase for similar show on full network next fall, thru Lennen & Newell.

12:40). Other KFBI principal is E. Hale Bondurant. WTAM, Decatur-Atlanta by Trinity Investment Corp., Dallas & Henry W. Lanham to Harold Kay-Emil Arnold interests (Vol. 12:41). New owners also operate WORC, Worcester, Mass.; WLOW, Portsmouth, Va.; WMFJ, Daytona Beach. WCHI, Chillicothe, O. by Glacus G. Merrill to Norman M. Glenn, gen. mgr. of WJWL, Georgetown, Del., for \$65,000 (Vol. 12:45). WFCB, Dunkirk, N. Y., 66% by group headed by pres.-gen. mgr. A. A. Schmidt to owners of WJTN, Jamestown, N. Y. (Simon Goldman, pres.) for \$51,102 (Vol. 12:45). WDCF, Dade City, Fla. by Pasco Bestg. Co. (E. P. Martin, pres.) to Stuart G. Picard for \$65,000 (Vol. 12:47). KARM, Fresno, 50% by Clyde F. Coombs to George R. Harm and mother Hattie Harm, who become 100% owners, paying \$50,000 (Vol. 12:47).

Use of royalty funds collected by American Federation of Musicians from TV & radio recordings and theatres would be controlled directly by union's members under legislation recommended Dec. 10 by House Labor subcommittee. It urged that existing law requiring written consent by union members to dues check-off be extended to cover disposition of such trust funds, from which AFM officers had appropriated "substantial sums" for purposes "highly objectionable" to some members. Recommendation followed May hearings in Los Angeles at which AFM Local 47 membership complained that members who had made no fund contributions—and non-members—were benefiting from it in pension plans.

Trade Report
December 15, 1956

DISQUIETING SYMPTOMS IN TV MERCHANTISING: Price-cutting "deals" amounting to \$8-\$12 per set and up to \$30 on carload lots, plus increasingly widespread "dumping" of TV sets, are being persistently reported by many dealers as a consequence of record-high inventories -- estimated at 2,750,000 at all levels as of Dec. 1.

Many of sets in pipelines are low-priced portables, to be sure, and hence the dollar volume of the inventory may not be much greater than year ago, when inventory totaled about 2,300,000. Still, there's genuine alarm expressed about TV business now -- and there's talk of big production cutback in first quarter of 1957.

RCA laid off "several hundred" workers at TV plant in Bloomington, Ind. this week, mgr. A.B. Pollock explaining that overproduction on industry-wide basis, accentuated by drop-off in sales and high inventories, was responsible. He stressed that layoffs were temporary, said that workers would be recalled when industry conditions warranted production buildup -- but didn't indicate when that might be.

No layoffs were reported by other major set makers, though none would hazard guess on what next week or next month would bring. As one manufacturer told us: "We're playing this strictly by ear, almost from day to day. We've been able to maintain relatively stable conditions up to now, but we're moving cautiously."

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Greater emphasis on 17-in. portables is being planned by several set makers for 1957 as one important step in attempts to restore some profitability. Up to now, of course, the heaviest concentration among portables has been on 14-in., which currently accounts for about 66% of all portable production. The 17-in. represents about 17% of portable output, with screen sizes under 12-in. another 17%.

Philco says its 17-in. portables outsell 14-in., the only 2 sizes it makes. Even GE, which pioneered marketing of 14-in. portables, says it's getting excellent sales results from 17-in., plans to increase its mix next year. Motorola and Zenith are also among majors planning to go in more heavily for 17-in. portables.

Value of 17-in. portable, apart from greater profit margins, lies in its saleability as a replacement or even as an initial set. With replacement market fast becoming most important single factor, it's easy to see why 17-in. is getting bigger play as a large-screen set that fits well in the living room and is still transportable. The 14-in. receiver remains basically a second set.

* * * *

GE pres. Ralph J. Cordiner emphatically insisted this week that profits of consumer products divs. have kept pace with other sections of GE and denied inferences that consumer products, including TV, were being subsidized by sales of heavy equipment and other GE products. At press conference Dec. 13, he said GE was No. 1 in TV unit sales but that "there may be 2 or 3 companies ahead of us" in dollar volume. Top TV manufacturer accounts for no more than 16% of total sales, he said.

GE's TV sales improvements, he said, resulted "from the discovery that the consumer prefers small sets; it's his decision, not ours." Asked if GE was making a profit on its portable sales, he replied: "We have been making money. But if you ask me how much money, I won't tell you."

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Retail Sales: It seems unlikely that more than 7,100,000 black-&-white TV sets will be sold at retail this year, even allowing for big spurt in last-minute Christmas buying. Current trends don't indicate a really substantial pickup in pace of retail sales, at least not enough to lift total beyond 1955's record 7,421,084 -- not even allowing for estimated 100,000-125,000 color sets, which aren't included in RETMA's tabulations. RETMA this week reported 5,287,189 TVs sold at retail in first

10 months, compared with 5,896,251 in corresponding period year ago. Oct. sales totaled 683,573, as against 763,908 in 5-week Sept. and 746,274 in Oct. 1955. Radio sales, on other hand, appear headed for 12,000,000-plus year, based on RETMA data showing 9,578,629 (3,607,911 auto) sold in first 10 months, compared with 10,117,073 (5,450,082 auto) sold at retail in corresponding period year ago.

Production: TV output totaled 151,993 week ended Dec. 7, compared with 147,713 preceding week and 142,982 in corresponding week year ago. It was year's 49th week, brought production for year to date to about 7,070,000, compared with 7,393,745 in corresponding period year ago. Radio production totaled 374,826 (164,907 auto) week ended Dec. 7, as against 367,878 (169,871 auto) preceding week and 421,572 (194,544 auto) in corresponding week of 1955. For 49 weeks, radio output totaled 12,995,000 (4,538,434 auto), as against 13,511,972 (6,400,112 auto) in corresponding period of 1955. RETMA report this week placed official 10-month TV production at 6,080,052, compared with 6,520,241 in first 10 months year ago. Radio production in first 10 months was 10,884,760 (3,607,911 auto) vs. 11,346,176 (5,450,082) same 1955 period.

Topics & Trends of TV Trade: Industry's first "110-degree sets" were introduced this week by Sylvania—but there were few indications that other set makers planned to follow suit in immediate future. At least 2 major producers said they planned to wait until next June.

Sylvania introduced 3 new 17-in. portables incorporating the newly developed Sylvania-made tubes at distributor conventions. They are in steel cabinets with depth of only 13½-in., about 4-in. shallower than conventional cabinets, and retail at \$140, \$160 & \$170. They weigh less than 34 lbs., about 5 lbs. lighter than conventional models, have telescopic antenna which can be recessed into set.

"These new models, shorter and lighter than would be possible with 90-degree picture tubes, have improved picture clarity, contrast and definition," said gen. sales mgr. Robert L. Shaw. "The introduction of these sets marks the start of an era that eventually will mean flat, picture-frame type TV sets that will hang from the wall."

Sylvania also introduced an all-transistor portable radio, called "Thunderbird," weighing less than 2½ lb., unpriced as yet. It also introduced 3 new hi-fi phono consoles at \$150, \$180 & \$200.

* * * *

Picture tube sales in first 10 months totaled 9,233,780, valued at \$166,782,244, compared with 8,905,771 at \$170,579,766 in first 10 months year ago, reports RETMA. Receiving tube sales totaled 390,357,000 worth \$313,599,000 in first 10 months, as against 395,787,000 at \$292,649,000 in same period of 1955. RETMA's monthly breakdowns:

| | Picture Tubes Units | Value | Receiving Tubes Units | Value |
|--------------|------------------------|----------------------|--------------------------|----------------------|
| Jan. | 892,385 | \$ 17,018,391 | 40,141,000 | \$ 31,314,000 |
| Feb. | 898,063 | 17,136,695 | 37,754,000 | 30,756,000 |
| March (5 wk) | 848,055 | 15,714,365 | 42,525,000 | 34,849,000 |
| April | 830,902 | 15,141,461 | 35,184,000 | 28,616,000 |
| May | 906,732 | 16,123,625 | 33,015,000 | 27,145,000 |
| June (5 wk) | 776,601 | 13,663,408 | 39,037,000 | 32,176,000 |
| July | 585,380 | 10,861,634 | 31,400,000 | 24,781,000 |
| Aug. | 1,099,605 | 19,623,837 | 43,948,000 | 34,507,000 |
| Sept. (5 wk) | 1,249,624 | 21,709,064 | 44,432,000 | 35,093,000 |
| Oct. | 1,146,428 | 19,786,764 | 42,921,000 | 34,362,000 |
| TOTAL | 9,233,780 | \$166,782,244 | 390,357,000 | \$313,599,000 |

TV sales by Canadian distributors totaled 498,340 in first 10 months, compared with 575,639 in corresponding period of 1955, reports RETMA of Canada. Of the total this year, 269,939 were table models, 260,770 consoles, 10,631 combinations. Oct. sales were 86,778, compared with 111,295 in Oct. 1953. For first 10 months this year, Montreal led in sales, with 96,488; Toronto, 74,722; other Ontario, 46,383; British Columbia, 38,617; Alberta, 34,752; Quebec City, 34,199; Manitoba, 34,100; Ottawa & eastern Ontario, 29,451; Hamilton-Niagara, 24,151; Nova Scotia, 21,582; Saskatchewan, 17,050; New Brunswick & Prince Edward Island, 14,866; Windsor, 13,421; other Quebec, 13,125; Newfoundland, 5433.

Philco's new TV line, announced this week in advance of showing to distributors at regional meetings in Chicago and San Francisco in next fortnight, comprises 16 basic models, including 10 carryovers. No changes are made in carryover 14-in. portables (at \$110 & \$140) and 17-in. portable (\$160). Offered for first time is 21-in. horizontal-chassis console with "sound-out-front," at \$200. Another feature is a deluxe decorator-styled console with twin speakers and Diamond D power chassis, in mahogany at \$320, blonde \$330. Several models also retain "top touch tuning." The 6 basic additions to line: 21-in. ebony table, with stand, \$180; 21-in. horizontal-chassis mahogany console, \$200 & \$220; 21-in. grained mahogany console on swivel, \$260; 21-in. standard mahogany console, \$300 & \$330.

Zenith's new line, introduced to distributors this week in Chicago, comprises 27 basic models ranging from 104-sq. in. (14-in.) portable at \$130 to 262-sq. in. (21-in.) "space command" (remote control) console at \$575. Prices remain little changed from old line. Full line: 104-sq. in. (14-in.) portables, \$130, \$140 & \$150; 149-sq. in. (17-in.) portables, \$150, \$160 & \$176; 262-sq. in. (21-in.) table models, \$180, \$200, \$240, \$250, \$270 (remote) & \$290 (remote); 262-sq. in. consoles, \$250, \$270, \$310, \$320 (remote), \$340 (remote), \$350 (remote), \$360, \$400, \$475 (remote), \$575 (remote); 262-sq. in. "lo-boy" combination, \$400; 332-sq. in. (24-in.) consoles, \$320, \$350, \$400 (remote).

Potential "bonanza" in Europe for U. S. manufacturers is foreseen by Ben Snyder, pres. of Snyder Mfg. Co., on return from month's tour of western Europe. "Their great need is a quality, economical TV set," he said. "If and when the market there opens up it will be more than fertile ground for American manufacturers—it will be a bonanza." He said antennas and other TV equipment in Europe are "greatly overpriced," and TV receiver and antenna engineering are "far behind" U. S. Anticipating expansion of European markets, he indicated that Snyder International probably would be formed in 1957.

Record home laundry sales of 6,227,000 washers, dryers and ironers at factory level are estimated for 1956 by Guenther Baumgart, exec. director of American Home Laundry Mfrs. Assn. It represents 9% increase over previous high of 5,700,000 units in 1955. The 1956 total is broken down to 4,530,000 washers (including 3,390,000 automatic washers); 1,640,000 dryers (1,170,000 electric, 470,000 gas); 57,000 ironers.

Steady growth in transistor sales is detailed in RETMA report showing 10-month sales of 9,404,000, valued at \$27,102,000, as against 2,751,000 at \$9,378,000 in first 10 months of 1955. Oct. sales were 1,290,000 worth \$3,930,000, compared with 1,155,000 at \$3,455,000 in Sept.

Trade Personals: Raymond A. Rich, ex-v.p.-gen. mgr. of Philco appliance div., elected pres. of Aveo, also serving as a director and member of its exec. committee; he assumes some of duties of Victor Emanuel, who continues as chairman . . . Wm. E. Kress, Philco midwest regional mgr., and John L. Utz, mgr. of portable TV sales, named Philco market mgrs., both serving in special sales capacities on all consumer products, with Kress responsible for western distributors, Utz for eastern wholesalers; both report to marketing v.p. Frederick G. Ogilby . . . Edward F. Berg, gen. mgr. of Philco factory distributing branch in Philadelphia, promoted to gen. mgr. of Philco Service Co., heading up all factory service branches; he's succeeded at Philco Distributors Inc. by John J. Kelley, ex-v.p.-gen. mgr. of Delaware Valley Distributors Inc., former Crosley-Bendix outlet in Philadelphia . . . Irvine D. Daniels promoted to gen. mgr. of GE's receiving tube dept., succeeding L. B. Davis, now gen. mgr. of electronic components div. . . . Richard S. Frazer, ex-Plasticraft Co., named asst. to Motorola pres. Robert W. Galvin, responsible for exploration of new business acquisitions . . . Wm. T. Buschmann promoted to Sylvania electronic products merchandising mgr., succeeding E. P. Atcherley, named asst. to distributor sales mgr.; J. Arden Still promoted to new position of southern regional sales mgr. for electronic products, Dallas; E. H. Frost, from N. Y. headquarters, named northeast district sales mgr., Hartford; Wm. Parkerson Jr. south central district sales mgr., New Orleans; Luke Henrichs, southeast sales mgr., Atlanta; Hugh W. Luhr, southwest sales mgr., Dallas . . . Philip J. Wood promoted to Zenith sales mgr. for radios & phonos . . . W. F. Wansbrough named gen. mgr. of Canadian GE's TV receiver & appliance dept., Montreal; Robert M. Jennings named gen. mgr. of small appliance dept., Toronto . . . John J. Kane, ex-Hutchins Adv., named adv. & sales promotion mgr. of Philco radio div. . . . Ira Brichta, ex-merchandise mgr. of Philco Distributors Inc., Chicago, named adv. & sales promotion mgr. of Philco laundry dept., reporting to Wm. L. Schubert, gen. mgr. of laundry equipment; Norman R. Millard promoted to new post of mgr. of laundry sales to utilities . . . Harry Lindsey resigns as Philco electronic district rep for upstate N. Y. . . . Harold S. Geneen, Raytheon exec. v.p., elected a director . . . Wm. Glaseman promoted to Decca Distributing Corp. v.p. in charge of north central div., headquartered in Cleveland . . . Nathan J. Cornfeld promoted to patent counsel for GE's electronic components div., Syracuse . . . Thomas L. Dowell promoted to jobber sales mgr., Alliance Mfg. Co. . . . John Fortino, Magnavox field sales promotion specialist, assigned N. Y. headquarters; Gerald Culhane to St. Louis zone.

DISTRIBUTOR NOTES: Philco appoints Crouch Appliance Co., El Paso, and Arizona Distributors, Phoenix, replacing Momsen-Dunnehan-Ryan Co. in both areas; Philco also appoints Meyers-Taube Co., Fargo, N. D., replacing Fargo Glass & Paint Co. in Fargo and John Iverson Co. in Minot . . . Admiral appoints Southern New England Distributing Corp., 2976 Main St., Hartford (Wm. L. Thibadeau, pres.), replacing Capitol Light & Supply Co. . . . W. Bergman Co., Buffalo (Philco) promotes David Speser to sales mgr. . . . Elliott-Lewis Corp., Philadelphia (DuMont) appoints Wm. Strang as district mgr. . . . Admiral Distributors-N. Y. reports resignation of Jack Shafran as adv. & sales promotion mgr. . . . DuMont N. Y. Jan. 2 moves to larger offices at 41-19 27th St., Long Island City . . . George's Radio & TV Co., big Washington retail chain, promotes Mike Filderman to new post of exec. v.p.

Old CBS-Columbia plant in Long Island City was purchased this week by N. Y. realty operator Frederick Brown, formally ending CBS's venture in TV-radio set manufacture.

Network Color Schedules (December 16-29, 1956)

- Dec. 16—NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "The Little Foxes," 7:30-9 p.m.; *Chevy Show*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Dec. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Nat King Cole*, 7:30-7:45 p.m.
- Dec. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Dec. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Dec. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Dec. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Dec. 22—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Spectacular—"Holiday on Ice,"* 9:10-10 p.m.
- Dec. 23—NBC: *Zoo Parade*, 3:30-4 p.m.; *Alcoa Hour*, "The Stingiest Man in Town," 9-10:30 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Dec. 22—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Spectacular*, sents, "Amahl and the Night Visitors," 9:30-10:30 p.m.
- Dec. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Dec. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Dec. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Dec. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m.
- Dec. 29—NBC: *Perry Como Show*, 8-9 p.m.

New color camera for medical use has been designed by RCA, first deliveries going this month to Walter Reed Army Medical Center, Washington; Smith, Kline & French Labs, Philadelphia; U of Michigan Medical School, Ann Arbor. Camera uses 3 vidicon tubes, is mounted in overhead lamp fixture, measures 26x15x14-in., weighs less than 200 lbs. It has remote-control mirror to change viewing field, 4-lens turret, can be used with microscope.

Mixed feelings about color were expressed by L. Marsland Gander, TV-radio editor of *London Daily Telegraph & Morning Post*, in recent dispatch from New York. He found tuning difficult, questioned contribution of color to some programs, concluded nonetheless: "But a black-&-white picture now does look to me flat and insipid."

New color lighting dept. has been formed by Century Lighting Inc., 521 W. 43rd St., N. Y., for research and development of color equipment. Dept. is headed by Rollo Gillespie Williams.

Color correspondence course for servicemen, prepared by Radio TV Training Assn., is being offered by Sylvania—available through purchase of its receiving and picture tubes.

Live RCA color cameras have been purchased by WCAU-TV, Philadelphia, will be used first to colocean Mummers Parade New Year's Day.

Goodwill of defunct Scott Radio Labs, which once produced Meek TV receivers, has been purchased for \$8000 by Liberty Music Shop, big N. Y. retail outlet. No plans have been announced for future of Scott, now in receivership under custody of St. Joseph Bank & Trust Co., South Bend.

Electrical Products Mfg. Co. Ltd., Montreal, manufacturer of Fleetwood brand TVs and radio-phonos, will build new 100,000-sq. ft. plant, with occupancy due by next June.

First GE germanium rectifiers designed specifically for TV set power supplies are now in quantity production at Clyde, N. Y. plant.

Olympic Radio adds 17-in. portable, in 2-tone with 41-mc chassis priced at \$150.

RETIMA of Canada schedules annual meeting June 20-21 at Chanteler Hotel, Ste. Adele en haut, Que.

New CBS-Hytron sales office & warehouse has been opened in Seattle (Leo McCabe, branch mgr.).

TOP FEATURE films continue to pull heavy ratings—the latest proof being inauguration of MGM movie showings on New York's WCBS-TV *Late Show*. During 7-day period ending Dec. 7, Trendex for show averaged 20.2, highest rating being 28.4 for "Command Decision," lowest 15.3 for "Sahara."

In Philadelphia, Triangle's WFIL-TV reportedly moved into first place in the 4-station market during 22 of 28 quarter hours of 11 p.m. time period in ARB's Nov. ratings. Triangle apparently is happy with its feature film buys, for this week it announced purchase of Warner Bros. package for its 4 stations, giving it largest library of features in nation—more than 2500 recently acquired titles, including MGM, RKO & 20th Century-Fox features.

In Minneapolis, independent KMGM-TV launched its MGM film showings in competition with network fare on other outlets, and on Sat. Dec. 8 its presentation of "Honky Tonk" (Lana Turner, Clark Gable) drew 25.3 Trendex, reportedly out-rating *George Gobel, Hit Parade, Gunsmoke, Masquerade Party* on competing network stations.

In Denver, KTVR claimed its *MGM Movie Theatre* gave it first place in that 4-station market in both 3-5 p.m. and 9-10:45 p.m. periods, with average Pulse rating of 24.1 on Mon.-thru-Fri. basis.

In Los Angeles, Pulse's Nov. 7-13 ratings put independent KTTV's *Colgate Theatre* (MGM) on top of list of once-a-week shows with 33.5 rating, No. 2 show being *\$64,000 Question* with 33. KTTV was also No. 1 in multi-weekly shows, its *10:15 Theatre* getting rating of 14, with *Mickey Mouse Club*, the No. 2 show, rated 12.5.

Meanwhile, NTA's second package of 78 features from 20th Century-Fox was sold in some 25 markets during first week on the market.

Two applications for new TV stations and 3 for translators were filed with FCC this week, bringing total to 132 for stations (26 uhf) and 24 for translators. Week's station applications: for New Bedford, Mass., Ch. 6, by group including TV consultant Paul B. Mowrey, ex-TV director of ABC & onetime gen. mgr. of WABC-TV, N. Y.; for La Grande, Ore., Ch. 13, by Robert S. McCaw, owner of AM stations in Moses Lake, Yakima & Richland, Wash., and W. Donald McCaw. Translator applications: for Twentynine Palms, Cal., Ch. 74, by James E. Peaden, to rebroadcast programs of KNXT, Los Angeles; for Joplin, Mont., Ch. 78, by Joplin TV Club Inc., to rebroadcast CJLH-TV, Lethbridge, Alta.; for Saratoga, Wyo., Ch. 70, by Saratoga TV Co., to rebroadcast KFBC-TV, Cheyenne. [For details, see *TV Addenda 23-W* herewith.]

SOS is 50 years old as radio's distress call, Dec. 9 N. Y. *Times* points out in story by Werner Bamberger, recalling origins of signal at first international wireless telegraphy conference in Berlin Oct. 3-Nov. 3, 1906. Easily-recognized code of 3 dots, 3 dashes, 3 dots was adopted by 30 nations to replace CQD, earlier symbol for "general danger call" at sea. *Times* cites 2 ship radio operators, still active in electronics, who sent CQD calls. Jack Binns, Hazeltine chairman, was at key of White Star liner *Republic* when she was rammed off Martha's Vineyard Jan. 23, 1909. Ludwig Arson, a director of Radio Receptor Co., flashed CQD from liner *Kroonland* off coast of Ireland Dec. 7, 1903.

Salesmen earn more than engineers in long run, according to survey of 200 companies by Northwestern U. Frank E. Endicott, director of school's placement bureau, reported that starting salaries for engineers were higher, but after 10 years they averaged \$740 per month compared with \$826 earned by college men who chose selling careers. Endicott said business & industry next spring will offer engineering graduates about \$433 vs. \$385 for liberal arts graduates.

With everyone swamped by allocations comments filed last week (Vol. 12:49), 9 law firms pleaded with FCC to grant more than 15 days for replies—and Commission voted to extend deadline from Dec. 18 to Dec. 28. Meanwhile, Assn. of Maximum Service Telecasters is expected shortly to announce appointment of Lester Lindow as exec. director, headquartered in Washington at 1735 DeSales St. NW. He's been mgr. of radio WFDF, Flint, for 9 years, owns 5% of Ch. 12 applicant there which is contesting CP long held by WJRT. During World War II, he was Army lieut.-colonel in Washington, handling TV-radio in public relations under Jack Harris, v.p.-mgr. of KPRC-TV, Houston, and pres. of AMST. AMST consulting engineers A. D. Ring & Assoc. has hired another engineer for field work—Lucian C. Davis, ex-chief engineer of radio KJET, Beaumont. TV Allocations Study Organization holds board meeting in Washington Dec. 17-18, to discuss with new exec. director Dr. George R. Town such matters as finances, panels, offices, staff, etc. One of the first actions of the Commerce Committee after Congress organizes next month will be to call FCC before it to outline progress it has made in deintermixture and other measures to aid uhf—as follow-up to committee's allocations report.

Recorded TV & radio commercials constitute work for performer no matter when they are replayed, N. Y. State Unemployment Insurance Appeal Board has ruled. Board found that TV-radio actress Rachel Price qualified for compensation for unemployed period following 5 weeks of actual work on Procter & Gamble commercials—plus 16 weeks during which recordings were broadcast. Under state law, applicant is required to show 20 weeks of work in year prior to compensation claim, and her case had been rejected. AFTRA appealed to Board, which held that any week in which recording was used represented week's work. Union hailed decision as a help in relieving struggling performers from hunting outside jobs during at-liberty periods.

Edison Foundation awards for best 1956 youth programs: *Wide Wide World* (NBC-TV); *Disneyland* (ABC-TV); *Radio Workshop* (CBS Radio); *No School Today* (ABC Radio); *Adventure* (CBS Radio). In addition, KRON-TV, San Francisco, was named "the TV station that best served youth" for its *Science in Action* and *Explorers of Tomorrow*; WOWO, Ft. Wayne, received similar honor for radio station for its *Be Proud to Teach, Junior Town Meeting* and *Radiorama Inc.*

Prostitute's life story, dramatized Dec. 13 by BBC-TV in 90-min. show, apparently aroused little British indignation over theme—but many viewers protested because first seducer of girl was portrayed as American GI. Parents had been warned to decide whether children should see show, *Without Love*, which ended with panel discussion of prostitution by 4 authorities.

Musical history of RCA Victor will be subject of NBC-TV spectacular next spring, entitled "His Master's Voice." Subtitled "From Caruso to Presley," show will trace highlights of the record company from its founding as Victor Talking Machine Co. in 1898 to the present date. RCA Victor will sponsor.

Note to Subscribers

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Public Sensitivity to Broadcasting

"An Eighth Wonder of the World"

History, Accomplishments, Failures, Problems and Plans
for Network Television and Radio

Full Text of Address by Robert W. Sarnoff, president of National Broadcasting Co.
At 30th Anniversary Convention, Americana Hotel, Miami Beach Fla., December 13, 1956

I FEEL LIKE the parachute jumper hired by NBC in 1929. A transmitter was strapped to his back, a microphone thrust in his hand, and he was told to jump and talk. The jump was successful, no broken bones, no shattered equipment. But the parachutist got "mike" fright and not a word came out for a waiting national audience.

Here I am poised for a jump back to 30 years ago when network broadcasting began and when I was only 8 years old. This poses a problem of some delicacy. Any talk about those days will be subject to an on-the-spot check-up, since some of the gentlemen in the audience are part of the story—men like Walter Damm and Harold Hough, Bill Hedges, George Burbach and Dean Fitzer. They were all in radio when the NBC network of 25 stations carried its first broadcast from the old Waldorf-Astoria Hotel in New York. Their presence, naturally, limits the amount I can exaggerate about the good old days—a severe handicap for any anniversary speaker.

However, the story of that first 4½-hour broadcast, with such stars as Will Rogers, Mary Garden and Walter Damrosch, is now almost textbook lore. Our Press Dept. has ground it out a hundred times. If you seek further details, I recommend Ben Gross' fine book, *I Looked and I Listened*.

The first network show was not important just because the initials of the network were NBC. It was the process it put into motion that had significance. Hundreds of individual stations, with irregular, makeshift programming, lacking audience interest, and without an economic basis for growth or even survival—this was the radio picture in 1926. The unifying force of the network service started the evolution of an American communications system that today reaches the world over; that is more watched, more listened to, and more relied upon—particularly in times of peril—than any communications form man has devised.

I suppose any business growing as fast as ours would be plagued by problems. There were problems even in the early years. Our carbon mikes were allergic to sopranos who had a tendency to get too close and overload them with high C's. We had to erect barriers to keep the ladies and the mikes apart. One of our early singing stars couldn't force out a note unless the studio was dimly lit with pink lampshades. Mary Pickford was petrified by the sight of a microphone, and our engineers had to conceal it inside a globe. We used to broadcast Sunday afternoon concerts from the great hall of New York City College, and George Stewart, an engineer still with us, hid in the choir loft at each concert because the organist refused to play if he were in sight.

Beyond these routine problems, there were the crises—in other words, big problems. In 1927 a fuse blew just as a remote from Brooklyn was about to go on the air. My friend, O. B. Hanson, now RCA's v.p. for engineering services, poked around with a penknife, closed the circuit, and then stood there, knife in hand, for more than an hour until the show ended. I have O. B. planted in the audience tonight with that same penknife—just in case this 1956 mike blows.

When NBC was born, RCA announced the event in a full-page newspaper advertisement. Re-reading it the other day, I was impressed by one paragraph describing the job of the network president.

Early Aim: Reflect Public Opinion

"One of his major responsibilities," it said, "will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which expresses itself so promptly the morning after any error of taste or judgment or departure from fair play."

There might be some question today about the president of NBC operating the company so that it reflects enlightened public opinion, but there can be no question about the public expressing itself promptly the morning after. If that paragraph had only included the words, "public and newspaper critics," it would rank with the prophecies of Nostradamus.

The ad told of the need for regular programming of "quantity and quality." It predicted that if such a service were furnished "no home in the United States could afford to be without a receiving set." It said that NBC's programs would be made "available to other broadcasting stations throughout the country." And it expressed the hope that arrangements might be worked out "so that every event of national importance may be broadcast widely throughout the United States."

All this, of course, is now taken for granted. But back in 1926, it was a revolutionary idea.

Events moved swiftly. Within 6 weeks of its first broadcast NBC went transcontinental. Within a year CBS was on the air, and then Mutual. Within 5 years 5,000,000 sets had grown to 50,000,000. Network signals swept across the continental mountain barriers and the western plains, joining America with the fraternal bond of sound.

In retrospect, the 5th and the 10th, the 15th and the 20th anniversaries blend together. The networks rode a tide of mounting public acceptance. Stars and sponsors flocked to them. The President of the United States made his fireside chats and radio networks carried his voice to

the sheepherders of Wyoming. The war years brought radio to full maturity. Sound became the dominant medium of communications and the networks made it so.

1947: TV Enters the Lists

Throughout all these years, RCA and NBC were moving television along, but it was not until after our 20th anniversary that sight became a factor. Radio faced a turning point in 1947 as TV entered the commercial broadcasting lists. Many broadcasters were inclined to stick with a comfortable and prosperous radio operation and leave TV to the future. But there is no protection in standing still. This was the message our affiliates heard at their first convention in Atlantic City. They were urged to seize this new opportunity. And those who did formed the TV vanguard. I am sure they have never regretted their decision.

As network TV revenues soared, network radio revenues declined. Stars and producers and executives migrated from one medium to the other. The picture of our third decade became one of changing concepts, a struggle on the one hand to find a permanent and useful pattern for network radio; a struggle on the other to keep abreast of the network TV service that was growing with unbelievable speed.

Today the service that came to life in the old Waldorf finds itself in an ambiguous position. There are 4 national radio networks, 2800 stations, 140,000,000 receivers. Never has a communications medium achieved such totality of national coverage. Yet none of the networks, I suspect, is contributing many nickels this year to stockholder dividends; and the struggle to develop a permanent economic base for a service of such enormous national importance continues.

Even so, the picture is hopeful. At the 30-year mark, network radio is finding the bedrock of essential service and is beginning a modest rebound—turning from the things that TV can do better, focusing on the things it can do best.

Radio: No Intention of Quitting

In the camp of one radio network, at least, there is no intention of hoisting the white flag. We have plunged upstream, against the current, to find new types of audience and advertiser service. At long last, I believe, we are approaching a base on which our radio operation can not only be maintained, but can grow in stature as an important public service. I am encouraged to say this because of the solid support our new proposals have received from our radio affiliates. Together we are underwriting a determined campaign to restore network radio's usefulness and strength.

On the other side of the broadcast coin, TV has renewed with great vibrance the cycle of network growth. The 3 TV networks reach nearly all the country. 452 commercial stations now function—the vast majority profitably—and the science and art of communicated sight have become a billion-dollar business. In mounting frequency, the TV signals that blanket America are being infused with color—true color, color as nature created it. More than 230 stations now carry network-originated color shows and major programs are telecast in color by NBC on a daily basis.

Color—"The Pearl of Broadcasting"

This 30th Anniversary is our Pearl Anniversary, and the pearl of broadcasting today is color.

So, this is the highlight story of 3 decades, in which 3 great services have been created: first radio, then black-&-white TV, and now color, each growing up around the network service.

But before there can be a beginning, there must be an idea. I believe Walter Damm and Harold Hough and all the other radio pioneers in this room, indeed, every radio historian, would pin the starter's flag for networking on a man who is with us tonight—a man who had been talking broadcasting to me for exactly 38 years. In 1922, my father, then general manager of RCA, presented a plan to the honorary chairman of the General Electric Co. in which he pointed out that broadcasting could not be maintained on the novelty factor of just listening to anything. He said that radio's task of meeting the public's expectation would become greater than "any so far tackled by any newspaper, theatre, opera, or other public information or entertainment agency."

"The newspaper, after all, caters to a limited list of subscribers," he wrote. "The theatre presents its production to a literal handful of people, but the broadcasting station will ultimately be required to entertain a nation."

Then he posed the question: "Who is to do the broadcasting job?" His answer was a plan for the creation of a company to provide a national broadcasting service. Four years later NBC was born.

We have served the nation for 30 years—first with radio, then TV, today both. Perhaps we have done it badly at times. As the first advertisement said, "we will make mistakes," and we have. I predict we will make more.

A Difficult and All-Embracing Medium

For this is a business of infinite variety and complexity, more difficult to grasp than any other business in existence. What is it? It is entertainment—entertainment on a scale that dwarfs the Broadway stage, the Hollywood studio. It is news—news collected by a world-girdling organization and served up to listeners and viewers on a timetable that outraces the most nimble newspaper. It is information—information that spans the whole range of human endeavors, from presentations on the atom to telementaries on history. It is culture—music, opera, and Shakespeare for the millions.

It is the omnibus national medium, akin to—but different from—the theatre, the newspapers, magazines, the concert hall and sports arena. It embraces other forms and it creates its own.

And while being all these things, it has also become a major industrial force, making a contribution of profound significance to the upward thrust of the American economy. The 30 years of networking parallel the 30 years of the nation's greatest industrial growth, and the relationship between the two is more than casual. Broadcasting has assumed the multiple functions of advertising, marketing, merchandising and, in effect, pre-selling the American consumer. It has streamlined a once-cumbersome sales and distributive process. It has served as a prime mover in advancing the gross national product this year beyond the \$400 billion mark.

While a commercial message may occasionally be long, tedious, or—heaven forbid—even annoying, the true import of broadcasting's commercial aspect is that it possesses the priceless power to move merchandise, to create new mass consumption desires in a nation that consumes its way to prosperity, to strength and to security. Were this power stripped from TV, the repercussions on the national economy might well be immediate and fearsome.

While thus serving American business, networking itself has become a big and complex business, which requires efficient organization and administration. It is a business, like others, with a responsibility to earn a profit—a fact neither shameful nor distasteful. It is also a business that can succeed only if free to compete, free to devise a new

and better product in the same clear climate that other American enterprises enjoy.

It is ironic that a service of such value and potential, with such an outstanding track record over 30 years, should find itself so little understood at the time of its greatest success. In part, I think, this stems from its enormous complexity and the widely conflicting pressures brought to bear on it. One hand deals with sponsors and agencies, with talent and agents, with outside producers and film groups. A second hand deals with hundreds of stations, managed by rugged individualists; a third with govt. officials. A fourth hand deals with the press, and, above all, with a sensitive public that can, in turn, be warm, irascible, enthusiastic or plain, downright angry. Pretty soon you run out of hands.

In the year now ending, NBC headquarters, its stations, its field offices, its artists and its producers will have received some 3,000,000 letters from the viewing public. In New York alone, we will have had more than 41,000 telephone calls praising or criticizing our shows, and more than 100,000 telegrams.

Public Sensitivity: Eighth Wonder of the World

Public sensitivity toward broadcasting is truly the Eighth Wonder of the World. Jimmy Durante once said that "everybody wants to get into the act." He must have been thinking of networks in the year 1956 when he said it. Congressional investigations, inquiries by public agencies, demands by other TV interests, have come faster than free plugs on a *Bob Hope Show*.

I am not sending out distress signals when I make this statement. A communications service of such enormous importance, entering so deeply into the daily life of the people, naturally, attracts public and official attention. Much of the hubbub, in fact, can probably be traced to our own doorstep—for I suspect we networks have failed to convey a proper understanding of what we are and how we operate to three basic groups: the public, the govt., and the press.

However, I believe those who seek to evaluate the network service, or criticize it, have a responsibility to understand this complex operation before arriving at judgments. Many of the ready-made opinions about networks come from those with only a surface knowledge of their operations. Let me illustrate:

Periodically a hue and cry arises because good shows on competing networks are slotted opposite one another. As a result, the public cannot see both. This is usually described as an advanced form of network executive imbecility. It is a form that I expect will continue. Competition is our life blood. A show placed at a specific time can influence audience acceptance of preceding and succeeding shows. The success of an entire evening's schedule might well hinge on the placement of one show. As long as I am president of NBC, we will fight the competition's best with our best. I suspect that Frank Stanton and Leonard Goldenson share this view.

The UN Story and Editorial Judgment

Another type of complaint—again traceable to lack of understanding of the business—relates to the public affairs area. In August the networks were criticized for excessive coverage of the political conventions when the cameras stayed live from gavel to gavel. In November, the networks were criticized for lack of complete live United Nations coverage during a serious international crisis when great news stories were erupting in Moscow, Budapest, Port Said, Tel Aviv. We did not cancel commercial shows to cover the UN sessions in their entirety. I thought then, and I think now, that our news dept. made a correct decision.

With the intricate mechanism of networking, you cannot cut in and cut out of regular shows, particularly filmed ones, to capture undetermined moments of high drama. True, you can wash out an entire evening's schedule. You can ride through hours of procedural involvements, technicalities, often uninteresting speeches, to seize the nuggets of decision; but if you do, you lose the vast majority of your national audience and we are a national medium which programs for the national audience, not just for the selected few. We retain the same right as the newspaper to exercise our best editorial judgment on the coverage of a story. Like the newspaper or the wire service, we spend whatever is necessary to get our men and equipment where the news is breaking and to open circuits to those places. We are interested in the comprehensive news picture and we think the majority of our audience is.

I do not contend that TV news and special event coverage is by any means perfect. We still have much to explore, much to improve. We will not mark time in this area.

These criticisms and reactions are, in one sense, a healthy manifestation of the intense interest of the public and the press. People feel an intimacy and responsibility for TV that defies historical analogy, and no two members of the public seem to agree on how we should handle our programming. The report of the NBC night executive office on last Nov. 1 is a classic illustration of this. It dealt, like a ship's log, with hundreds of calls that swamped our switchboard during the late afternoon and evening hours on a day of momentous political and international news. Let me quote from it:

Before 6:00 p.m.—50 calls protesting that Adlai Stevenson apparently was not being granted equal time to answer the President's speech of the night before. General tenor of the calls: highly irate.

6:15 p.m.—we announce that Stevenson is being given equal time. The switchboard lights up like a Christmas tree. We are accused of giving in to political pressure. Many callers say they intend to protest this disgrace by telegram, and never dial NBC again.

6:30 p.m.—we are covering the UN live. Complaints from viewers who miss their regular programming.

6:45 p.m.—our New York station cuts to the Esso news show, featuring Ken Banghart, for a world news roundup. A barrel of protests for leaving the UN, the callers saying that NBC cares more about making money than keeping the public informed at a time of impending disaster.

7:00 p.m.—we cut to Adlai Stevenson. The calls continue furiously through his speech, some protesting that we are not at the UN, some protesting at giving Mr. Stevenson time, others angry at missing their regular show. Some, in fact, were so angry they hung up without fully explaining what they were angry about.

And so on into the night. On the news summaries and bulletins we brought in from the UN, we got telephone protests because our commentators referred to England and France as allied forces. There were more than 500 calls during the evening. I guess it's tougher being a network telephone operator than a network president.

The crowning blow came two days later in a letter addressed to the president of NBC, from a mother berating us because we inserted urgent news bulletins into a children's program. This had upset her young child.

The Job: "Stimulating, Provocative, Challenging"

This is all part of the business of networking and if I dwell on its harassing aspects, it is not that my affection for it lessens. I have been with NBC 9 years, nearly the entire life of the TV network, and I find it increasingly the

most rewarding occupation anyone could seek. It is stimulating, provocative, challenging. It is a service with endless possibilities for innovation and growth. I look forward to being with it for many years to come—and I say this with full knowledge of the many problems and tasks that lie ahead.

One of these tasks, as I mentioned, is to explain ourselves to Govt. The past year has seen a wave of investigations questioning functions inherent in the network systems. Our operating practices have also been under a drumfire of attack by outside interests. If these basic practices were prohibited, networking itself would cease to exist. A great deal of value would disappear from American broadcasting.

Yet, I am confident this will not happen, for there is really only one issue: will the public be hurt or helped if the network system is dismantled? When all the facts are weighed on the scales of public interest, I am sure the balance will be heavily in favor of the present network structure. But the Congressional and FCC studies demonstrate that it is not only important for broadcasting's contributions to be recognized, it is even more important that the operation of this complex business be *understood*. If the current investigations produce that one result, they will be well worth all the time and labor invested by the govt. agencies and the networks themselves.

The Film Invasion: Treat With Caution

And while we seek to explain ourselves to governmental bodies and other external groups, we must also evaluate a new factor developing within the industry itself—the film invasion. It could change the entire character and scope of TV if it is not thoughtfully assessed by broadcasters in long-range terms. It may seem to open a smooth and easy road, but it could be a short road with a dead end.

The flood of film comes from two sources which are beginning to conflict with one another: first, the backlog of Hollywood features now being released in quantity to TV; second, the mounting stockpile of syndicated films, produced for TV in the Hollywood lots that once served the nation's motion picture theatres. Together, they are creating enormous pressures on our industry.

The Hollywood film makers have, quite naturally, seen in the combination of their old pictures and TV, a means of quick and profitable replacement for the loss of theatrical outlets and declining motion picture revenues. They have also seized on TV as a means of reactivating idle movie studios and facilities. I do not criticize their decision to move into TV. The financial pressures directing them toward our medium—after the broadcasters established it as a national system—have been obvious for some time, and the release of the feature backlogs was not unexpected.

Live-&-Color or Film?

Insofar as the broadcaster is concerned, the price tag on feature packages almost compels him to play each film over and over again in order to recoup his costs. These packages, of course, include some fine pictures which promise good first-play ratings. But what about all the grade B, C and D films in the package? How much audience will they hold when they have been run, and rerun, and run again? And if most broadcasters take that route, where will the industry be when the end of the road is reached 2 or 3 years from now? Or will TV by then have surrendered itself to the Hollywood film-makers as its main source of new product?

Today, TV broadcasting is at a crossroads: one fork has color signposts and points to programming created for the

medium itself, with emphasis on live service. The other fork follows a detour to a reservoir of motion picture film, built up over the past 20 years.

At NBC we have carefully weighed the alternatives for the network and our owned stations. We have decided that TV's future rests along the route we now chart. We shall continue our emphasis on live TV, on fresh new programs designed for the medium, and on the development of color. We believe this is the way to maintain TV's momentum and vitality. We agree with a comment made by Jack Gould, TV-radio editor of the *New York Times* in his column last month. He wrote:

"TV is and must remain far more than a revision in the method of distributing Hollywood wares. Its everlasting potential lies in the fact that it is a creative and distinctive artistic medium in its own right . . . It is the spontaneity and reality of a live performance that excites and arouses the viewer whether it is in art, in politics, or in education. It is the viewer's sense of personal involvement that is the touchstone of TV's potential magnificence and its limitless future."

We will, of course, continue to draw from all creative sources, film as well as live, in an effort to get the finest programming available. But we will not surrender our conviction that an NBC opera production, a *Wide Wide World*, a *Jack and the Beanstalk* or a *Festival of Music* is more meaningful to the ultimate cause of good TV than the finest film turned out by Hollywood for theatrical release.

This is our decision for ourselves. We do not control the decisions of others. Yet I think every network affiliate should reflect on the likely results of loading schedules with feature films—particularly if use of this temporary product leads to displacement of network programs. If such a trend results in curtailing the networks' access to the air, they will be deprived of the resources and the opportunities to move ahead in creative programming. Not only will entertainment shows be affected, but also cultural and informational programs that are part of the broad network service, and that are not offered by any other program service. Ultimately, the Hollywood movie makers might replace their former 40,000 theatrical outlets with the nation's 40,000,000 or more TV sets. If they do, TV as a communications service will ride a toboggan of decline.

"Larger Horizons Than . . . Hollywood Inventory"

I am sure the stations who pioneered TV with us will set their sights on a larger horizon than a service built around a Hollywood inventory. They will want to pioneer the new opportunities, as they did when TV itself was on the threshold.

In considering the alternatives, I think you will also want to assess a related factor—the rise of a third network. This should be a source of satisfaction, for 3-network competition can only add to the overall strength of our medium.

However, we must evaluate a new set of circumstances. One of these is the wider audience spread among three networks. No longer do you have a Milton Berle, or an Ed Sullivan, or a \$64,000 Question, capturing 80% or 90% of all sets in use. Even Elvis Presley can't do it!

The things I have mentioned—the film influx, increased network competition, and the greater audience spread—take on even broader significance when viewed against the backdrop of the industry's present stage of development. With a rising population, a steady increase in circulation, and the trend toward multiple sets in the home, black-&

white will continue to grow, but not at the breakneck pace of the past.

This places a special premium on developing and refreshing the creative resources within TV itself. Above all, it places a premium on color. *Color is the booster charge for our fourth decade.*

Just as black-&-white TV came along when radio reached maturity, so now color comes to the forefront. The opportunity that was ours in Atlantic City is now ours again.

Next year we are aiming for at least 2 color programs nightly and soon we hope to have the bulk of our night-time schedule in color. We are driving hard on color expansion because high-attraction network color shows are the best and quickest means of creating national color circulation, just as the big Berle spectaculars created black-&-white circulation.

Through the network structure, color service has already spread nationally. Today 95% of all TV homes are within reach of color signals. The majority of our affiliates have equipped themselves to transmit network color, and about 30 stations on the network are originating their own live color shows. They, and we, are riding the color tide of the future.

Plans for Educational TV

Now, like our young friend, Jack, I want to climb a different beanstalk. This beanstalk leads to a new world of TV—a world which we commercial broadcasters seldom explore. This is the world of educational TV.

While our commercial broadcast service spans the whole range of informational subjects in programming for the varied tastes of the national audience, it does not attempt specialized educational services for specialized audiences. This type of programming comes within the province of the non-commercial, educational stations which have been licensed by the FCC for that specialized purpose.

Every citizen has a stake in the success with which these stations carry out their mission. The drastic national shortage of teachers and classrooms lends a special urgency to their efforts to build themselves into a major educational force. Those of us who live in TV and who seek its full development in every area in society have a particular sympathy for the difficult problems of financing and programming which the educational stations face. In my judgment, we also have an interest going beyond that of the average citizen to lend such support as we can in solving these problems.

This interest has already been recognized by many of our affiliates. On the local level they have served as good neighbors in many ways to their educational counterparts. Now we propose to be good neighbors on the national level.

The Schedule: 3 Half-Hours Weekly

It is NBC's plan, during 1957, to furnish specialized educational programs to all of the nation's non-commercial educational stations. These programs will be produced in our studios and furnished live to the educational stations over our network lines. They will be telecast during an afternoon time period which does not conflict with our regular schedule. They will also be kinescoped for repeat broadcast or subsequent classroom use, thus creating an important and enduring educational TV library.

The programs will consist of 3 half-hour presentations

each week, with instruction in mathematics, the humanities, and government. The project will extend through 26 weeks in 1957, beginning next March for a 13-week period, and resuming next October for another 13 weeks. Each of the 3 program series will be conducted by experts in the field. We are approaching men of scholarly attainments in their fields—men like James R. Newman, author and editor of the brilliant new book, *The World of Mathematics*. He has already consented to supervise this course. We hope to obtain the services of one of the nation's eminent political scientists for the course on Govt., and to invite public officials to participate in it. An NBC producer will be assigned to oversee each of the 3 series.

This service will be provided by NBC at no charge to the educational stations. We are committing more than \$300,000 next year for programs, production facilities and personnel. The Educational TV and Radio Center at Ann Arbor, which has received funds from the Ford Foundation, is supplying the local loops to connect the educational stations with the NBC network lines, and is consulting closely with us on the design of the programs. On behalf of its affiliated stations, the Center has assured us that live programming with network production values constitutes a service of major importance that will be welcomed by educational stations. Their attitude is shared by many leading educators and public organizations with whom we have had exploratory discussions. All seem to support our belief that this pilot project can give added vigor to the entire process of education through TV.

As one example, Dr. Grayson Kirk, president of Columbia University, has been apprised of our plans and has written me as follows:

"I have learned, with satisfaction, of the NBC's plan to provide TV services of a 26-week period to the nation's educational TV stations . . . in formulating and carrying through this project, the NBC earns the gratitude of all who are devoted to the field of education."

This will be the first live programming ever to be done expressly for the educational TV stations on a national basis. Officers of the Center have already indicated an interest in extending this service to other days and other subjects. We have reason to believe that other Foundations and organizations will be similarly interested. This is frankly what we have hoped for. We see our 26-week project as a demonstration operation. We believe that when our project terminates at the end of 1957 its values and lessons can be carried forward in ways that will help enrich the whole future of education by TV.

60th Anniversary: World TV in Color

Now back down the beanstalk. The educational proposal will, in no sense, divert us from our regular programming plans. We now have the creative personnel, the organization and the facilities to hold a firm position of leadership over the next 3 decades. At our 60th Anniversary Convention, I expect to be talking to you about TV signals which span the globe. My subject then will be: the world—in color.

That concludes my review of the problems and achievements of the past; the challenges, hopes and prospects for the future. It also concludes the one and only long speech of the convention.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TELEVISION OWNERSHIP Percent of Families in Each Group With Television Sets

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Realignment of adv. functions within RCA tube div.: G. G. Griffin promoted to mgr. of adv. & sales promotion; R. A. Huff, mgr. of adv. & sales promotion-entertainment market, assisted by F. T. Vanacore as administrator of renewal adv.-kinescopes; F. X. Banko, mgr. of adv. & sales promotion-industrial market, assisted by C. E. Howard as administrator of renewal adv.-CR & power tubes, and by George Sapin as administrator of equipment adv.-CR & power tubes; A. J. Jago, administrator of budgetary & cost controls; E. B. May, administrator of adv. & sales promotion-semiconductors; J. J. Phillips, administrator of shows & exhibits; H. M. Slovik, administrator of publications, assisted by Robert L. S. Leedy.

Merger of Magnecord and Midwestern Instruments Inc. has been approved by directors of both companies and will be presented to Magnecord stockholders next month. Plan provides that Magnecord's 3 series of notes be exchanged for Magnecord stock and the resultant stock exchanged for 149,511 shares of Midwestern common on basis of one share of Midwestern for 4½-5 shares of Magnecord. Midwestern, of Tulsa, makes oscilloscopes, galvanometers, torque motors, electronic instruments and has annual sales of about \$4,500,000, its operations reportedly profitable (figures aren't available since it's not publicly owned). Magnecord, Chicago, makes magnetic tape recording equipment with sales of more than \$2,500,000 and has been operating at loss.

New GE department of communications products, absorbing operating functions of old communication equipment section, has been formed with Harrison Van Aken Jr. as gen. mgr. It will produce mobile radio, microwave, traffic coordination units, power line carrier and terminal equipment, etc.

Excise tax collections on TVs, radios & phonos totaled \$161,098,000 in fiscal year ended June 30, compared with \$136,849,000 in preceding fiscal year, reports Internal Revenue Service. Collections on phono records totaled \$12,324,000, compared with \$8,287,000 in preceding fiscal year.

Financial & Trade Notes: Zenith Radio, following TV industry trend, reports declines in earnings from year ago for both 9 months and quarter ended Sept. 30. Net profit for 9 months was \$3,890,765 (\$7.90 per share), compared with \$5,004,069 (\$10.16) in first 9 months of 1955 and \$2,573,954 (\$5.23) in corresponding period of 1954. For 3 months ended Sept. 30, earnings were \$1,359,941 (\$2.76), as against \$1,878,008 (\$3.81) in third quarter of 1955 and \$1,285,708 (\$2.61) in corresponding 1954 quarter.

Sales also declined from 1955 levels, totaling \$100,568,265 in first 9 months, compared to \$108,468,108 in first 9 months of 1955 and \$90,968,450 in same 1954 period. For quarter ended Sept. 30, sales were \$35,197,330, compared with \$37,012,406 in 1955 and \$34,287,041 in same 1954 quarter.

Pres. E. F. McDonald Jr. reported that sales of TV receivers in 9-month and 3-month periods declined from 1955 levels, in accordance with industry trends. But he added that Zenith's average TV unit prices in third quarter rose, while TV prices of other manufacturers declined. This, he said, was due to fact that higher-priced "Space-Command" remote-control receivers accounted for 40% of Zenith's TV dollar volume in third quarter. He also stated that sales of Zenith radios & hi-fi phonos in first 9 months increased by more than 40% over first 9 months of 1955.

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George B. Storer, pres. of Storer Bestg. Co., eliminated his direct holdings in its common stock issue by selling 14,640 shares in Oct., N. Y. Stock Exchange reported this week to SEC. He also reduced direct ownership of class "B" issue to 1,092,890 shares by selling 185,300. Among other transactions by officers & directors: Admiral pres. Ross D. Siragusa bought 7900 Admiral in Oct., increasing beneficial (but not record) ownership to 254,367; he is owner of record of 69,808 shares held in 4 trusts for benefit of his children. Thomas G. Lanphier Jr. bought 8000 General Dynamics in Sept., 4000 in Oct., bringing direct ownership to 12,000.

Official Films earned \$424,007 (16¢ per share) on gross revenues of \$2,700,000 in fiscal year ended June 30, compared with \$346,217 on \$1,200,000 in preceding fiscal year. Indicating good future, pres. Harold Hackett estimated net profit of \$332,160 (13¢) in quarter ended Sept. 30—or about 75% of profit for entire preceding fiscal year. He said that *Robin Hood, Adventures of Sir Lancelot and Buccaneers*—all filmed in Britain—had been sold to networks, and that foreign sales were increasing steadily, with England accounting for more than \$1,000,000 in sales, Canada \$500,000, Australia \$150,000.

Philco declared 1% stock dividend, in lieu of regular 20¢ quarterly, payable Dec. 3 to stockholders of record Dec. 1. Board announced Nov. 23 that it is "in the best interests of stockholders to conserve working capital" due to recent acquisition of Bendix laundry business and that the 80¢ a share paid since first of year in dividends "is in excess of the anticipated earnings" for full 1956.

Dividends: Storer Broadcasting, 45¢ regular plus 10¢ special on common, and 6¢ regular plus 2¢ special on 'B,' all payable Dec. 14 to stockholders of record Dec. 1; Clevite Corp., 40¢ Dec. 12 to holders Nov. 30; Cornell-Dubilier, 40¢ Dec. 31 to holders Dec. 14; Lear Inc., 15¢ Jan. 10 to holders Dec. 30; Wells-Gardner, 20¢ regular plus 20¢ extra Dec. 15 to holders Dec. 8.

Standard Coil Products reports net loss of \$358,706 on sales of \$15,392,295 in quarter ended Sept. 30, compared to net loss of \$215,861 on \$13,896,542 in same 1955 period.

American Electronics Inc. earned \$242,425 (47¢ per share) in 9 months ended Sept. 30, compared with \$177,377 (34¢) in corresponding 1955 period.

Electronics Reports: IRE names 75 engineers and scientists as Fellows of the Institute in awards effective Jan. 1, presentations to be made by IRE sections. Recognition of awards will be made March 20 at annual banquet during 1957 convention at Waldorf-Astoria, N. Y. The recipients:

United States: Leonard G. Abraham, Bell Labs; Walter J. Albersheim, Bell Labs; Maj. Gen. Francis L. Ankenbrandt, Air Force; Allen A. Barco, RCA Labs; Laurence Batchelder, Raytheon; Wm. T. Born, Geophysical Research Corp.; George P. Bosworth, Firestone; James D. Cobine, GE; George C. Comstock, Airborne Instruments Lab; Sidney Darlington, Bell Labs; Rinaldo DeCola, Admiral; Burgess Dempster, Electronic Engineering Co.; Milton Dishal, Federal Telecommunications Labs; Frederick H. Drake, Aircraft Radio Corp.

William A. Edson, GE; Leslie E. Flory, RCA Labs; Sidney Frankel, Litton Industries; Carl A. Frische, Sperry Gyroscope; William N. Goodwin Jr., Weston; Georg Goubaul, Signal Corps Engineering Labs; Wolf J. Gruen, Los Angeles; Robert N. Hall, GE; Paul G. Hansel, Servo Corp.; Howard R. Hegbar, Goodyear; James Hillier, RCA; Wilbur S. Hinman Jr., Diamond Ordnance Fuze Labs; Gunnar Hok, U of Michigan; Harry W. Houck, Measurements Corp.; William H. Huggins, Johns Hopkins U; James E. Keister, GE; G. Ross Kilgore, Signal Corps Engineering Labs; Laurence M. Leeds, GE.

Jesse Marsten, International Resistance; Daniel W. Martin, Baldwin Piano; Richard E. Mathes, Burroughs Research Center; John W. Mauchly, Remington Rand; James O. McNally, Bell Labs; Eugene Mittelmann, Chicago; Howard K. Morgan, Bendix; William J. Morlock, GE; Robert M. Morris, ABC; Francis L. Moseley, Pasadena; Harper Q. North, Pacific Semiconductors; Maj. Gen. James D. O'Connell, Army Signal Corps; Lucius E. Packard, Acton Labs; Leon Podolsky, Sprague Electric; James L. Potter, Rutgers U; Robert M. Ryder, Bell Labs; Robert E. Samuels, Motorola; Otto S. Schairer, RCA; Ernst H. Schreiber, Pacific T&T.

Matthew H. Schrenk, Office of Naval Research; O. Hugo Schuck, Minneapolis-Honeywell; Louis D. Smullin, MIT; Roger A. Sykes, Bell Labs; Leland E. Thompson, RCA; George S. Turner, FCC; Clarence D. Tusk, RCA Labs; Oswald G. Villard Jr., Stanford U; Chao C. Wang, Sperry Gyroscope; Arthur H. Waynick, Pennsylvania State U; Joseph Weil, Florida U; Warren D. White, Airborne Instruments Lab; Samuel B. Williams, Chevy Chase, Md.; Arthur K. Wing Jr., Federal Telecommunication Labs; G. Frederick Wolcott Jr., Gilfillan Bros.

Foreign: Jack Avins, RCA Labs, Zurich; George S. Field, Defense Research Board, Ottawa; Gerald Gross, International Telecommunications Union, Geneva; S. G. L. Horner, Hudson's Bay Co., Winnipeg; T. H. Kinman, British Thomson-Houston Co. Ltd., Rugby; Werner J. Kleen, Siemens & Halske, Munich, Germany; Issac Koga, Chiba U, Chiba, Japan; J. C. W. Scott, Defense Research Board, Ottawa; Frederick C. Williams, Manchester U, Manchester, England.

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Long-range radars for 23 U. S. locations were ordered this week by CAA from Raytheon in \$9,000,000 contract for deliveries starting next summer. Capable of scanning up to 200 mi., radars are central equipment in \$75,000,000 program for new air navigation and traffic control facilities announced by CAA in April. Each will use 40-ft. antenna, feeding as many as 15 monitors simultaneously to track high-altitude jets and conventional aircraft.

Underwater TV may play a part in unblocking the Suez Canal, Nov. 11 *London Sunday Times* speculates, adding that the project "is likely to prove the biggest diving job since the freeing of the Channel Ports in 1945." Britons have used underwater TV with conspicuous success in diving and ship salvage jobs; underwater cameras are made by Marconi and Pye.

Closed-circuit TV seminars on 2-way GE radio equipment are giving brush-up training to independent servicemen. Camera and control unit with 5 monitors are used by GE factory experts for regional demonstrations of intricate circuitry. First seminar was conducted in Atlanta.

Third International Automation Exposition opens Nov. 26 at N. Y. Trade Show Bldg., 500 Eighth Ave.

Federal Telephone & Radio received \$18,903,000 Navy contract for airborne Tacan equipment.

Consolidated Electrodynamics Corp. earnings for full 1956 should be about \$1,350,000 (\$1.40 per share) on sales of more than \$23,000,000, says chairman Philip S. Fogg. Profit in 1955 was \$803,696 (85¢) on sales of \$17,124,429. He said military currently accounts for about 30% of billings—primarily for Datatape, a data processing system used in guided missiles.

Hycon Mfg. Co. had net loss of \$205,514 on sales of \$3,644,671 in 6 months ended July 31, compared with net profit of \$110,277 (4¢) on \$4,574,777 in corresponding period of 1955.

ELECTRONICS PERSONALS: Arthur V. Loughren, ex-Hazeltine research v.p. and outgoing pres. of IRE, named reesarch v.p. of Airborne Instruments Labs, Mineola, N. Y. . . Dr. Donald D. King, former director of Johns Hopkins U radiation lab, elected research v.p. of Electronic Communications Inc., Baltimore . . . Alan H. Shapley, member of 20-man coordinating committee for 55 countries participating in International Geophysical Year, named head of new section on earth-sun relationships at Bureau of Standards Boulder (Colo.) Labs for further research into effects on radio communication . . . Dr. Leo Szilard, head of nuclear physics at Chicago U and pioneer in developing atomic bomb, named consultant to Unitronics Corp., specializing in programs of food preservation by electronics, into which Unitronics plans to expand . . . George D. Rice, production mgr. of Kay Lab, San Diego, elected mfg. v.p. and board member . . . Glen F. Nielsen, ex-ElectroData Corp. & IBM, named asst. mgr., Stanford Research Institute computer lab, Menlo Park, Cal. . . . Joe H. Morin named to head sales activity of newly created industrial service dept. of technical publishers Howard W. Sams & Co., Indianapolis; dept. will prepare manuals and parts guides for makers of electronic equipment and govt. agencies . . . Leo Selden, ex-DuMont Labs, named asst. engineering mgr., Federal Telephone & Radio instrument div. . . Henry Berring, Weston Electric Instrument mgr. of market research, on loan to Commerce Dept. to serve for 8 months as deputy director of Scientific, Motion Picture & Photographic Products Div. of Business & Defense Services Admin.

Mobile radio business in land transportation and industrial service is booming across country, Nov. 12 *Wall Street Journal* reports in lengthy roundup from San Francisco by Ronald J. Ostrow. It notes that 61,836 stations were authorized by Oct. 1 by FCC—38% more than in mid-1955, nearly 8 times the number in 1949—and estimates \$100,000,000 invested in equipment so far, \$35,000,000 of it this year. "The torrent is increasing," *Journal* says, quoting manufacturers' guesses at mobile units in use as 300-500,000. It lists Motorola and GE as manufacturing leaders, sharing business with RCA, Bendix and DuMont, with segments of market taken by Link Radio Corp., Radio Specialty Manufacturing Co. and Kaar Engineering Corp.

Aveco's new \$15,000,000 research & development center for guided missile work will be built on 100-acre site in Wilmington, Mass., near Boston. Buildings covering 16 acres, to be completed by mid-1958, will house Aveco facilities now in Lawrence and Everett, Mass.

Kay Lab, San Diego manufacturer of station & industrial TV equipment and electronic instrumentation, this week announced \$250,000 expansion program, involving addition to present plant to be completed by late spring. Company employs 300.

Muntz TV has filed suit against Trav-Ler Radio in Chicago Federal Court, alleging failure to pay for use of its TV production designs in accordance with 1955 contract.

Texas Instruments earned \$1,506,119 (45¢ per share on 3,008,125 common shares outstanding) in first 9 months, compared with \$1,099,748 (34¢ on 2,987,013 shares) in corresponding 1955 period. For quarter ended Sept. 30, profit was \$476,272 (14¢), as against \$403,738 (12¢) in same period year ago.

Beckman Instruments earned \$378,439 (29¢ per share on 1,287,227 common shares outstanding) on sales of \$8,404,767 in first fiscal quarter ended Sept. 30, compared with \$369,712 (30¢ on 1,249,735 shares) on sales of \$6,109,413 in same period year ago.

Two new TV stations bordering U. S. are now under construction by Mexican interests, and 2 more are planned in Mexico's interior, according to word from Mexico City. Both affiliated with Telesistema Mexicana (O'Farrill-Azcarraga interests), which has ownership in 8 of the 9 currently operating Mexican stations, these stations reportedly are now being built: (1) In Tijuana—opposite San Diego, Cal.—Ch. 12, using 5-kw GE transmitter, 6-gain antenna. It will be Tijuana's second station, fourth for San Diego area, Tijuana's ABC-affiliated XETV (Ch. 6) being owned by George I. Rivera & Emilio Azcarraga. (2) In Mexicali—across border from El Centro, Cal. & 50 mi. from Yuma, Ariz.—Ch. 3, with 5-kw Federal transmitter, 3-gain antenna. These other new Mexican stations, also affiliated with Telesistema, are in the works: (1) Chihuahua, Ch. 11, using 50-watt French transmitter formerly installed in Puebla station (now off air), with 4-gain antenna; scheduled to start about Jan. 1. (2) Torreon, Coahuila, Ch. 4, with 1-kw Philco transmitter, 3-gain antenna; debut planned in "3 or 4 months." No call letters have yet been assigned the upcoming stations. These changes are planned in present Mexican stations: XEZ-TV, Mt. Zamorano (Queretaro, Ch. 3) will boost power by installing 50-kw transmitter in next 4-5 months. XHNL-TV, Monterey (Ch. 10) will switch to Ch. 2, install 5-kw Federal transmitter & 3-gain antenna, in 4-5 months. Telesistema also plans to interconnect Mt. Zamorano & Guadalajara stations by installing relay station at Mt. La Piedad, Michoacan.

British advertisers spent £9,500,000 (\$26,600,000) on commercial TV during its first year. Top 10 advertisers were: (1) Associated Newspapers (*London Daily Mail, Daily Sketch, Evening News, Sunday Dispatch*). (2) J. Lyons & Co. (soft drinks, tea). (3) Hedleys (soap). (4) Hudson & Knight (soap). (5) Lever Bros. (soap). (6) Shell Mex & BP (gasoline & oil). (7) Esso. (8) Cadbury's (chocolate). (9) Van den Berghs (oleo, shortening). (10) Beechams (patent medicines). Meanwhile, British *TV Times*, commercial TV program magazine, reported its circulation had reached 1,000,000 in first year.

TV-taught typewriting is at least as effective as conventional classroom instruction, according to elaborately scientific findings by Michigan State U. Comparisons of typing performances by students in regular classroom course and those taught through university's educational WKAR-TV, E. Lansing, are detailed in 64-pp. booklet *Teaching Typewriting Through Television*, available for \$1.50 from school's Bureau of Business Research.

Out-of-home radio listening hit all-time high last summer, according to Pulse survey released this week. Last summer, out-of-home listening added 24.9% to in-home audience, vs. 23.3% in summer 1955. Among individual markets in 26-market survey, peak out-of-home listening was done in Philadelphia (27.7%), lowest was Atlanta (20.6%).

Ban on Elvis Presley recordings by WSYR, Syracuse, brought approving "flood of correspondence," according to pres.-gen. mgr. E. H. Vadeboncoeur, after station announced it was cutting away from NBC network whenever the rock 'n' roll singer is heard. He said "we would be neglecting a trust if we failed to ban the Presley recordings."

First Australian govt.-controlled TV station, ABN, is now on air in Sydney. Also operating are 2 commercial stations in Sydney and 2 in Melbourne. Debut of Melbourne's non-commercial ABV is imminent.

Due in bookstores soon is Morgan Beatty's *Your Nation's Capital* (Farrar, Strauss & Cudahy). Guidebook by the NBC commentator is product of his experience as a Washington reporter.

"The film network is the network concept of tomorrow," pres. Ely Landau of NTA and NTA Film Network told RTES round table luncheon Nov. 21 in New York. He made this prediction: "We believe [that] even our current wired networks will convert to the film network with the exception of major sporting events, the big news and political telecasts and certain types of variety and occasional dramatic shows. We believe that the economics of the TV industry, starting with the coaxial cable and ending up with the inflexibility of a wired network, must dictate that concept for tomorrow." He also forecast that Hollywood would go far deeper into TV than it has to date, and that in near future each movie studio may receive \$60-\$80,000,000 in annual revenues from production of TV film programming alone.

New master contract between AFTRA and 4 networks, retroactive to Nov. 16 and running for 2 years, was approved by union's national board Nov. 21 in N. Y. following weeks of negotiations with CBS, NBC, ABC and Mutual. Formal signing of national agreement awaits clarification of language of terms covering such issues as 10% raise in minimum pay scales for TV performers, minimums and pension provisions for staff announcers. Meanwhile local AFTRA negotiations continue in N. Y., Chicago, Los Angeles and San Francisco.

Warsaw TV audience saw USIA film Nov. 5, on eve of U. S. election. TV film, "Political Conventions," explained American election system and featured scenes from GOP & Democratic conventions. It was loaned by U. S. Embassy to Warsaw TV station—one of 2 in Poland—and televised with Polish narrative dubbed in. Film was part of USIA's *Report from America* series, produced monthly in English, French, German, Spanish & Japanese.

British will get taste of their own medicine, as British movies—which have been on American TV for many years—begin to appear on BBC-TV. BBC has just concluded deal with producer and labor groups to permit showing of pre-1948 features. BBC wants to show 12 British features, 4 foreign language features and 4 documentaries during 1957.

Old NARTB petition of Sept. 13, 1954—asking FCC to permit TV stations to sign on and off with either visual or aural identification—was turned down by Commission this week. FCC said it didn't think present rule requiring both identifications is burdensome or that change would cut stations' expenses significantly. It also said that aural identification is useful for mobile monitoring units.

Another time-for-film barter deal brings big network sponsor Hazel Bishop into spot TV. Company reportedly has closed \$7,000,000 deal with Matthew Fox whereby it gets 52-week spot campaign in 200 markets beginning early next year. Fox had accumulated the bartered spot time in deals with old MPTV library.

Sales increase of 275% in Ziv film reruns has been scored in last 12 months, according to Pierre Weis, gen. mgr. of distributor Economie TV. Weis said half-hour reruns, operated primarily by stations as saturation vehicles for TV spots, often out-rate feature-length films and network shows.

TV-radio program questionnaires, start of survey intended to show how schedules should be designed to aid spot campaigns, were mailed this week by rep Peters, Griffin, Woodward Inc. to ad agencies across country. Firm hopes survey will help bring some uniformity by stations in makeup and distribution of schedules.

Closed-circuit telecast of UCLA Homecoming parade was piped to students confined in UCLA Medical Center Hospital by school's TV-radio div. Crew of 15 students produced the telecast, one of series of remotes planned in student TV training program.

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SUMMARY-INDEX OF THE WEEK'S NEWS — December 1, 1956

UHF EXCISE TAX RELIEF stymied by lack of all-out industry campaign, as House hearings open. Magnuson, industry groups ask tax exemption (pp. 1 & 5).

DEINTERMIXTURE combatants ready comments for Dec. 3 filing. TASO picks Dr. George Town, Iowa State College, as director. ABC's vhf drop-in plan (p. 2).

"**HOME THEATRE**" project for Bartlesville, Okla. solidifying as major movie producers display open minds on releasing first-run features (p. 3).

TRANSLATOR PROGRESS: 55 units shipped, 45 more completed, 100 under production, according to Adler, though FCC has only 35 applications (p. 3).

NEW STATIONS BRING on-air total to 494 (96 uhf). Starters: WRAL-TV, Raleigh; KNAC-TV, Ft. Smith, Ark.; KICA-TV, Clovis, N. M.; CHEK-TV, Victoria, B. C. (p. 7).

LACK OF DRIVE PERILS UHF EXCISE RELIEF: Outlook for aid to uhf stations through repeal of 10% excise tax on all-channel receivers never was dimmer than it is today -- in spite of the opportunity offered by the incoming new Congress, which will ask for suggestions for tax legislation.

No legislative fires were lit in the tax-writing Ways & Means Committee this week by the handful of industry representatives who bothered to testify or file statements in curtain-raising hearings. On negative side, Treasury representative Dan Throop Smith reiterated Administration opposition to any excise tax cuts -- though this time he didn't specifically mention TV.

Opening hearings on new revenue bill, excise tax subcommittee headed by Rep. Forand (D-R.I.) listened politely to arguments that repeal of levy could materially help to break the "vicious circle" stifling uhf development -- no sets, no audience, no uhf station time sales.

Subcommittee had few questions for the 2 industry witnesses this week -- but those that were asked, and the comments made, indicated more obviously than ever that short of an all-out industry-wide campaign the tax relief plan hasn't a chance.

An all-out industry-wide campaign is exactly what's lacking, though virtually every segment of TV industry has endorsed the tax exemption plan. As garnered from their statements before Congressional committees and in private conversations, we deduce these reasons why the industry's various branches won't use their lobbying skill to wage fullscale fight for this measure which they endorse:

Uhf telecasters -- Some are suspicious of the proposal as a "sop," a substitute for deintermixture or other relief from FCC. Most of them point out that it would help build audiences in long run, but be of little immediate aid.

Vhf telecasters -- Those who oppose deintermixture endorse the plan because they know of no other way to help uhf stations without hurting themselves. Others aren't particularly concerned, merely support it because it seems like good idea.

TV manufacturers -- While endorsing proposal, most are lukewarm even though it could eventually mean slight cut in cost of sets. They feel entire concept of TV excise tax is wrong, would rather campaign for repeal or reduction of excises on all sets. In addition, all-channel set exemption would involve retooling to gear

TV PRICE INCREASES needed, say set makers, but record-high inventories, slow retail sales are obstacles; GE cuts tube shipments to industry (p. 9).

COMPETITION FROM IMPORTS of lower-priced foreign-made radios, proposal to increase electronics directors on board feature RETMA meetings (p. 10).

ELECTRONICS INVESTMENT CORP., open-end trust, reports decline in net assets to \$10,927,950 as of Oct. 31, from \$11,522,046 end of April (p. 8).

TRANSISTOR MANUFACTURING field seen narrowing to 5-6 leading producers from today's 30-odd makers; manufacturers ranked by output (p. 11).

COLUMBIA PICTURES planning to buy TV stations; Republic shuts down theatrical film production, completing metamorphosis from movie to TV company (p. 12).

plants for complete vhf-uhf receiver production, and might cause distress selling of higher-priced vhf-only models -- at least during transition period.

One exception has been RCA -- long a pioneer in uhf development -- which has actively supported plan. It's true, too, that RCA's drive to put color TV across could benefit substantially from the tax exemption. By equipping all color sets with all-channel tuners, manufacturers could reap hefty 10% reduction in factory cost of color receivers, which retail at \$500-\$1000.

Tuner makers -- This small group, which would realize biggest immediate gain from the proposal, starts squabbling over the question of "what is an all-channel tuner?" every time the plan is proposed to Congress.

Strongest drive continues to come from Chairman Magnuson (D-Wash.) of Senate Commerce Committee, who this week filed statement with Forand subcommittee urging elimination of all-channel set excise. In covering letter, he pointed out that his full Committee "came to the unanimous conclusion that very real progress could be achieved through the elimination of the excise tax from all-channel TV sets -- from all such sets if possible, and at the very least from all-channel color sets."

He suggested Forand ask FCC's views on subject. Commission has already endorsed tax-relief proposal, but filed no statement with Forand's subcommittee. At week's end, subcommittee had not shown any inclination to ask FCC's opinions.

Only TV industry witnesses appearing this week were NBC v.p. Joseph Heffernan and Committee for Competitive TV vice chairman John W. English. Statements endorsing proposal were filed by NARTB and Assn. of Maximum Service Telecasters. The statements and Congressmen's questions are summarized on p. 5.

RETMA will testify Dec. 5 -- and this week its set and tax committees agreed to ask for reduction of all TV-radio excises from 10% to 5% and removal of the tax entirely from all-channel and color sets.

DEINTERMIXTURE IN-FIGHTING SHARPENS: Allocations situation warmed up a bit this week -- as engineers & attorneys burned midnight oil to meet FCC's Dec. 3 deadline for comments on deintermixture proposals; as TASO got its man, Dr. George R. Town, Iowa State College engineering professor and ex-Stromberg-Carlson research director; as ABC submitted details of plan for adding many vhf assignments via mileage & power cuts, directionals, precision offset, etc.

The pro-&-con comments to be submitted in hot deintermixture cases will vary all over the lot, inasmuch as FCC has given engineers rather free hand in drawing curves and filing measurements to show gain or loss of service by retaining or deleting vhf channels in affected cities.

FCC cleared decks for deintermixture comments this week by denying whole flock of petitions that had requested reconsideration of the deintermixture proposals. Commission's reasons: All arguments may be submitted Dec. 3, will get full consideration. Petitions denied were those asking Commission to take back its proposals for Madison, Hartford, Peoria, St. Louis-Springfield, Elmira.

Illustrative of intensity of deintermixture fight was filing this week, by "Wisconsin Committee to Save Existing Rural TV Service." Group headed by Robert Mortensen, Madison attorney, plunked down in FCC's lap 20,147 signatures of rural and small-town folk who asserted that without Ch. 3 in Madison they'd get little or no service; that the uhfs just didn't reach them. Group also submitted resolutions to same effect adopted by governing bodies of 14 villages. Mortensen said group has no connection with any station, doesn't care who operates Ch. 3 (held by WISC-TV).

Dr. Town was approved unanimously as exec. director of TV Allocations Study Organization, getting leave of absence from Iowa State College for the \$25,000-a-year job. An industry veteran, he's 51, got Ph.D. from Rensselaer Poly in 1929, served with Stromberg-Carlson 1936-49 before joining the college. He's due to start about first of year, setting up Washington headquarters and starting TASO's job -- exploring potential of uhf, as requested by FCC. At Iowa State, he's been associate director of its engineering research station.

Another group seeking Washington staff chief, Assn. of Maximum Service Telecasters, is still weighing candidates. Meanwhile, its consulting engineers, A.D.

Ring & Assoc., have begun uhf receiving antenna tests, hope to get first mobile unit on road next week for shakedown in Washington area.

Channel-by-channel vhf reallocation plan, submitted in detail by ABC this week, specifies where each assignment should be made -- with power & height maximum, directivity, etc. As stated originally (Vol. 12:30), in top 100 markets, 50 would have 4 or more vhf, 25 would have 3, 23 would be all-uhf, one would have 2 vhf, one 1 vhf. In second 100 markets, 17 would have 4 more vhf, 49 would have 3, 29 would be all-uhf, 2 would have 2 vhf, 3 would have 1 vhf each.

Even though some stations would be directional, ABC stated, many would have full power in most directions. Precision offset, it said, looks good for about 6-12 db improvement. No co-channel spacing would be less than 130 mi.

In submitting the vhf drop-in plan, ABC said it wasn't abandoning deintermixture. It urged FCC to consider deintermixture as alternative in some cases. (Copies of ABC plan are available from v.p. James A. Stabile, 7 W. 66th St., N.Y.)

PROGRESS IN OKLA. 'HOME THEATRE' PLANS: That "home theatre" closed-circuit pay-TV project in Bartlesville, Okla. (Vol. 12:43) appears nearly set, with operation due to start some time next year. A joint effort of Video Independent Theatres (Henry S. Griffing) and Jerrold Electronics Corp. (Milton J. Shapp), it's planned as full-scale test of what Paramount Pictures tried several years ago with its community antenna system in Palm Springs, Cal. -- pay-as-you-see distribution of new first-run movies to homes simultaneously with theatre showings.

Checking with major movie producers this week, we found minds generally open, and there seems little doubt that sufficient film fare is in sight to give project go-ahead. Among film producer principals who could be reached, none said he had declined to participate -- and at least one indicated readiness to cooperate.

Abe Montague, Columbia Pictures v.p.-gen. sales mgr., told us: "We'll probably make our film generally available. I'm confident they'll get enough film. Mechanically, I'm sure it will work, and Griffing is to be complimented for trying it out. There's no problem there from an exhibitor's standpoint, since Griffing has no competition from other exhibitors in Bartlesville."

Barney Balaban, pres. of Paramount Pictures, said: "They've approached us with the idea, and they seem to have good reasons. But we haven't made a decision yet; we have to look into the legal angles, etc. They seem to be planning the same sort of thing we tried in Palm Springs."

Maurice Goldstein, Allied Artists gen. sales mgr., said that he had met with VIT people, "listened attentively but made no decision yet." Wm. C. Gehring, 20th Century-Fox v.p., said that "the proposal has been presented to us and it's under consideration." Alfred E. Daff, Universal Pictures exec. v.p., said he hadn't discussed the matter, hadn't given it any thought. Charles M. Reagan, MGM gen. mgr. of sales & distribution, said that "it hasn't been discussed with us."

Exhibitors seem generally interested in seeing the Bartlesville idea given a whirl -- a strong contrast with their white-faced apprehension with regard to telecast subscription TV. Reason for difference is that they would participate fully in wired systems under plan developed by sparkplug for the whole concept -- Jerrold Electronics Corp., manufacturer of equipment to be used in systems. Jerrold appears to have convinced most exhibitors that their function will not be usurped.

ADLER REVIEWS TRANSLATOR DEVELOPMENT: Though applications for mere 37 uhf translators have been filed with FCC to date, sole transmitter manufacturer Ben Adler insists the figure is misleading -- asserting that he has shipped 55 units, has 45 more committed and another 100 under production.

One of biggest problems, he says, is that applicants are having trouble filing proper forms with FCC. Biggest potential, he adds, is from operators of illegal vhf boosters. There are scores of these, and they're waiting for Court of Appeals to rule on their operations, hoping they'll be permitted to keep going somehow.

Here are the towns with operating translators, according to Adler (figures in parentheses for those with more than one unit): Hawthorne, Nev. (2);

White Sands, N.M.; Center, Colo.; Kingman, Ariz. (3); Bishop, Cal. (2); Truth or Consequences, N.M.; Tucumcari, N.M.; Doyleville, Colo.; Cortez, Colo.; Weed Heights, Nev.; Camp Irwin, Cal. In addition, Camp Irwin is getting 3 more, White Sands one.

Following have received shipments, aren't yet operating (in some cases have not yet applied): Prineville, Ore. (2); Parker, Ariz.; Salmon, Ida.; Durango, Colo. (2 shipped, another ordered); Winnemucca, Nev.; Roosevelt, Utah (2); Orangeville, Utah (2 ready for shipment). Among others to be shipped are one for Ellensburg, Wash., 2 for military base at Los Alamos, N.M.

Adler reports considerable interest from regular uhf stations, too, as they seek means of filling in "holes" in their coverage. He says he has inquiries from Florida, New York, North Carolina, Pennsylvania and several New England states.

Excellent results are being achieved, Adler says, and he reports receiving "letter after letter" from mayors, civic clubs, etc., attesting to that -- while the small-town dealers are enjoying set sale boom.

Telecasting Notes: The "new" ABC pulled its first coup for the 1957-8 season by signing 3-year contract with Frank Sinatra, climaxing the singer-actor's negotiations with all 3 TV networks. Under the agreement, ABC buys stock interest in Sinatra's Kent Productions—for a reputed \$3,000,000—and acquires the star's exclusive services (except for movies) for next 3 years . . . Sinatra will star in weekly 30-min. filmed TV show for ABC, beginning next fall, as well as 2 one-hour "specials" for each of next 3 years . . . New pact marks departure for ABC, which heretofore has shied away from contracts with name performers. In response to recent request by Rep. Celler's anti-trust subcommittee, ABC-TV said its only performers under long-term contracts were Ozzie & Harriet Nelson, Don McNeill, John Daly & Martin Block (Vol. 12:46) . . . Programming innovations may be in wind for 1957-8 season as result of chilly reception given this year's schedule by the critics, and Nov. 28 *Variety* deduces that "CBS-TV appears to be preparing to strike a major departure in its programming." Article adds that "it's highly significant that in the past 3 months, the web has been quietly assembling the biggest pool of topflight creative manpower under one roof since the networks plunged into TV with both feet" . . . Among those coming into CBS-TV's tent recently, a topliner is veteran stage & movie producer John Houseman, who this week signed contract with network, becoming exec. producer of *7 Lively Arts*, next season's 60-min. weekly show; others are producer Herbert Brodkin, playwright Ed Roberts, producer Gordon Duff . . . Worthington Miner resigns as exec. producer of NBC-TV's *Kaiser Aluminum Hour* as result of disagreements with sponsor and its agency, Young & Rubicam (Vol. 12:47); he remains under NBC contract . . . TV critics ran out of vitriol for first time this season to bestow almost unanimous praise on 3 recent color specials: NBC-TV's *Hallmark Hall of Fame* production of "Man & Superman," NBC-TV *Opera Theatre's "La Boheme"* and Bell System's Frank Capra filmed documentary, "Our Mr. Sun" (on CBS-TV) . . . Unsophisticated all-the-family entertainment has clicked best on the 90-min. spectacles—witness "Peter Pan," "Wizard of Oz," "Jack & the Beanstalk." Networks seem to be slanting their future plans in that direction, with NBC planning adaptations of "Gulliver's Travels" & "Little Women," and CBS slating new Rodgers & Hammerstein musical "Cinderella" for next spring . . . American TV will be represented for first time at 1958 Brussels Exhibition, Govt. giving permission for selection of 12 TV shows as U. S. entry . . . Files of *Official Detective Magazine* will be source for stories in new Desilu series, *Official Detective*, to be produced for NTA for possible exposure on NTA Film Network . . . Installation of Bishop Loras Thomas Lane of Northwestern Catholic See in St. James Cathedral, Rockford, Ill. was televised live by WREX-TV.

Effectiveness of TV commercials can now be tested by new technique which delves deeply into "viewer response patterns," according to Dr. Ernest Dichter, pres. of Institute for Motivational Research Inc., Croton-on-Hudson, N.Y. Addressing TV-radio workshop of AAAA's annual eastern conference this week in N.Y., he said new technique measures the "total impression" of a commercial, analyzes its "mood," length of time required to establish its "mood," psychological effect created by the commercial, and the "orientation process which sets a listening pattern for the rest of the commercial." Dr. Dichter said the "3 R's" of testing commercials are "recognition, recall, response." The last, he said, is the most important in motivating a purchase, but has been the most neglected. "Most ad testing is still applying the methods and psychology of 30 years ago to the consumer of 20 years ago," he commented. In another address, Mrs. Jean Wade Rindlaub, a BBDO v.p., spoke on "A Housewife Looks at TV Commercials," said her survey of housewives showed "they like a quiet approach, soft sell, low-pitched voices, natural, real commercials that explain things as you would to a friend"; their dislikes, she said, included "screaming, hammering, hard-pressure commercials . . . overglamorous people and over-distorted situations."

TV-radio business as usual returned Nov. 27 in Cleveland with resumption of publication by *Press*, *Plain Dealer* and *News* following 26-day strike shutdown. Stations had multiplied news and commercial schedules, supplementing them with sound trucks, bulletin boards and sandwich signs, after Newspaper Guild walkout Oct. 31 at Scripps-Howard *Press* progressively closed all 3 papers. Guild settled in 2 weeks but blackout continued until craft unions negotiated new contracts, photoengravers holding out until this week.

Some 35 community antenna operators have reported interest in selling out, according to Allen C. Kaye-Martin, 527 Madison Ave., N.Y. (Plaza 3-8718), who wrote to all operators, stating he represents buying syndicate. He declined to identify group, but said that it includes TV film and movie interests who believe greater potential can be realized from systems—through such techniques as carrying first-run movies, planned in Bartlesville, Okla. (p.3).

DuMont Electronicam unit has been leased to Signal Productions, 5 E. 51st St., N.Y.—first such leasing arrangement in New York. The producer's first Electronicam project will be series of Kelvinator commercials for Geyer Adv., to be shot at Biltmore Studios.

Higher standards for TV picture quality are claimed by GE for improvements in image orthicon manufacturing which incorporate special sonic cleaning technique and high tension target, combined with moire-reducing 750-line mesh screen in GL-5820 image orth.

WHÈRE'S the money coming from? In essence, that was favorite question asked by members of Rep. Forand's excise tax subcommittee of the 2 witnesses who appeared before them this week to urge elimination of excise taxes on all-channel sets as prescription to help uhf (see p. 1). Obviously not sold on idea, they wanted to know where Govt. would get the funds to replace an estimated \$75,000,000 revenue loss if excise were lifted. This argument, supplied by Sen. Magnuson in his written statement to subcommittee, was endorsed by the witnesses:

"I am so deeply impressed with the urgent need for developing the uhf frequencies into an integral part of our expanding TV service that we [Senate Commerce Committee] feel that the country could well afford the loss of revenue which would result from such a policy. In the long run, in fact, it is felt that this course would produce far greater revenues for the Treasury than would be lost in the immediate future. The stimulation of uhf broadcasting will increase the number of stations in operation, will add to the number of program services necessary to supply these stations, will promote employment in broadcasting and all related fields, and will contribute to the over-all health of our economy by making this tremendously effective advertising medium available to all of American business, local as well as national. The resulting expansion in broadcasting activity and in business generally will produce increased revenues on a scale which should far exceed the amounts involved in the proposed excise tax relief."

No set manufacturers appeared before subcommittee or filed statements this week—RCA having cancelled its scheduled appearance—but NBC v.p. Joseph V. Heffernan made strong plea for lifting all-channel tax, and added that parent RCA "would have no objection." Forand asked Heffernan what set makers would do if levy on all-

channel sets were lifted. "Manufacturers in that case would swing over to manufacture of all-channel sets," Heffernan replied, conceding that tax probably would be lost on all sets.

"If we cut off the tax here we probably would have to make it up somewhere else," Forand observed. No alternative taxes were offered in the big Ways & Means hearing room, where more than 100 witnesses, representing nearly as many industries and interests, were scheduled to present pleas for other cuts—not increases.

Tax relief isn't the answer to uhf problems in any event, said Rep. Mason (R-Ill.), who called for Govt. & industry to "get to the solution." He added: "I don't know that it's the purpose of taxation to force all manufacturers of these sets to provide all-channel sets and help broadcasters scramble for audiences."

"The Govt. has a duty to correct the problem," said vice chairman John W. English of Committee for Competitive TV—"no one else can do so." As pres. and part owner of uhf WNAO-TV, Raleigh, and stockholder in WSEE, Erie, he said he spoke "with experience and feeling of the problems." He told Congressmen removal of tax would make all-channel sets cheaper than vhf-only—citing current average cost of \$120 for vhf-only set, \$134 for all-channel set, at factory level.

He evoked no noticeable enthusiasm from lawmakers when he summed up: "It would mean that all markets would be all-channel markets in their receivers and the growth and spread of new stations would be tremendous."

Written pleadings for uhf excise relief were filed with subcommittee this week by NARTB and Assn. of Maximum Service Telecasters. NARTB said it opposes any levy on TV-radio sets as "a tax on the circulation of vital information to the public at large," but argued primarily for lifting of taxes on all-channel sets. AMST said continuation of tax on all-channel sets "affirmatively serves to defeat one of the very policies on which both Govt. & industry are agreed—the preservation and promotion of uhf."

Network Accounts: Thanks chiefly to TV, Saran Wrap has been bought by 50% of nation's housewives in last 4 years, and is known to 80%, convention of Manufacturing Chemists Assn. was told this week by Parker Frisselle, mgr. of Dow Chemical's market research. He exulted over TV's selling power in tracing Saran Wrap's meteoric rise from its first tests in Ohio in 1952, when more than 50% of those interviewed said they heard about it on TV, to current year, when 47,000,000 rolls are expected to be sold (exceeding Dow Chemical's own enthusiastic forecasts) . . . Glamorene Inc., rug and upholstery cleaner manufacturer, is also bullish about TV, has earmarked an extra \$1,000,000 for network TV expenditures, is now seeking "a suitable vehicle," thru Product Services Inc., N. Y. . . . Pharmaceuticals Inc. to sponsor *Nothing but the Truth* on CBS-TV starting Dec. 18, Tue. 9-9:30 p.m., thru Edward Kletter Assoc., as replacement for *Herb Shriner Show*, being cancelled after Dec. 4 program . . . Camels and Colgate-Palmolive to sponsor *Mr. Adams and Eve* comedy series, starring Ida Lupino and Howard Duff, on CBS-TV starting Jan. 4, Fri. 9-9:30 p.m., thru Wm. Esty Co. . . . Lucky Strikes to sponsor new Marge and Gower Champion show, still untitled, as replacement for *Private Secretary* on CBS-TV alt. Sun. 7:30-8 p.m. . . . Ford finalizes its on-again off-again plans for Fri. night on CBS-TV, announcing it will be alt. sponsor (with Instant Maxwell House Coffee) of *Dick Powell-Zane Grey Theatre* starting Nov. 30, Fri. 8:30-9 p.m., thru J. Walter Thompson . . . Carter Products to be upcoming alt. sponsor of Nat King Cole's musical show on NBC-TV starting Jan. 7, Mon. 7:30-7:45 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Pepsi-Cola and Shulton Inc. to co-sponsor Rodgers and

Hammerstein's original musical, "Cinderella" color spectacular on CBS-TV Sun. March 31, 7:30-9 p.m., thru Kenyon & Eckhardt and Wesley Assoc. . . . Warner Brothers Co., Bridgeport, to sponsor *New Figures of 1957* colocean on NBC-TV Sat. Dec. 8, 1-2 p.m., spring fashion show March 2 and summer fashion show June 1, thru C. J. La Roche . . . Buick buys Orange Bowl football game at Miami on CBS-TV New Year's Day, thru Kudner . . . Bristol-Myers to be alt. sponsor (with Carter Products) of Cotton Bowl game at Dallas on NBC-TV New Year's Day, thru Young & Rubicam and Doherty, Clifford, Steers & Shenfield . . . Armour buys series of partie. on *It Could Be You* on NBC-TV starting in Jan., Mon.-thru-Fri. 12:30-1 p.m., thru Tatham-Laird, Chicago.

Westinghouse TV & radio stations in Oct. racked up biggest sales month in company's history, with TV billings up 4.6% from previous high of Oct. 1955 and radio billings exceeding previous record of March 1948 by 11.6%. All but one of the 5 radio stations were ahead of Oct. 1955, with KDKA, Pittsburgh, reporting biggest gain (28.3%). WBZ-TV, Boston, and KPIX, San Francisco each established new monthly record.

CBS-TV Spot Sales billings are running 21% higher this year than in 1955, gen. mgr. John A. Schneider told annual gen. managers meeting this week. He predicted that percentage of spot sales gains next year would not be quite as high as in 1956.

Cruttenden Adv. is new name of Cruttenden & Eger Assoc., Chicago. Edmond I. Eger, co-founder of agency, resigned 3 years ago to join Russel M. Seeds before taking present position as adv. v.p. of Admiral.

Personal Notes: Emanuel Sacks, RCA-NBC staff v.p., appointed v.p. in charge of network TV programs, reporting to Thomas A. McAvity, exec. v.p. of network TV programs & sales; Robert F. Lewine, v.p. in charge of ABC-TV programming & talent, joins NBC-TV program dept. in mid-Dec., will be proposed for election to v.p. at next board meeting Dec. 7. Lewine will report to Sacks, as will Alan W. Livingston, v.p. in charge of Pacific div., and Mort Werner, v.p. for national programs . . . Daniel Melnick, ex-CBS, named mgr. of program development for ABC-TV, assigned to network's contemplated live daytime programming . . . John J. Brennan promoted to business mgr. of NBC-owned stations & NBC Spot Sales; Nicholas Gordon promoted to mgr. of rates & program evaluation . . . Leonard C. Warager promoted to new post of mgr. of sales planning & development, NBC-TV Films, reporting to sales director Jake Keever . . . Kenneth Baker, ex-Market Research Corp. of America, onetime research director of NARTB & pres. of Standard Audit & Measurement Services, named v.p. in charge of research & development for Wm. Smullin's KIEM-TV, Eureka, Cal.; KBES-TV, Medford, Ore., and KOTI-TV, Klamath Falls, Ore. . . . Robert A. Anderson is promoted to director of business and administration of NBC subsidiary California National Productions . . . Jack Frazier, TV-radio merchandising director of Crosley stations, promoted to director of client service . . . Hugh B. Terry, pres.-gen. mgr. of KLZ-TV & KLZ, Denver, presented Paul White Memorial Award by Radio-TV News Directors Assn. for his leadership in Denver fight against Canon 35 of American Bar Assn. code, which opposes use of cameras and recording equipment in covering court trials . . . Gene Ellerman, gen. mgr. of WWTV, Cadillac, Mich., elected a v.p. of parent Sparton Bestg. Co. . . . James W. Blackburn, of Blackburn-Hamilton station brokers, suffered heart attack Nov. 20 while in Buffalo on business, is recuperating in Mercy Hospital there . . . F. C. Sowell, WLAC, Nashville, elected to NARTB's radio board from District 6, succeeding late David Wilson, KPLC, Lake Charles, La.; George C. Hatch, KALL, Salt Lake City, elected from District 14, succeeding Walter E. Wagstaff, ex-KIDO-TV & KIDO, Boise, now with KGW-TV, Portland, Ore. . . . Murray Benson resigns as merchandising director of TPA to become sales mgr. of CBS-TV merchandising div., reporting to merchandising director Sydney Rubin . . . John Shipley promoted to operations mgr. of WKNB-TV, New Britain-Hartford . . . Bob Miller promoted to sales mgr. of KOOL-TV, Phoenix . . . Woody Hertzog promoted to production mgr. of KVAR, Mesa-Phoenix, succeeding Charles Wallace, now special events director . . . Charles Vaughan, ex-WKRC-TV, Cincinnati, named program director of city's educational WCET . . . Don Klauber, mgr. of station sales for Associated Artists Productions, gets added title of national sales mgr. . . . Robert A. Skedgell promoted to asst. director of news, CBS Radio . . . Lutz Winkler, ex-KOMU-TV, Columbia, Mo., named film director of KSBW-TV, Salinas-Monterey . . . John Crocker, ex-sales mgr. of WTVP, Decatur, Ill., joins WCKT, Miami . . . Robert W. Bray promoted to program mgr. of WKNB-TV & WKNB, New Britain-Hartford.

Daytime Broadcasters Assn. board, gearing for renewed effort to obtain longer and uniform hours of operation, met Nov. 26-27 at Sheraton Hotel, Chicago, elected these officers: Ray Livesay, WLBB, Mattoon, Ill., chairman; Richard E. Adams, WKQX, Framingham, Mass., pres.; Jack Younts, WEEB, Southern Pines, N.C., ex-pres., director of govt. relations; Alf M. Landon, WREN, Topeka, exec. v.p.; Karl Baker, WLDS, Jacksonville, Ill., v.p.; Joe M. Leonard Jr., KGAF, Gainesville, Tex., secy.-treas. Washington counsel: Cottone & Scheiner.

ADVERTISING AGENCIES: Michael Y. Stephens, ex-ABC-TV, San Francisco, named TV director of N. W. Ayer & Son, N. Y. . . . Louis Honig Jr., exec. v.p. of Honig-Cooper, San Francisco, elected pres., succeeding S. R. Hutton, who moves up to chairman; Fred Glauser promoted to 1st v.p., John W. Davis to secy.-treas. . . . Nelson Gross, ex-TV-radio director of H. B. Humphrey, Alley & Richards, named BBDO supervisor of Revlon's Satin Set and Touch and Glow cosmetics accounts . . . Ralph E. Head, marketing director of BBDO, elected a v.p. . . . Malcolm Dewees, ex-Johnson & Lewis Adv., named TV-radio director of Buchanan & Co., San Francisco.

Advertising Research Foundation, at annual meeting this week, elected these officers: chairman, Dr. W. H. Wulfeck, Wm. Esty Co., succeeding J. Ward Maurer, Wildroot Co.; vice-chairman, Ben R. Donaldson, Ford Motor; pres., Wm. A. Hart (re-elected); secy., Edward F. Herrick (re-elected); treas., E. P. Seymour, Crowell-Collier (re-elected). Newly elected directors: David Adams, NBC; Rex Budd, Campbell Soup; Frederic R. Gamble, AAAA; Andrew Heiskell, *Life Magazine*; Walter C. Kurz, *Chicago Tribune*; Fred B. Manchee, BBDO; Henry Schachte, Lever Bros.; Paul B. West, ANA.

Mobile TV will carry U. S. displays at Constitution Fair in Bangkok Dec. 7-22 to thousands in Thailand who are unable to see exhibits themselves. Unit will be set up in American pavilion, leased by Commerce Dept.'s Office of International Trade Fairs, where entertainment will include Benny Goodman orchestra and Westminster Choir. Master discs of music will be used in pressing machine to produce 10,000 phono records for fair's visitors.

Quality Radio Group, following annual meeting in Chicago this week, elected these directors for 3-year terms: R. E. Dunville, Crosley stations; John DeRussy, WCAU, Philadelphia; Stanton P. Kettler, Storer stations; E. K. Hartenbower, KCMO, Kansas City. All officers were re-elected: pres., Ward L. Quaal, WGN, Chicago; v.p., W. H. Summerville, WWL, New Orleans; secy.-treas., Wm. D. Wagner, WHO, Des Moines.

CBS was honored by National Assn. of Mental Health Dec. 1 with award of organization's "silver bell" symbol to Sig Mickelson, CBS v.p. in charge of news & public affairs, for "Out of Darkness," its prize-winning show on mental health. American Medical Assn. also presented citation to ABC-TV for *Medical Horizons*, sponsored by Ciba Pharmaceuticals.

Val Parnell, British TV & theatre executive, elevated to new post of managing director of Associated TV (ATV), commercial program contractor which operates London station on week ends and midlands station weekdays. Lew Grade, managing director of Incorporated TV Program Co., was named deputy managing director. Parnell's former title was chief executive.

Sir George Barnes, ex-chief of BBC-TV, was installed Nov. 20 as principal of North Staffordshire University College by Princess Margaret, the college's "president." His successor at BBC is Gerald C. Beadle.

AB-PT pres. Leonard H. Goldenson, BBDO pres. Ben Duffy and N. Y. *Herald Tribune* pres.-editor Ogden Reed will be honored by adv., broadcasting & publishing div. of Federation of Jewish Philanthropies at annual dinner Dec. 5 at Sheraton-Astor Hotel, N. Y.

National TV-Radio Farm Directors Assn. elects these officers: pres., Jack Timmons, radio KWKH, Shreveport, La.; v.p., Wes Seyler, WIBW-TV & WIBW, Topeka; secy.-treas., Donald S. Tuttle, WRGB & WGY, Schenectady.

Ralph J. Renton, in charge of FCC's Conelrad program, appointed asst. chief engineer and head of technical research div., succeeding Wm. Boese, resigned.

FOUR NEW STARTERS, one Canadian, took to Fair this week, bringing operating total to 494 (96 uhf). They are: (1) WRAL-TV, Raleigh, N. C. (Ch. 5), third outlet in area already served by WNAO-TV, Raleigh (Ch. 28) and WTVD, Durham (Ch. 11). (2) KNAC-TV, Ft. Smith, Ark. (Ch. 5), where KFSA-TV (Ch. 22) has been operating since July 1953. (3) KICA-TV, Clovis, N. M. (Ch. 12), which opens new market, being 90 mi. from Amarillo & Lubbock, nearest TV cities. (4) CHEK-TV, Victoria, B. C. (Ch. 6).

WRAL-TV, planning start Dec. 15 as NBC-TV affiliate, opened Dec. 1 with test patterns, using 35-kw GE transmitter, 1000-ft. Stainless tower with 4-bay antenna at site near Auburn, N. C., SE of Raleigh. Principal owner is pres. A. J. Fletcher with 90%. Fred Fletcher is v.p.-gen. mgr. with 5.41%; Fletcher Turner, from WRAL, gen. sales mgr.; Del Carty, ex-WWGP, Sanford, N. C., local sales; Ted Cramer, ex-KTVX, Muskogee-Tulsa, operations mgr.; others coming from WRAL are George Hall, program director; David Witherspoon, promotion-publicity director; Virgil Duncan, chief engineer. Base hour is \$600. Rep is H-R Television.

KNAC-TV planned debut Dec. 2 as CBS-TV affiliate, having been granted STA to use 5-kw GE transmitter, which produces 28.2-kw visual ERP. It has 486-ft. Liberty tower with 6-section supertturnstile RCA antenna. KNAC-TV got CP in June 1954, but construction was delayed when proposed sale of CP to Donald Reynolds, owner of city's uhf KFSA-TV (Ch. 22), was held up by protests from local radio KFPW (Vol. 11:8, 19). Contract for sale expired last April and FCC granted extension of time for construction. Owner is estate of late H. S. Nakdimen, with his widow Salome Nakdimen as executrix. Weldon Stamps, ex-gen. mgr. of KFSA-TV, supervised construction. Cecil N. Sansbury, ex-gen. mgr. of WEHT, Henderson, Ky.-Evansville, Ind., is gen. mgr. Base hour is \$250. Rep is H-R Television.

LIght CP action is still order of the day at FCC—this week's only grants being Ch. 42, Birmingham, Ala., to Birmingham TV Corp. and Ch. 76 translator, Winnemucca, Nev., to Lions Club there. Birmingham grantee is owned by Harry & Elmer Balaban, the theatre owners who have gone deeply into TV—already holding 50% of on-air WICS, Springfield, Ill. (Ch. 20) and WTVO, Rockford, Ill. (Ch. 39), plus 50% of CP for WMCN, Grand Rapids (Ch. 23).

One allocations change was proposed by FCC—addition of Ch. 2 to Vancouver, Wash., requested by KVAN-TV (Ch. 21). Two new changes were sought—State Telecasting Co., Ch. 56 applicant for Gulfport, Miss., asking that Biloxi's Ch. 13 be turned over to educators, and Southeast Colorado Broadcasting Co. requesting addition of Ch. 12 to Lamar, Colo.

D. W. Ingram is selling KDWI-TV, Tucson (Ch. 9) for \$533,000, including \$115,000 in obligations, finding TV operation too exacting because of heart ailment, according to application filed this week. New station mgr., v.p. & 10% owner will be Tolbert Foster, who with father Tom E. Foster owns East Texas (radio) Network and KDET, Center, Tex. Other owners are H. U. Garrett, oil producer & ex-owner of Garrett Oil Tools, chairman with 40%; Tom E. Foster, pres., 10%; Taylor Milton, construction engineer, 15%; W. C. Dyche Jr., attorney, 11%; C. M. Peters, Garrett Oil Tools employee, 8%; D. E. Whittenberg, also Garrett Oil Tools, 6%. Station reports \$49,976 loss as of Aug. 31, having operating expenses of \$65,811 and income of \$15,855 since it began last May.

KICA-TV, expecting to start Dec. 2 with CBS under Extended Market Plan, made debut Nov. 26 with test patterns. It's first outlet on state's eastern border, opens new market. It has 50-kw GE transmitter and 200-ft. Stainless tower with 6-bay antenna. Owners, each with ½, are Garfield C. Packard, pres.-gen. mgr.; Mae Strauss, manufacturers' representative; Frank Lesley, accountant. TV staff coming from KICA are James W. Richardson, sales mgr.; James C. Self, program mgr.; M. S. O'Dell Jr., chief engineer. Base hour is \$150. Rep is Pearson.

CHEK-TV began commercial operation Dec. 1 with 500-watt Standard Electronics transmitter and 180-ft. Stainless tower with Alford antenna. David Armstrong, pres. & principal owner, also owns radio CKDA there. Charles R. White, ex-KLEW-TV, Lewiston, Ida., is v.p.-gen. mgr.; Douglas Wm. Keough, ex-CJLH-TV, Lethbridge, Alta., sales mgr.; Robert Hallock, ex-KLEW-TV, program director; Norman Berquist, ex-CKDA, chief engineer. Base hour is \$210. Reps are Forjoe and TV Representatives Ltd.

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In our continuing survey of upcoming stations, these are the latest reports from principals:

KATU, Casper, Wyo. (Ch. 2) has ordered 500-watt RCA transmitter for Dec. 15 delivery and has changed test pattern target to Jan. 15, writes Burt I. Harris, pres. & 40% owner of grantee Harriscope, producer-packager of film & live shows for TV. It expects to file for modification shortly to change location from Gladstone Hotel to new site block away, where it plans new studio-transmitter building. It will have 116-ft. self-supporting Ideco tower. Rep not chosen.

WMGT, Adams, Mass. (Ch. 19) plans equipment tests week of Dec. 2, using 100-ft. tower on Mt. Greylock. Plans to resume commercial operation are uncertain, WMGT having been off air since last Feb. 25 when tower and antenna were destroyed by high winds (Vol. 12:9).

Two regional Canadian microwave hookups are to be inaugurated next week: (1) CBHT, Halifax, N. S.; CJCB-TV, Sydney, N. S.; CKCW-TV, Moncton, N. B.; CHSJ-TV, St. John, N. B. (2) CBUT, Vancouver, B. C.; CHEK-TV, Victoria. Stations in each area will interchange CBC kines & films until interconnection with main network is achieved—Atlantic group due about Nov. 1957, Pacific group sometime in 1958.

Retiring as pres. of WAGM-TV, Presque Isle, Me. (Ch. 8) & WAGM, Harry E. Umphrey is selling 830 shares (47.4%) for \$30,000 to corporation, will remain on board as first v.p. & treas. Stock will be retired to treasury and new ownership lineup will be: Harold D. Glidden, pres. & secy., 94.8%; V. P. Currier, director, .8%; L. E. Hughes, director, 1%. Remaining 4.3% is held by 14 stockholders.

Equipment shipments reported this week: By DuMont—25-kw transmitter with complete color multiscanner system Nov. 28 to upcoming KTCA, St. Paul-Minneapolis (Ch. 2, educational), due in Feb. By RCA—2-section supertturnstile antenna Nov. 30 to upcoming KVIT, Santa Fe, N. M. (Ch. 2), due in Feb.; new type 6-kw transmitter Nov. 27 to WJBK-TV, Detroit (Ch. 2).

Critic of excessive commercials, FCC Comr. Robert E. Lee dissented this week when Commission granted renewal of radio KLAC, Los Angeles. He says that "they had something like 2800 in a week, and I thought that was too much."

NARTB's TV code membership now comprises 90% of stations in top 5 markets (N. Y., Chicago, Los Angeles, Philadelphia, Detroit), 83% in top 25 markets.

Financial & Trade Notes: Electronics Investment Corp., San Diego, open-end mutual investment trust headed by Charles E. Salik, onetime part owner of KFSD-TV & KFSD there, reports net assets of \$10,927,950 as of Oct. 31, down from \$11,522,046 on April 30. Holdings comprise \$10,154,364 in common stocks, \$360,000 in preferred (represented by 6000 shares of P. R. Mallory & Co. 4½% convertible), \$398,750 in govt. bonds.

Among stocks added by portfolio since July 30: 2000 CBS 'A', 5000 Hoffman Electronics, 1000 Westinghouse, 1000 Airborne Instruments, 500 Litton Industries. Sales included 1400 Magnavox, \$1,100,000 in govt. notes.

Full holdings: 4400 ACF Industries, market value of \$250,800; 1000 Airborne Instruments, \$37,000; 5000 American Bosch Arma, \$93,750; 10,000 AB-PT, \$226,250; 1000 AT&T, \$166,250; 4725 Babcock & Wilcox, \$193,134; 10,000 Bell & Gossett, \$122,500; 4400 Bendix Aviation, \$252,450; 4400 Boeing, \$240,900; 3200 Borg-Warner, \$174,800; 8000 Burroughs, \$321,000; 10,000 Clevite, \$192,500; 7500 Collins 'B', \$191,250; 2000 CBS 'A', \$55,000; 5500 Combustion Engineering, \$143,000; 8000 Consolidated Electrodynamics, \$240,000; 1000 Corning Glass, \$67,250; 3000 Cutler-Hammer, \$171,750; 13,000 Daystrom, \$341,250; 4000 Douglas Aircraft, \$348,000; 2000 Eastman Kodak, \$180,000; 8400 Garrett, \$415,800; 3000 General Dynamics, \$216,750; 4000 GE, \$239,000; 3000 General Precision Equipment, \$111,000; 5250 General Telephone, \$215,250; 5000 Hoffman Electronics, \$104,375; 640 IBM, \$298,880; 7100 IT&T, \$223,650; 400 J-T-E Circuit Breaker, \$124,000; 500 Litton Industries, \$14,000; 2000 P. R. Mallory, \$79,000; 4000 Minneapolis-Honeywell, \$311,000; 3000 Motorola, \$128,250; 4000 North American Aviation, \$171,500; 4000 Otis Elevator, \$171,000; 13,000 Philco, \$243,750; 5000 RCA, \$182,500; 13,100 Raytheon, \$199,775; 5000 Siegler, \$87,500; 1000 Speer Carbon, \$29,250; 9000 Sperry Rand, \$211,500; 5000 Sprague Electric, \$175,000; 9000 Square D, \$249,750; 6200 Stewart-Warner, \$218,550; 10,000 Storer, \$260,000; 5500 Sylvania, \$261,250; 10,000 Texas Instruments, \$155,000; 2000 United Aircraft, \$167,000; 7000 Western Union, \$129,500; 5000 Westinghouse Air Brake, \$149,375; 2000 Westinghouse Electric, \$104,000; 3000 Washington, \$168,000.

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TV accounted for 12% of Columbia Pictures' gross for year ended June 30, Columbia v.p.-treas. A. Schneider told stockholders meeting this week, predicting that TV subsidiary Screen Gems would attain at least 50% increase in billings this fiscal year. For the year, Columbia's gross was \$91,145,571, of which \$11,000,000 was from Screen Gems' TV operations. Comparable figures for fiscal 1955 were \$88,655,601 & \$5,000,000. Total fiscal 1956 net earnings were \$2,669,712 (\$2.28 per share) vs. \$4,948,690 (\$4.40) for 1955. For 13 weeks ended Sept. 29, 1956, Columbia's net earnings were \$843,000 (71¢) vs. \$899,000 (77¢) same 1955 period, though 1956 period's pre-tax earnings were \$2,003,000 vs. \$1,763,000 for 1955 quarter.

Dividends: Zenith Radio, 75¢ regular plus \$2 extra, payable Dec. 27 to stockholders of record Dec. 7; Hoffman Electronics, 25¢ Jan. 1 to holders Dec. 14; GE, 50¢ to holders Dec. 21; Consolidated TV & Radio Bestg. Co., (Bitner stations), 28¢ on common and 5¢ on 'B' common, both Jan. 2 to holders Dec. 14; Amphenol Electronics, 25¢ Jan. 25 to holders Jan. 11; General Dynamics, 50¢ Feb. 11 to holders Jan. 18; Sperry Rand, 20¢ Dec. 31 to holders Dec. 7; 20th Century-Fox, 40¢ Dec. 27 to holders Dec. 10; Universal Pictures, 25¢ regular plus 25¢ extra, Dec. 28 to holders Dec. 14; Arvin Industries, 50¢ Dec. 28 to holders Dec. 10; Philco, 1% stock Dec. 21 to holders Dec. 3.

20th Century-Fox reports net income of \$3,182,099 (\$1.20 per share) on gross revenues of \$87,157,860 in 39 weeks ended Sept. 39, compared with \$4,446,851 (\$1.68) on \$86,832,411 in corresponding period year ago. For quarter ended Sept. 29, earnings were \$1,025,429 (38¢), as against \$1,656,051 (62¢) in like quarter of 1955.

Texas Instruments Inc. will sell \$10,000,000 in notes to Equitable Life Assurance Society, with about \$4,000,000 earmarked for new construction, remainder to refinance first mortgage bonds and to increase working capital.

Hycon Mfg. Co. stockholders will vote Dec. 17 on management's proposal to increase authorized common shares from 3,000,000 to 4,000,000, with 400,000 to be set aside for employee stock options.

Crosley-Bendix had backlog of \$92,000,000 in orders as of Nov. 30, its last official day as an organization, pres. Chester G. Gifford told employees in letter.

Network Color Schedules (December 2-14, 1956)

- Dec. 2—NBC: *Zoo Parade*, 3:30-4 p.m.; *Alcoa Hour*, 9-10 p.m.
Dec. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
Dec. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
Dec. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
Dec. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Tennessee Ernie Ford Show*, 9:30-10 p.m.
Dec. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
Dec. 8—NBC: *Fashion Show*, 1-2 p.m.; *Perry Como Show*, 8-9 p.m.
Dec. 9—NBC: *Zoo Parade*, 3:30-4 p.m.; *Alcoa Hour*, 9-10 p.m.
Dec. 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Festival of Music," 8-9:30 p.m.
Dec. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m.
Dec. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Dec. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, "A Christmas Carol," 8:30-9:30 p.m.
Dec. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Two TV station transfers approved this week by FCC: WRGP-TV, Chattanooga (Ch. 3), 50% by Judge Will Cummings to Ramon G. Patterson, who becomes sole owner, for \$95,800 for stock plus \$32,000 in notes due Cummings (Vol. 12:46). KSHO-TV, Las Vegas (Ch. 13) and radio KBMI, Henderson, Nev. by Moritz Zenoff to Television Corp. of America for approximately \$300,000—\$91,000 cash, rest in obligations (Vol. 12:38, 46). New owner is licensee of KULA-TV, Honolulu (Ch. 4) & KULA and principals also have interest in California radio stations KRKD, Los Angeles; KITO, San Bernardino; KFOX, Long Beach; KVSM, San Mateo.

Really complicated situation was produced by Court of Appeals' order that radio WGMS, Washington, be returned by purchaser RKO Teleradio Pictures to Good Music Station Inc. pending hearing on protest (Vol. 12:47). In addition to giving licenses back, purchaser is leasing facilities back at \$250 a month plus 90% of first \$3000 in monthly billings over \$22,000 and 70% of next \$3000 monthly billings. RKO will complete FM transmitter-antenna installation at new site, adjust AM equipment, assign all music and union contracts to Good Music.

Federal minimum wages must be paid for construction of a new building used to relocate and improve an existing TV or radio station, Court of Appeals in Atlanta ruled last week. Court held that Wage-Hour Law's \$1 hourly pay and overtime applied to Hodges Contracting Co. workers employed for \$70,000 Herald Publishing Co. building to house WALB-TV & WALB, Albany, Ga., since stations are in interstate commerce, even if builder regarded job as intrastate and exempt.

NRC's 25-year Club, honoring employes with quarter-century service, will initiate 18 new members at luncheon Dec. 5 in Waldorf-Astoria, N. Y., bringing total membership to 149. Among new members: Wm. S. Hedges, v.p. for integrated services, and Carleton D. Smith, v.p.-gen. mgr. of WRC-TV & WRC, Washington.

Dual-channel programming by KXLF-TV, Butte, Mont. began Nov. 29, FCC having granted permission for station to telecast on Ch. 4 & 6 to iron out bugs before permanent move to Ch. 4 by Dec. 15.

New reps: WJIM-TV, Lansing, Mich. Dec. 1 to Peters, Griffin, Woodward (from Petry); WALA-TV, Mobile, Dec. 1 to H-R Television (from Headley-Reed); WFLB-TV, Fayetteville, N. C. to Burn-Smith (from Young).

Novel color show: horseshoe pitching, Wed. nights on WNBQ, Chicago.

TV PRICE INCREASES ARE NEEDED, BUT—: Is another round of TV price hikes coming up in next few months? Judging from corridor and cocktail conversation at RETMA meetings this week in Chicago, TV set makers certainly agree that there's crying need to raise them -- but, in view of record-high inventories of 2,600,000 and a somewhat disappointing Christmas season at retail thus far, dare they increase prices?

"I wish I could get away with a price increase some time in the next 4 months or so, but I'm sure not going to stick my neck out to be the first to do it," said one major manufacturer. "But if my competition does it, and can pull it off without hurting sales, you can watch the rest of the industry climb aboard the bandwagon."

GE is openly clamoring for increases in TV prices and bigger profit margins, having zoomed into contention among the leaders in unit sales with its portables. GE pres. Ralph J. Cordiner hinted at higher prices for all appliances in address 2 weeks ago (Vol. 12:46) -- and this week Herbert Riegelman, gen. mgr. of TV receiver dept., gave us this additional comment:

"It is a well-known fact that over the last 4 years TV prices have declined in the face of increasingly higher prices on most other commodities. Anticipated rising costs of labor and materials can have only one effect -- namely, higher TV prices to the consumer in 1957." He declined to say when in 1957 they would come.

NARDA chairman Mort Farr also took industry to task for low prices. In address to Sales Managers Assn. of Philadelphia, he said: "Although the TV industry has been kind to others, namely consumers, it has been cruel to itself. It's pitiful to think that it is not a profitable industry, as it should proudly be."

GE took another move in direction of higher profits this week by curtailing low-margin 9-in. portable production. Riegelman said that output of 9-in. sets, selling at \$100, would continue through first quarter of 1957 -- but on somewhat reduced scale. Fact is that GE's mix of 9-in. had never been very great, as set had never caught public fancy in manner of its highly successful 14-in.

RCA said it had no intention of curtailing its 8½-in. portable production, and Admiral said it was going ahead on schedule with its 10-in. portable, plans to add more 10-in. models shortly. Both said they were pleased with sales results.

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GE laid claim to No. 1 position in TV unit sales for 1956, chairman Philip Reed telling highly publicized news conference in Chicago that "this year we believe we will sell more units than RCA." He emphasized he was speaking of total TV sets.

RCA declined to answer directly, but spokesman told us: "We have been No. 1 and we will be No. 1 this year, too. That is the message we take to the consumers in our ads because it is truthful, and that requires no reaffirmation."

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GE Curtails Tube Shipments: It hasn't been announced officially, but GE in last 3 months or so has sharply reduced its shipments of picture tubes to competitive TV manufacturers. Its supply has gone almost entirely to its own burgeoning receiver div. for use in GE-brand and Hotpoint TV sets. Henry F. DeLong, gen. mgr. of CR tube operations, told us that new policy is in nature of experiment, that no decision had been reached on future course and, above all else, said it was definitely not a prelude to quitting tube business. "This is primarily an effort to channel a greater productive push into more profitable operations," he said. Total unit output of picture tubes has actually increased because of higher demands by GE's receiver div., he pointed out. Asked whether shipments to other manufacturers could be described as being reduced to "trickle," he said "that's a matter of semantics." An RCA spokesman said its tube production at Marion, Ind. plant has been running at

full blast all year on a 6-day 3-shift basis. "We're selling all we make, though there sure isn't much profit in it. There are all kinds of price deals on tubes."

Economic Outlook: Though TV evidently isn't sharing in it as fully as in 1955, nation's economy continues to roll in high gear -- and all the economic indicators point to its extension at least through the first quarter of 1957, when it's estimated that nation's population will total 170,000,000, with 50,000,000 households. As business columnist Sylvia Porter wrote this week: "Every 8 seconds, a new baby is born; every morning there are 7500 more mouths to be fed; every year, we are adding to our population the equivalent of a new state of Maryland...Our soaring population is one of the most fundamental of all long-term prosperity forces, of course ...This explains why businessmen are so sure of swelling markets for houses, appliances, cars, everything that goes into daily living."

Commerce Dept. spelled out extent of current boom, meanwhile, estimating gross national product of \$411 billion for all 1956, or \$20 billion over 1955. Its economists say that output in current quarter is running at annual rate of some \$420 billion, or \$18 billion over 4th quarter of 1955. Some of the luster in Commerce Dept. figures is taken off, however, by Labor Dept. report showing that consumer prices through mid-Oct. rose average of 2.6% from same 1955 period. But another Labor Dept. report predicted that the number of employed persons will increase from now until end of 1956 in most major industrial areas, and said that manufacturing employment, particularly in durable goods industry, will expand for several months. Finally, there's Nov. report of National Assn. of Purchasing Agents opining that "good to excellent" business conditions should prevail through first 1957 quarter.

Production: TV output totaled 145,234 week ended Nov. 23, compared with 174,090 preceding week and 132,331 in corresponding week of 1955. It was year's 47th week, brought production for year to date to about 6,772,000, compared with 7,151,895 in corresponding period year ago. Radio production totaled 320,386 (153,127 auto) week ended Nov. 23, as against 363,668 (154,718 auto) preceding week and 376,079 (168,422 auto) in corresponding week of 1955. For 47 weeks, radio output totaled 12,262,261 (4,213,656 auto) vs. 12,834,102 (6,091,070 auto) in same period year ago.

Topics & Trends of TV Trade: Growing competition from imports of foreign-made radio sets was reflected this week in statistics presented by RETMA international dept. to RETMA quarterly meetings in Chicago showing that imports of radio apparatus and parts in first 9 months increased to \$4,974,678 from \$3,350,896 in all of 1955.

Imports of Japanese radios, though still numerically small (102,177 imported in first 9 months), are causing increasing concern to many smaller domestic radio manufacturers, who have complained to RETMA that they are unable to meet lower prices of Japanese radios.

RETMA exec. v.p. James D. Secrest and gen. counsel Glen McDaniel were instructed to obtain further information on the extent of the competition and to suggest possible courses of action. Among other developments at RETMA meetings:

(1) Board authorized poll of membership on recommendation of organization committee that number of directors representing military electronics div. be doubled from 6 to 12 in recognition of increasing importance of defense electronics, and on proposal of membership and scope committee that autonomous electronic divs. of major manufacturers be accepted separately as RETMA members under specific conditions. (2) Special committee of technical products and military products divs. was authorized to investigate number and adequacy of electronic trade shows. (3) Educational coordinating committee was formed to develop unified program for vocational and technical training.

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Westinghouse adds 17 in. portable, weighing 33 lbs. in aluminum cabinet, providing 149-sq. in. of viewing area, retailing at \$155 vhf-only, \$25 extra for uhf.

DISTRIBUTOR NOTES: Hoffman Electronics appoints L. H. Appliance Wholesalers, Pittsburgh; Electric Sales & Appliances Inc., Miami; Silkworth Distributing Co., Flint . . . Delaware Valley Distributors, ex-Crosley-Bendix distributor in Philadelphia, goes out of business . . . GE Appliance Co. establishes factory branch at Camp Hill, Pa. (Harrisburg), replacing Raub Supply Co., Harrisburg . . . Grundig-Majestic appoints Gough Industries, Los Angeles . . . Canadian Admiral forms new factory sales branch in Halifax, N.S. . . . Hotpoint Appliance Sales Co., N. Y., appoints G. B. Colesworthy Jr., ex-GE Supply Co., as district mgr.; Max Culpepper named TV sales mgr. . . . Ward Terry & Co., Denver (RCA) appoints Don Thurman v.p. & director . . . Bay Distributing Co., Savannah (DuMont) names James H. Byington as sales promotion mgr.

Sylvania's new TV-radio-phono models will be introduced at distributor meetings Dec. 13-14 at Camelback Inn, Phoenix, and Dec. 17-18 at Eden Roc, Miami Beach. Robert L. Shaw, gen. sales mgr. of TV-radio div., said new portable TV sets, an "all-transistor" radio and hi-fi consoles will be introduced. He commented: "As Mr. Don G. Mitchell, chairman and president, said last July, Sylvania not only plans to remain in the TV set industry but we plan to increase our business substantially. Sylvania has the world's most modern and efficient TV set plant and in more than 55 years in the electrical and electronics field we have acquired the 'know-how' that is so vital to success in the keenly competitive TV set industry. In the 6 months since Mr. Mitchell's announcement we have planned and perfected programs that already are bearing fruit. We have some startling new products and promotions for introduction at the December meetings and we have even more startling plans in the design and development stage."

Trade Personals: John M. Otter, Philco exec. v.p., to address NARDA convention Jan. 15 at Chicago's Conrad Hilton Hotel on "Consumer Credit in TV & Appliances"; other speakers at Jan. 13-15 session include Elisha (Bad) Gray II, pres. of Whirlpool-Seeger, on "Appliance Industry in 1957" and C. W. Theleen, mgr. of GE customer relations, on "Major Changes in Distribution and Sales Patterns" . . . H. Leslie Hoffman, pres. of Hoffman Electronics, addresses N. Y. Society of Security Analysts Dec. 3 . . . Jack M. Ferren, Zenith Radio director of industrial relations, elected a v.p. . . . Wm. J. Halligan Sr., founder & pres. of Hallicrafters, elected a director of Pratt & Whitney Co., another Penn-Texas subsidiary . . . Frank M. Folsom, RCA pres., has cancelled plans for Far Eastern trip (Vol. 12:45) . . . Robert W. Pearson, ex-RCA, named deputy gen. mgr. for electronic div. operations, American Machine & Foundry Co. . . . Allen B. DuMont Jr. promoted to asst. mgr. of DuMont receiver div. . . . J. A. Hammond promoted to gen. sales mgr. of Canadian Marconi commercial products div. . . . Allan Easton, ex-Granco Products, named v.p.-sales mgr. of General Transistor Corp. . . . Ken Brigham, ex-Philco govt. & industrial div., appointed supervisor of public information, Sperry Gyroscope marine, air & surface systems.

Crackdown on tube counterfeit racket was joined this week by RETMA board, which authorized pres. Dr. W. R. G. Baker to appoint a standing committee of representatives of set and tube divs. and jobber relations & service committees to undertake "a continuing survey of the problem in an effort to obtain cooperation of the entire industry." It was also announced that RETMA gen. counsel Glen McDaniel will testify Dec. 5 before Bronx County grand jury investigating the problem in metropolitan N. Y. area.

Completely portable battery-operated transistorized TV set will be on market by 1958, GE v.p. Dr. W. R. G. Baker, RETMA pres., told Syracuse Sales Executives Club this week.

Electronics Reports: "Real scramble for position" among transistor manufacturers in next 8 years is predicted in article in Nov. 29 *Wall Street Journal*, which quotes industry leaders as foreseeing today's 30-odd transistor makers shaking out to 6 or 8 dominant producers. By that time, according to estimate by transistor-making Texas Instruments, 230,000,000 transistors will be marketed yearly—as opposed to 1956's estimated sales of slightly over 11,000,000.

Wall Street Journal assays to rank transistor makers according to production, and calls GE, Texas Instruments & Raytheon the biggest, though not necessarily in that order. "A second clutch of 3 concerns—figured right behind the leaders in production totals—includes Sylvania, RCA & Western Electric," article continues. "Other big concerns in the transistor business to some degree are Bendix Aviation, Sperry Rand, Motorola, Philco, Hughes Aircraft, Minneapolis-Honeywell & Westinghouse." As example of one of growing "smaller concerns" in transistor business, article cites General Transistor Corp., Jamaica, N. Y., which it says turned out only 100,000 usable units in its first year, now makes 4000 daily and whose pres. Herman Fialkov predicts 1,000,000-unit output this year.

Meanwhile, Hughes Aircraft held N. Y. press conference to show new semiconductor products (small diode and small power rectifier), and estimated that its semiconductor business this year will amount to about \$12,000,000 vs. \$5,400,000 in 1955. Semiconductor div. mgr. Joseph S. O'Flaherty estimated semiconductor industry's 1956 volume at \$55-\$60,000,000, and he put Hughes' share of business at about 20%, which he said makes it "probably the nation's largest manufacturer" of semiconductor devices.

Molded printed circuit panels for TV-radio chassis, designed to sell for $\frac{1}{2}$ less than conventional etched panels, are scheduled for production next month by Die Form Circuits Inc., Cicero, Ill., headed by Jack J. Zimmerman, ex-Motorola director of industrial research engineering, inventor of the molded panels. Zimmerman, who says orders have already been received from set makers, also heads Equip-A-Matic Corp., which will produce automatic component assembly machines for the molded panels.

Apothecary Admiral: Two Walgreen drug stores in Atlanta this week added full line of Admiral portable radios to home goods depts. as result of test ad which, according to store spokesman, brought "outstanding sales results." It's strictly a local merchandising effort, with no indications at present for extension elsewhere.

DuMont TV-radio output in Mexico began this week at plant of licensee Corporacion Nacional Distribuidora, S.A. Nacional, with main offices at Nino Perdido and Chimalpopca Sts., Mexico City, and headed by Rogerio Azcarraga and John J. Dupuis, has been in business since 1937 and currently produces Kelvinator refrigerators there.

New memory device paving way for electronic computers which can store more than 1,000,000 bits of information in space little larger than shoe box has been developed by RCA Labs. Device is fashioned from thin printed plates of a special magnetic material and pierced by tiny holes, is said to be able to handle many more items of information in given space than magnetic core memories, lends itself to simple molding production techniques.

RETMA exec. v.p. James D. Secrest will represent TV-radio-electronics industry in U. S. Chamber of Commerce's annual year-end symposium on business prospects, scheduled for Dec. 6 in Washington. A dozen trade and professional associations will be represented among the prognosticators.

Fairchild Publishing Co. changes name of *Retailing Daily* to *Home Goods Daily* as of April 1.

Nationwide service force to install and maintain GE closed-circuit TV systems is now being recruited and trained, industrial TV marketing mgr. Frank P. Barnes announced this week end. GE plans to train about 300 servicemen employed by independent servicing companies throughout GE's product-service areas. Contracts have already been signed with several "authorized service stations," he said, including Lake Service Corp., Boston; H&R Electronics, Winston-Salem, N. C.; Electronic Engineering Co., Tacoma, Wash. Just beginning all-out closed-circuit marketing campaign, GE is offering complete camera chains varying in price from \$3500 for simple monochrome system to about \$25,000 for deluxe color chain.

"Single-cable" closed-circuit TV control system was demonstrated by Jerrold Electronics at this week's Automation Show in N. Y. For use with any closed-circuit cameras or monitors, new system employs single cable for all functions—carrying 2-way pictures, 2-way communications, remote control, etc. As demonstrated by Jerrold, here's one application of single-cable system: "A truck drives up to a plant gate. As it approaches, a watchman seated at a TV screen miles away calls the truck driver to a halt over a microphone, throws on a floodlight and asks for identification. He then focuses a camera first on the identification card and then on the driver's face. Satisfied, the watchman pulls a remote-control switch which opens the gate, and the truck driver drives on."

General Time Corp. enters electronic field through new business accounting data processing system, "Transacter," to be manufactured by subsidiary Stromberg Time Corp., which acquired rights from Transacter's developer, Hillyer Instrument Co.

COLUMBIA Pictures is another movie maker in the market to buy TV stations, stockholders were told this week at annual meeting in New York City by v.p.-treas. A. Schneider in answer to question. However, he said current "tight cash position" made it difficult to act now. Columbia isn't interested in acquiring radio stations, he added.

Columbia v.p. Jack Cohn, who heads its Screen Gems TV subsidiary, told stockholders the company has 686 pre-1948 feature films and 304 post-1948 movies which eventually will be available for TV. During fiscal year ended June 30, 1956, Columbia released 104 of its features to TV, another 52 going to TV during current year, he said, adding that company hopes to continue releasing about 52 a year. (For Columbia financial statement, see p. 8).

Meanwhile, Republic Pictures—which long has been active in TV—shut down all theatrical film production activities, and presumably has gone out of the movie business to concentrate on TV. It will continue to rent studios for TV filming and to process TV films in its huge laboratories—which have been the source of Republic's profits for last few years. Its TV film producing subsidiary, Studio City Productions, will continue to operate.

* * * *

Prospects for post-1948 movies on TV soon were dimmer at week's end after negotiating committees for motion picture producers and the 3 principal Hollywood guilds failed to agree on extra-payment formula. Apparently the 2 sides are still very far apart. It was learned that producers had offered 15% of net profits from TV, to be split not only among the 3 guilds but also among craft unions. Guilds reportedly sought 30% of gross earnings for their members alone, regardless of whether individual films had made a profit in theatres. Executive boards of the 3 guilds—Screen Actors Guild, Writers Guild of America & Screen Directors Guild—are due to meet next week to determine next move. Guild committees also held separate meetings this week with Matthew Fox, chief of C&C TV, in negotiations for formula to release his 70 post-1948 RKO features to TV. His proposals were said to be more liberal than those of the movie producers.

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Some feature film distributors "are decreasing the asset value of their property and undermining their competitive position" by distributing prints which are not of broadcast quality. So said Westinghouse Broadcasting audio-video engineering director Raymond J. Bowley, opening second annual WBC film program meeting in New York. Pointing out that some films made for theatre screens have contrast range as high as 100-1 and TV can reproduce only about a 30-1 range, he said many features offered to TV show up poorly on home screen. He urged all distributors to "compress the contrast range" to TV's 30-1 in making prints of theatrical features for TV use.

Binaural TV program—first to be presented on west coast—was scheduled Dec. 2 in cooperative effort by NBC's KRCA (Ch. 4) and NBC-affiliated radio KFI. Entitled *Christmas in Stereo*, program was to feature 30-min. of music by Burbank Symphony Orchestra, with listener-viewers enjoying stereophonic sound by placing TV & radio receivers about 6 ft. apart.

Politicians must "look good" on TV to be strong candidates for office, L. Judson Morhouse, N. Y. Republican State Committee chairman, told Council of Republican Women in Pittsburgh Nov. 29. "It gives the people the chance to exercise their critical talents—something which they want to do," he said.

Renewals of KHJ-TV & KIIJ, Los Angeles, were rescinded by FCC this week pending determination whether *Folger's Doorbell Ringing Coffee Quiz* is a lottery.

Vigorous defense of TvB policy of "positive sales approaches and not through the degrading of any other media of advertising" came this week from Lawrence H. (Bud) Rogers II, pres. of WSAZ-TV & WSAZ, Huntington, W. Va., and treas. of TvB. In letter to *Editor & Publisher Magazine* answering its criticism of TvB's "policy of persistent attacks on newspaper advertising," Rogers wrote: "The avowed intention and widely publicized policy of TvB is to develop new appropriations and increase present appropriations for TV advertising on the part of all facets of the advertising industry . . . The presentations which apparently have been misconstrued as 'aggressive attacks' on the print media are, in truth, TvB's carefully documented responses to consistent and aggressive attacks upon the TV medium—notably by the Hearst newspapers, the *Chicago Tribune*, and the Bureau of Advertising of the ANPA. It can be said with complete candor that neither the attitude of the TvB board nor the resources of the Bureau would permit our indulging in all-out frontal attacks on other media—particularly since such a large segment of our membership is affiliated through ownership with the greatest newspapers of the nation." He added that his own stations, affiliated with *Huntington Herald-Dispatch* and *Advertiser*, spend \$50,000 a year in print media advertising and "we believe it gets results."

Two applications for translators, none for TV stations, were filed with FCC this week. Applications pending now total 133 for stations (26 uhf) and 20 for translators. Week's translator applications were: for Butte, Mont. (where KXLF-TV is already operating), Ch. 70, by City of Butte, to rebroadcast programs of KGVO, Missoula; for Madras, Ore., Ch. 74, by Jefferson County TV Inc., to rebroadcast KOIN-TV, Portland. [For details see *TV Addenda 23-U* herewith.]

Closed-circuit TV will police President Eisenhower's second inaugural parade Jan. 21, according to announcement this week by inaugural committee. In order to prevent "lags" between marching units in parade, TV camera stationed near Treasury Bldg., block from White House, will be used to show where gaps are, and radio-equipped jeeps stationed along line of march will quickly give orders to the units to "close it up."

Suit to force dismantling of WOR-TV tower at North Bergen, N. J.—or the 560-ft. of it which still stands—will be pressed by the city, Mayor Sarubbi said this week, shrugging off assurances by the station that steeplejacks had removed all hazards. Tower was hit by private plane Nov. 8 (Vol. 12:45); special Army board is now studying whether tower can be dismantled and set up at Aberdeen Proving Grounds, Md. for military research.

Exemption of community antenna systems from 8% federal wire-&equipment communications tax was urged Nov. 28 by Rep. Byrd (D-W. Va.) in testimony to excise subcommittee of House Ways & Means Committee. He said Internal Revenue Code of 1954 needs amendment in line with ruling by Court of Appeals for Fourth Circuit that antenna cables are adjuncts of TV receiving sets, not subject to tax as communications service (Vol. 12:45).

WBRE-TV, Wilkes-Barre (Ch. 28) lists \$131,281 earned surplus in Aug. 31 statement of assets and liabilities filed with application to transfer Scranton radio WSCR from David Baltimore to family-owned WBRE-TV. Total TV assets were \$464,756, consisting of \$232,152 fixed assets, \$152,544 cash, \$80,060 accounts receivable.

The Hollywood twist: When 20th Century-Fox makes movie version of the hit Broadway satire on Hollywood, "Will Success Spoil Rock Hunter?" it will be turned into satire on TV, of course.

DEC 10 1956

**THE AUTHORITATIVE
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OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES**

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Television Digest with ELECTRONICS REPORTS

SUMMARY-INDEX OF THE WEEK'S NEWS — December 8, 1956

ANTI-TRUST SUIT against RCA-NBC in FCC-approved Philadelphia-Cleveland station transfer seen as first in series of Justice Dept. TV actions (pp. 1 & 10).

ALLOCATIONS COMMENTS IN, but no radical changes are on horizon. Congressional action unlikely. Ad men want more TV, plead ignorance of allocations (p. 3).

VIDEO TAPE RECORDERS put into regular use by CBS for daily west coast repeats of 15-min. news show, replacing kine; good picture quality reported (p. 3).

CLOSED-CIRCUIT TV business meeting field gets 2 new entries—Teleprompter taking over Sheraton, Fanshawe Linsley starting new company (p. 4).

COLUMBIA PICTURES' Screen Gems acquires Hygo-Unity, claiming title of "largest TV distributor," names Salk to negotiate TV station purchases (p. 6).

NBC's 30th ANNIVERSARY—STORY OF LEADERSHIP: NBC clan of affiliates meets in annual convention in Miami Beach next week, to celebrate network's 30th anniversary, and you can bet they'll voice a rousing vote of approbation to the organization that has been the fountainhead of their prosperity and prestige. You may be sure, too, that they'll be concerned but not panicked about current Dept. of Justice anti-trust move against NBC (see below) -- confident that the leadership that egged them into radio, then into TV, when at first they both seemed rather wild dreams, will come through as it always has. .

NBC was the first network, starting Nov. 15, 1926, and it sparked emergence of radio as a major force in the world. It also provided pattern for competitive networks, and they give NBC a fierce run for its money. The founder of NBC, RCA chairman Brig. Gen. David Sarnoff, has thrived, actually delighted, in competition -- ever since in 1922 he visualized "a radio music box...which would make radio a household utility in the same sense as a piano or phonograph." And NBC affiliates look to his son, NBC pres. Robert W. Sarnoff, to show he's made of similar stuff.

BEHIND THE RCA-NBC ANTI-TRUST SUIT: Govt.'s civil anti-trust suit against RCA & NBC is widely regarded here as a warning volley -- first in series of actions aimed at industry practices, arising from 2 concurrent legal investigations of TV industry.

Precedental anti-trust suit -- filed Dec. 4 in Philadelphia Federal District Court -- specifically charging violation of Sherman Act in NBC's swap of its Cleveland TV-AM-FM stations for Westinghouse's Philadelphia outlets, reveals that the Justice Dept. has formulated a policy in dealing with TV networks -- a tough one.

Attorney General Brownell personally made the decision to file suit, it was learned, despite some arguments against the action by others in Justice Dept. Asst. Attorney General Victor R. Hansen, who heads anti-trust div., hinted at formulation of policy toward TV in this press statement issued when suit was filed:

"This is the first case filed by the Dept. of Justice under the anti-trust laws involving the activities of any TV network. Congress, in passing the Communications Act of 1934, expressed its policy that the anti-trust laws should apply to the broadcasting industry. Accordingly, the conduct of RCA & NBC must meet the same standards of accountability under the Sherman Act [as] any other American business."

"The purpose of this civil complaint," said Attorney General Brownell, "is to enforce the anti-trust laws in the broadcasting industry. Where, as here alleged, a network has used its power to gain a competitive advantage as a station owner over its competitors, it is the duty of the Govt. under the Sherman Act to seek to remedy the effects of this offense and to prevent similar offenses in the future."

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Justice Dept. took resounding slap at FCC in filing the suit -- for the FCC had approved NBC-Westinghouse deal Dec. 21, 1955 (Bartley dissenting), though anti-trust div. spokesmen have accused Commission of ignoring letter saying case was under Justice scrutiny (Commissioners said letter didn't come until after grant was made). This week's suit marked first time Justice has disagreed publicly with any action by FCC, though it has squabbled in the past with other Federal agencies.

This week's action resounded almost immediately at FCC, which voted Dec. 5 to hold up sale of WKNB-TV, New Britain-Hartford (Ch. 30) to NBC. Transfer would have been approved automatically Dec. 10 -- 40 days after initial decision -- but the Commission ruled, the day after Justice Dept. filed suit, that "there has been insufficient time for the Commission to consider" the initial decision.

Other fields now being explored in Justice Dept.'s widespread investigation of TV networks -- and presumably also by Grand Jury in Philadelphia -- were outlined by Hansen last Sept. before Rep. Celler's Judiciary anti-trust subcommittee (Vol. 12:37). In addition to giving tip-off that probe of NBC-Westinghouse transaction was in advanced stage, he outlined these fields as possible subjects of anti-trust actions: "Must-buy" policies, time sales procedures, option time, network control over talent and program production.

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Though Justice Dept. filed civil suit, a Philadelphia Grand Jury has also been conducting probe of Westinghouse-NBC station exchange. Though it's not now considered likely, it's conceivable that Grand Jury could also return criminal indictment against RCA-NBC covering same charges. Grand Jury investigation has been broadened to include study of other network actions and practices.

Suit charges that NBC coerced Westinghouse into swapping stations (for which Westinghouse was also paid \$3,000,000) by threatening to cancel NBC affiliations of Westinghouse's stations in Philadelphia & Boston, to withhold affiliation of Pittsburgh's KDKA-TV and any other stations Westinghouse acquired in future.

Effects of alleged offenses, said Justice Dept., were: (1) To reduce Westinghouse's ability to compete with NBC and other station owners for advertising. (2) To preclude competition among independent reps for representation of Philadelphia stations. (3) To preclude competition among Philadelphia stations for NBC affiliation. (4) "To reduce the ability of Westinghouse Electric to compete with RCA and others in the sale of equipment for the transmission & reception of TV & radio signals." Suit also charged that the contract by which Westinghouse agreed to the swap was illegal in itself.

Justice Dept. asked court to nullify station swap as violation of law. But it also asked "such other and additional relief as may be proper" -- leaving it wide open for court to "order such divestiture of the assets of the defendant NBC as the court may deem necessary and appropriate." Under Sherman Act, court could order divestiture of NBC's station ownership or network operation. Under Sec. 313 of the Communications Act -- also specifically mentioned in Justice Dept. brief -- court could cancel any or all of NBC's station licenses.

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NBC insisted it had "scrupulously followed the procedures established by law" in statement answering Justice Dept. charges, and asserted the suit resulted from "a jurisdictional dispute" between Justice & FCC, "in which RCA & NBC have been caught in the middle." It pointed out that Commission approved transfer after a study of the facts, and added: "Not only was Westinghouse not coerced by RCA & NBC to make the transfer, but Westinghouse in fact sent a letter to the FCC urging approval of the transfer as being in the public interest."

Endorsing NBC's stand, New York Herald Tribune Dec. 6 editorially called the suit "a prime example of confusion." Said the newspaper: "Obviously no business enjoys being brought into court, and particularly when it has acted with the approval of one agency of Govt. and then is pounced upon by another. What is industry, and especially one which is under the specific control of the FCC, supposed to do? Things have come to a pretty pass when collective Govt. does not know its own mind and private enterprise is obliged to engage in a guessing game."

This much is certain: Litigation will last for years, centering on question of FCC-Justice Dept. jurisdiction, very likely ending in Supreme Court, and/or with Congressional action to decide the issue. But Justice Dept. won't drag its feet in pushing the case -- not with Rep. Celler breathing down its neck.

[For text of Justice Dept. charges and RCA-NBC answer, see p. 10.]

ALLOCATIONS COMMENTS—NO PAT ANSWERS YET: Another deadline in FCC's long allocations deliberations has passed -- and roughly 100 comments were filed in the 13 cases wherein Commission has proposed to enhance competition by relieving uhf stations of vhf competition (deintermixture) or by adding vhf channels to cities with few vhf channels (admixture). The comments weren't startling -- for little could be said that hasn't been said for several years -- and FCC's decision is no easier. [We've scanned all their comments, and they're digested on pp. 11-12.]

Commission has put pressure on its staff to digest the comments, and the replies to be filed, and come up with clear summary of whole picture by early January. Predictions as to FCC action from then on are as nebulous as ever -- though most observers say "there probably will be a little deintermixture."

Whole picture will still be fuzzy, even when FCC is ready to vote on the 13 specific cases. There's TASO -- a "crash research" program to determine technical capabilities of uhf, and it will take at least a year. There's AMST -- an organization designed to compare vhf-uhf technical capabilities, and it's geared for about a year's work. There's FCC's own study of all radio uses of 25-890-mc, including TV, which also could take plenty of time (p. 18). All in all, it's virtually impossible to see any change in the basic situation in the foreseeable future.

"Watch Magnuson," some say, meaning that the pro-deintermixture chairman of Senate Commerce Committee will pressure FCC into some important policy changes. That's unlikely, because Sen. Magnuson seldom has been a big-stick waver, because he doesn't have pat answers either, because Congress is so diversely pressured that it could scarcely agree on legislation to countermand Commission. However, it may be anticipated that Magnuson will get more incisive in his questioning of FCC -- now that he has been reelected and has 6 unjeopardized years ahead.

But the problem remains. Good illustration of it was recent survey by Tide Magazine, covering 1200 advertising executives, some 70% of whom reported trouble in getting network TV time, 72% difficulty getting spot TV. Editor Morgan Browne, at our request, supplied us with scores of comments on subject by ad men -- and it's clear that great many sponsors are frustrated in their need and desire to display wares on TV. Yet no less than 48% said they didn't know enough about vhf-uhf allocation problem to comment. All-uhf was recommended by 29%, deintermixture by 9%, status quo by 9%. Fact that 48% felt they were too ignorant to comment is "little less than shocking," according to Tide's Nov. 23 editorial.

VIDEO TAPE RECORDERS IN REGULAR USE: TV quietly passed another landmark this week as taped transcription of pictures & sound advanced from a laboratory wonder to a practical part of telecasting's battery of electronic tools.

CBS-TV this week put into daily use the first 2 prototype models of Ampex's video tape recorder, following first on-air test last Fri., Nov. 30. Ampex units, installed at network's TV City studios in Hollywood, were used all this week for west coast repeats of Douglas Edwards & the News, networked from N.Y. at 4:15 p.m. Pacific time and rebroadcast 3 hours later -- replacing hot kine for first time.

Network plans to expand use of recorder for west coast repeats on gradual basis, continuing to tape the 15-min. news show, easing into others. If all goes

well, CBS hopes to tape one or two 30-min. programs next week, too. As with any brand-new equipment, explains CBS engineering v.p. Wm. B. Lodge, the recorders still must be "de-bugged," modified, improved on basis of experience in actual use -- but he adds quickly that he has "no worries about their inherent capabilities."

Reports on picture quality have been good -- general tenor being that image is far superior to kine, though not comparable with live. One veteran movie & TV engineer reported marked improvement in quality of taped picture from Mon. to Tues.

Use of the machine climaxes many weeks of off-the-air tests, adjustments and modifications by CBS & Ampex engineers. Third video tape recorder is due to be delivered to CBS next week -- this one going to New York studios, where it will also be put into actual use while engineers get experience in its operation and continue to look for opportunities for further engineering improvements.

NBC-TV also has Ampex recorders on order, but it's understood that delivery isn't due for couple of weeks. ABC engineering v.p. Frank Marx recently visited the Ampex plant in Redwood City, Cal., but network hasn't yet ordered any recorders. In Britain, commercial TV program contractor Associated-Rediffusion has placed order, as has BBC. But like the many U.S. stations which have orders on file, they'll have to wait until production models are available -- beginning next spring or later.

TELEPROMPTER Corp.'s acquisition of Sheraton Closed Circuit TV Inc. from the Sheraton hotel chain this week puts that rapidly diversifying company into a burgeoning field that appears to be a natural, in more ways than one.

Teleprompter, which started out as a lessor of prompting devices to TV studios and producers—and since has branched into number of other fields—soon found demand for prompters was greater for business meetings than for TV. Today, staging of business meetings accounts for more than half of Teleprompter's revenues, company claiming it has staged 1,000,000 hours of meetings, including both political conventions, big-screen closed-circuit TV, which began as an entertainment medium under the title of "theatre-TV." More and more it found that its real field was in transmission of nationwide or regional business and sales meetings to businessmen gathered in theatres and hotels.

Teleprompter chairman-pres. Irving Kahn is former executive of 20th Century-Fox, pioneer in theatre TV. Teleprompter engineering v.p. Hubert J. Schlafly Jr. is onetime 20th Century director of TV research, did pioneer work on Eidophor large-screen color TV. Western Union, which last Aug. bought 14% interest in Teleprompter, is due to provide Teleprompter with "nationwide total service in depth in the field of group communications."

Closed-circuit and business meeting staging activities of Teleprompter will be encompassed by new group communications div. Sheraton Closed Circuit exec. v.p. Wm. P. Rosensohn becomes director of closed-circuit activities in new div., with Sheraton v.p. Robert M. Rosencrans also joining group communications div. in executive capacity. Amount of money involved in transaction wasn't revealed, but Kahn said company will invest more than \$500,000—mostly in new equipment—next year. Teleprompter will acquire "new modern equipment recently developed for large-screen projection." Kahn added that he has no plans for employing large-screen color TV until picture size and brightness are "acceptable." He predicted closed-circuit TV's dollar volume will be \$60-\$65,000,000 within 5 years.

Another new entity in closed-circuit TV meeting field made its debut this week—Closedcircuit Telecasting System Inc., headed by Fanshawe Lindsley, ex-gen. sales mgr. of Nathan Halpern's Theatre Network TV Inc., as pres. & treas. CTS, with studio and offices at 237 W. 54th St., N. Y., said it plans to offer big-screen color coast-to-coast beginning next month, has ordered \$250,000 worth of

closed-circuit projection equipment from RCA, including 4½x6-ft. color projection sets; RCA will begin deliveries this month on first of the 40 color units ordered by CTS. They're designed for audiences up to 500.

Board chairman of CTS is financier Arthur O. Choate Jr., with N. Y. attorney Wm. Rockefeller as secy. and former *Life Magazine* food merchandising mgr. Charles B. Pearson as asst. to pres. CTS equipment will be maintained by RCA Service Co. Company offers complete staging and producing services for closed-circuit, also makes its studio available for commercial testing, rehearsals, etc.

Extent of educational programming on commercial stations is highlighted in survey by U. S. Office of Education listing 531 program series presented on commercial stations by 160 colleges and universities, 67 city school systems and/or individual high schools, 15 county school systems, 8 State Depts. of Education, 5 parochial school systems. Conducted by Dr. Franklin Dunham, TV-radio chief of U. S. Office of Education, survey covered 198 TV stations in 144 cities in 39 states, Alaska and D. C. Of the 531 program series noted, 195 (37%) had adult education as primary purpose, and 59 of the series involved one to 5 unit credit hours. Public relations was purpose listed for 32% of programs. Introduction to report on survey states that "TV is education all day long, for it has been proven that people everywhere—and children in particular—learn quickly and eagerly through this medium." Copies of survey are available from U. S. Office of Education and NARTB.

Dispute between AT&T and community antenna operator over rights to build point-to-point microwave relay stations in Colorado and Nebraska for community systems was set for hearing by FCC this week. Collier Electric Co., owner & operator of systems at Sterling, Colo. and Sidney, Neb., seeks permits for relays at Fort Morgan, Colo. and Sidney to serve its own customers and Kimball Community TV Co., Kimball, Neb. AT&T, protesting that Collier facilities would partly parallel existing central transcontinental radio relay route, proposes to extend AT&T service, using sites now controlled by Collier.

Two new microwaves for CATV systems were approved by FCC this week, with grants to Montana-Idaho Microwave Inc. to serve Bozeman Community TV Inc. and to Penn Microwave Co., Hazleton, Pa., to serve Mountain City TV Co. there.

Personal Notes: Robert Button, broadcasting director of U. S. Information Agency, and Ted Long, TV program mgr. of its Voice of America, left by plane Dec. 4 for 10-day business trip to London and Paris . . . Roger W. Clipp, gen. mgr. of Triangle Stations, elected v.p. of its TV-radio div. . . Ben Duffy, BBDO pres., suffered mild cerebral hemorrhage Dec. 5 . . . Robert R. Max promoted to merchandising mgr. of NBC subsidiary California National Productions, reporting to H. W. (Hank) Shepard, director of business development . . . Robert F. Lewine, ex-ABC-TV v.p. who joined NBC-TV last week, elected v.p., network programs dept. . . Dr. Frances Horwich, whose *Ding Dong School* will go off NBC-TV Jan. 1, resigns as supervisor of NBC children's programs . . . John H. Norton Jr., v.p.-gen. mgr. of WMTW, Poland Spring, Me., elected chairman of Oliver Bestg. Co. (WPOR, Portland, Me.), a major stockholder in WMTW; he succeeds John M. Kimball . . . Ray J. Williams resigns as v.p.-gen. mgr. of KCSJ-TV & KCSJ, Pueblo, continuing as pres. of Telerad Inc. management group . . . C. Van Haafte resigns as program mgr. of KOA-TV, Denver, to become gen. mgr. of upcoming KATU, Casper, Wyo. (Ch. 2), due in Jan. . . . Ole G. Morby, ex-member of CBS management group, named MBS business mgr., serving as sales link between affiliates and parent RKO Teleradio . . . John C. Bechtel named administrative sales mgr., NBC-TV Films; Serge Valle research supervisor . . . Ben Beckham Jr., 25% owner of KSLA-TV, Shreveport, named gen. mgr., succeeding late Don George; Winston B. Linam continues as station mgr. . . . James C. Hirsch, onetime adv. director of WRCA-TV & WRCA, N. Y., resigns as Petry director of research, promotion & sales development to join TvB national sales staff, reporting to national sales director Halsey V. Barrett . . . Clayton A. Roehl, ex-WOOD-TV, Grand Rapids, named production director of WWTV, Cadillac, Mich. . . . George Crandall resigns as press director of CBS Radio after 17 years with network . . . Lynn Christian, ex-KNUZ, Houston, named operations director of KCEN-TV, Temple, Tex.

ADVERTISING AGENCIES: Charles F. Adams promoted to exec. asst. to Ernest A. Jones, pres. of MacManus, John & Adams, Detroit, in charge of Cadillac account and mgr. of new administrative supervisory staff; Hovey Hagerman, in charge of Pontiac account, promoted to senior v.p. . . . Elliott M. Moore, ex-TV-radio director of O'Grady, Anderson & Gray, named TV-radio director of Erwin, Wasey & Co., Chicago . . . Walter Bunker, Young & Rubicam v.p., appointed chairman of Hollywood TV-radio committee of Advertising Council, succeeding Frederic W. Wile Jr., ex-NBC . . . Stuart D. Ludlum, west coast mgr. of C. J. LaRoche Co., in charge of *Disneyland* account, elected a v.p. . . . Keith B. Shaffer, ex-chief TV-radio timebuyer for Erwin, Wasey & Co., joins Fletcher D. Richards TV-radio dept., along with Milton E. Stanson, ex-TV director of Ovesey & Straus Inc.

Martin Codel, publisher of *Television Digest*, recovered from recent illness, returns by air this week end from cruise to Majorca and visits to Madrid, Paris & London—accompanied by Mrs. Codel and sister-in-law Mrs. Edward Codel.

Edward M. Webster, former FCC commissioner, currently investigating communications aspects of sinking of *Andrea Doria*, serving on 4-man technical group due to report to House Merchant Marine & Fisheries Committee by first of year.

Edgar W. Holtz, asst. chief of FCC's Office of Opinions & Review, becomes associate general counsel, succeeding J. Smith Henley, who leaves Dec. 17 to join Justice Dept. as director of new Office of Administrative Procedure.

. . . Roger Garrett, ex-asst. mgr. for operations of WEHT, Henderson, Ky.-Evansville, Ind., named to same post at KNAC-TV, Ft. Smith, Ark., reporting to gen. mgr. Cecil M. Sansbury, also ex-WEHT; Claude Scott named chief engineer of KNAC-TV . . . Jerry Liddiard promoted to eastern sales mgr., Guild Films . . . George Schlatter, ex-mgr. of Ciro's night club in Hollywood, joins NBC-TV program dept., Hollywood, as executive in charge of acquiring new talent . . . John R. Reiss resigns as Crowell-Collier adv. v.p.; Edward Seymour reappointed adv. director . . . Sol Taishoff, editor-publisher of *Broadcasting-Telecasting*, elected pres. of Sigma Delta Chi journalism fraternity; James A. Byron, news director of WBAP-TV & WBAP, Ft. Worth, elected v.p. in charge of expansion . . . Roland Brazier named promotion & merchandising mgr. of KGUL-TV, Galveston, succeeding Jack Eisele, now with Screen Gems . . . Martin J. O'Fallon, ex-KTVR, Denver, named sales mgr. of Intermountain Radio Network . . . Jerome Medford, ex-W. R. Simmons, joins Advertest Research Inc. as a project director; Jessie Lynch appointed national field supervisor.

Paul W. Kesten, 58, former exec. v.p. & vice-chairman of CBS Inc., died Dec. 4 in Great Barrington, Mass. after long illness. He joined CBS in 1930 as director of sales promotion, was elected a v.p. in 1930, a director in 1937, and v.p.-gen. mgr. in 1942. He was elected exec. v.p. of CBS in Oct. 1943, vice-chairman in Jan. 1946. He resigned from CBS in Aug. 1946 because of ill health but remained a consultant. He was instrumental in developing CBS color system between 1940-46 and during World War II was co-founder and director of War Advertising Council. He was also a director of NAB from 1942-44. From 1952-54 he was chairman of exec. committee of Cinerama Productions and was a director at time of his death. He was also a director of Free Europe Committee Inc. He is survived by his widow, the former Joanne Kendall Gardner.

Fabulous Hearst holdings of nearly \$60,000,000, including TV & radio interests, will be up for final estate settlement Dec. 20 in Los Angeles Superior Court. Empire of publisher, who died Aug. 14, 1951, leaving bulk to philanthropic Wm. Randolph Hearst Foundation, once spread through 94 corporations worth \$150,000,000. Remaining estate takes in Hearst Corp., top holding company which owns & operates WBAL-TV & WBAL, Baltimore, and WISN-TV & WISN, Milwaukee, and Hearst Consolidated Inc., owner of WCAE, Pittsburgh. Voting control was willed to Hearst's 5 sons.

Francis E. (Dinny) Whitmarsh, news supervisor of WBZ-TV, Boston, and onetime basketball star, is author of *Famous American Athletes of Today*, published by L. C. Page & Co. Book includes chapter on TV-radio in sports. Whitmarsh also wrote how-to booklet on TV news picture-taking which is used in journalism classes in 3 Big Ten colleges.

John Hay (Jock) Whitney, whose investment firm controls 4 TV stations, reportedly has been offered post of Ambassador to Great Britain but was said to be hesitating on acceptance because of health of his wife, former Betsey Cushing. J. H. Whitney Co. controls KOTV, Tulsa; WISH-TV, Indianapolis; WINT & WANE, Ft. Wayne; KGUL-TV, Galveston-Houston.

Assn. of State Broadcasters schedules annual meeting Feb. 21-22 at Washington's Mayflower Hotel. Howard H. Bell, asst. to NARTB pres. Harold E. Fellows, is in charge of arrangements.

Brochure promoting pay TV, very neatly prepared, has been issued by Zenith. It's built around endorsements excerpted from FCC files.

SYLVANIA AWARDS for 1956, presented at banquet Dec. 6 at New York's Plaza Hotel, omitted category of "Show Most Entertaining to the Entire Family"—a category regarded by judges in previous years as one of most important. Judges this year expressed opinion that while many programs appealed to all members of family, none was outstanding enough in 1956 to merit the award. It went to *Peter Pan* last year.

Special awards were presented to ABC for its coverage of political conventions, with citations to other networks, and to NBC pres. Robert W. Sarnoff for "an outstanding contribution to music on TV" in connection with "The Bachelor" and *NBC Opera Theatre*. Other awards: Outstanding Original Play—"Requiem for a Heavyweight" on *Playhouse 90* (CBS-TV). Outstanding TV Adaptation—"A Night to Remember" on *Kraft TV Theatre* (NBC-TV). Outstanding Performance by an Actor—Jack Palance in "Requiem for a Heavyweight." Outstanding Performance by an Actress—Gracie Fields in "The Old Lady Shows Her Medals" on *U. S. Steel Hour* (CBS-TV). Outstanding Performance by Supporting Actor—Ed Wynn in "Requiem for a Heavyweight." Outstanding Performance by Supporting Actress—Joan Loring in "The Corn Is Green" on *Hallmark Hall of Fame* (NBC-TV). Outstanding Comedy Show—*Ernie Kovacs Show* (NBC-TV). Outstanding Production—"A Night to Remember." Outstanding Serious Musical Series—*NBC Opera Theatre*. Outstanding Light Musical Production—"The Bachelor" on *Producers' Showcase* (NBC-TV). Outstanding New Series—*Kaiser Aluminum Hour* (NBC-TV). Outstanding Dramatic Series—*Kraft TV Theatre* (NBC-TV). Outstanding Variety Show—*Ed Sullivan Show* (CBS-TV). Outstanding Documentary—"Project 20" series (NBC-TV). Outstanding Human Interest Program—"The Long Way Home" on *Robert Montgomery Presents* (NBC-TV). Outstanding Network Educational Series—*Omnibus* (ABC-TV). Outstanding Local Educational Program—"Journey" on KNXT, Los Angeles, with special citation for "Streamlined Reading" on educational WKNO-TV, Memphis. Outstanding Network Public Service Program—"Out of Darkness" documentary on mental illness (CBS-TV). Outstanding Local Public Service—WPIX, N. Y., for its coverage of U. N. debate on Middle East; special citations to WAAM, Baltimore, for "Desegregation—Baltimore Report"; WTVJ, Miami, for "Bumper to Bumper" traffic study; WBRC-TV, Birmingham, for "The Third Side," effect of strike on community. Outstanding Network News and Special Events—*See It Now* (CBS-TV). Outstanding Local News and Special Events—*Deadline* (KOMO-TV, Seattle), with special citation to WPIX, N. Y., for coverage of Andra Doria sinking. Outstanding Network Children's Program—*Captain Kangaroo* (CBS-TV). Outstanding Local Children's Program—*Big Brother Bob Emery* (WBZ-TV, Boston); citation to *Phenomena* on KTRK-TV, Houston. Outstanding Network Women's Show—*Matinee Theatre* (NBC-TV).

Judges were Deems Taylor, composer, chairman; Dean Kenneth Bartlett, director of TV-radio center at Syracuse U.; Marvin Barrett, TV-radio editor of *Newsweek*; Judge Samuel Leibowitz; broadcasting personality Mary Margaret McBride; baseball star Jackie Robinson. These TV critics assisted: Jack Anderson, *Miami Herald*; Patrick Clepper, *St. Paul Pioneer Press*; Bernie Harrison, *Washington Star*; W. F. Jahn, *Seattle Post-Intelligencer*; Ray Oviatt, *Toledo Blade*; David Westheimer, *Houston Post*.

Public service "standby" sponsorship system should be created, whereby "public-spirited" companies will "instantly and automatically" sponsor crucial spot news events on networks if regular sponsors of programs preempted by such events are unwilling to do so. That was intriguing suggestion this week of Sylvania TV Awards committee of judges in statement mixing high praise and sharp criticism of networks for their coverage of outstanding news and special events in 1956. In statement accompanying special award to ABC for its coverage of political conventions—and citations to CBS and NBC—judges drew contrast with "completely inadequate" attention to U. N. debates on Middle East and Hungarian crises. "The networks seem unprepared to cover crises," said judges. "But the responsibility to bring public service programs of national and international import to the viewing public rests equally with the sponsors as well as with the networks. In the opinion of the judges, the 1956 political conventions would not have been covered as completely and certainly not as elaborately if there had been no sponsors."

COLUMBIA Pictures' Screen Gems subsidiary, which last week announced it intended to buy and operate stations (Vol. 12:48), this week made 2 big moves to expand its operations in TV field. It named Robert H. Salk, former syndicated sales director, to new post of director of station operations to "represent Screen Gems in the purchase of interest in stations." Screen Gems v.p.-gen. mgr. Ralph Cohn announced that Salk's department "will be available for consultation on programming toward more profitable operation of TV stations [and] Mr. Salk will be the company's liaison with all govt. agencies concerned with the TV industry."

In its second move this week, Screen Gems announced agreement for acquisition of big Hygo TV Films and its affiliate Unity TV Films, with complete distribution rights to Hygo-Unity's 450 features, 130 westerns (some of them Columbia pictures), 156 cartoons and 406 serial episodes—leading Screen Gems to claim title of "the largest distributor of TV programming."

Purchase was financed through \$5,000,000 loan from First National Bank of Boston, at 4%, payable in 3 annual installments. Agreement stipulates that all Hygo-Unity personnel will be transferred to Screen Gems. Hygo-Unity pres. Jerome Hyams becomes Screen Gems syndicated sales director, succeeding Salk.

Meanwhile, another movie producer which also is heavily in TV—Republic Pictures—reportedly was ready to begin selling its post-1948 features to TV without waiting for outcome of negotiations with talent guilds for royalty payment formula. The report said that pres. Herbert J. Yates already was negotiating sale of the features in order to soup up company's financial standing and forestall possible move to oust him from control. Meanwhile, Yates denied reports that Republic is leaving theatrical movie production permanently (Vol. 12:48), saying he hopes to resume movie-making some time next month.

Longevity of filmed TV programs—and question of just when they depreciate for tax amortization purposes—may bring Internal Revenue Service ruling setting definite period for production cost write-offs. Informal discussion with TV film programmers has produced tentative IRS formula requiring 5-year amortization at 20% rate per year. Movie producers now are allowed 1½ years—IRS's estimate of theatre life-span of film—to amortize production costs. But TV use of films such as 20-year-old cowboy epics has been tax puzzler.

Right-wing AFTRA coalition candidates defeated so-called middle-of-the-road slate in N. Y. local board election this week, reversing 1955 outcome. No sharp issue of union ideology arose in contest, in which coalition won 29 of 35 board members, but incumbent administration was accused of non-fulfillment of ambitious local projects. Local pres. Charles Collingwood, middle-of-the-road candidate last year, was reelected to board as independent. Five of winning coalition candidates were in other faction in 1955.

NBC-owned TV stations racked up 21% sales increase this year over 1955, with billings of radio stations up 17%, reports v.p. Thomas B. McFadden on eve of annual meeting of station managers Dec. 10-11 at St. Regis Hotel, N. Y. Oct. sales on radio station were up 28% from Oct. 1955, with WRCA, N. Y., breaking monthly sales record.

Familiar Figure: General Mills, after spending months trying to adopt a symbol for its broad line of products which would be familiar to greatest number of people, hit on a "natural"—TV screen encasing words "General Mills."

"TV's biggest giveaway"—public service donations of time & talent by stations—reached record of \$50,000,000 in third quarter 1956, reports Dec. 3 *Television Age*.

ANALYSIS OF ABC affiliation contracts was completed this week by staff of Rep. Celler's anti-trust subcommittee—following similar compilation of CBS & NBC pacts (Vol. 12:41, 43). Complete contract-by-contract analysis will be included in printed record of subcommittee's TV hearings, due next month. We have excerpted below the payments made to stations by network (expressed as percentage of gross time charge) and number of free hours given to network by station. Obviously, these figures alone don't tell whole story. ABC expresses it this way:

"Any deviation from the standard station compensation of 30% of gross for an interconnected affiliation agreement can be attributed to the fact that in certain markets time clearances are not available on an equal basis due to the scarcity of stations. [The] inclusion of such 2-station vhf markets as St. Louis and Boston in a national advertiser purchase is important to the extent that without their inclusion, the network sale might not be consummated. An increase in station compensation is necessary to obtain time clearances in such situations.

"There are also a few individual cases—i.e., Chico, Cal.—where station compensation is reduced below the standard 30% for interconnected agreements. This is a negotiated compromise whereby the station does not grant free hours to help offset extra cable cost, but agrees to substitute instead a reduction in compensation."

ABC's "standard contract" provides for compensation to station at rate of 30% of gross time charge after 22 free hours monthly. These stations have signed "standard" contracts:

WTRI, Albany; WOI-TV, Ames, Ia.; WLWA, Atlanta; KMMT, Austin, Minn.; WAAM, Baltimore; WTTV, Bloomington-Indianapolis; WGR-TV, Buffalo; KCRG-TV, Cedar Rapids; WBKB, Chicago; WCPO-TV, Cincinnati; WEWS, Cleveland; WXYZ-TV, Detroit; WSJV, Elkhart, Ind.; KJEO, Fresno; WTPA, Harrisburg, Pa.; WHTN-TV, Huntington, W. Va.

KMBC-TV, Kansas City; WTVK, Knoxville, Tenn.; KABC-TV, Los Angeles; WLVA-TV, Lynchburg, Va.; WKOW-TV, Madison, Wis.; WHBQ-TV, Memphis; WISN-TV, Milwaukee; WTCN-TV, Minneapolis-St. Paul; WSIX-TV, Nashville; WNHC-TV, New Haven; WABC-TV, N. Y.; WMTW, Poland Spring, Me.; WAVY-TV, Portsmouth, Va.; WTVR, Richmond, Va.; KCCC-TV, Sacramento; KGO-TV, San Francisco; KING-TV, Seattle; KTVX, Tulsa; KWTX-TV, Waco; WMAL-TV, Washington; KAKE-TV, Wichita; WTOB-TV, Winston-Salem; WSBA-TV, York, Pa.

The following affiliates are compensated at 30%, but are required to extend no free time to network:

WALB-TV, Albany, Ga.; KFDA-TV, Amarillo; KTBC-TV, Austin, Tex.; WAFB-TV, Baton Rouge; WNEM-TV, Bay City; WABT, Birmingham; WDEF-TV, Chattanooga; KKT-TV, Colorado Springs; KOMU-TV, Columbia, Mo.; WIS-TV, Columbia, S. C.; KRIS-TV, Corpus Christi; WLWD, Dayton; KDAL-TV, Duluth; WSEE, Eric; KIEM-TV, Eureka, Cal.; WTVW, Evansville; WINK-TV, Ft. Myers, Fla.

KFBB-TV, Great Falls, Mont.; WFRV-TV, Green Bay, Wis.; WFMY-TV, Greensboro, N. C.; KGBT, Harlingen, Tex.; WSVA-TV, Harrisonburg, Va.; WLBT, Jackson, Miss.; WMBR-TV, Jacksonville; KRCG, Jefferson City, Mo.; WJHL-TV, Johnson City, Tenn.; WKBT, La Crosse, Wis.; KPLC-TV, Lake Charles, La.

WJIM-TV, Lansing, Mich.; KSWO-TV, Lawton, Okla.; WIMA-TV, Lima, O.; KOLN-TV, Lincoln, Nebr.; WAVE-TV, Louisville; KBES-TV, Medford, Ore.; WALA-TV, Mobile; WKRG-TV, Mobile; WSFA-TV, Montgomery;

WDSU-TV, New Orleans; WTAR-TV, Norfolk; KWTW, Oklahoma City; WKY-TV, Oklahoma City; KMTV, Omaha; WJDM-TV, Panama City, Fla.

WEAR-TV, Pensacola; WTVH-TV, Peoria; KTVK, Phoenix; KZTV, Reno; WHEC-TV & WVET-TV, Rochester, N. Y.; WREX-TV, Rockford, Ill.; WHBF-TV, Rock Island; KSWS-TV, Roswell, N. M.; KSBW-TV, Salinas, Cal.; KENS-TV, San Antonio; WOAI-TV, San Antonio; KEYT, Santa Barbara; KTBS-TV, Shreveport; WTHI-TV, Terre Haute; WSAU-TV, Wausau, Wis.; WHIZ-TV, Zanesville, O.; WSPD-TV, Toledo; KREM-TV, Spokane.

These stations receive straight 25% of gross time charges, giving no free time to network:

KOAT-TV, Albuquerque; WABI-TV, Bangor; KOOK-TV, Billings, Mont.; KFYR-TV, Bismarck, N. D.; KIDOTV, Boise; KXLF-TV, Butte; WWTV, Cadillac, Mich.; KFBC-TV, Cheyenne; WEAU-TV, Eau Claire, Wis.; KROD-TV, El Paso; KFSA-TV, Ft. Smith, Ark.; WDAM-TV, Hattiesburg, Miss.; KLRJ-TV, Henderson-Las Vegas.

KAL-TV, Honolulu; KID-TV, Idaho Falls; KHOL-TV, Kearney, Neb.; WLEX-TV, Lexington, Ky.; KCBD-TV, Lubbock, Tex.; WTOP-TV, Meridian, Miss.; KCJB-TV, Minot, N. D.; WLBC-TV, Muncie, Ind.; WOAY-TV, Oak Hill, W. Va.; KOAM-TV, Pittsburgh, Kan.; WPTZ, Plattsburgh, N. Y.; WGEM-TV, Quincy, Ill.; WAPA-TV, San Juan, P. R.

KVEC-TV, San Luis Obispo, Cal.; KVTV, Sioux City, Ia.; KELO-TV, Sioux Falls, S. D.; WICS, Springfield, Ill.; KYTV, Springfield, Mo.; WCTV, Thomasville, Ga.; KVOA-TV, Tucson; WINT, Waterloo, Ind.; KIMA-TV, Yakima, Wash.; WMFD-TV, Wilmington, N. C.

These stations are compensated at regular 30% rate, but give varying numbers of free hours:

One free hour per week—WFLB-TV, Fayetteville, N. C.; WBTW, Florence, S. C. Five free hours monthly—WRBL-TV, Columbus, Ga.; WJHP-TV, Jacksonville; WSL-TV, Roanoke, Va. Six free hours monthly—WJTV, Jackson, Miss.; KNOE-TV, Monroe, La. Eight hours—WJBF-TV, Augusta, Ga. (4 hours in 6-11 p.m. period, 4 in other periods). Nine hours—KTEN-TV, Ada, Okla.

Ten hours—WCNY-TV, Carthage-Watertown, N. Y. 11 hours—WCSC-TV, Charleston, S. C.; WNCT, Greenville, N. C.; WMAZ-TV, Macon, Ga.; WDBO-TV, Orlando, Fla.; KTVI, St. Louis; WTOC-TV, Savannah; WSTV-TV, Steubenville, O. 12 hours—KBAK-TV, Bakersfield, Cal.; WTVD, Durham, N. C.; WNAO-TV, Raleigh; KSLA-TV, Shreveport, La. 13 hours—KFDM-TV, Beaumont, Tex.; KFDX-TV, Wichita Falls, Tex.

Twenty hours—WICC-TV, Bridgeport; WILK-TV, Wilkes-Barre. 24 hours—WITV, Ft. Lauderdale, Fla. 25 hours—KTRK-TV, Houston; WMUR-TV, Manchester, N. H. 27 hours—WLDS-TV, Asheville, N. C. 28 hours—KBTV, Denver; KUTV, Salt Lake City. 30 hours—WJMR-TV, New Orleans; KATV, Pine Bluff, Ark.; KLOR, Portland, Ore. 37 hours—KGEO-TV, Enid, Okla.

Network has these varied arrangements with its other affiliates:

WBZ-TV, Boston, & KSD-TV, St. Louis, are compensated at 50% of gross time charges. WNAC-TV, Boston, gets 30% for *Mickey Mouse Club*, 50% for all other programs. WFAA-TV, Dallas & WBAP-TV, Ft. Worth, 33½%, 12 hours free time. WAKR-TV, Akron, first 20 hours free, next 25 hours 27½%, thereafter 30%. WBRZ-TV, Baton Rouge, 25% for all live programs "in excess of the number of unit hours furnished within the first 3 hours of cable and/or microwave relay service delivered" each week, and 30% for film programs.

WNBF-TV, Binghamton, 25% for first 20 hours, 35% for next 10 & 40% thereafter. WBTV, Charlotte, N. C., 33½%, one free hour weekly. KHSL-TV, Chico, Cal., 30% for filmed programs, 15% live. WTVN-TV, Columbus, O.

Telecasting Notes: "One of the most drastic overhauls of programming at NBC-TV since Pat Weaver went on a spec spree" appears to be in the works for next season, says Dec. 5 *Variety*. "The 'top-to-bottom' reshuffle is the No. 1 item for 'in depth' discussion at a meeting of the minds over which the network's top brass is presiding this week," states the article, which adds that network may expand schedule of 60 & 90-min. shows, "with the long dramatic form being in high favor" (a la CBS-TV's *Playhouse 90*) . . . All networks are hard pressed for good replacements in the event that the predicted wave of cancellations occurs early in Feb., and there seems to be some question where new top-notch shows are coming from . . . ABC-TV planning to test projected early-1957 daytime network shows with airings on single o-&-o stations, principally New York's WABC-TV, with a number of segments due to be given trial exposure 4:30-5 p.m. in time vacated by 30-min. cutback in *Afternoon Film Festival* . . . CBS-TV election returns copped No. 1 spot in Nielsen total audience ratings for 2 weeks ended Nov. 10 (but didn't place in average audience top 10) with rating of 59.1, reaching 21,715,000 homes . . . **Traveling spectacular:** Theatrical Enterprises Inc., producer of Alcoa's "Stingiest Man in Town," offering 2½-hour "Ice Aquaganza" for local sponsorship. The ice-water-variety show is slated to tour country for exposure on local TV stations for local or national sponsors . . . "Boston's first movie spectacular" is billing WNAC-TV gives to 90-min. *Camera Inside Russia*, to be sponsored as public service by S. S. Pierce Co. Dec. 10, 9:30-11 p.m., preempting 2 regular CBS shows . . . Jerry Lewis' first solo performance on TV will be 60-min. color spectacular on NBC-TV Jan. 19, 9-10 p.m. . . . Story of 1956 will be told by CBS-TV in 3-hour year-end program Dec. 30, 3-6 p.m., divided into 3 one-hour segments: *New Frontier, Big News of '56 & Year of Crisis: 1956* . . . RKO Teleradio to produce Broadway musical next fall based on award-winning 1935 film, "The Informer" . . . CBS reportedly negotiating for part ownership in Mike Todd's movie, "Around the World in 80 Days" . . . First TV series to be filmed for syndication by NBC's California National Productions will be *The Silent Service*, based on Navy submarine service, with shooting scheduled to begin next month . . . CBS TV Film Sales has acquired *Whirlybirds* series produced by Desilu and originally slated for network exposure—and has already sold it in 67 markets for total of \$750,000 . . . **Dropping live dramas,** CBS-TV's *GE Theatre* goes 100% film after first of next year . . . Added to CBS-TV's rapidly growing stable of top production talent is producer-director Norman Felton, ex-*Robert Montgomery Presents* & *Alcoa-Goodyear Playhouse*, signed to long-term contract . . . ARB to expand its overnight coincidental rating service next month, extending it to 100 "sampling points," said to give true cross-section of nationwide audience.

30% & 22 free hours if network offers at least 100 hours monthly; otherwise free hours are reduced proportionately. WTVP, Decatur, Ill., first 20 hours free, next 25 at 25½%, thereafter 30%.

WGLV, Easton, Pa. & WATR-TV, Waterbury, Conn., first 12 hours free, next 33 at 27½%, thereafter 30%. WICU, Erie, first 20 hours 30%, next 40 at 33½%, thereafter 35%. WDAY-TV, Fargo, WOOD-TV, Grand Rapids & WKZO-TV, Kalamazoo, 30% for filmed shows, 40% for live. WFIL-TV, Philadelphia, 31%, 20 free hours. WHAM-TV, Rochester, 33½%; WSUN-TV, St. Petersburg, first 25 hours free, next 35 hours 25%, thereafter 30%.

KCMC-TV, Texarkana, Tex., 25%, 12 free hours. WKBN-TV, Youngstown, 27½%. WJAR-TV, Providence, 30% for live programs, 50% for delayed kines. KENI-TV, Anchorage & KFAR-TV, Fairbanks, Alaska, 15%.

Trans-Community TV Network, Beverly Hills, Cal. (Jerome L. Doff, pres.), organized to supply program material to wired community TV systems (Vol. 11:52), is revealed in contract filed by ABC with House Judiciary anti-trust subcommittee to have agreed to pay ABC \$500 a month for filmed programming. In appendix to contract, TCN listed these "primary areas" in which it planned to "begin the operation of stations on or about July 15, 1956 and thereafter": Douglas, Morenci-Clifton & Winslow, Ariz.; Alamosa, Montrose, Lamar & La Junta, Colo.; Lewiston, Bozeman & Miles City, Mont.; Babitt-Hawthorne, Elko & McGill-Ruth-Ely, Nev.; Raton, Eunice-Hobbs-Gallup, Truth or Consequences, Silver City, Tucumcari & Portales, N. M.; Bond, Baker & La Grande, Ore.; Cedar City, Richfield, St. George & Moab, Utah; Rock Springs, Sheridan, Rawlins & Casper, Wyo.; Susanville, Bishop & Needles, Cal.; Key West, Fla. Only community in which TCN's "Comprovision" programming is reported to have started is Cedar City, Utah. Another TCN "affiliate" began operation Dec. 1—in Miles City, Mont. (pop. 9000), where Miles City Closed-Circuit TV started operations with hookup to 200 homes, originating all programming in own studios, with films, NBC & ABC kines supplied by Trans-Community, augmented by local live shows.

KALB-TV, Alexandria, La. (Ch. 5) is being transferred to new Lanford Telecasting Co. Inc. in \$333,155 transaction whereby T. B. Lanford reduces his holdings from 97 to 51%, and Bill L. Fox, now gen. sales mgr. of KFMB-TV, San Diego, exercises option to buy 49% "limited" stock interest. Stock option was obtained by owners of radio KSYL, Alexandria (Milton H. Fox & family), when it dropped Ch. 5 application, clearing way for grant. Preferring to retain radio KSYL, Fox family turned over option to son Bill Fox. Uncle Jack O. Gross, San Diego, is lending Fox nearly \$150,000, also gets option to buy 245 shares from Fox in 2-4 year period following transfer of KALB-TV. Sept. 30 combined balance sheet for KALB-TV & KALB shows earned surplus of \$255,156. Total assets of \$523,140 include \$318,990 fixed (\$221,165 TV) and \$191,953 current (\$76,607 accounts receivable).

KILT, El Paso (Ch. 13) and radio KELP are being sold by McLendon Investment Corp., Dallas, for \$750,000 to owners of KXLY-TV, Spokane, Wash. (Ch. 4), according to broker Blackburn-Hamilton. Richard E. Jones, gen. mgr., v.p. & 10% owner of KXLY-TV, is to be gen. mgr. of El Paso stations, with Joe Roddy remaining as KILT station mgr. Jones is ex-Storer v.p., before that was director of DuMont TV stations in N. Y., Pittsburgh & Washington. Other KXLY-TV owners are Joseph Harris and Norman E. Alexander (45% each), who with Jones purchased property in 1954 for \$1,750,000 from Symons Bestg. Co. (E. B. Craney) and Bing Crosby (Vol. 10:2). McLendons, now out of TV, retain radios KLIF, Dallas, and KTSA, San Antonio, having recently sold WRIT, Milwaukee & WTAM, Atlanta area outlet (Vol. 12:41, 47).

Formal transfer of 75% of WGBI-TV, Scranton, Pa. (Ch. 22) to WCAU Inc. (*Philadelphia Bulletin*, WCAU-TV) was effected Dec. 3, FCC having approved \$650,000 deal last Oct.—whereby Mrs. M. E. Megargee and family retain 25% of TV, 100% of radio WGBI (Vol. 12:42). Donald W. Thornburgh, WCAU pres.-gen. mgr., is also pres. of WGBI-TV; Vance L. Eckersley, Scranton attorney & CPA, v.p.-gen. mgr.; Marcella Megargee Holcomb, secy.; Joseph L. Tinney, WCAU exec. v.p., WGBI-TV treas.

Taking over KSWM-TV, Joplin, Mo. (Ch. 12) & KSWM, purchased for \$591,000 (Vol. 12:44), Berkman-Laux interests announced goal of upping power to 316 kw by Jan. 1, planning to change call letters to KODE and launch heavy promotional campaign. Former pres.-mgr. Austin Harrison will continue as consultant for 6 months.

HENRY KAISER got his CP, receiving Ch. 13 grant for Honolulu, is now in position to implement color plans he has announced (Vol. 12:41). Only other grant was for Ch. 80 translator in Tucumcari, N. M., which FCC authorized over complaint of community antenna operator Tucumcari TV Co. that translator would jeopardize system it had built at cost of \$85,000. But translator applicant had argued CATV rates were too high, service inadequate.

Several "freaks" of the allocations table are about to disappear. Under new rule affecting transmitter locations, Commission has finalized shift of WMAZ-TV's Ch. 13 from Warner Robins to Macon, Ga., WLAC-TV's Ch. 5 from Old Hickory to Nashville. In addition, FCC finalized shift of Ch. 56 from Cortland to Binghamton, N. Y., replacing it with Ch. 72; shift of Ch. 18 from Jackson, Miss. to Baton Rouge, La., replacing it with Ch. 59; shift of Ch. 18 from Lebanon to Lafayette, Ind., replacing it with Ch. 77.

There were several petitions for allocations changes: (1) WDAK-TV, Columbus, Ga. (Ch. 28), requested shift of Ch. 4 to Dothan, Ala. or Panama City, Fla. (2) Prospective applicant KMOS-TV Inc., Moscow, Ida., sought shift to Moscow of Ch. 12 from Coeur d'Alene, Ida., Ch. 9 from Sandpoint, Ida. or Ch. 10 from Pullman, Wash. (3) KBMT, Beaumont, Tex. (Ch. 31) asked assignment of Ch. 12 to Beaumont. (4) KBAM, Longview, Wash., requested substitution of Ch. 2 for Ch. 33.

Recent radio station sales reported: WEBK, Tampa, by E. P. & Alpha B. Martin, John D. Goff and John A. Branch for \$134,000 to W. Walter Tison, former 20% owner of WTVT there, previously owner of radio WALT. WATG, Ashland, O. by Ashland Bestg. Corp. (R. S. Burke, pres.) for \$112,500 to group headed by 55% owner Charles D. Calhoun, mgr. of WLOH, Princeton, W. Va. KCKN, Kansas City, Kan. by Stauffer Publications for \$110,000 to Cy Blumenthal, majority owner of WARL, Arlington, Va., which has CP for Ch. 20. Sale is contingent on FCC approving sale of Capper properties, one of which is KCKN, to Stauffer (Vol. 12:38). WAIR, Winston-Salem, by Radio Winston-Salem Inc. (John S. Riggs, pres.) for \$30,763, plus \$83,236 in obligations, to Cincinnati accounting exec. J. F. Koons III. WFTC, Kinston, N. C. by Kinston Bestg. Co. (Thomas F. Hewlett, pres.) for \$145,000 to Connie B. Gay's Town & Country World Wide Productions. WHAR, Clarksburg, W. Va. by co-owners W. A. Patterson and Robert K. Richards for \$111,000 to George Wilson Sr. & Jr. and William Malow. KSOP, Salt Lake City, by Ralph E. Winn, who keeps \$114,920 of station's assets (cash, accounts receivable & stocks), to new Seagull Bestg. Co., in which he holds 39%; M. H. Hilton, KSOP gen. mgr., 51%; Lyle O. Wahlquist, KSL engineer, 10%. WHRV, Ann Arbor, Mich. by Huron Valley Bestrs. Inc. (Richard A. Connell Sr., 52%) for \$110,000 to M W Bestg. Principal new stockholder is Charles H. Mayne, Detroit manufacturers' agent & former sports director of Detroit's WXYZ, 80%. KECC, Pittsburgh, Cal. by group headed by John C. MacFarland for \$105,000; major principal among purchasers is John F. Malloy, with 75%. KWBE, Beatrice, Neb. by Blue Valley Bestg. Co. (Merle G. Jones, pres.) for \$96,250 to gen. mgr. Gordon C. Pentz (75%) and sales mgr. Wm. R. Boyce (25%). WJAN, Spartanburg, S. C. by W. Ennis Bray family for \$75,000 and \$25,000 accounts outstanding to John K. L. Peterson, Far Hills, N. J. real estate developer. WTAY, Robinson, Ill. by Keith & Roger L. Moyer for \$63,818 to Kathryn Duncan (40%), Edwin Phelps (40%) and Edwin Phelps Jr. (20%), latter being WTAY gen. mgr. WFNM, DeFuniak Springs, Fla. by Clayton W. Mapoles for \$27,200 to group headed by Mel Wheeler, gen. mgr. of WJDM, Panama City, and WEAR-TV, Pensacola. Paul H. Chapman Co. was broker for WEBK, WJAN and WFNM sales. Blackburn-Hamilton handled WFTC and WHAR.

RESUMPTION OF PROGRAMMING shortly after Jan. 1 by WMGT, Adams-Pittsfield, Mass. (Ch. 19) will be as satellite of WCDA, Albany (Ch. 41), CBS-TV affiliate owned by Lowell Thomas group, which has purchased WMGT for \$379,260 from group headed by Leon Podolsky. It will be second satellite for WCDA, which also operates WCDB, Hagaman, N. Y. (Ch. 29). WMGT, off air since last Feb. 25, began tests week of Dec. 2 with new 100-ft. Stainless tower on Mt. Greylock (Vol. 12:48).

Application for sale filed with FCC includes combined balance sheet for WCDA, satellite WCDB and radio WROW dated Oct. 31, 1956, showing deficit of almost \$1,000,000. Loss for 10 months ended Oct. 13 was \$142,809 and deficit as of Dec. 31, 1955 was \$773,845. Also shown are \$228,396 in fixed assets, \$180,635 current (\$113,516 accounts receivable), out of \$429,628 total assets.

* * * *

In our continuing survey of upcoming stations, these are the latest reports from principals:

WHYY-TV, Philadelphia (Ch. 35, educational), delayed by financial squabble between board of education and station management (Vol. 12:47), has launched a \$100,000 fund drive in effort to get a "Channel 35 by Christmas." Area newspapers have been asked to support campaign by co-chairman of drive, Leo Weinrott, judge of common pleas court, and Rt. Rev. Monsignor Edward Reilly, head of Diocesan school system.

KBTX-TV, Bryan, Tex. (Ch. 3), granted Nov. 8, hasn't ordered equipment or begun construction, but plans start in mid-March of 1957, reports 10% owner M. N. (Buddy) Bostic, mgr. of KWTX-TV, Waco, Tex., which holds 50% of KBTX-TV. It will have 482-ft. tower. Rep not chosen.

KWGB-TV, Goodland, Kan. (Ch. 10) has ordered equipment from Standard Electronics, but target hasn't been set. Radio KWGB has been moved into new building which has 2 TV studios ready, including 2 GE camera chains, 2 film projectors. Base hour will be \$200. Rep not chosen.

KSEI-TV, Pocatello, Ida. (Ch. 6) has ordered RCA transmitter and plans start in June 1957, reports pres. Henry H. Fletcher. It will have 100-ft. Ideco tower on Chinks Peak. Rep not chosen.

First "automated" TV station is WSYE-TV, Elmira, N. Y. (Ch. 18), semi-satellite of Syracuse's WSYR-TV (Ch. 3.) GE announced this week that its first punched-tape automatic program control system has been installed in the station. System automatically schedules all switching necessary for programming slides, films, network and audio, reducing possibility of human error. WSYE-TV carries WSYR-TV programming with exception of local commercials, station identification, 10-min. daily local news show and special public service features.

CFPA-TV, Port Arthur, Ont. (Ch. 2) has filed application to transfer station from Ralph H. Parker Ltd. to Thunder Bay Electronics Ltd. and to increase power from 4.1-kw to 28-kw visual ERP—both applications to be considered by CBC board meeting Jan. 4 in Vancouver, B. C.

Two more translators began operation, making 8 which have reported they are on air. K70AH, Parker, Ariz. (Ch. 70) began Nov. 23, rebroadcasting programs of KTVK, Phoenix, reports E. Floyd Ross for Chamber of Commerce. K71AA, Ellensburg, Wash. (Ch. 71), began Dec. 2, carrying KIMA-TV, Yakima, writes W. S. Vickerman, secy. of Kittitas Valley T.V. Assn. Inc.

Power & height increases: WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5) Dec. 4 to 100-kw ERP from new 1060-ft. tower; WTVW, Evansville, Ind. (Ch. 7) Dec. 3 to 316-kw; WJIM-TV, Lansing (Ch. 6) Nov. 30 to new 1023 ft. tower; KHSL-TV, Chico, Cal. (Ch. 12) Dec. 8 to 316-kw.

TEXT OF CHARGES against RCA-NBC brought by Justice Dept. in civil anti-trust suit filed Dec. 4 in Philadelphia Federal District Court (see p. 1):

Offenses Charged—Beginning about March 1954, and continuously thereafter to the date of the filing of this complaint, the defendants RCA and NBC have been engaged in an unlawful combination or conspiracy in unreasonable restraint of the aforesaid interstate trade and commerce in violation of Section 1 of the Sherman Act.

The aforesaid combination or conspiracy has consisted of a continuing agreement and concert of action between the defendants RCA and NBC to obtain vhf television station ownership for NBC in five of the eight primary markets by the unlawful use of the power of the defendant NBC, as a network, to grant to or withhold from non-network station owners, NBC network affiliation for their TV stations.

Defendants RCA and NBC have effectuated this combination or conspiracy in part by depriving Westinghouse Broadcasting Co. (WBC) and Westinghouse Electric of WBC's vhf station in the Philadelphia market by the following means:

(a) Threatening to cancel or to refuse to renew WBC's affiliation with NBC in Boston and Philadelphia if WBC refused to negotiate with NBC for the transfer of its vhf station in Philadelphia to NBC;

(b) Withholding affiliation with NBC for a vhf station about to be acquired by WBC in Pittsburgh, until WBC agreed to transfer its vhf station in Philadelphia to the defendant NBC;

(c) Threatening to withhold affiliation with NBC for WBC's fifth vhf and two uhf stations when acquired.

On or about May 16, 1955, defendant NBC entered into a contract with WBC in unreasonable restraint of the aforesaid trade and commerce in violation of Section 1 of the Sherman Act. This contract provided that:

(a) NBC would acquire the WBC television and radio broadcasting facilities in Philadelphia;

(b) WBC would acquire the NBC television and radio broadcasting facilities in Cleveland;

(c) NBC would pay WBC \$3,000,000.

On or about January 21, 1956, WBC and the defendant NBC exchanged the aforesaid facilities pursuant to this contract.

Said offenses are continuing and will continue unless the relief hereinafter prayed for in this complaint is granted.

The effects of the aforesaid offenses, among others, have been and are:

(a) To reduce the ability of WBC as a station owner to compete with NBC and other station owners for the sale of advertising;

Exclusion of TV-radio reporters from press conference this week by Louisiana Gov. Long was protested by Robert D. Swezey, exec. v.p.-gen. mgr. of WDSU-TV, New Orleans, and chairman of NARTB freedom of information committee. Immediate result: Long modified rule enough to permit all correspondents to attend—with pads and pencils. TV-radio men will pursue demand to use their own gear.

Still fighting NCAA football TV restrictions, Big Ten athletic directors and faculty representatives, meeting in Chicago this week, proposed their own plan for next season to NCAA TV committee. The single rule: No team would be permitted to appear on TV more than 3 times per season.

RCA International becomes big-time TV sponsor in Latin America, acquiring 26 feature films from Associated Artists Productions to be run in 14 countries under title *RCA Premier Theatre*.

(b) To preclude competition among independent advertising representatives for representation of one of the vhf stations in the Philadelphia market;

(c) To preclude competition among station owners in the Philadelphia market for NBC network affiliation; and

(d) To reduce the ability of Westinghouse Electric to compete with RCA and others in the sale of equipment for the transmission and reception of radio and TV signals.

WHEREFORE, plaintiff prays:

1. That the aforesaid combination or conspiracy and the aforesaid contract of May 16, 1955 be adjudged and decreed to be in violation of Section 1 of the Sherman Act.

2. That pursuant to the authority granted it by Section 4 of the Sherman Act, and by Section 313 of the Communications Act of 1934, as amended (47 U.S.C. §313), the Court order such divestiture of the assets of the defendant NBC as the Court may deem necessary and appropriate.

3. That the plaintiff have such other and additional relief as may be proper.

4. That the plaintiff recover the costs of this suit.

* * * *

Text of RCA-NBC answer, in statement issued Dec. 4:

This suit results from a jurisdictional dispute between two agencies of Govt., in which RCA and NBC have been caught in the middle. The NBC-Westinghouse exchange of stations in Philadelphia and Cleveland, with which the action deals, was approved by the FCC in December, 1955, after a thorough study of all the facts. On the basis of this study, the FCC decided that the exchange was in the public interest.

Contrary to the claim made by the anti-trust div. in this suit, not only was Westinghouse not coerced by RCA and NBC to make the transfer but Westinghouse in fact sent a letter to the FCC urging approval of the transfer as being in the public interest. It was on the basis of this representation by Westinghouse as well as the other material before it that the FCC approved the transfer now challenged by the anti-trust div.

The FCC is specifically authorized by Congress to pass upon such station transfers, and NBC acted in accordance with its decision. Now another branch of Govt.—the anti-trust div.—is trying to undo the action of the FCC.

If American businesses are to be hauled into court by the anti-trust div. because they act in conformance with the rulings of an authorized govt. agency, then indeed confusion will be compounded by confusion. We are confident that this dispute between govt. agencies will not result in RCA and NBC being penalized for scrupulously following the procedures established by law.

Rate increases: WJBK-TV, Detroit, Dec. 1 raised base hour from \$2200 to \$2600, min. \$550 to \$850. WCCO-TV, Minneapolis, Dec. 1 raised hour from \$1475 to \$1600, min. \$330 to \$400. WJAC-TV, Johnstown, Pa. Jan. 1 raises hour from \$750 to \$1000, min. \$150 to \$250. WWLP, Springfield, Mass. Dec. 1 raised hour from \$500 to \$600, min. \$120 to \$140. WLEX-TV, Lexington, Ky. Nov. 1 raised hour from \$190 to \$218, min. \$31 to \$35.65.

Unique advertising campaign being conducted by CBS' WCBS-TV, N. Y., in behalf of its MGM feature film show: Use of independent radio stations, buying total of 125 one-min. spots this week on WINS & WQXR, N. Y., & WPAT, Paterson, N. J.—only area independents to consent to go along. Cost: \$3500.

Westinghouse's radio KEX, Portland, Ore., switches to all-local originations Dec. 17—completing change of all Westinghouse stations from NBC affiliations to "home town" status.

COMMENTS on 13 key allocations, filed this week, ranged from briefest "pro" or "con" to huge documents with elaborate engineering studies and field measurements. Among networks, only ABC appeared—backing up its 200-market reallocation plan (Vol. 12:48) with specific comments in each case. Also on hand in virtually all cases was Joint Council on Educational TV—which favored FCC proposals in all cases except Duluth-Superior (see below), and stated that moves "should go a long way toward giving assurance that uhf will be supported by the Commission during this critical interim period." It also urged that more deintermixture be undertaken. Following is digest of parties' comments:

Albany, N. Y. (Proposal to delete Ch. 10 from nearby Vail Mills): WCDA, Albany (Ch. 41)—Opposes. States that deletion would deprive 50,000 people and 2000 sq. mi. from potential Ch. 10 service. WKNY-TV, Poughkeepsie (Ch. 21, off air)—Favors. Also asks deletion of Ch. 6 from Schenectady. States that whole area should be made uhf; that it was unable to compete with Ch. 6, let alone potential Ch. 10; that it had spent more than \$275,000 in construction, lost more than \$125,000 in operations. WTRI, Albany (Ch. 35)—Favors. Also asks that Ch. 6 be made educational or moved to Syracuse. ABC—Favors. Also asks that Ch. 6 be moved to Syracuse. If Ch. 10 finally assigned to Albany area, recommends Ch. 8 be moved there from New Haven. Mohawk Valley TV Inc., Utica—Asks assignment of Ch. 2 to Utica, previously denied because it might be inconsistent with deletion of Ch. 10 from Vail Mills. States Ch. 2 in Utica wouldn't introduce vhf into uhf area.

Charleston, S. C. (Proposal to add Ch. 4): ABC—Favors. States that city is now deprived of many ABC programs and that addition of Ch. 4 would improve its opportunities. WNOK-TV, Columbia (Ch. 67)—Favors. States that it would seek Ch. 5 in Columbia, if WCSC-TV, Charleston, shifts from Ch. 5 to 4 or 7.

Duluth-Superior (Proposal to make Ch. 8 commercial): ABC—Favors. Also suggests addition of Ch. 11, with directional antenna and offset carrier. WFTV, Duluth (Ch. 38, off air)—Same as ABC. Duluth Citizens Committee for Educational TV—Opposes. States it proposes to apply for Ch. 8 for educational use. U of Minnesota—Opposes. Cites need for educational station. Joint Council on Educational TV—Opposes. States that no additional commercial service is needed; that "it's a curious inversion of logic that vhf reservations are justifiable only when they are about to be taken up"; that purpose of reservations "is to make it possible for educational systems to develop."

Elmira, N. Y. (Proposal to delete Ch. 9): ABC—Favors. Proposes assignment of Ch. 9 to Syracuse, substitution of Ch. 8 for Ch. 7 at Watertown-Carthage. Alternatively, suggests moving Ch. 6 from Schenectady to Syracuse. WBRE-TV, Wilkes-Barre (Ch. 28)—Favors. States that deletion would bring no loss of existing service; that uhf in area will grow if not inhibited by vhf. WSYE-TV, Elmira (Ch. 18)—Favors. States that Elmira's 2 uhfs are "doing the job"; that area is now 80% uhf converted, will be 100% by early 1957. WTVE, Elmira (Ch. 24), Veterans Bestg. Co. and TV Assoc. of Elmira Inc.—Oppose. State that WSYE is satellite of WSYR-TV, Syracuse, not "truly an Elmira station"; that deletion of Ch. 9 would deprive 30,681 persons of potential Grade B or better service and deprive Elmira of any truly local service. Syracuse Group (4 business & professional mcn)—Favors shift of Ch. 9 to Syracuse. States it would apply for Ch. 13 in Syracuse if WHEN-TV is moved from Ch. 8 to 9, WCNY-TV, Carthage-Watertown from Ch. 7 to 8, WKTV, Utica, from Ch. 13 to 7.

Evansville, Ind. (Proposal to make Ch. 7 educational): WKLO-TV, Louisville (Ch. 21, off air)—Asks shift of Ch. 7 to Louisville, deletion of Ch. 9 from Hatfield, both to be replaced by uhf. Acting Gov. Waterfield, Ky.—Asks shift of Ch. 7 to Louisville. ABC—Same as Gov. Waterfield. WFIE, Evansville (Ch. 62) & WEHT, Henderson (Ch. 50)—Favor making Evansville all commercial uhf. WTVW, Evansville (Ch. 7)—Opposes. States that demand for deletion of Ch. 7 has come only from "private interests"; that change would "deprive Evansville of a needed and superior form of TV service with no expectation that the channel would be used in the foreseeable future, or ever"; that high uhf conversion rate in area could satisfy educational needs, if plans for station develop. Chamber of Commerce, Evansville—Opposes.

Fresno, Cal. (Proposal to shift Ch. 12 to Santa Barbara or Bakersfield): Inland Bestg. Corp., Riverside—Opposes. States it hopes to serve Riverside-San Bernardino area with Ch. 12, is privately negotiating for shift of Ch. 12 from Tijuana, Mex. KMJ-TV, Fresno (Ch. 24)—Favors. States that area would suffer no loss of service from shift; that area now has no conversion problem. ABC—Favors. Would also add Ch. 8 to Bakersfield. KJEO, Fresno (Ch. 47)—Favors. Takes no position on where Ch. 12 should go; suggests reassigning Ch. 12 to educational use. Channel City TV & Bestg. Corp., Santa Barbara—Favors. Plans to file for Ch. 12 if shifted. KFRE-TV, Fresno (Ch. 12)—Opposes. States: "Intermixture in the Central Valley . . . has permitted more TV service to more persons than would have either a deintermixed all-uhf system or all-vhf system." KARM—Opposes. States that it is appealing loss of Ch. 12 to KFRE-TV in FCC hearing; that it has sought assignment of more vhf to Fresno; that its arguments for vhf in area are unchanged. KVVG, Tulare (Ch. 27)—Favors. KBAK-TV, Bakersfield (Ch. 29)—Favors. Wants to shift to Ch. 12.

Hartford, Conn.-Providence, R. I. (Proposal to shift Ch. 3 from Hartford to Providence): WICC-TV, Bridgeport (Ch. 43)—Favors. Also asks assignment of Ch. 3 to Bridgeport. ABC—Favors. States that move would keep Conn. Valley a uhf area and give third service to Providence. WKNB-TV, New Britain (Ch. 30); WHYN-TV (Ch. 55) & WWLP (Ch. 22), Springfield; WRLP, Greenfield (CP for Ch. 32)—Favor. State that Conn. Valley can have adequate service only if uhf is used; that Ch. 3 in Hartford could give Grade A service only to about $\frac{1}{3}$ of area; that use of Ch. 3 in area would cause uhf stations to "lose their ability to provide effective competition." WGBH-TV, Boston (Ch. 2)—Opposes. States that Ch. 3 operation in Providence would create "serious interference" with WGBH-TV. WTIC-TV, Hartford (CP for Ch. 3)—Opposes. States that areas need Ch. 3 "because of the inherently unsatisfactory coverage characteristics of uhf in Connecticut"; that less than $\frac{1}{3}$ of Providence would get Grade A service from Ch. 3 if allocated there; that interference would be caused to 2 Boston stations. Capitol TV Corp.—Favors. Says it would apply for any vhf assigned to Providence. WNET, Providence (Ch. 16, off air)—Favors. States that it has been one of "extreme examples of the disastrous effects of intermixture"; that addition of Ch. 3 would provide "additional local competitive outlet and service." WHIM, Providence—Favors. States it would probably apply. WWOR-TV, Worcester (Ch. 14, off air)—Favors deletion of Ch. 3 from Hartford but asks it be assigned to Worcester. States that it has lost more than \$550,000; that it "suffered the fate of all uhf stations attempting to compete in vhf markets"; that Ch. 3 assignment would foster vhf competition.

Madison, Wis. (Proposal to make Ch. 3 educational): WISC-TV, Madison (Ch. 3)—Opposes. States that proposal is "economic protectionism" of uhf; that city's uhfs

are well able to coexist with vhf; that educators have no funds to handle expense of converting WHA-TV (Ch. 21) to vhf and have trouble keeping present operation going; that WISC-TV serves more than 3 times the people in 4 times the area served by uhf stations; that shift would destroy much service, waste Ch. 3. WKOW-TV, Madison (Ch. 27)—Favors. States that Ch. 3 would insure Madison as "major island of uhf service" and would be of "inestimable value in keeping uhf alive"; that it plans to increase power & height and establish uhf satellites in Dubuque, Ia., & Portage, Wis. WTVO, Rockford, Ill. (Ch. 39)—Proposes shift of Ch. 3 & Ch. 39 between Madison and Rockford. As alternative, recommends deletion of Ch. 13 from Rockford. ABC—Proposes shift of Ch. 3 to Rockford. Wis. Committee to Save Existing Rural TV Service—Opposes. States change would bring great loss in rural commercial service and submits 20,147 signatures to petition urging retention of status quo.

Miami, Fla. (Proposal to add Ch. 6): WGBS-TV, Miami (Ch. 23)—Favors. Notes that antenna would have to be located about 30 mi. south of Miami antenna farm because of co-channel spacing with WDBO-TV, Orlando. Reports capital expenditures to date of \$1,117,592, with operating loss of \$360,754. WDBO-TV, Orlando (Ch. 6)—Opposes. States Ch. 6 in Miami would produce interference destroying service of substantial number of people now getting service between the cities. WTVJ, Miami (Ch. 4)—Opposes. States that Miami now has adequate number of channels; that another vhf would have economic problems; that uhf would be endangered there; that 220-mi. co-channel spacing with Havana station may produce serious interference over water path. WITV, Ft. Lauderdale (Ch. 17)—Favors. Recommends putting Ch. 6 in Miami antenna farm, with directional antenna protecting WDBO-TV as much as it would be at 220-mi. Proposes Ch. 6 be assigned specifically to Ft. Lauderdale.

New Orleans, La. (Proposal to shift Ch. 4 from New Orleans to Mobile): WWL-TV, New Orleans (CP for Ch. 4)—Opposes. States that move wouldn't be deintermixture at all but would leave WDSU-TV (Ch. 6) a "commercial monopoly"; that shift would be unfair to WWL-TV. WТОK-TV, Meridian, Miss. (Ch. 11)—Notes that alternative proposals have been suggested to add Ch. 11 to New Orleans, says it may have comments on them. WKRG-TV, Mobile (Ch. 5)—Gives notice of filing comments on Mobile allocations related to proposal. ABC—Opposes. Suggests New Orleans be made all-vhf by adding Ch. 11, possibly also Ch. 2 from Baton Rouge—or all-uhf by removing all vhf channels. Reps. Hebert & Boggs (D-La.)—Oppose. Suggest adding Ch. 11, stating that New Orleans problem "is not how to preserve and strengthen uhf because uhf is not suitable for the area and it is not what the people want in the area." WDSU-TV, New Orleans (Ch. 6)—Opposes. Also opposes proposals to delete Ch. 6. WTPS, New Orleans—Opposes. States that move would leave WDSU-TV with insufficient competition; that city needs more vhf channels. WJMR-TV, New Orleans (Ch. 20)—Favors. States that city has world's best uhf terrain; that 60% of sets can get uhf; that Ch. 4 station would put WJMR-TV out of business; that Ch. 4 applicants have brought "sentimental and monetary" pressures on FCC; that it wants Ch. 11 if Ch. 4 is kept in New Orleans.

Norfolk, Va. (Proposal to shift Ch. 13 from New Bern, N. C. to Norfolk, replacing it with Ch. 12): Commonwealth Bestg. Corp. (formerly CP-holder for WTOV-TV, Ch. 27)—Favors. States addition would improve "opportunities for effective competition." WNBE-TV, New Bern (CP for Ch. 13)—Opposes. States separation requirements wouldn't allow WNBE-TV to operate Ch. 12 at present site; that if Ch. 13 is assigned to Norfolk, it proposes to move there with it. WRVA-TV, Richmond (Ch. 12)—Opposes. States that Ch. 13 at Norfolk and Ch. 12

at New Bern would produce interference to WRVA-TV's Grade A area. WVEC-TV, Hampton (Ch. 15)—Favors. States that it would apply for Ch. 13; that it still lacks "healthy competitive position" vs. vhf despite fact it's "moderately successful now." WAAM, Baltimore (Ch. 13)—Opposes. States that move would produce "objectionable interference" to WAAM Grade A service area. WTAR-TV, Norfolk (Ch. 3)—Opposes. States that only reasonably suitable site for Ch. 13 station would be Drivers, Va., where WTAR-TV is located, and that Ch. 13 station would cause "objectionable interference" to WTAR-TV; that site difficulties preclude use of Ch. 12 in New Bern.

Peoria, Ill. (Proposal to shift Ch. 8 to Rock Island): WIRL-TV, Peoria (CP for Ch. 8)—Opposes. States that proceeding is "illegal and improper"; that area uhf services are inadequate; that vhf would provide Grade B service to 2-3 times that from uhf; that 462,791 persons, mostly rural, would lose potential service. WMBD, Peoria—Neither opposes nor supports proposal to substitute Ch. 25 for Ch. 8 but supports addition of Ch. 31. Lost Ch. 8 to WIRL in FCC hearing but says will drop further Ch. 8 proceedings if FCC approves its pending application for Ch. 8 on condition permit is modified to substitute Ch. 31. WGIL, Galesburg—Opposes. Asks Ch. 8 for Galesburg. ABC—Favors. Says plan would leave Peoria predominantly uhf, at same time giving third competitive service to Rock Island area. WSIL-TV, Harrisburg (Ch. 22)—Asks Ch. 8 be assigned to Harrisburg as well as Rock Island. WOC-TV, Davenport (Ch. 6)—Takes no position on deletion of Ch. 8 from Peoria but asks that it not be assigned to Rock Island area or that it be reserved for education if so assigned. Tele-Views News Co.—Favors. States it's prospective applicant for Ch. 8 in Rock Island area. WEEK-TV (Ch. 43) & WTVH, Peoria (Ch. 19)—Favor. State that "only by maintaining the uhf islands such as now exist in Peoria will it be possible to establish ultimately the use of uhf on a nationwide scale"; that 99% of viewing in area is uhf; that deletion of Ch. 8 will deprive no one of service; that WEEK-TV will soon apply for power-height increase to provide service equal in area to that proposed by WIRL-TV; that both will go to 1000 kw & 1000 ft. when feasible.

Springfield, Ill.-St. Louis, Mo. (Proposal to shift Ch. 2 from Springfield to St. Louis): WTVB, Decatur, Ill. (Ch. 17)—Favors. States that area should be deintermixed; that 10% of nation's uhf stations are there; that uhfs wouldn't be able to survive competition from another vhf in addition to WCIA. ABC—Favors. Also proposes addition of Ch. 2 to Terre Haute and replacement of Ch. 2 in Springfield with St. Louis' Ch. 36. Cape Girardeau TV Co.—Opposes. Recommends Ch. 2 be assigned to Cape Girardeau, Mo., for which it would apply. WMAY-TV, Springfield (CP for Ch. 2)—Opposes. States that if FCC decides to delete Ch. 2, it would support assignment of Ch. 36. WTHI-TV, Terre Haute (Ch. 10)—Favors moving Ch. 2 from Springfield but recommends assigning it to Salem, Ill. & Salem, Mo., stating they have greater need than Terre Haute. WCIA, Champaign-Urbana (Ch. 3)—Favors. Recommends assignment of Ch. 26 & 36 to Springfield, says it would apply for uhf there. WTAX, Springfield—Opposes. States that assignment of Ch. 2 to Springfield is "fair, efficient and equitable"; that it is seeking rehearing of decision for Ch. 2 lost to WMAY-TV. WICS, Springfield (Ch. 20)—Favors. States that it is successful now; that area would stay predominantly uhf if Ch. 2 is out; that vhf alone would never give adequate service in area. KTVI, St. Louis (Ch. 36)—Favors. Also recommends shift of Ch. 36 to Springfield. Says that it has lost more than \$1,000,000 since start of operations; that it would seek full-power Ch. 2 operation in St. Louis. WSIL-TV, Harrisburg, Ill. (Ch. 22)—Favors. Also asks assignment of Ch. 3 to Harrisburg.

COLOR IN 1957—STILL PRIMARILY RCA'S BALL: If color is to get off ground in 1957, it appears increasingly evident that RCA will have to be almost solely responsible for it among the set makers. We canvassed the manufacturers on their 1957 color plans -- and the impression we get is that RCA can expect few set makers to join in a concerted color push next year. Only a major breakthrough in consumer demand would prompt everyone to jump on the color bandwagon, expense notwithstanding.

Even the most vociferous opponents of "color now" concede that color is only factor on industry horizon which could restore profitability to manufacturers. Yet, for most part, they remain adamant in their determination to avoid the plunge, at least for another year or so until market has a chance to ripen.

GE, Zenith & Philco have all reaffirmed to us their bearish attitude on color for 1957. Their combined production of color sets next year is expected to exceed scarcely a "trickle." Motorola and Admiral are a little warmer towards color than year ago -- but their attitudes are far from enthusiastic, though both say they plan gradual increase in color production next year, mostly on a ship-to-order basis.

That covers "Big 6" of TV industry -- the set makers who collectively account for about 75% of the market. Where, then, can RCA anticipate help in pushing color next year to the degree necessary to create a mass market?

RCA pres. Frank Folsom certainly gives no hint that company is discouraged. He told us: "I'm still confident and enthusiastic. Color is the only hope for profits in TV -- and everyone has to jump on the bandwagon as soon as they realize that. More sets are being sold and installed -- and you'll notice that there's a definite change in the tenor of the press towards color."

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How fared color in 1956? Allowing for remainder of Christmas season still ahead, there's every reason to believe that RCA will have sold all or nearly all of its original goal of 200,000 sets to dealers by year's end. At least, that's the estimate of some of trade's top marketing specialists. RCA, of course, won't reveal figures -- and RETMA can't reveal them, under its security regulations which forbid disclosure of output on any product when one manufacturer accounts for more than 50%.

Color sales at retail are somewhat below the 200,000 level. How much below is sheer guesswork. Once again allowing for sets still to be sold, market men say that an estimate of 100,000-125,000 for 1956 would be a proper range.

Retailing Daily's current 3-week series on color merchandising in various markets clearly points up some of the problems. Though no single obstacle was common to all areas, some of the most frequently mentioned were inadequate programming, high prices, failure of taverns to display same interest as in black-&-white.

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Small Business Probe: Whirlpool-Seeger signed 12-months franchise agreements with its distributors, covering more than 90 RCA Whirlpool appliance models, under terms believed to be the most liberal in major appliance industry. Its action was immediately hailed by Sen. Humphrey (D-Minn.), chairman of Senate Small Business subcommittee on retailing, distribution & fair trade practices, as "a significant step forward in the field of manufacturer-distributor relations, an area in which my subcommittee has long been vitally interested." New distributor pact is effective immediately and renewable annually, subject to 90 days written notice. Franchise agreements previously could be cancelled on 30-day notice, a factor which prompted some complaints to Senate Small Business Committee from distributors claiming that their franchises were terminated abruptly by manufacturers.

Under new agreements, franchises may be cancelled by manufacturer for refusal to abide by merchandising policies, financial instability and inability to maintain

"appropriate" sales volume. A distributor is also given right to cancel franchise if factory fails to maintain quality standards and competitive pricing. Whirlpool-Seeger also will repurchase, at invoice cost plus freight, the inventory of any distributor whose franchise is terminated.

Humphrey's subcommittee is preparing investigation of distribution practices in TV-radio-appliances, and subcommittee Spokesman indicated that Whirlpool-Seeger's action would have no effect on probe. However, Humphrey commented: "It is reassuring to find one of the nation's largest manufacturers of home laundry equipment making a determined effort to translate practical justice into the provisions of its distributor franchise agreement...It is to be hoped that the lead taken by Whirlpool in designing a fair and just franchise agreement for its distributors will be studied carefully by the other large manufacturers of electrical appliances. Though the first step has been taken, much remains to be done before the franchised distributor becomes a truly independent small businessman."

Excise Taxes: RETMA and Philco made their pitches this week for excise tax relief on TV sets -- but prospects of any action on their requests seem as remote as before their testimony. RETMA, through Sigurd Tranmal, v.p.-controller of Stromberg-Carlson, urged Forand subcommittee of House Ways & Means Committee to remove tax on all-channel sets and color, and reduce the tax on all other black-&-white sets from 10 to 5%. "No one contends that the removal of the excise tax would be a panacea for all the ills of uhf," he said. "Everyone must admit, however, that it would go a long way towards stopping the deadly downward drift of uhf which is occurring."

Philco came up with a novel excise proposal. M.G. Paul Jr., asst. treas., urged that excise taxes be replaced with a permanent excise, not exceeding 5%, on all consumer goods. He estimated that net loss of \$165,000,000 in revenue would result from reducing excise tax on TV-radio-phonos from 10 to 5%. This, he said, could be recouped by a uniform 5% excise on "all consumer products sold in competition for the consumer's dollar." Industry sources pointed out that Paul was therefore proposing to extend the tax to washing machines, which are not now taxed and in which Philco is now making determined push through new Philco-Bendix line.

CBS pres. Frank Stanton also threw his support behind proposal to eliminate tax on all-channel and color sets, writing to Forand that "it would seem that the elimination of the excise tax on all-channel receivers would be more than compensated for by the return to the Government from new businesses, the new revenues and the added economic health of all the industry which would inevitably result." Meanwhile, 2 uhf operators offered to give "a full year of advertising free for their TV products" to any manufacturer who will produce all-channel sets only. The offers came from Wm. L. Putnam, WWLP, Springfield, and Tom Chisman, WVEC-TV, Norfolk.

Production: TV output totaled 147,713 week ended Nov. 30, compared with 145,234 Thanksgiving Week and 154,126 in corresponding 1955 week. It was year's 48th week, brought production for year to date to about 6,920,000, compared with 7,272,820 in corresponding period year ago. Radio production totaled 367,878 (169,871 auto) week ended Nov. 30, as against 320,386 (153,127 auto) preceding week and 426,927 (169,871 auto) in corresponding week of 1955. For 48 weeks, radio output totaled 12,630,539 (4,383,527 auto) vs. 13,173,037 (6,245,591 auto) in same period year ago.

TV set sales in Britain during first 10 months totaled about 1,005,000, approximately 2% below same 1955 period, reports British Radio Equipment Manufacturers Assn. Oct. sales were placed at 228,000, or 30% higher than Sept. but 19% below Oct. 1955. Radio sales in first 10 months totaled 766,000, some 12% under corresponding period year ago; Oct. sales were 92,000, about 20% under Oct. 1955.

Recommended Reading: Dec. 4 *Wall Street Journal* article describing how ex-NARDA pres. Harry B. Price Jr., owner of Price's Inc., Norfolk, increases his TV-radio-appliance sales with follow-up calls for such services as polishing refrigerators free—"anything that'll create excitement." It estimates Price's volume this year at about \$4,000,000, as against \$3,800,000 in 1955.

Eleventh floor of Merchandise Mart, Chicago, will be headquarters for trade at annual winter furniture marts starting Jan. 7. Virtually all TV-radio manufacturers who normally exhibit at Chicago have taken space on 11th floor. Merchandise Mart exhibitors: Admiral, DuMont, GE, Hotpoint, Magnavox, Motorola, Philco, RCA, Westinghouse, Zenith. Hoffman Electronics has contracted tentatively for space in Merchandise Mart. A few smaller manufacturers generally take suites at Loop hotels to show new models, but these have not been announced.

Sylvania has completed transfer of its TV-radio headquarters from Buffalo to 433,000-sq. ft. plant in Batavia, N. Y. Move consolidates all executive and planning operations with principal TV manufacturing facilities.

Topics & Trends of TV Trade: "The outlook for 1957 is that at least another 7,000,000 black-&-white TV receivers will be made and sold and that color TV set sales will total several hundred thousand." That's heart of predictions by RETMA exec. v.p. James D. Secrest, as given in address to U. S. Chamber of Commerce's "Business Forecast Symposium" Dec. 6.

"One of the most significant developments in the TV market in 1956 was the sudden emergence of the portable TV receiver," he said. "While approximately 250,000 were made in 1955, this year's figure is expected to total 1,500,000. In 1957 this production may be nearly doubled. One obvious result of this trend has been a decline in the average price of the TV receiver and an over-all loss in TV revenue."

[Industry sources estimate that average factory price of TV set in Nov. fell to about \$128 at factory, \$165 at retail—about \$5-\$10 off from Nov. 1955 levels (Vol. 12:47).]

Radio output this year, excluding auto sets, is expected to show 20% increase over 1955, with portables up 40% and transistor-equipped portables numbering 900,000, he said. "The industry expects home radio sales to continue at a high level in 1957 and a further rise in the production of portables is foreseen," he added. "A recovery in auto sets, in line with increased car sales, also is anticipated."

Sales of TV-radio replacement parts rose to \$850,000,000 in 1956 and are expected to rise another \$100,000,000 next year, he said, estimating TV-radio servicing costs at close to \$1 billion this year.

Over-all size of electronics industry, measured in terms of factory production and sales, was \$5.9 billion this year, he said. If distribution, servicing and broadcasting revenue are added, he noted, the total is doubled. A 10% growth is anticipated in 1957, and industry statisticians predict electronics income of \$22 billion by 1966, he said.

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Solution to TV pricing problems lies in bringing out "new ideas, features and developments" in black-&-white sets which would inspire consumers to replace their old sets with higher-priced sets, Hoffman Electronics pres. H. Leslie Hoffman told N. Y. Society of Security Analysts. "With this lack of technical development to obsolete old sets, it has been inevitable that pressure would be exerted on price even in the face of advancing cost," he said. "This price pressure has been primarily on the manufacturer and the distributor, causing the retirement of many organizations in both fields." He promised "something exciting to show" when new Hoffman TV-radio-phono models are introduced next month. "If 3 or 4 of the top producers of TV sets decided to lead with a 21-in. table model at \$199.95, and then all of the manufacturers spent at least 50% of their factory advertising budgets on exciting new developments in the industry, you could see a business that is now in the doghouse blossom into a profitable business at the dealer, distributor and manufacturing levels," he said. Color sales should show substantial increase next year, exceeding 1,000,000 units in 1958, he added.

Discount house competition will be one of primary topics at convention of National Retail Dry Goods Assn. Jan. 7-10 at Hotel Statler, N. Y. Annual banquet, scheduled for final evening, will feature presentation of NRDGA's Gold Medal Award to its outstanding retailer of 1956.

Strike at GE's mammoth Appliance Park in Louisville, which turns out all white goods (no TV), has been set for Jan. 6 by IUE unless grievances regarding employee promotion policies are settled. About 12,500 workers, out of total of 15,500, would be affected.

DISTRIBUTOR NOTES: Discontinuance of Crosley-Bendix line continued to have wide repercussions on distribution structure. Two more Crosley-Bendix wholesalers, Wahn Distributors, Boston, and Lloyd Distributing Co., Omaha, announced they're quitting business. Philco, continuing to emphasize appliances, appointed Brown-Rogers-Dixson Co., ex-Crosley-Bendix outlet in Winston-Salem, for Carolinas, replacing Hough-Wylie Co., Charlotte; Dealers Appliance Co., Raleigh, and Butts Electric Co., Charleston. Whirlpool-Seeger, meanwhile, appointed RCA distributor Radio and Appliance Distributors, Hartford, replacing Philco outlet Roskin Distributors Inc., which will take on new Philco-Bendix laundry line . . . Whirlpool-Seeger also appointed Eastern Co., Providence, replacing Eddy & Co., which will continue with RCA's TV-radio-phono line; Eastern Co., Boston (RCA) is not affected . . . Philco Distributors Inc., N. Y., appoints Alfred B. Packer, ex-Gerald O. Kaye (Crosley-Bendix) as sales mgr. of newly formed laundry div.; Philadelphia branch appoints Hal Keller sales mgr. of laundry div. . . . Raymond Rosen & Co., Philadelphia (RCA) reports resignation of Wm. J. Strandwitz Jr. as gen. mgr. of RCA divs., his duties assumed by sales v.p. Jack S. Rosen; Sidney Goldstein, ex-Delaware Valley Distributors (Crosley-Bendix), named refrigeration product sales mgr. . . . Grundig-Majestic appoints Gerald O. Kaye & Assoc., N. Y., ex-Crosley-Bendix . . . Emerson Radio of Pa. names Joseph Rosenthal sales promotion mgr.

Sylvania won't enter factory service, sales mgr. Robert L. Shaw this week reiterating company policy of "depending upon distributors, dealers and accredited independent servicemen." GE's recently announced plans to enter factory servicing for TV-radio-appliances, having already established "test" outlets in Toledo and Ft. Wayne, and Philco's avowed intention of expanding its factory service branches, have precipitated storms among some service groups. Shaw announced: "We feel that local factory service is justified only when distributors, dealers and independent servicemen fail to meet the demands of the public. We see no evidence of such failure and so Sylvania has no intention of entering the factory service field."

Emerson defends ad claims on transistor radios, letter to Federal Trade Commission this week stating that its use of term "transistor" to describe radios containing both transistors and tubes "conforms to accepted commercial use." In complaint issued against Emerson last Aug., FTC had charged that radios containing both vacuum tubes and transistors are not "transistor" radios. Emerson's reply stated that its current ads don't represent such sets as "transistor" radios without qualification, but that company does produce an "all-transistor" radio which is so designated. Answering another charge, Emerson denied that its claim of "smallest" for one of its radios was false when it was first advertised.

Plant of defunct Scott Radio, formerly headed by John Meek and once a sizeable factor in TV production, has been sold to Wagner Manufacturing Inc., Wabash, Ind., which produces electrically wired products for appliance, automotive & aircraft industries.

RCA Victor Distributing Corp., Davenport, Ia., to build new 46,000-sq. ft. office-warehouse on So. Dittmer St., moving from present headquarters at 1235 W. 5th St.

Two-tone TV portables introduced by RCA are 14-in. Stylist at \$135 and Wayfarer at \$150—both in ebony-gold, grey-blue and garnet-grey.

Crackdown on tube counterfeiting by Bronx Grand Jury resulted in indictment of 6 more servicemen this week.

Trade Personals: Clarence Felix, Avco v.p.-gen. mgr. for govt. products, placed in charge of all research, development, product engineers, contract administration & sales for newly consolidated Crosley div., replacing old Crosley & Bendix Home Appliances div., and concerned primarily with defense work; John Mihalic, Crosley v.p., will direct all manufacturing operations; J. L. Armstrong, ex-sales mgr. of Crosley-Bendix, named mgr. of sales & distribution, assigned to "the orderly withdrawal" from TV-radio business, with D. B. Blatz in charge of financial responsibilities, Howard Pease product service . . . Harold M. Emlein, mgr. of RCA's TV plant in Indianapolis and an RCA employe for 26 years, promoted to mgr. of industrial & sound equipment, commercial electronics products div., Camden . . . Wm. A. McCracken, gen. mgr. of Philco's TV-radio plant in Sandusky, O., was cited by alma mater Drexel Institute of Technology Dec. 2 for "personal, professional and civic achievement" . . . Henry Hirsch, ex-BBDO, joins Sylvania as pricing & administrative asst. in electronic sales dept. . . . Walter D. Krauter appointed sales mgr. of Admiral refrigerator div. . . . Daniel J. Tell resigns as sales promotion mgr. of Westinghouse TV-radio div. to join Brunhoff Mfg. Co., Cincinnati, as eastern rep. . . . Robert Beebe, ex-Ward Products, named acting sales mgr. of commercial products, Thompson Products electronics div.; he succeeds Larry Kline, planning to enter hi-fi business as a distributor in Cleveland . . . Delmah F. Ore, ex-General Instrument Corp., appointed CBS-Hytron sales coordinator for semiconductors, reporting to sales v.p. John Q. Adams . . . Norman C. Sabee, ex-adv. mgr. of Crosley & Bendix home appliances div., joins Ralph Jones Adv., Cincinnati . . . Frank H. Russell resigns as Philco sales training director to become adv. & sales promotion mgr. of Lenkurt Electric Co., San Carlos, Cal. (microwaves) . . . N. D. Simmons promoted to mgr. of defense apparatus products sales, Canadian Westinghouse, Hamilton, Ont. . . . Paul R. Heinmiller promoted to editor of *GE Review*, succeeding Everett S. Lee, retired after 40 years' GE service . . . Si Paul resigns as national sales promotion mgr. of AB-PT's Ampar Record Corp.

Herbert Metz, 64, retired director, district mgr. and member of Graybar exec. committee, died Dec. 4 in Doctors Hospital, N. Y., after brief illness. He joined Western Electric in 1919 and was credited with coining the Graybar name in 1925, when Western Electric supply dept. was split off to form Graybar. As adv. director, Metz combined names of Western Electric founders Elisha Gray and Enos Barton to coin Graybar. He later took charge of Graybar's appliance and radio merchandising. He is survived by his widow, 2 daughters & brother.

Financial & Trade Notes: Officers-&-directors stock transactions reported to SEC for Oct.: Admiral—Ross D. Siragusa bought 7900, holds 254,367 personally, 69,808 in trust. American Electronics—Warren H. Crowell bought & sold 900 through Crowell Weedon & Co., holds 4995 personally, none in trust. Avco—Irving B. Babcock bought 1000, holds 1097. Clarostat—Victor Mucher bought 1000 for own account and 1000 in trust, holds 14,100 personally, 27,345 in trust. General Dynamics—Robert C. Tait bought 1500, holds 6450. GE—George E. Burens bought 1350, holds 4050. Hazeltine—Laurence B. Dodds bought 100, holds 400; Wm. A. MacDonald bought 200, holds 2500; Wilfred M. McFarland bought 100, holds 410. Paramount Pictures—Y. Frank Freeman bought 300, holds 4700. Philco—Leslie J. Woods bought 100, holds 7173. RCA—Elmer W. Engstrom bought 100, holds 1083. Storer—John E. McCoy bought 200, holds 6000; George B. Storer sold 14,640 common, holds none; sold 185,360 'B,' holds 1,092,890 personally, 207,750 in trust. Sylvania—Lawrence

Network Color Schedules
(December 9-22, 1956)

- Dec. 9—NBC: *Zoo Parade*, 3:30-4 p.m.; *Alcoa Hour*, 9-10 p.m.
Dec. 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Festival of Music," 8-9:30 p.m.
Dec. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m.
Dec. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Dec. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, "A Christmas Carol," 8:30-9:30 p.m.
Dec. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
Dec. 15—NBC: *Your Hit Parade*, 10:30-11 p.m.
Dec. 16—NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "The Little Foxes," 7:30-9 p.m.; *Chevy Show*, 9-10 p.m. CBS: *The Boing Boing Show*, 5:30-6 p.m.
Dec. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Nat King Cole*, 7:30-7:45 p.m.
Dec. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
Dec. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Dec. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
Dec. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
Dec. 22—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Spectacular*—"Holiday on Ice," 9-10:30 p.m.

Color set sales in Kansas City totaled 958 as of Oct. 31, a gain of 224 in month, according to city's Electric Assn. In Colorado, color sales were 513 in first 10 months this year, compared with 1955 total of 252, according to Rocky Mountain Electrical League.

Colorcast of heart operation, said to be the first transmitted live to general public, was carried by KOMO-TV, Seattle, Nov. 26. Originating in Doctors Hospital, successful operation on 10-year-old girl produced enthusiastic response from viewers, including child's parents.

"Color Awareness Program," called "Q-CAP," has been inaugurated by NBC's WNBQ, Chicago, will coordinate work of top station personnel "to assure maximum effectiveness for the WNBQ color story."

Tournament of Roses parade in Pasadena New Year's Day will again be colorcast by NBC-TV, 11:45-1:45 p.m. EST, sponsored by Minute Maid and Florists' Telegraph Delivery Assn.

Heaviest color equipment activity at RCA in months produced shipment of 2 live color cameras to WGAL-TV, Lancaster, Dec. 5; one to KCMO-TV, Kansas City, Dec. 3—KCMO-TV also getting 3-V film camera.

KELO-TV, Sioux Falls, S. D. (Ch. 11) has ordered DuMont color film & slide multiscanner system for shipment in 2 weeks.

A. Appley bought 100, holds 200; Frank J. Healy bought 824, holds 3675. Texas Instruments—Bryan F. Smith sold 400, holds 14,018. Westinghouse—John M. Schiff sold 2000, holds 10,500.

Earnings of Hoffman Electronics this year will exceed \$2 per share, pres. H. Leslie Hoffman stated after address to N. Y. Society of Security Analysts. Earnings in 1957 will probably not exceed 1956 levels, because of anticipated heavier expenditures for research and development. Hoffman earned \$1,560,596 (\$2.15 per share) on sales of \$44,416,673 in 1955.

Dividends: RCA, 25¢ regular plus 50¢ extra, payable Jan. 28 to stockholders of record Dec. 19; Corning Glass, 25¢ regular plus 50¢ extra, Dec. 27 to holders Dec. 14; Dynamics Corp. of America, 10¢ Dec. 31 to holders Dec. 15; We' cor Inc., 5½¢ stock, Dec. 21 to holders Dec. 14; Admiral, 25¢ Dec. 31 to holders Dec. 18.

Electronics Reports: Change in govt.'s definition of small business, announced this week by Small Business Administration, is expected to make more electronics firms eligible for special procurement advantages under small business set-asides and other programs for govt. purchases. Govt.'s old definition of small business blanketed all firms with fewer than 500 employes. New and more flexible definition places employe ceiling on manufacturing firms at 250-1000, depending upon the product manufactured.

In electronics and related industries, these are employment size standards for "small business" classification for procurement purposes: Radios & related products, 1000; phono records, 1000; electronic tubes, 1000; communication equipment not elsewhere classified, 500; electrical control apparatus, 500; motors & generators, 1000; transformers 1000. Details of revised definitions of small business may be obtained from Small Business Admin., Lafayette Bldg., Washington 5, D. C. or SBA field offices.

* * * *

Anti-trust action against 5 manufacturers of electrical resistance alloys & alloy products used in electronic tubes, resistors, other electronic components and heating elements in home appliances was announced Dec. 5 by Attorney General Brownell. Defendants in civil suit filed in Newark District Court are Driver-Harris Co., Newark; Alloy Metal Wire Co., Prospect Park, Pa.; Wilbur B. Driver Co., Newark; Hoskins Mfg. Co., Detroit; C. O. Jelliff Mfg. Corp., Southport, Conn. They are charged with conspiracy to fix prices and processing charges, prevent competition, restrict production and limit use of alleged patent rights.

New home warning system—National Emergency Alarm Repeater (NEAR)—is being tested by Federal Civil Defense Administration and has approval of 6 midwestern electric power companies. Electronic alarm is housed in small plastic box which can be plugged into any 110-v. outlet. In case of approaching attack, civil defense officials can activate NEAR to buzz loudly, ring an alarm or send out signal through home radio speaker. Further laboratory and use tests are planned.

Transistor & solid-state circuits conference, sponsored by IRE, AIEE & U of Pennsylvania, will be held at the University in Philadelphia Feb. 14-15, with sessions on switching circuits, computer switching, linear amplifiers, power circuits and special device circuits, together with special tutorial sessions.

Cigar-box-sized transmitter-receiver with effective 30-mi. range will be offered for civilian use by Avco Mfg. Corp. Fiberglass-housed transistorized set, developed for Canadian Air Force, currently would sell for about \$2000, but Avco says large-scale production will drop price to \$560-\$580.

Casualty of electronic age: Army Signal Corps announced it is halting all pigeon training activity and retiring some 1000 birds because progress in electronic communications has "virtually ended any peacetime need" for pigeons.

Manual for Conelrad alert and all-clear operations by industrial radio services, Public Notice 56-1202, is now available from FCC.

Daystrom Inc. announced it will acquire Ford Engineering Co., Upland, Cal. manufacturer of electrical measuring devices.

New guidebook on closed-circuit TV uses in medicine, education and industry—28-pp. *RCA High-Fidelity TV*—is available from Dept. TV-1056, Bldg. 15-1, RCA, Camden.

Beckman Instruments Inc., Los Angeles, acquires Watts Mfg. Co. Inc., Ronceverte, W. Va. electronics manufacturer which employs about 150.

ELECTRONICS PERSONALS: Adm. Wm. M. Fechteler, retired Chief of Naval Operations, named planning consultant in GE atomic products div., headquartered in Washington . . . Donald B. Harris, GE microwave lab, named chairman of 1957 Western Electronic Show & Convention; Norman H. Moore, Litton Industries, named vice-chairman . . . James A. Finigan Jr., ex-Veterans Administration chief insurance director, named gen. sales mgr. for electronic sales, Remington Rand div., Sperry Rand . . . Robert J. Hight, ex-asst. director of administration & finance, elected treasurer of Ramo-Wooldridge Corp., Los Angeles . . . Meyer Leifer, ex-engineering mgr., named director, Sylvania electronic defense lab, Mountain View, Cal. . . . Harold C. Sager, onetime asst. purchasing agent, rejoins Stromberg-Carlson div., General Dynamics, as mgr. of automation sales dept. . . . John D. Hoffman named chief of new dielectrics section of Bureau of Standards' electricity & electronics div. . . . W. Vernon Kennedy, ex-Signal Corps Lab, Ft. Monmouth, N. J., joins Stromberg-Carlson electronics div. as staff asst. to v.p. Sidney R. Curtis.

Several patent studies, prepared for Senate Judiciary Subcommittee on Patents, under chairmanship of Sen. O'Mahoney (D-Wyo.), are in process of publication by Govt. Printing Office, will be offered for public sale. They include: *Proposals for Improving the Patent System*, by Dr. Vannevar Bush; *Patent System in the Modern Economy*, by George Frost; *Distribution of Patents Issued to Corporations*, prepared by U. S. Patent Office. Sen. O'Mahoney noted that during 1939-1955, almost 59% of all patents went to corporations, balance to individuals. During the period, GE obtained 10,757, AT&T 8539, followed by RCA, Westinghouse, duPont, Esso, General Motors, Eastman Kodak, Bendix Aviation, American Cyanamid.

Construction of new Sylvania electronic div. research & development center at Amherst near Buffalo Municipal Airport will start early next year. Sylvania work on projects for armed services in passive defense, communications, guided missiles, radar, computers and control systems will be transferred to the multi-million dollar 100,000-sq. ft. center on 18-acre site from present Buffalo Engineering Lab. Manufacturing operations will continue at Great Arrow Ave. plant in Buffalo.

Canadian color could come "tomorrow," Canadian Admiral v.p. Stuart D. Brownlee told meeting of dealers in Ottawa last week, if only the Govt. would "unshackle it." "If color TV continues to be retarded in Canada by a negative policy of not even permitting any color to be shown to Canadians," he said, "we will be lagging years behind the U. S., as we did in black-&-white."

"About That Book . . ." titles article in Dec. *Electronic Industries & Tele-Tech*, by Charles E. Heinle, mgr. of Chilton Book Div., advising engineers on publishers, profits, procedures, etc. Same issue of magazine includes table of specifications for 317 transistors on market plus a directory of computer equipment manufacturers.

Total of 4709 students at Penn State U now receive part of their instruction by closed-circuit TV. Latest expansion has been into foreign language teaching, with half of the students in beginning German being taught by closed-circuit TV, the other half comprising a control group being taught by conventional methods.

New Raytheon electronics lab has been established in old Assabet Mills textile center at Maynard, Mass. for military projects. Homer C. Knauss, promoted from airborne systems mgr. of Raytheon's Wayland Lab radar dept., is Maynard Lab mgr.

Average profit margin of 8% is realized by "typical" TV or radio station, according to NARTB's annual survey of revenue, expenses and profits of broadcasting stations and sent as confidential document to its members this week. It noted that profit similarity exists despite fact that total revenue of "typical" TV station is more than triple that of average radio station. Survey found that average radio station takes in approximately \$11,000 in total revenue for each full-time employee; for average "large" station in markets of more than 2,500,000 population, this figure is almost doubled, while average "small" station in markets of less than 10,000 gets about \$9000 for each full-time employee. For TV, the extremes are greater—ranging from approximately \$10,000 in small-station small-market category to \$34,000 in large-station large-market group; national average is \$15,000. Survey was prepared by NARTB's employer-employee relations and research depts. and is based on 1955 operating data. It's intended "to aid station management in evaluating its operations by providing financial yardsticks consisting of revenue, expense and profit figures from comparable stations." Most significant addition to 1956 report is inclusion of detailed revenue information showing origin of sales dollars.

Three applications for new TV stations and 3 for translators were filed with FCC this week, bringing total applications to 135 for stations (26 uhf) and 22 for translators. Week's station applications: for Butte, Mont., Ch. 6, by Arthur W. Schweider, Idaho Falls businessman who is pres. & 7.8% owner of KID-TV & KID there; for Butte, Mont., Ch. 6, by local radio KOPR, whose ownership interlocks with Salt Lake City's KUTV; for Elk City, Okla., Ch. 8, by local radio KASA. Translator applications: for Independence, Cal., Ch. 76, by Lions Club, to rebroadcast programs of KERO-TV, Bakersfield; for Bayfield, Colo., Ch. 74 & 77, by La Plata Electric Assn., Durango, to rebroadcast KOB-TV & KOAT-TV, Albuquerque. (For details, see *TV Addenda 23-V* herewith.)

Slander on TV can be libel as well, N. Y. State Supreme Court Justice Wm. C. Hecht ruled in denying dismissal of \$1,100,000 damage suit by Toots Shor against Stork Club's Sherman Billingsley. Counsel for Billingsley, alleged to have said "I wish I had as much money as he (Shor) owes" in May 8 telecast, argued that libel applies only to written words, not TV when no script is used. But judge rejected plea that legal distinctions between broadcast slander and written libel should be determined by legislature, not court, ordered suit to trial. He held "as a matter of law" that jurors should decide if TV dialogue had "innocuous connotation."

TV success footnote: Kuldip Singh Bedi, 23, who got 8000 fan letters and recording contract as singer after appearances on Groucho Marx and George Gobel shows, has been ordered to leave country or be deported. Albert Del Guercio of Immigration Service, who heard youth and got curious, said singer was born in Trinidad of Pakistani parents and failed to maintain status as medical student here. Singh claimed he was born in Kashmir, hopes to go to Mexico and reenter U. S. legally.

Return to name of NAB was unanimously urged this week by NARTB's AM Radio Committee in resolution to be forwarded to Feb. board meeting in Hollywood, Fla. Grover C. Cobb, KVGB, Great Bend, Kans., committee chairman, said "broadcaster" applies to both TV and radio, and NARTB name has proved "cumbersome."

NARTB convention committee (Kenneth L. Carter, WAAM, Baltimore, and Herbert L. Krueger, WTAG, Worcester, Mass., co-chairmen) meets Dec. 12 in Chicago to plan further for 1957 convention April 7-11 at Chicago's Conrad Hilton Hotel.

Complete review of uses of 25-890-mc by all radio services, including TV, is still being considered by FCC (Vol. 12:42), which has instructed staff, headed by general counsel Warren Baker, to come up with list of advantages and disadvantages of such study. Commission has already started reconsideration of 890 mc and up, asking industry for comments and planning to conduct oral hearings next year (Vol. 12:45). Comr. T. A. M. Craven, whose engineering judgment is regarded highly by other commissioners, has been leading exponent of reexamination of whole spectrum to determine overall efficiency in light of technical evolution in last 10-12 years. "There are many important developments," he says. "Scatter has serious implications; it could be the answer to a maiden's prayer for jet transportation communications, for example. Then the National Assn. of Manufacturers is asking for a piece of the FM band. And the truckers have eyes on Ch. 2. There's an international frequency conference coming up in 1959, and we better start finding out where we stand. I don't know where a study will lead to, but we may as well get everyone educated so that they know there is someone else in the world." Craven believes study could be wrapped up in 30 days, though he says staff claims it will take many months.

Survey of radio networks' future, based on questionnaires to station operators and top advertising agency men and interviews with network topkicks are summarized in Nov. 26 *Broadcasting-Telecasting Magazine* which concludes that networks are here to stay in one form or another. Of network affiliates, 50.3% said they prefer present type of network operation, 37.6% would like "press association" type of service wherein stations would subscribe to programs on fee basis and sell all time locally, and 12.1% said they'd go independent if a change is made. Of independents, 64% said they'd like press association type of service, balance wouldn't. Virtually everyone agreed networks provide programs otherwise unavailable, and magazine editorialized that "these are overwhelming votes of confidence for the fundamental purpose of radio networking."

"Not labor, but leisure" will be man's problem when "living in 2000 A. D." Brig. Gen. David Sarnoff, RCA board chairman, says Dec. 9 in *Frontiers of Knowledge* broadcast over USIA's world network. "There is no longer margin for doubt that whatever the mind of man visualizes, the genius of science can turn into fact," he says, asserting "we are only on the threshold of the technological age." Sarnoff sees "automation and other aspects of scientific advance" bringing "God-given opportunity to add dimensions of enjoyment and grace to life." He says such energy sources as "the sun, the tides and the winds" will be developed "beyond present expectations."

Complete New Testament reading, from beginning to end, will be broadcast by radio WHTN, Huntington, W. Va. in 3 pre-Christmas all-Sunday programs requiring 23½ hours. Cowles station is devoting total schedule to project Dec. 9, 16 & 23, interrupting only for emergencies. Audio Books recordings will be used for the reading, which was proposed as Huntington Lions Club project and endorsed by Huntington Ministerial Assn. Robert R. Tincher, Cowles v.p. in charge of Huntington operations, said project should be "reminder to all of the true reason for celebrating the birthday of Jesus Christ."

Invisible, collision-proof TV tower of the future has been patented by a Western Electric employee, but company says it has no plans to do anything with the idea now because it's "theoretical, impractical, and at least 15-20 years away." The tower is described as "actually a long column of ionized air produced by radioactive elements."

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SUMMARY-INDEX OF THE WEEK'S NEWS — December 22, 1956

TWO \$20,000,000 OFFERS for TV-radio station combinations—one of them WNAC-TV with WNAC, Boston—point up increasing evaluations of telecasting (p. 1).

POST-1948 MOVIES coming to TV in next few weeks, as Matty Fox breaks another logjam. Arnall calls for Hollywood to rescue TV by taking over stations (p. 2).

TV's IMPACT ON MAGAZINES pointed up by Crowell-Collier failures and by strength of publishers in TV field—Time, Meredith, Cowles, Annenberg, Hearst (p. 3).

RCA-NBC ANTI-TRUST SUIT seen dragging on for years; consent decree unlikely. Grand Jury investigation completed; no criminal indictment (p. 4).

TIME INC. BUYS BITNER group, paying more than Crowell-Collier, Bitner retaining Flint. Storer going into Philadelphia market. Other transfer deals (pp. 6-7).

6 EDUCATIONAL GRANTEES primed with cash and/or equipment for 1957 starts, according to progress report by Joint Council on Educational TV (p. 8).

WHDH, Boston, favored for Ch. 5 in preliminary vote. Port Arthur litigants settle, Ch. 4 grant due soon. AMST & TASO continue preparations (p. 9).

SLOW CHRISTMAS SEASON, high inventories give rise to anxiety about TV market in first quarter of 1957. Phono record sales reach new peak (p. 13).

FACTORY SALES DECLINE in refrigerators, freezers and ranges in 1956 partially offset by increases in food disposers, dishwashers, dehumidifiers (p. 14).

MOTOROLA IS TOUTED by authoritative United Business Service, along with 25 other "sound stocks" found selling 20%-40% below 1956 highs (p. 16).

TV IN 78% OF U.S. HOMES as of Oct., up from 76% in July, 75% in April, reports Market Research Corp. of America. Northeast still leads regionally (p. 10).

VIDEO TAPE RECORDERS complete third week of daily use by CBS, which plans to expand to 30-min. shows next week; quality called "impressive" (p. 11).

ELIMINATION OF EQUAL TIME rule gets no support in House Campaign Committee. GOP & Democratic chairmen agree public got too much TV politicking (p. 12).

CBS AND NBC RECORDS set in Oct. TV billings; ABC nearly matches Aug. high. Networks hit \$399,330,598 in 10 months, 21.5% higher than 1955 period (p. 18).

\$20,000,000 FOR ONE TV-RADIO COMBINATION? Here are several examples of soaring station values so fantastic, in light of the relative newness of the telecasting business, as to be almost unbelievable. But we have good reason to believe they're true despite our inability to disclose all identities. It could be they're as symptomatic of 8-figure valuations as were the first 7-figure deals of only a few years ago.

RKO Teleradio's Tom O'Neil is understood to have been offered \$20,000,000 ("10 times current annual earnings, after taxes") for WNAC-TV, Boston (Ch. 7, CBS) along with radio WNAC (50 kw, 680 kc, MBS). Details are unverifiable, but we've been given to understand O'Neil has asked \$23,000,000.

Still another TV-radio combination, which must remain unidentified, except that it's in a somewhat smaller market and possesses extremely fine plant facilities and valuable real estate, has also been approached with a \$20,000,000 offer. The reasoning behind this latter offer is a story in itself.

We suspect but don't really know who the proposed buyer or buyers may be; but a top CBS official flatly denies it's the principal in Boston, though it's no secret that CBS has long wanted its own TV station there to go with its radio WEEI. Fact that WNAC-TV's base rate goes up from \$2600 to \$3000 an hour as of Jan. 1, when 8-10 p.m. 1-min. spots go from \$550 to \$660, may have something to do with the offered and asking prices. We may hear more about both deals later.

* * * *

Virtually every TV station of any consequence has been approached by prospective buyers in recent years, either directly or through brokers. Dozens of transfer deals have been consummated, and more are currently on the fire. (For complete list to last July 15, see TV Factbook No. 23, pp. 347-351; for list since then, see p. 7. For latest on Time-Bitner, Storer-Harron and Stauffer-Capper deals, see p. 6 this issue.) Prices have ranged from 6 figures to 7 & 8 recently, not taking into account

"package deals" like Newhouse's purchase of the Birmingham News with WABT (Ch. 13), 2 radio stations and another newspaper for \$18,700,000 early this year (Vol. 12:4).

The 2 current undertakings are strictly single-market single-entity packages, involving in each instance a highly profitable TV-radio combination. Both are pre-freeze pioneers. Both have long been sought after by various buyers.

When we mentioned these offers to several other top-flight operators, they did not evince too great surprise. We learned for the first time that a firm offer of \$15,000,000 was once made for the St. Louis Post-Dispatch's KSD-TV & KSD, another of \$12,000,000 for the Milwaukee Journal's WTMJ-TV & WTMJ. Both were rejected.

In the case of the non-Boston operation, whose plant is valued at close to \$4,000,000, we were told that the proposed buyer (who was assured it isn't a stock promotion group) had first offered \$10,000,000 and a management contract. Rejected, he asked, "Well, what would you take?" "Oh, maybe \$20,000,000," replied the reluctant broadcaster, thinking that would be the end of it. To his surprise, the would-be buyer didn't bat an eye, simply asked permission to study the books and appraise the properties more carefully, then came up with the \$20,000,000 offer.

This particular station operator's whole adult life has been wrapped up with radio and TV and he really isn't eager to sell, and then "retire to die," as he put it. He asked the proposed purchaser, "Tell me, honestly, why are you willing to pay a price that isn't justified by our present earnings?" The reply was candid:

"Our group is thinking long range. We think TV advertising will grow even more important, especially with color coming. We calculate that the dollar's value is going down about 5% a year. Our tax position is right. This is a growth market. By the time we depreciate the properties, they will be worth what we offer."

What about 3-year licenses? What about the contraction of network radio? What about network contracts limited by law to only 2 years? What about politics, and the proposed move to all-uhf? When these questions were posed, the reply was simply:

"We're willing to take our chances."

* * * *

Note: The \$8,000,000 paid for the Blue Network (now ABC Radio) about 14 years ago by Ed Noble (75%) with Time Inc.-Chester LaRoche (25%) was big news then, ABC then owning only 2½ radio stations. In Feb. 1953, after 20 months of FCC hearings, FCC approved United Paramount's acquisition of ABC, by that time the owner of 5 TVs and 5 radios, for an exchange of stock in which ABC was valued at around \$25,000,000 -- Paramount selling off its own Chicago outlet (now WBBM-TV, Ch. 2) for \$6,000,000 cash to CBS because of duopoly. Those deals made big headlines only 4 years ago.

Then came the \$8,500,000 sale of Philco's WPTZ, Philadelphia (Ch. 3), now NBC's WRCV-TV, to Westinghouse; the \$9,750,000 sale of WDTV, Pittsburgh (Ch. 2), now KDKA-TV, to Westinghouse; the sale of KPIX, San Francisco (Ch. 5) for Westinghouse stock worth nearly \$8,000,000 when the sale was closed; the \$10,000,000 deal whereby Storer acquired Herbert Mayer's WXEL, Cleveland (Ch. 8), now WJJW-TV, along with uhf KPTV, Portland, Ore. and a manufacturing plant liquidated for less than \$400,000; and, more recently, package deal whereby John Hay Whitney group acquired Indianapolis and Ft. Wayne TV-radio stations for \$10,000,000.

These were the largest deals on record up to the Birmingham News-Newhouse sales, involving 2 newspapers, one TV and 2 radio stations on which separate valuations were not disclosed. Then, of course, came the ill-starred Crowell-Collier \$16,000,000 cash-&-notes deal for the 3 Bitner TVs and 4 radios, a package (minus one radio station) now being acquired by Time Inc. for somewhat more (see p. 6).

POST-1948 MOVIES TO TV—IMMEDIATELY: Another movies-to-TV logjam was broken this week -- and first batch of "newies" will probably take its place on home screens alongside the oldies within a very few weeks.

Formula for payments to talent guilds was agreed upon by Matty Fox, pres. of C&C TV Corp., and representatives of Screen Actors Guild, Writers Guild of America (West) and Screen Directors Guild. Board of SAG, biggest of the 3 groups, voted to approve, and other 2 guilds are certain to follow within week or 2.

Agreement makes it possible for C&C to release to TV the 82 RKO feature films and 50 shorts made since Aug. 1, 1948. The new features won't be sold separately, as they are already included -- in "promissory note" form -- in the 740-film Movie-time USA library package distributed by C&C to TV stations under Fox's cash-plus-time-barter agreement. All stations which have subscribed to Movietime package will get the new 82 as soon as deal with guilds is signed, according to C&C.

Total payments to guilds for the RKO features is understood to total about \$1,000,000. SAG is to get \$715,000, of which \$615,000 will be paid in 36 monthly installments and \$100,000 will be paid when C&C's gross receipts from whole 740-film RKO package exceed average of \$50,000 a picture.

While this settlement can't be considered a "formula" for guild dealings with major movie studios, there's no doubt it will serve as impetus for speedy agreement -- just as C&C's acquisition of RKO backlog propelled major studios into releasing their pre-1948 backlogs to TV. Motion Picture Producers Assn. negotiations with guilds for post-1948 formula have been stalled for several weeks, but are expected to be reopened soon in light of C&C deal.

* * * *

Even as many TV stations are finding top ratings can be built up through use of top movies, a motion picture industry spokesman this week sounded clarion call for the movies to take over TV. This belated advice came from former Georgia Gov. Ellis G. Arnall, pres. of Society of Independent Motion Picture Producers, who called on producers, distributors and exhibitors to acquire ownership in TV outlets.

Stating that newspapers have interest in 139 TV stations as opposed to 47 for movie industry, Arnall said motion picture people "should aggressively and determinedly move to prevent TV from complete domination and control by certain segments of business interests which cannot serve the general public or TV nearly as well as the motion picture industry." He said Hollywood could "greatly improve the calibre of TV programs," because, after all, TV and the movies are "the same -- there is no difference; both are pictures."

He underlined his pledge of devotion to better TV by reiterating his organization's support of subscription TV, saying an FCC-sponsored trial is "inevitable."

TV AND MAGAZINES—TRENDS OF THE TIMES: Crowell-Collier tried valiantly to hedge -- via underwritings that would have put it deep into TV-radio -- but the effort founders and instead Time Inc. acquires the Bitner package of 3 TV and 3 radio stations (see p. 6). The Crowell-Collier failure to break into telecommunications in a big way (it did buy radio KFWB, Hollywood, for \$2,350,000) was compounded last week by the folding of its remaining big magazines, 68-year-old Collier's and 83-year-old Woman's Home Companion, each with a circulation of around 4,000,000. Last August, its 50-year-old American Magazine (circ. 2,000,000) also closed down.

The tragic demise of 3 of America's best known magazines, the resultant unemployment, the fact that Look Magazine (owned by the TV-radio-owning Cowles family) bought up Collier's name and subscription-selling services for \$1,600,000 and put up another \$1,000,000 of mortgage money on the Crowell-Collier printing plant in Springfield, O. -- all point up the impact of TV-radio on the publishing business.

As in the newspaper field, some of the big are getting bigger and more prosperous -- and more mortalities seem inevitable as more demands are made on advertising budgets and readers' time. Even though Crowell-Collier's stock rose as a result of the cessation of Collier's and Companion, which this year ran a combined deficit of some \$7,500,000, it would appear that part of its tragedy was its failure to get into TV-radio earlier. Also, that woe awaits some other publishers who haven't got into the upsurging and prosperous broadcasting swim in one way or another.

Aside from the newspapers which got in early or late, the fact is that among the more prosperous magazine publishers are those deep in TV-radio, viz.: Time Inc., already owning 3 TV and 3 radio stations, and now acquiring 3 more of each; Meredith (Better Homes & Gardens, Successful Farming), owning 4 TVs, 4 radios; Cowles family (which publishes newspapers in Minneapolis & Des Moines as well as Look), interested in 5 TVs, 4 radios; Walter Annenberg's Triangle Publications (which in addition to

the Philadelphia Inquirer publishes TV Guide, peak weekly circ. 4,716,000, as well as the magazines Seventeen and Official Detective Stories), 4 TVs, 4 radios; Hearst, (with a chain of newspapers and such giant periodicals as American Weekly, Cosmopolitan, House Beautiful, Motor, et al), 2 TVs, 3 radios.

The Crowell-Collier failures impelled the Washington Post to remark, editorially: "Recent reports suggest that some other slick paper publishers are in trouble, too. The popularity of the magazines with a heavier pictorial content probably accounts for some of the difficulty. So, too, do TV and other more specialized competitors for the reader's time. It will be highly regrettable if this means that there is no longer a secure place in the market for quality journals of fiction and informational articles. Less costly formats may have to be devised for this kind of publication if it is not to suffer increasing ills." [For a report on the big McCall Corp. (McCall's Magazine, Redbook, etc.), see p. 16.]

* * * *

Even Time Inc.'s highly successful Life Magazine (circ. nearly 6,000,000), mainly pictorial and once boasting the highest advertising income of all media, has had to concede first place in dollar volume to CBS-TV and NBC-TV. Though we've made no study yet, it's our impression that there are very few newspaper or magazine publishers not in TV and/or radio who enjoy the fiscal stature of those who are.

Biggest of the non-electronics publishers is Curtis Publishing Co. (Saturday Evening Post, Ladies Home Journal, Country Gentleman, Holiday, Jack & Jill). Its 1955 gross was about \$180,000,000, net about \$4,000,000; in first 6 months of 1956 its gross ran \$93,000,000, net about \$3,800,000 vs. \$90,600,000 & \$2,500,000 in 1955 period. Time Inc.'s 1955 gross was about \$200,000,000, net \$9,200,000; in first 6 months of 1956 its gross was about \$110,000,000, and its net about \$8,500,000 vs. \$97,000,000 & \$4,700,000 for same 1955 period.

The big magazines have long watched TV with a keen eye, their avowed purpose being to chart its impact as a competitor for the advertising dollar. Their great advantage right now is color, but it won't be long before they will have to sell their color against TV's.

PRECEDENTAL civil anti-trust suit against RCA-NBC (Vol. 12:49) is virtually certain to drag on for years, it was evident this week. Among industry lawyers, the betting was that this one will "go the route"—perhaps to the Supreme Court eventually—with little chance of consent decree because of importance of principle behind suit.

RCA-NBC was formally served with complaint Dec. 18, has until Jan. 7 to answer or move for dismissal. Because of the complexities of case and tremendous amount of preparation required, it's good guess that RCA-NBC will ask for time extension. Extensions of 30-90 days are common in significant cases of this kind. In addition to time required for preparation of case, legal maneuvering, etc., crowded court docket is expected to delay trial considerably. Eastern District of Pa., where suit was filed, is second most overloaded Federal court in U. S.

RCA-NBC will be represented by its own counsel, Cahill, Gordon, Reindel & Ohl, and by Bernard Segal of Philadelphia firm of Schnader, Harrison, Segal & Lewis, retained especially for anti-trust suit. Earlier report that Thomas E. Dewey would be of counsel was categorically denied by RCA.

It was learned, meanwhile, that Philadelphia Grand Jury probe of NBC station acquisitions has been concluded, with no criminal action planned. Jury is understood still to be in session, but investigating matters unrelated to TV-radio. It's not uncommon for Justice Dept. to use Grand Jury probe to gather information for civil suit—because Jury has subpoena powers which make it easier to get information.

Investigation of other TV industry practices by Justice Dept. continues, but it's questionable whether they have advanced far enough for filing of legal action. It's possible that any further Justice Dept. action against networks will await outcome of RCA-NBC suit, which is expected to determine sticky question of Justice Dept. jurisdiction over FCC-sanctioned actions in broadcast field.

Meanwhile, staffs of 2 congressional committees were preparing reports on network practices, both due to be submitted to lawmakers for approval in Jan. or Feb.—Rep. Celler's anti-trust subcommittee and Sen. Magnuson's Commerce Committee. Latter Committee is expected at an early meeting to decide what further TV fields to investigate. Possible areas: movie industry invasion of TV, talent contracts. Due at midyear is report of FCC's network study group, expected to be most exhaustive of all.

SEC moved into ruins of Crowell-Collier Publishing Co.'s magazine operations Dec. 20 for a rare public inquiry into circumstances of sale of \$4,000,000 debentures during past 2 years. Trading & exchange div. of SEC said hearing, not yet scheduled, had no direct connection with folding last week of *Collier's* and *Woman's Home Companion* (Vol. 12:50), but would determine whether company violated Securities Act of 1933 and Securities Exchange Act of 1934. Debentures were sold under clause exempting company from disclosure of securities sold privately. SEC said question at issue is whether debentures converted into common stock and then sold to public were properly exempted from registration.

FCC's 22nd annual report, (171pp.) covering year ended June 30, available for 50¢ from Govt. Printing Office.

Personal Notes: Robert E. Kintner, ex-pres. of ABC, returned to N. Y. home this week from Arizona vacation, reports to work as one of NBC's 6 exec. v.p.'s on Jan. 2 . . . Frederick William Wile Jr., ex-NBC Hollywood program v.p., back from European vacation; while abroad, he conferred with ex-NBC pres. Pat Weaver on plans for new project, not yet ready to announce . . . John H. Mitchell, special asst. to AB-PT pres. Leonard H. Goldenson, will transfer to west coast next spring in undetermined capacity . . . J. Leonard Reinsch, Cox stations' head; John E. Fetzer, pres. of WKZO-TV, Kalamazoo & KOLN-TV, Lincoln, Neb.; Kenyon Brown, pres. of KFEQ-TV, St. Joseph, Mo. and Paul A. O'Bryan of Dow, Lohnes & Albertson—who toured Europe together during Nov., including inspection of Radio Free Europe & Radio Liberation in Munich—returned by air last week . . . Bruce Bryant promoted to eastern sales mgr. of CBS-TV Spot Sales, replacing Thomas Judge, now sales v.p. of Closedcircuit Telecasting System Inc. . . . Richard A. Moore, pres.-gen. mgr. of KTTV, Los Angeles, elected a director of Times-Mirror Co., 75% owner of KTTV, succeeding late T. B. Cosgrove; Charles C. (Bud) Barry, ex-NBC v.p., now TV v.p. of Loew's Inc., 25% owner of KTTV, elected a director of KTTV Inc., along with Saul N. Rittenberg, MGM Studio exec. . . . Joseph B. Epperson, chief engineer of WEWS, Cleveland, promoted to engineering v.p. of Scripps-Howard Radio Inc., supervising engineering operations of all its stations, continuing to headquarter in Cleveland; Donald L. Perris promoted to asst. to WEWS gen. mgr. James C. Hanrahan; Ernest E. Sindelar to operations director, in charge of all program production; Peter Hlinka to Ohio adv. sales mgr. . . . Ward L. Quaal, v.p.-gen. mgr. of WGN Inc., Chicago, elected chairman of U of Michigan Alumni Board Development Council . . . Guy V. Thayer, ex-Rolland Reed Productions, named exec. v.p. of Gross-Krasne Inc. . . . Robert Cinader promoted to director of program planning & development for NBC subsidiary California National Productions, succeeding Wm. Lawrence, joining Famous Artists Associates in charge of all package and program development . . . Arthur Stringer ex-KTVR, Denver, named mgr. of Chicago office of Blair TV Assoc.; he replaces Donald Ward, who will enter Chicago Theological Seminary . . . John S. Allen resigns as v.p. & gen. sales mgr. of WTVJ, Miami, to form John S. Allen & Assoc., Miami, TV-radio-newspaper management consultants . . . Carl Harold promoted to asst. to

C. Richard Evans, one-time mgr. of KSL-TV & KSL, Salt Lake City, later founder-mgr. of KGMB-TV, Honolulu and its satellite outlets, who left latter post early this year to engage in electronic manufacturing in Thayne, Wyo., reports his plant has filed 5 patent applications in field of instrumentation and electronic music and one for automatic TV-radio audience measurements via idle telephone circuits. He also has been engaged as consultant for U of Utah's newly authorized Ch. 7 educational TV grant in Salt Lake City, is scheduled to be its mgr. when programming begins in Sept. 1957.

James W. Blackburn, partner of Blackburn-Hamilton Co., station brokers, who suffered an occlusion (not coronary) in Buffalo Nov. 20, has recovered sufficiently to be moved to Washington this week but will continue to be confined to hospital for awhile; he may be reached via his home, 9 Radcliffe Rd., Belle Haven, Alexandria, Va.

Arthur Larson, new director of U. S. Information Agency, was sworn in Dec. 18 in White House ceremony attended by President Eisenhower, who presented him with bronze medallion for his services in 1956 political campaign; he succeeds Theodore C. Streibert, now with Rockefeller interests in N. Y.

Wm. Brazzil, national sales director of WTVJ, Miami . . . James M. LeGate, mgr. of WCKT, Miami, reelected chairman of 3rd Army Advisory Committee, in charge of improving public relations between Army and civilian population . . . Bert S. West resigns as gen. mgr. of CBS's radio KNX, Los Angeles, to become asst. gen. mgr. & gen. sales mgr. of radio KSFO, San Francisco, working under former KNX chief, Wm. D. Shaw, now gen. mgr. of KSFO . . . Vinton Freedley Jr., ex-NBC Radio national sales mgr., elected v.p. & director of TV Dept. Inc., 120 E. 56th St., N. Y., new film commercial production firm set up to service smaller ad agencies without own TV personnel; it's affiliated with Minot TV . . . James E. Blake promoted to national sales mgr. of KSTP-TV, Minneapolis-St. Paul; Byron E. Anderson to national radio sales mgr. . . . Erwin Needles promoted to sales director of WKNB-TV, New Britain, Conn. . . . R. A. Jeu Devine, ex-KDUB-TV, Lubbock, Tex., named chief engineer of KICA-TV, Clovis, N. M.; Mrs. Marilyn Davison, from radio KICA, named program mgr. . . . Eugene Gordon, ex-KABC-TV, Los Angeles, named asst. to Sandy Cummings, ABC-TV coordinator at Walt Disney Studios . . . Wm. Andrews named Ziv western spot sales mgr. . . . Charles Davies, ex-Crosley, joins N. Y. office of WGN Inc., Chicago, assigned to national TV sales . . . Welles Hangen, ex-New York Times, named mgr. of NBC bureau in Cairo, succeeding Wilson Hall, who returns to U. S. because of illness . . . Edward M. Warnecke, asst. chief engineer of Eastman Kodak motion picture film dept., eastern div., appointed national membership chairman of SMPTE, succeeding John W. DuVall.

Obituary

Robert C. Wood, 46, who recently succeeded Tom Harker as national sales director of Storer stations, died Dec. 19 in Doctors Hospital, N. Y., following abdominal operation preceding week. He had been with Storer since 1951, going there from commercial program sales mgr. of radio WOR, N. Y. Surviving are his wife, Mrs. Bergi Wood; a son, Robert, and a brother.

Granville Peabody Lindley, 66, Antarctic explorer who installed first radio station (PITC) on Pitcairn Island in 1938, died Dec. 18 in Wickford, R. I. He was civilian employe of Navy for many years and member of Adm. Richard E. Byrd's second Antarctic expedition in 1934.

Brilliant career of an inventive genius, ending in suicide, is recounted in *Man of High Fidelity: Edwin Howard Armstrong* by Lawrence Lessing (J. B. Lippincott Co., 311pp., \$5). Biography of prolific inventor who made millions and spent nearly all in fierce patent litigation traces Armstrong's life from time when he decided at 15 to concentrate on radio, ends with his suicide Jan. 31, 1954 in midst of his last legal fight over FM.

Station Representatives Assn. elects Frank M. Headley as pres., succeeding Adam J. Young, who remains on board. All other officers were re-elected: v.p., H. Preston Peters; secy., Robert Meeker; treas., Eugene Katz. New directors: Lewis H. Avery, Joseph J. Weed, John P. Blair.

Dr. Glenn T. Seaborg, U of Cal. professor of chemistry & chemical engineering and 1951 co-winner of Nobel Prize in chemistry, named senior adviser in sciences to Educational TV & Radio Center at Ann Arbor, Mich.

Judge Frank Roberson, of law firm of Spearman & Roberson, reported "progressing nicely" after gall bladder operation; he's in Doctors Hospital, Washington.

Herbert L. Golden, one time motion picture editor of *Variety*, serving since 1952 with Bankers Trust Co. in charge of its amusement industries group, elected a v.p.

SALES AND TRANSFERS involving the ownership of nearly a dozen TV stations, including Time Inc. as new buyer of the Bitner group, were concluded or nearing conclusion this week—perhaps the busiest period for station deals in all TV's history. The week's crop:

(1) Time Inc. buys all but one of the stations (radio WFDF, Flint, Mich.) of Consolidated TV & Radio Broadcasters Inc., the Bitner group. It purchases 3 TV-AM combinations in Indianapolis, Grand Rapids and Minneapolis for \$15,750,000 cash plus net quick and other assets of WFBM-TV & WFBM, Indianapolis, making purchase price about \$16,785,000—considerably more than the approximately \$16,000,000 involved in the recently-dropped Crowell-Collier deal for whole group, including Flint (Vol. 12:47).

(2) Storer Broadcasting Co.'s offer to buy WPFH, Wilmington-Philadelphia (Ch. 13), along with radio WIBG, Philadelphia independent (10 kw, 990 kc), for approximately \$6,500,000 was approved Dec. 21 by WPFH directors and stockholders, headed by Paul F. Harron, who bought the then Wilmington TV station (WDEL-TV) just 2 years ago for \$3,720,500 from the Steinman brothers of Lancaster, Pa.

(3) KOAT-TV, Albuquerque, N. M. (Ch. 7) was in process of being sold for an undisclosed sum to Clinton McKinnon, onetime California publisher and Congressman, presently 20% owner & pres. of KVOA-TV, Tucson, Ariz. (Ch. 4). This week, too, FCC approved \$535,000 purchase of KDWI-TV, Tucson (Ch. 9) by H. U. Garrett-Tom Foster group (see p. 7).

(4) KOB-TV, Albuquerque (Ch. 4), NBC outlet half-owned by Time Inc., half by its pres.-gen. mgr. Wayne Coy, ex-chairman of FCC, goes on market in "forced sale" imposed by FCC's 5-vhf limit rule—with broker Howard Stark reporting several buyers already on tap and bids in excess of \$1,500,000.

(5) Transfer of WIBW-TV, Topeka, Kan. (Ch. 13), with radio WIBW, was approved by FCC this week. They're part of \$7,000,000 acquisition of Capper Publications by Stauffer Publications.

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Time Inc.-Bitner negotiations were concluded by Consolidated board, meeting Dec. 21 in Princeton Inn, Princeton, N. J., with Time v.p. Weston C. Pullen. TV stations going to Time Inc. are WFBM-TV, Indianapolis (Ch. 6), NBC outlet which the Bitners founded; WOOD-TV, Grand Rapids (Ch. 8), NBC outlet purchased by the Bitners about 5 years ago for \$1,382,000—and reputed to be one of the finest profit operations in all TV; WTCN-TV, Minneapolis (Ch. 11), ABC outlet acquired less than 2 years ago by Consolidated for \$3,135,000—along with their AM adjuncts.

Consolidated agrees to pay off bank loans totaling \$5,239,000, so that \$11,546,000 will be available for distribution to Consolidated stockholders (607,200 shares), of which Harry M. Bitner's holdings represent about 26%; his wife, son and daughter 10% each; Mrs. Leonard Kapner, wife of the mgr. of Hearst's WCAE, Pittsburgh, a former associate of Bitner Sr. when he was publisher of the *Sun-Telegraph* there, about 5%.

Stockholders will thus get about \$19 a share after 50¢ is retained in escrow for taxes and contingencies. They will also get equities in WFDF, Flint, which is fighting in the courts for Ch. 12 there, granted by FCC to WJRT, owned by radio WJR, Detroit (John Patt group). Appraisal of the Flint property and prospects must yet be made, but it's roughly estimated that its worth to Con-

solidated shareholders is approximately \$1 per share; in fact, Bitner Sr. has indicated he will offer to buy any shares at that price.

Staffs of all the stations will be retained, Pullen indicates, except that Bitner Jr. has indicated a desire to retire from the presidency of WFBM-TV & WFBM. Wm. F. Kiley will remain as gen. mgr. of the Indianapolis stations, but Wayne Coy probably will return to his native Indiana to head operation for Time Inc. as soon as KOB-TV & KOB are sold. Willard Schroeder remains as gen. mgr. at Grand Rapids, Miller Robertson at Minneapolis.

Besides Albuquerque outlets, Time Inc. already owns outright KLZ-TV, Denver (Ch. 7) and 80% of KTVT, Salt Lake City (Ch. 4). After the deal with Bitner was concluded this week, its pres. Roy Larsen issued a statement that "acquisition of the new stations is a logical outgrowth of Time Inc.'s long history and wide range of interest in broadcasting and TV"—citing its first sponsorship of a quiz show in 1924, its *March of Time* on radio and TV, its acquisition of stations in Denver, Salt Lake and Albuquerque and their public service records.

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The Storer-Harron deal gives former an independent Philadelphia-Wilmington area TV that has been operating at a loss and that would seem to have little prospect of taking CBS away from WCAU-TV or NBC away from its own WRCV-TV; a fairly profitable AM; a profitable wired music system in Philadelphia (National Wired Music Corp.). Storer purchases 3,750,000 shares of WPFH Broadcasting Co. at \$1.50 per share cash and assumes nearly \$1,000,000 obligations. Harron owns 1,351,000 shares, rest is publicly owned. Deal is conditional at Storer's discretion, upon 95% stockholder acceptance, but Harron controls the corporation by electing 10 of its 15 directors.

Harron will be retained as consultant at \$10,000 a year for 5 years, \$20,000 a year for 5 years thereafter. For the 9 months ended Sept. 30, the stations reported a consolidated net loss of \$130,692. The TV station was \$243,723 in the red, the radio made \$100,327, wired music made \$12,704. Harron told his stockholders he was confident the TV would be profitable in due course but that "substantial additional capital will be required."

Storer will provide the know-how for an independent operation, and must necessarily sell off certain of his present 5 vhf properties if he is to acquire not only the Philadelphia TV but the station he seeks in Boston area by moving recently optioned WMUR-TV, Manchester, N. H. (Ch. 9) closer to that city (Vol. 12:28), now awaiting approval of airspace authorities before FCC can act (p. 9) and by trying to move Salem's Ch. 3 CP into Portland, Ore. (p. 9).

He has already contracted to sell WAGA-TV, Atlanta (Ch. 5), along with radio WAGA, to Washington Post Co., operator of WTOP-TV, Washington (Ch. 9), and WMBR-TV, Jacksonville (Ch. 4); he has not indicated which of his other 4 vhf stations he will sell off under the 5-limit rule. They are WSPD-TV, Toledo (Ch. 13); WJW-TV, Cleveland (Ch. 8); WJBK-TV, Detroit (Ch. 2); WBRC-TV, Birmingham (Ch. 6)—each with an AM adjunct. Good guess is that the Toledo and Birmingham stations would be sold in light of his avowed ambition to have outlets located in top markets. Storer also operates uhfs WGBS-TV, Miami (Ch. 23), which recently lost its NBC affiliation to Niles Trammell's new WCKT (Ch. 7), and KPTV, Portland, Ore. (Ch. 27), now facing competition of 3 vhfs but still on NBC.

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Albuquerque, though an up-&-coming town, may or may not be able to support 3 stations—but ex-Rep. Clinton McKinnon, who acquires KOAT-TV (Ch. 7), apparently

thinks it can. ABC outlet has not done too well since it was started in Sept. 1953. McKinnon, former Democratic Congressman, who published the old *San Diego Journal* and the former *Los Angeles News*, still has some California weeklies and is associated with Frank Oxarart (Zugsmith v.p. et al.) in the Tucson TV venture. They may also be involved in Albuquerque deal.

Whoever acquires KOB-TV from Time Inc. presumably will hold the NBC affiliation in view of its 50-kw radio adjunct, and KGGM-TV (Ch. 13) is solidly entrenched with CBS, so that KOAT's future is interwoven with the destinies of ABC.

D. W. Ingram's sale of KDWI-TV, Tucson (Ch. 9) for \$533,000 (Vol. 12:48) was approved this week by FCC. New owners include Tom E. Foster (10%) and son Tolbert (10%), latter to be gen. mgr.; they're owners of East Texas (radio) Network and KDET, Center, Tex. Others in buying group are H. U. Garrett, ex-owner of Garrett Oil Tools, chairman, 40%; Taylor Milton, construction engineer, 15%; W. C. Dyche Jr., attorney, 11%; C. M. Peters, Garrett employee, 8%; D. E. Whittenberg, also Garrett, 6%.

Jack C. Vaughn and brother Grady H. Vaughn Jr., Dallas oilmen, are exercising option to take over 50% of KOSA-TV, Odessa (Ch. 7), paying \$20,000 cash and assuming half of obligations, which include \$170,000 line of credit and nearly \$220,000 due on equipment. Owners are selling half of their stock to Vaughns and after transfer pres.-gen. mgr. Cecil Trigg will hold 40%; Wm. B. Stowe, 5%; Brooks L. Harman, 5%. Oct. 31 balance sheet filed with application lists \$263,771 in fixed assets out of \$456,087 total assets.

Control of WAGM-TV, Presque Isle, Me. (Ch. 8) & WAGM and other radio WABM, Houlton, Me., goes to pres.-gen. mgr., Harold D. Gliddens, who increases holdings to 95%, FCC having approved transaction whereby Harry E. Umphrey sells 830 shares (47.4%) back to corporation for \$30,000 (Vol. 12:48).

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The \$7,000,000 sale of Capper Publications, including WIBW-TV, Topeka (Ch. 13) & WIBW, to Stauffer Publications was approved this week by FCC. Deal involves \$2,500,000 cash, about \$4,500,000 in obligations. Stauffer's sale of other Capper broadcasting property, radio KCKN, Kansas City, Kan. for \$110,000, (Vol. 12:49) also was approved. Capper publications are *Topeka Capital* and *Kansas City (Kan.) Kansan* and national magazines *Cappers Farmer and Household*. Stauffer radio properties are KGFF, Shawnee, Okla.; KSEK, Pittsburgh and KSOK, Arkansas City, both Kan. Stauffer publishes *Topeka State Journal* and 10 smaller daily newspapers in Kansas, Oklahoma, Nebraska, Missouri, California.

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Other TV station transfer deals effected since July 15, 1956, publication date of the 1949-56 compilation in the Spring-Summer edition of our *TV Factbook No. 23*, were the following (above reported deals not included; volume references are to editions of *Television Digest* Newsletters reporting deals):

Atlanta, Ga.—WAGA-TV (Ch. 5) sold with radio WAGA by Storer Bctg. Co. to *Washington Post* for \$6,500,000, contingent on FCC approval of Storer's purchase of WMUR-TV, Manchester, N. H. (Vol. 12:42).

Adams-Pittsfield, Mass.—WMCT (Ch. 19) off-air station sold by Gryclock Bctg. Co. (Leon Podolsky, pres.) to owners of WCDA, Albany (Lowell Thomas group) for \$379,260 (Vol. 12:49).

Alexandria, La.—KALB-TV (Ch. 5) sold by T. B. Lanford to new Lanford Telecasting Co. Inc. (T. B. Lanford, 51%; Bill L. Fox, 49%) in \$333,155 deal (Vol. 12:49).

Billings, Mont.—KOOK-TV (Ch. 2) 80% control of TV and radio KOOK acquired by Joseph S. Sample in deal involving approximately \$540,000, with J. Carter Johnson and others selling stock to treasury (Vol. 12:45, 50).

Binghamton, N. Y.—CP for WINR-TV (Ch. 40) sold with radio WINR by Southern Tier Radio Service Inc. (Donald W. Kramer, pres.) to *Binghamton Press* (Gannett) for \$165,000 (Vol. 12:36, 46).

Chattanooga, Tenn.—WRGP-TV (Ch. 3) 50% by Judge Will Cummings to partner Ramon G. Patterson, who becomes sole owner, for \$127,800 (Vol. 12:46, 48).

Chicago, Ill.—CP for WIND-TV (Ch. 20) sold with radio WIND by WIND Inc. (Ralph Atlass family, Wm. Wrigley family & *Chicago Daily News*) to Westinghouse Bctg. Co. Inc. for \$5,000,000 (Vol. 12:41, 45).

Denver, Colo.—KTVR (Ch. 2) 25% sold by co-owners Gotham Bctg. Co. (J. Elroy McCaw) and Founders Corp. (John H. Shaheen) to Loew's Inc. for undisclosed price involving MGM film purchases (Vol. 12:36).

El Paso, Tex.—KILT (Ch. 13) sold with radio KELP by McLendon Investment Corp., Dallas (Barton R. McLendon, 50%; Gordon B. McLendon, 49%) to owners of KXLY-TV, Spokane (Norman E. Alexander, pres.) for \$750,000 (Vol. 12:49).

Fort Wayne, Ind.—WINT (Ch. 15) sold with radio WANE as package with WISH-TV, Indianapolis (Ch. 8) & WISH by Universal Bctg. Co. (C. Bruce McConnell) to Indiana Bctg. Co. (J. H. Whitney) for \$10,000,000 (Vol. 12:30, 34, 41).

Grand Rapids, Mich.—50% of CP for WMCN (Ch. 23) by Peninsular Bctg. Co. (John D. Loeks, pres.) to H. & E. Balaban Corp., 50% owner of WICS, Springfield, Ill. (Ch. 39) and 50% of WTVO, Rockford, Ill. (Ch. 20), for \$7500 (Vol. 12:28, 37).

Hattiesburg, Miss.—WDAM-TV (Ch. 9) 51% sold by founders David A. Matison & Milton J. Fine families to WDSU-TV, New Orleans (Edgar B. Stern Jr.) for \$51,000 (Vol. 12:31, 38).

Henderson, Ky.-Evansville, Ind.—WEHT (Ch. 50) sold with Evansville radio WEOA by Malco Theatres Inc. (M. A. Lightman) to Henry S. Hilberg and R. L. Buse Jr. families, Cincinnati, with Edwin G. Richter Jr. as pres.-gen. mgr. Price, \$820,000 (Vol. 12:35, 37, 43).

Indianapolis, Ind.—WISH-TV (Ch. 8) and radio WISH sold as package with WINT, Fort Wayne (Ch. 15) and radio WANE by Universal Bctg. Co. (C. Bruce McConnell) to Indiana Bctg. Co. (J. H. Whitney) for \$10,000,000 (Vol. 12:30, 34, 41).

Joplin, Mo.—KWSM-TV (Ch. 12) sold with radio KWSM (being changed to KODE-TV & KODE Jan. 2) by Austin Harrison to owners of WSTV-TV, Steubenville, O. (Jack N. Berkman-John J. Laux group) for \$591,000 (Vol. 12:39, 44).

Las Vegas, Nev.—KSHO-TV (Ch. 13) sold with radio KBMI, Henderson, Nev. by Moritz Zenoff to Television Corp. of America (Albert Zugsmith interests) for approximately \$300,000 (Vol. 12:38, 48).

Lexington, Ky.—CP for WLAP-TV (Ch. 27) sold with radio WLAP by Gilmore N. Nunn family to Community Bctg. Co. (Frederick Gregg Jr., pres.) for \$346,000 (Vol. 12:44).

Los Angeles, Cal.—KTTV (Ch. 11) 25% sold by Los Angeles Times and Mirror to Loew's Inc. for about \$1,600,000 (Vol. 12:33).

Minneapolis, Minn.—KMGM-TV (Ch. 9), formerly KEYD-TV, 25% sold by United Television Inc. (Thomas P. Johnson, chairman; Seymour Weintraub, pres.) to Loew's Inc. for undisclosed price involving MGM film purchases (Vol. 12:44).

Nashville, Tenn.—WSIX-TV (Ch. 8) 1/3 sold by W. H. Crisswell for \$250,000 to Louis R. Draughon, who becomes 2/3 owner (Vol. 12:38, 41).

Odessa, Tex.—KOSA-TV (Ch. 7) 50% sold by Cecil Trigg group to Jack C. Vaughn and brother Grady H. Vaughn Jr. for approximately \$215,000. (See above.)

Palm Beach, Fla.—WJNO-TV (Ch. 5) sold by owners of radio WJNO and Theodore Granik-Wm. H. Cook group to John H. Phipps for \$880,000 (Vol. 12:32, 37, 40).

Sacramento, Cal.—KCCC-TV (Ch. 40) sold by Ashley L. Robison & Harry McCart to Lincoln Dellar for approximately \$200,000 (Vol. 12:36-37, 40).

Scranton, Pa.—WGBI-TV (Ch. 22) 75% sold by Mrs. M. E. Megargue & family to WCAU Inc. (*Philadelphia Bulletin*) for \$650,000 (Vol. 12:31, 42).

Tucson, Ariz.—KDWI-TV (Ch. 9) sold by D. W. Ingram to new Tucson Television Co. Inc. (H. U. Garrett, chairman; Tom E. Foster, pres.) for \$533,000. (See above.)

Williamsport, Pa.—CP for WRAK-TV (Ch. 36) sold with radio WRAK by George E. Joy-Margareta T. Steele group to WGAL Inc. (Steinman brothers) for \$125,000 (Vol. 12:39).

British ban on TV-radio discussion of public issues within 14 days of Parliament debate on them was suspended Dec. 18 for 6-month trial period. Prime Minister Eden told Commons he had assurances from BBC and Independent TV Authority that they would continue to recognize "primacy of Parliament" as nation's forum.

TV demonstrations were "one of the high spots" for 10,000 visitors per hour who jammed during peak evening periods into U. S. central exhibit at Bangkok's Constitution Fair Dec. 7-22, according to Commerce Dept's Office of International Trade Fairs.

Finland is expected to join ranks of European countries with commercial TV. State-owned Yleisradio this week asked Govt. to permit 10 min. of advertising for each hour of programming.

SIX EDUCATIONAL CP-holders, which plan to start next year, have substantial financial props in form of cash, pledges and/or equipment —according to 143pp. progress report issued this week by Joint Council on Educational TV:

(1) KTCA, St. Paul-Minneapolis (Ch. 2), due in Feb., is being built on U of Minnesota farm campus, with land & building donated by University. It has \$100,000 Ford Foundation grant and approximately \$300,000 in donations and pledges from business firms, commercial stations and civic groups. Educational institutions will share operating costs, participate in programming.

(2) WIPR-TV, San Juan, P. R. (Ch. 6), with Feb. target, has \$860,000 appropriation from Govt. which also plans to give it \$310,000 yearly operating fund. It's building elaborate TV-radio plant 15 mi. from San Juan.

(3) WYES, New Orleans (Ch. 8), aiming for early spring start, has \$500,000 in cash and equipment plus \$100,000 Ford grant.

(4) WETV, Atlanta (Ch. 30), with summer 1957 goal, has \$200,000 in cash and facilities from local Board of Education and Goodman and Rich foundations, in addition to \$100,000 from Ford. Board of Education will also defray operating costs.

(5) WMVS-TV, Milwaukee (Ch. 10), now building, hasn't designated target date (see below). It has \$100,000 from Ford, with Board of Vocational & Adult Education pledged to handle balance of construction costs. Area school systems and other educational institutions will share operating costs and programming.

(6) WGTV, Athens, Ga. (Ch. 8), no target yet, will be part of \$4,000,000 Continuing Study Center to be established and financed by U of Georgia and Kellogg Foundation.

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In our continuing survey of upcoming stations, these are the latest reports from principals:

WSOC-TV, Charlotte, N. C. (Ch. 9), granted Dec. 12, expects to get on air in 3-4 months, reports pres.-gen. mgr. E. J. Gluck. It's negotiating for equipment, plans to begin construction momentarily. Make of 1000-ft. tower hasn't been determined as yet. Larry Walker, ex-gen. mgr. of WBTV, Charlotte, will be exec. v.p. in charge of TV. Rep not chosen.

WTWV, Tupelo, Miss. (Ch. 9) has changed target again—this time to Jan. 1 for test patterns, indefinite for programming with NBC-TV, reports gen. mgr. & 35% owner Frank K. Spain. It has custom-built 5-kw trans-

Radio station sales approved by FCC this week: Four California AMs by bankrupt Bestg. Corp. of America (W. L. Gleeson) to new Imperial Bestg. System Inc. (Frank K. Danzig, pres.) for \$533,850 (Vol. 12:38, 47). Stations involved are KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe. WAIR, Winston-Salem, by Radio Winston-Salem Inc. (John S. Riggs, pres.) to Cincinnati accounting exec. J. F. Koons III for \$30,763, plus \$83,236 in obligations (Vol. 12:49). WJAN, Spartanburg, S. C. by W. Ennis Bray family to John K. L. Peterson, Far Hills, N. J. real estate developer, for \$75,000 and \$25,000 accounts outstanding (Vol. 12:49). WTAY, Robinson, Ill. by Keith & Roger L. Moyer to station mgr. Edwin Phelps Jr. (20%), father Edwin Phelps (40%) and Kathryn Duncan (40%) for \$63,818. WGAW, Gardner, Mass. by E. Robillard (60%) and Wm. C. Engel (40%) to James D. Asher and associates (WJDA, Quincy and WESX, Salem, both Mass.) for \$60,000, including \$15,500 in obligations (Vol. 12:47). KONE, Reno, 1/3 by James Harford to other 1/3 owners Frederick Jones & Thompson Magowan; it's part of \$107,500 deal whereby Harford

mitter, GE antenna, 500-ft. Stainless tower. Base hour will be \$150. Rep will be Young.

KUMV-TV, Williston, N. D. (Ch. 8) couldn't make Christmas Day target, now plans test patterns about Jan. 17, programming as satellite of KFYR-TV, Bismarck (Ch. 5), 3 days later, reports Wm. Ekberg, pres. of KFYR-TV & KFYR. It has 10-kw GE transmitter installed and 100-ft. of 878-ft. Stainless tower has been raised. GE 12-bay antenna arrived Dec. 17. Station will be sold only in combination with KFYR-TV, which has Blair Television Assoc. as rep.

WMVS-TV, Milwaukee (Ch. 10, educational) hasn't set target, is negotiating lease with WITI-TV (Ch. 6) for use of tower, writes H. E. Barg, asst. director & business mgr. for Milwaukee Vocational & Adult Schools. It plans to order 10-kw transmitter, with Alford or RCA antenna to be sidemounted on tower and emit 83-kw ERP.

Equipment shipments this week: By RCA—1-kw transmitter Dec. 18 to upcoming KBAS-TV, Ephrata, Wash. (Ch. 43), due in Jan. as satellite of KIMA-TV, Yakima (Ch. 29); 25-kw amplifier Dec. 21 to KRIS-TV, Corpus Christi (Ch. 6). By GE—10-kw driver Dec. 12 to WHEN-TV, Syracuse (Ch. 8).

New tower for WMT-TV, Cedar Rapids, Ia., to replace one which toppled while under construction last week (Vol. 12:50), is scheduled to be in place in May. Dresser-Ideco will fabricate new 1356-ft. guyed structure, exact duplicate of earlier tower; steel shipments start in March.

Power increases: KSWM-TV, Joplin, Mo. (Ch. 12), which changes call letters to KODE-TV Jan. 2, increased power Dec. 18 to 316-kw ERP; KLOR, Portland, Ore. (Ch. 12) Dec. 16 to 316-kw; WDEF-TV, Chattanooga, Tenn. (Ch. 12) Dec. 10 to 316-kw.

Five-channel translator service is scheduled to begin Christmas Eve at Camp Irwin, Cal., isolated combat tank training center in Mojave Desert. First translator there, AAG73 (Ch. 73), began last month rebroadcasting signals of Los Angeles' KRCA (Vol. 12:45). The 4 stations to begin Dec. 24 are AAG70, AAG76, AAG79 & AAG82, rebroadcasting KNXT, KTLA, KABC-TV & KHJ-TV, all Los Angeles. They're operated by Army, with understanding they'll be discontinued if commercial operator provides adequate signal.

Translator K80AB, Tucumcari, N. M. (Ch. 80) began Dec. 11, repeating KGNC-TV, Amarillo, reports owner Howard L. Sauter.

also turns over 1/3 of KTOO, Henderson, Nev. to two former partners—KTOO transfer still pending approval (Vol. 12:50). KIBH, Seward, Alaska, by Wm. J. Wagner to group of Alaska businessmen headed by Seward attorney R. E. Baumgartner for \$40,000. A. G. Hiebert, pres. of TV stations KTVA, Anchorage and KTVF, Fairbanks, is only one in buying group with broadcast interests.

Radio KVOR, Colorado Springs, has been sold for \$142,000 to Charles A. Dunbar, sales mgr. of WERE, Cleveland, and associates George W. Furth & James R. Dudley. Sellers are John Riggs and Robert Greene, who recently bought Rochester's WHAM for \$500,000 (Vol. 12:29). KVOR broker was Allen Kander.

Reflecting network radio's upswing (Vol. 12:50), *Printers' Ink* national advertising index shows network radio up 8% in Oct. from Sept. level and up 5% from Oct. 1955. Network TV declined 6% from Sept. but was up 19% from Oct. 1955. For all media, index was up 1% from Sept., up 11% from Oct. 1955.

TvB joins Advertising Federation of America as 18th affiliate member.

BOSTON'S CH. 5, worth perhaps \$5-\$10,000,-000, looks as if it's going to WHDH-Herald-Traveller, at the moment. FCC this week voted 5-1 to instruct staff to write draft of final decision that way. When staff completes work and Commission calls case up again—reportedly next month—final vote will be tallied, confirming or reversing this week's preliminary vote.

Dissenter in 5-1 vote was Comr. Bartley, who favored Massachusetts Bay Telecasters Inc.; Comr. Craven abstained. Initial decision by examiner James D. Cunningham had favored still another applicant—Greater Boston TV Corp. Remaining contestant in case is DuMont.

Another long-litigated case finally reached climax, and CP for Ch. 4 in Port Arthur, Tex. should be coming through in 30-60 days—now that the 3 contestants have come to agreement. KPBX will dismiss application, getting \$75,000 for expenses from Jefferson Amusement Co. and KPAC. Jefferson will dismiss, and after KPAC gets CP, can exercise option to acquire 50% interest for \$75,000 in new corporation to be formed. Applicants have been fighting before FCC and courts for 4 years. With KFDM-TV (Ch. 6) holding CBS-TV affiliation in Beaumont, prospective new grantee aims for NBC-TV.

Three uncontested CPs and a translator were granted, meanwhile, including rare big-city uhf—Ch. 26, San Francisco, to Plaza Radio & TV Co. Its principals are Alex Rosenman, once commercial mgr. & 5% stockholder in off-air WCAN-TV, Milwaukee (Ch. 25); film producer Eliot Hyman; importer David M. Harris. Other grants: Ch. 7, Rapid City, S. D., to KRDS; Ch. 6, Reliance, S. D. to operators of KELO-TV, Sioux Falls, and KDLO-TV, Florence; translator Ch. 74 to Jefferson County TV, Madras, Ore.

Two CPs were cancelled by FCC: WIRK-TV, W. Palm Beach, Fla. (Ch. 21), which operated Aug. 1953-March 1956; WOTV, Richmond, Va. (Ch. 29), never on air.

* * * *

Assn. of Maximum Service Telecasters this week formally appointed Lester Lindow, mgr. of radio WFDF, Flint, as exec. director (Vol. 12:50), and he expects to establish Washington office about Feb. 1. Meanwhile, TV Allocations Study Organization, the FCC-prompted "crash uhf research" group, held board meeting in Washington this week, met with FCC Chairman McConaughay, who was pleased with progress to date.

Washington Airspace Panel again deferred action on proposal to move antenna of WMUR-TV, Manchester, N. H. (Ch. 9) to Georgetown, Mass., 26 mi. north of Boston—one of stipulations on which proposed sale of station to Storer Broadcasting is based (see p. 6). Panel decided it needed more information from CAA and airlines on effect of proposed 1016-ft. tower on air traffic pattern around Beverly-Boston Airport. Study is expected to take 2-4 weeks. Panel also deferred action on 2 other TV tower requests: (1) KRON-TV's proposed 980-ft. multiple antenna tower for San Francisco, delayed until Jan. 29 at station's request. (2) WJBF proposal for 1285-ft. structure near Augusta, Ga., delayed to determine whether tower can be moved further east—into what is now atomic energy "prohibited area"—and farther from airport.

Closed-circuit 60-city TV show, originating Jan. 30 in N. Y. and produced by TNT with BBDO, will open second "Live Better Electrically" year promoted by 300 utility companies, 40 manufacturers and 15 trade associations in residential electrical market. Local showings of program, starring Giselle MacKenzie and John Daly, are expected to be viewed by 35,000 contractors, builders, dealers, bankers, et al.

TASO has decided to set up 5 panels under new exec. director George R. Town—for receivers, transmitters, field tests, propagation, analysis & theory. All industry will be invited to participate, and RETMA has asked interested members to appoint liaison men. Board elected JCET's Ralph Steele treas., RETMA's Wm. L. Reynolds asst. treas., JCET's Cyril M. Braum secy.

FCC got off flock of allocations changes, including its second commercialization of an educational channel. With Comrs. Hyde & Bartley dissenting but issuing no statement, Commission declared Ch. 5, Weston, W. Va., open to commercial applicants, including off-air WJPB-TV, Fairmont (Ch. 35) which had pushed for the change. FCC's reasoning: educators have had "reasonable time" to show they could make use of the channel, and they've still come up with nothing; area needs more commercial service, and demand is evident in form of applications; educators can also apply if they choose; commercial stations will undoubtedly cooperate with educational institutions in offering time. First educational channel commercialized was Ch. 3, College Station, Tex.

Other allocations changes by FCC: (1) Swapped Evansville's Ch. 62 and Owensboro's Ch. 14, substituting Ch. 25 for 14 in Festus, Mo., Ch. 56 for 62 in Shelbyville, Tenn. At same time, WFIE, Evansville, was granted change from Ch. 62 to 14, grantee WKYT, Owensboro, from Ch. 14 to 62. (2) Shifted Ch. 11 from Yreka City, Cal. to Coos Bay, Ore., replacing it with Ch. 19. (3) Proposed to make educational Ch. 2, Denton, Tex. commercial or to move it to Longview for commercial use—assigning either Ch. 71 or 17 for educators in Denton.

Court of Appeals rendered one decision, turning down appeal of KTRK-TV, Houston (Ch. 13) against FCC's grant to move closer to Houston by KGUL-TV, Galveston (Ch. 11). Judges Edgerton, Fahy & Bastian agreed that: "On the record before the Commission at the time of its decision we find no lack of evidence to support its findings and no other basis for disturbing the conclusion of the Commission that [KGUL-TV], notwithstanding the protested grant of its construction permit, was a qualified licensee, that is, that it was a Galveston station duly licensed to operate on a channel allocated to Galveston. Much may be said to support the dissent of Chairman McConaughay and of Comr. Lee; but even were we to agree with them it would not change our view that the contrary conclusion reached by the Commission was within its authority."

Again seeking Ch. 3 for Portland-Salem, Ore. Storer Broadcasting Co. this week petitioned FCC for reconsideration of previous turndown of its application to buy CP for KSLM-TV, Salem (Vol. 12:46). This would require waiver of 5-vhf station ceiling. In petition, Storer reports that its KPTV, Portland (Ch. 27) has been operating at loss for last few months; that its demise would mean loss of \$2,355,000 investment; that 1,000,000 watts on uhf still doesn't make its coverage equal to vhf in rugged Portland terrain. It estimates that KPTV will gross about \$1,400,000 out of the expected \$4,000,000 TV revenues in Portland in 1956.

Closed-circuit TV will unite TB patients and their children in special Christmas hook-up at Veterans Administration hospital in San Fernando, Cal. Visitors under 15 aren't admitted to VA hospital TB wards, but TV equipment supplied by southern California volunteer organizations will permit fathers to see and talk with children for first time in years.

New Closedcircuit Telecasting System Inc. has subleased studio-penthouse at 237 W. 54th St., N. Y., from Time Inc. Quarters above *Life* photographic studio will be opened in Jan. with color TV press demonstration.

Network Accounts: Trend to "quickie" pre-emption sponsorship in TV, whereby short-term sponsors take over established shows for a few weeks, is becoming more evident as means of beating high costs. Most recent examples are J. B. Williams Co. (shaving cream) pre-empting Amana on 3 programs of *Phil Silvers Show* on CBS-TV in Jan., and Ford's replacement of General Foods on 2 *I Love Lucy* programs in Jan. and 3 *December Bride* shows in Feb. . . . Skippy Peanut Butter to sponsor *Galen Drake* on ABC-TV starting Jan. 12, Sat. 7-7:30 p.m., thru Guild, Bascom & Bonfigli . . . Bauer & Black (surgical supplies) buys \$200,000 worth of partic. on ABC-TV's *Afternoon Film Festival* starting April 1, and *Circus Time* starting Feb. 2, thru Leo Burnett Co., Chicago . . . Sloane-Delaware Floor Products buys 26 partic. on *Home* on NBC-TV starting in spring, Mon-thru-Fri. 10-11 a.m., thru E. T. Howard Co. . . . Bulova to reduce sponsorship of *Jackie Gleason Show* on CBS-TV to alt. 30 min. starting in Jan., Sat. 8-9 p.m. . . . Toni to sponsor *Blondie* on NBC-TV alt. Fri. 8-8:30 p.m. starting Jan. 4, replacing *Walter Winchell Show*, thru North Adv. . . . Lucky Strikes to sponsor *Wells Fargo* on NBC-TV starting March 25, Mon. 8:30-9 p.m., replacing *Stanley*, thru Sullivan, Stauffer, Colwell & Bayles . . . Carter Products (Rise shaving cream) to sponsor one-fourth of East-West Shrine football game in San Francisco Sat. Dec. 29 starting at 4:45 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . American Home Products buys alt. 30 min. of *Arthur Godfrey and His Friends* on CBS-TV, Wed. 8-9 p.m. . . . Carter Products to sponsor 6 programs of *Nat King Cole Show* on NBC-TV starting Jan. 7, Mon. 7:30-7:45 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Hazel Bishop to switch *Beat the Clock* to Fri. 7:30-8 p.m. on CBS-TV starting Feb. 8, replacing *My Friend Flicka*, being dropped by Colgate-Palmolive . . . Oldsmobile to sponsor Sugar Bowl football game on ABC-TV & Radio Jan. 1, Tue. 1:45 p.m., thru D. P. Brother & Co., Detroit . . . Mutual of Omaha cancels alt. sponsorship of *Zoo Parade* on NBC-TV, Sun. 3:30-4 p.m.

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TELEVISION OWNERSHIP encompassed 78% of nation's families as of Oct., then estimated by Census Bureau at 49,500,000. Market Research Corp. of America's latest quarterly tabulation, released this week, shows increase in national TV penetration from 76% in July, 75% in April. No significant changes from preceding quarter (Vol. 12:47) are reported, latest breakdowns showing northeast region still leading in TV ownership, cities of more than 500,000 leading in population category. TV ownership also predominates among families in upper fourth of income scale, in families of 4 and 5 members, and where heads of families have high school education. MRCA's complete breakdowns:

| | TELEVISION OWNERSHIP | | | |
|----------------------------------|--|---------------|--------------|--------------|
| | Percent of Families in Each Group With Television Sets | | | |
| | Jan. 1956 | April 1956 | July 1956 | Oct. 1956 |
| UNITED STATES TOTAL | 74% | 75% | 76% | 78% |
| Regions: | | | | |
| Northeast | 86% | 88% | 88% | 88% |
| South | 61 | 63 | 64 | 68 |
| North Central | 77 | 77 | 79 | 80 |
| Mountain & Southwest | 60 | 60 | 62 | 65 |
| Pacific | 74 | 74 | 76 | 77 |
| City Size: | | | | |
| Farm | 51% | 53% | 54% | 57% |
| Under 2500 | 63 | 64 | 67 | 69 |
| 2500 to 50,000 | 62 | 62 | 65 | 66 |
| 50,000 to 500,000 | 80 | 80 | 82 | 83 |
| 500,000 and Over | 89 | 89 | 89 | 90 |
| Total Family Income: | | | | |
| Upper Fourth | 86% | 86% | 87% | 89% |
| Next Fourth | 81 | 82 | 85 | 86 |
| Next Fourth | 75 | 75 | 76 | 77 |
| Lowest Fourth | 54 | 56 | 58 | 59 |
| Education of Family Head: | | | | |
| Grade School | 67% | 68% | 70% | 71% |
| High School | 82 | 82 | 83 | 85 |
| College | 79 | 79 | 79 | 81 |
| Size of Families: | | | | |
| 1 & 2 Members | 66% | 67% | 69% | 70% |
| 3 Members | 77 | 78 | 81 | 83 |
| 4 & 5 Members | 84 | 84 | 85 | 86 |
| 6 Members & Over | 74 | 74 | 74 | 74 |
| Age of Housewife: | | | | |
| Under 35 Years | 81% | 81% | 82% | 84% |
| 35 thru 44 Years | 79 | 79 | 82 | 84 |
| 45 Years & Over | 67 | 68 | 70 | 71 |
| Presence of Children: | | | | |
| 5 Years & Under | 80% | 80% | 81% | 84% |
| 6-12 Years | 82 | 82 | 83 | 84 |
| 13-20 Years | 76 | 76 | 78 | 80 |
| No Children | 68 | 68 | 70 | 71 |

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ADVERTISING AGENCIES: Frank White, chairman of McCann-Erickson International and v.p. of parent McCann-Erickson Inc., elected senior v.p., treas. & chairman of McCann-Erickson Inc. finance committee; Edward R. Beach, pres. of McCann-Erickson International, assumes White's operating responsibilities; Robert E. Healy, in addition to duties as exec. v.p. of McCann-Erickson Inc., succeeds White as chairman of McCann-Erickson International . . . Rolland W. Taylor, ex-Colgate-Palmolive, elected vice chairman of Foote, Cone & Belding, continuing as mgr. of N. Y. office . . . Pat Freeman named v.p.-gen. mgr. of Foote, Cone & Belding of Canada Ltd. . . . Samuel H. Northcross, v.p. & director of TV dept., among 8 officers elected to expanded board of Wm. Esty Co. . . . Mark Lawrence, TV-radio director in N. Y. office of MacManus, John & Adams, elected a v.p. . . . Louis E. Dean, working on General Motors account for Kudner, elected a v.p. . . . Miss Holly Shively, ex-CBS, now chief timebuyer & business mgr. of Chicago office of Ruthrauff & Ryan, elected a v.p.

NBC Radio has extended week end *Monitor* to include Fri. 8:05-9:55 p.m., replacing *Bob Hope Show*, *National Radio Fan Club*, *NBC Job Clinic* and *Inside Story with Victor Riesel*. *Hope Show* will be moved to new period. NBC radio v.p. Matthew J. Culligan called *Monitor* "the biggest single commercial success in radio today; as this year closes, 97% of the time available for sponsorship has been sold."

Guild Films reports record month's gross of \$1,138,000 in Nov., biggest portion being proceeds of 40-market sale of *Captain Grief* to D-X Sunray Oil Co.

Rate increases: WBZ-TV, Boston, Dec. 16 raised base hour from \$2250 to \$2400, 20 sec. \$450 to \$550. WJW-TV, Cleveland, Jan. 1 raises hour from \$1700 to \$2000, min. \$400 to \$525. KOMO-TV, Seattle, Jan. 1 raises hour from \$1025 to \$1125, min. \$210 to \$230. KWTV, Oklahoma City, Feb. 1 raises hour from \$800 to \$900, min. \$200 to \$225. WOW-TV, Omaha, has raised hour from \$850 to \$900, min. \$200 to \$250. WBUF, Buffalo, Dec. 15 raised hour from \$500 to \$650, 20 sec. \$80 to \$110. WISC-TV, Madison, has raised hour from \$500 to \$550, min. \$100 to \$110. WSTV-TV, Steubenville, Jan. 1 raises hour from \$450 to \$500, min. \$90 to \$112.50. WTVH, Peoria, Jan. 1 raises hour from \$450 to 500, min. \$90 to \$100. KXJB-TV, Valley City, N. D. has raised hour from \$450 to \$500, min. \$90 to \$100. KOLN-TV, Lincoln, Neb. raises hour from \$400 to \$450, min. \$80 to \$90. WCAX-TV, Burlington, Vt. has raised hour from \$300 to \$350, min. \$60 to \$70. WWTV, Cadillac, Mich. Jan. 1 raises hour from \$300 to \$350, min. \$60 to \$70. KFYR-TV, Bismarck, N. D. Jan. 1 adds Class AA hour (7:30-10 p.m.) at \$275, min. at \$60, Class A hour going from \$200 to \$225. KCJB-TV, Minot, N. D. has raised hour from \$200 to \$250, min. \$40 to \$50. WEAT-TV, W. Palm Beach, has raised hour from \$225 to \$250, min. \$45 to \$50. CKWS-TV, Kingston, Ont. Jan. 1 raises hour from \$250 to \$280. CHEX-TV, Peterborough, Ont. Jan. 1 raises hour from \$230 to \$260.

Rate decreases: WITI-TV, Whitefish Bay-Milwaukee, has cut base hour from \$600 to \$500, min. \$120 to \$100. KPHO-TV, Phoenix, has cut hour from \$450 to \$360.

New reps: WCOV-TV, Montgomery, Ala. Feb. 1 to Young (from Raymer); KSWM-TV, Joplin, Mo. to Avery-Knodel (from Venard, Rintoul & McConnell).

Telecasting Notes: Network TV program "mortality rate" was placed at 60% during first 11 months of 1956 by Dec. 19 *Variety*, on basis of ad agency figures. "In 1955," article says, "there were 91 network stanzas, 74 at night and 17 day. Of that total, there were only 29 night and 7 daytime shows which held over until last November" . . . Spot News: Interviews with Red China premier Chou En-lai were obtained in Burma by both CBS-TV & NBC-TV. Ed Murrow flew to Burma to get the interview, which should be seen on CBS-TV screens in week or so; while Murrow was away, his wife conducted *Person to Person* Dec. 21. NBC's interview was obtained by correspondent Jim Robinson, was to be used Dec. 22 or 23 . . . NBC-TV got into Nielsen's Top 10 in second Nov. report, having been out of first. In total audience ratings for 2 weeks ended Nov. 24, CBS-TV had 5 shows in first 10, NBC 4, ABC 1. Unusual angle is that 2 NBC-TV color spectaculars hit top 10 list—*Producers' Showcase* ("Jack & the Beanstalk") rated No. 2 with 46.3 and *Saturday Color Carnival* ("High Button Shoes") No. 10 with 38.1. CBS-TV's *Ed Sullivan Show* was No. 1 with 55.3 . . . Columnist Hy Gardner reportedly slated to be N. Y. anchorman of NBC-TV's refurbished *Tonight* which debuts Jan. 28 (Vol. 12:50) . . . Hit TV film documentary, Ed Murrow's "Secret Life of Danny Kaye," to be shown on BBC-TV Christmas Day immediately following Queen Elizabeth's annual message to the Empire—best TV time slot of the year . . . Another CBS show business venture: Network has paid \$1,500,000 for 8% of Michael Todd Co., producer of movie "Around the World in 80 Days" and legitimate plays . . . Laudable cooperative effort: All-network Christmas Day show from New York's Ziegfeld Theatre featuring top Broadway performers in behalf of Hungarian refugee relief; Fred Coe is producer . . . Ford Foundation's Fund for the Republic to offer documentary TV film on race relations for free network and station use early in 1957. The 40-min. film was produced by FFR's newsmovie service headed by George Martin, ex-NBC . . . Bing Crosby reported dickered with NBC & ABC on TV-radio contract, as CBS Radio pact expires; Kate Smith may come back to TV via day-

A MPEX video tape recorders completed third week of daily use at CBS Hollywood Dec. 20, with improving quality and no failures. Job of operating the recorders was turned over to regular operating crew Dec. 17 by design engineers who had run the machines previously. Network has used recorders for west coast rebroadcast of *Douglas Edwards and the News* every week day since Nov. 30, tentatively plans to use them for western repeat of 30-min. *Arthur Godfrey Talent Scouts* Dec. 24 and every Monday thereafter—in line with its policy of easing into full scale use of taped west coast repeats.

Network this week wired chief engineers of its west coast affiliates asking their reaction to tape quality, received 6 replies, unanimously preferring tape quality to kines. CBS has 2 prototype recorders in Hollywood; third arrived in N. Y. Dec. 19. It has 9 production models on order.

For New York press, CBS-TV staged closed-circuit demonstration of recorders Dec. 19, piping Hollywood-recorded pictures over microwave-cable circuits. Comments were favorable, *New York Times'* Val Adams calling quality of recorded pictures "excellent" and describing them as having "the clarity and sharpness of a live broadcast [in] many respects."

Reporters noted that picture was sometimes marred by "dropouts" white lines flashing intermittently across screen. CBS engineering v.p. Wm. S. Lodge said these

time ABC-TV daily strip . . . Award dept.: Reserve Officers Assn. distinguished service citation to CBS-TV's *Playhouse 90* for "Forbidden Area"; Amvets special award to Phil Silvers of CBS-TV's *Phil Silvers Show* . . . Another first for NBC-TV's widely praised *Opera Theatre*: U. S. premiere of Serge Prokofiev's "War & Peace" in 2½-hour colorcast Sun. Jan. 13, 1:30-4 p.m.

Frowned on by FCC, "Folger's Doorbell Ringing Coffee Plan," as promoted in spot radio announcements by 100 stations in 8 western states, was modified this week in attempt to meet objections that it may be a lottery. Under plan, housewives who correctly answered quiz question at door were awarded appliances worth up to \$300—if they could prove they used Folger coffee. Otherwise housewives received \$1 coupons for free cans. J. A. Folger & Co. and ad agency Raymond R. Morgan Co., which operated plan, notified FCC that hereafter housewives needn't have Folger coffee on hand to qualify for awards.

Advertising budgets will rise at least 10% to new records in 1957, reports Dec. 21 *Printers' Ink*, based on poll of its Jury of Marketing Opinion. From the first 100 replies by top advertisers, representing combined investment of more than \$200,000,000 a year, 71 plan to spend 3%-50% more than in 1957; 17 others report no change; 11 say their 1957 budgets will be 3%-50% lower. Heaviest concentration of planned increases is in 6%-10% bracket. *Printers' Ink* says that in addition to increased ad rates, biggest factors behind boosts are growing competition, expanding markets and new products.

Recommended Reading: Article captioned "Commercial TV Spurs Marketing of American Films in Foreign Markets" in Dec. 10 *Advertising Age*—relating how opening of new stations abroad has TV film producers "following the examples of Hollywood, which derives 50% of its earnings from overseas showings." Note: Best log of foreign stations extant is the one published in *TV Factbook No. 23*, pp. 263-270, which is currently being updated and expanded for 24th edition due off presses in mid-Feb.

were caused by imperfections in tape, which will be eliminated as tape production processes are improved. Lodge told press that quality of Ampex recording had been remarkably improved since first demonstration at Chicago NARTB convention last April.

By a coincidence, NBC also demonstrated Ampex recorders Nov. 19—but to its own executives only. First 2 NBC machines were delivered to Hollywood last week and third is due in New York in next few days. Network officials called quality of pictures closed-circuited from New York to Hollywood "excellent," saying tests looked "very good." But they could give no target date for broadcast use of the machines since network engineers haven't yet completed specification tests.

In England, where BBC anxiously awaits delivery of Ampex recorders, engineers report delivery on their ordered machines has been postponed until Sept. 1957.

Trendex announces these additional services available to clients at special request: (1) Audience composition tabulations, by age and sex. (2) Audience flow, tabulating percentage of audience inherited from previous programs, percent obtained from competing networks and percent which turned on their sets during program. (3) Special surveys of color TV set owners.

Public relations men are given pointers on preparing material for TV, by Edgar Parsons, of American Automobile Ad'n, in Oct. issue of *pr*, quarterly publication of American Public Relations Ad'n, 1600 New Hampshire Ave. NW, Washington.

BRADCASTERS found no support for elimination of equal time rule among members of Special House Committee on Campaign Expenditures in 3 days of open hearings this week.

Only broadcaster representative to testify was NARTB pres. Harold E. Fellows, who urged complete repeal of Sec. 315 of Communications Act, and he was challenged by Reps. Hillings (R-Cal.) and Bolling (D-Mo.), most articulate members of Committee headed by Rep. Davis (D-Tenn.). Hillings said that instead of "asking for an even more wide-open control" of political broadcasting, "TV & radio people [should] come up with some arrangement or suggestion within the industry and not have the Govt. do it." Both Hillings and Bolling bore down hard on Fellows, accusing him of being unwilling to face broadcasting's public service responsibilities. Fellows strongly denied the charge.

Defense of broadcasters' conduct under Sec. 315 came from both major political parties and AFL-CIO.

Republican National Committee Chairman Leonard W. Hall, who said he was "absolutely opposed" to any proposals that "free time" be provided to candidates, either paid for by Govt. or donated by stations—and that he didn't think Sec. 315 produced "any adverse action" against any candidates—testified: "I think you can trust the industry."

Democratic National Committee Chairman Paul M. Butler told the Committee that "our experience with all the networks has been very satisfactory; we have no complaints against any of them."

Co-Chairman James McDevitt of the AFL-CIO Committee on Political Education thought Sec. 315 was "working pretty well." He said: "The major networks, in particular, seem to make a conscientious effort to face up to their responsibilities under the law." But he suggested that "consideration" be given to "free time" questions.

Chairmen Hall and Butler were agreed on another point: Their parties spent too much on TV (about \$2,000,-

Amusements and TV features of newspapers were missed most by readers during the Christmas 1955 Detroit newspaper strike, according to preliminary report this week by U of Michigan Survey Research Center. They were missed most by 13% of the 800 families interviewed; sports were next with 11%. Only 3% indicated they tried to make up for newspaper ads by following TV-radio commercials; 38% of women said they missed ads, 33% of men. To make up for absence of Detroit papers, 35% said they read other papers, 33% turned to TV-radio, 15% to magazines, 10% to visiting, hobbies, etc. Some 60% said absence of papers made a "real difference" to them, and more than 25% reported that failure to get paper affected their shopping.

Anti-Petrillo forces in Los Angeles Local 47 of American Federation of Musicians, union's second biggest, won 2-1 victory Dec. 18 in election capping year-long battle over control of royalty fund and other policies. Rebels led by Eliot Daniel defeated incumbent pres. John Te Groen, supporter of AFM pres. James C. Petrillo, and his slate of officers. Complaints by dissident members of 15,000-member local led last week to recommendation by House Labor subcommittee that union members exercise direct supervision over handling of welfare funds.

FCC Chairman McConaughay declines comment, but it's understood that Administration has offered him re-appointment when term expires June 30, 1957 and that he has been weighing factors involved, including familial ties to Columbus, O.

000 apiece) to too little avail during this year's campaign (Vol. 12:44).

Hall: "I think we all in politics have to look at TV sharply because maybe we use too much of it. In other words, you can saturate too fully and I think when we reach 1960 both parties will look at the picture again and wonder whether they should do as much televising as they did in this campaign. So far as the cost is concerned . . . all I can see is the cost going up . . .

"We find by surveys that generally speaking, people do not listen to too many candidates on TV during the campaign. [They] will listen to the candidates for President and Vice President, but when you go below that, we get the feeling from our experts in that field that the rating is very, very low . . ."

Butler: "I think we learned [that] the American people got too much politics on TV and I think we spent too much money on TV—and I do not mean just the Democrats. I think the people in the late weeks of the campaign got to the point where anything but politics was more than acceptable."

After 2 days of executive sessions Committee came up Dec. 21 with preliminary report prefacing full recommendations scheduled for Jan. 3. It said legal ceilings on campaign expenditures (now \$3,000,000 for national committees) should be lifted and campaign contributions should be disclosed more fully.

But in public hearings no member displayed much interest in reviving a series of proposed Communications Act amendments which would define "major parties" and exempt stations from necessity of granting equal time to any others. FCC gen. counsel Warren E. Baker appeared before Committee to state Commission's position, which was largely non-committal.

Some of these bills, he said, might result in "more free time being granted to the major party Presidential candidates." But by same token, he said, some might "permit discrimination between parties and candidates to an extent not possible under existing law" and many raise serious problems of administration.

New Hollywood group—Motion Picture Industry Committee—has joined tax battle with Internal Revenue Service over proposed regulation which would wipe out corporate set-ups formed by TV & movie stars, directors & independent producers (Vol. 12:50). Representing guilds and movie talent & management organizations, Committee seeks public hearing against Treasury rule that corporations dependent on services of individuals are personal holding companies, subject to higher income levies on earnings than 52% assessed against regular corporations.

Black eye was suffered by farm director Stu Wilson of WKBN-TV, Youngstown, when he and pres.-gen. mgr. Warren P. Williamson Jr., were dragged from their car Dec. 15 as they attempted to enter strike-picketed station. They said they were beaten by mob of 25 to 30 men, none of whom they recognized. Strike was called by NABET after union won bargaining rights 8 weeks earlier.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1956 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 5. Price: \$25 per volume.

Trade Report
December 22, 1956

SOME DIM VIEWS OF TV's NEAR-TERM FUTURE: Plenty of apprehension about TV market in first quarter of 1957 is being expressed openly by several major set manufacturers, their fears based on a sluggish Christmas season and record-high inventories of more than 2,700,000 at all levels. Though there has been some evidence of a pickup in retail sales last 2 weeks, Dec. total is expected to fall at least 100,000 below the 936,467 sold at retail in Dec. 1955. When it's realized that Dec. retail sales exceeded 1,000,000 in 1952 and 1954, it's easy to see why there's no shouting for joy.

Dollar volume and profits are also off, of course, reflecting fact that low-priced portables are accounting for estimated 22% of TV sales in all of 1956. With RETMA exec. v.p. James D. Secrest and others in industry forecasting probable doubling of portable production in 1957 (Vol. 12:49), there's considerable uneasiness about TV's immediate prospects of recouping.

"Just so-so" Christmas business was experienced by RCA, said official who asked not to be identified. "We were helped, however, by a real encouraging pickup in color and we look forward to a continuation of the trend. The short-term outlook for black-&-white, I must admit, is not too encouraging."

Herbert Riegelman, mgr. of GE's TV receiver div., reiterated need to increase TV prices as one possible solution to profit dilemma. He foresaw prospect of more liquidation sales shortly, but said it would be temporary and predicted that full 1957 sales probably would exceed 1956 in units.

Philco pres. James M. Skinner Jr. told us: "With factory and distributor inventories up 26% from 1955 and with sales down 9%, we're going to have a rough time until those curves come closer together. I look for highly competitive conditions to prevail in the first quarter, or however long it takes the industry to cut down its inventories. At Philco, we will follow a conservative program in 1957."

Motorola exec. v.p. Edward R. Taylor said "I can't help but feel that we're in for lots more dumping in the first quarter. The industry is going to have to swallow a lot of sets in the next few months, and the indigestion is going to be most acute with some manufacturers who concentrated too heavily on portables." He indicated that Motorola would have no major TV price changes in new line to be introduced to distributors Jan. 3-5 in Miami Beach. There's possibility, however, that some radio prices may be increased, a manifestation of radio boom this year.

Admiral and Zenith express more optimism about first-quarter prospects, but both expect continuation of highly competitive price structure. Admiral plans to go deeper into 10, 14 & 17-in. portables. Zenith sales v.p. Leonard C. Truesdell says that his company's TV business this Christmas was "excellent" and that profits have shown steady improvement since accent has been placed on higher-end receivers, particularly those with "space command" remote control units, which Zenith pres. E.F. McDonald said accounted for 40% of company's dollar volume first 9 months.

* * * *

Record Resurgence: Growth of subscription clubs, some hot-selling popular discs, increase in number of retail outlets handling records and continuing development of hi-fi have all contributed to making 1956 the best ever for phono record industry, with retail sales estimated at \$265,000,000, or \$30,000,000 over 1955. Manufacturers are almost unanimous in their forecasts of an even bigger 1957, when 78rpm is expected to be replaced almost entirely by 45s. Two biggest factors in the continuing rise seem to be mushrooming of record-of-the-month subscription clubs, which have brought thousands of new customers into record market, and some red-hot sellers. Question Elvis Presley's esthetic contribution if you will, but spokesman for record industry estimates 10,000,000 of his records were sold in 1956. "Beyond the obvious fact that this represents plenty of money, there's the additional consideration that

the teen-agers and others who come in to buy a Presley record usually buy some other records before they leave," he said. A vast expansion of retail outlets for records has also been a major factor. Supermarkets and drug stores found it profitable to include record racks in their stores in 1956, many for first time. Next year, this expansion is expected to tap many other types of retail establishments.

Production: TV output totaled 138,149 week ended Dec. 14, compared with 151,993 preceding week and 133,966 in corresponding week of 1955. It was year's 50th week, brought production to about 7,200,000 -- and with 2 weeks yet to be reported (one of them a holiday week), it seems likely that full 1956 output will be about 7,350,000-7,400,000. That's black-&-white production only; with addition of estimated 150,000 color sets, total would exceed 7,500,000. Black-&-white production totaled 7,756,521 in record 1955. Radio production totaled 383,063 (181,553 auto) week ended Dec. 14, compared with 374,826 (164,907 auto) preceding week and 400,607 (187,015 auto) in corresponding week year ago. For 50 weeks, radio production totaled some 13,375,000 (4,720,000 auto), foreshadowing full 1956 production of about 13,800,000. Radio production in 1955 totaled 14,894,695 (7,229,594 auto).

Topics & Trends of TV Trade: Declines in factory sales of refrigerators, freezers and ranges in 1956 were partially offset by increases in 3 newer appliances—food disposers, dishwashers and dehumidifiers. National Electrical Manufacturers Assn. (NEMA), in year-end review, gave these estimates of 1956 factory sales (1955 figures in parentheses):

Electric refrigerators, 3,700,000 units (4,200,000); ranges, 1,585,000 (1,600,000); freezers, 975,000 (1,100,000); electric storage water heaters, 870,000 (900,000); food disposers, 590,000 (520,000); dishwashers, 400,000 (295,000); dehumidifiers, 275,000 (95,000).

For 1957, NEMA forecasts sale of 3,900,000 refrigerators, up 5.4% from 1956; 1,625,000 ranges, up 2.5%; 1,100,000 freezers, up 2.6%; 900,000 electric storage water heaters, up 3.4%; 650,000 food disposers, up 10.2%; 475,000 dishwashers, up 18.7%; 300,000 dehumidifiers, up 9.1%.

* * * *

Gimmicks, gimmicks: Newsette Mfg. Corp., Cincinnati, has developed pocket radio which can receive only one station—WKRC, Cincinnati. It weighs 6 oz., sells for \$13, plus \$1.50 for battery lasting about 6 months. It's being produced by Walter Sutton Electronic Co., Lexington Ky., and marketed through distributor Joseph Wehmeier Co., Cincinnati, and through 200 sales agents.

TV may or may not share in it to same extent as many other industries—but continued economic prosperity is foreseen for 1957 by National Assn. of Purchasing Agents, whose members are especially close to national economic curves. Special survey by NAPA, released Dec. 23, showed 42% believe 1957 will exceed 1956 in general economic level, 43% indicating no change, 15% poorer.

For sheer beauty and opulence in an institutional presentation, few promotional pieces by American companies have matched *Un Demi-Siecle de Succes* (A Half-Century of Success), slick 67pp. 10 3/4x13 1/2-in. book by French Pathe Marconi (30 Blvd. des Italiens, Paris), maker of TV-radios, phonos, records, communications equipment, lighting, etc.

Duty-free TV-radio set imports from U. S. and other dollar areas are now permitted by Bermuda Govt., which recently authorized Kindley Air Force Base's ZBK-TV (Ch. 10) to increase power, permitting reception anywhere on islands.

DuMont's first transistor portable radio, introduced this week, is priced at \$90, is claimed to have "6 times the volume of ordinary transistor radios and twice the volume of many standard portable models." It contains 6 transistors, 2 germanium diodes.

Shipments to dealers of 5,433,750 TVs, 6,067,816 radios (excluding auto sets) in first 10 months are reported by RETMA in separate state-by-state and county-by-county tabulations available to members on request to RETMA. TV production in first 10 months was 6,080,052. Shipments in first 10 months of 1955 were 5,987,044, production 6,520,-241. Oct. TV shipments totaled 843,508, compared with 829,126 in Sept. and 812,312 in Oct. 1955. Radio shipments in first 10 months of 1955 were 4,954,277. Oct. shipments totaled 751,795, as against 835,025 in Sept. and 757,196 in Oct. 1955.

Merger of Magnecord and Midwestern Instruments (Vol. 12:47) was approved this week by stockholders of both companies. M. E. Morrow, Midwestern chairman, becomes chairman of merged firm, probably to be known as Magnecord-Midwestern, with headquarters in Tulsa. Plan provides that 3 series of Magnecord notes be exchanged for Magnecord stock and the resultant stock exchanged for 149,511 shares of Midwestern common on basis of one share of Midwestern for 4 1/2-5 shares of Magnecord.

GE's picture tube production, now being channeled predominantly to own TV receiver div. (Vol. 12:48), will be consolidated in Syracuse, with Buffalo plant being converted to transistor production. L. Berkley Davis, gen. mgr. of electronic components div., said that increasing demand for transistors necessitated expansion.

FCC powerline interference rules regarding TV sets have been postponed for 6 months, as they affect 3-25-mc, but .45-3-mc requirements are effective for all TV sets Dec. 31, 1956. Reason for delay in 3-25-mc rules is that measurement techniques haven't been established yet.

Excise tax collections on TVs, radios & phonos totaled \$26,602,000 in quarter ended Sept. 30, compared with \$33,-482,000 in corresponding quarter of 1955, reports Internal Revenue Service. Collections on records totaled \$3,253,000, as against \$2,874,000 in quarter ended Sept. 30.

Sylvania's TV-radio plant in Buffalo has been sold to syndicate headed by Irving I. Levick, chairman of local Sattlers dept. store, for estimated \$1,115,000. Sylvania, which is concentrating TV-radio production in new plant in Batavia, N. Y., acquired the Buffalo facility in 1955.

Promotion in reverse: Philco Great Britain is offering week's visit to U. S. to 80 TV-radio dealers in current sales contest. They'll arrive in N. Y. Jan. 15 via British Overseas Airways, will tour Philadelphia plant and visit N. Y.

First steel rolling mill to be acquired by manufacturer of TV masts has been installed by Channel Master Corp. at Ellenville, N. Y. plant.

Trade Personals: James D. McLean resigns as v.p.-gen. mgr. of Philco govt. & industrial div., will take charge of Hoffman Labs in Los Angeles . . . Robert W. Sears, mgr. of RCA's TV cabinet plant in Monticello, Ind., named mgr. of Indianapolis TV receiver plant, succeeding Harold M. Emlein, now mgr. of industrial, theatre & sound equipment, Camden . . . Bert Conway returns to Aerovox as exec. v.p., same position he held from 1946-52 . . . Dan Creato, v.p. of RCA Service Co., and W. B. Creech, mgr. of major accounts, Westinghouse major appliance div., will participate in panel on factory vs. independent servicing at NARDA convention Jan. 13-15 at Chicago's Conrad Hilton Hotel . . . Wm. D. Fowler, in charge of Whirlpool-Seeger employe relations, promoted to new post of director of defense contracts . . . John W. Bullard, ex-consultant to pres. of Easy Washing Machine Co., appointed professional employment mgr. for Raytheon receiving & CR tube operations, Newton, Mass. . . . W. J. Collins promoted to national sales mgr. of Electrical Products Mfg. Co. Ltd., Montreal, in charge of Fleetwood TV, hi-fi & radio-phonos . . . Paul Sterns Ellison, former Sylvania adv. & public relations director, appointed public relations director of Cook Electric Co., Chicago . . . Vivian Overand resigns as director of Admiral home economics dept. . . . J. B. Williams, Avco sales director, named asst. gen. mgr. of New Idea div.

Obituary

James Philip Quam, 76, founder-chairman of Quam-Nichols Co., Chicago, and dean of components manufacturers, died Dec. 15 at his home in Venice, Fla. after long illness. He was credited with major role in development of loud speakers, held scores of components patents. Before founding Quam-Nichols in 1930, he was a Westinghouse sales engineer, later built first Australian broadcasting station. Funeral services were held Dec. 19 in Venice, with interment in Sarasota. Survivors are his widow, Mrs. Helen Staniland Quam, treas. & distributor sales mgr. of Quam-Nichols; a brother and 5 sisters.

Network Color Schedules (Dec. 23, 1956 - Jan. 5, 1957)

Dec. 23—NBC: *Zoo Parade*, 3:30-4 p.m.; *Alcoa Hour*, "The Stillest Man in Town," 9-10:30 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
Dec. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, "Amahl and the Night Visitors," 9:30-10:30 p.m.
Dec. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
Dec. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Dec. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
Dec. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m.
Dec. 29—NBC: *Perry Como Show*, 8-9 p.m.
Dec. 30—NBC: *Goodyear TV Playhouse*, 9-10 p.m.
Dec. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
Jan. 1—NBC: *Tournament of Roses Parade*, 11:30 a.m.-1:45 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Mummer's Day Parade*, 11:30-11:45 a.m.
Jan. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Jan. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
Jan. 4—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
Jan. 5—NBC: *Perry Como Show*, 8-9 p.m.

Portions of Mummers' Parade, to be originated in color in Philadelphia New Year's Day by WCAU-TV 10-11:45 a.m. & 12:30-1 p.m., will be colorcast by CBS-TV 11:30-11:45 a.m.

With color still struggling financially, AT&T again filed with FCC to extend present network color tariffs unchanged—to Dec. 31, 1958.

DISTRIBUTOR NOTES: Motorola appoints Superior Distributing Co. of Kansas, Wichita (Robert M. Mason, v.p.-gen. mgr.), ex-Crosley-Bendix outlet, replacing Siebert & Willis Inc. . . . Westinghouse appoints Reader's Wholesale Distributors Inc., Houston (Hyman E. Reader, pres.), replacing own Wesco branch . . . Philco Distributors Inc., Chicago, promotes Edward Germain to merchandising mgr., succeeding Ira Brichta, now adv. & sales promotion mgr. of Philco laundry dept.; George Hickmon succeeds Germain as sales mgr. of appliances in Chicago branch . . . Philco Distributors Inc., Newark, appoints Warren Russell as sales mgr. of new home laundry div. . . . Raymond Rosen & Co., Philadelphia (RCA) promotes Milt Roth to RCA-Whirlpool sales mgr. . . . Kierulff & Co., Los Angeles (Motorola) reports resignation of consumer products sales v.p. Edward O. Morgan . . . Westinghouse Electric Supply Co. appoints E. K. Finley mgr. of St. Paul branch, succeeding A. D. Burke, now national housewares sales mgr. . . . Admiral appoints Reines Distributors Inc., Fuller Road & Railroad Ave., Albany (Bennett Reines, pres.) and Dorrance Supply Co., 225 N. Champion St., Youngstown (John W. Dorrance, pres.) . . . Motorola appoints McKenzie Distributors Inc., 201 S. First Ave., Sioux Falls, S. D. (Wm. B. McKenzie, pres.).

Harry Resnick, pres. of Channel Master Corp., one of nation's largest antenna manufacturers, attracted national attention this week by raising \$1,325,000 from 465 stockholders of Ellenville (N. Y.) National Bank, permitting bank to reopen after \$1,300,000 shortage was disclosed under regime of former president, now under arrest. He became chairman of local bank reorganization committee and spearheaded drive in the Catskill resort town of 4500, of which he is largest single employer.

Dun & Bradstreet reports 27 failures among TV-radio-appliance retailers in Nov., with liabilities of \$700,000, compared with 37 failures & \$848,000 liabilities in Oct. and 30 failures & \$590,000 liabilities in Nov. 1955.

"Most exciting color yet seen" is how *N. Y. Times* TV columnist Jack Gould characterized NBC-TV's Dec. 15 *Your Hit Parade* in Dec. 17 column. "On Saturday," he wrote, "the color was employed sparingly but with exquisite taste and imagination . . . Particularly significant [was] the fact that the color set could be adjusted once and then left alone . . . If the Sarnoffs, pere and fils, really want to get color off the ground, the staff of *Your Hit Parade* is their answer." Same column paid tribute to contributions of color by CBS-TV's *Boing-Boing Show*; on other hand, Gould found that color did little for "The Little Foxes" on NBC-TV's *Hallmark Hall of Fame*.

RCA-NBC color promotion in Chicago: (1) At National Convention of the Speech & Theatre Conference at Conrad Hilton Hotel Dec. 28, 5 RCA & NBC representatives will compose panel for "Color TV in America"—Charles F. Hunter, WNBQ producer; Elmer Nichols, adv. promotion mgr. of RCA Victor Distributing Corp., Chicago; Howard W. Coleman, WNBQ color sales development mgr.; George A. Heinemann, WRCA-TV, N. Y., program mgr.; Betty Ross West, WNBQ-WMAQ supervisor of public affairs & education. (2) Thrice weekly paid editorial column on color will be placed in *Sun-Times* by WNBQ.

Mass market for color is long way off, Magnavox pres. Frank Freimann told N. Y. Society of Security Analysts Dec. 20. "Color TV will for many years—if not forever—be the luxury end of the business," he said. "There will always be a very large black-&-white receiver market." He explained that Magnavox's new color sets, to be introduced in Jan., "will be strictly in the luxury class," adding that "we're not going to give dollars away with each set."

Financial & Trade Notes: Radios and TV provide good "bread-&-butter" business for Motorola, whose stock at 40 (Dec. 21 closing), well down from year's high of 51½, is described in Dec. 17 United Business Service, Boston, as providing "an excellent means of sharing in newer electronics developments." It's one of 26 "sound stocks at markdown prices" UBS finds selling 20%-40% below their 1956 highs which, when the weight of tax selling lifts, should do well for the investor willing to "sit it out" for a while after purchase because they are "financially strong businesses which have shown good earning power in the past." The others, in the TV-electronics category: American Broadcasting-Paramount, now 22½, down from year's high of 32½; Hoffman Electronics, 19½, down from 25%; RCA, 35½, down from 50%; Zenith, 105½, down from 141¼. Of Motorola, UBS further states:

"Motorola is one of the strongest companies in TV—also an important manufacturer of home and auto radios, transistors, and communications & electronic equipment. Defense business, including guided missiles, is important and profitable. Earnings this year may be down slightly from the \$4.39 of 1955, reflecting extremely competitive conditions in TV. But the electronics and defense divisions of this business are doing very well, and have further substantial growth possibilities. They now account for an estimated 40% of total sales—consumer products 60%. The manufacture of transistors is a growing activity, a new plant for that purpose having been completed this year. Company's research activities are extensive."

UBS also reports CBS among the 12 most favored stocks of 3 other business services, and has these further comments on others in electronics fields: American Electronics—"Backlog, output and sales growing rapidly, earnings improvement starting. Buy." Daystrom Inc.—"A changed company, now principally in electrical and electronic equipment. Buy." Electronics Corp. of America—"Non-recurring factors have cut earnings, but improvement expected in 1957. Buy." Hoffman Electronics—"Less stress being placed on TV, more in electronics and research. Hold." Magnavox—"Earnings outlook good for both radio-TV-phonograph and electronic lines. Hold."

* * * *

American Broadcasting-Paramount has borrowed \$60,000,000 from group of financial institutions, pres. Leonard Goldenson reporting to stockholders this week that \$12,500,000 will be drawn Dec. 27, \$42,500,000 May 31, 1957 and \$5,000,000 Oct. 1, 1958, with option for additional \$5,000,000 exercisable by Oct. 1, 1958. Of proceeds, \$37,234,000 will be used to pay off existing debt, balance added to working capital. Loan matures serially from July 1, 1957 to July 1, 1977 with final maturity Jan. 1, 1978. "This loan," Goldenson stated, "fortifies your company's financial position so that its activities can be expanded on a sound and carefully planned basis, and in particular, will provide the funds to finance the further growth including additional facilities required in TV."

Muntz TV, which recently underwent Chapter X reorganization, reports net profit of \$492,984 (44¢ per common share), after reorganization expenses of \$144,043, in fiscal year ended Aug. 31, compared with profit of \$266,540 (24¢), after reorganization expenses of \$426,114, in preceding fiscal year. Sales were \$10,539,994, as against \$8,377,741 year earlier.

E. J. Korvette Inc., big N. Y. discount house chain, earned \$1,558,876 (\$1.26 per share) on sales of \$54,847,140 in fiscal year ended Sept. 30, compared with \$1,175,740 (95¢) on sales of \$36,292,393 in preceding fiscal year. Annual report by pres. Wm. Willensky said negotiations were in progress for addition of several stores in Brooklyn, New England and Pa.

McCall Corp., publisher of big-circulating *McCall's* and *Redbook* (also *McCall Pattern Book*, *McCall Style News*, *Needlework*, *McCall Dressmaking Book* and *McCall Printed Patterns*), this week cut its quarterly dividend to 15¢ from usual 30¢, indicating it was conserving finances for future growth. Except for equity financing in 1948 of about \$2,100,000, the company for more than 25 years has financed its expansion through retained earnings, depreciation and borrowings. During the last 4 years \$8,600,000 of capital expenditures were thus financed, and during next 2 years substantial additional capital expenditures will be necessary, pres. Marvin Pierce reported to stockholders this week as stock fell to 13½ from year's high of 23. In report covering first 9 months, McCall sales went up to \$46,115,539 from \$40,186,858 in 1956 period but earnings dropped to \$758,276 from \$903,317. McCall also is deep in the printing business, publishing for its principals such big circulators as the domestic *Reader's Digest*, *Reader's Digest Condensed Books*, *Popular Science*, *U. S. News & World Report*, *Newsweek*, *Nation's Business*, *Argosy*, among others.

Penn-Texas Corp., giant industrial parent of Hallicrafters and 15 other concerns, will have net earnings of more than \$8,000,000 on sales of more than \$120,000,000 this year, predicted pres. Leopold D. Silberstein following stockholders' approval of proposal to increase common shares from 5,000,000 to 10,000,000 to provide additional working capital. Penn-Texas last year had net profit of slightly under \$2,000,000 on sales of \$81,000,000. He gave no estimate of Hallicrafters earnings or sales. Note: Request by 2 minority stockholders for preliminary injunction against proposed stock increase, while management policies are reviewed, was denied this week by Federal Court in Edensburg, Pa.

Paralleling experience of TV manufacturers generally, profits of U. S. corporations were estimated by President's Council of Economic Advisers this week to be running behind last 2 years, may fall aggregate of \$500,000,000 below 1955. Council's report, made public by Joint Congressional Committee on the Economic Report, estimated that corporate profits may total \$42.2 billion in 1956, compared with \$42.7 billion last year. Note: Commerce Dept. reported, however, that corporate dividends to stockholders in first 11 months of 1956 totaled \$9 billion, increase of 12½% over same 1955 period. Total of \$10.435 billion was paid in dividends in all of 1955.

Magnavox earnings in 6 months ending Dec. 31 will be "substantially higher" than the \$1,774,960 (\$2.23 per share) earned in same 1955 period, with sales approaching \$50,000,000 vs. \$34,025,437 year ago, pres. Frank Freimann told N. Y. Society of Security Analysts Dec. 20. He estimated that sales in fiscal year ending next June would total record \$95,000,000, compared with \$70,529,646 in preceding fiscal year. Magnavox, he said, "is now in the best financial position in its history and is in a comfortable position to finance the expansion of all divisions."

Westinghouse anticipates record sales in 1957, exceeding previous high of \$1.636 billion in 1954, says pres. Gwilym Price in year-end statement. He did not indicate figure for 1956 beyond noting that it will exceed 1955's \$1.440 billion. On profits, he remarked: "Stiffer competition, particularly for the consumer dollar, rising costs can be expected to squeeze earnings and place a premium on more efficient production methods, cost reduction and inventory control." He did not comment specifically on consumer products.

National Telefilm Assoc. racked up record earnings of \$225,619 (35¢ per share) in quarter ended Oct. 31, compared with \$60,531 (9¢) in corresponding 1955 period, pres. Ely A. Landau adding that if 1957 earnings come up to expectations NTA board may consider first dividend.

ELECTRONICS PERSONALS: Maj. Gen. Samuel R. Brentnall, retired asst. Air Force chief of staff for guided missiles, named v.p. & asst. gen. mgr. of Motorola's military electronics div., headquartered in Phoenix . . . Richard M. Osgood promoted from avionics lab mgr. to mgr. of Sylvania Waltham labs, succeeding Dr. O. G. Haywood, who is joining Emerson Electric Mfg. Co., St. Louis . . . Oscar Person named v.p.-gen. mgr., Webcor govt. div., replacing H. D. Von Jenef, resigned . . . Robert B. Wright promoted to technical personnel director of Magnavox govt. & industrial div. . . . Gen. Benjamin W. Chidlaw, retired chief of Continental Air Defense Command, appointed planning committee chairman of Thompson Products, of which he is a v.p. & director . . . G. R. Moore promoted to staff v.p. of Thompson Products in charge of sales & adv., succeeding Lee M. Clegg, who asked to be relieved for health reasons but continues as v.p., director & member of central policy committee . . . George P. Brubaker, pres. of Brubaker Electronics Inc., Culver City, elected a director of parent Telecomputing Corp. . . . Ralph Lehman, ex-Lear Inc., appointed mgr. of Federal Telephone's aircraft equipment sales.

Warehousing is ripe for automation, Dec. *Fortune* says. Article describes electronically-speeded production lines turning goods faster than "19th century" warehouses which still rely on "unskilled labor and primitive tools." Some companies, such as H. J. Heinz, Hickock and Judy Bond Inc., have installed computer-controlled systems, but no "fully automatic warehouse" has been built. Equipment cost is high, *Fortune* says, but "probably no other place in industry" offers bigger long-run economies than automated warehousing. Such devices as closed-circuit TV and magnetic tapes & drums "have yet to be used extensively in warehousing systems."

Military electronics volume will run about \$3 billion next year, up 10%, predicted George L. Haller, gen. mgr. of GE's defense electronics system, in year-end statement. Furthermore, he said, a 100% rise may be anticipated in next 10 years, "even with a relatively stable defense budget."

New optical-quality face plates for CR tubes used in oscilloscopes, radar, etc., now being offered by Corning in 3 & 5-in. bulbs.

Dividends: Motorola 37½¢ payable Jan. 14 to stockholders of record Dec. 13; Packard-Bell, 12½¢ Jan. 25 to holders Jan. 10; Clarostat, 10¢ Dec. 31 to holders Dec. 19; Columbia Pictures, 30¢ regular and 2½% stock, Jan. 30 to holders Dec. 28; Unitronics Corp. (formerly Olympic Radio), 5¢ & 5% stock, Feb. 8 to holders Jan. 18; Howard W. Sams & Co., 10¢ regular & 10¢ extra, Jan. 25 to holders Jan. 15; Electronic Assoc., 25¢ & 5% stock, Dec. 31 to holders Dec. 21; Warner Bros., 30¢ Feb. 5 to holders Jan. 18; Daystrom, 30¢ Feb. 15 to holders Jan. 25.

Consolidated Electronics Industries (formerly Reynolds Spring Co.) earned \$2,156,597 (\$3.12 per share on 691,500 common shares outstanding) on sales of \$27,892,951 in fiscal year ended Sept. 30, compared with \$861,988 (\$1.30 on 662,000 shares) on \$11,018,547 in preceding fiscal year. Company headed by Peter van den Berg has undergone big expansion in last year or so, now makes wide range of electronic products, including precision timing devices and electro-magnetic relays.

Litton Industries earned \$401,000 (36¢ per share on 1,123,709 common shares outstanding) on sales of \$6,230,000 in quarter ended Oct. 31, virtually double the \$212,000 (22¢ on 966,595 shares) earned on \$3,115,000 in same period of 1955. Gross assets as of Oct. 31 exceeded \$12,000,000, with backlog of orders totaling \$36,000,000.

N. V. Philips Gloeilampenfabrieken, giant Dutch TV-radio-electronics, incandescent lamp and instrument manufacturer better known as Philips Lamp and operating in more than 80 countries (Vol. 12:22-23), increased its sales volume by 16.7% in first 9 months of 1956—to \$466,503,200 from \$399,897,000 in like 1955 period. Sales, it reported, developed "more favorably than expected" and another record year is indicated; total 1955 sales were \$595,300,000, profit after taxes \$38,676,000. Nine-month earnings before taxes rose to \$50,411,600 from \$45,187,600, after taxes to \$25,858,800 from \$24,291,600. Firm's latest report shows 150,000 workers compared with 137,000 year ago. Highly diversified, it's also in atomic energy and pharmaceutical fields.

Engineers & scientists are pirated by defense cost-plus contractors at taxpayers' expense from other companies and from Govt., Chairman Davis (D-Ga.) of House Civil Service Committee has charged. Opening hearings on govt. manpower & personnel policies, he said research & development contracts permit holders to charge Govt. with cost of obtaining skilled employes. Davis called for action "to stop the use of tax money for excess advertising and other recruiting practices leading to pirating."

Business success story of Dan Noble, from U of Connecticut faculty to exec. v.p. of Motorola's industrial, semiconductor and military electronics div., is recounted in *New York Times*. In line for University department chairmanship after 17 years there, Noble was persuaded in 1940 by Paul Galvin, now Motorola chairman, to spend sabbatical leave with company—and he's been there ever since. *Times* says Noble "has acquired a complete grasp of industry" but "still looks like a college professor."

Col. Edwin L. White, retired chief of FCC's Safety & Special Radio Services Bureau, has joined RETMA staff for 2 months to direct program of informing industry about FCC's microwave proceedings and advising Commission of industry's needs.

Electronic fuel injection system developed by Bendix Aviation (Vol. 12:39) will be offered as optional equipment on new Rambler Rebel hardtop next spring. Transistorized system does away with carburetor.

GPL reports new \$17,000,000 Air Force contract for units of AN/APN-89 Doppler navigation equipment.

Hycon Mfg. Corp. expects loss of \$1,500,000 in fiscal year ending Jan. 31, chairman Trevor Gardner wrote stockholders this week. In addition, he said that subsidiaries Hycon Aerial Surveys and Hycon Eastern Inc., whose reports are unconsolidated, will report losses of about \$450,000 and \$500,000, respectively. He attributed Hycon Mfg. Co.'s losses to "underestimates on certain fixed price research and development commitments, and by excessive exploitation of questionable commercial products by the previous management."

Highly successful Oak Mfg. Co., Chicago, producer of TV-radio-electronics components is subject to report on capitalization, sales, earnings, price ranges (1951 to Aug. 30, 1956) in Dec. *Midwest Stock Exchange News*. Firm headed by Elof Sandstrom as chairman, R. A. O'Reilly pres., had net sales of \$18,368,576 in first 3 quarters of 1956, earning \$2.06 per share, paying \$1.05 dividend, showing book value of \$14.18 on 655,894 shares outstanding, net working capital of \$6,970,738.

Big year for the giants! IT&T pres. Edmond H. Leavey estimates net income in 1956 equal to \$3.75 per share, compared with \$3.21 in 1955, on sales of \$550,000,000 vs. \$503,000,000 in 1955 . . . Western Union year-end review by *era*—revenue this year will exceed \$250,000,000 for first time in history; it was \$242,097,359 last year.

Network Television Billings

October 1956 and January-October 1956

(For September report see *Television Digest*, Vol. 12:45)

NEW HIGH monthly billings were reached by CBS-TV & NBC-TV in Oct.—and ABC came close to matching its record—according to Publishers Information Bureau. All 3 surged ahead of Sept., when billings dipped from peaks hit in Aug. Average gain was 19.6% above Oct. 1955. For first 10 months of 1956, billings totaled \$399,330,598—up 21.5% from \$328,648,613 in corresponding period last year.

CBS led with \$20,468,769 in Oct., 23.4% above same 1955 month. NBC hit \$18,267,063, up 17% from year ago. ABC had \$6,812,183, 15.9% above Oct. 1955. The complete PIB report:

NETWORK TELEVISION

| | Oct. 1956 | Oct. 1955 | % Change | Jan.-Oct. 1956 | Jan.-Oct. 1955 | % Change |
|---------|--------------|--------------|-------------|-------------------|-------------------|-------------|
| CBS | \$20,468,769 | \$16,590,891 | +23.4 | \$183,280,533 | \$155,065,646 | +18.2 |
| NBC | 18,267,063 | 15,618,704 | +17.0 | 152,744,029 | 131,884,639 | +15.8 |
| ABC | 6,812,183 | 5,876,756 | +15.9 | 63,306,036 | 38,595,620 | +64.0 |
| DuMont* | | | | | | 3,102,708 |
| Total | \$45,548,015 | \$38,086,351 | +19.6 | \$399,330,598 | \$328,648,613 | +21.5 |

1956 NETWORK TELEVISION TOTALS BY MONTHS

| | ABC | CBS | NBC | Total |
|-------|--------------|---------------|---------------|---------------|
| Jan. | \$ 6,382,046 | \$ 17,820,455 | \$ 14,695,116 | \$ 38,897,617 |
| Feb. | 6,418,210 | 16,928,361 | 13,845,000 | 37,191,571 |
| March | 6,747,928 | 17,884,976 | 15,955,688 | 40,588,592 |
| April | 6,173,922 | 17,668,950 | 15,136,596 | 38,979,468 |
| May | 6,639,132 | 18,260,894 | 15,710,403 | 40,610,429 |
| June | 6,119,917 | 17,935,789 | 14,186,929 | 38,242,635 |
| July | 5,532,030 | 18,481,719 | 13,733,765 | 37,747,514 |
| Aug. | 6,842,292 | 19,430,748 | 16,323,549 | 42,596,589 |
| Sept. | 5,638,376 | 18,399,872 | 14,889,920† | 38,899,168† |
| Oct. | 6,812,183 | 20,468,769 | 18,267,063 | 45,548,015 |
| Total | \$63,306,036 | \$183,280,533 | \$152,744,029 | \$399,330,598 |

* Effective Sept. 15, 1955. DuMont changed from a national network to a local operation.

† Revised as of Dec. 18, 1956.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

Quoteworthy quote: "We are pleased that Mr. [Robert W.] Sarnoff, in addressing the NBC affiliates in Miami, asks the industry and the advertising world to take note of what Mr. Sarnoff calls 'the rise of a third network.' We believe—as Mr. Sarnoff apparently does—that while networks are tactical rivals, they are strategic allies in strengthening the TV medium as a service to the American public. ABC looks forward to helping NBC and CBS enrich the medium as we move ahead."—Oliver Treyz, v.p. in charge of ABC-TV.

One TV station application and one for translator were filed this week with FCC, bringing total on file to 130 for stations (26 uhf) and 24 for translators. Station application was for Youngstown, O., Ch. 45, by Myron Jones & Wm. Fleckenstein, owners of WHOT, Campbell, O. & WJET, Erie, Pa. Translator application was for Roseburg, Ore., Ch. 83, by Eugene Roelle & John T. Pierce, who would rebroadcast programs of Portland KOIN-TV. [For details see *TV Addenda 23-X* herewith.]

Ban on TV-radio reporting at N. Y. city council session Dec. 18, to which newspapermen & still photographers were admitted, was circumvented by Gabe Pressman, of NBC's WRCA. He carried tape recorder into meeting room, placed it near microphone, and broadcast proceedings on council proposal to investigate itself. Councilmen gave no reason for voting ban, which was protested by Radio-Newsreel-TV Working Press Assn. and networks.

New kinescope recording film, type 834, claimed to be $2\frac{1}{2}$ times faster than type 824 which it replaces, is now being marketed by Du Pont's photo products dept.

Praise for NBC-TV's plan to bring live educational programs free to educational stations (Vol. 12:50) came this week from H. K. Newburn, pres. of Educational TV & Radio Center at Ann Arbor, Mich., with which NBC-TV is cooperating. Newburn said: "This joint arrangement with NBC provides the Center and its educational stations with a new type of program service in which timely materials of immediate impact can be presented live and with an interesting extension of the Center's relationships with commercial TV. We feel that this arrangement is an expression of the network's faith in the practical educational uses of the TV medium. It is an indication of NBC's broad interest in the educational welfare of the American people." Another endorsement came from John W. Taylor, exec. director of educational WTTW, Chicago, who wired NBC pres. Robert W. Sarnoff: "This is striking evidence of the warm cooperative spirit existing between commercial and educational TV, and pays tribute to NBC's deep interest in the educational use of the airwaves, an interest that has been apparent through the years." He said the plan would increase WTTW's live programming by 10%, total program schedule by 5%.

"Martin Luther" film was cancelled from Dec. 21 schedule of WGN-TV, Chicago, station attributing policy decision to "emotional reaction" demonstrated by unidentified persons. "Action" committee of 7 Protestant Episcopal clergymen and a layman complained of "censorship," alleging that ban on movie life of Protestant reformer was caused by "pressures . . . mobilized by the Roman Catholic Church." Ward L. Quaal, v.p. & gen. mgr. of WGN-TV, said station wanted to avoid "any misunderstanding or ill will among persons of the Christian faith." But committee, seeking re-scheduling of film, said Protestant "leadership and constituency" were "shocked by the news." In Washington, Protestants and Other Americans United for Separation of Church and State demanded FCC and House Un-American Activities Committee investigations.

Quid pro quo: When *Montgomery* (Ala.) *Advertiser-Journal* announced plans to institute telephone news "broadcasts" to which public could dial any time of day or night, local WSFA-TV (Ch. 12) was quick to make own announcement of a new and "unique system of informing citizens of public happenings." Tongue-in-cheek release by news director Frank McGee said station had retained "a small man with a large chisel [to] inscribe a lively and sparkling account of events each year on granite slabs." The announcement said: "Distribution will be achieved through use of a fleet of chariots, manned by Olympic discus throwers who will hurl the slabs near the entryway of each residence. Already in preparation is slab No. 1, Vol. 1, which will read: '10 Christians Thrown to Lions; Outside Agitators Blamed.'"

Some 4,000,000 homes view uhf stations, A. C. Nielsen Co. reports on basis of its new "UHF TV Audiences in the U. S.," special report supplied to subscribers to Nielsen Coverage Service No. 2.

Note to Subscribers

You can get *Television Digest* at home via air mail, special delivery, each week—mailed Saturdays, delivered Sundays in many places in the east, Mondays nearly everywhere else—by simply paying the extra postage. Let us know your wishes. Incidentally, have you given thought to extra subscriptions to *Television Digest* for your staff? Write us for special extra-copy rates.

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SUMMARY-INDEX OF THE WEEK'S NEWS — December 29, 1956

WHO'S WHO IN WORLD TV and related arts & industries announced by Television Digest for 1957, first all-inclusive encyclopedia of biographies (p. 1).

CLOSED-CIRCUIT "BREAKTHROUGH": 1956 sales of \$2,750,000 shown by first accurate industry tally; 1957 deliveries expected to total \$5,000,000 (p. 2).

200 MORE AM STARTERS during 1956 bring on-air total to 3000-plus, according to new 1957 AM-FM Directory now in preparation; more new AMs than TVs (p. 2).

SHARP QUESTIONING on allocations progress faces FCC when Congress convenes. Comr. Craven proposes 25-30 more vhf assignments, no fixed allocation (p. 6).

BITNER TRANSFERS TO TIME Inc. to be filed by end of Jan., offers for KOB-TV considered next week. KEYT, Santa Barbara, reported sold for \$1,500,000 (p. 7).

RISE OF RADIO in 1955 detailed in official FCC report showing revenues up .9% to \$453,400,000, profits up 10% to \$46,000,000 (p. 14).

TRADE OUTLOOK FOR 1957 indicates slow start due to high TV inventories, followed by pickup later in year; price increases unlikely, at least at outset (p. 9).

COMPETITIVE CONDITIONS to continue in TV market during 1957, say year-end statements of Dr. Baker, RCA's Folsom, Philco's Skinner, Admiral's Siragusa (p. 10).

NEW FRANCHISE AGREEMENTS for one-year duration (replacing present 30-day contracts) approved by Philco, following similar action by Whirlpool-Seeger (p. 11).

RCA VOLUME EXCEEDS \$1 BILLION again but net profit is down slightly; net loss on color is \$6,900,000 (p. 12); Sarnoff sees color profits in 1957 (p. 13).

THEATRICAL INCOME DROPS again evidenced in reports of big exhibitor National Theatres Inc. and major producer 20th Century-Fox (p. 12).

BIGGER YEAR FOR ELECTRONICS predicted by govt. & industry leaders for 1957 in all branches except home TV; military buying to increase slightly (p. 13).

WHO'S WHO IN WORLD TV-RADIO-ELECTRONICS: To meet a real need in the burgeoning TV and related radio, electronics & telecommunications fields, Television Digest next year will publish "Who's Who in World Television, Radio, Electronics and Telecommunications" as a sourcebook of authentic biographical data on executives and other leading figures in the arts and industries growing out of the electron tube. Every effort will be extended to make it a veritable all-industry Who's Who, and it will be edited with the same care and same sense of responsibility and integrity that have marked all of the publications produced by Martin Codel and staffs over the last 25 years. The first edition, under present plans, should be ready soon after mid-1957.

Plans for this volume are the result of careful studies we've made here and abroad of the need for reference data on prominent persons in telecasting & broadcasting (networks, stations, production, advertising, big-name performers, et al); in TV-radio equipment manufacturing, supply & distribution; in electronics development & production; in civil & military telecommunications. While the contents will necessarily be weighted on the side of American biographies, they will also embrace the more important foreign names in these fields. All biographees will first receive questionnaires and then will be supplied with printed proofs.

This is the first time any such compilation has ever been attempted, although there have been occasional directories of artists and other specialized personnel, which often charge a fee for inclusion and sometimes carry photographs. There will be no pictures in our Who's Who, and, just as no one can buy his way into the great Who's Who in America, there will be no cost or obligation whatsoever attached to anyone's selection for inclusion in our all-industry Who's Who. We have, incidentally, arranged with Who's Who in America for clearance of the "Who's Who" title.

Though our lists are already quite inclusive, we'll accept nominations from any interested source -- but our editors, conferring with competent authorities in the various fields, who shall necessarily remain anonymous, will be sole judges of whether any particular person shall be included. Size of the volume and its price have not been determined yet; that depends on how many names are published (preliminary estimate: at least 5000) and on our costs of production, promotion, etc.

1956 CLOSED-CIRCUIT SALES: \$2,750,000: First accurate statistics on the budding closed-circuit TV industry indicate that 1956 was the "breakthrough" year, with sales of \$2,750,000 in equipment, including approximately 800 camera chains.

While we can't divulge source of figures, we can vouch for their reliability. They tend to confirm our own earlier figures (Vol. 12:39), which were labeled as "estimates only." They also confirm our forecast of steadily pyramiding closed-circuit TV equipment sales from year to year for next 5-10 years.

All closed-circuit equipment sales to date probably total slightly more than \$5,000,000 in dollar cost, with 1500-1600 camera chains -- meaning 1956 sales were greater than those of all preceding years combined. It's good bet that 1957 will see extension of same progression -- with at least another \$5,000,000 in sales.

The new industry figures include all types of closed-circuit chains -- and take in all camera, control and display units which were sold specifically as closed-circuit gear (and therefore don't include home TV sets purchased separately for use as monitors). Tally isn't limited to industrial TV, but also covers equipment designed for educational and "business meeting" use, including TV projection units.

AMs ON AIR NOW EXCEED 3000, FMs TOTAL 553: Despite TV's phenomenal growth, despite fact TV's 494 on-air stations and 3 networks do more than double the business of the vastly more numerous and older radio medium, it's noteworthy that new AM stations continue to spring into being. More than 200 new AMs went on the air and 199 were authorized during 1956 (as against only 45 new TV starters). A statistical recapitulation of our upcoming 1957 AM-FM Directory reveals once again that, far from going down, AM is on the rise, numerically at least. At year's end, AMs exceeded 3000 for the first time; there were only 1056 in 1945. And surprisingly few FMs dropped out.

Actual figures are these: AMs authorized at end of 1956 total 3140, of which 3024 are on air and 116 are CPs still under construction. At the end of 1955, total was 2941 authorized, of which 2814 were on air and 127 were under construction. Thus every year since end of wartime freeze marked additions to the AM ranks. At end of 1954, total was 2782; 1953, 2644; 1952, 2516; 1951, 2410; 1950, 2351; 1949, 2246; 1948, 2131; 1947, 1961; 1946, 1579; 1945, 1056. Most newcomers are locals or daytimers.

FM grantees total 559 as 1956 ends, of which 528 are on the air; year ago, total was 557, with 536 on air. During 1956, FM licenses dropped numbered 23, with 6 CPs turned in. As year ends, 6 applications for new FMs are pending.

The 1957 AM-FM Directory (loose-leaf and punched for binding, carrying no ads, cost per extra copy \$7.50) also lists all applications for new AM stations pending at end of 1956. These total 255, as against 222 year before. Dropped during 1956 were only 4 AM licenses and 8 CPs.

Our Directory logs all other North American standard stations. It shows Canada's AMs increased to 217 from 201 during year, Mexico's to 467 from 454, Cuba's to 141 from 139 -- all listed, like U.S., with addresses, facilities, etc.

SIZEUP FOR 1957—COMPETITION & GROWTH: Encouraged by our batting average on predictions last year, which included scarcely any bloopers (Vol. 11:53), the editors of Television Digest herewith again indulge in their annual stint of soothsaying.

"Competition" was really the key word in 1956 -- in every phase of industry -- and it's going to be the same in 1957. And TV's remarkable impact on the public will bring kudos and condemnations in accelerated flow.

New Year starts with 41,000,000 sets in use, an increase of some 4,000,000 in 1956; TV is now in homes of some 38,500,000 (79%) of nation's families. In 1957, total in use should rise to nearly 45,000,000, with TV households increasing to about 41,500,000. (For manufacturing-distribution prospects, see p. 9.)

Here's how we size up 1957 in areas of major interest, in terms of impact on principal segments of industry:

Congress: Plenty of investigating again, but little significant legislation affecting TV can be expected during first session of 85th Congress. No less than 6 committees may be involved in investigating various TV angles. Among first actions will be reports of Celler Judiciary Committee and Magnuson Commerce Committee on

their 1956 network investigations -- but both reports will lose some of their significance because of importance of the simultaneous Justice Dept. and FCC network studies. No restrictive actions against networks will be seriously attempted until these 2 studies have been completed.

Senate Commerce Committee will keep on FCC's tail, prodding it to get moving on allocations-deintermixture front. A new field of investigation in Congress is expected to center on movie industry's recent TV activity. If Commission fails to take early action on fee TV, there's strong possibility of Congressional hearings to find out why not. Political broadcasting will be subject of more hearings in several committees, with drive to modify Sec. 315 of Communications Act gaining more support, but probably no results in 1957. House Commerce Committee, now headed by Rep. Harris (D-Ark.), will take much more active interest in TV in 1957. Other committees probing the various aspects of TV will be Judiciary Committees (anti-trust angles) and campaign spending subcommittees (political telecasting) of both houses.

Federal Communications Commission: Little change here. There's at least a 50-50 chance Chairman McConnaughey will be drawn back to Columbus, O. law practice, because of family desires, upon expiration of term June 30. Other resignations are quite unlikely. Though Comr. Lee is rumored leaving, he won't unless he has a fabulous offer -- for it would take annual income almost double his \$20,000 salary to exceed benefits he has accrued during 19 years with Govt.

Commission will continue to avoid forcing industry in any direction, leaving industry to handle own problems. A major project will be to get out final vhf decisions in big markets. Growing headache will be job of refereeing demands for spectrum between broadcast and non-broadcast services.

' Final decision on subscription TV may be expected, with some sort of experiment authorized. Famed Edward Lamb case should come to an end, with Lamb winning the renewal of license for WICU, Erie.

Dean Barrow's network-study group will come up with monumental collection of data, will outline the "issues," won't recommend solutions to "problems." Commission will be engrossed in study of data for months.

FCC will urge Congress to rescind or further modify protest section of Communications Act, also plead for amendment permitting it to consult experts on staff in cases wherein it is now forbidden to so do.

Justice Dept.: Anything can happen here, but it seems unlikely that further major anti-trust suits against networks will be filed before late fall, if at all in 1957. Justice will await FCC network study report before acting on broad front; and besides, its own network study is far from completion. This doesn't preclude possible anti-trust action on other fronts (i.e., multiple ownership), or some tough talk from Justice Dept. officials in their numerous appearances before Congressional committees. First suit involving Justice Dept. jurisdiction over TV networks -- civil anti-trust action against RCA-NBC -- won't come to trial in 1957.

Allocations: Minor changes, if any, in basic concept, are again in prospect. A few cities likely to be deintermixed. Slight changes in vhf rules possible, such as use of precision offset, permitting a few more vhf assignments. Some far-reaching proposals likely to come from FCC in form of rule-making -- but won't be adopted in 1957. Some Congressmen will fuss and stew -- but won't force anything with laws.

New Stations: We still think increase will be gradual, as concluded in our recent 5-10-year projection (Vol. 12:45), and we expect about 40 to start operating in 1957. This compares with 45 in 1956 (only 3 uhf), 59 in 1955 (6 uhf). However, some of the 1957 starters will be "blockbusters" -- vhfs in such cities as Boston, Indianapolis, St. Louis, Pittsburgh.

Advertiser Expenditures on TV: We see no reason to revise our guesstimates of last Sept. (Vol. 12:36) that 1956 expenditures on TV advertising -- time, talent, production and all other costs -- would run \$1,235,000,000, broken down thus: network, \$640,000,000; spot, \$325,000,000; local, \$270,000,000, up 19%, 25% & 20%, respectively. There may be slight variations upwards or downwards when the annual McCann-

Erickson estimates for Printers' Ink are published in a month or so. In other words, TV in 1956 will account for close to 12% of the national advertising volume of approximately \$10 billion. In 1957, it's our guess that the TV volume will be close to \$1.5 billion out of about \$11 billion, broken down roughly as follows: network, \$725,000,000; spot, \$395,000,000; local, \$375,000,000. [Note: For breakdowns by media, 1946 through 1955, see revised Printers' Ink table, Vol. 12:36.]

Color: No letup in RCA's drive. Gradual climb in sets sold -- some 200,000-300,000 to be distributed. Set quality will be improved, prices dropped somewhat. NBC color programming will increase greatly -- with more emphasis on "spectaculars" that make customers sit up and take notice. CBS also to hike rate of programming substantially, and ABC to make first color plunge. Merchandising techniques to be improved sharply, particularly in form of store and home demonstrations.

Programs: Stung by criticism of "TV's dullest season," networks will make a serious effort to produce "something new" in way of programming -- not waiting until fall, but rejiggering program lineups and formats early in 1957. The 60 & 90-min. shows, de-emphasized in 1956, will crop up in greater numbers. CBS's rating lead will be whittled down by sharply improved programming on NBC & ABC. Latter will follow up its Frank Sinatra coup by signing more big names through similar attractive profit-participation deals. All networks will resist temptation and steer clear of regularly scheduled feature film shows.

Movies & TV Film: The rating phenomenon of 1956 -- good feature films -- will continue through 1957, giving independent stations a "new look" and some big-spending national sponsors. But in prime time, by and large, network programs will easily survive the threats and continue to dominate ratings, even in big-city TV markets. As 1956 saw opening of the floodgates of pre-1948 features, so 1957 will see the removal of last barriers to TV distribution of more recent movies -- and these will be doled out gingerly by major movie studios.

Movie majors will become even more active in all phases of TV -- from station operation to production of filmed commercials -- but the large TV film producers and syndicators will also have their biggest year. If the second-echelon TV film people are hurt by flood of features, it will show up in numerous mergers among them.

Educational TV: NBC-TV's recently announced plans to provide programming to educational stations (Vol. 12:50) will stimulate many hesitant grantees, applicants and would-be applicants to speed on-air timetables. At least 10 more stations, possibly 15, will get going in 1957 -- compared with only 5 in 1956, which brought the total to 23 at year's end. (For list of most likely 1957 starters, see p. 6.)

Community Antennas: Most exciting innovation is "home theatre" experiment in Bartlesville, Okla. (Vol. 12:48), which will spread to CATV systems and to cities already getting TV service from stations. New CATV systems will be relatively few, but old operators (see TV Factbook No. 23, pp. 397-411, now being revised for 1957 Spring-Summer Edition) will give subscribers choice of more signals, shave rates, add customers -- and continue settling down to a mature and profitable industry.

RCA will equip U of Georgia's new adult education center, now in final stages of construction on campus at Athens, Ga., partly financed by Kellogg Foundation. Center has purchased complete on-air and closed-circuit TV broadcast studio; off-campus 25-kw broadcast transmitting plant; live and film camera systems for studio originations; 167 RCA TV receivers for closed-circuit presentation of studio programs in study and discussion rooms. RCA said that closed-circuit equipment will be installed in time for Center's scheduled opening early in 1957, with transmitter to be delivered later next year. University has grant for WGTV (Ch. 8).

Closed-circuit TV will link United Jewish Appeal spokesmen in N. Y. Jan. 15 with more than 5000 Jewish leaders in 28 cities to discuss campaign for \$100,000,000 emergency fund for refugees. TNT will produce program.

Seven radio grants-in-aid totaling \$44,920 for educational programs were announced Dec. 28 by Educational TV & Radio Center, Ann Arbor. Recommended by National Assn. of Educational Broadcasters, awards went to U of Wisconsin, Madison; San Bernardino Valley College, San Bernardino, Cal.; Florida State U, Tallahassee; U of Minnesota, Minneapolis; U of Michigan, Ann Arbor; Lowell Institute Cooperative Broadcasting Council, Boston; Pacifica Foundation, Berkeley, Cal. Programs aided by grants range from sociological study of American women to exploration of Sigmund Freud's theories.

Recommended Reading: Comprehensive roundup on educational TV—past, present and future—in Dec. 22 *Business Week* article, "TV Teaching Gets Set for Boost," based on NBC-TV's recently announced plans to provide programming for educational stations (Vol. 12:50).

Personal Notes: Hoyt Andres, gen. mgr. of WSFA-TV, Montgomery, Ala., returns about March 1 to Oklahoma City as v.p. & mgr. of WKY-TV & WKY; Eugene B. Dodson, acting mgr. of the Oklahoma stations, becomes gen. mgr. of WSFA-TV. Shifts were ordered by P. A. (Bud) Sugg, exec. v.p. of the *Oklahoman* stations, now managing recently acquired WTVT, Tampa; Andres formerly was Sugg's exec. asst. . . . William E. Goetze, who became gen. mgr. of KFSD-TV, San Diego, and KFSD when they were acquired by Fox, Wells & Co. in 1954, this week was appointed exec. v.p. by pres. James G. Rogers . . . George A. Heinemann promoted to director of program planning & development for NBC owned stations, continuing as program mgr. of WRCA-TV, N. Y. . . . Allan W. Kerr, ex-NBC Spot Sales mgr. in Detroit, named mgr. of new Detroit office of reps Burke-Stuart Co., headed by Ted Oberfelder, ex-gen. mgr. of WABC-TV, N. Y.; Gene Alnwick, ex-chief timebuyer of C. J. LaRoche Co., joins expanded head office in N. Y., along with Lionel Furst, ex-McCann-Erickson TV-radio dept. . . . Harold E. Fellows, NARTB pres., appointed chairman of March of Dimes national TV-radio committee for 7th straight year . . . Ed Lieberthat, ex-DuMont Bctg. Co., named program operations mgr. of Barry & Enright Productions . . . Bill Kessel, ex-KRBC-TV, Abilene, named chief engineer of KSIX-TV, Corpus Christi . . . Wm. O. Tulloch promoted to asst. sales mgr. of WTMJ-TV, Milwaukee . . . Gil Stratton promoted to sports director of CBS-TV Pacific Network . . . Joe Maggio promoted to mgr. of press information dept., ABC-TV western div., Hollywood . . . Charles S. Steinberg, ex-Warner Bros., named director of CBS Radio audience promotion . . . Harold M. Botkin promoted to AT&T long lines dept. asst. v.p., merchandising; Wm. J. Whittaker to asst. to v.p. H. M. Killingsworth; R. B. Bradshaw to asst. v.p. for accounting . . . Maj. Gen. Frank A. Allen Jr., retired chief of military assistance advisory group in Italy, who was chief of SHAEF public relations div. in European theater during World War II, joins Washington staff of Communications Counselors Inc., public relations firm . . . Murray Alvey, Telenews, elected pres. of White House Photographers Assn.; Harry Tugander, Universal-International Newsreels, and Ronald Weston, Telenews, elected to exec. board . . . Harold P. See, KRON-TV, San Francisco, reappointed chairman of NARTB film committee . . . Max Bice promoted to asst. mgr. of KTNT-TV, Tacoma, continuing as chief engineer . . . Fred Ruegg, asst. labor relations director for CBS Inc., appointed gen. mgr. of radio KNX, Hollywood, and Columbia Pacific Radio network; he succeeds Bert West, now asst. gen. mgr. of KSFO, San Francisco

Improper use of TV, rather than over-use, marked 1956 election campaign, according to pres. Colin M. Selph of KEYT, Santa Barbara. Taking issue with Republican Chairman Leonard W. Hall and Democratic Chairman Paul M. Butler in their conclusions that both parties relied too heavily on TV (Vol. 12:51), Selph said they "may be astute politicians but they are sadly lacking in the proper use of political TV." He asserted TV campaigning should be pitched locally: "Madison Ave. is great for a national TV show which sells and informs; but politics is grass roots and must have the local flavor for the Presidential candidate, as well as the candidate for city council."

Top-level changes at Radio-Tele-Luxembourg, operators of Luxembourg's commercial TV & radio stations: M. M. Felten, ex-deputy director-general and chief engineer, named director general, replacing M. R. L. Peulvey, retired; M. J. duClosel, ex-program director, promoted to director general of RTL in Paris.

Red China plans to build TV stations, with Russia reportedly signing agreement to give China technical information.

. . . Wm. B. Bellamy promoted to administrative asst. in charge of marketing for KENS-TV & KENS, San Antonio . . . Robert A. Lovelien named merchandising mgr., KGWT-TV, Portland, Ore. . . . J. Wallace Kelly, who was supervisory auditor for General Accounting Office in charge of RFC liquidation, joins Westinghouse Stations accounting dept. . . . Hugh Benson promoted by Warner Bros. to asst. to TV-radio mgr. Wm. T. Orr . . . Samuel Marx resigns as an exec. TV producer of 20th Century-Fox's TCF Productions to form own independent TV film production unit . . . Edwin H. James elected a v.p. of *Broadcasting-Telecasting* . . . Dale E. Hart, ex-KARK-TV, Little Rock, and WBAP-TV, Ft. Worth, joins KOTV, Tulsa, as program & operations director . . . Kenneth Chernin, ex-AAAAA and U. S. Chamber of Commerce, appointed promotion supervisor of Triangle stations under John D. Scheurer, director of public relations & programming at Philadelphia headquarters.

John Hay (Jock) Whitney, senior partner of J. H. Whitney & Co., was nominated this week to be Ambassador to Great Britain. He's a brother-in-law of CBS chairman William S. Paley (they married the Cushing sisters, of Boston), has backed various theatrical & film ventures, including Selznick-International, and his investment company controls KOTV, Tulsa; KGUL-TV, Galveston-Houston; WISH-TV & WISH, Indianapolis; WINT & WANE, Ft. Wayne.

Harry C. Butcher, chairman and part owner of KEYT, Santa Barbara, Cal. (Ch. 3) and operator of radio KIST there, paid holiday call Dec. 27 on President Eisenhower, under whom he served as naval aide during World War II. He told White House reporters afterward that he told Ike he has a copyright on *Free Speech* as title of a radio program—and "you know, the President loves the idea of free speech."

Sol Schildhause, chief of FCC's TV Application Branch, on Dec. 29 takes over as gen. mgr. of radio KOMA, Oklahoma City, recently purchased from John T. Griffin interests for \$342,500 by group headed by Burt Levine, principal owner of radio WROV, Roanoke (Vol. 12:50).

Vernon Lee Wilkinson, partner in McKenna & Wilkinson law firm, married Margery Catherine Thomas, daughter of Mr. and Mrs. Alonzo Thomas, Dec. 27 in Washington.

Obituary

Mrs. Jane Scott, widow of Frank D. Scott, ex-Congressman who headed own communications law firm in Washington, died Dec. 25 at her home in Alpena, Mich.

Stepped-up broadcasts to Middle East over augmented network of permanent relay stations will be proposed by Voice of America in requests for new & bigger budget. Estimates for fiscal 1958 haven't cleared Budget Bureau, but White House is expected to ask Congress for 20-30% increase in present \$113,000,000 appropriation to permit more emphasis on Arab world. Most VOA programs are beamed behind Iron Curtain, but Suez crisis has underlined need for counteracting massive Soviet propaganda offensive in Middle East, where Arab-language news & commentary by U. S. are limited to 3½ hours daily. New USIA director Arthur Larson will tour area from Jan. 22 to mid-Feb. to get first-hand arguments for higher grants.

Lifting of British ban on TV & radio discussion of Parliament issues within 14 days of debate (Vol. 12:51) was applauded editorially Dec. 28 by *Washington Post & Times Herald*. "It is difficult to see how the deliberations in Parliament could but be benefited by freer public discussion of issues," newpaper said. It observed that "British facility for understatement and restraint" had been strained by rule, now suspended for 6-month trial period.

ROUGH QUIZ faces FCC when it trudges to Capitol Hill in Jan. to bring Senate Commerce Committee up to date on allocations progress. Reports from Committee are that some members are disappointed with objectives of industry's FCC-stimulated TV Allocations Study Organization, viz., to collect data. They wonder what's happened to Commission's suggestion that industry actually engage in pooled technical research to improve equipment (Vol. 12:35).

FCC is gearing, meanwhile, to seek final decision on its "interim" proposal—the channel shifts it proposed to improve competitive situation in 13 markets (Vol. 12:49). It has industry's comments and counter-comments at hand, aims to tackle first, in mid-Jan., the 4 cases wherein it has made vhf grants but kept them frozen pending end of proceedings—Hartford, Peoria, Springfield & New Orleans.

* * * *

Searching for answer to allocations dilemma ever since he rejoined FCC last July, engineer-Comr. T. A. M. Craven has given his colleagues a roughed-out plan aimed at adding 25-30 vhf assignments to substantial cities with 2 vhfs or less—at same time seeking to foster uhf development. Commission is due to take up subject Jan. 14.

Craven has grave doubt about value of current rule-making proposing to shift channels in 13 areas. First, he says, he has discussed uhf receiver research with several major manufacturers—and they give him little hope that

Celler anti-trust subcommittee this week received list of ABC-TV advertisers, gross time sales, discounts and rebates for 1955 & first 6 months of 1956, but it was withheld from public record pending action by subcommittee on network's request to keep the data confidential. Sub-committee counsel had requested same information from all networks, has already put NBC & CBS figures in its transcript, available to public. Covering letter from ABC v.p.-gen. counsel James A. Stabile said, in part: "During the period covered, ABC found it necessary to sell time periods to sponsors at discounts in excess of those set forth in ABC's rate card. [The] shortage of station facilities hampered us in the past and made it impossible to obtain advertisers unless discounts in excess of the rate card were made available. Without such discounts, ABC could not have obtained revenue from a number of important time periods. I earnestly request that [the] subcommittee not make public the accompanying table. [Its] publication would cause the ABC TV Network irreparable damage and put us at the same competitive disadvantage as we were in the past. It would impede the progress we are making . . ."

FCC rejected plan to permit cuts in minimum vhf mileage separations on case-by-case basis as "interim measure to improve the immediate TV situation," in denying petition for reconsideration by WICC-TV, Bridgeport (Ch. 43). Whether on general or case-by-case basis, said Commission, it has already given its reasons for "rejecting all such proposals calling for departure from the present engineering standards and policies" in June 26 report.

New TV material by Richard L. Rider, supervisor of TV film at U of Illinois, is included in 4th edition of *Handbook of Broadcasting* to be released in Jan. by McGraw-Hill. Textbook by Prof. Waldo Abbot, director of U of Michigan's educational radios WUOM, Ann Arbor, and WFUM, Flint, was first published in 1937.

Subscription TV in Germany is being promoted by pres. Matty Fox of Skiatron, it was reported this week. Frustrated in efforts to establish system in U. S., Fox has tried to introduce it in Cuba, is understood to be making approaches to Bonn Govt.

a few more deintermixed markets produce demand for all-channel sets sufficient to justify much research. Second, he states, some FCC attorneys advise him that finalization of current proposals will undoubtedly generate litigation so protracted that it will delay the "eure" to the point of futility. He says he's read every single comment filed—"and they contain a lot of opinion but little evidence."

Craven's basic concept is to abandon allocations table, consider applications wherever filed—as long as they comply with present engineering standards on separations, powers & heights. Another important aspect of plan is to "persuade" rather than "force" some vhf operators to move to other vhf channels to permit added vhf assignments.

To aid uhf, Craven would permit vhf operators to build uhf stations and duplicate transmissions (one New York City operator has already expressed willingness)—and he'd set for hearing any vhf applicant proposing move into what is now primarily uhf area—like Wilkes-Barre, Ft. Wayne & Youngstown. Educational assignments, both vhf & uhf, would no longer be reserved—but Craven would give educational grantees more time to build than commercial grantees get, as long as they have specific plans and serious intentions.

There's no indication yet whether Craven's colleagues will buy his proposal. One says he's kissed off uhf, sees no hope of helping it. Some are concerned about administrative problems of handling applications with no fixed allocation table; others argue that fixed table is actually more unwieldy.

Separating TV and radio operations for tax purposes, Bremer Broadcasting Corp. this week filed Sept. 30, 1956 pro forma balance sheet with FCC for Atlantic TeleVision, newly formed to operate WATV, Newark-New York (Ch. 13) as distinct from its radio WAAT. Both are understood to be substantially profitable. Irving R. Rosenhaus remains pres. of both companies, with 21.66%, and with others in family exercises control. Assets of \$1,426,232 comprise: fixed less depreciation, \$568,226; prepaid film costs, \$533,564; accounts receivable \$191,074; cash, \$103,186; tube inventory, \$25,473; other, \$4706. Current liabilities: notes & loans payable, \$631,620; accounts & accruals payable, \$91,496; taxes payable, \$19,964; other liabilities, \$350,000 no par stock and \$333,149 notes & loans payable (other than current).

Probable educational starters in 1957 (see p. 4), not necessarily in this order: WYES, New Orleans (Ch. 8); WETV, Atlanta (Ch. 30); WMVS-TV, Milwaukee (Ch. 10); KTCA, Minneapolis-St. Paul (Ch. 3); WIPR-TV, San Juan, P. R. (Ch. 6); WMUB-TV, Oxford, O. (Ch. 14); WGTV, Athens, Ga. (Ch. 8); KUTA, Salt Lake City (Ch. 7); KDPS-TV, Des Moines (Ch. 11); applicant Greater Toledo Educational TV Foundation (Ch. 30).

Stauffer Publications has sold *Santa Maria* (Cal.) *Times*, its only property outside midwest, for undisclosed price to Fresno attorney Earl J. Fenston, operator of radio KNFS and publisher of *Hanford* (Cal.) *Sentinel*. Stauffer recently acquired all Capper properties, including WIBW-TV, Topeka (Ch. 13) & WIBW in \$7,000,000 transaction (Vol. 12:51).

CP for KCOA, Corona, Cal. (Ch. 52) is included with \$650,000 sale of radio KDAY, Santa Monica to J. Elroy McCaw (Vol. 12:43), according to application filed with FCC this week. Sellers are J. D. Funk and Robert McClure families, publishers of *Santa Monica Evening Outlook*.

Radio station KASA, Elk City, Okla. is being sold for \$50,000 by Lonnie J. Preston to Leo R. Morris, mgr. of KSWO-TV, Lawton, Okla., who will own 50%, and Jackson R. Webb & Carl Stephens, each 25%, who also are partners in beer distributing firm.

TRANSFER PAPERS in the \$15,750,000 sale of the Bitner TV-radio stations in Indianapolis, Grand Rapids and Minneapolis, agreed upon last week (Vol. 12:51), should be ready to file with FCC in latter Jan., or immediately after Bitners' Consolidated TV & Radio Broadcasters Inc. holds stockholders' meeting where necessary two-thirds approval will be asked. Since Harry M. Bitner and family represent 56% interest, approval is regarded as foregone certainty.

Actual price to Time Inc., it was disclosed this week, will be net of \$15,750,000 cash, which embraces net quick assets of Minneapolis and Grand Rapids subsidiaries as of Nov. 15 but not the cash and net quick of parent corporation, licensee of WFBM-TV & WFBM, Indianapolis. Latter amounts to more than \$1,000,000—so that stockholders will split a total of \$16,785,000 besides receiving equities in radio WFDF, Flint, Mich., which is retained by Bitner firm and is still litigating Ch. 12 grant there to interests owning WJR, Detroit.

It's definite that Time Inc. and gen. mgr. Wayne Coy, each half owner of KOB-TV, Albuquerque (Ch. 4) and KOB, will sell that property in order to conform to the 5-vhf rule. Broker Howard Stark, who handled the Time-Bitner deal in collaboration with Reynolds & Co., is currently at the Racquet Club, Miami, where he is receiving bids; 3 have been submitted to date, and KOB stockholders have scheduled meeting in Albuquerque Jan. 5 to approve a sale—expected to amount to more than \$1,500,000. Time Inc. and ex-FCC Chairman Coy bought the stations in 1952, Time's first venture into station ownership, paying \$900,000 for them (Vol. 8:9, 16, 17, 22).

Coy definitely will move to Indianapolis as chief executive on the Time Inc. payroll, Harry M. Bitner Jr. retiring from TV-radio in all areas involved in the deal and presumably continuing with the Flint operation. Wm. F.

Telecasting Notes: If the widely publicized popularity of feature films is bothering the big producers of films-for-TV, they're showing it in a peculiar way—stepping up production plans to new record highs for 1957. Two of the very biggest, Desilu and Ziv, this week outlined their plans—former reporting its studios will be turning out all-time peak of \$21,420,000 in TV film next year and latter mapping \$12,500,000 production program for '57 . . . Desilu figure includes film series it is shooting for other companies, but it says its own productions will also hit a record—\$15,645,000. Big Ziv TV says its \$12,500,000 for 1957 will be \$4,500,000 higher than 1956 figure . . . Ziv TV pres. John L. Sinn, in year-end review, also gives these record 1956 highlights: Gross dollar volume of its TV film sales totaled 46% over 1955, most important gain being 53% increase in multi-market deals on first-run property by regional advertisers. Total number of sponsors increased 27% to 2883, with 68% of Ziv TV film being sold directly to sponsors and agencies. Ziv personnel increased 23%, production budgets 27% . . . Other highlights in Ziv's review of 1956: International div. scored 89% gain in new overseas business and 92% rate of renewals of existing contracts. "Nearly 20,000,000 viewers each week are being reached with various forms of Ziv merchandising campaigns associated with the firm's telefilms." Approximately 55% of total 1956 TV film footage was shot on color stock . . . "Porgy & Bess," Gershwin's immortal folk opera, reported certain to be signed for NBC-TV showing, with Showcase Productions said to be paying \$112,000 for TV rights alone. Unusual production plan would see full 2½-hour show broken into 2 parts, first hour Sun. 9-10 p.m., remaining 90 min. Mon. 8-9:30 p.m. . . . Book based on TV program: *The Walt Disney Story of Our Friend the Atom*,

Kiley, Indianapolis gen. mgr., will continue as such, as will Willard Schroeder at WOOD-TV & WOOD, Grand Rapids, and Miller Robertson at WTCN-TV & WTCN, Minneapolis.

Lawyers for Bitner in big transfer deal were Henry D. Hoffstadt, of Pittsburgh law firm of Reed, Smith, Shaw & Clay, and William Koplovitz, of Washington firm of Dempsey & Koplovitz. For Time Inc., they were Charles Linton and Allen Finsberg, of New York firm of Cravath, Swain & Moore, and Theodore F. Pierson, of Washington firm of Pierson, Ball & Dowd.

* * * * *

Another TV station deal was disclosed this week when *Santa Barbara News-Press* reported formation of Key TV Inc. with incorporation papers filed with California State Corporation Commission; its pres. is Richard C. D. Bell, ex-v.p. of KPIX, San Francisco, who got \$149,980 cash and 8461 shares of Westinghouse stock as his portion when that station was sold by the Wesley I. Dumm group in early 1954 for Westinghouse stock then valued at more than \$7,787,000.

Bell group includes William Luton, rancher, and is understood to have taken \$1,500,000 option on KEYT, Santa Barbara (Ch. 3)—but no official announcement has been made yet. That TV outlet was founded in 1953 by group that has Harry C. Butcher, ex-CBS v.p. and now owner of radio KIST, Santa Barbara, as chairman and 5.5% stockholder; his KIST Inc., 7.69%; Colin M. Selph, pres. & gen. mgr., 16.9%; Cecil I. Smith, v.p. & treas., 10.8%; Arthur F. Marquette, Chicago adman, v.p., 9.2%; C. H. Jackson Jr., 26.2%; Ronald Colman, the actor, 9.2%; and others with smaller amounts (see *TV Factbook No. 23*, page 76). ■

Newsworthy note: Time Inc.'s purchase of Bitner stations (for details, see above) apparently wasn't big enough news for *Time Magazine* itself; not a word about it in current (Dec. 31) issue!

to be published by Simon & Schuster at \$4.95 and in pocket edition by Dell Publishing Co. at 35¢, will be based on Jan. 23 ABC-TV *Disneyland* telecast of "Our Friend the Atom," an animated explanation of atomic energy . . . To keep kiddies busy on Christmas Day, New York's WABD programmed 9 solid hours of cartoons—probably a record. ■

Revocation of license of WTVW, Evansville (Ch. 7) is sought by off-air WKLO-TV, Louisville (Ch. 21), which filed petition with FCC charging that station's majority stockholders relinquished control illegally. In fight among stockholders, pres.-mgr. Rex Schepp and brother B. F. Shepp were ousted from control by group headed by Joseph O'Daniel, Oldsmobile dealer and pres. of Evansville Chamber of Commerce. O'Daniel group obtained court order enjoining Schepp from running station, and latter is appealing to Indiana Supreme Court.

Appeal to Supreme Court was sought this week by KSLA, Shreveport (Ch. 12), which is challenging Court of Appeals ruling that FCC must take case back to consider impact of death of KSLA principal Don George (43% owner). KSLA had won final decision against KCJL and KRMD. KCJL appealed, but KRMD has dropped out of case. Appellants claim George's death affects merits of KSLA's application.

Cathedral Films Inc., Hollywood Protestant group, reports 42% increase in TV & movie business this year over 1955, names Ben Odell to new post of exec. v.p. in charge of plans for several low-budget film features for church showings in 1957 in addition to new children's TV series.

American Newspaper Publishers Assn. (ANPA) moves to larger quarters at 485 Lexington Ave., N. Y.

Network Accounts: General Motors was nation's largest advertiser in 1955, spending \$170,381,860, compared with \$119,977,833 in 1954, reports Dec. 24 *Advertising Age* in its annual tabulation of 100 leading advertisers. Runner-up was Procter & Gamble, \$85,000,000; General Foods, \$75,000,000; Ford Motor, \$72,942,694; Chrysler, \$68,629,722; Colgate-Palmolive, \$62,000,000; GE, \$60,632,197; Lever Bros., \$55,000,000; National Dairy Products Corp., \$35,000,000; Seagram's, \$30,413,125. It was first effort to measure total ad expenditures, said *Advertising Age*, previous tabulations measuring only newspapers, magazines, network TV, radio & outdoor . . . Nestle Co. buys alt. sponsorship (with Toni) of *Blondie* on NBC-TV starting Jan. 11, Fri. 8:30-9 p.m., thru Bryan Houston Inc. . . . Partic. sponsors: Evinrude Motors, 10 partic. on NBC-TV's *Today* and *Tonight*, thru Cramer-Kasselt Co., Milwaukee; Patterson-Sargeant Paints, 15 on *Today*, thru D'Arcy, Cleveland; California Packing Corp., 7 on *Home*, thru McCann-Erickson, San Francisco . . . Ford Motor, in another "quickie" sponsorship, buys Jan. 1 & Jan. 15 programs of *The Brothers* on CBS-TV, Tue. 8:30-9 p.m., thru J. Walter Thompson . . . Buick and L&M Cigarettes to be co-sponsors of one-shot Judy Garland spectacular on CBS-TV, either Feb. 25 or March 4, Mon. 9:30-11 p.m., thru Kudner and Dancer-Fitzgerald-Sample . . . Youngstown Kitchens, introducing new Monterey line, to sponsor one-shot *America Salutes Kate Smith* on ABC-TV April 28, Sun. 9-10 p.m., thru Grey Adv. . . . General Motors (AC Spark Plug div.) to sponsor pre-Sugar Bowl game show on ABC-TV Jan. 1, Tue. 1:45-1:55 p.m., thru D. P. Brother & Co., Detroit . . . Corn Products Refining Co. to switch Martha Rountree's *Press Conference* on ABC-TV to Sun. 5:30-6 p.m. starting Dec. 30 . . . Dodge & Plymouth sponsor 3-hour New Year's Eve show on ABC-TV, 10:30 p.m.-1:30 a.m., featuring bands of Ray Anthony & Lawrence Welk, thru Grant Adv., Detroit, & N. W. Ayer, Philadelphia.

Look Magazine's annual TV awards, to be presented on CBS-TV's *Ed Sullivan Show* Dec. 30: best dramatic series, hour or more, *Playhouse 90* (CBS-TV); dramatic series, half-hour, *Alfred Hitchcock Presents* (CBS-TV); dramatic show, "The Caine Mutiny Court-Martial" (CBS-TV); straight comedy, *Caesar's Hour* (NBC-TV); situation comedy, *The Phil Silvers Show* (CBS-TV); musical series, *The Perry Como Show* (NBC-TV); musical show, "Peter Pan" (NBC-TV); variety, *The Ed Sullivan Show* (CBS-TV); public affairs, *See It Now* (CBS-TV); religious, *Life Is Worth Living* (ABC-TV); quiz, *I've Got a Secret* (CBS-TV); educational, *Omnibus* (ABC-TV); sports, *NCAA Football* (NBC-TV); children's, *Disneyland* (ABC-TV); novelty, *Person to Person* (CBS-TV); special, *Project 20* (NBC-TV).

Biggest sponsor plunge into feature film spot sponsorship is Revlon's \$3,000,000 outlay earmarked for movies in top 30 markets for 26-week period. Most of the money originally had been intended for sponsorship of *Can Do* on NBC-TV, which Revlon is dropping.

New reps: WROC-TV, Rochester, N. Y. Jan. 1 to Peters, Griffin, Woodward Inc. (from Hollingbery); KFJZ-TV, Ft. Worth, Jan. 4 to Blair-TV (from H-R Television); KFDA-TV, Amarillo, Jan. 1 to Blair Television Assoc. (from H-R).

New audience survey service of Toronto's Bureau of Broadcast Measurement has enlisted 26 of 28 independent Canadian TV stations and about 130 radio stations as subscribers. First of semi-annual reports is due in Jan.

Signs of the TV times: KFSD-TV, San Diego, reports 72% increase in national business during 1956, with KFSD radio up 80%.

ADVERTISING AGENCIES: Henry O. Pattison Jr., senior v.p. of Benton & Bowles, head of its creative activities and member of plans board, promoted to vice-chairman of agency . . . James K. Martindale, cx-senior v.p. of Lennen & Newell, joins Ruthrauff & Ryan as creative group supervisor . . . Leslie L. Dunier, TV-radio director of Emil Mogul Co., elected a v.p. . . . Sanford H. Metlis elected TV-radio v.p., Miller Adv., N. Y. . . . Edward W. Hobler, ex-Benton & Bowles v.p., joins Needham, Louis & Brorby on Campbell Soup account . . . Elmore E. Haring, v.p. in charge of Cleveland office, retired Dec. 28 after 22 years with BBDO . . . Robert W. Young Jr. & Lester A. Swenson elected v.p.'s of Kenyon & Eckhardt.

Agency mergers: Donahue & Coe consolidates with Arthur Grossman Adv. Inc., Chicago, with latter agency to operate as Donahue & Coe (of Illinois); E. J. Churchill continues as pres., with Arthur Grossman heading Chicago operation. Ruthrauff & Ryan consolidates with Geare-Marston, Philadelphia, latter to be known as Geare-Marston div. of Ruthrauff & Ryan.

NBC Radio racked up \$7,000,000 in net advertising in Dec., latest sale representing \$2,100,000 from Brown & Williamson Tobacco (Viceroy and Kool) for alt. sponsorship (with Bristol-Myers) of 5-min. hourly news programs from 7 a.m. to 11 p.m., starting Jan. 14. NBC said the orders from Bristol-Myers and Brown & Williamson represent largest radio news purchase in broadcasting history.

Rate increases: KOA-TV, Denver, Jan. 1 raises base hour from \$650 to \$750, min. remaining \$175. WILK-TV, Wilkes-Barre, Jan. 1 adds Class AA hour (8-10 p.m. daily) at \$375, min. at \$75, Class A hour going from \$300 to \$325. WSVA-TV, Harrisonburg, Va. Dec. 17 raised hour from \$200 to \$250, min. \$30 to \$50. CKRS-TV, Jonquiere, Que. has raised hour from \$200 to \$250, min. \$40 to \$50.

ABC Radio will raise rates, effective April 1, 1957, in each category for morning segmented programs. Current advertisers will receive usual 6-month protection. "While the ABC Radio rate increases will be modest, they signify the increasing recognition, importance and value of network radio as a national medium," said year-end statement.

CBS-TV attracted 122 different sponsors during 1956, of whom 26 were new to CBS-TV and 15 new to network TV, states annual report. It said Nielsen studies showed that over the entire day CBS-TV programs regularly delivered highest audience ratings and greatest number of homes.

ABC-TV's gross billings for 1956 will exceed \$75,000,000, says annual statement, adding that "within the past month, its home-hour circulation has, for the first time, passed the 100,000,000 home hours of viewing mark weekly for its nighttime commercial programs."

Bruce Barton, chairman of BBDO, will receive 1957 Franklin Award for Distinguished Service at Printing Week dinner Jan. 15 in Commodore Hotel, N. Y. Presented annually by N. Y. Employing Printers Assn., award honors memory of Benjamin Franklin.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1956 issues of the *Television Digest Weekly Newsletters*, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 5. Price: \$25 per volume.

OUTLOOK FOR 1957—SLOW START, PICKUP LATER: From where we sit, it looks very much as if next year will be rather sharply divided for TV trade -- a comparatively poor first half, while near-record inventories are being whittled, followed by improvement in last 6 months. In toto, it should add up to not less than 7,000,000 production and sales, made up of about 6,750,000 black-&-white, 250,000 color. That compares with estimated 1956 production of 7,400,000, retail sales of 6,850,000.

Widespread TV price increases don't seem in the cards, at least not in first half of year. Whether higher price tags will be placed on sets to be introduced at midyear will depend on market conditions at that time. Though they're blamed for lower prices and lower profits, portables will increase in importance in the 1957 TV market—though we're not convinced that portable production in 1957 will double 1956's estimated 1,500,000 units, as predicted by some in industry.

It's significant that GE, which pioneered successful 14-in. portables, will add only 2 higher-priced 21-in. consoles to its line at Chicago's midwinter marts starting Jan. 7. Those units are priced at \$250 & \$260, are described hopefully by company spokesman as "the kind of sets we can make money on." The biggest producer of portables, GE also currently has biggest inventory of portables, won't add any portables to its line until pipelines are much clearer.

GE's portable inventory is so heavy, in fact, that company is laying off for indefinite period more than 1200 employes in TV set & tube plants. Other manufacturers are also engaged in cutbacks, though some are purely seasonal. RCA and Motorola each laid off about 2-300 earlier this month; RCA reports many of these are still off, and Motorola says it doesn't expect to recall employes before May. Admiral reports that total of its recent layoffs was greater than normal, and Philco furloughed all TV set employes Dec. 28 to Jan. 2, for holiday.

Shallower sets incorporating 110-degree tubes will be quite commonplace by Christmas 1957. Sylvania has already introduced three 17-in. portables containing such tubes (Vol.12:50); RCA plans to show a similar set by end of Jan., priced at \$170. By midyear nearly all major set makers are expected to have them on market.

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Finding new ways to crack second-set and replacement markets will be No. 1 challenge of industry. There isn't too much of an initial market left, what with nearly 4 out of every 5 households in the U.S. now owning a TV set. But only 6.5% of TV homes have a second set. Also, more than 15,000,000 sets are estimated to be at least 3 years old, indicating size of replacement market.

H.L. Hoffman's thesis that "new ideas, features and developments" are needed in black-&-white sets to inspire consumers to replace their old sets appears, in retrospect, to be even more challenging than when it was expounded earlier this month to N.Y. Society of Security Analysts (Vol.12:49). Auto and white goods manufacturers have long regarded "progressive obsolescence" as fundamental to maintaining high sales and assuring reasonable profits. Only by offering that important "Something New" can manufacturers convince consumers that they'll come out ahead in a trade-in on a higher-priced unit—and 1957 may be the year that TV manufacturers put that elementary merchandising lesson into practice.

Greater degree of stability should come to TV manufacturing in 1957. There's little doubt that more set makers will fall by the wayside—but it's our view that they'll be marginal producers who never were big factors. The big will survive—and get bigger—and by end of 1957 the top 10 could account for 80% of market.

Even the big know they're in a tough competitive scramble, and are taking steps to gear themselves for the struggle. Philco only this week strengthened its top-echelon executive structure by appointing 3 new executive v.p.'s (see p. 11). And

Motorola is openly shopping for new acquisitions in electronics field, with Richard S. Frazer appointed special asst. to pres. Robert W. Galvin, devoting full-time to exploring possibilities of buying new businesses (Vol.12:50). Admiral is pushing white goods heavily, but maintaining competitive TV position with its portables.

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Radio's remarkable resurgence, which has now spanned 2 years, seems likely to continue at least through 1957. If auto production gets going full blast -- and signs of last 6 weeks indicate that it will -- another 13,000,000 year in production of all radios is a likelihood. Barring an unexpected decline in radio market, you can look for many manufacturers to raise prices of home radios, as Motorola will do at its distributors convention Jan. 3-5 at Americana Hotel, Miami Beach.

Production: TV output dwindled to 98,357 week ended Dec. 21, compared with 138,149 preceding week and 97,041 in corresponding week of 1955. It was year's 51st week and, with Christmas week yet to be reported, brought production for year to about 7,300,000, as against 7,635,595 in first 51 weeks year ago. Radio production totaled 335,011 (197,019 auto) week ended Dec. 21, compared with 383,063 (181,553 auto) preceding week and 335,484 (176,973 auto) same 1955 weeks. Radio output for 51 weeks was 13,720,000 (4,920,000 auto) vs. 14,189,842 (6,709,154) year ago.

HIGHLY COMPETITIVE conditions will prevail in TV market in 1957, according to year-end statements of key industry leaders released this week. As usual, they differ on particulars. Here are digests of their comments:

RETMA pres. Dr. W. R. G. Baker (GE): "Strong competition in the consumer goods and electronic components fields has been responsible for a trend toward consolidation in these areas. This has left the industry with fewer companies but the ultimate effect has been a general industry-wide stabilization . . . The portable TV set has been an outstanding success, with portable sales accounting for about 22% of the total sales figure. Reduced prices and increased technical quality have enabled color TV to gain reasonable consumer acceptance and it is estimated that several hundred thousand color sets may be sold in 1957."

RCA pres. Frank M. Folsom: "Based upon an analysis of basic economic indicators, the RCA Economic Planning Dept. forecasts the economic outlook for 1957 as favorable, assuming of course, that the U. S. will not become involved in war." TV-radio merchandising trend, he said, is to greater concentration on established brand names, will continue in 1957; color sales are "steadily and progressively taking hold;" phono record business is "on the ascendancy;" hi-fi phonograph sales by RCA in 1956 more than doubled over 1955 and "our sights are set on 1957 for a similar increase."

Philco pres. James M. Skinner Jr.: "While the appliance and TV business will continue at good levels, the competitive conditions which marked most of 1956 and which resulted in price-cutting throughout the industry, probably will extend into the first quarter of 1957. Production and sales of TV receivers should level off in 1957 at about the 7,000,000 mark reached in 1956. Unit production will remain high due to increasing popularity of portable TV receivers and the trend toward second sets in the home. However, the big volume of sales will be in lower priced receivers on which there is a smaller margin of profit. We believe that sales of color TV receivers will continue to rise in 1957. The coming of color TV will be evolutionary-- not revolutionary. The public wants technical improvements in receivers, greater fidelity in broadcasting, and more color programs before it will purchase color TV sets in large volume. Much work remains to be done in these areas."

Admiral pres. Ross D. Siragusa: "Shakedown" in TV-appliance industry during 1956 "can mean only one thing for the years ahead--more business and greater profits for the sound, well-financed companies that have survived the tremendous competitive pressures in 1956." Industry's TV output in 1957 "might reach" record 9,000,000 units, with nearly 50% in 10, 14 & 17-in. portables; color sales are estimated at nearly 500,000 units; radio sales should rise by 5% in 1957; hi-fi phonos "should continue to show relatively sharp gains." Admiral profits and sales in 1957 will be higher than in 1955 or 1956, he said, estimating 1957 appliance sales 10% higher than in 1956.

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Commerce Secy. Weeks also joined in predictions, saying production of such consumer products as TV-radio-phonos may be cut back during first 6 months of 1957 from corresponding 1956 levels because of high inventories. He also said sales of "high unit value color TV receivers have not yet expanded to the point where this will contribute substantially to the consumer products dollar volume in the period." He gave no forecasts of TV sales, but estimated combined unit sales of washers, dryers & ironers in 1957 would approximate 6,425,000, compared with 6,227,000 in 1956 and 5,702,859 in 1955.

Price increase of 15% on some closed-circuit TV equipment was announced this week by GPL, effective Feb. 1. Basic camera and control equipment goes from \$2170 to \$2500, model with built-in remote iris and focus feature will sell at \$2700. Explains pres. Blair Foulds: "Our sales have more than kept pace with the rapid acceptance of TV as an industrial tool, but this has only partly offset increased cost of labor and materials; in addition, we have found that a satisfactory response to our customers has required a heavy program of application engineering, and we believe this must be continued if the suppliers are to fully accept their responsibility to the users . . . We believe that the surface has only been scratched in use of closed-circuit TV and that its progress will be impeded if the prices of all suppliers do not adequately cover all their costs, including a continuing equipment development program and the specific engineering assistance necessary in a large percentage of the sales."

Philco offers 5-year guarantee on its all-transistor portable radio, giving free service on all parts, also guarantees to replace the 2 flashlight cells if they wear out within a year.

Trade Personals: Larry F. Hardy, Philco v.p. for consumer products, promoted to exec. v.p. for consumer products; Joseph H. Gillies to exec. v.p. for operations. John M. J. Woods, exec. v.p. for research & engineering. John M. Otter, serving since 1954 as company's only exec. v.p., with special responsibilities for distribution & merchandising, reassigned as exec. v.p. for marketing . . . Henry F. Argento, Raytheon v.p., who headed its TV-radio div. before sale to Admiral, named v.p.-gen. mgr. of Philco govt. & industrial div., succeeding James D. McLean, now pres. of Hoffman Labs; J. B. Moss, succeeded as pres. of Hoffman Labs by McLean, assumes new position of chairman of Hoffman Electronics exec. committee . . . D. L. Brandon named Philco gen. purchasing agent for all consumer products; M. N. Thompson named mgr. of electronics purchasing, J. D. Hempleman mgr. of appliances . . . John R. McAllister promoted to asst. purchasing agent of Philco govt. & industrial div. . . . Leonard Truesdell, Zenith sales v.p., to represent TV in press conference panel opening midwinter furniture markets at Chicago's Merchandise Mart Jan. 7; John C. Sharp, pres. of Hotpoint, will represent white goods . . . R. J. Wiggs, mgr. of RCA govt. manufacturing, Canonsburg, Pa., named mgr. of TV cabinet plant in Monticello, Ind., succeeding Robert W. Sears, now mgr. of TV receiver plant in Indianapolis . . . John Meek, ex-pres. of defunct Scott Radio Labs, whose Meek TV sets were once sizable factor in industry, forms John Meek & Staff, consultants on marketing, technical products & public relations, 6034 No. Cicero Ave., Chicago (Avenue 3-0482) . . . Edgar N. Greenebaum Jr., the Chicago TV-radio-electronics consultant, has returned from an extensive business trip to Australia and the Far East . . . Arnold Proctor, ex-B. T. Crump Co., Richmond, appointed Magnavox regional mgr. for Va. & southern W. Va.; he succeeds Henry Muller, transferred to asst. service mgr. of Sentinel Radio div. . . . Gail S. Carter, ex-v.p. of Permo Inc., appointed asst. to Charles Koch, pres. of Merit Coil & Transformer Corp.; he'll also serve on board . . . Wm. Golding, ex-Latin American sales mgr. of Ziv TV, appointed to new post of Norge kitchen appliance promotion mgr. . . . Norman Sanders resigns as sales promotion mgr. of Harman-Kardon Inc.

Topics & Trends of TV Trade: Liberalized one-year franchise agreements will be mailed shortly by Philco to all its distributors as substitutes for current contracts. Its action follows similar one-year agreements signed by Whirlpool-Seeger with its distributors (Vol. 12:49). Like the Whirlpool-Seeger contract, Philco's new agreement followed informal talks with staff members of Senate Small Business Committee, which is planning broad-scale investigation of TV-radio-appliance distribution next year (Vol. 12:42-43). Philco's current contracts are for no fixed period, can be terminated by either factory or distributor.

Terms of Philco's new agreement were not divulged, but it's known that it does not include one of key provisions of Whirlpool-Seeger contract—the factory pledge to repurchase, at invoice cost plus freight, the inventory of any distributor whose franchise is terminated. It does, however, give distributor contractual protection for one year, spokesman saying: "The new agreement is designed to put an end to the unexpected cancellation of franchises, guaranteeing the continuity of a mutually satisfactory business relationship." It's recalled that one of most common complaints of distributors to Senate Small Business Committee related to abrupt cancellation of franchises.

Note: Philco 6 months ago signed consent decree with Justice Dept. settling anti-trust suits attacking legality of its distributor franchise agreements signed with 125 inde-

DISTRIBUTOR NOTES: Hoffman Electronics appoints Brown & Lawson Inc., Dallas and Houston, ex-CBS-Columbia distributor . . . GE Supply Co., Dallas, appoints Robert H. McNulty Jr. as dealer sales mgr. of TV & appliances, succeeding H. C. Bulis Jr., now mgr. of Lubbock div.; D. L. Morris elevated to adv. & sales promotion mgr. in Dallas . . . Philco Distributors Inc., Chicago, appoints Austin White, ex-Crosley Chicago factory branch, as sales mgr. of home laundry appliances . . . J. A. Williams Co., Pittsburgh (Zenith) appoints Thomas Tyson mgr. of adv. & sales promotion . . . Stuart F. Louchheim Co., Philadelphia (Zenith) appoints Ed Sickles as merchandise promotion mgr. . . . Graybar to establish new office and warehouse at 601 W. Salem Ave., Roanoke . . . Olympic Appliances Inc., N. Y., advances David H. Rubinger to pres.

Paul C. Smith, pres. of Crowell-Collier Publishing Co., which has suspended *Collier's* and *Woman's Home Companion*, continues as chairman of Brand Names Foundation planning committee for Brand Names Week April 28-May 4.

Radio pioneer Wm. Dubilier, founder of Dubilier Electric and Cornell-Dubilier, is subject of article in Dec. 29 *New York Times* on occasion of patent on his "electronic speed light," camera flash device.

Obituary

Henry V. Erben, 58, who retired Nov. 1 as an exec. v.p. of GE, having headed company's distribution group for consumer goods and apparatus sales, died Dec. 26 at home in Schenectady. He had served as consultant to GE pres. Ralph J. Cordiner since retirement. He joined GE in 1917. Survivors are his widow, 2 married daughters, 3 grandchildren.

Dr. Lewis M. Terman, 79, professor emeritus of psychology at Stanford U and father of Dr. Frederick E. Terman, dean of the Stanford engineering school and a notable figure in electronics who was pres. of IRE in 1941, died in Palo Alto Dec. 21. He perfected the Stanford-Binet (IQ) intelligence test and was co-author of the Army Alpha test of World War I.

pendent distributors at Aug. 1954 convention (Vol. 10:32, 12:28). Prior to signing consent decree, Philco substantially modified its contracts to bring them into line with govt. requests.

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Magnavox is one of top 10 set makers, accounting currently for about 4% of industry's TV output, with penetration of about 6% in some metropolitan markets, pres. Frank Freimann told N. Y. Society of Security Analysts last week. Magnavox TV-radio-phonos are being marketed through fewer than 2000 retail outlets, less than 2% of all retail stores handling TV-radios-appliances. He said that Magnavox's TV sales in first 9 months were up 32.6% from same 1955 period, whereas industry's total TV sales were down 5.2%; in same period, Magnavox increased its profit by 45%, while TV industry earnings declined 27.4%.

Proposed bill to license servicemen in Ill. has been drawn up by TESA-Chicagoland for introduction in 1957 session of State Legislature. Invitations have gone out to all Chicago TV manufacturers, key set distributors and parts jobbers for meeting Jan. 8 at Midwest Hotel, to discuss proposed legislation, which TESA calls "the only hope for both our industry and the public."

RCA's new TV sets, to be introduced in latter Jan., include—in addition to 17-in. 110-degree portable at \$170 (see p. 9)—2 conventional 17-in. table models at \$160 & \$170, and a 21-in. open-face console at \$260.

Financial & Trade Notes: RCA's 1956 business volume will total approximately \$1,125,000,000, up some 6% from its previous record \$1,055,265,655 volume of 1955, reports Brig. Gen. David Sarnoff, chairman, in year-end statement released Dec. 26. Preliminary audit indicates profit before Federal taxes will be about \$80,000,000, after taxes about \$40,000,000 (\$2.60 per share), which compares with \$100,107,465 before taxes and \$47,525,465 (\$3.16) after taxes in 1955. Common stock dividends in 1956 (13,850,000 shares) were \$1.50 per share as against \$1.35 in 1955. Employment rolls now total 83,000, of whom 8000 are overseas. RCA is biggest TV-radio-electronics entity in the world, was ranked by *Fortune Magazine* last July as 26th in sales among the 500 largest U. S. industrial corporations (Vol. 12:26).

Gen. Sarnoff attributed profit decrease to market conditions that have caused other big TV-radio firms also to show declines. "The decrease in profit this year," he stated, "is caused mainly by higher costs of labor and materials and the lower prices at which black-&-white sets and tubes were sold in a highly competitive market." Govt. business accounted for 20% of total volume, with current backlog of govt. orders about \$325,000,000.

Unusually frank statement disclosed that RCA to date has sold and delivered 102,000 color sets at factory billing price of approximately \$58,000,000; that net losses of about \$6,900,000 (after taxes) were sustained during the year in efforts to get color off ground; that 1957 color production goal is 250,000 sets; that "barring unforeseen circumstances, we expect on this volume to earn, during the second half of 1957, a modest profit on the color sets and color tubes we sell"; that "thereafter, profits from operations in all branches of color TV should be substantial." [For further details on RCA color, see p. 13.]

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Raytheon sales for 7 months ended Dec. 31, when it changes its fiscal year to coincide with calendar year instead of ending May 31, will be "moderately ahead" of comparable period year ago and profits should run about 22¢ a share, somewhat less than half those of comparable period year ago, reports pres. Charles F. Adams in letter to stockholders. Sales of commercial products continue to rise and billings to Govt. also have increased, he states, but operating losses in connection with closing out of TV-radio business (Vol. 12:21-22) and "unsatisfactory results in the highly competitive transistor and entertainment tube fields" have held down profits. Backlog of govt. business is \$245,000,000, highest in Raytheon's history and almost 2½ times that of year ago; notable among govt. contracts are those for \$100,000,000 for guided missiles and for 23 CAA long-range radars costing about \$9,000,000, part of air traffic control system. Firm is changing to calendar year (1) to make possible direct comparisons with other companies and with the industry as a whole; (2) to permit annual report to be mailed and annual meeting to be held in spring (next: April 11, 1957) rather than summer; (3) to make possible other economies and efficiencies.

International Resistance Co. anticipates 1956 sales of \$16,800,000, up 7.5% from \$15,684,722 in 1955, with earnings approaching last year's \$533,296 (39¢ per share), pres. Charles Weyl told *Wall Street Journal*. For 1957, he said, "we anticipate sales of close to \$18,500,000, assuming that the present business climate continues."

Sylvania's proposed \$25,000,000 offering of 30-year debentures has been postponed indefinitely because of "unsatisfactory money market conditions," spokesman explaining that funds were intended for "certain long-range projects" and that no alternate means of financing are being considered now.

MORE SIGNS of the TV times: National Theatres Inc. pres. E. C. Rhoden, reporting to stockholders last week on operations of its 282 theatres in 20 states for year ended Sept. 25, 1956, showed consolidated income of \$59,707,000 as against \$61,692,000 in preceding year. Net income, however, rose to \$4,648,000 (\$1.72 a share) from \$2,886,000 (\$1.04)—but this was after taking into account gain on the \$6,200,000 sale of Roxy Theatre, New York, land & building, on which consolidated net income was \$2,277,000 (84¢ a share) plus earnings on the sale of other theatres & real estate that amounted to \$570,000 (21¢).

There's no mention of TV in the report (National Theatres is not identified with TV station ownership, though its v.p.-gen. mgr. of theatre operations Frank H. Ricketson Jr. was stockholder in the original KLZ-TV, Denver, having sold out)—but pres. Rhoden does observe: "The downward trend in theatre income which has characterized the motion picture industry in recent years continued during the past year. Total gross income . . . was \$1,985,000 less than in the preceding year. The decrease is attributable to a decline in theatre attendance which, in turn, was caused by the shortage of quality attractions . . ."

Note: National Theatres Inc. is offshoot of the splitup of 20th Century-Fox's production and exhibition facilities under govt. consent decree. 20th Century dabbled in TV early, producing original *Mare of Time* and *Crusade in Europe* series, but it did not go into station ownership which pres. Spyros Skouras had offered to him in TV's early days. It's now half owner of the NTA Film Network and is releasing its theatrical backlog through NTA (Vol. 12:50). Skouras this week reported 20th Century-Fox's income for 39 weeks ended Sept. 29 was \$87,157,860, slightly up from the \$86,832,411 of like 1955 period; however, net earnings fell to \$3,182,099 (\$1.20 per share) from \$4,446,851 (\$1.68). Third quarter earnings were \$1,025,429 (38¢) vs. \$1,656,051 (62¢).

Report on CBS by Clark, Dodge & Co. for Alex. Brown & Sons, Baltimore brokers (135 E. Baltimore St.) notes: "Now that its unprofitable TV receiver line has been dropped, we feel that CBS represents the best means of participating in the remarkable growth in TV broadcasting. The company, with its excellent management, is generally regarded as the leader in this field; and its earnings from telecasting are not diluted by other marginal operations to the extent of those of its rival networks, ABC and NBC." Full year sales for 1956, report states, should approximate \$350,000,000, up from \$317,000,000 in 1955 and "could approach the \$400,000,00 mark in 1957 based on the growth expected."

Francis I. DuPont & Co., brokers, in bulletin this week lists 44 selected common stocks close to their 1956 lows and selling on average 26% beneath year's highs as against only 5.7% reduction in Dow-Jones industrial averages from bull market top of last April. As did United Business Service, in report including some of same stocks (Vol. 12:51), it notes that recent liquidation appears to have been accelerated by selling for tax losses. The 9 stocks in DuPont list that relate to TV-electronics-entertainment fields:

| | 1951-1955 Range | 1956 Range | Approx. Price | 1956 High | Last Divds. | Discount from Last Price |
|------------------|--------------------|---------------|------------------|--------------|----------------|-----------------------------------|
| Admiral | 30½-16¾ | 22½-12¾ | 13 | 41.2% | \$1.00 | 7.7% |
| ABC-Paramount | 33½-11½ | 32½-22½ | 23 | 29.2 | 1.30 | 5.7 |
| Cornell-Dubilier | 37½-10½ | 40½-23 | 23 | 42.7 | 1.40 | 6.1 |
| Loew's Inc. | 24½-10½ | 25½-18½ | 19 | 24.4 | 1.00 | 5.3 |
| Paramount Pic. | 44½-21 | 36½-27½ | 28 | 23.3 | 2.00 | 7.1 |
| Philco | 43½-20½ | 36½-16 | 17 | 53.4 | .80* | 4.7 |
| RCA | 55½-16½ | 50½-33½ | 35 | 30.5 | 1.50 | 4.3 |
| Sperry Rand | 29½-21 | 29½-21½ | 23 | 21.0 | .80 | 3.5 |
| 20th Century-Fox | 31½-13½ | 29½-21½ | 23 | 21.4 | 1.60 | 7.0 |

Plus stock.

Color Trends & Briefs: In plain, blunt terms, RCA chairman Brig. Gen. David Sarnoff laid RCA's color cards on the table this week, then reiterated his unwavering faith in future of color. His facts & figures:

In 1956, RCA sold 102,000 color sets, with factory billings of approximately \$58,000,000. Net loss on color after taxes during year was \$6,900,000, taking into account everything—development, personnel training, advertising & promotion, programming, etc. (Note: Average price of set at factory thus comes to about \$570, surprisingly high in view of fact lowest-priced model retails at \$495.)

"This is certainly a reasonable expenditure," Gen. Sarnoff said, "to lay the foundation for a business that promises substantial profits in the near future." He said RCA's goal is to sell 250,000 sets in 1957, and he predicted company would achieve "modest profit" on set and color tube sales in second half of year. "Thereafter," he added, "profits from operations in all branches of color TV should be substantial," and he predicted that other set manufacturers would step up color efforts. He also foresaw accelerated use of color TV in fields of medicine, industry, education, etc.

Gen. Sarnoff blasted those "who prefer to see the other fellow undertake the risks of initial investments and do the spade work while they watch and wait." He recounted history of black-&-white, and how some manufacturers sought to block TV, only to jump on bandwagon later and "reap where they had not sown." "History often repeats itself," he stated, "and I suspect that the same pattern will emerge in color TV as it did in black-&-white TV."

RCA pres. Frank M. Folsom, in year-end statement, also asserted that "steadily and progressively, color TV is taking hold." He added: "We continuously note increased interest in color on the part of the public, dealers, competitive manufacturers, broadcasters and sponsors. Color TV sales are on the increase in many of our markets. More and more dealers are enthusiastically and aggressively behind color as one of the newest most promising items to be sold.

"Color quality is excellent. Owners of color sets are highly pleased with their purchase and with the increasing amount of color programming. An extensive survey of color TV set owners confirms this fact."

Electronics Reports: Year-end predictions for electronics industry seem to agree that every branch of the industry—except home TV—is due for bigger year in 1957.

Commerce Secy. Weeks, in his forecast for first half 1957, relayed this sizeup of electronics prospects by Business & Defense Services Administration's Electronics Div.: "Electronics manufacturing and employment will experience a seasonal downswing in the first half of 1957, but total production of electronic equipment and components is expected to be at the same annual rate as in the corresponding period of 1956—\$6.1 billion.

Military electronics production should increase moderately, and production of commercial and industrial electronic equipment and components is expected to go up steadily. This sector of the industry already has grown to the point where it can partially offset seasonal variations in TV & radio receiver production, and was largely responsible for pushing electronics production and employment to new highs in the final months of 1956. Dollar volume of electronics components production should continue at about the 1956 rates."

RETMA pres. Dr. W. R. G. Baker predicted 100% increase in defense spending for electronics in next 10 years. For 1957, he made these predictions: Transistor production will total 22,000,000 in 1957, up from 11,500,000 in 1956. Sales of industrial TV equipment will more than double 1956 figure of nearly \$3,000,000 (see also p. 2).

Network Color Schedules (Dec. 30, 1956 - Jan. 12, 1957)

- Dec. 30—NBC: *Goodyear TV Playhouse*, 9-10 p.m.
Dec. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.; *Tonight* (film segment), 11:30 p.m.-12:30 a.m.
Jan. 1—NBC: *Tournament of Roses Parade*, 11:30 a.m.-1:45 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Mummer's Day Parade*, 11:30-11:45 a.m.
Jan. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Jan. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
Jan. 4—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
Jan. 5—NBC: *Perry Como Show*, 8-9 p.m.
Jan. 6—NBC: *Alcoa Hour*, 9-10 p.m.
Jan. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
Jan. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m.
Jan. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
Jan. 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
Jan. 11—NBC: *Matinee Theatre*, 3-4 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
Jan. 12—NBC: *Perry Como Show*, 8-9 p.m.

Meeting of top manufacturers to discuss what can be done, individually or collectively, to push color was suggested this week by Admiral pres. Ross D. Siragusa. He told us that purpose of such a meeting would be to establish an industry-wide front on basic problems of marketing color, but would not go into specifications or prices or any other competitive factors. He said he doubted that such a conference would be in violation of anti-trust laws. A Justice Dept. official commented to us: "From the standpoint of the anti-trust laws, it's always safer to conduct industry meetings of this type in conjunction with a Federal agency, such as industry advisory committees of the Federal Trade Commission, for example. These meetings are under the chairmanship of a govt. official, there is an advance agenda, and other safeguards are applied."

"Most extensive schedule of color announcements in TV history" has been purchased by Philip Morris thru N. W. Ayer—52-week series of 20-sec. weekly spots on NBC's WRCA-TV, N. Y. & WNBQ, Chicago, adjacent to regularly scheduled color programs.

Meanwhile GE electronic components div. gen. mgr. L. Berkley Davis made these 1957 component forecasts: (1) Receiving tubes—about \$400,000,000, divided \$100,000,000 for industrial & military, \$300,000,000 commercial. (2) Power tubes—10% increase in market in 1957 and 100% increase in next 10 years. (3) TV picture tubes—14,000,000 will be produced in 1957, of which 6,800,000 will be for replacements. (4) Semiconductors—sales should more than double 1956 volume of \$32,000,000, reaching total of \$65-\$70,000,000.

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ELECTRONICS PERSONALS: Dr. Clarence Zener promoted from acting director to director, Westinghouse Research Labs . . . Charles F. Woll named RCA mgr. of valve engineering, missile & surface radar dept., Moorestown, N. J. . . . Harvey T. Harrod, ex-Westinghouse Washington aviation mgr., named regional mgr. for Air Associates Inc. for operations in D. C., Md., Va. & W. Va. . . . Frank D. Intern named asst. distributor sales mgr. of Electro-Voice Inc. . . . Wm. G. Laffer, Clevite pres., elected a director of Lamson & Sessions Co., Cleveland manufacturer of fasteners . . . Morris M. Townsend elected a director of Ultrasonic Corp. . . . Sidney R. Curtis promoted to Stromberg-Carlson senior v.p., George A. Peck to v.p.-gen. mgr. of electronics div., George E. Eyer to v.p. for properties, Austin C. Tait to director of industrial relations.

RADIO'S UPTURN in 1955 was documented by FCC this week, as it issued its annual summary of station revenues, expenses and profits. TV's 1955 performance was reported by Commission in July (Vol. 12:30). Salient excerpts from this week's report:

(1) Total radio revenues were \$453,400,000, up .9% from 1954, but profits rose 10% to \$46,000,000.

(2) Network revenues were down 11.6% from 1954 to \$78,300,000, and profits were even more severely cut—down 28% to \$5,900,000.

(3) Local time sales accounted for virtually all of the upswing—rising 9.9% to \$272,000,000. Spot sales held its own—up .2% to \$120,400,000. But network time sales dipped 23.4% to \$64,100,000.

(4) Of 493 FM stations, 332 operated by AM licensees reported no revenues at all. Other 123 operated by AMs reported \$900,000 in revenues, compared with \$1,100,000 in 1954. The 38 FM-only operators reported \$1,000,000 revenues, loss of \$400,000.

(5) Total of 741 (27.5%) AM stations reported loss for 1955, compared with 30.7% in 1954. Percentage with losses has stood about 27% each year since World War II.

The FCC report, with 8 tables, includes breakdowns of more than 200 markets with 3 or more stations—covering source of income, total revenues, expenses and profits. Noteworthy is that stations in some substantial markets—such as New Orleans, New Haven, Mobile, Montgomery, San Diego—collectively reported a loss.

Document is Notice 39663, available from Commission—or we'll get you a copy.

Plea to networks, sponsors, syndicators and agencies to make more TV programs available to Armed Forces TV stations is voiced in Dec. 29 *TV Guide* editorial. Noting that AFTV's program supply has dropped to 35-40 hours weekly (Vol. 12:46), editorial states: "Some networks, agencies, sponsors and producers consider it their patriotic duty to provide programs for Armed Forces TV. Others do not . . . Somehow we don't think it would bankrupt anyone in the TV business to provide an extra film print or kinescope recording for the Armed Forces. It's rather amazing that any company should have to be urged to take part in something so inexpensive, yet so constructive . . ."

Court ban on stenographic reporting by KFMB-TV, San Diego, was challenged Dec. 26 in show-cause action against Superior Judge John A. Hewicker. He had prevented stenotypist and office secretary from assisting staff newsman Harold Keen in covering kidnap trial last week, explaining that only court-employed official reporter could take verbatim record. Station v.p.-gen. mgr. George Whitney applied for writ of mandate to compel judge to permit stenographic assistance for Keen. Hearing was set for Jan. 3. Keen had been threatened by judge with contempt of court citation earlier for interviewing trial witnesses.

Certificate of Appreciation by Army for "patriotic civilian service" was awarded Dec. 18 at special ceremony at Ft. Sill, Okla. to KWTV, Oklahoma City, for *Bruce Palmer Reports from Europe* series of 13 half-hour shows this fall. Station's news director spent 90 days in France & Germany last summer recording activities of Oklahoma servicemen for program.

No funds were solicited in "The Secret Life of Danny Kaye," but the comedian's appearance on CBS-TV's *See It Now* Dec. 2 has brought in more than 3000 letters and \$25,000 for United National International Children's Emergency Fund, according to CBS.

Directory of 16mm films in 3300 libraries (catalogue FS 5.3:956/12) is available for 70¢ from Govt. Printing Office, Washington.

Third magazine to fold in 2 weeks became casualty of costs and competition for advertising Dec. 27 when *Town Journal* was killed. Published by Farm Journal Inc., Philadelphia, *Town Journal* joins *Collier's* and *Woman's Home Companion* (Vol. 12:50-51) in magazine graveyard; Feb. issue will be last. Demise of monthly, companion to *Farm Journal*, was announced by pres. Richard J. Babcock, who said it faced "3 more years of heavy investment before the break-even point may be expected" despite "sizeable & growing interest among advertisers." *Town Journal* grossed more than \$3,000,000 in advertising this year, and circulation recently hit 2,250,000, but it couldn't attract enough advertisers. Magazine, aimed at small-town field, started in 1953 after absorbing *Pathfinder*, which was bought 10 years earlier by Farm Journal Inc. About 40 *Town Journal* editorial employes, 17 in Washington office, are affected by suspension. *Farm Journal*, which has 3,500,000 circulation, continues and will take over some unfulfilled *Town Journal* subscriptions. Note: Another magazine casualty this week was 34-year-old *Aero Digest*, one of first in aviation field, which suspended with Dec. issue due to reduced revenues and increased costs.

Newspapers grossed \$2,926,465,000 in 1954 compared with \$1,792,338,000 in 1947, Census Bureau reported Dec. 26. Advertising revenues of 8646 newspapers surveyed were \$2,058,975,000 in 1954 vs. \$1,192,413,000 in 1947. Subscriptions & sales accounted for \$840,867,000 in 1954, compared with \$599,925,000 in 1947. Employment rose to 281,799 from 234,375. The 2045 magazine publishers grossed \$1,397,683,000 in 1954, of which \$863,225,000 was in advertising, compared with \$1,019,473,000 and \$612,457,000 in 1947. Output of 814 book publishers & printers totaled \$665,232,000 in 1954, while 946 miscellaneous publishers grossed \$231,242,000.

Applications for 2 TV stations and 2 translators were filed with FCC this week, bringing total pending to 132 for stations (26 uhf) and 26 for translators. Station applications were for Ogden, Utah, Ch. 9, by Jack A. Burnett, exec. v.p.-gen. mgr. & 25% owner of KULA-TV & KULA, Honolulu; for Glendive, Mont., Ch. 5, by local radio KXGN. Translator applications were for Flagstaff, Ariz., Ch. 71, by non-profit Coconino TV, to rebroadcast programs of KTVK, Phoenix; for Green River, Wyo., Ch. 70, by Robert R. Laird, to rebroadcast KSL-TV, Salt Lake City. [For details, see *TV Addenda 23-Y* herewith.]

NARTB code administrators monitored more than 17,000 hours of TV time on the 3 networks and 104 individual stations in 1956, code director Edward H. Bronson told Speech & Theatre Conference at Chicago's Conrad Hilton Hotel Dec. 28. "I know personally of no broadcaster anywhere who, in programming, violates consistently or knowingly any reasonable standard of so-called 'good taste' or moral canons acceptable to the public at large," he said. As to commercial abuses, he said most complaints are aimed at quantity, rather than quality.

TV film "evidence" in triple Miami killing has been impounded by police for possible showing at trial. News photographer Dave Winer of WCKT, first on scene of slayings by distraught father, filmed reenactment for *Headlines with Harrison* program that evening. Police took over film immediately following show.

Too much Christmas: TV-radio editors of Cleveland's 3 daily newspapers were ordered to return color TV sets presented by Westinghouse. Publishers of papers, saying gifts were too lavish to accept, were considering buying color sets as "necessary tools" for the staffers.

Station rep Adam Young Inc. reports its TV billings in 1956 were 38% higher than 1955, radio 28%, and that more than \$500,000 in radio billings were turned down by its stations because of inability to clear time.