

Index to Television Digest, 1956: Volume 12

References are grouped into three major categories: General (pages 1-7), Manufacturers & Merchandisers (pages 7-8), Supplements (page 1). Index attempts to cover only items considered to be of more than passing interest. Reference numbers following each item designate issue and page of Newsletter in which item appeared.

General

ADVERTISING

Publishers Information Bureau reports on network billings, 2:16, 6:16, 13:10, 15:16, 19:16, 22:16, 26:16, 32:14, 37:16, 41:14, 45:14, 51:18
newspapers vs. TV, 4:4, 7:3
NARTB hits free movie plugs, 5:6, 18:7
Rorabaugh Reports on TV spot, 5:7, 32:7, 33:5
summer lay-off policy, 5:7, 7:8, 10:8
'Printers' Ink' 1955 ad figures, 6:1, 9:8
Sen. Magnuson & Monroney on "overcommercialism," 6:4
TV dollars mostly "new money" says TvB, 7:2
Comr. Lee warns on commercials, 7:7
FTC checking commercials, 7:7, 41:14
McConaughy asks industry clean-up of abuses, 8:5
TvB membership, 7:8, 10:6
newspapers set record, 4:8, 18:9
ten top agencies of 1955, 9:5
bank spending, 9:8
AAAA convention, 10:6
pressure ads attacked, 11:1, 12:8
FTC Comr. Mason lashes "hucksterism," 11:5, 14:6
bait-&-switch monitored in Brooklyn, 11:5
TvB officers, 12:6, 42:2, 46:5
Advertising Council officers, 12:6
hassle over effectiveness of TV for autos and other durable goods, 13:3, 14:4, 24:9, 26:8, 27:6, 43:5
Westinghouse's McGannon attacks "bait" ads, 14:6
Montgomery Ward spot trial run, 14:6
spot expenditures, 15:4, 19:3, 33:5, 46:7
Kintner's NARDA speech, 16:3
Shafto defends NARTB Code, 16:11
Sen. Magnuson asks funds to check "bait-switch," 17:7
Census figures on agencies & receipts, 18:7
newspapers biggest "questionable ad" offenders in 1955, 19:4
ANA committee to study agency compensation, 19:4, 43:14
1955 world expenditures exceed \$12 billion, 19:8
"paid plug" practice, 21:9
breakdown of ad budget of Carnation Milk, "typical leading advertiser," 22:5
NARTB TV code review board acts to bring stations in line, 23:3
FTC opposes use of cease orders for fraudulent practices, 24:7
popularity of commercials surveyed by ARB, 25:6
67 of top 100 advertisers in 1955 spent more on TV than newspapers, reports TvB, 25:6
magazine revenues, 25:7, 38:7
TV industry private wire communications system, 26:16
overseas report by 'Advertising Age', 27:6
290 ad millionaires in 1955 says 'Printers' Ink', 28:7
TV termed too expensive for clothiers, 29:7
'Advertising Age' editorial on free plugs, 29:9
Latex-C&C TV Corp. 5-year spot deal, 30:6
FTC moves to stop networks from promotion hook-up with supermarkets, 30:6, 44:5
AAAA creative workshops, 31:6
\$100,000,000 expended for all media for political campaigns, reports 'Printers' Ink', 32:7
more auto makers return to TV, 33:4
'Fortune' series on advertising, 35:7, 36:7, 41:14
\$10 billion ad expenditure forecast for 1956 by 'Printers' Ink', 36:1
trend to co-sponsorship of nighttime shows halted, reports 'Sponsor', 36:7
"spread-the-risk" sponsorship trend, 42:7
"pitch" commercials dropped by WGN-TV & WPIX, 39:7
top 100 national advertisers, 39:8
TvB information center, 40:6
merchandising rights, 41:7
Cannes commercial winners, 42:7
more dept. store advertising sought by TvB, 43:5
\$25 billion volume in 10 years foreseen by 'Printers' Ink', 43:14
electronics firms spend more on ads than other home equipment firms, 44:4
feature movie sponsorships, 46:2

Hazel Bishop-Matty Fox time-for-film barter deal, 47:14
new technique for testing effectiveness of commercials, 48:4
ARF officers, 48:6
top 40 TV-radio agencies, per 'Broadcasting-Telecasting', 50:10
10% increase in 1957, says 'Printers' Ink', 51:11
100 top advertisers in 1955, compiled by 'Advertising Age', 52:8
1954 newspaper revenues, per Census, 52:14

ALLOCATIONS

uhf court appeals in Corpus Christi, Madison & Evansville, 5:4, 7:4, 14:4
Congressional hearings, 4:2, 6:2, 9:6, 10:5, 11:2, 14:1, 20:2
Vail Mills court decision 7:4
FCC study, 11:1, 12:2, 14:1, 15:1, 17:1, 18:1, 19:2, 20:2, 21:2, 22:3, 23:2, 24:3, 25:3
cross-polarization suggestion, 11:2
Committee for Competitive TV, 12:2
network proposals to Senate, 13:5
Americans for Democratic Action for all-uhf, 14:2
"crash" research on uhf, 16:4, 29:6, 32:1, 38:1, 40:2, 42:6, 48:2, 49:3
ODM turns down vhf transfer to TV, 15:1
FCC changes transmitter mileage rule, 21:6
Assn. of Maximum Service Telecasters, 22:3, 31:3, 43:3, 48:2, 51:9
court upholds FCC on authority to make allocations, 23:2
FCC's June 30, 1956 allocations proposal, 26:1, 27:2, 29:1, 30:2, 34:6, 35:2, 36:3, 39:3, 40:1
educational shifted from Ch. 2 to Ch. 48, College Station, Tex., 29:4
JCET meeting on allocations, 29:8, 36:3
coverage rules set & deadline extended, 45:4
McConaughy on move to all-uhf, 33:6
Magnuson pushes deintermixture, 37:4
RCA technique for reducing co-channel interference, 37:5
comments on FCC deintermixture proposal, 37:9, 43:3, 49:11, 50:14
TASO, all-industry allocations study group, 43:2, 44:6, 48:2, 51:9
outlook for additional TV stations, 45:3
FCC to study 890 mc & up, 45:14
Craven proposal, 52:6

AM (Standard) Broadcasting (see also specific networks and Advertising)
Cities Service drops concerts, 1:16
remote control rules, 7:9, 15:16
share of ad dollar, 11:7
Conelrad Civil Defense program, 12:8
"Monitor" format in Australia, 12:9
changes due in network sales patterns, 14:3
daytimers petition for longer hours, 12:4, 14:8, 25:7, 28:6, 48:6
Radio Pioneers officers, 15:8
National Radio Week, 15:16, 16:15, 19:7, 33:8
NBC affiliates approve option hours shift, 16:11
world radio circulation exceeds daily newspapers, 18:5
Russia marks invention of radio, 19:8
ABC experimenting with program patterns, 22:5
roundup of in-use, listening & programming, 23:16
AM-FM station totals, 26:4, 52:2
Navy's Radio Arlington quits, 26:14
towns without newspapers have stations, 27:6
Westinghouse stations drop NBC, 28:7, 29:7, 45:8
"treasure hunt" programs criticized, 38:14
KOB, Albuquerque, told to plan for directional nighttime, 45:4
Quality Radio Group, 48:6
foreign set competition growing, 48:10
networks' future surveyed by 'Broadcasting-Telecasting', 49:18
network sale boost, 50:3
pocket battery set gets only WKRC, Cincinnati, 51:14
FCC's report on 1955 revenues-expenses, 52:14

AMERICAN BROADCASTING CO. (ABC)

buys into Technical Operations, Inc., 1:14, 7:14
XETV affiliation, 3:8, 23:9, 43:14, 47:9
new equipment to overcome daylight saving zone problems, 5:7
stops summer lay-off for sponsors, 7:8
spectaculars, 7:7, 9:7
revamping program schedule, 9:9, 45:14
1956-57 billings, 13:8, 52:8
financial reports, 13:14, 16:17, 17:7, 29:13, 45:14
"Omnibus" to ABC, 15:7
new kine system, 16:9
reopens western regional net, 18:9
negotiating loans, 20:15

Supplements and Special Reports Published During 1956

References are to issues of *Television Digest* with articles pertaining to documents

Directories

Semi-Annual TV Factbooks (Spring-Summer and Fall-Winter) with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.

Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)

Special Supplements and Reports

TV Stations in Foreign Countries. Directory of stations operating or planned, based on information from U.S. and foreign govt. agencies, Radio-Electronics-TV Manufacturers Assn., individual equipment manufacturers and other trade sources. Includes name of operator, frequency, power, date operation began or is due to begin, estimated number of receivers in use, summary of various technical standards, etc. (Vol. 12:1).

Financial Data on Major TV-Electronics Companies. Statistical summaries of reports of leading public-owned companies. Prepared by Edgar N. Greenbaum Jr., financial consultant in electronics. Two separate compilations—as of Jan. 14 and July 7, 1956. (Vol. 12:2 and 12:27).

Spot TV Advertising on U. S. Stations. National and regional gross expenditures, before discount, for fourth quarter 1956, prepared by TV Bureau of Advertising. Includes top 200 advertisers by

rank, next 300 alphabetically and by range of expenditures, plus estimated expenditures by product classification. (Vol. 12:15).

TV Households by Regions, States & Counties. Two separate compilations by Advertising Research Foundation Inc., derived from Bureau of Census Data, Nielsen coverage reports and other industry sources. Underwritten by ABC, CBS, NBC, NARTB and TvB. First covers estimates as of June 1955 (Vol. 12:17). Second as of March 1956 (Vol. 12:39).

"An Eighth Wonder of the World." Full text of address by NBC pres. Robert W. Sarnoff, during 30th anniversary convention of NBC at Americana Hotel, Miami Beach, Fla., Dec. 13, 1956. Stresses impact of public opinion and other major aspects of network operations. (Vol. 12:50).

Bound Copies Available

Complete sets of the 1956 *Television Digest* Newsletters, along with the two 1956 TV Factbooks, Addenda and all Supplements, can be permanently bound between embossed hard covers and be made available on order at \$25 per volume.

expects to reach majors in 2 years, 20:15
radio billings pass NBC's, 32:7
buys into Wind Tunnel Instrument Co., 35:13
entering movie production, 38:5, 46:16
Kintner resigns, 41:5, 42:1
feature films, 44:9
executive changes, 46:16
joins Warner Bros. in TV film production, 47:3
audience growth, reported by Nielsen, 47:6
AM affiliates endorse network programs, 47:6
signs Sinatra, 48:4
affiliation contracts, 49:7
borrows \$60,000,000 51:16
raising radio rates, 52:8

ANTENNAS, TRANSMITTERS — see Equipment, Telecasting

ANTI-TRUST (see also Patents and Congress)

Justice Dept. studies NBC-Westinghouse swap, 1:16, 4:16, 9:1, 48:1, 51:4
Life Music suit against ASCAP & BMI, 2:8
Senate Small Business Committee report, 2:11
International Boxing Guild indicted, 2:16
Govt. suit against Philco, 3:10, 28:10, 29:11
AT&T and IBM suits settled, 4:1, 16:10, 22:9
newspaper & magazine ads, 5:7
Justice Dept. studies networks, 9:1, 9:9, 24:1, 37:1
16mm suit, 10:7
option time & "must-buy" termed violations by KTTV's Richard Moore, 13:1
rebates out of new AAAA time & space order blanks, 14:6
suit against ANPA and 15% fees settled, 17:9, 21:16
Hansen succeeds Barnes, 24:7
Philadelphia radio rate-card suit, 26:8, 31:14, 37:10
FTC prohibits promotional allowances to selected clients, 40:6
network monopoly charges deprecated by Comr. Doerfer, 43:14
set makers ask dismissal of suit filed by 8 Chicago dealers, 45:11
suit against 5 mfrs. of alloys, 49:17

APPLICATIONS & CPs FOR NEW TV STATIONS

Final Decisions

Fresno, Cal., Ch. 12, 2:4
Knoxville, Tenn., Ch. 10, 2:4
Miami, Fla., Ch. 7, 3:6, 11:10
Yuma, Ariz., Ch. 13, 4:8
Ensign, Kan., Ch. 6, 4:8
Santa Fe, N. M., Ch. 2, 4:8
Twin Falls, Ida., Ch. 13, 4:8
Chattanooga, Tenn., Ch. 3, 6:8
Clovie, N. M., Ch. 12, 8:9
Canton, O., Ch. 29, 12:8
Redding, Cal., Ch. 7, 13:8
Elmira, N. Y., Ch. 18, 14:4
Bristol, Va., Ch. 5, 15:10
Presque Isle, Me., Ch. 8, 15:10
Omaha, Neb., Ch. 7, 17:8
Caguas, P. R., Ch. 11, 17:8
San Antonio, Tex., Ch. 12, 21:6
Portsmouth-Norfolk, Va., Ch. 10, 22:7
Peoria, Ill., Ch. 8, 26:1
Springfield, Ill., Ch. 2, 26:1
Raleigh, N. C., Ch. 5, 26:1
New Orleans, La., Ch. 4, 28:8
Corpus Christi, Tex., Ch. 10, 28:8
Hartford, Conn., Ch. 3, 30:8
frozen CP holders ask FCC rule change, 31:3, 32:3
frozen CP holders backed by FCC broadcast bureau, 33:6
Jacksonville, Fla., Ch. 12, 35:5
Coos Bay, Ore., Ch. 16, 36:8
KBAS-TV, Ephrata, Wash. grant affirmed, 42:6
Paducah, Ky., Ch. 6, 46:8
Charlotte, N. C., Ch. 9, 50:8

Court Decisions

WFLA-TV, Tampa-St. Petersburg, Fla., 3:6
KFRE-TV, Fresno, Cal., Ch. 12, 5:4, 6:8, 9:4
WTVT, Tampa, Fla., Ch. 13, 6:8
FCC newspaper ownership policy, 4:8
WCKT, Miami, Fla., Ch. 7, 10:5
KGUL-TV, Galveston, Tex., move, 10:5
WSPA-TV, Spartanburg, S. C., 10:5, 36:8
WXEX-TV, Petersburg, Va., 13:8
KTBS-TV, Shreveport, La., 18:10
KFDM-TV, Beaumont, Tex., 18:10
KBET-TV, Sacramento, Cal., 19:9
WMFJ, Daytona Beach, Fla., 22:7
KCRA-TV, Sacramento, Cal., 24:10
KSLA, Shreveport, La., 40:8, 52:7
WJHI-TV, Jacksonville, Fla., 41:7
KBET-TV, Sacramento, Cal., 42:6
WJRT, Flint, Mich., 42:6
WVET-TV & WHEC-TV, Rochester, N. Y., 46:8

Initial Decisions

Boston, Mass., Ch. 5, 1:8
Buffalo, N. Y., Ch. 7, 5:4
Clovie, N. M., Ch. 12, 5:4
Elmira, N. Y., Ch. 18, 9:4
Redding, Cal., Ch. 7, 9:4
Presque Isle, Me., Ch. 8, 15:8
Irwin-Pittsburgh, Pa., Ch. 4, 17:8
Biloxi, Miss., Ch. 13, 23:9
San Francisco, Cal., Ch. 2, 25:5
Deadwood, S. D., Ch. 5, 26:7
Coos Bay, Ore., Ch. 16, 29:4
Seattle, Wash., Ch. 7, 31:3
Billings, Mont., Ch. 8, 31:3

BOOSTERS & SATELLITES

unmanned satellite on Mt. Grizzly, Ore., 3:16
FCC cracks down on illegal vhf, 8:5, 12:16, 13:4, 28:8
Congress talks of authorizing, 8:9, 18:5, 19:16, 22:16, 26:7
court stays FCC cease order, 10:3
Adler experimental translator, 14:8
in France and Canada, 17:5
Sylvania experimental uhf, 18:10
Quincy, Wash. cease order, 19:6
protect small-town stations from big-city satellites, says KTEN, Ada., 20:3
translators may uncover new set market, 22:2
Rep. Don Magnuson says FCC acted illegally in shutting down Hot Springs, Mont., 25:9
FCC seeks to stop Wenatchee, Wash., 29:9
translator outlook, 31:1, 40:3, 48:3
Colo. Gov. Johnson authorizes boosters, 31:2, 32:4, 34:16, 35:5, 36:14
translator rules relaxed, 35:5
translators operating, 36:8, 45:5, 46:9, 47:8, 49:9, 51:8
Palm Springs translator applicant opposed by community antenna, 38:8
1st translator call letters, 38:8
Doyleville, Colo. translator delayed, 44:14
military translators, 45:5, 51:8

BROADCASTERS' PROMOTION ASSN., 47:8

CENSUS, TV RECEIVER

NBC Research, 2:6, 8:3
TVA set survey, 4:12
Market Research Corp., 7:16, 21:16, 47:9, 51:10
Census Bureau, 7:16, 20:1
NARTB plans, 12:16
ARF-Census report on set ownership, 31:1
Sindlinger, 32:4

CLOSED-CIRCUIT & THEATRE TV

Fish & Wild Life research ship, 3:13
U of Ill. dental school test, 6:7
Pocatello public school system, 7:4
Michigan State U, 7:5
roundups, 10:1, 17:10, 24:18
Skidmore College, 10:7
passenger use on Rock Island RR, 10:16
excise tax, 11:12
Altec to service GPL systems, 12:15
East West TV Business Conferences firm, 12:16
use by schools endorsed by White House Conference on Education, 14:7
church use increases, 14:7
Visual Electronics Corp., 14:8
SMPTE theatre-TV committee deactivated, 19:16
hotel programming proposed, 28:14
color projection for auditoriums, 40:8
Teleprompter buys Sheraton system, 49:4
60-city "Live Better Electrically" show, 51:9

COLOR

NBC "Wide Wide Window," 1:10
Zenith attitude, 3:15
WDSU-TV experience, 3:15
Storer's Wailes predicts more kinds of sponsors, 7:15, 15:15
KOMO-TV film processing, 6:15, 8:16, 9:15
Sheraton hotels closed-circuit, 8:12
Robert Sarnoff estimates 1960 time sales, 8:13
GE's Dr. Baker bearish, 8:13, 10:14
local origins, 9:15
NBC-BBDO "ColorTown" study, 9:15, 41:4
planned for political conventions, 10:15, 15:15
CBC urged to convert, 10:18
European standards sought, 10:14, 23:10
WNBQ, NBC showcase, 11:17, 15:5, 33:10, 51:15
at IRE convention, 11:17
magnetic tape, 12:14, 43:8
AT&T facilities, 13:15
Ziv offers test films, 15:15
at NARTB convention, 16:5
ABC plans, 16:5, 43:8
'Printers' Ink' surveys advertisers' plans, 18:14
trade editors home viewing, 19:13
Schwerin pre-tests commercials, 19:13
status of network affiliates, 27:12
'Tide' panel wait-&-see attitude, 31:8
GE closed-circuit, 35:14
NBC fall schedule, 35:12
CBS fall plans, 36:9
NBC kine, 37:14
RCA auditorium projection unit, 40:8
GE's Cordiner unenthusiastic, 41:11
RCA blasts lukewarm manufacturers, 43:1
NBC's Pinkham predicts \$150,000,000 network color time sales in 1957, 43:8
RCA camera for medical use, 50:13
mass market long way off, says Freimann, 51:15
RCA 1956 report, 52:13
meeting of top set makers to push color suggested by Siragusa, 52:13

Production and Sales Estimates

Packard-Bell, 50,000-300,000 in 1956, 2:15
Sylvania, 300,000 in 1956, 4:15
Emerson, 500,000 in 1956, 4:15
'Television Age' figures, 7:15
Hoffman, 200,000 in 1956, 10:15
Raytheon, 300,000, 10:15
ABC, 4,000,000 by 1957, 11:17
Admiral, 500,000 in 1957, 12:11
Dr. A. N. Goldsmith, 300,000 in 1956, 14:14
RCA, 12,000,000 by 1960, 21:16
RCA, 1956-61 growth, 28:9
RCA, 500,000 by RCA in 1957, 42:8
Frank Mansfield, 1956-1966, 45:10

Receivers

Chromatic TV Labs, 2:15, 23:10
home demonstrations, 3:15, 4:15, 6:15, 9:15
RCA mass production plans, 5:1, 6:15
Olympic pilot run, 6:15

Hoffman plans, 10:15
Burdine's demonstrations in Miami, 10:15
Raytheon says its No. 2 producer, 10:15
Philco "Apple," 12:1, 38:10
Philadelphia sales, 14:14, 34:14
NARDA says dealers optimistic, 15:15
Sylvania production, 15:15, 18:14
servicing problems cut, 16:16
children may stimulate sales, 17:14
Hazeltine-American Optical projection, 18:14
Montgomery Ward experiments, 18:14
Chicago sales, 19:10
Kansas City sales, 19:13, 34:14, 43:12
Wilmington promotion, 22:9
RCA cuts price to \$495, 23:1
RCA service contract, 23:10
new GE sets, 23:11, 24:16
CBS's Stanton sees little price drop, 24:16
roundup of manufacturers' 1956 plans, 25:10
survey of Minnesota market, 26:13
consumer financing eased, 27:12, 34:1
RCA promotion, 28:9, 30:12
Magnavox plans, 30:12
Telechrome sues Chromatic, 31:8
Iowa study finds price biggest deterrent, 31:8
RCA markups, 32:9
Charlotte sales, 34:14
Dr. DuMont says mass market years off, 34:14
family buys second set, 35:12
Washington, D. C. sales, 35:12
hotel installations, 36:9
no price cuts seen by RCA, 37:11
RCA closed-circuit promotion, 37:14
RCA color caravan, 38:10, 41:9
New York sales, 39:15
Colorado sales, 41:9
WKY-TV contest requires color set, 41:11
'Wall St. Journal' & 'Time' bearish roundups, 42:8
RCA promotion with clothing mfrs., 42:8
Zenith attacks "premature" introduction, 47:9

Station Equipment

stations with live cameras, 1:10, 7:15, 9:15, 20:10, 25:15, 32:11, 34:8, 39:15, 44:9, 47:9, 50:13
Smith, Kline & French mobile unit, 8:13
low-light image orthicon camera, 12:5
DuMont, 7:15, 15:15, 16:9
new optical unit adapts 3-V, 19:13
16mm test film to align monochrome & color cameras, 28:8
Ampex tape recorder, 40:7
Tri-color Tubes
Westinghouse, 2:15, 12:1
Thomas Electronics, 3:15
CBS-Hytron, 12:1
GE, 12:1, 17:14
Raytheon, 13:15
RCA cuts price, 6:13
Sylvania, 20:10
Corning Glass research, 22:9
Zenith rectangular, 26:13
Sylvania, 29:12
CBS stops pilot production of rectangular, 33:10
DuMont, 38:10

COLUMBIA BROADCASTING SYSTEM (CBS)

Extended Market Program, 2:6, 50:6
sponsor's summer lay-off stops, 5:7
financial reports, 6:14, 12:13, 16:17, 32:12
o-&o stations gain, 7:8, 14:6
'Forbes Magazine' story on Stanton, 9:5
Bell Telephone TV network debut, 12:9
'Lincoln-Douglas' debates, 13:16
to expand Hollywood TV City, 22:6
report on stockholders by Pershing & Co., 22:15
primer on "Network Practices," 23:4
educational foundation, 23:5
radio network billings, 31:6
affiliates board meeting, 35:6
Edward R. Murrow resigns as director, 41:5
'Odyssey' series, 41:6
Van Volkenburg resigns, 44:2
talent contracts, roundup, 46:6
radio signing new sponsors, 47:6
all billings up, 47:7, 48:4

COMMUNITY ANTENNA SYSTEMS

Jerrold system purchases, 1:10, 12:16
local originations, 2:8
Comprovision, 2:8, 24:5
new systems, 2:8, 7:9, 19:6
California regulation, 3:8, 22:8
starts in Cedar City, Utah, 7:3
Pocatello public school system, 7:4
'G-Line,' 7:9, 8:9, 22:8, 43:14
Congressional testimony, 9:7
microwaves, 10:5, 22:8, 34:16, 49:4
broadcasters seek regulation, 14:2, 31:14
TV film producers ask extra payment for programs on systems, 17:16
Canadian, 17:16
NCTA convention, 19:6, 24:4
'stripped down' sets used in Raton, N. M., 21:16
Wyoming regulation, 25:16, 26:16
midyear roundup, 28:2
radiation limits set by FCC, 28:8
court ruling on 8% tax, 34:16, 45:6, 48:12
Wausau's system fails to get tall antenna, 36:6
Clarksburg, W. Va., TV Cable financial report, 37:15
Cal. Supreme Court decisions on regulation, 41:14
Utah jurisdiction test, 43:14, 46:16
huying syndicate solicits systems, 47:9, 48:4

CONGRESS

Judiciary subcommittee eyes TV mergers, 3:16, 12:4
bill banning tall towers, 5:3
political broadcasting bills, 5:8, 6:5, 7:5, 8:16, 11:18, 16:10
newspaper discrimination by FCC, 4:8, 5:8, 6:8, 16:18

allocations hearings, 4:2, 6:2, 9:6, 10:5, 13:5, 14:1, 28:4, 29:1
"overcommercialism" questioned, 6:4, 12:8, 13:7
hearings on alcoholic beverage ads, 7:5
all-channel sets sought, 8:2, 13:2
talks more govt. control, 8:3
vhf boosters, 8:9, 18:5
Evins hearings, 11:3, 12:3, 18:5, 20:4, 25:2, 35:3, 39:8, 42:6
study of film producers' TV ownership, 12:4
subscription TV study, 12:4, 15:10, 17:5
option time and "must-buy" attacked by KTTV's Richard Moore, 13:1, 20:4
bill to permit TV at meetings of House committees, 13:8
bill to abolish FCC multiple ownership rule, 16:18, 20:4
bill against foreign fraudulent stock promoters, 16:18, 18:9, 27:14, 28:6
Bricker report on network "monopoly," 17:2, 18:1, 20:4
Sen. Magnuson asks funds to check "bait-switch" ads, 17:7
Senate network hearings, 19:1, 20:3, 21:3, 22:2, 23:4, 24:1, 25:2, 26:7
Bricker says he has not endorsed suppression of networks, 21:4
separate house TV-radio unit set up, 22:6, 25:18
Celler investigation, 26:2, 28:1, 32:4, 33:12, 35:3, 36:4, 37:1, 38:2, 39:2, 40:12, 46:2
Gore study of political broadcast practices, 36:4, 37:7, 47:4
Senate small business committee plans distribution investigation, 42:9
Congress-FCC picture after election, 45:1

EDUCATIONAL TV

Gov. Harriman's N. Y. plans, 2:8
review in 'American Psychologist', 3:15
Pocatello public schools closed-circuit, 7:4
Michigan State U closed-circuit, 7:5
TV-radio college courses, 7:5
TV-taught college credit courses, 7:5
closed-circuit roundups, 10:1, 29:8, 38:4
Skidmore closed-circuit, 10:7
1956 plans, Educational TV & Radio Center, Ann Arbor, 10:18, 20:6, 23:7
Ford Foundation grants, 10:18, 13:16
study halls monitored by TV, 11:12
WQED high school courses for Army, 12:16
Gernsback's "Teleducation" plan to relieve engineer shortage, 13:10
closed-circuit use endorsed by White House Conference on Education, 14:7
U. S. underwrites foreign TV development, 18:3
GPL Philadelphia closed-circuit, 20:16
Hagerstown, Md. pilot closed-circuit school system, 25:1, 26:3, 35:3, 37:10
Brooklyn high school closed-circuit, 25:1
educational shifted from Ch. 3 to Ch. 48, College Station, Tex., 29:4
Los Angeles closed-circuit, 30:14
Storer offers to build & finance TV for U of New Hampshire, 30:14
Dage closed-circuit camera, 33:12
WQED fund drive, 33:12
closed-circuit color, 34:14
teachers fear for jobs, 34:16
N. Y. state closed-circuit experiment, 35:14
educators move to keep reserved channels, 36:3
TV production center in N. Y. to supplement Ann Arbor, 37:10
stations due to start, 38:8, 51:8
FCC denies petition to open educational reservations for commercial use, 39:10
Wilkes-Barre schools use WBRE-TV, 41:6
Schenectady high school closed-circuit, 42:12
NAEB officers, 43:6
effective for teaching typing, 47:14
commercial stations' educational programming surveyed by U. S. Office of Education, 49:4
Penn State U closed-circuit, 49:17
NBC educational programming plan, 50:1, 51:18
Fund for Adult Education merged into parent Ford Foundation, 50:9
WTVS, Detroit, gets equipment gift from WJBK-TV, 50:9
7 radio grants in aid by Educational TV & Radio Center, 52:4

ELECTRONICS, GENERAL, NON-TV

nickel, 1:14
radio-controlled traffic lights, 1:14
engineer shortage, 6:13, 12:15, 17:14, 22:14, 35:12
Electronic Mfrs. Assn. officers, 7:13
Navy 2-megawatt station, 7:13
growth predictions, 10:16, 11:17, 21:15, 24:16, 33:10, 34:13, 41:13, 44:12, 45:13, 51:17, 52:13
Canadian growth, 11:17
Zenith expansion, 12:12
Burroughs buys Electrodata, 12:15
Intercontinental Electronics Corp. formed, 12:15
Armed Forces to increase procurement, 14:15
100 top military contractors, 14:15
Philco's "Audipage" wireless system, 16:16
traffic control, 18:14, 31:12
Aeronautic Systems, Ford subsidiary, 19:14
2500 firms making electronic equipment, 19:14
RCA's Jolliffe urges conservation & development of scientific manpower, 20:14, 25:15
auto makers deeper into defense work, 20:14
Electronics Parts Mfrs. officers, 21:13
"professional electronics" size estimated by Philips, 22:14
British scientists sought by Zenith, 22:14
West Germany's industry, 22:15
watch foreseen by Longines-Wittnauer, 23:14
Electronics Investment Corp., 25:17, 34:15
Sylvania's private network, 26:14

Eitel-McCullough ceramic tube, 27:13
Southern expansion, 27:14
Consolidated Electrodynamics buys Electronic Industries, 27:13
Weather Bureau radar, 31:12
"Uniterm" index of electronic patents, 33:12
RCA electronic printer, 34:13
VORTAC aircraft navigation system, 35:12
GE advertises in Europe for engineers, 35:12
top defense contractors, 35:12
GE heat-resistant components, 37:15
statistics improvement sought by govt., 38:13
new trade publications, 38:13
Bendix electronic carburetor, 39:15
RETMA manpower survey, 43:13
Ling Electronics debentures, 45:12
CAA orders Raytheon long-range radars, 47:13
more small firms eligible for govt. contracts, 49:17
Warehousing ripe for automation, reports 'Fortune', 51:17
hearings on govt. manpower policies, 51:17

EQUIPMENT, TELECASTING

Antennas
WHAS-TV 2000-ft. tower, 3:16, 34:4, 47:3
bill banning tall towers, 5:3
new GE unit ordered by WSM-TV, 10:9
high-tower pact, 10:18, 13:4, 27:4
2 new types reported at IRE, 12:5
KGEO-TV approval, 18:16, 39:16, 46:9
WLWA turned down, 22:16
KTBC-TV approval, 26:16
San Francisco multiple-antenna plans, 32:1, 33:12
WFIL-TV & WRCV-TV plan joint tower, 40:12
WOR-TV tower crash, 45:2, 46:16
WBZ-TV multiple-antenna tower, 45:5
KSWB-TV 1610-ft. tower, 47:2
San Antonio multiple-antenna plans, 47:3
patent on "invisible" tower, 49:18, 50:5
WMT-TV tower collapse, 50:5
Baltimore multiple-antenna plans, 50:5

Cameras
"Camtronic" TV-film system, 3:8
portable "creepy-peepy," 8:15, 12:5
low-light image orthicon, 12:5
"The Giraffe," low-cost camera crane, 20:9
smallest yet developed by Lockheed, 23:14
RCA "micro-mesh" camera tube, 27:13
small units at political conventions, 27:14, 29:14, 30:5, 31:3
converter for changing to slow-scan made by GE, 32:14
Dage camera for educational closed-circuit, 33:12
Electronicam, 35:8, 40:12

Transmitters
RCA 100-watt vhf, 3:8
RCA uhf 4½-megawatt, 7:9
Philco enters field, 9:10
RCA low-band vhf, 14:16, 16:9
low-budget equipment shown at NARTB, 16:9
Canadian GE 400-watt, 16:9
GE meets FCC type acceptance, 19:9
RETMA asks type acceptance of all transmitters, 20:9
automatic TV operation developed by Mechron, 39:10

Miscellaneous
Telemeter 2-pictures-in-one concept, 1:10
talk of N. Y. "Television City," 1:16, 20:7
experimental magnetic sound 16mm film, 6:5
portable microwave relay, 6:13
Visual Electronics expands, 10:9
new RCA midget studio power unit, 12:5
GE automation, 14:8
new method of mapping propagation developed at Ft. Monmouth, 20:9
DX-ing, 25:13
satellites will provide world-wide TV relays, predicts GE's Haviland, 47:7

FEDERAL COMMUNICATIONS COMMISSION (FCC)

McConnaughey's son employed by WJIM-TV, 1:6
L'Heureux Congress liaison, 1:16
budget, 2:8, 10:5, 21:7, 23:6
unlicensed transmitter in wetback case, 4:8
Edward Lamb hearing, 4:16, 6:6, 25:18
bill to end newspaper discrimination, 5:8, 6:8
Comr. Lee attacks shoddy commercials, 7:7
student engineer training program, 7:9
multiple-ownership rule, 9:4, 21:2, 34:2, 36:3, 38:7, 39:16
McConnaughey redesignated chairman, 9:5
network study, 10:5, 20:4, 25:3
Congress probes network influence on FCC, 11:3
dual-city identification rule, 12:8
Congressional resolutions on uhf, 15:2
updates "Part 3" of rules, 15:16
new frequency list, 19:6
Craven appointed, 20:1, 21:7, 23:6, 25:18
WWBZ horse-race case, 22:16, 25:7
unwilling to use cease orders for fraudulent ad practices, 24:7
regional offices dropped, 26:7
higher salaries for engineers, 26:10, 31:4, 33:6
"cash giveaway" policy questioned in WQAM sale, 28:6, 31:7
assignments to govt. interagency boards, 29:5
suspends licenses of 3 KPIX engineers, 30:8
multiple-ownership liberalization frowned on by Justice Dept., 37:2
"hands off programming" advocated by Comr. Craven and Doerfer, 38:14
bias charged to Richfield Reporter radio program, 41:7, 43:14, 44:5

WMEX, Boston, horse race case, 44:14
new rules for low-power devices proposed, 45:13
multiple ownership ruling upheld in denying Storer's purchase of KSLM-TV, Salem, 46:1

FILM, TV—See Movies & TV Film FINANCIAL ACTIVITY, GENERAL

Manufacturing
1955 trading in electronics stocks, 1:15
Group Securities Inc., 3:14, 28:13
Television-Electronics Fund, 5:12, 9:13, 11:16, 18:15, 21:14, 33:11, 46:14
National Securities 1956 forecast, 7:14
Atomic, Electronic & Chemical Fund, 9:14
Electronics Investment Corp., 9:14, 20:14, 44:13, 48:8
Atomic Development Mutual Fund, 9:14, 20:14, 31:13
York sold to Borg-Warner, 14:12
Douglas Roesch sold to Hall-Scott, 14:12
compensation of executives, 14:13, 16:17
smaller TV mfrs. being squeezed out, 20:11, 21:1, 22:10, 27:9
Nucelonic, Chemistry & Electronics Shares Inc., 23:15, 27:12
Keystone Fund S-3, 23:14
business failures among mfrs. up slightly, 24:15
'Fortune' supplement of 500 largest firms, 26:15
favorable midyear forecast by Commerce Secy. Weeks, 27:12
earnings down in second quarter, says 'Wall St. Journal', 32:13
disagreeing that small mfrs. are doomed, Dr. DuMont foresees 3 types, 34:10
mfrs. failures reviewed by Zipsor, 39:13
Nucleonics Chemistry & Electronics Shares, 41:13
decline in earnings of 5 TV-radio mfrs., reported by 'Wall St. Journal', 44:13
Puerto Rican mfrs. profits high, 46:12
more funds for basic research urged in Defense Dept. report, 46:15
Magnecord and Midwestern Instruments Inc. merge, 47:12, 51:14
corporate profits down, reports President's Council of Economic Advisers, 51:16
Francis I. DuPont stock recommendations, 52:12

Telescoping (see also Advertising)
WKBT, La Crosse, Wis., 1:10
Gross Telescoping, 4:5, 12:14, 30:14, 46:14
J. Elroy McCaw's plans, 4:5
Dolph-Petty stock dropped, 4:6
Tele-Broadcasters stock offer, 4:5, 9:10
Transcontinent TV, 5:12
Westinghouse stations sales up, 5:14, 15:7, 48:5
Storer, 6:14, 8:14, 17:15, 24:17, 26:15, 29:13, 35:13, 37:15, 42:11
Consolidated TV & Radio, 8:14, 12:14, 27:12, 41:13
WJR, Detroit, 9:15, 16:17, 23:16, 31:6
WTOB-TV, Winston-Salem, 11:9
KLAS-TV, Las Vegas, 16:6
Rodney D. Chipp's formula for estimating station construction costs, 16:18
network revenues revealed by Bricker, 17:2
DuMont Bcstg. Corp., 18:15, 46:14
WKAQ-TV, San Juan, P.R., 19:9
WPFH, Wilmington, Del., 21:14, 40:11
RKO Teleradio, 24:17, 42:11
Celler reveals network and o-&o financial record for 1953-55, 28:1
DuMont sees bright future for independents, 29:7
FCC reports 1955 revenues-expenses, 30:2
Crowell-Collier, 32:12
WWLP, Springfield, Mass., 37:16, 44:14
network affiliation contracts made public by Celler committee, 38:2, 39:8, 41:1, 43:5, 52:6
Meredith stations, 38:13
Pyramid Productions, 39:14
KRIS-TV, Corpus Christi, Tex., 40:6
Theatrical Interests Plan Inc. stock offer, 44:12
National Telefilm Assoc., 45:8, 51:16
network participation in package shows, 46:2
WBRE-TV, Wilkes-Barre, Pa., 48:12
average station profit margin 8%, reports NARTB, 49:18
WATV, Newark, N. J., 52:6
KFSD-TV, San Diego, Cal., 52:8

FINANCIAL REPORTS — see individual manufacturers and networks

FM (Frequency Modulation) BROADCASTING
KNBC-FM independent programming, 11:18
remote control rule, 15:16
broadcasters organize to prevent encroachment on band, 21:6, 24:7
background music for subscribers via multiplex subject to 8% tax, 44:14
total stations and applications, 51:2

FOREIGN TV
roundup, 1:2
Addis Ababa demonstration, 2:16
Germany, 3:14, 16:12, 22:15, 31:14, 41:8
Argentina, 5:7
Russia, 7:5, 7:12, 12:16, 14:14, 34:12, 40:12, 43:14, 47:11
Finland, 7:12, 34:16, 51:7
overscans market potential, 6:12
Philips, 8:14, 22:1
Portugal, 4:16, 20:9, 38:8
Eurovision, 4:16, 10:18
Venezuela, 9:16, 27:13, 36:12
Japan, 10:13, 23:7, 27:11, 30:7, 31:4, 46:13
experts study U. S. color, 10:14, 23:10
network connection with Cuba, 12:5
"scatter" potential, 12:15, 14:16
Italy, 13:16
U. S. exports, 15:12

Australia, 16:11, 17:10, 18:5, 27:14, 32:14, 41:14, 42:12, 45:14, 47:14
 Cuba, 16:12
 Iraq, 17:9
 U. S. underwrites educational TV, 18:3
 Hungary, 18:5
 Guatemala, 20:9
 El Salvador, 20:9, 26:10, 34:8
 "Report from America" success on BBC, 20:15
 Philips dominates European set market, 22:1
 Hong Kong, 22:8
 France, 22:16
 Spain: 22:16, 45:14
 long distance via sun spots, 24:18
 Korea, 25:16
 Columbia, 27:14
 Sweden, 27:14
 U. S. delegation to CCIR, 29:6
 roundup of world TV stations & sets-in-use, 31:5
 Syria, 34:16
 Nicaragua, 35:9
 Afghanistan, 35:14
 China, 36:14, 41:8, 52:5
 uhf in Europe, 41:8
 Turkey, 41:8
 Brazil, 41:14
 trade fairs, 43:13, 48:4, 51:7
 world-wide relays via satellites predicted by GE's Haviland, 47:7
 RCA sponsoring "Premier Theatre" in 14 Latin American countries, 49:10
 Luxembourg, 51:5

Britain
 picture quality, 1:5
 Independent TV Authority, 3:16, 32:14
 battery sets, 4:12, 27:11
 new stations, 6:7, 8:16, 17:9, 45:14
 TV down payment 50%, 7:12
 U. S. programs, 9:16, 10:4, 13:7, 14:8, 20:8
 commercial revenues, 10:8, 19:8, 40:7, 47:14
 quiz shows, 12:7, 46:10
 Sir Ian Jacob defends BBC, 12:16
 TV inroads on radio, 13:16
 world's oldest TV studio replaced by Crystal Palace, 15:6
 top sponsors, 15:7
 color, 13:9, 16:16, 22:9, 36:9, 43:8
 set totals, 23:5, 27:14
 Scotland ITA program contractor, 24:18
 BBC officials, 18:5, 26:5, 28:4
 films feel TV pinch, 29:9, 41.8
 rate card chart, 29:8
 NBC drops plan to buy 5% of Wales & West TV, 44:14
 prostitution documentary show, 46:16, 50:14
 BBC to show old movies, 47:14
 ban lifted on public issues discussion, 51:7, 52:5

Canada
 Dunton describes growth, 2:8
 CBC budget, 5:14, 27:7
 set sales, 7:12, 29:12, 36:7
 drop of 15% excise advocated, 7:12
 CKLW-TV sale, 9:16
 color, 10:18, 13:9
 limit on alien broadcasting ownership, 14:9
 Kamloops booster shut, 17:5
 CBC-TV service costs, 17:16, 30:7
 hearings on ending CBC policy of one station per city, 19:8, 23:5
 TV applicants, 21:10, 26:10
 CBLT shifts to Ch. 6, 35:9, 36:6
 networks service extended westward, 37:7, 38:8
 CPs granted, 44:7

Mexico
 XEFE-TV, Nuevo Laredo, 2:9
 Guadalajara, 10:18, 24:11
 XEWA-TV, Queretaro, 26:16
 new stations planned, 47:14

HOME LIFE, TV'S IMPACT ON
 (see also Surveys)
 religious group TV series, sponsorships, 2:7
 viewers wear out furniture, 3:14
 man shot by wife wanting big screen, 7:12
 blamed for children's tooth decay, 11:18
 British miners start work earlier to permit more TV viewing, 13:16
 children may stimulate color set sales, 17:14
 American Optometric Assn. suggests lighting & viewing for TV, 18:10
 housewives want room away from TV, 18:10
 TV benefits mental patients, 18:16
 N. Y. family cuts TV for week, 19:9
 childbirth scenes on 'Medic', 21:16
 study of French "Tele-Cluhs" by UNESCO, 22:16
 circus demise blamed by TV, 24:10
 BBDO studies children's influence on family buying & entertainment, 30:6
 kiddie shows sell adult products, Advertest finds, 31:6
 Bell Labs "Picture Phone," 34:3, 36:14
 installment sales to Miss. prisoners, 34:11
 TV may help eyesight, physician says, 39:16
 interest in art promoted by quiz shows, 45:6
 rental limousines equipped with TV in London, 45:12
 TV fosters mental lethargy, according to psychiatrist, 45:14
 WSYR bans Elvis Presley records, 47:14
 closed-circuit in VA hospital, 51:9

INDUSTRIAL TV
 police TV net planned, 5:14, 7:13, 27:1
 GPL airborne camera, 8:15
 N. Y. traffic study, 10:16
 merchandise control by Filene store, 10:16
 Data-Vision, 12:16, 14:15
 Vienna Opera closing, 15:16

roundups, 17:10, 19:14, 24:18, 39:4
 color in plutonium plant, 20:10
 hotel closed-circuit, 20:16, 23:14
 proposed for GM stockholders meeting, 20:16
 "Closed-Circuit & Industrial TV" textbook, 20:16
 shopping via TV, 23:3, 24:18, 27:14
 BBDO closed-circuit, 27:8
 underwater TV article in 'Journal of the SMPTE', 27:13
 RCA low-light image orthicon, 29:14
 heart operation, 31:12
 curbside banking, 32:14, 33:12
 "Picture Phone" experiment by Bell Labs, 34:3
 CAA air traffic control system in N. Y., 34:16
 race track, 34:16
 St. Lawrence dam construction, 35:14
 Philco plant entrances "guarded," 35:14
 checks roulette in Las Vegas, 35:14
 portable speed meter made by Admiral, 37:15
 Lincoln & Holland tunnel traffic control, 38:8
 GE enters closed-circuit field, 38:14, 48:11
 American Airlines' arrivals & departures, 39:15
 Brookhaven Lab, 43:13
 dept. store stock control, 45:13
 underwater TV used to clear Suez Canal, 47:13
 GE uses for training servicemen, 47:13
 \$2,750,000 in closed circuit equipment sold in 1956, 52:2

INSTITUTE OF RADIO ENGINEERS (IRE)
 officers, 2:12, 46:15
 awards, 7:6, 46:15
 convention, 11:17, 12:5, 12:15
 Pittsburgh meeting, 25:16
 fall symposium, 34:8
 fellows, 47:13

LABOR—see Unions

MERCHANDISING, TV RECEIVER
 (see also Color)
 replacement and second-set sales, 2:10, 24:14, 26:11, 37:14
 Chicago marts, 2:10
 NARDA convention, 3:12
 FTC trade practice rules, 5:11, 10:11, 13:12, 14:11, 15:13, 17:12, 18:12, 19:11, 24:13, 34:10
 Federal Reserve Board sees another peak year, 11:14
 Sylvania dealer set insurance plan, 11:15
 tighter financing, 12:13, 18:12
 discount house suit dismissed, 13:13
 FTC probes Emerson merchandising, 17:13, 34:11
 Politz 1956 U. S. market survey in 'Look', 18:13
 Bernsohn questions factory-controlled distribution, 19:11
 discount operations report by NYU, 20:12
 growth of consumer market in 'Survey of Current Business', 21:12
 roundup of comments on economic softening, 22:10
 auto installations, 22:14
 lower color price seen affecting black-&-white sales, 23:11
 use of Ed Sullivan name by Buffalo dealer curtailed by N. Y. Supreme Court, 23:14
 NARDA annual survey of members' problems, predictions, etc., 24:13
 NAED officers, 24:14
 consumer buying report by U of Michigan, 25:11
 new annual set lines unnecessary, says Cramer, 25:13
 bills limiting mfrs. to one price for all dealers opposed by RETMA, 26:11
 Davega sales, 29:13, 30:10, 45:12
 dealer failures, 29:13, 39:12, 43:10, 47:11, 51:15
 1955 consumer expenditures for TV-radio & records, 30:7
 roundup on improving receiver sales, 30:9
 TV's own annual showing suggested by Hotpoint, 30:10
 hi-fi outdraws TV at NAMM show, 30:11
 political conventions help sales, 31:9, 35:7
 NARDA management institute, 31:11, 32:10, 33:9
 distribution changes foreseen, 32:8
 sets sold by supermarkets & drug stores, 33:8, 34:10
 National TV Week, 33:8, 37:14
 D. C. distributor shakeup, 33:11, 35:11
 radio set sales boom, an analysis, 35:1
 tube prices up, 34:9, 35:10
 prisoners in Miss. buy on installment plan, 34:11
 full-line theory disputed by Packard-Bell, 34:15
 jewelry & non-appliance stores selling portable TVs, 35:11
 dept. stores meeting discount prices, reports 'Journal of Commerce', 36:12
 5-year growth of U. S. households, Census projection, 36:14
 premiums, 37:13
 set ownership & viewing habits in Los Angeles, ABC survey, 38:14
 major appliance sales off, 40:9
 Senate small business committee plans distribution investigation, 42:9, 46:12
 E. J. Korvette chain, 42:11
 reports on viewing habits & teen market, 42:12
 inventories, 43:9, 50:11, 51:13
 FTC plans probe of appliance merchandising, 43:9
 foreign trade fair roundup, 43:13
 hotel TV roundup, 44:3
 Crosley-Bendix distributors going to others, 44:10, 45:9, 49:15
 appliance sales trends shown by Sylvania dealer panel, 44:12
 dime store TV merchandising, 45:11
 trade-ins, 46:12
 higher appliance prices needed, says Cordiner, 46:13

average price drops, 47:10
 higher prices needed, say set makers, 48:9
 Atlanta Walgreen drug stores sell portables, 48:11
 Sen. Humphrey plans distribution study, 49:14
 new features needed, says Hoffman, 49:15
 17-in. portables to be emphasized in 1957, 50:11
 Europe needs quality, economical set, says Snyder, 50:12
 NEMA reviews year's appliance sales, 51:14
 E. J. Korvette discount chain, 51:16

MILITARY USE OF TV
 AFCEA convention, 4:13, 7:13
 closed-circuit in Army signal school, 8:7
 portable "creepy-peepy," 8:15
 airborne TV systems, 10:16, 19:14, 24:18, 37:9
 AFCEA officers, 22:13
 armed forces TV stations, 22:16, 32:14, 45:5, 46:4, 51:14, 52:14
 air bases linked, 24:18
 Navy buys portable underwater TVs, 25:14
 using WQED kines, 25:16
 close view of weapons firing, 26:14, 30:14
 "Wamoscope," 34:13

MOBILIZATION
 SAGE system, 3:13
 Telecommunications Advisory Board, 17:10, 18:14
 Coneirad test alert, 21:7, 23:6, 28:4, 29:14
 RCA Coneirad radio, 36:13
 Civil Defense Week, 36:14
 industry-Govt. meetings on mobilization requirements, 43:13
 NEAR, new home warning system, 49:17

MONOPOLY—see Anti-Trust

MOVIE & TV FILM
 adapting features for TV, 4:9
 NARTB hits free movie plugs, 5:6
 20th Century & Warner lose on TV shows, 5:6
 Official Films buy Four Star, 6:7
 1955 film commercials worth \$25,000,000, 7:7
 TV plugs hurt movie attendance, says Sindlinger, 7:7
 Hal Roach Jr. buys 50% of Vitapix, 7:16
 TV plays sold to movies, 8:8, 10:7, 11:9, 12:7, 18:9, 20:8
 Bankers Trust top financier, 9:7
 RKO's first TV film series, 10:7
 "Territorial exclusivity" rule for TV film proposed by WMUR-TV, 10:7
 Richard III premiere, 11:4, 12:7, 13:7
 first-runs vs. network shows, 11:9
 features now available unsuitable, says Ziv, 13:5
 feature-length trend of TV film, 13:7
 "King Kong" back to theatres, 13:7
 Electronicam, 13:8, 16:7
 TV films should have movies' code seal, says Senate juvenile delinquency committee, 13:10
 film use declines slightly, 14:5
 Jerry Fairbanks buys TV Spots Inc., 16:7
 movie-produced TV shows hurt theatres, says Sindlinger, 17:8
 TV Inc. film buyer, 17:9
 magnetic sound standards, 18:15
 NTA buys UM&M film distributor, 19:16
 control of Warner Bros. sold, 19:16
 movie clips opposed by north central movie group, 21:9
 "Jack & the Beanstalk" to go to Broadway & movies, 21:9
 Republic Pictures sale discussed, 21:14, 23:15, 35:9
 MGM's TV plans, 25:4
 NARTB amends code to admit film producers, 25:9, 32:7
 NTA film network, 25:9, 26:9, 37:3, 38:5, 39:16, 41:2, 43:3, 44:9, 46:3, 47:14
 'Billboard' reports on film networks, 26:9
 feature film programming estimate by Screen Gems, 27:7
 9 majors to produce 80% of TV films, reports 'Billboard', 28:5
 "Wizard of Oz" sold to CBS, 30:5
 banks sponsoring syndicated film, 30:6
 roundup of TV as material & talent source, 31:7
 local film equals 31% of station time, says NARTB, 31:7
 SPG & NSTP merge, 31:7
 MGM call letters hassle in Minneapolis, 34:4
 TV ownership by movie makers, roundup, 35:9
 TV effect on movie production, 35:9
 NTA affiliation contract questioned, 38:5, 39:16
 AB-PT movie production, 38:5
 Transfilm Inc. feature production, 38:10
 big advertisers seeking feature film sponsorships, 39:7, 46:2
 Warner Bros. to expand TV film, 39:7
 feature films replace live programs in big markets, 41:3
 SMPTE officers, 41:5
 feature film ratings, 42:2, 43:4, 45:8, 50:14
 20th Century-Fox buys into NTA Film Network, 43:3, 44:9
 syndicate films not affected by new features, says NBC's Kever, 43:8
 release of post-1948 features sought, 37:10, 45:8, 48:12, 51:2
 Ziv "Economee TV" reruns, 45:14, 47:14
 NBC sued by Roach for unauthorized use of "Our Gang" and Charlie Chase comedies, 45:14
 station-owned movie buying group, 47:3
 ABC-Warner pact for TV film production, 47:3
 Hazel Bishop-Matty Fox time-for-film barter, 47:14
 more contrast for TV needed by some features, says WBC's Bowley, 48:12
 Desilu and Ziv increasing production, 52:7

Movie Backlogs to TV
 RKO, 1:3, 4:9, 10:7, 16:7, 31:7
 Paramount shorts to UM&M, 1:3

Republic, 2:2
boxscore on movies-to-TV deals, 2:3
Warner, 4:9, 5:6, 7:7, 9:3, 10:7, 16:7, 24:10, 30:5
Universal, 5:6, 27:7
NTA's Selznick package, 7:7
Columbia, 7:7, 12:7, 21:9, 32:7
MGM, 9:3, 10:7, 23:7, 25:4, 32:7, 33:2, 34:4, 36:6, 38:10, 46:3
20th Century-Fox, 9:4, 16:7, 18:9, 20:16
Paramount, 23:7, 37:10
United Artists, 27:7, 32:7, 37:10
Pathe newsreels to TV as it quits, 30:5, 37:10
Sam Goldwyn, 34:4
union negotiations on post-1948 features, 37:10, 48:12, 51:2
Walter Lantz cartoons, 37:10

Film Producers' Financial Reports

Disney, 2:14, 21:14, 29:14, 32:13, 35:13
Loew's, 3:14, 29:13
Universal, 5:12
RKO, 7:14
Columbia, 8:15, 22:15, 41:13, 48:8
Warner Bros., 8:15, 22:15, 32:13
Paramount, 20:15, 23:15, 32:13, 45:12
Guild Films, 20:15
Technicolor, 31:13
movie stock is poor buy, reports 'Magazine of Wall Street', 32:13
20th Century-Fox, 35:13, 48:8
Famous Players (Canada), 39:14
'Billboard' sees tight money threatening small TV film producers, 40:8
Republic Pictures, 41:13
Disney stock offer, 43:12
RKO Teledirect Pictures, 44:13
Official Films, 47:12

MUSIC AGENCIES

ASCAP & BMI sued by Life Music, 2:8
Celler hearings, 38:2

MUTUAL BROADCASTING SYSTEM (MBS)

guaranteed cost-per-thousand, 7:8
grants Democrats equal time, 10:18
'Time' profile on Thomas F. O'Neil, 28:5
new affiliation contract, 35:6
closer tieup with RKO Radio Pictures, 40:7

NATIONAL ASSN. OF RADIO & TV BROADCASTERS (NARTB)

standard TV film contract, 2:7
admits film producers & distributors to code, 4:8, 25:9
calls uhf translators impractical, 5:5
sets-in-use census plans, 5:14, 44:14
"Political Broadcast Catechism," 10:18
bait-&-switch action, 12:8
freedom of information program, 13:16
to publicize TV Code, 15:16
Chicago convention, 16:2
board members, 16:18, 25:8
named to Washington Airspace Panel, 19:8
board meetings, 21:16
1957 convention, 32:6, 36:14
regional meetings, 33:4
cracks down on code violators, 37:6, 38:14, 41:14, 52:14
group life insurance plan, 40:12
petition for sign-on and sign-off turned down, 47:14
name change to NAB urged, 49:18

NATIONAL BROADCASTING CO. (NBC)

o-&-o stations' sales, 2:6
"Window" dept. store show, 4:7
ballet, 7:7
ColorTown study, 9:15
"institutional" spectaculars, 10:8
Rumanian protest on show turned down, 11:6
sued in Ohio over "debt pool" program, 11:6
"Today," "Home" & "Tonight" grosses, 11:8, 12:9, 32:7
right to privacy suit dismissed, 12:7
sells time to Billy Graham, 13:16
Program Extension Plan, 15:9
signs up Talent Assoc. Ltd., 19:16
reply to Dick Moore's charges, 21:3
buys half of Figaro Inc., 22:6
network income 1947-55, 24:6
Kagran Corp, renamed California National Productions Inc., 30:5
Martin & Lewis and Paramount sue, 33:12
Weaver resigns, 35:1
top year for spot radio predicted in 1956, 37:8
International Operations unit formed, 39:16
dedicates WBUF, Buffalo, 41:6
Kintner joins as exec. v.p., 44:2
shortens magazine-type programs, 44:14
drops plan to buy 5% of Wales & West TV, Britain, 44:14
new radio programming plan, 45:6
sued by Hal Roach on "Our Gang" and Charlie Chase films, 45:14
talent contracts roundup, 46:6
new morning program scheduled, 46:7
"Tonight" format changes, 47:6
"Jack & the Beanstalk" kudos, 47:6
Martin & Lewis contract, 47:6
30th anniversary, 47:9
radio signs \$7,000,000 in advertising, 52:8

NETWORKS, Coaxial-Microwave Facilities

AT&T brochure defends rates, 1:10
private microwaves, 8:9, 9:10, 21:10, 30:8, 38:9
over-horizon hop to Cuba, 12:6
"scatter," 12:15, 14:16, 25:16, 37:15
FCC asks comments on allocations for uhf scatter service, 19:8, 26:16, 27:14
Bolger urges investigation of AT&T, 29:8

mobile microwave towers used for "Wide World," 36:6
European pickups, 36:7, 43:4
Canadian network extended, 37:7, 38:7
TV relay in earth satellite proposed by Asst. Defense Secy. C. C. Furnas, 39:10
AT&T vs. community antenna operators, 49:4
British attempt U. S. pickup, 50:5

NEW STATIONS ON AIR

KHAD-TV, Laredo, Tex., 1:9
CKGN-TV, North Bay, Ont., 1:9
KBST-TV, Big Spring, Tex., 2:9
WSAV-TV, Savannah, Ga., 3:8
KHPL-TV, Hayes Center, Neb., 3:8, 6:9
KRMA-TV, Denver, Colo., 3:8
KPAR-TV, Sweetwater, Tex., 4:16
KPIC, Roseburg, Ore., 7:9
WDMJ-TV, Marquette, Mich., 12:5
WAST, Hagaman, N. Y., 12:5
KSHO-TV, Las Vegas, Nev., 13:9
KETA, Oklahoma City, Okla., 14:9
WRVA-TV, Richmond, Va., 16:6
WSPA-TV, Spartanburg, S. C., 17:9
WITI-TV, Milwaukee, Wis., 17:9
WTVE, Elmira, N. Y. resumes, 18:8
WRGP-TV, Chattanooga, Tenn., 18:8
KDWI-TV, Tucson, Ariz., 18:8
KFRE-TV, Fresno, Cal., 19:6
KRIS-TV, Corpus Christi, Tex., 19:6
roundup, 20:9
WDAM-TV, Hattiesburg, Miss., 21:10
WESH-TV, Daytona Beach, Fla., 22:7
WCBI-TV, Columbus, Miss., 23:9
WTRI, Albany, resumes, 24:11
WKNO-TV, Memphis, Tenn., 24:11
CFYC-TV, Charlottesville, P.E.I., 25:6
WISC-TV, Madison, Wis., 26:10
CFCL-TV, Timmins, Ont., 26:10
WKCT, Miami, Fla., 28:9
KVIP, Redding, Cal., 30:8
KUAM-TV, Agana, Guam, 30:8
WBIR-TV, Knoxville, Tenn., 31:4
CHLT-TV, Sherbrooke, Que., 31:4
WCYB-TV, Bristol, Va.-Tenn., 32:5
KOTI, Klamath Falls, Ore., 32:5
KVSO-TV, Ardmore, Okla., 32:5
WAIQ, Andalusia, Ala., 32:5
KILT, El Paso, Tex., 33:6
WTWV, Evansville, Ind., 34:8, 47:7
KFXJ-TV, Montrose, Colo., 34:8
KAVE-TV, Carlsbad, N. M., 34:8
WSYE-TV, Elmira, N. Y., 37:9
KDIX-TV, Dickinson, N. D., 39:8
KSIX-TV, Corpus Christi, Tex., 40:6
WAGM-TV, Presque Isle, Me., 41:8
WHYY-TV, Philadelphia, Pa., 42:7, 47:8
KGW-TV, Portland, Ore., 46:9
WRAL-TV, Raleigh, N. C., 48:7
KNAC-TV, Ft. Smith, Ark., 48:7
KICA-TV, Clovis, N. M., 48:7
CHEK-TV, Victoria, B. C., 48:7

Stations Off Air

KANG-TV, Waco, Tex., 1:9
WJPB-TV, Fairmont, W. Va., 2:9
WCOS-TV, Columbia, S. C., 3:8
WMGT, Adams, Mass., 9:10
WIRK-TV, W. Palm Beach, 11:12
WTAO-TV, Cambridge, Mass., 11:12, 13:5
WGVL, Greenville, S. C., 17:9
WICA-TV, Ashtabula, O., 23:9
WKNY-TV, Kingston, N. Y., 30:8
KBMT, Beaumont, Tex., 30:8
WHUM-TV, Reading, Pa., 36:8, 37:9
WNOV-TV, York, Pa., 39:8

NEWSPAPERS, TV'S IMPACT ON

(see also Surveys)

newspapers vs. TV, 4:4, 7:3, 20:15
more space to TV, 4:4
TV editors, 4:4
court rule on FCC ownership policy, 4:8
advertising-circulation record, 4:8, 9:9
'Birmingham News' sale to Newhouse, 4:8
Detroit strike effects, 11:8, 51:12
TV supplements, 12:16, 37:7, 43:14, 46:16
TV impact on magazine growth, 32:2
'Orlando Sentinel-Star' answer to TV, 36:9
Cleveland newspaper strike, 45:6, 48:4
Hearst plans newspaper spectacular, 47:6
TVB media policies defended, 48:12
telephone news service in Montgomery, 51:18
1954 newspaper revenues, 52:14
Cleveland's TV-radio editors forced to return color sets, 52:14

PATENTS (see also Anti-Trust)

RCA-Zenith case, 7:11, 25:13, 42:11
Justice Dept. suit against RCA, 8:12, 9:1
Small Business Administration field offices list free AT&T & IBM patents, 20:14
Motorola & Sentinel sued by Mrs. Esther Armstrong, 24:14
"Unitcrn" index of electronic patents, 33:12
Hazeltime wins suit against Avco, 41:12
Owens-Illinois and Kimble Glass sued by Transmirra Products, 45:11

POLITICS

ABC special unit, 1:7
equal-time rule, 1:16, 9:3, 11:18, 13:16, 14:4, 15:9, 19:16, 22:16, 24:7, 27:7, 42:12, 43:14, 44:5, 45:2, 51:12
CBS reporting team, 3:4
GOP closed-circuit rally, 3:6
UAW indictment dismissed, 5:14, 17:16
get-out-the-vote campaign, 8:7
accreditation at convention, 8:7
sponsors of convention & election, 4:7, 11:8
GOP convention code, 4:7
campaign adv. agencies, 4:9, 36:7

GOP plans, 9:3, 17:7, 18:8
Democratic plans, 9:3, 18:8
ABC handbook, 9:9
NARTB 'Political Broadcast Catechism', 10:18
ABC cuts political rates, 14:5
newspaper coverage needed, says Amberg of 'St. Louis Globe-Democrat', 17:7
Kefauver criticizes Stevenson for representing RCA in Zenith anti-trust suit, 21:15
new Democratic convention mgr., 23:6
roundup of campaign plans, 25:18
U of Mich. study of mass media's influence in 1952 campaign, 29:6
"Pick the Winner" sponsored by Westinghouse, 29:7
Boston educational TV to carry convention, 29:8
reservations for network time, 31:6
WQED request to carry conventions with advertising, 31:14, 32:4
AT&T convention facilities, 31:14
\$100,000,000 expended for all media for campaigns, reports 'Printers' Ink', 32:7
convention, 33:4, 34:4, 35:7, 38:9, 39:10, 40:12
'Let's Vote, Neighbor', NARTB booklet, 34:7
TV effectiveness, 38:9, 44:1, 52:5
Eisenhower's TV schedule increased, 39:10
electronic computers election night, 40:12, 43:7
network expenditures by major parties, 41:9
Democrats' cash shortage cuts TV use, 43:7
coverage of election returns, 45:5, 49:8

PREDICTIONS

'Parade', \$100 portable, 1:10
National Securities, TV output, 7:14
NBC, 1957-60 color time sales, 8:13
Baker, color potential, 8:13
Abrams, projection TV, 4:15
Folsom, \$18 billion electronic sales by 1964, 10:16
Kintner, 4,000,000 color sets by 1957, 11:17
RCA, color tape by 1957, 12:14
O'Neil, trend to film, 16:11
Parris, color impact on parts sales, 17:14
electronics will be \$18-22 billion business in 1965, predict financial analysts, 21:15
Gorin, 12,000,000 color sets by 1960, 21:16
Watts, electronic growth, 33:10
Gernsback, tiny TV sets, 36:9
Mitchell, TV in 1975, 38:12
Sarnoff looks 20 years ahead at 50th anniversary, 39:1
Hal Roach, "magazine" programming, 41:6
Hotpoint, 10-year growth, 41:12
Baker, true portable, set sales, closed-circuit, etc., 42:10
Shockley, translator growth, 43:1
Mitchell electronics \$22 billion industry in 10 years, 44:12
big electronics future predicted at regional convention of security analysts, 45:13
Secret, 7,000,000 sets in 1957, 49:15
'Television Digest', industry in 1957, 52:2
authorities predict all but home TV breaking records in 1957, 52:13

PROFITS, TV STATION

(see Financial Activity)

PROGRAMS & PRODUCTION

(see also individual networks)

ARB overnight rating service, 1:7
repeats, 2:7, 14:8, 15:7, 16:12, 18:4, 19:9, 22:6, 31:7, 42:7
equal access to legislative hearings and court trials debated, 2:16
WABD "tune in anytime" movie, 4:7
Los Angeles perjury trial televised, 4:16
quiz shows, 7:7, 9:7, 12:7, 13:16, 17:8, 25:6, 29:9, 44:7
NBC "Window," 4:7
Al Ettore fight film suit, 4:8, 19:16
Colorado drops courtroom ban, 9:7
National Council of Churches plans, 10:18
sponsored religious shows, 11:8, 13:16, 15:9, 22:5, 24:7
network changes next season, 12:7, 48:4, 49:8
networks back legitimate shows, 12:7, 20:7, 39:7, 44:4, 49:8
Dr. Goldsmith's rating system, 12:7
Catholic Legion of Decency code, 12:16
opera telecast by KDKA-TV, 13:7
Mickey Mouse Club, 13:7
Pulse overnight ratings, 13:7
NARTB's program for TV-radio coverage of courts, etc., 13:16
"TV code" proposed by west coast groups, 14:16
GE's automatic TV programmer, 16:9
NBC cuts down movie plugs, 17:8
'Wall Street Journal' report on FCC-plug salesmen, 17:8
TAB audience measurement, 17:10
Robert Sarnoff asks for equal access of TV to public events, 17:10
R.I. bill banning TV-radio from courts & legislature protested by NARTB, 18:16, 19:16
film producers offered affiliate subscription to TV code, 19:4, 25:9
"Play Marko" ruled lottery, 21:16
public service programming costs estimated by 'Television Age', 23:5, 38:6
outside sources for network shows, 24:10
New York City "code of cooperation," 25:18
TV industry private wire communications system, 26:16
"Press Conference," 27:3, 28:6
Catholic program survey, 27:14
N. Y. survey of Spanish-speaking preferences, 29:7
NAFBRRAT report on children's programs, 29:9
Poll-O-Meter, 30:14
KDUB-TV, Lubbock, films district court trial, 33:12
Catholic "TV Parish of the Air," 34:7

Teleprompter, 35:13, 37:15
summer viewing half of early spring, reports
ARB, 36:6
daytime viewing, 37:10, 44:14, 45:6
recorded program identification rules relaxed by
FCC, 40:6
Roach sees "magazine concept" seen extended to
all TV, 41:6
Margaret Sullivan cancels out of "Studio One,"
41:6
National Audience Board finds public likes cur-
rent shows, disagreeing with critics, 41:7
NBC & CBS operations reported in 'Harper'
series, 43:4
Jack Gould criticizes networks for lack of UN
coverage in crisis, 44:5
ad agencies returning to driver's seat, 44:7
season's new programs attacked by 'Variety' and
'Billboard', 45:8
ad agencies should become co-producers, says
BBDO pres. Duffy, 46:2
"dull" programming charges refuted by Robert
Sarnoff, 46:10
NBC comedy writing project, 46:10
TV newscasts' future "unlimited," says Mickel-
son, 46:10
need for network programming outlined by Van
Volkenburg, 46:16
KABC-TV drops regular news programs, 47:6
Folger's coffee quiz investigation, 48:12, 51:11
Sylvania's "standby" sponsorship for crucial spot
news, 49:6
Gov. Long bans use of TV-radio at press con-
ference, 49:10
Toots Shor suit against Billingsley, 49:18
mortality of network programs, 51:11
N. Y. City Council ban, 51:18
"Martin Luther" film cancelled by WGN-TV,
51:18
San Diego court bans stenographic reporting by
KFMB-TV, 52:14
TV film impounded as "evidence" in Miami kill-
ing, 52:14

Awards

'Radio TV-Radio Daily' poll, 1:7
'Tide', 2:5
National Assn. for Better Radio & TV, 7:5
Freedoms Foundation, 8:8
Overseas Press Club, 10:6, 14:16
George Polk, 11:6
Alfred I. duPont, 11:18
Ohio Educational Assn., 12:7
Emmy, 12:16
Peabody, 15:9
Sigma Delta Chi, 16:10
'Mike', 16:12
Ohio State U., 16:12
'Variety', 16:12
TV hall of fame may replace awards, 17:8, 21:9
Hamilton, 18:6
Alfred P. Sloan, 20:15
"National TV Festival Week" suggested to re-
place Emmy awards, 21:16, 23:7
Westinghouse's "Lamp of Knowledge," 23:7
Robert E. Sherwood, 25:18
School Bell, 27:7
'Billboard', 27:8
Golden Mike, 36:7
NBC "President's Award," 41:6
Kraft TV Theatre, 46:10
Christopher, 47:5
National Assn. of Mental Health, 48:6
Sylvania, 49:6
Edison Foundation, 50:14
Reserve Officers Assn., 51:11
'Look', 52:8

PUBLICATIONS

'Printers' Ink' changes, 42:5
'Broadcasting-Teletesting' 25th anniversary, 42:5
'Electronic News', 43:13
'Collier's' and 'Woman's Home Companion'
cease publication, 50:4, 51:3 & 4
McCall Corp. cuts dividend, 51:16
TV-electronics 'Who's Who', 52:1
'Town Journal' ceases, 52:14

RADIO-ELECTRONICS-TELEVISION MFRS. ASSN. (RETMA)

Capt. Bernstein joins military electronics, 2:12
Voice of Democracy contest, 4:12
Canadian RETMA officers, 9:13
to decide on seal for sets meeting FCC stand-
ards, 10:12, 11:13
recapitulates TV shipments for 10 years, 10:13
medal of honor, 11:14, 24:12
defines automation, 17:13
convention, 22:14, 24:12
officers, 24:14
committee appointments, 33:8, 34:12
fall radio meeting, 36:13
marketing data dept., 42:10
manpower survey for Defense Dept., 43:13
crackdown on counterfeit tube racket, 48:11

RECEIVER INSTALLATION & SERVICING

N. Y. service dealers sentenced, 7:12
N. Y. servicemen's code, 8:12
"Expo I.R.I.S." antenna, 16:15
majority of set owners satisfied, 20:11
NARDA plans study of dealer attitude on sales
& warranty policies, 21:13
GE factory service, 22:14, 31:11, 34:9, 36:10
NATESA convention, 24:15
\$12,000,000 industry, says Census Bureau, 25:13
"venetian blind" interference eliminator, 25:13
Standard Coll new current tuner, 26:14
Philco drive on worn-out tubes, 32:10
licensing servicemen is local problem, says
Moch, 32:11

interference caused by electric heating pads in
Canada, 33:10
Philco factory service, 35:10, 36:11
Westinghouse studying factory service, 36:11
NARDA seeks clarification on factory servicing
policies, 36:10, 37:11, 40:11, 43:11
Sylvania staying out of servicing, 38:12, 45:11,
49:15
NATESA view of factory servicing, 38:12, 39:12,
43:11
Pa. servicemen oppose factory service, 39:12
tube counterfeiting investigated in Bronx, 43:10
TV-radio repair shops, 1954 census, 44:12
counterfeit tube crackdown backed by RETMA,
48:11, 49:15
bill to license servicemen in Ill., 52:11

RECEIVER PRODUCTION

(see also individual manufacturers, color,
merchandising, etc.)
Mansfield estimates scrapage, sets-in-use, 1:1
picture quality, 1:4
compared with auto output, 1:13, 4:12
"Preview" motel swindle, 1:13
Senate Small Business Committee report on full
line "domination," 2:11
excise tax, 2:13, 11:2
U. S. vs. others, 5:8
1955 production, 5:10
trend to lightweight 14-in. & smaller screen
"personal" sets, 6:10, 7:10, 9:11, 11:13, 12:10,
15:11, 16:14, 17:11, 21:11
tinkertoy, 4:10, 9:12, 23:12
RETMA recaps 10 year shipments, 10:13
RETMA seal for sets conforming to FCC stand-
ards, 10:12, 11:13
FCC certification rules postponed, 17:13
plant vacations, 18:13, 19:12
Greenebaum estimates production of top 10,
20:12, 21:13
private label about 10% of 1955 total, 21:12
nickel under govt. control, 26:14
steel strike not affecting TV, 29:10
set exports increase, 38:11
manufacturers plans for survival, 45:9
inventories at record high, 47:10
portable battery-operated set by 1958, says
Baker, 48:11
110-degree sets, 50:11
FCC powerline interference rules, 51:14

RECORDS & RECORDINGS

(see also Tape Recordings)
General Teleradio explorations, 1:3
Columbia price cuts, 1:13
RCA coupon book, 1:13
hi-fi sales tie-in proposal, 3:11
peak sales, 10:10, 14:12, 32:9, 47:11
RCA & British Decca licensing agreement, 10:13
Crowell-Collier, 10:13, 30:14
RKO buys Union Records, 12:13
new RCA hi-fi tape recorder, 13:13
Decca financial reports, 15:14, 25:17, 32:13, 45:12
78rpm on way out, 16:15
first quarter decline, reports 'New York Times',
25:17
imported radio-phono sales up, 28:12, 29:12, 37:13
hi-fi outdraws TV at NAMM show, 30:11
NAMM officers, 30:11
Capehart new line, 33:9
Audio Devices Inc. financial reports, 34:15
Capitol Records financial reports, 34:15
Institute of High Fidelity Mfrs. officers, 36:13
Seeburg Corp. sold to Fort Pitt Industries, 45:13
1956 best year, 51:13

REPRESENTATIVES, TV STATION

Katz story in 'Editor & Publisher', 12:9
Meeker mergers TV-radio divs., 13:10
Select Station Reps., 15:16
Petry report on summer TV spot, 17:7
W. S. Grant Co. sold, 21:8
Petry sponsors "Inside Advertising" on radio, 32:7
Peters, Griffin, Woodward "Project Informa-
tion," 33:4
Katz newspaper activity, 36:7
Tracy Moore & Assoc., 40:6
Peters, Griffin, Woodward to use Univac-type
machine for availabilities data, 46:16
officers of Station Reps Assn., 51:5
Young Inc. bills up, 52:14

SALES, TV STATION

WFBG-TV, Altoona, Pa., 2:8
KWFT-TV, Wichita Falls, Tex., 2:8
KULA-TV, Honolulu, 2:8
Westinghouse-NBC swap Philadelphia-Cleveland,
effected, 3:3, 25:5, 26:9, 33:12, 49:1
KGUL-TV, Galveston, stops negotiations, 3:6
WAFB-TV, Baton Rouge, 3:16, 11:9
WABT, Birmingham, 4:8
WICS, Springfield, Ill., 5:12
WOAI-TV, San Antonio, 6:8
WTVE, Elmira, N. Y., 6:8
KUTV, Salt Lake City, 6:9
KLIX-TV, Twin Falls, Ida., 6:9
WIRI, Plattsburgh, N. Y., 7:16, 13:4
WRDW-TV, Augusta, Ga., 7:16
WGTH-TV, Hartford, 8:5, 18:10, 35:3, 37:16
WESH-TV, Daytona Beach, 8:8, 14:5, 18:10, 36:14
WQCY, Allentown, Pa., 9:10
CKLW-TV, Windsor-Detroit, Mich., 9:16, 14:9
KUTV, Salt Lake City, 10:9
KLIX-TV, Twin Falls, Ida., 10:9
WMTV, Madison, Wis., 11:10; dropped, 37:16
KRGV-TV, Weslaco, Tex., 11:18, 14:16
KBTW, Denver, Colo., 13:4
KGUL-TV, Galveston, 13:4, 19:6, 24:9, 28:5
WTRI, Albany, N. Y., 13:9, 17:8
WIIAM-TV, Rochester, N. Y., 14:16, 24:18, 25:9,
29:4, 34:6

KEYD-TV, Minneapolis, 14:16, 16:6, 21:7
WSVA-TV, Harrisonburg, Va., 15:10, 22:8
WKNB-TV, New Britain, Conn., 15:10, 18:10,
35:3, 43:7, 44:7, 50:2
KFJI-TV, Klamath Falls, Ore., 16:6
Crowell-Collier bid for Bitner stations and
KULA-TV, Honolulu, 17:4, 21:14, 22:16, 34:2,
35:8, 41:1, 47:1
WHTN-TV, Huntington, W. Va., 18:16, 25:9
KBTM-TV (CP), Jonesboro, Ark., 19:6, 29:4
WINT, Waterloo-Fort Wayne, Ind., 20:10, 24:9
KVEC-TV, San Luis Obispo, Cal., 20:10, 24:9
KFJI-TV (CP), Klamath Falls, Ore., 20:10
WNHC-TV, New Haven, Conn., 21:7, 22:16,
25:9, 32:4, 34:16
WORA-TV, Mayaguez, P.R., 21:7
KOSA-TV, Odessa, Tex., 22:8, 24:9
WMBV-TV, Marinette-Green Bay, Wis., 23:7,
29:4, 38:5
KSHO-TV, Las Vegas, Nev., 24:5, 38:5, 46:8,
48:8
MGM plans, 25:4, 28:6, 32:2, 36:6, 44:9
KSLM-TV (CP), Salem, Ore., 18:10, 25:5, 34:2,
46:1
KLAS-TV, Las Vegas, Nev., 25:9
WFIE, Evansville, Ind., 25:9
KVVG, Tulare-Fresno, Cal., 25:16
WTVT, Tampa, Fla., 26:4, 27:8, 29:4
WFIE, Evansville, Ind., 26:4, 29:4
KMVI-TV, Wailuku, Hawaii, 26:4, 34:6
WACH-TV, Newport News, Va., 27:8, 29:4
WMUR-TV, Manchester, N. H., 28:5, 51:9
WMCN (CP), Grand Rapids, Mich., 28:5, 37:9
WISH-TV, Indianapolis, 30:3, 34:1, 34:6, 41:1
Magnuson opposes syndicate buys of TV sta-
tions, 30:4
WGBI-TV, Scranton, Pa., 31:2, 38:5, 42:12, 49:8
WDAM-TV, Hattiesburg, Miss., 31:2, 38:6
WJNO-TV, Palm Beach, 31:2, 32:4, 37:6, 40:4
KTTV, Los Angeles, 32:2
WEHT, Henderson, Ky., 35:3, 37:6, 43:7
Henry Kaiser seeking stations, 34:16
KCCC-TV, Sacramento, Cal., 36:14, 37:6, 40:4
WRAC-TV, Williamsport, sale cancelled, 37:6
Capper publications (WIBW-TV & WIBW, To-
peka) sold to Stauffer, 38:5, 51:7
WSIX-TV, Nashville, Tenn., 38:5, 41:4
KWSM-TV, Joplin, Mo., 39:6, 44:8, 49:8
WRAC-TV (CP), Williamsport, Pa., 39:10
FCC drops issuance of "tax certificates," 39:16
WTOM-TV, Lansing, Mich., 40:12
WAGA-TV, Atlanta, Ga., 42:12
WLAP-TV (CP), Lexington, Ky., 44:7
PRM plans, 44:9
KOOK-TV, Billings, Mont., 45:5, 50:7
WRGP-TV, Chattanooga, Tenn., 46:8, 48:8
WINR-TV (CP), Binghamton, N. Y., 46:8
KDWI-TV, Tucson, Ariz., 48:7, 51:7
Columbia Pictures in market for stations, 48:12,
49:6
KALB-TV, Alexandria, La., 49:8
KILT, El Paso, Tex., 49:8
Movie producers plan TV station buys, 50:2
Time Inc., buys Bitner stations, 50:4, 51:6,
52:7
two \$20,000,000 offers for TV-AM combinations,
51:1
KOAT-TV, Albuquerque, N. M., 51:6
KOB-TV, Albuquerque, N. M., 51:6, 52:6
WPFH, Wilmington, Del., 51:6
KOSA-TV, Odessa, Tex., 50:6, 51:7
6-month list of sales, 51:7
KCOA (CP), Corona, Cal., 52:6
KEYT, Santa Barbara, Cal., 52:7

SATELLITES—see Boosters & Satellites

SERVICING & SERVICEMEN (see Receiver Installation)

SETS-IN-USE—see Census TV Receiver

SMPTE—see Movies

SPORTS (see also Closed-Circuit & Theatre TV)

boxing, 2:16, 4:8, 19:16
Olympic Games, 30:7, 37:10, 38:5, 47:6
wrestling, 43:14
Baseball
World Series, 2:6, 14:7, 27:1, 37:8
1956 revenue, 9:9
sponsors, 12:9
new owners of Detroit Tigers, 28:14, 29:14
Storer buys Miami Marlins, 50:7
Football
NCAA plan, 2:7, 7:16, 10:8
Big 10 regional to NBC, 22:16
Notre Dame on Sheraton closed circuit, 37:7
transistor receiver used in football helmets,
38:14, 42:12
WNDU-TV to carry 9 Notre Dame games, 38:14
sponsor expenditures for pro & college games,
39:8
closed-circuit for overflow from stadium at Ohio
State, 42:12
Los Angeles Rams coach by closed-circuit, 44:14
Big 10 plan for next season, 49:10

SUBSCRIPTION TV

Zenith plea at allocation hearing, 6:4
Jerrod plans systems, 6:5
N. Y. City Council opposes, 4:8, 7:16
Comr. Lee advocates trial, 8:16, 10:3
AFTRA opposed, 9:16, 28:8
FCC not rushing decision, 10:2
WFMZ-TV, Allentown, turned down by FCC,
10:2
Zenith-CBS suit over commercial cancellation,
12:8, 35:14
Skiatron stock issue, 12:14
Americans for Democratic Action endorses, 14:2
Skiatron plans test in Cuba, 15:10, 46:16
Congressional hearings, 15:10, 17:5

American Civil Liberties Union endorses, 21:6
roundup, 23:16
TV Exhibitors of America seeking uhf CPs
24:11, 26:7, 27:8, 28:8
RKO's Dozier foresees more movies produced
for TV than theatres, 28:8
International Telemeter views closed-circuit, 29:7
experimental operation favored by McCon-
naughy, 29:7
NARTB brochure, 31:14
closed circuit in Bartlesville, Okla., 42:3, 48:3
feature movies' drawing power revives argu-
ments, 46:3
SURVEYS (see also Home Life, TV's Impact on)
ARB "A to Z," 1:16, 8:1
Nielsen county-by-county, 2:6, 29:14
NARTB plan for sets-in-use census, 5:14
ColorTown, 9:15, 41:4
'Printers Ink' lists TV ownership for 172 ma-
jor markets, 18:16
Census Bureau TV household estimate, 20:1
set saturation in 21 markets reported in '1956
Consolidated Consumer Analysis', 20:13
NARDA plans study of dealer attitude on sales
& warranty policies by mfrs., 21:13
consumer buying report by U. of Mich., 25:11
Pulse finds live vs. film not factor in viewing.
30:5
BBDO studies children's influence on family
buying & entertainment, 30:6
kiddie shows sell adult products. Advertest
finds, 31:6
local movies equal 31% of station time, reports
NARTB survey, 31:7
price is biggest color sales deterrent, Iowa study
finds, 31:8
Peters, Griffin, Woodward Inc. market study,
33:5
set ownership and viewing habits in Los An-
geles revealed by ABC survey, 38:14
Videotown, 41:3
ANPA "Tell It to the Teens" study, 42:12
increased viewing reported by TvB. 46:10
4,000,000 homes view uhf stations, reports Niel-
sen, 51:18
TAPE RECORDING, TV
color tape by 1957 says RCA, 12:14
Ampex, 15:4, 16:1, 17:16, 20:8, 26:15, 31:14,
39:16, 40:7, 49:3, 51:11
Bing Crosby Enterprises sells video tape project
to Minnesota Mining, 35:9
RCA home TV tape player, 39:5, 40:2
NBC previews color tape on "Jonathan Winters
Show," 43:8
CBS using Ampex, 49:3, 51:11
TAXES
receiver excise, 2:13, 13:2, 15:2, 23:16, 28:9,
45:11, 47:2, 48:1, 49:14, 50:9
deduction of warranty, 4:12, 13:13
new 10% excise proposed on transistors, wire &
tape recorders & record players, 11:15, 19:12,
21:13
all-channel color set exemption, 13:2, 19:1
excise collections on TV-radios-phonos, 22:11,
36:12, 47:12, 51:14

bill to cut to 5% excise on uhf sets, 23:16
FCC drops issuance of "tax certificates," 39:16
unsuccessful TV applicants may deduct expenses
from income tax, 44:14
Internal Revenue may change time for produc-
tion cost write-off, 49:6
performers' holding companies, 50:6, 51:12
TELEMETER — see Subscription TV
TELEVISION FUND
(see Financial Activity, General)
THEATRE TV — see Closed-Circuit
TRANSISTORS
Bell "diffusion," 3:13
Motorola's radio pager, 3:13
portable radios, 4:13, 12:13, 19:11, 24:15, 33:9,
34:13
GE tester, 6:13
sales, 7:13, 19:14, 32:11, 50:12
new standards, 7:13
new 10% excise proposal, 11:15, 19:12
Philco has tiniest yet, 11:17
Texas Instruments "grown-diffused," 12:15
1956 production, 13:12, 14:15
list of manufacturers, 13:15
GE price cut, 16:16
RCA has new high-frequency germanium, 19:14
duPont cuts silicon price, 26:14
General Transistor Corp., 28:13
Emerson claims to be largest transistor radio
maker, 33:9
FTC charges Emerson with false advertising on
transistor radios, 34:11, 49:15
long-life reported by GE, 39:15
transistor growth forecast by Shockley, 43:1
hams use transistor transmitters to exchange
messages with Denmark, 43:13
future surveyed by 'Wall St. Journal', 48:11
TRANSMITTERS — see Equipment, Telecasting
TUBES, TV PICTURE
(see also individual manufacturers and
Color)
shallow, 3:10, 6:10, 12:11, 35:14, 45:10, 47:10
1955 month-by-month sales, 6:12
Anchor Hocking makes GE 9-in., 13:11
new GE tube for portables, 13:15
Sylvania changes defective tube policy, 14:12
'TV Guide' on counterfeit tube racket, 15:12
Corning Glass makes 8½-in., 16:14
Philco and IT&T sign licensing agreement, 17:14
RCA 14-in. aluminized, 20:13
small tube makers, 21:12, 22:14, 33:9
Sylvania adds 3 new 14-in., 22:14
DuMont aluminized, 23:13
prices, 34:9, 35:10
Willys flat tube, 46:15
new Westinghouse picture tube gun, 47:11
UHF (Ultra High Frequency)
(see also allocations, etc.)
RCA 4½-megawatt transmitter, 7:9
set conversion, ARB survey, 8:1
Committee for Competitive TV, 11:2, 12:3, 13:5,
14:2, 15:2, 16:8
McConnaughy on all-uhf, 16:4

propagation analysis by consulting engineers,
38:7
1½-megawatt at WILK-TV, Wilkes Barre, 38:8
"crash research" on uhf, 16:4, 29:6, 32:1, 38:1,
40:2, 42:6, 48:2
FCC cracks down on inactive CP holders, 47:4
4,000,000 homes view uhf stations, according to
Nielsen, 51:18
Receivers
all-channel color set tax exemption, 2:13, 13:2,
15:2, 23:16, 28:5, 45:11, 47:2, 49:14, 50:9
Congress seeks all-channel sets, 8:2, 13:2
GE tube, 9:6
Sarkes Tarzian on costs, 9:6
Buffalo conversion campaign by WBUF, 22:16,
32:4, 33:12, 38:9
UNIONS & GUILDS
SAG residual payments, 2:7
UN-American Activities report on AFTRA, 4:16
Pettillo agrees to use of film clips, 7:7
're-use payments' of TV repeats cut, 7:7, 9:7
FCC fosters monopoly, says NABET pres., 11:11
SAG defines jurisdiction, 13:7
Electronicam ruled movie process, 16:7
blacklisting, 16:18, 17:10, 25:18, 26:16
jurisdictional dispute blocks TV use of new
Coliseum, N.Y., 18:8, 19:4
NARTB asks exemption from Wage-Hour Act
overtime rules for small-market stations, 20:10
rerun payments to actors, 21:9
Writers Guild votes for strike, pending new
contract agreement, 21:16
SAG rejects single union for live & filmed TV
performers, 22:6
IUE studies automation's effect, 22:11, 25:13,
30:11
AWARE sued by Faulk, 27:14, 32:4
FCC suspends radio licenses of 3 KPIX en-
gineers, 30:8
KRCA cameramen & engineers strike, 37:16
post-1948 features payments, 42:7, 45:8, 51:3
one-day strike at GE, Syracuse, 42:10
AFTRA contract, 47:14, 49:6
union members get control of AFM royalty
funds, 50:10, 51:12
recorded commercials count toward unemploy-
ment insurance benefits in N. Y., 50:14
WKBN-TV, Youngstown, O. strike, 51:12
VOICE OF AMERICA
Eisenhower seeks expansion, 1:16
budget, 2:8, 13:8
new "ham" program, 11:12
Button succeeds Poppele, 20:7, 29:5
Williams named to coordinate programs, 31:8
TV div. 6-month report, 35:14
USIA broadcast advisory committee, 36:5
Munich single-sideband transmitter system, 41:13
"America Presents America" film, 42:7
Streibert resigns, 45:7
mayors of Paris, Berlin, Stuttgart & N.Y. ex-
change greetings, 46:16
Warsaw sees USIA "Political Conventions"
TV film, 47:14
Larson named director of USIA, 51:5
increases broadcasts to Middle East, 51:5

MANUFACTURERS AND MERCHANDISERS

ADMIRAL CORP.
financial reports, 9:14, 15:14, 19:15, 32:12, 45:12
airborne military TV systems, 10:16
price increases, 14:12, 44:11
10-in. portable, 15:11, 16:14
Canadian Admiral financial report, 15:14
solar-powered radio, 15:15
raises production goal, 18:12
increases advertising, 20:13
'Life' story on development of printed circuits
& automation, 21:15
buys Raytheon, 22:10
new sets, 26:13, 45:11
drops private label plan, 29:11
biggest promotion effort, 30:7
Raytheon private label tools & dies sold to Halli-
crafters, 30:11
study of radiation effect on electronic compo-
nents for Air Force, 31:12
transistor pocket radios, 42:11
AEROVOX CORP., 9:14, 32:12
AIRBORNE INSTRUMENTS LABORATORY,
22:15, 39:14, 41:13
AMPEX CORP.
financial reports, 23:15
TV tap recording, 15:4, 16:1, 17:16, 20:8,
26:15, 31:14, 39:19, 40:7, 49:3, 51:11
AMPHENOL ELECTRONICS CORP., 20:15, 31:13
ARVIN INDUSTRIES, INC., 18:15, 31:13
BECKMAN INSTRUMENTS, 19:15, 47:13, 49:17
BELOCK INSTRUMENT CORP., 3:14
**BENDIX RADIO DIV., BENDIX AVIATION
CORP.**
quits TV production, 30:10
sold to Philco, 38:11, 46:11
transistor for auto radios, 46:14
AMERICAN TELEVISION INC., 38:12
CAPEHART-FARNSWORTH CORP.
expands factory-to-dealer representation, 3:11
first Canadian sets, 12:13
sale to Ben Gross Corp., N. Y., 18:11, 19:10
new sets, 20:13
production plans, 24:13

auctions off production machinery, 34:11
new TV-radio-phono line delayed, 33:9, 43:11
CBS-COLUMBIA INC.
free table radio with TV, 15:13
CBS Inc. financial reports, 19:15, 42:11
new sets, 23:14
quits set production, 25:11, 28:11
shuts factory branches, 26:13
Long Island plant sold, 50:13
CBS-HYTRON
changes brand name to "CBS," 14:13
color tube, 12:1
shuts Kalamazoo plant, 25:13
CHANNEL MASTER CORP., 51:14 & 15
CLAROSTAT MFG. CO. INC., 34:15
CLEVITE CORP., 14:15, 16:17, 18:15, 43:12
COLLINS RADIO CO., 4:14, 14:13, 31:13, 43:12,
44:13
**CONSOLIDATED ELECTRONICS INDUSTRIES
CORP.**, 34:13, 51:17
CORNELL-DUBILIER, 1:15, 4:14, 15:14, 26:14,
39:14, 43:12
CORNING GLASS WORKS
shallow tube, 12:11
plans color bulb plant, 12:14
financial reports, 46:14
Sylvania-Corning Nuclear Corp., 46:15
new optical-quality face plates for CR tubes,
51:17
CROSLLEY DIV., AVCO MFG. CORP.
Avco financial reports, 5:12, 14:14, 27:12
Avco stock increase, 10:17
plans first fully-automatic TV set, 18:13
Canadian subsidiary temporarily suspends, 19:11
Avco leases Lawrence, Mass. plant, 25:15
new sets, 28:12
Crosley-Bendix sale rumors denied, 37:11
Crosley-Bendix makes Philco stoves, 42:9
suspends TV-radio production, 43:10
sells Bendix to Philco, 44:10
Avco guided missile research center, 47:13
Bendix \$92,000,000 backlog, 48:8
transistorized transmitter-receiver, 49:17

DAYSTROM CORP., 5:12, 22:15, 25:17, 43:12,
49:17
ALLEN B. DuMONT LABORATORIES INC.
missiles engineering dept., 2:14
reorganization, 6:11, 24:11
engine analyzer, 7:12
Electronicam, 4:16
financial reports, 9:14, 12:13, 18:15, 30:13, 44:13
realigns transmitter sales force, 10:16
Schultz contract, 14:13
new sets, 15:12, 24:15
Mexican producer-distributor, 16:15, 48:11
increases European sales, 20:13
abandons one-line-a-year policy, 28:12
"Tropic" test for receivers, 29:12
to stay in set business, 35:11
transistor portable radio, 51:14
DYNAMICS CORP. OF AMERICA, 3:14, 6:13,
18:14, 19:15, 22:15, 26:15
EITEL-McCULLOUGH INC., 20:15, 23:15, 27:13,
32:12
ELECTRONIC ASSOCIATES INC., 29:13
ELECTRONICS CORP. OF AMERICA, 10:17
EMERSON RADIO & PHONOGRAPH CO.
financial reports, 2:14, 10:17, 23:15, 37:15, 38:13
new unit to rent appliances, 3:11
price increases, 4:12, 37:12
tinkertoy, 4:10, 9:12
predicts 500,000 color set sales, 4:15
revival of projection TV, 4:15
transistorized portable radio, 12:13
8½-in. TV-radio portable with phono jack, 25:14
false advertising charge by FTC, 34:11, 49:15
\$8,000,000 ad campaign, 36:12
skips dividend, 30:14
Ben Abrams profiled in 'N. Y. Herald Tribune',
41:12
ERIE RESISTOR CORP., 15:14, 34:15
GABRIEL CO., 14:14
GENERAL ELECTRIC CO. (GE)
solar radio, 2:13
financial reports, 8:15, 13:13, 29:13, 42:11
Edison radio amateur award, 7:12
9 & 17-in. portable, 11:13, 12:10, 13:11

- color tube, 12:1
uhf antenna, 12:5
new tube for portables, 13:15
TV station automation equipment, 14:8
debentures, 14:13, 17:15
automatic TV programmer, 15:9
consumer product sales to top \$1 billion, 15:17
moving communication equipment section to Gainesville, Fla., 22:14
doubling TV production, 24:13
GE of Mexico, 24:14, 32:10
new sets, 24:15
factory TV service, 22:14, 31:11, 34:9, 35:10
Air Force contract for radar jammers, 31:12
raises prices, 35:11
enters closed-circuit field, 38:14, 48:11
world-wide TV relay via satellites predicted by Haviland, 47:7
new dept. of communications products, 47:12
curtains tube shipments, 48:9
appliance strike in Louisville, 49:15
consumer products kept up with other divs., 50:11
picture tube sales, 51:14
- GENERAL INSTRUMENT CORP.**
financial reports, 2:14, 19:15, 28:13, 41:13
buys Micamold Electronics, 18:13, 24:16
buys F. W. Suckles Co. of Canada, 33:9
- GENERAL PRECISION EQUIPMENT CORP.**
3:12, 13:14, 15:14, 19:15, 25:17, 34:15, 45:14
- GLOBE-UNION INC.,** 20:15, 21:14
- HALLICRAFTERS CO.**
new sets, 3:11, 25:14
Penn-Texas merger, 5:14, 9:14, 11:15
Penn-Texas financial reports, 19:15, 30:13, 51:15
buys Raytheon private label tools & dies, 30:11
Penn-Texas investigated by Senate, 30:13
- HAZELTINE ELECTRONICS CORP.**
financial reports, 12:13, 30:13, 41:13
wins suit against Avco, 41:12
- HOFFMAN ELECTRONICS CORP.**
new sets, 1:13, 25:14
'N. Y. Herald Tribune' success story, 9:13
14-in. portable, 11:13, 14:12
financial reports, 13:14, 17:15, 30:13, 44:13, 49:15
increasing authorized shares, 16:17
signs Kelvinator distribution agreement, 23:13
building research center, 44:12
\$25,000,000 Navy contract, 44:12
- HOTPOINT CO.**
TV line, 1:11, 2:11, 4:10, 7:10, 17:13, 24:15, 27:11
distribution plan, 8:10
renews Graybar franchises, 20:13
names district mgrs., 32:10
price increases, 38:12
- HYCON MANUFACTURING CO.,** 47:13, 48:8, 51:17
- INDIANA STEEL PRODUCTS CO.,** 8:14, 24:17, 27:11, 32:13, 43:12
- INTERNATIONAL RESISTANCE CO.**
financial reports, 11:15, 18:15, 31:13, 52:12
subsidiaries merged, 11:17
'American Stock Exchange Investor' article, 29:13
Circuit Instruments moves, 37:15
- INTERNATIONAL TELEPHONE & TELEGRAPH CORP.—**see also Capehart-Farnsworth
financial reports, 8:15, 14:13, 21:15, 24:17, 35:13, 39:14, 51:17
sells Capehart-Farnsworth, 18:11, 19:10
FTL expansion, 31:12
- I-T-E CIRCUIT BREAKER CO.,** 46:14
- JERROLD ELECTRONICS CORP.**
financial reports, 23:15, 44:13
demonstrates "single-cable" closed-circuit system, 48:11
Bartlesville, Okla. "home theatre," 42:3, 48:3
- KAY LAB**
stock issue, 21:14, 28:12
financial reports, 31:13, 43:12
expansion program, 47:13
- MAGNAVOX CO.**
stock offer, 1:13
buys Sentinel, 2:10, 7:12, 8:10
financial reports, 3:14, 7:14, 15:17, 19:15, 39:14, 40:11, 44:13, 50:16
buys Spartan, 4:10, 5:12
name change to Spartan, 7:12
transistor radio, 14:12
up-beat story in 'Wall St. Journal', 22:14
phono & radio-phono lines, 25:13
first portable, 26:13
new sets, 10:13, 30:11
moves promotion-sales to Evansville, 34:11
among top 10 set makers, says Freimann, 52:11
- P. R. MALLORY & CO.**
buys General Dry Batteries Inc., 7:13
financial reports, 9:15, 14:13, 17:15, 30:12, 44:13
Equitable Life Assurance notes refinancing, 42:11
- McINTOSH LABORATORY INC.,** 22:15
- MITCHELL MFG. CO.,** 4:12, 13:13
- MOTOROLA INC.**
financial reports, 8:15, 11:15, 18:15, 19:15, 31:13, 44:13
KETMA medal of honor to Paul Galvin, 11:14
employee profit-sharing, 12:14
Canadian branch folds, 15:13
small portables, 16:14
new sets, 25:14
licenses Addison Industries Ltd., Toronto, 31:11
F. S. Mosley issues bullish report, 33:11
radio sales up, 39:12
\$1,000,000 Signal Corp's transistor contract, 44:12
reorganization, 45:13
Otto Graham promotion, 47:11
UBS recommends stock, 51:15
Dan Noble profile in 'N. Y. Times', 51:17
- MUNTZ TV INC.,** 2:13, 24:17, 39:12, 47:13, 51:16
- MUTER CO.** 16:17, 31:13, 43:12
- NATIONAL CO.,** 15:14, 34:15
- NATIONAL UNION ELECTRIC CORP.,** 15:17, 36:13, 43:12
- NORTH AMERICAN PHILIPS CO. INC.,** 8:14, 22:1, 37:15
- OAK MFG. CO.,** 7:14, 13:14, 20:15, 31:13, 45:14, 51:17
- OLYMPIC RADIO & TELEVISION DIV., UNITEDRONICS CORP.**
new sets, 1:13, 11:15, 14:12, 24:15, 25:13, 50:13
buys David Bogen, 4:10, 5:11
color receiver pilot run, 6:15
debentures, 9:14
14-in. portable, 11:13
financial reports, 12:13, 19:15, 41:13
sets up holding corp., 17:15
changes name to Unitronics Corp., 23:14, 31:11
buys Presto Recording Corp., 27:11
Unitronics Corp. financial report, 45:12
claims to be 10th in TV production, 47:11
- PACIFIC MERCURY TELEVISION CORP.,** 29:13
- PACKARD-BELL ELECTRONICS CORP.**
buys Technical Reproductions, 1:13
financial reports, 2:14, 4:14, 11:15, 17:15, 24:17, 25:17, 34:15, 42:11
new sets, 11:15, 26:13
changing name from Packard-Bell Co., 38:13
- PHILCO CORP.**
\$50,000 award to Drexel Institute, 3:12
Skinner succeeds Carmine as pres., 7:1
closes Croydon, Pa. plant, 7:11
financial reports, 7:14, 18:15, 30:13, 35:12, 44:13
low-power TV transmitter "package," 9:10
tiniest transistor, 11:17
color set, 12:1
mechanizes, 14:10
Firestone to carry line, 15:11
wireless paging system, 15:16, 28:14
decentralizing operations, 17:13
new IUE contract, 17:13
to make own washers & dryers, 18:12
14-in. portables, 24:15, 45:11
new sets, 17:13, 25:14, 50:12
"realignment," 28:10
price increases, 35:11
buys Bendix, 38:11, 44:10, 45:11
names BBDO, 40:11
Crosley-Bendix to produce stoves, 42:9
buys Sierra Electronics Corp., 45:13
guarantee on transistor portable radio, 52:10
liberalized dealer franchise, 52:11
- N. V. PHILIPS GLOEILAMPENFABRIEKEN**
background & financial report, 22:1
Philips U. S. Trust, 23:15
sales up, 51:17
- RADIO CONDENSER CO.,** 15:14, 35:11
- RADIO CORP. OF AMERICA (RCA)**
engineering products div. split, 2:12
produces owns tape recorders, 3:11
mass production of color receivers, 5:1, 5:15
electronic enlarging printer, 7:13
fellowships-scholarships, 8:12, 35:14, 38:6, 47:9
portable radios, 8:12
portable "creepy-peepy," 8:15, 12:5
Sarnoff's educational reserve proposal, 4:14, 17:14
8½-in. TV, 7:10, 9:11, 13:11
Sarnoff option on 100,000 shares, 9:15
\$18 billion electronic sales by 1964, says Folsom, 10:16
midget studio power unit, 12:5
shallow tube, 12:11
flight lab at New Castle, Del., 12:15
leases Needham, Mass. plant for electronics, 12:15
dedicates Moorestown, N. J. plant, 18:14
financial reports, 8:14, 18:15, 30:13, 42:11, 52:12
signs with IUE, 19:12
increases wages, 20:13
\$25,000 grant to Bryn Mawr, 23:14
new sets, 23:14, 49:15, 52:11
called "outstanding" in report by Zuckerman, Smith & Co., 24:17
Gen. Sarnoff's 50th anniversary, 37:7, 39:1, 40:2
Sarnoff Gold Medal, 37:10
new radio sets, 39:12
RCA awards, 41:13
list of equipment sales to NBC affiliates, 50:9
- RAYTHEON MFG. CO.**
financial reports, 1:15, 12:13, 28:13, 37:15, 39:14, 52:12
new plant, 3:11
military orders, 4:14
"rollback" set, 5:12
adds dealers, 8:12
Air Force electronics contract, 14:15
option on Textron's Andover, Mass. plant, 21:15
TV-radio operation sold to Admiral, 22:10
new plant in Manchester, N. H., 22:14
to build Goleta, Cal. lab, 25:15
\$60,000,000 Navy guided missile contract, 41:13
\$35,000,000 Army Ordnance contract, 44:12
CA orders long-range radars, 47:13
new Maynard, Mass. lab, 49:17
- REEVES SOUNDCRAFT CORP.,** 15:14
- HOWARD W. SAMS & CO.,** 1:15, 15:12, 41:13
- SCOTT RADIO LABORATORIES,** 3:11, 24:14, 38:12, 49:15, 50:13
- SENTINEL RADIO CORP.**
bought by Magnavox, 2:10, 7:12, 8:10, 13:13
financial reports, 12:13
new sets, 31:11
franchise dealers, 32:10
distributors, 42:11
- SERVOMECHANISMS INC.,** 13:14, 25:17
- SKIATRON ELECTRONICS & TELEVISION CORP.,** 10:17, 27:13, 35:13
- SONORA RADIO & TELEVISION CORP.,** 12:12, 32:11
- SPARKS-WITHINGTON CO.,** 3:13, 7:14, 30:11
- SPRAGUE ELECTRIC CO.**
Concord, N. H. plant, 8:15
financial reports, 13:14, 35:13, 41:13
buys Milan, Italy, capacitor plant, 39:15
- STANDARD COIL PRODUCTS INC.,** 4:14, 13:14, 18:14, 20:15, 25:17, 33:11
- STANDARD ELECTRONICS CORP.,** 11:12
- STEWART-WARNER CORP.,** 30:11
- STROMBERG-CARLSON CO. (General Dynamics Corp.)**
drops TV, 4:10, 14:12, 31:11
scholarships, 8:12
sells WHAM-TV, 14:16
San Diego plant opens, 15:14
General Dynamics stock split, 30:12
officers, 35:13
buys plant for electronics, 39:14
Robert C. Tait compensation, 43:12
General Dynamics financial report, 45:12
- SYLVANIA ELECTRIC PRODUCTS CO.**
Mexican subsidiary, 2:13
Fullerton, Cal. tube plant expanded, 3:11, 27:11
redeems cumulative preferred stock, 4:14
predicts 300,000 color sets in 1956, 4:15
new "radio frequency" lamp, 5:11
financial reports, 7:14, 10:17, 17:15, 29:13, 43:12
electronic div. moves, 10:15
set insurance plan for dealers, 11:15
buys Formatic Machine Co., 12:13
color sets, 15:15
expands in atomic energy, 15:15
buys Hillsboro, N. H. plant, 19:14
new microwave physics lab, 20:14
called "outstanding" in report by Zuckerman, Smith & Co., 24:17
new sets, 25:13, 42:10
moves TV-radio div. to Batavia, N. Y., 31:11, 49:14
buys Ruel H. Smith Enterprises, 34:11
price increases, 35:12
buys Argus Cameras, 39:14
builds Altoona tube plant, 43:12
closes Hathoro, Pa. tube plant, 44:11
appliance sales trends provided by dealer panel, 44:12
Sylvania-Corning Nuclear Corp., 46:15
new research center, 49:17
sells Buffalo plant, 51:14
- SARKES TARZIAN INC.,** 2:14
- TEMPLEONE RADIO CORP.,** 31:11
- TEXAS INSTRUMENTS,** 13:12, 15:17, 22:14, 33:11, 47:13, 48:8
- THOMAS ELECTRONICS CORP.,** 3:15
- THOMPSON PRODUCTS INC.,** 16:15
- TRAVLER RADIO CORP.,** 13:14, 15:14, 27:11
- TRUETONE (WESTERN AUTO)** 4:12
- TUNG-SOL ELECTRIC CO.,** 8:14, 18:15, 31:13, 45:12
- VARIAN ASSOCIATES,** 25:17, 39:14
- WEBCOR INC.,** 15:14, 18:15, 39:13
- WELLS-GARDNER & CO.,** 14:13, 44:13, 46:12
- WESTERN ELECTRIC CO.,** 8:15
- WESTINGHOUSE ELECTRIC CORP.**
new sets, 1:13, 24:15
'Forbes' article, 1:15
financial reports, 3:14, 9:13, 14:13, 17:15, 28:13, 30:13, 44:13
portables, 11:13, 34:11, 48:10
color tube, 12:1
resumes production 12:11, 14:10
Canadian financial report, 12:14
output up 15-20% above pre-strike level, 19:12
expanding tube plant, 25:13
small appliance sales up after fair trading drop, 37:13
price increases, 37:13
expansion plans, 38:13
new picture tube gun, 47:11
record 1957 sales expected, 51:16
- WHIRLPOOL-SEEGER CORP.**
food freezer line, 5:11
sinking fund debentures, 9:15
financial reports, 10:17, 22:15, 34:15, 46:14
progress report, 15:12
expanding refrigerator div., 19:11
plans full appliance line in 1957, 34:11
\$20,000,000 ad budget, 35:12
distributor franchise agreement, 49:13
- WILCOX-GAY CORP.,** 32:12, 34:15
- ZENITH RADIO CORP.**
new sets, 3:11, 23:14, 50:12
financial reports, 10:17, 17:15, 31:13, 47:12
electronics expansion, 12:12
'Forbes' report, 20:13
price increases, 35:11
names Earle Ludgin & Co. ad agency, 45:11

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Television Digest
with **ELECTRONICS REPORTS**

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

BIG TV REPLACEMENT MARKET foreseen this year; 2,370,000 sets scrapped in 1955; more than 3,000,000 sets will reach end of 8-year life span in 1956 (p. 1).

CHECKUP OF TRADE RUMORS fails to confirm changes at FCC, networks, stations—though things are stirring among TV-radio manufacturers (p. 2).

NEARLY 200 FOREIGN TV stations, some 10,000,000 sets-in-use; 1956 to be biggest year as commercial TV spreads to Europe (p. 2 & Special Report).

MOVIES-TO-TV FLOODGATES open, with further backlog releases imminent. RKO Teleradio sells 2 films back to Howard Hughes for \$12,000,000 (p. 3).

PICTURE QUALITY—Is there market for "hi-fi" TV? Engineers suggest means for improvement (pp. 4-5). More about quality of British images (p. 5).

VHF GRANTS in deintermixture cases in balance as court prepares to hear argument; Greater Boston TV favored for Ch. 5. Other FCC & court moves (p. 8).

HOTPOINT-BRAND TV LINE may be marketed by parent GE, portending another shift in distribution pattern. TV's 1955 output estimated at 7,769,000 (p. 11).

ABC-PT & WESTERN UNION acquiring 20 % each in Technical Operations Inc., high-level electronics group, giving it new financing (p. 14).

TV-RADIO-ELECTRONICS stock trading in 1955 tabulated. Nine issues among top 25 of year in volume on New York Stock Exchange (p. 15).

CHILDREN'S SPECTACULARS slotted too late at night for kiddies in East to enjoy them; special early evening series of "all-family specs" proposed (p. 8).

LAREDO (TEX.) VHF STARTS as uhf in Waco quits; latter, owned by wife of Sen. Lyndon Johnson, is 54th uhf economic casualty to date (p. 9).

AT&T DEFENDS RATES, cites \$250,000,000 investment in TV facilities, says return is only 3%, compared with 6% for its other services (p. 10).

1956—THE BIG YEAR FOR TV REPLACEMENTS: If there's any doubt about 1956 being a big replacement market year for the 110,000 TV-radio-appliance dealers, it's dispelled by some revealing statistics in a table prepared by Sylvania sales research director Frank W. Mansfield for inclusion in spring-summer edition of our Television Factbook due off presses in early Feb. In it, the RETMA statistical chairman presents quarterly data from 1953-55 on sets produced and sold by distributors and dealers, and on number of sets scrapped -- by screen sizes. Also set forth are 10-year accumulative data on sets-in-use, likewise by screen sizes.

Mansfield's estimate of 2,370,000 sets scrapped in 1955, up from 1,632,000 in 1954, indicates the growing size of the replacement market and, incidentally, lends force to the "supposition" of GE tube market research mgr. R.B. Yepsen that "TV sets are scrapped when they require a second replacement tube, at about 8 years of life" (Vol. 11:52). By that standard, nearly all of the 3,533,000 sets bought in 1948-49 should become candidates for replacements in 1956, at least. However, it should be remembered that many still-operative sets are traded in long before they're ready for the scrap heap. So the replacement potential could be even higher.

Many of the 6,132,000 sets sold at retail in 1950, TV's first really big sales year, are also expected to be traded-in or scrapped this year -- adding still further to replacement potential of 1956. That was a factor, incidentally, which influenced our forecast last week of 7,500,000 retail sales this year (Vol. 11:53).

Mansfield's table shows 45.3% of sets in use today are 17-in. and under (or 16,806,300) and 12.1% are 15-in. and under (4,489,000) -- thus providing even more statistical fodder for the replacement mill. It has also been estimated by other trade sources that 14,800,000 sets are at least 3 years old.

Jan. 1 sets-in-use total is placed at 37,100,000 by Mansfield, who scaled down his earlier estimate of 37,400,000 (Vol. 11:47) because of retail sales dip in 4th quarter. It's 200,000 higher than NBC Research estimate, but is about 400,000 lower than figure used by research directors of several TV manufacturers.

NEW YEAR SPAWNS UNUSUAL RUMOR CROP: The rumor mill was grinding overtime this week -- and, though today's scuttlebutt is often tomorrow's fact in the fast-moving TV-radio & related fields, careful checkups fail to substantiate gossip stories:

(a) That FCC chairman George McConnaughey and Comr. Robert E. Lee are about to resign. Quite the contrary, McConnaughey says he expects to be redesignated as chairman when present term expires in March. Lee flatly denies any plan to quit.

(b) That NBC chairman Pat Weaver is unhappy over his new lot and may yield to offers from CBS chairman Bill Paley; that CBS pres. Frank Stanton, a very much over-worked man, wants to retire to less strenuous pursuits. No confirmation whatever of this, nor of stories about Stanton becoming a college president.

(c) That CBS proposes to buy manufacturer H. Leslie Hoffman's KOVR, Stockton, Cal. (Ch. 13), located on Mt. Diablo, proposing to make it own San Francisco affiliate; that NBC would forsake KRON-TV there and turn to Westinghouse's KPIX. Though CBS has long wanted own San Francisco station, principals flatly deny any such plans.

(d) That Mutual Broadcasting System is being sold to unnamed buyers. Denied on behalf of RKO Teleradio & MBS chairman Tom O'Neil.

(e) That Magnavox is acquiring TV-radio business of Stromberg-Carlson, also a quality set manufacturer and now a div. of General Dynamics. It isn't so, we're told by both, but something admittedly is afoot at both places (see p. 13).

(f) That Westinghouse exec. v.p. Mark W. Cresap Jr. is succeeding president-chairman Gwilym Price at strike-bound Westinghouse, latter continuing only as chairman. "Not a shred of truth in it," says Cresap.

(g) That Ford Motor Co. is entering appliance fields to compete with General Motors' Frigidaire div. This is denied, but it's likely guess that Ford will enter defense electronics this year. (For story about GE's Hotpoint TV plans, see p. 11.)

196 FOREIGN STATIONS, 10,500,000 SETS: Still in swaddling clothes over most of the world, TV has become a real and established service in less than a dozen countries. This year should see the biggest expansion yet in foreign TV -- but worldwide, the tempo won't be anything like the great American post-freeze TV gold rush.

Our new Directory of Foreign TV Stations, listing essential data on stations on the air and likely to be built soon, is enclosed herewith as Special Report. We believe it's most complete and authoritative ever published -- having been compiled from best sources available, using diplomatic and other dispatches from foreign capitals wherever possible. It includes sets-in-use estimates, country-by-country, as of Jan. 1, 1956 -- most of them based on data obtained by U.S. Information Agency from American overseas information officers.

Our Directory shows 196 stations on air in 36 foreign countries, plus 12 U.S. Armed Forces stations overseas -- and about 10,500,000 receivers (not counting those on U.S. bases). While this is a far cry from America's 459 stations and 37,500,000 sets, it represents a 60% increase over foreign sets-in-use total of a year ago, with the number of stations increasing from 137. Some 20 stations are classified as experimental, and some others are satellites or extremely low-power outlets.

Only 3 countries have passed the million mark in TV receivers: Great Britain with nearly 5,500,000; Canada, now approaching 2,000,000; Russia, with an estimated 1,000,000. Others, in decreasing order: West Germany, 300,000; Japan, 250,000; Italy, 225,000; Cuba, 200,000; Mexico, 175,000; Brazil, 150,000.

Canada is first in number of stations, with 33; West Germany second with 27; USSR, 19; Great Britain, 16; Italy, 12; France, 11; Cuba, 9; East Germany, 8; Brazil and Mexico, 6 each; Japan, 5; Austria, Belgium and Switzerland, 4 each.

* * * *

Among significant foreign TV events of 1955: (1) Introduction of commercial TV in Great Britain. (2) Establishment of permanent "Eurovision" network connecting nearly all of western Europe's TV stations. (3) Growth of TV networking in West Germany and Italy. (4) First fullscale TV programming behind Iron Curtain. (5) The inauguration of 4 stations in record time as soon as Austria's sovereignty was restored. Few major nations (China & India are two) are still without some form of TV.

In 1956, most important events may be: (1) Establishment of TV in Australia, with 4 commercial and 2 govt. stations due to start. (2) Tremendous expansion of Italy's TV system, run by govt.-private partnership Radiotelevisione Italiana (RAI), which plans to have 84 transmitters in operation by the end of 1957 -- with many now under construction. These will consist of 19 main "TV centers," 16 secondary stations with studios, and 49 automatic satellites -- all interconnected, covering virtually the entire population of the country.

Spread of commercial TV throughout Europe may be 1956's outstanding development. Impact of Britain's new advertising-supported system is already being felt. Though most European TV systems are govt.-operated and non-commercial, for the first time there seems to be strong possibility all of western Europe will "go commercial" in TV -- as it never has in radio. In France, an independent commercial TV system has been proposed to compete with govt.'s stations. In Italy, limited advertising will soon be permitted. West Germany, too, contemplates commercials.

In U.S. sphere of influence in Far East -- Japan, Thailand, Philippines -- commercial telecasting is already the rule, as it is in nearly all Latin America.

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Foreign TV is beginning to look like a market for the first time -- if not for American equipment, at least for American filmed programming and American ideas. Latin America and Britain are using increasing amount of American TV film, and some European telecasting systems are becoming customers for U.S. programming.

As to ideas, Voice of America this year expanded its TV office to "major media status," producing its first original TV programs and stepping up distribution of adapted programs, newsreels and special event films. Said director J.R. Poppele in year-end report: "In 1956, we plan to make an even greater effort to use the impact and scope of TV" in worldwide battle of ideas.

Worldwide TV hasn't provided much of a market for TV receiver manufacturers. Customs barriers, import bans and incompatibility of standards have been the road-blocks. Only U.S. markets of any significance have been Mexico, Cuba, Venezuela and Brazil -- though each is striving to become self-sufficient as fast as it can.

THE SALE that opened the floodgates of movies to TV—Howard Hughes' \$25,000,000 sale of RKO Pictures to General Teleradio—took another fascinating twist this week, leaving new RKO div. of RKO Teleradio Pictures Inc. about to break into black ink side of the ledger.

Following closely on the heels of the sale by RKO of its 740-feature backlog to C & C Television Corp. (Matty Fox) for \$15,200,000 (Vol. 11:53), RKO Teleradio pres. Thomas F. O'Neil this week announced that his studio's 2 unreleased features—*The Conqueror* and *Jet Pilot*—had been sold back to Hughes for \$12,000,000, of which \$8,000,000 was paid in cash and \$4,000,000 will be paid from distribution of the films. As a result, RKO Teleradio has been able to reduce Chase National Bank loan from \$25,000,000 to \$10,000,000 and to halve a \$5,000,000 note to parent General Tire & Rubber Co.

RKO div. pres. Daniel O'Shea reported movie company is now nearly in the black, plans to produce 17 theatrical films this year at cost of \$19,000,000 and to release 20 pictures, some produced independently.

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Elsewhere on the movies-to-TV front, these were the developments:

National Telefilm Associates (Ely Landau), which recently bought group of 11 top Selznick pictures (Vol. 11:51), is reportedly on the verge of announcing new 30-feature film package, which includes 8 Universal-Inter-

national pictures and some independently produced films. The Universal pictures were produced by Jules Levey and sold earlier this year to Associated Artists Productions, but returned when musicians' union refused to grant AAP rights to the music tracks. They include 4 Olsen & Johnson pictures ("Hellzapoppin," etc.), one Abbott & Costello film, 2 based on Damon Runyon stories. Independent films said to be in the package include "Court Martial" (David Niven), still in theatrical release; "Stranger on the Prowl" (Paul Muni, 1953); "It's in the Bag" (Fred Allen-Jack Benny-Robert Benchley, 1945).

Sale of 1600 Paramount shorts to UM&M TV Corp. (Charles Amory) for \$3,000,000 (Vol. 11:46, 53), concluded this week, also includes theatrical rights to the pictures outside of U. S. & Canada. Package includes Betty Boop & Little Lulu cartoons, Benchley comedies, Grantland Rice Sportlights and many musical shorts. Latest films in this batch were made in 1950, and UM&M has first option on further shorts if Paramount decides to release them. UM&M reportedly is also dickering with Matty Fox for the 1000 shorts in his RKO package.

Twentieth Century-Fox, now organizing special div. to handle film distribution to TV, is believed to be close to releasing batch of short subjects—which would be merchandized directly to TV stations, in pattern similar to Columbia Pictures' plans to have its Screen Gems subsidiary distribute 104 feature pictures (Vol. 11:53).

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General Teleradio's interest in going into phono record field was disclosed this week when negotiations to purchase Abbott Records and Dot Records were dropped; it's also said to have held discussions with Cadence, Imperial, Mercury, among others.

PICTURE QUALITY—ROOM FOR IMPROVEMENT?

The matter of picture quality has always intrigued us -- and was particularly heightened during our recent "symposium" comparing U.S. and British pictures, in which many top industry figures participated (Vol. 11:36-44 and p. 5). To follow up on that series, we've asked some of the most experienced technical men just what may be done to improve reception.

We've received good cross-section of replies -- and they range from staunch opinion that present picture quality is quite satisfactory to specific suggestions for improvement. Virtually all agree, however, that this huge and intensely competitive industry has done a basically good job. Many point out, too, that the human element -- the viewer -- really isn't crying for better quality and that he often fails to take advantage of inherent quality available to him at the turn of a knob.

On the other hand, it's noted that public interest in hi-fi radio has gained tremendous proportions after years of apathy -- with industry benefiting enormously in terms of sales in a field which had been overshadowed and depressed by TV.

What this all suggests is that public may be ripe for exposure to high-quality pictures for which it's willing to pay -- that a true "hi-fi" TV might be promoted profitably as an interim step until color receivers are available at a mass-appeal price. And the hi-fi concept may be even more important in color.

Question of picture quality is touchy in some respects -- with engineers not too eager to point finger at each other. Nonetheless, they have some interesting and useful comments to make. Below, you'll find digest of their responses.

PICTURE-QUALITY improvement is possible through a variety of techniques, but the cost and public demand for such improvement are something else. That's essence of top engineers' responses to our query on subject—and they disagree substantially on some details.

ABC's engineering v.p. Frank Marx makes several points. "First," he says, "additional know-how must be gained and more care must be taken by the serviceman during the important and critical installation of the receiver. I know there are competitive factors that work here, such as time, one-man installations, etc., but with the excellence of transmission and the ability of the average receiver to do a good job, it is almost, from an engineering standpoint, criminal to see what may be considered the 'average receiver installation.'

"Second, I hate to criticize the quality and performance of our TV receivers. The engineers are ingeniously developing and applying new components and methods in an effort to raise or maintain quality and lower cost. Also, the quality of pictures transmitted by the broadcaster is not always as perfect as the standards permit and as we would like to provide."

There is one feature of receivers, however, which Marx believes could be changed—maintenance of "black level." He notes that FCC requires stations to transmit accurate black level and that AT&T goes to considerable trouble to maintain it. "Almost all TV receivers currently manufactured," he says, "do not correctly maintain black level with changing pictures. Under some conditions, the darker portions of the picture will be 'milky' and 'washed out,' and in other cases, the picture will become too dark, causing all detail to be lost in the shadow areas of the picture. One of the fortunate aspects of color TV receivers is that in order to show correctly the relative shades and hues in a color picture, the black level must be accurately set and maintained. It's to be hoped the receiver industry will soon incorporate this desirable feature also in black-&-white."

* * * *

GE's veteran I. J. Kaar, mgr. of engineering and mgr. of color TV system technical project, puts it this way: "We

have gone to great lengths in this country to provide better definition capabilities than have the English, but we oftentimes throw away the gain by tolerating leading and lagging transients, smear, ghosts, improper grey scale reproduction, etc. Perhaps the one fault mostly responsible for our poor pictures lies in phase distortion somewhere in the system." Kaar also goes into other contributing factors, comes up with these recommendations:

"(1) Find a way of insuring ghost-free installation of antenna. (2) Find a means of instructing the user in the better tuning of his set. (3) Give more attention in receiver design to the stability of the oscillator. (4) Decide whether to compensate receivers for phase distortion or to predistort the transmitter. (5) Find a way to improve maintenance and adjustment of studio, network and transmitter equipment. (6) Find a way to insure the transmission of a faithful grey scale. (7) Do something about film transmission." Kaar sums up:

"This problem is one of many facets, but I think its solution is long overdue. I hope that the publicity you are giving the matter will have beneficial results, but I have reasonable doubts. After all, our apathetic public has lived with mediocre sound broadcasting for 35 years."

* * * *

CBS engineering v.p. William B. Lodge doesn't quarrel at all with present reception, doesn't agree that most viewers watch poor pictures. "Actually," he says, "it sounds a little bit like the old saw, 'Have you stopped beating your wife—answer yes or no.'"

* * * *

Noted receiver designer Antony Wright, previously with RCA, Magnavox and CBS-Columbia, directs attention to receiver installation and station transmission:

"The effects of mismatching and antenna selectivity have a great deal to do with picture quality. For instance, we have learned by experience that the average antenna peaked for Ch. 4 can be so mismatched that the color signal on Ch. 2 is in some cases completely lost. Thus it must be that a lot of high-frequency information, which provides detail, must be missing in the case of many installations." He notes, however, that servicemen are forced to many compromises to bring in several stations.

Wright is critical of the "tremendous spread in trans-

mitter picture quality." "We have a great deal of trouble in design," he says, "selling the advantages in wide bandwidth and well-designed video amplifiers, both costly in terms of material and labor, because it is so difficult to demonstrate on the average transmission. Too often the low cost set is considered as good as, and in some cases, superior to the more expensive set which is capable of producing better pictures."

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Dorman Israel, Emerson exec. v.p., stresses 2 aspects: (1) A whole system is involved. (2) Human element—the viewer. "I remember when we went through this in radio," he says. "You come up with the fact you aren't dealing with just a 'black box,' the receiver. There's the transmitter, propagation medium, antenna, transmission line and receiver. They all must be right or the picture's wrong. As for the human element, people don't always

tune for the right picture. They overdrive their sets. They don't like the grey scale; apparently, they prefer deep blacks and bright whites. People are the same with any product, not just with receivers. They're satisfied with less than perfect performance in automobiles or anything else."

W. W. Hensler, technical editor of Howard W. Sams & Co., publisher of service manuals, calls attention to fact that most sets have 3-3.5 mc bandwidth, while stations transmit more than 4 mc, and that sets could be more precisely aligned at factory. However, he's quick to point out that cost of these improvements may well be too great to justify them. He also points to instances of poor station transmission, though he states most stations "have done a marvelous job." Stations can't be blamed for initial breakdowns, he says, but "the only sin is that of continuing the transmission of a poor quality picture."

THERE'S NO QUESTION about it—it [the British TV image] is extraordinarily good, but I believe the answer is that they are far more conservative at every step in the process of broadcasting." Thus Ernest A. Marx, director, DuMont international div., back from Europe, adds his opinion to our recent symposium of experts on the question of superiority of the British TV image as received in the average home (Vol. 10:45 & 11:36, 40-44). Marx, an engineer, continues:

"For example, today they are still using the super-iconoscope in some of their programs rather than image orthicons, because they feel that the gradations given by a super-iconoscope are far better than those delivered by an image orthicon. In other words, the shades of gray are far better. Further than this, they adhere closely to their standards and monitor and police them assiduously. On top of this, their receivers are made with greater care and less of a mass production technique with its accompanying possible carelessness. For that matter, this also goes for European manufacturing generally.

"There is, of course, also the fact that receivers are built as a rule for only one channel and therefore the circuitry can be specifically designed for greater efficiency at this particular frequency."

Joseph Herold, now mgr. of Denver's KBTB, who as an RCA engineer and as a consultant has built quite a few TV stations abroad, notably in Latin America, offers this pertinent technical observation:

"My personal experience is that double sideband transmission, as used by the British, will give better picture quality, especially in horizontal definition, than single sideband as used in the U. S. I have installed and operated equipment under both conditions here and in South America and know suppression of one sideband results in loss of definition due to ringing and trailing smears.

"During a short period, KBTB operated (under special authority) with double sideband transmission. Installation of a sideband filter brought many reports of picture degradation from viewers."

* * * *

And so the "controversy" evoked by our own layman's observations has drawn all kinds of comment and opinion—but most gratifying has been the personal observations of several of the top engineers in American telecasting, who have lauded our reports which have aroused management to greater appreciation of their problems. Notably, they stress that we've pointed up the fact that it takes manpower—competent manpower, adequately trained and not

just "another engineer"—to turn out a consistently good TV picture. If the argument has proved anything, it's that the British seem far more meticulous at the transmitting end than are many of our stations; that our networks can and do turn out just as good and possibly better pictures on their monitors; that there certainly are things we can learn from the British technicians. At least one chief engineer, planning a new installation, has told us he intends going over soon to study British methods.

In that connection, we should quote one more letter received this week from an ex-Govt. radio official, now abroad. Writing about European TV generally, he states:

"I find myself in the somewhat curious position of not being in agreement with you but because of my [present] connection I ask [that I not be identified].

"In the first place, there is considerably more flicker on the European system using 50 half frames per second than there is on the American using 60 half frames, and to me as a viewer this represents a definite degradation in the quality of the picture. I do agree that the BBC has done wonders in achieving a very fine quality picture with the lower number of lines, but I do not believe that it is superior to the pictures that I have seen in the States; in fact, to me the contrary is true.

"There is perhaps this much to be said for the BBC pictures: They pay much more attention to phasing and to refinements all along the line, because of the very limitations of their system, than some of our own American stations do. However, if you were to compare two monitors side by side, one using the BBC standards and techniques and the other from any one of the network outlets in New York, I think that you would agree that on the whole the American picture is superior.

"I know that you will understand I am not motivated by any chauvinistic sentiments in this comparison, but merely by my own personal observations as an engineer."

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Size of British screens, most 14-in., undoubtedly adds to impression of high quality of their pictures. Even the British agree to that. For example, columnist "Free Grid," in Nov. *Wireless World*, complains of "strabismogenic TV," stating: "To attempt to view some of these huge screens in the confines of an ordinary room leads only to strabismus, as I found out the other day when invited to a friend's house to view his latest 'horror-scope'. Eventually people will learn commonsense as they did with sound radio. Now even with a 17-in. screen, lines are painfully evident. One or 2 firms do provide spot wobble in this and larger sizes but it is high time something was done about this problem, by the radio industry in general, without resorting to the drastic remedy of altering the British standard of 405 lines."

Personal Notes: Mortimer Weinbach, ABC director of labor relations, promoted to newly created post of director of personnel & labor relations, with personnel director Marie McWilliams and labor relations asst. Arthur Harvey reporting to him . . . Albert L. Capstaff promoted to exec. producer of NBC Radio's weekend *Monitor*, replacing Frank Papp, resigned . . . Ed Vane promoted to NBC mgr. of national audience promotion, replacing Clyde Clem, now with Grant Adv., Detroit, on Dodge account; Donald Foley succeeds Vane as mgr. of NBC national sales promotion; Byington Colvig, ex-WXIX, Milwaukee, succeeds Foley as CBS-TV Spot Sales adv. & promotion director . . . Charles S. (Cy) Young retires Jan. 31 as asst. to gen. mgrs. of WBZ-TV & WBZ-WBZA, Boston-Springfield, after 38 years service . . . James L. Prendergast, production director of WSJS-TV, Winston-Salem, N. C., assumes additional duties of program director, succeeding Robert C. Estes, now devoting full time to public relations . . . Wm. Ekberg promoted to gen. mgr., Larry Kindle to program director, KFYZ-TV, Bismarck, N. D. . . . Joseph S. Sample, ex-v.p., Dancer-Fitzgerald-Sample, Chicago, named pres. of KOOK-TV & KOOK, Billings, Mont., succeeding C. L. Crist, retired . . . Jack Sebastian, ex-NBC Film div., named publicity & public relations director, CBS-TV Film Sales . . . Bennet H. Korn, ex-DuMont, joins TPA, reporting to newly appointed v.p. Wm. H. Fine-shriber Jr.; also added to TPA sales staff are Francis A. O'Driscoll, ex-Official Films; Dave Baylor, ex-v.p., KSCJ-TV, Pueblo, Colo. (Cleveland territory); David Willis, ex-Ziv (Detroit) . . . Jack DeLier promoted to national sales mgr., KWTW, Oklahoma City, succeeded by Jack Sallaska as local sales mgr. . . . Pel Schmidt, local sales mgr. of WAAM, elected pres. of Baltimore Kiwanis Club . . . Donald D. Davis, first v.p. of KMBC-TV & KMBC, Kansas City, elected pres. of Electric Assn. of Kansas City . . . Herbert Claassen, ex-Henry I. Christal Co., onetime chief timebuyer of Ruthrauff & Ryan & Compton Adv., joins reps H-R Television, N. Y. . . . Harry W. Lange, ex-Sarra Inc., named exec. v.p. of Kling Film Productions . . . James F. Anderson resigns as promotion mgr. of WOAI-TV & WOAI, San Antonio, to become gen. mgr. of KIWW, local Spanish-language daytime radio outlet . . . Henry Dabrowski promoted to technical director of engineering, WATV & WAAT, Newark, reporting to engineering v.p. Frank V. Bremer . . . Norman S. Ginsburg, ex-DuMont & MBS, resigns as adv. & sales promotion director, Studio Films Inc. . . . Harry D. Goodwin, ex-radio WVNJ, Newark & WBZ, Boston, named director of radio WISN, Milwaukee . . . Kenneth W. Hoehn promoted to director of taxes, CBS Inc., succeeded as senior tax attorney by Charles B. Bayly Jr. . . . Robert J. Kaufman, ex-asst. gen. counsel of DuMont Broadcasting, joins ABC legal dept.

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David McConnaughey, son of the FCC chairmen, joins sales force of WJIM-TV, Lansing, Mich. (Harold Gross) after serving 4½ years in Air Force, being discharged as a lieutenant. Chairman McConnaughey said his son, who's 27, has been interested in broadcasting since he was teenager, managed Armed Forces Radio Station in Japan. "I've put rather strict limitations on him," says McConnaughey. "I wouldn't let him work for a network or a big station."

Wallace E. Stone, ex-sales mgr. of WITV, Ft. Lauderdale-Miami, and co-partner John F. Holbrook, free-lance TV-radio announcer-producer in Hollywood, this week applied to buy KGAN, Kingman, Ariz. (250-watts 1230 kc) for \$25,000 from J. James Glancy.

Mrs. Robert E. Lee, wife of the FCC commissioner, enters Garfield Hospital, Washington, Jan. 7 for major surgery.

ADVERTISING AGENCIES: Ted Bergmann, ex-managing director of DuMont Network, and Lansing Linquist, TV-radio v.p. of Ketchum, MacLeod & Grove, Pittsburgh, have joined McCann-Erickson, N. Y. as associate v.p.'s and associate TV-radio directors under Terence Clyne, TV-radio management director . . . Frank W. Mace, senior v.p. of Lambert & Feasley Adv., N. Y., elected pres. . . . Lawrence Wisser, ex-Storm & Klein v.p., named copy chief of Emil Mogul Co, which has taken over former agency . . . Joseph Gans, ex-Thwing & Altman Inc., joins Maxwell Sackheim & Co. as TV-radio v.p. . . . John Cantwell, Paul Cooke & C. Stuart Mitchell all promoted to v.p.'s of Compton Adv. . . . Evan W. Hayter elected pres. of McCann-Erickson (Canada) Ltd., with J. Lawrence Dampier as Montreal v.p. and Duncan MacInnes, Toronto, secy.-treas.; Vincent Tutching, ex-pres. of Foote, Cone & Belding International, joins McCann-Erickson (International) as v.p.

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Agency Changes: Controlling interest in Erwin, Wasey & Co., N. Y., with annual billings of \$40,000,000, has been purchased from chairman Louis R. Wasey by pres. Howard D. Williams and his son, exec. v.p. David B. Williams. The elder Williams will become chairman, his son pres., with Larry Northrup, ex-v.p. & gen. mgr. of agency's Chicago office, becoming exec. v.p. & secy. . . . Packard switches its \$6,000,000 billings from Ruthrauff & Ryan to D'Arcy, effective April 1 . . . Schlitz, as expected, moves its \$9,000,000 account from Lennen & Newell to Biow-Beirn-Toigo March 1 . . . Whitehall Pharmacal switches Anacin (*Quiz Kids, Name That Tune*) from Biow-Beirn-Toigo to Ted Bates . . . Englander Co. (mattresses) returns to Biow-Beirn-Toigo from Leo Burnett.

Broadcast Advertising Club of Chicago elects these officers: pres., James L. Stirton, MCA, succeeding Peter A. Cavallo Jr., J. Walter Thompson Co.; secy., Ruth Babick, Earle Ludgin & Co.; treas., Lois Thompson, Meeker-TV, and these v.p.'s: Frank Baker, of Grant, Schwench & Baker; Gene F. Seehafer, of Needham, Louis & Brorby; Harold A. Smith, NBC-TV.

Havis Medwick, business mgr. of Ruthrauff & Ryan TV-radio dept., will instruct new course on "The Business Management of Radio-TV Program Production" during New York U spring semester; course is designed for advertising people.

Next TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 22, Spring-Summer edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Feb. 1—containing basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of the networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments are updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, set-&-tube manufacturers, radio attorneys, engineers & consultants, laboratories, etc. Also updated are TV-radio production figures, time sales and other statistical tables. Included with each *Factbook* is revised copy of our 43x29-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 16, cost \$1.50 each; single copies, \$4.50.

Station Accounts: Independent KTVW, Tacoma (Ch. 13) responding to requests of aircraft, maritime & building service employes in Seattle-Tacoma area for later shows, has extended schedule to 3 a.m. Mon.-thru-Fri.; new schedule includes *Great Fights of the Century* at 11:30 p.m.; *Mr. & Mrs. North*, midnight; *The Ruggles*, 12:30 a.m.; *Ramar of the Jungle*, 1 a.m.; *Swing Shift Theatre*, 1:30 a.m. . . . Continental Baking Co. (Wonder bread) plans intensive merchandising tie-in campaign among dealers in support of its *Annie Oakley* film series (CBS-TV Film Sales), which started this week in 70 markets, thru Ted Bates & Co. . . . Masland Carpets, for 6th straight year, chooses TV as its sole consumer medium, thru Anderson & Cairns . . . Among advertisers currently reported using or preparing to use TV station time: Miller Products Co., N. Y. (rubber products), thru Gordon Best Inc., N. Y.; Cucamonga Wine Co., N. Y., thru Italian Adv., N. Y.; Indian Head Mills Inc., N. Y. (curtains), thru Grey Adv., N. Y.; King's Wine, Philadelphia, thru Feigenbaum & Wermen Adv., Philadelphia; Fradelis Frozen Food Corp., Los Angeles, thru Mogge Privett Inc., L. A.; Rogers Imports Inc., N. Y. (smoking accessories), direct; Union Oil Co. of California, L. A. (Purple Royal Triton motor oil), thru Young & Rubicam, Hollywood; Boyer International Labs, Chicago (hair sets), thru Schwimmer & Scott, Chicago; Abar Mfg. Co., Cleveland ("Spruce" electric manicurist), thru Carpenter Adv., Cleveland; Clayton Labs, St. Louis ("Citroid" drug compound), thru Dowd, Redfield & Johnstone, N. Y.; Erwin Rice Co., Chicago ("Rice's New England Mincemeat"), thru Sherwin Robert Rodgers & Assoc., Chicago; Fenco Corp., San Francisco ("Oven Sprite" oven cleaner), thru Wilson, Markey & England, San Francisco; Gaffers & Sattler, L. A. (gas ranges), thru Elwood J. Robinson Adv., L. A.; National Shoes, N. Y., thru Emil Mogul; Lustr-Glo Inc., Evanston, Ill. ("Lustr-Glo" upholstery shampoo), thru Schwimmer & Scott, Chicago; Rapinwax Paper Co., Minneapolis (waxed paper), thru BBDO, Minneapolis.

Rate increases: WTVJ, Miami, raises base hour from \$900 to \$1000, 20 sec. \$225 to \$250. KMJ-TV, Fresno, Feb. 1 adds Class AA hour (7-10:30 p.m. Mon.-Sat., 6-10:30 p.m. Sun.) at \$550, min. at \$125, Class A hour remaining \$500. WIBW-TV, Topeka, adds Class AA hour (6:59-9:30 p.m. daily) at \$550, min. at \$110, Class A hour going from \$400 to \$480. WSTV, Steubenville, O. March 1 raises base hour from \$400 to \$500, min. \$80 to \$100. WRBL-TV, Columbus, Ga. Feb. 1 raises base hour from \$300 to \$400, min. \$60 to \$80. KFDM-TV, Beaumont, adds Class AA hour (7-9:30 p.m. daily) at \$350, 20 sec. at \$80, Class A hour remaining \$300. Canadian increases: CBFT, Montreal, Que. raises base hour from \$800 to \$900, Class AA min. only rate to \$225; CBMT, Montreal, raises base hour from \$600 to \$680, Class AA min. only rate to \$170; CBUT, Vancouver, B.C. raises base hour from \$400 to \$500, Class AA min. only rate to \$125.

New "overnight" rating service to be offered to networks and sponsors by ARB, using 100 sampling areas and claimed to represent true national sample; heretofore, Trendex's 15-city survey was only overnight service offered. Trial run of new service showed national rating of 35.5 with 11,000,000 sets tuned in, for NBC-TV spectacular "Babes in Toyland."

ABC forms special political unit to handle all details of network and regional coverage of political conventions, campaigns and elections. It's headed by Ernest Lee Jahneke Jr., v.p. & asst. to ABC pres. Robert E. Kintner, with operations supervised by Thomas Velotta, v.p. & administrative officer for news, special events, sports & public affairs.

Network Accounts: NBC reports 34.6% increase in 1955 gross TV billings over 1954, with combined TV-radio billings up 22.5%. In year-end review by chairman Sylvester L. Weaver and pres. Robert W. Sarnoff, it said 44 new advertisers were attracted to NBC-TV during year out of over-all record total of 231 sponsors using the network . . . Philco, having dropped *Philco Playhouse* this fall on NBC-TV, returns to that network with \$300,000 worth of partic. on *Today, Home & Tonight*, thru Hutchins Adv., Philadelphia . . . Whitehall Pharmacal to sponsor old favorite, *Quiz Kids*, when it returns to CBS-TV Jan. 12, Thu. 10:30-11 p.m., thru Biow-Beirn-Toigo . . . Life Magazine to sponsor Thu. segment of *John Daly and the News* on ABC-TV starting Jan. 5, Mon.-thru-Fri. 7:15-7:30 p.m., thru Young & Rubicam . . . Sylvania (lighting div.) to be partic. sponsor on NBC-TV's color *Matinee* starting Jan. 19, Mon.-thru-Fri. 3-4 p.m., thru J. Walter Thompson . . . Helene Curtis (Lanolin Discovery) to be alt. sponsor (with Mogen David wine) of *Dollar a Second* on ABC-TV starting in Feb., Fri. 9-9:30 p.m., thru Weiss & Geller . . . Kolynos Toothpaste and Nestle's each buys 5 min. of *Captain Kangaroo* on CBS-TV Mon.-thru-Fri. 8-9 a.m. and Sat. 9:30-10:30 a.m., thru Biow-Beirn-Toigo and McCann-Erickson . . . Colgate-Palmolive buys one partic. a week thru March 25 on J. Arthur Rank's *Famous Film Festival* on ABC-TV, Sun. 7:30-9 p.m., thru Ted Bates; Glamorene Inc. (rug shampoo), one partic. a week for 26 weeks, thru Product Services Inc.; Tums, 4 partic. in Jan.-Feb., thru Dancer-Fitzgerald-Sample; Armour, 4 partic. in Feb.-March, thru N. W. Ayer . . . Gruen Watch buys 65 partic. on NBC-TV's *Today, Home & Tonight* starting in latter Jan., thru Grey Adv. . . Procter & Gamble buys Mon.-Wed.-Fri. 4:45 p.m. portion of *Queen for a Day* on NBC-TV; Dixie Cup buys alt. Thu. 4:30-4:45 segment, thru Hicks & Greist . . . Vaseline buys MCA-TV's 30-min. *State Trooper* for future showcasing on undisclosed network, thru McCann-Erickson . . . General Mills to sponsor special *Lone Ranger* anniversary show on ABC-TV Feb. 18, Sat. 7:30-8:30 p.m., thru Dancer-Fitzgerald-Sample . . . NBC-TV offers for sponsorship feature races from Hialeah Feb. 4, 11, 18 & 25, Sat. 5:15 p.m. to conclusion.

NBC chairman Pat Weaver is named Man of the Year in Radio, comedian Phil Silvers Man of the Year in TV, Margaret Truman Woman of the Year in Radio, Nanette Fabray Woman of the Year in TV, Edward R. Murrow best commentator of year in both TV & radio—in annual Radio-Television Daily poll of 450 TV-radio editors. They voted *Monitor* best new radio program idea in 1955 (reason for Weaver choice), *Peter Pan* best color TV program. Other TV-radio "best" selections: dramatic show of the year, *Climax* (CBS-TV) and *NBC Radio Theatre*; comedy show of year, George Gobel (NBC-TV) and *Amos 'n' Andy Music Hall* (CBS); musical show, Lawrence Welk (ABC-TV) and *Telephone Hour* (NBC); documentary, *See It Now* (CBS-TV) and *Biographies in Sound* (NBC); quiz show, *\$64,000 Question* (CBS-TV) and Groucho Marx's *You Bet Your Life* (NBC); sportscaster, Mel Allen (TV & radio); best transcribed series, *ABC Sound Features*; filmed series, *I Love Lucy* (CBS-TV); children's show, *Disneyland* (ABC-TV) and *No School Today* (NBC); male vocalists, Perry Como (TV), Eddie Fisher (radio); female vocalist, Dinah Shore (TV & radio); song hit, "Love Is a Many Splendored Thing" (TV) and "Sixteen Tons" (radio).

WRCA-TV bought all available ad space in 16-p. comic section of Jan. 7 *New York Journal-American* to plug its 14 children's programs.

Backward looks at history of TV-radio are featured in *Variety's* 514-p. 50th Anniversary edition dated Jan. 4.

HOLIDAY HIATUS at FCC should be broken week of Jan. 9, Chairman McConaughy setting both Jan. 11 & 12 for consideration of big agenda. It will be important week in court, too, Court of Appeals scheduling argument Jan. 12 on all motions for "stay" filed by deintermixture proponents in Madison, Corpus Christi & Evansville—cities for which FCC recently granted vhf CPs.

Court's action will determine whether or not Commission will continue making vhf grants in areas for which deintermixture has been requested. If Court blocks grants, presumably Commission will hold everything in similar cases for the several months it takes Court to act on merits of the 3 now before it.

In Congress, Commission is finally due to get relief from the "protest" albatross, Senate setting for quick action bill passed by House last session. This could substantially reduce number of cases in which FCC is bound to hold up its actions while it hears protests.

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Another major vhf case advanced step toward conclusion when chief examiner James D. Cunningham recommended grant of Boston's Ch. 5 to Greater Boston TV Corp., denial of 4 others. He turned down DuMont because of lack of local ownership, WHDH-*Herald-Traveler* and WCOP-*Post* because of "diversification," narrowing choice to Greater Boston and Massachusetts Bay Telecasters. Winner, he said, proposes superior staff—including proposed mgr. Michael Henry, ex-mgr. of WKOW-TV, Madison, and proposed sales mgr. Arthur E. Haley, ex-mgr. of radio WORL, Boston.

Greater Boston has 36 stockholders, each owning 2.77%, headed by insurance man Arthur D. Cronin and including, among others, supermarket owner Sidney R. Rabb, brother of Maxwell Rabb, asst. to President Eisenhower. Massachusetts Bay is headed by Alan Steinert, RCA-Whirlpool distributor.

In stressing diversification angle, Cunningham made particular point of fact that Commission used that factor to reverse his initial decision in Madison Ch. 3 case. He had preferred WIBA-*Capital Times-State Journal* over WISC which has no local newspaper affiliation, but Commission frowned on newspaper tieup, gave nod to WISC.

Telecasting Notes: Programs unsuitable for children's eyes and ears have been restricted to late evening hours by the networks—and we applaud them for it. But many special programs with strong appeal to children are also gravitating to late night hours (in Eastern Time zone). NBC-TV's spectaculars often have excellent kid-appeal, but wind up far too late for most young children to watch them. These particular shows come to mind: "Heidi," Oct. 1, 9-10:30 p.m.; Sadler's Wells Ballet in "Sleeping Beauty," Dec. 12 (a school night), 8-9:30; "Babes in Toyland," originally presented Dec. 18, 1954, 9-10:30 p.m. and repeated Christmas Eve, 1955, also 9-10:30 p.m.; "Peter Pan," originally presented March 7 (school night), 7:30-9:30 p.m. and due for repeat Jan. 9 (also school night), 7:30-9:30 p.m. . . . We can't suggest an answer to the children's spectacular problem—at least not one which would satisfy sponsors, network and west coast viewers. Best we can propose is series of spectaculars beginning 7 p.m. EST, which would showcase special programming aimed at both children and adults. For west coast, video tape recording should be eventual answer to time problem . . . Westward movement of network programming is one of most significant trends for 1956—mainly due to superiority of studio facilities on Coast. NBC-TV reports 34% of net-

Commission's final decision in Miami Ch. 7 case should be noteworthy when it comes. Cunningham favored Cox & Knight interests, which own both radio and newspapers in Miami, over non-media applicants.

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Pittsburgh grantee WIIC (Ch. 11) ran into another snag this week. Already scheduled for hearing on original grant, after attack by WENS (Ch. 16), it received FCC McFarland Letter questioning its modification application. Letter cites WENS allegations that WIIC had completed 85% of main studio construction at site for which it hadn't received grant; that it had built cement footers not provided for in grant; that intention to build less elaborate studios "raises a question of the extent to which your representations to the Commission can be relied upon."

Commission also sent letter to Philadelphia Ch. 29 applicant Philadelphia Bestg. Co. Letter notes that pres. is Theodore R. Hanff who was member of syndicate that sold 2 bridges to Burlington County (N. J.) Bridge Commission. After litigation reached N. J. Supreme Court, which said sale was "fraught with fraud and corruption," Hanff group was ordered to repay \$3,050,347 to Bridge Commission. Hanff has opportunity to reply to FCC.

Commission ordered hearing to start Jan. 23 on protest of KLIX-TV, Twin Falls, Ida. (Ch. 11) against grant to KHTV (Ch. 13). Issues include question whether KLIX-TV could survive against KHTV if latter operates as satellite of 60% owner KIDO-TV, Boise (Ch. 7).

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Allocations situation was fairly quiet as parties prepared reply comments on general rule-making due Jan. 20. Educators are coming through, in increasing numbers, urging retention of channel reservation. Two more radio stations urged subscription TV: WONE, Dayton, O. and WMIT(FM), Clingman's Peak, N. C.

Drop-in of Ch. 9 in Elmira, N. Y. was opposed this week by WSYR-TV, Syracuse (Ch. 3) which is awaiting grant of Ch. 18 uhf satellite in Elmira. WSYR-TV says uhf couldn't survive vhf competition.

WJAC-TV, Johnstown, Pa. (Ch. 6) urged that it be permitted to go from present 70-kw to full 100-kw at 1120-ft. above average terrain, claiming rights to full power similar to those granted by FCC to WBEN-TV, Buffalo (Ch. 4).

work's programming originated in Hollywood last year, as against 30% in 1954; in night time and on Sun. afternoons, Pacific coast originated 37% as opposed to 34% in 1954; in daytime, Hollywood quota rose from 15% to 27% . . . First 3-hour spectacular, U. S. premiere of Sir Laurence Olivier's "Richard III," now definitely scheduled Sat. March 10, 2-5 p.m. on NBC-TV; and, NBC confirms it "probably" will extend *Robert Montgomery Presents* to 90-min. next fall . . . Worthington (Tony) Miner going back to CBS? Jan. 7 *Billboard* reports CBS-TV offering the TV producer "fancy monetary rewards" and opportunity to produce new series of spectaculars to lure him from NBC. Meanwhile, NBC is said to be offering him new series of Fri. night specs next season . . . Maxwell Anderson's new musical play, "Raft on the River," based on Mark Twain novels and begun by the playwright in 1949 as Broadway presentation, tentatively scheduled for Maurice Evans' *Hallmark Hall of Fame* May 6 . . . To bolster position in Sat. night ratings race, CBS-TV retitles Jackie Gleason's 8:30-9 p.m. filmed situation comedy *The Jackie Gleason Show* (formerly *The Honeymooners*)

KABC-TV, Los Angeles, moves its program schedule up 2 hours Jan. 16, begins on-air day 9 a.m. Mon.-thru-Fri.

TEXAS ADDED another small-town TV outlet — KHAD-TV, Laredo (Ch. 8) — as another was dropped from the rolls this week. Latter was Waco's KANG-TV (Ch. 34), owned by the wife of Senator Lyndon Johnson, Senate majority leader, which quit the air Jan. 1 as the 54th uhf economic casualty. It was Waco's first TV outlet, having started in Oct. 1953 and having been acquired last year by Mrs. Claudia T. Johnson, who also owns KTBC-TV, Austin (Ch. 7), from founder Clyde Weatherby on assumption of \$134,000 indebtedness.

Mrs. Johnson's counsel offered no further explanation than that presented in form of a joint statement by KANG-TV gen. mgr. J. C. Kellam (who also manages KTBC-TV) and by M. N. Bostick, mgr. of Waco's KWTX-TV (Ch. 10): "An agreement has been reached . . . for transfer of all physical assets of KANG to KWTX for the exchange of stock in KWTX Broadcasting Co." It's understood KANG-TV has been a heavy loser; it has turned in CP and there's no intention to revive it.

Laredo's first station started testing Jan. 3, begins regular programming Jan. 9 with shows from all 3 networks, according to gen. mgr. Shaun F. Murphy, ex-WTVP, Decatur, Ill. Nearest other TV city to Laredo (pop. 51,910) is over 100 mi. distant, although Mexican broadcaster Rafael T. Carranza has projected XEFE-TV (Ch. 3) in Nuevo Laredo, just across the Rio Grande. KHAD-TV uses 500-watt Gates transmitter, Prodellin 8-bay antenna on local hotel roof 210 ft. above ground. Co-owners are architect-engineer Hank Avery and contractor David H. Cole, with Lawrence Beckman, ex-WOAI-TV, San Antonio, as chief engineer. Base rate is \$150. Rep is Pearson.

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New starter reported in Canada this week was CKGN-TV, North Bay, Ont. (Ch. 10). It's Dominion's 33rd outlet, uses 5-kw Canadian GE transmitter and Stainless 373-ft. tower. Owner is Tel-Ad Co. Ltd., headed by electrical contractor G. A. Alger. Russ J. Eastcott, ex-CHCH-TV, Hamilton, is gen. mgr.; Wm. Hart, ex-CKSO-TV, Sudbury, commercial production mgr.; Walter Totman, chief engineer. Base hour is \$160. Canadian reps are Paul Mulvihill and John N. Hunt & Associates (Vancouver).

Equipment shipments and orders continue light. Reported this week: From RCA—10-kw transmitter Jan. 3 to upcoming WDMJ-TV, Marquette, Mich. (Ch. 6), due in March; 10-kw transmitter Jan. 6 to KETA, Oklahoma City (Ch. 13, educational) also due in March; 25-kw transmitter Jan. 4 to KTTS, Springfield, Mo. (Ch. 10); 12-bay antenna Dec. 29 to WSPA-TV, Spartanburg, S. C. (Ch. 7), without target because of litigation. From GE—5-kw transmitter Dec. 30 to KREM-TV, Spokane (Ch. 2); 12-bay antenna Dec. 22 to KOOL-TV, Phoenix (Ch. 10); 5-bay antenna Dec. 22 to KPTV, Portland, Ore. (Ch. 27).

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

WRVA-TV, Richmond, Va. (Ch. 12), which got CP last Nov. 30, has 50-kw DuMont transmitter ordered for Feb. 1 delivery, hopes to start with test patterns March 15, programming April 1, writes pres. C. T. Lucy. Construction of transmitter house is ahead of schedule on Midlothian Turnpike and bids will be asked soon on new studio-office building. This week, it got STA for temporary operation using antenna on tower of FM station WRVB. Larus & Brother Co. Inc., big tobacco firm, owns 60% of WRVA-TV, also operates radio WRVA & WRVB

and Norfolk's WRVC (FM). Other major stockholder is Neighborhood Theatres Inc. (Thalheimer chain), holding 14.32%, while 44 other stockholders hold 2% or less. Barron Howard, from WRVA, is v.p.-gen. mgr. and Samuel S. Carey, also WRVA, program director; James D. Clark Jr., sales mgr.; S. S. Terry Jr., from WRVC, chief engineer. Base rate not set. Rep will be Harrington, Righter & Parsons.

WITI-TV, Milwaukee (Ch. 6, allocated to Whitefish Bay) has DuMont 25-kw transmitter on hand, hopes to get on air sometime in April, reports v.p.-gen. mgr. Soren H. Munkhof. Construction of studio-transmitter building has begun, but it won't be ready until sometime in March, or later, depending on weather. RCA 6-section superturnstile antenna was installed on 963-ft. Kimco tower day after Thanksgiving. Plans are to operate as "total color station," with all local shows in color, and black-and-white films being used only when not available in color. Base hour is expected to be \$600. Rep will be H-R Television.

WDMJ-TV, Marquette, Mich. (Ch. 6), with 10-kw RCA transmitter en route, plans March 1 test patterns, reports gen. mgr. W. H. Treloar. It already has 189-ft. 12-bay antenna for installation on 200-ft. Ideco tower. Frank J. Russell, publisher of *Marquette Mining Journal* (WDMJ), who also controls *Iron Mountain* (Mich.) *News* (WMIQ), acquired CP earlier this year from Jerome Sill & Herbert R. Herzberg (Vol. 11:33). It will affiliate with CBS Extended Market Plan. Base hour will be \$120. Rep will be Weed.

KFJI-TV, Klamath Falls, Ore. (Ch. 2) has decided to go ahead with construction, but hasn't set target, writes gen. mgr. Alan K. Abner. It has 5-kw GE transmitter on hand, but won't begin work on transmitter house until spring. GE 3-bay antenna is on order, will be installed on 100-ft. tower on mountain 3 mi. from town. Owner and commercial mgr. W. D. Miller also owns 70% of radio KWIN, Ashland, Ore. Base hour will be \$150. Reps will be W. S. Grant and Moore & Lund (Pacific Northwest).

WAIQ, Andalusia, Ala. (Ch. 2, educational) hopes to install 35-kw GE transmitter by Feb. 1, but hasn't started building transmitter house yet, reports pres. R. D. Hurlbert for Alabama Educational Television Committee, which operates WTIQ, Munford (Ch. 7) and WBIQ, Birmingham (Ch. 10). The 3 are to be hooked up to form state network. GE 4-bay antenna is scheduled for installation on 500-ft. tower from Tower Structures Inc. in late Jan. Targets for test patterns and programming not reported.

WSAV-TV, Savannah, Ga. (Ch. 3) started installation of Ideco tower on roof of Liberty National Bank Jan. 3, plans to install 3-bay RCA antenna Jan. 10, be on air with test patterns Jan. 15, writes pres.-gen. mgr. Harben Daniel. RCA 10-kw transmitter is ready and AT&T interconnection is scheduled for Feb. 1 when it plans debut with NBC shows. Base hour will be \$275. Rep not chosen.

KETA, Oklahoma City (Ch. 13, educational) has 10-kw RCA transmitter ordered for Jan. 10 delivery, plans March 15 test patterns, April 1 programming, reports director John W. Dunn, also in charge of U of Okla. radio KNAD, Norman. RCA supergain 14-section antenna is already installed on 1572-ft. tower it shares with KWTV. Keith E. Stagg, ex-KEDD, Wichita, will be chief engineer. Oklahoma Educational TV Authority also holds grant for KOED-TV, Tulsa (Ch. 11) but hasn't set target yet, although it has identical 14-section antenna installed on tower of KOTV (Ch. 6).

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CFCY-TV, Charlottetown, P. E. I. (Ch. 13) has GE transmitter due by Jan., but won't begin programming until June 1, reports station mgr. R. P. Large. It has antenna for 500-ft tower due in spring. Base rate not set. Reps will be Weed and All-Canada.

Color Trends & Briefs: "Wide Wide Window" is how RCA-NBC describes its special closed-circuit color demonstration of color TV's merchandising possibilities to 1000 leading retailers at National Retail Dry Goods Assn. convention Jan. 11 at Hotel Statler, N. Y. Program will "translate" typical retail store window into TV screen, "which serves as a window to bring the store's merchandise into the average TV home." Demonstration will originate from Colonial Theatre and will be seen by retailers on 40 RCA color sets in Statler. In addition, RCA pres. Frank M. Folsom and consumer products exec. v.p. Robert A. Seidel will address retailers.

RCA shipped live color camera Jan. 4 to WSAZ-TV, Huntington—20th station so equipped (Vol. 11:42, 44, 53)—and station plans first live local colorcast about Feb. 1. "Depending upon competition and the progressive trends in the industry," v.p.-mgr. Lawrence H. Rogers said, "WSAZ-TV may be counted among the first stations in the nation planning 100% color program telecasting, perhaps within the next 2 years."

Studio Films has placed 130 Kodachrome musical shorts into distribution, offered to stations on 2-year unlimited use basis at \$20.25-\$96 a year. Talent includes Korla Pandit, King Cole, Tex Williams, Ginny Simms, Tony Pastor, Connie Haines, The Harmonicats, King Sisters, Eddie Peabody, Sarah Vaughan.

RCA kicks off heavy ad campaign for color set line with Jan. 9 *Peter Pan* colorcast, will devote "large portion" of TV div. ad budget to color in first quarter. Among ads in national magazines will be 2-page 4-color spread in Jan. 23 *Life*.

DEFENDING ITS RATES, which have been under attack by telecasters, AT&T has issued 26-p. brochure describing its position and outlining history of TV network development. AT&T makes following points, among others:

(1) Rate of return on its investment in TV network facilities was 3% in 1954 vs. 6% for its other services.

(2) Investment in TV facilities is \$250,000,000—"roughly equal to the total investment of the TV industry in broadcasting stations" and equivalent to \$700,000 for each of the 391 stations served by 70,000 channel-miles of AT&T facilities in 262 cities.

(3) Color facilities now total 51,000 channel-miles, linking 190 stations in 134 cities.

(4) Rates established in 1948 have continued in use "with minor changes." Rates were originally set in anticipation of eventual 16-hour daily use by networks, but average in 1954 was 12 hours.

(5) "Actually, most channels used for TV cannot, for a number of reasons, be employed for any other services during the hours when they are not used for TV."

(6) "The fact that TV network service is furnished jointly with other Bell System services, such as telephone message, results in lower costs for TV channels than would be the case if separate plant were built and maintained for TV alone. The same land, for example, would be required for a radio relay tower serving, say, 2 TV channels as for one furnishing these 2 channels for TV and 4 others for telephone purposes."

Age limit of 14 for holders of restricted operator permits is proposed by FCC in new rule-making, Commission stating it "has serious doubts that children under 14 understand the significance of the certification or should assure the responsibilities of operating radio equipment." No examination is required for the permit. Next higher grade, third-class operator, may be obtained by those under 14 if they can pass written examination.

Network Color Schedules

(Jan. 9-31, 1956)

Jan. 9—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Peter Pan," Mary Martin & Cyril Ritchard, 7:30-9:30 p.m.
 Jan. 10—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
 Jan. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 14—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "Blithe Spirit," 9:30-11 p.m.
 Jan. 15—NBC: *NBC Opera*, "The Magic Flute," 3:30-5:30 p.m.
 Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 CBS: *Shower of Stars*, 8:30-9:30 p.m.
 Jan. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 21—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Max Liebman Presents*, "Paris in the Springtime," 9-10:30 p.m.
 Jan. 22—NBC: *Zoo Parade*, 3:30-4 p.m.
 Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 CBS: *Red Skelton Show*, 9:30-10 p.m.
 Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 28—CBS: *Gene Autry Show*, 7-7:30 p.m.
 Jan. 29—NBC: *Sunday Spectacular*, 7:30-9 p.m.
 Jan. 30—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, 8-9:30 p.m.
 Jan. 31—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

New Anscochrome high-speed color film (Vol. 11:47), used in MGM's new *Lust for Life*, will be employed for color TV film spots to promote movie and give stations experience with the new film.

Two-pictures-on-one-channel idea of Paramount's International Telemeter subsidiary, which told FCC that the technique is the answer to subscription TV (Vol. 11:24), turns out to be a development of Wendt-Squires Inc., Buffalo—which Telemeter has purchased and moved to Los Angeles. Wendt-Squires was formed by Karl Wendt, ex-RCA Princeton Labs and ex-Stromberg-Carlson, and Wm. S. Squires. Those familiar with development say it has possibilities, isn't perfected yet. Telemeter's hopes in system lie in fact that it would leave regular stations undisturbed, thus answering anti-fee arguments that pay-TV would "black out" free TV. Other labs have played with 2-for-1 concept, taking color TV system, putting one monochrome picture on brightness channel, another on color subcarrier. First picture is said to be very good, second degraded because of bandwidth limitation. One unanswered question: How could system handle color?

WKBT, LaCrosse, Wis. (Ch. 8), which began operation in Aug. 1954, suffered net loss of \$83,476 in first 9 months of operation ended April 30, 1955, according to balance sheet filed with FCC this week in connection with application for minor facilities changes (see *TV Addenda No. 21-Z*). But as of Oct. 31, 1955 WKBH Television Inc. (Howard Dahl) had total current assets of \$80,468, net fixed assets of \$403,461, total assets of \$496,473. Liabilities totaled \$471,485, including \$100,000 capital stock, and profit before taxes was \$13,410.

Second community antenna system purchase by Jerrold Electronics Corp. is Spanish Mt. TV Corp., Ukiah, Cal.; first was in Key West, Fla. (Vol. 11:48). System has about 1500 subscribers among 3000 families, picks up San Francisco's KGO-TV, KPIX & KRON-TV.

Prize "prediction" for 1956: "The day of the \$500 [color] set is still a few years distant. Meanwhile, several manufacturers will be pushing battery-operated portable black-&-white sets at about \$100."—From Jan. 1 *Parade*.

ANOTHER TV DISTRIBUTION 'CHECKERBOARD'? GE's reported plans to market a TV line under Hotpoint label, though still lacking official confirmation, might well set in motion a new round of distributor shifts similar to those which have been going on ever since RCA purchased about 20% of Whirlpool-Seeger Corp. last May.

GE's plans are still very tentative, spokesman telling us only that "there is some truth" to reports it plans to market TV line under Hotpoint label -- though he emphasized no decision had been reached and referred all other questions to Hotpoint in Chicago. At Hotpoint, we were told: "As of now, there have been no plans submitted or approved for a TV line." Spokesman added, however, that Hotpoint has frequently experimented with new products. It marketed room dehumidifiers & kitchen cabinets as new items in last 2 years but got out of both when they proved unprofitable. By contrast, it started and remained in room air conditioner production.

Hotpoint is a wholly-owned division of GE, but enjoys far greater autonomy than other divisions, conducting its own research and production. It competes with GE in marketing of white goods, which are distributed through Hotpoint Appliance Sales Co., GE Supply Co., Graybar and various independent distributors.

Distribution aspect is most intriguing feature of plan. As result of GE's recent transfer of its TV receiver dept. to appliance headquarters in Louisville (Vol. 11:49), about 40 GE Supply Co. outlets were ostensibly left without a TV line. One outstanding example is Philadelphia, where GE Appliance Co., which handles major appliances, reportedly will take over the TV line. Presumably, the GE-made Hotpoint TV line would substitute for loss of GE line in such markets. It must be emphasized, however, that no distributor changes have been announced officially in any markets.

New problem arises with independent distributors now handling Hotpoint line. In many markets, these distributors handle well-established TV brands of other manufacturers. One such example is Washington, where Hotpoint outlet Simon Distributing Corp. also handles Zenith TV-radio line. Would such a distributor be required to surrender his established TV line to take on Hotpoint TV, an entirely new product? If so, it's easy to visualize a lot of trouble ahead.

GE took 2 more steps this week to identify TV more closely with white goods. First, it eliminated all list prices on its TV sets, as is practice in appliances. Instead, it will "recommend" to its distributors a "range" of prices for each model and permit local distributors to suggest exact price according to local conditions. (For new GE sets introduced this week, see p. 13.) It also announced that henceforth all distributors would hold franchises for only 6 months, as in appliances, rather than for a year, as in TV. As result, there's possibility that GE will introduce a full new TV line every 6 months, abandoning one-line-a-year policy.

No manufacturer seemed ready to follow GE in abandoning lists, judging from initial trade reaction. Consensus was that, though list prices are often reduced to meet competition from discount houses, they did not see fit to abandon them in national advertising campaigns.

Brief highlights of other major trade developments this week:

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First-Quarter Outlook: Trade leaders generally doubt that industry's first-quarter TV production will match the 2,200,000 sets turned out in first 3 months of 1955. A slight production cutback below that level appears to be general rule among industry's Big 5 -- though all say they're prepared to increase the volume if the market shows unexpected strength. Real pickup is anticipated in spring, after the market recovers fully from the sales decline in 4th quarter of 1955. Among other trends, manufacturers are also planning continuing emphasis on higher-end models, giving only light production quota to 17-in. leader models.

Production: TV output for 1955 is estimated by RETMA at 7,769,000, based on official 11-month figure of 7,151,895 and weekly estimates of 618,000 for Dec. This breaks previous record of 7,463,800 in 1950 and also exceeds the 7,346,715 produced last year. TV production totaled 76,694 week ended Dec. 30. Radio production for 1955 is estimated by RETMA at 14,962,000 (7,262,000 auto). Official 11-month output was 13,108,365 (6,365,333 auto), with Dec. estimated at 1,854,000. Production in week ended Dec. 30 was 248,941 (127,972 auto).

Retail Sales: TV sales in 1955 were estimated by RETMA at 7,450,000, which broke last year's high of 7,300,000. This despite sales decline to 2,400,000 in the 4th quarter, compared to 2,600,000 in final 3 months of 1954. However, inventories were reduced to 2,100,000 at year's end, regarded as safe level, because of sharp production cutback (Vol. 11:52). Incidentally, quick release of retail statistics from RETMA is credited with alerting industry to retail sales dip and consequent danger of an inventory buildup.

Trade Personals: David T. Schultz assumed office of pres. of Allen B. DuMont Laboratories Inc. this week as Dr. DuMont became chairman of board; Mr. Schultz, ex-Raytheon senior v.p., treas. & director, retains his Raytheon stockholdings (Vol. 11:49-50) . . . Robert C. Tait, pres. of Stromberg-Carlson and a senior v.p. of General Dynamics, elected chairman of board of Buffalo Branch of Federal Reserve Bank on which he has served since 1951 . . . Charles J. Coward appointed senior consultant on adv. & sales promotion for GE marketing services div., continuing as consultant on its current consumer goods distribution study . . . Paul H. Leslie resigns as sales mgr. of TV receiver dept. of GE, his duties assumed by Joseph F. Effinger, color TV sales mgr. . . Harold Metz, RCA director of personnel, expands responsibilities in new position of director of personnel & organization development; J. J. Brant, personnel mgr. of RCA Victor TV div., succeeds Metz as personnel director, with F. L. McClure, personnel mgr. of RCA tube div., becoming director of organization development, both reporting to Metz . . . N. M. Marshall named General Precision Labs' sales director of TV equipment to industrial & institutional markets, in addition to his broadcast sales duties; J. W. Belcher promoted to mgr. of new application engineering dept.; S. T. Pardee joins firm as publicity mgr.; Barry J. Hawkins appointed adv. mgr. of parent General Precision Equipment Corp. . . . John Mihalic Jr., Crosley-Bendix manufacturing director, promoted to v.p., along with W. R. Lawrence Jr., production director of laundry equipment & ranges, and Donald B. Nason, mgr. of product engineering for military electronic items . . . C. E. Schick, ex-Crosley Bendix national field sales mgr., named Hoffman Electronics field sales mgr., reporting to gen. sales mgr. Paul E. Bryant . . . Ken Brigham, ex-Bell Labs, named supervisor of public relations, Philco govt. & industrial div., reporting to v.p. James D. McLean . . . Charles Coster promoted to asst. sales promotion mgr., DuMont TV receiver div. . . Everett Olson, Webster-Chicago director of communications, named company's Los Angeles sales rep; Ed McGrath named San Francisco rep; Bud Letzer takes over Chicago territory . . . Helen Staniland Quam, distributor sales mgr. of Quam-Nichols Co., retires Jan. 31 as treas. of Electronic Parts & Equipment Mfrs. after 20 years in post . . . Ernest Alschuler, pres. of Sentinel Radio, left last week on world cruise . . . Frank L. Randall Jr., ex-Daystrom, appointed tube sales mgr., Amperex Electronics Corp. . . . Glenn Hall promoted to Clarostat adv. mgr. . . . Paul F. Leopold promoted to home instruments sales mgr., Crescent Industries . . . Rodolfo A. Correa, counsel of RCA commercial dept., promoted to v.p., reporting to E. C. Anderson, v.p. for public relations; F. R. Demmerly, ex-RCA Estate, named controller of RCA Victor TV div., succeeding G. K. Bryant, now operations mgr.

DISTRIBUTOR NOTES: Paul R. Krich, on advice of physicians, retires as exec. v.p. of Krich-N. J., Newark (RCA) and its affiliate Allied Distributors and as pres. of Associated Distributors, another affiliate. Barney Krich, his brother, succeeds him as pres. of Associated Distributors, continuing as pres. of Allied Distributors. Fred M. Commins, sales v.p. of Krich-N. J., is promoted to exec. v.p. of all 3 concerns. Max Krich, another brother, continues as pres. of Krich-N. J. . . . Whirlpool-Seeger appoints RCA distributors McClung Appliances, Knoxville (Bruce Keener Jr., pres.) and Radio & Appliance Distributors Inc., Chattanooga (Mark H. Hays Sr., pres.), both replacing Moore Handley Hardware Co. . . . CBS-Columbia appoints Standard Supply Co., 225 E. 6th St., Salt Lake City (G. Wayne Stillman, pres.) . . . Capehart-Farnsworth appoints Central Distributing Co., San Antonio (Calvin Michelson, pres.), replacing Appliance Wholesalers Inc. . . . H. R. Basford Co., San Francisco (Zenith) promotes W. H. Mixer to pres.-gen. mgr., succeeding George P. Egleston, who moves up to chairman . . . Artophone Corp., St. Louis (Philco) promotes Kenneth A. Cooper to v.p. . . . Stuart F. Louchheim Co., Philadelphia (Zenith) appoints Samuel Alper v.p. . . . Sea Coast Appliance Distributors Inc., Miami (RCA) appoints Quincy P. Carvel, ex-J. A. Williams Co., Pittsburgh (Zenith), as gen. sales mgr.; Irving Lane, ex-Southern Wholesalers, Washington (RCA), named sales mgr. of appliance div. . . . Eastern Co., Boston (RCA) appoints Joseph Cunningham sales mgr. of Whirlpool air conditioners, rangers & freezers; Thomas Reilly appointed adv. director . . . Ozark Motor & Supply Co., Springfield Mo. (Admiral) appoints Paul P. Pierson, ex-Superior Distributing Co. (Crosley-Bendix), as gen. mgr., replacing George Hayden, resigned . . . Times Appliance Co., N. Y. (Westinghouse) reports resignation of TV-radio v.p. Ira Kaplan; Jules Roth appointed appliance sales mgr. . . . Igoe Bros., Newark (DuMont) reports resignation of sales mgr. Irving Sarlin . . . Greusel Distributing Corp., Milwaukee (Crosley-Bendix) appoints Julian E. Shelton, ex-Avco, as gen. sales mgr. . . . Raymond Rosen & Co., Philadelphia (RCA) appoints Kenneth Roman Jr., ex-Interchemical Corp., as adv. director, replacing James T. Davis Jr., resigned . . . Graybar names G. L. Call, Ohio Valley district mgr., Cincinnati, succeeding E. R. Yonkers, resigned . . . Appliance Distributors, Admiral's Chicago factory branch, moves to parent company's headquarters, 3800 Cortland St.

Stuart D. Brownlee resigns as gen. mgr. of RETMA of Canada and as pres. of Canadian Radio Patents Ltd. to become exec. v.p. of Canadian Admiral, continuing as secy-treas. of Canadian Radio Technical Planning Board. Edwin Whittaker, v.p. of Canadian Admiral Sales Ltd., promoted to v.p.-gen. sales mgr. of parent company.

Topics & Trends of TV Trade: Curious parallel between TV and auto production, which in last several years have followed strikingly similar output curves, is manifest once again in comparison of data for 1955. TV output for full year is estimated unofficially by RETMA at 7,769,000, subject to revision. The authoritative *Ward's Automotive Reports* figures 1955 passenger car productions at 7,940,862, also subject to revision.

The two products have virtually shadowed each other on production graphs all year, even to the point of simultaneous dips in 4th quarter as result of sales letdowns. For example, in final week of year ended Dec. 30, TV production fell to 76,694, whereas autos dropped to 104,982.

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Strike-bound Westinghouse, whose 30 consumer products plants have been shut down since Oct. 17 in IUE walkout, nevertheless introduced its Presidential line of TV-radio receivers this week, so named for 1956 convention year. Line comprises 3 series—new unpriced Convention group of 12 models, plus current Catalina and Riviera groups. Line has "Silver Safeguard" chassis, with 2 printed circuit panels, "Tip Top Front Tuning," aluminumized picture tubes. New models are Adams, 21-in. mahogany table; Buchanan, 21-in. mahogany & blonde table; Garfield, 21-in. mahogany console; Jefferson, 21-in. mahogany console; Madison, 21-in. blonde console; Monroe, 24-in. mahogany table; Pierce, 24-in. mahogany & blonde table; Tyler, 24-in. mahogany console; Van Buren, 24-in. mahogany console; Washington, 24-in. blonde console.

GE introduces 11 new sets Jan. 9 at opening of furniture markets in Chicago—though it established only price "ranges" in conforming to new policy of permitting local distributors to suggest retail prices in each market (p. 11). New sets include two 21-in. clock-timer consoles and two 21-in. "Hospitality" models on rubber wheels for easy portability. The successful 14-in. portable set at \$99.95 & \$129.95 is carried over, supplemented by another step-up portable at \$139.95. The 21-in. tables range from \$170 to \$250; 21-in. consoles, \$240 to \$340; 24-in. tables, \$240 to \$270; 24-in. consoles, \$290 to \$320.

Some 70 ex-Sparton district merchandisers, left without a company when Sparton discontinued TV-radio production in U. S. last week (Vol. 11:51), have banded together in new organization called Associated Merchandisers, with purpose of turning over intact national distributing organization to any qualified electronics manufacturer. Sparked by Martin L. Burke, Sparton's ex-rep in Washington-Baltimore area, organization has headquarters at 416 5th St. NW, Washington, and was to hold first meeting Jan. 8 at Lindbergh's Restaurant, Chicago.

"First step toward transistorizing TV receivers" is how Admiral bills its experimental TV set demonstrated this week, with a tiny selenium phase detector replacing a vacuum tube (6AL5). Ray De Cola, director of engineering, said the phase detector, a small piece of selenium metal encased in protective plastic covering, does not create heat and is "practically indestructible." Company gave no further details.

Shipments of radios to dealers, excluding auto radios, totaled 4,954,277 in first 10 months of 1955, compared to 4,416,783 in same 1954 period, reports RETMA in state-by-state tabulation (county-by-county tables available to members on request). Oct. shipments were 757,196, compared to 745,569 in Sept. and 639,624 in Oct. 1954.

More "20-year-men" are invited to join Radio's Old Timers by organization's pres. Charles Golenpaul, Aerovox Corp., and secy. Sam Poncher, Newark Electric Co., Chicago. Membership costs \$2 and big party is planned during upcoming 1956 Electronics Parts Distributors Show in Chicago.

Hoffman Electronics introduced 10 new monochrome models and 2 new 21-in. color sets to its distributors this week. It emphasizes California-style wood finishes, even divides line into furniture groupings—traditional, modern, provincial—rather than by chassis types. Pres. H. Leslie Hoffman revealed that ad budget next year would be increased to \$1,500,000 and account would be switched from Anderson-McConnell Adv. to Dan B. Miner Co., Los Angeles. As part of campaign, company plans "Set-of-the-Month" promotion, in which different model will receive special emphasis each month. New black-&-white sets are 17-in. walnut table at \$160; 17-in. blonde table, \$170; 21-in. mahogany table, \$260; 21-in. mahogany table, \$270; 21-in. blonde table, \$270; 21-in. blonde console, \$260; 21-in. mahogany console, \$330; 21-in. walnut console, \$330; 21-in. blonde console, \$340. Color sets are priced at \$795 for mahogany console, \$825 for Salem maple; \$895 for mahogany console; \$925 for blonde & Salem maple.

Nine men were sentenced to prison Jan. 5 in \$1,750,000 "Preview" motel TV swindle (Vol. 11:46-49) by Chicago Federal Judge Barnes. Heaviest sentence—5 years—went to Nathan James Elliott, also known as J. Matt Thompson, pres. of now-defunct U. S. Sign Co. Other sentences: Bruce Hantover, pres., Preview TV Corp., 4 years; Earl C. Rafael, Previewer secy.-treas., Wm. F. Robichaud, pres. of American Institute of TV Manufacturers, and Milton G. Severinghaus, 3 years each; David J. Maxim & Eugene Flitcraft, 2 years; Blanchel Murrelle & Lyman B. Jones, 1 year & 1 day. Edward C. MacReady, described as inventor of Previewer device, was placed on 2½ years probation.

Columbia Records cut price of its "Masterwork" 12-in. LP records (ML4000 series) from \$4.98 to \$3.98 last week, thereby making its classical records competitive with RCA Victor's \$3.98. It's third Columbia price reduction this year, and offers dealers 12% return privilege on all orders placed through Jan. 31.

RCA record div. plans 3-market test in Feb. of merchandising scheme to sell a coupon book for \$3.98, good for 3 "bonus" records rest of year at no additional charge, along with right to buy regular \$3.98 records for \$2.98. It's designed as answer to record subscription clubs.

Packard-Bell has purchased assets of Technical Reproductions Inc., No. Hollywood, Cal., manufacturers of printed circuitry. Under pres. Arnold O. Babbe, it will be operated as dept. of Packard-Bell's technical products div. headed by v.p. Richard B. Leng.

Olympic Radio introduces full new line of 22 basic models, ranging from 21-in. table at \$160 to 24-in. full-door combination at \$440. Feature of line is 24-in. open-face console priced at \$200. All sets have front tuning.

Magnavox's 120,000-share issue of 4¾% convertible preferred, \$50 par and sold at \$51, was sold out Jan. 5 within 5 minutes of offering by Reynolds & Co. and 7 associated underwriters. Some of the \$6,000,000 new capital raised may be used to purchase another TV-radio company, it was disclosed, but efforts to learn its identity were unavailing. Magnavox officials would say only that negotiations are far from complete, that deal might involve expenditure of about \$3,300,000 and assumption of about \$2,000,000 liabilities. New preferred stock will be redeemable at \$52.50 prior to Dec. 31, 1957 and \$50 a share after Dec. 31, 1973; its initial conversion rate is 1¼ shares of common for one preferred.

Stromberg-Carlson held its management meeting Jan. 7, pres. Robert Tait reporting highly favorable budget for new year and thriving electronics business. Whether it remains in TV-radio receiver field will be determined at meeting of parent General Dynamics Corp. Jan. 27.

Electronics Reports: American Broadcasting-Paramount and Western Union are understood to have arranged to purchase 20% interest each in Technical Operations Inc., Arlington, Mass., headed by Frederick C. Henriques and joint operator of Combat Operations Research Group (CORG) at Continental Army Command at Ft. Monroe, Va. Among other electronics pursuits, Technical Operations Inc. also is working on new silicon for transistors, "electronic umpires" for use in Army field maneuvers, transistorized power supplies for guided missiles. Its latest financial report was published in our Vol. 11:52.

AB-PT & WU control Microwave Associates, Boston, so it's presumed there are plans to merge it with Technical Operations Inc. Latter has about 145,000 shares outstanding, and sale of interests to AB-PT and WU may mean about 100,000 new common shares. Its stock had moved up to 7-8 at week's end. Some 30,000 shares are optioned at 3¼ to Oct. 31, 1956. Letter to stockholders Dec. 29 informed them that company was "actively negotiating for major additional financing" but that negotiations had "not proceeded to a point where a public announcement can be made." Pres. Henriques added: "However, it can be said that 2 well-known corporations are considering acquiring a significant stock interest in the company under conditions that appear to be favorable to the company."

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Study of nickel situation—"with particular emphasis on our defense position for this metal and the impact defense requirements are having on the civilian economy"—has been ordered by Defense Mobilizer Flemming. Named to direct study was John R. Townsend, director of materials & standards engineering of Sandia Corp. (Western Electric) and chairman of Materials Advisory Board, National Academy of Sciences.

New high-voltage rectifier tube, designed to cut TV set manufacturing costs, has been introduced by GE. Designated 2B3-GT, it has filament rating of 1.75 volts as compared with 1.25 volts for 1B3-GT, can be operated directly from flyback transformer, eliminating filament dropping resistor and associated wiring.

"International Electronic Sources" is valuable new monthly engineering service beginning in Jan. issue of *Tele-Tech* (Caldwell-Clements). An insert, it contains abstracts of engineering articles appearing in foreign & domestic publications, and available from govt. and other sources.

GE's new special defense projects dept.—which works on development of guided missiles and currently employs 500—will move from Schenectady to Philadelphia in mid-1956, according to dept. gen. mgr. George Metcalf.

Two articles of interest to electronics industry in Jan. *Fortune Magazine*: "Industrial Research: Geniuses Now Welcome," detailing how Avco, General Dynamics, GM and Glenn L. Martin have joined such companies as Bell Labs and GE in fostering basic science; "Mr. Fogg's Remarkable Electronics Factory," profile of Consolidated Electrodynamics Corp., Pasadena, one of the most successful of Southern California's new electronics companies.

Radio-controlled traffic light system for Evansville's 54 downtown traffic signals is being supplied by GE, which reported the FM system will cost about \$20,000 less than comparable wired setup.

New TV technical reference book, *Fundamentals of Television Engineering*, by Glenn M. Glassford, Syracuse U assoc. prof. of electrical engineering, has been published by McGraw-Hill (642 pp., \$12.75).

George W. Sarbacher Jr., onetime Congressman from Pennsylvania, elected pres. of National Scientific Laboratories Inc., Washington, wholly-owned subsidiary of Bowser Inc., Chicago. NSL maintains electronics research & development lab and consulting field organization for industry and armed services.

Milton A. Chaffee, ex-deputy director of systems at Air Force Research Center, Cambridge, Mass., named director of electronics & systems research, Fairchild Camera & Instrument Corp., Syosset, N. Y.

William F. Hafstrom, who joined Stromberg-Carlson last Aug., coming from GE light military electronics dept., named mgr. of marketing, Stromberg govt. contracts div.

Richard B. Hubbard, ex-v.p. & chief engineer, Specialties Inc., named pres. of ACF Industries Inc.'s Erco div., manufacturer of electronics devices & aviation equipment.

Dr. Frederick E. Terman, dean of Stanford School of Engineering and ex-pres. of IRE, succeeds Douglas M. Whitaker as Stanford U's provost, continuing as engineering dean.

David Shattuck, treas. of Technicolor Motion Picture Corp., named pres. of parent Technicolor Inc., succeeding Lester G. Clark.

Thomas P. Walker, Triad Transformer Corp., elected pres. of Los Angeles council, West Coast Electronic Manufacturers Assn.

Russell Jornd promoted to engineering director, Leon Uhl to chief research engineer, Littelfuse Inc.

Dause L. Bibby, ex-IBM v.p., ex-Endicott operations v.p., named executive v.p., Daystrom Inc.

Leopold M. Kay named pres. of Transdyne Corp., Maspeth, N.Y.

B. L. MacPherson named western div. sales mgr., Reeves Soundcraft Corp., Los Angeles.

Among officers' and directors' stock transactions reported by SEC for Nov.: Ernest L. Nye sold 225 ACF Industries, holds 600; W. T. Kilborn bought 100 AB-PT, holds 300; Joseph C. Belden Jr. sold 500 Belden Mfg. Co., holds 28,995 personally and 8712 thru trust; Thomas F. Hanley bought 1400 Bclock Instruments, holds 40,126; Helen Neushaefer bought 600 Bclock Instruments, holds 128,228; Matthew M. Fox bought 875,000 C&C Super Corp. (June), holds 875,000; Charles F. O'Brien bought 1000 C&C, holds 2000; T. Keith Glennan bought 100 Clevite, holds 100; O. P. Gokay sold 100 Clevite, holds 800; John F. Rich bought 400 Electronics Corp. of America, holds 900; Benjamin Abrams bought 1000 Emerson, holds 228,000 personally and 90,039 thru trusts & foundations; Max Abrams bought 500 Emerson, holds 80,900 personally and 69,760 thru trusts & foundations; Allen D. Marshall bought 500 General Dynamics, holds 500; Frank Pace Jr.

bought 3000 General Dynamics, holds 9000; Charles D. Dickey bought 1000 GE, holds 8500; R. N. Harder sold 300 General Precision Equipment Corp., holds 2100; C. E. Underwood bought 1500 Hoffman Electronics, holds 2500; Wm. P. Lear sold 1000 Lear Inc., holds 419,857; Richard M. Mock bought 1000 Lear, holds 16,155; Paul Moore sold 6800 Lear, holds 313; Joseph W. Dye bought 100 Magnavox, holds 200; Perry R. Roehm bought 160 Norden-Ketay, holds 300; Paul F. Hannah sold 100 Raytheon, holds 1248; H. Merle Darling bought 120 Tung-Sol, holds 3200; Jean E. Witbeck bought 200 Tung-Sol, holds 3451; Alfred K. Wright bought 150 Tung-Sol, holds 600; Frank R. Denton bought 500 Westinghouse, holds 1000; John M. Schiff bought 500 Westinghouse, holds 11,000; C. S. Weber sold 593 Westinghouse, holds 200; E. F. McDonald Jr., thru holding company, bought 1800 Zenith, holds 10,462 personally and 33,731 thru holding company.

Financial & Trade Notes: Troubles of strike-bound Westinghouse, whose 1955 earnings were said to have dipped 30% below 1954, are detailed in Jan. 1 *Forbes Magazine* study of 11 key electronic manufacturers, whose profits as a group last year are characterized as "disappointing" when compared to 30% average profit increase of all industrial manufacturers. Firms surveyed were Admiral, Avco, Carrier Corp., GE, IT&T, Minneapolis-Honeywell, Philco, RCA, Sperry-Rand, Sylvania, Westinghouse. Of Westinghouse, article says its troubles began in 1954 when Navy cancelled contract for military jet engines valued at "several hundred million dollars." Then Air Force cancelled "fat electronics controls order," which in turn set off chain reaction adversely affecting orders for heavy apparatus (normally 58% of firm's revenues). Then came series of 94 labor stoppages, resulting in loss of 5,000,000 man-hours even before big IUE walk-out at 30 consumer products plants which began Oct. 17 and which still remains unsettled. On brighter side, article quotes chairman-pres. Gwilym Price as forecasting a "full blast" return to jet engine supremacy "in a year or 2," and says company is in good position to cash in on heavy investments in atomic energy equipment. Note: One widely-circulated rumor this week had exec. v.p. Mark W. Cresap Jr., 45, replacing 60-year-old Price as pres. because of company's accumulated tribulations—though Cresap and company denied it.

* * * *

Raytheon sales for first half of fiscal year ended last Nov. 30 were \$83,095,535 and net earnings were \$1,367,909, or 49¢ per share on 2,776,235 shares. This compares with \$93,006,863 & \$2,395,969 (86¢ on 2,395,936 shares) during same period preceding year. Net income for quarter ended Aug. 31 was \$764,000 (27¢) vs. \$1,102,000 (40¢) in like 1954 period. Decline in profit, according to pres. Charles F. Adams Jr., was due to increased labor & material costs, lower volume, abnormal moving expenses, among other factors. Sales have turned upward, he said, and that trend is expected to continue for rest of fiscal year ending May 31. Backlog of govt. orders exceeded \$100,000,000 on Nov. 30, while important govt. orders were received in Dec. and more are expected—in addition to which commercial billings and orders are on the increase, with some manufacturing activities at a new high.

Cornell-Dubilier consolidated sales for fiscal year ended Sept. 30, 1955 were \$34,955,172 and net income reached record high of \$1,809,002 (\$3.41 per share). Because of lower prices for certain products, sales total was below that of preceding year's \$37,149,778, when net was \$1,729,640 (\$3.25). Pres. Octave Blake states in annual report that increased sales are expected this year due to growing volume of color TV (using more capacitors as well as rotators & antennas) and expanded application of capacitors and filters in many diversified electronics fields. Notice of annual stockholders meeting Jan. 25 discloses Mr. Blake, owner of 38,512 of the 512,390 voting shares of common stock, received aggregate remuneration of \$105,989 during the period, being the only officer or director whose remuneration exceeded \$30,000; that first v.p. Wm. Dubilier is owner of 220 shares, exec. v.p. Haim Beyer 2060, exec. v.p. Paul McK. Deeley 61.

Howard W. Sams & Co., Indianapolis electronics engineering & publishing firm, had sales of \$3,262,161 and net profit after taxes of \$140,027 (\$1.09 per share) during fiscal year ended June 30, 1955, according to Jan. 3 report. Sales included compared with \$2,798,980 and profits with \$87,218 in preceding year.

H. C. Moses, Thomas & Betts Co., elected pres. of Chicago Electric Assn., succeeding A. H. Schneider, Commonwealth Edison.

TRADING IN TV-radio-electronics and broadcasting stocks was quite heavy on the major exchanges during 1955—and to show you exactly what happened we've compiled table indicating year's sales and giving year's high, low and last (as of Dec. 30, 1955) and the net change from end of 1954. In case of over-the-counter issues, figures on sales are unavailable.

It's interesting to note that 9 of the issues were among the top 25 in volume of shares traded on the N. Y. Stock Exchange during 1955—Sperry Rand ranking 4th, GE 7th, Avco 8th, General Dynamics 9th, Westinghouse 15th, Electrical & Musical Industries Ltd. 16th, IT&T 18th, AT&T 22nd, RCA 25th.

Most stocks here listed are traded on the N. Y. Stock Exchange; those on American and Midwest exchanges and over-the-counter are indicated by symbols (see footnotes). For detailed financial data on most of these companies, and a few others in related fields, see tabulations by consultant Edgar N. Greenebaum Jr. in forthcoming Spring-Summer Edition of our *TV Factbook*:

	Sales	High	Low	Last	Net Change
Admiral	687,500	30 1/4	20 1/4	21 7/8	- 6 3/8
ABC-Paramount	163,460	33 1/2	22 1/2	27	+ 2
Aerovox (OC)		13 7/8	8 1/8	8 3/8	+ 2 5/8
AT&T	3,021,000	187 3/8	172 3/4	180 3/4	+ 5 3/8
Avco	4,287,400	8 1/4	5 1/2	6 1/4	+ 1/2
Beckman Instruments	333,400	29 3/8	19 3/8	28 3/4	+ 4 1/4
Belock Instrument (A)	179,000	22 7/8	11 1/8	18 3/4	—
CBS 'A'	410,700	32	22 1/2	26 7/8	—
CBS 'B'	268,100	31	22 1/4	27	—
Clarostat (A)	230,300	8	4 1/8	4 1/2	- 1 7/8
Collins Radio 'A' (OC)		28 1/2	17 1/4	28 1/4	+ 7 7/8
Collins Radio 'B' (OC)		28 1/4	16 3/4	28	+ 7 5/8
Consolidated Electronics	536,100	44 1/8	23 7/8	32	+ 5 3/8
Cornell-Dubilier	149,100	37 3/8	29	34 7/8	- 1 1/8
Davega Stores	92,100	7 3/4	4 3/4	5 3/4	- 1/4
DuMont Labs (A)	979,900	17 1/8	9 1/8	9 3/4	- 5
Electrical & Musical Ind.	3,326,000	5 3/8	3 3/8	4 3/4	+ 7/8
Electronics Corp. (A)	211,500	23	11 1/2	13 3/4	- 2 1/4
Emerson Radio	903,900	16 3/8	11 3/4	12 5/8	- 2
Erie Resistor (OC)		17	10	15 3/4	+ 3/4
General Electric	4,313,600	57 3/4	46 1/4	57 3/4	+11
General Dynamics	4,271,400	80	48 3/4	66 1/4	—
General Instrument	646,900	13	7 5/8	9	- 2 1/2
General Precision	605,900	71 1/2	36 1/2	47 3/4	—
Gross Telecasting (OC)		20	16 1/4	16 1/4	—
Hallicrafters (M)	350,300	7 1/4	4 5/8	7	+ 1 7/8
Hazeltine (A)	208,000	59 3/4	36 1/2	47 3/4	- 9 3/4
Hoffman Electronics	431,900	31 3/8	20 1/2	24 1/8	—
Indiana Steel Products (M)		23	18 1/2	20 1/4	+ 2 1/2
International Resistance (A)	675,900	12 3/8	5	7 5/8	+ 2 3/4
IT&T	3,306,400	31 1/8	23 3/4	30 1/8	+ 4 1/4
Lear Inc. (A)	1,246,900	13 3/8	7 1/4	8 1/4	- 1 1/2
Magnavox	514,200	41 7/8	23	35 7/8	+12 1/4
P. R. Mallory & Co. (OC)		39	28 5/8	34 1/2	-10
Minneapolis-Honeywell	297,200	70	50 1/8	65	—
Monumental Radio (OC)		15 1/2	13 7/8	14	- 1 1/2
Motorola	290,200	60 3/4	44 1/4	50 1/2	+ 1/2
(q) Muntz TV (A)	541,200	2 3/4	1 1/8	2 5/8	+ 1 1/4
Muntz Co. (A)	145,700	7	4 1/8	4 5/8	- 1 3/4
National Telefilm (A)	131,600	4 7/8	2 1/2	3 1/4	—
National Union Electric (A)	1,038,300	4 5/8	2 3/8	2 3/4	+ 3 1/8
Olympic Radio (A)	531,400	8 5/8	4 5/8	7 1/8	+ 1 5/8
Packard-Bell (OC)		13	8 3/4	9 3/8	—
Paramount Pictures	458,500	44 5/8	36	36 7/8	- 3 1/4
Philco	857,400	43 3/8	30	33 5/8	- 4 3/8
RCA	2,767,700	55 3/8	36 3/4	47 1/8	+ 8 3/8
Raytheon	239,700	25 3/4	13 7/8	18 1/2	- 1 1/2
Sentinel Radio (A)	154,500	7 3/8	4 1/8	5 3/4	+ 1 1/8
Servomechanisms (A)	203,300	13 3/8	8 1/4	8 3/4	- 3
Skiatron (A)	277,900	8	2 3/8	3 3/8	—
Sparks-Withington	282,900	7	4 1/2	5	- 7/8
Sperry Rand	4,683,400	29 5/8	21	27 3/8	—
Standard Coil	719,900	20 1/4	10 1/4	12 1/4	- 4 7/8
Spraguc Electric (OC)		61	46 1/2	54	+ 3 3/4
Storer Bcstg. Co.	104,700	29 1/2	20 3/4	23 3/8	—
Sylvania Electric	883,000	49 7/8	41	45 5/8	- 1
Texas Instruments	553,700	16 7/8	10 1/8	13 1/2	+ 1/4
Trav-Ler Radio (M)	130,300	4 1/4	1 7/8	2 1/8	- 1 3/4
Tung-Sol	269,200	33 1/2	25	31 3/8	+ 2 3/8
Webster-Chicago (M)	25,800	15 1/2	8 1/2	13 7/8	+ 4 1/4
Wells-Gardner (OC)		13 3/4	9 7/8	11 7/8	+ 2 1/2
Westinghouse	3,383,200	83 1/4	53 1/4	60	- 20 1/2
WJR The Goodwill Station (OC)		15	10 1/4	10 1/4	- 2 1/4
Whiripool-Seeger	775,100	38 1/4	21 5/8	27 1/8	- 2 5/8
Zenith	269,000	142 1/2	86	140	+50 1/2

(A) American Stock Exchange. (OC) Over the Counter. (M) Midwest. (q) In bankruptcy or receivership.

Oft-talked-about "Television City" for New York City broke into headlines again this week when builder Wm. Zeckendorf disclosed plans for gigantic building project that would cover area from 9th Ave. between 30th & 35th St. to the Hudson with an extension north between 11th Ave. and the Hudson up to 38th St.—a 40-acre redevelopment to cost between \$500,000,000 and \$1 billion. Embraced would be a Great Hall with 410,000 sq. ft. unobstructed by columns, four 200-seat studios, 800 ft. of service areas close to the studios, an apartment hotel for TV employes, and even a 1750-ft. tower that would rise 250 ft. higher than Empire State. Networks apparently had been told about it but have not committed themselves. CBS pres. Frank Stanton said his company would have to know more about it, and took occasion to deny industry reports it's considering moving most of its TV production facilities to West Coast. As of Dec. 3, he said, 67% of CBS shows emanated from N. Y., only 27% from Hollywood.

"Equal time" rule for political broadcasts should be abandoned, American Civil Liberties Union told FCC this week. Instead, it said, stations should give public figures opportunity to give "fair representation" of their views. It said that private persons who are attacked in broadcasts should be given "equitable opportunity," not necessarily equal time, to reply to attacks. Communications Act provides that stations giving or selling time for political broadcasts must make equal time available on same basis to those desiring to reply.

Further expansion of Voice of America and U. S. distribution of TV programming to foreign stations (see p. 2) was indicated by President Eisenhower in State-of-the-Union message this week. "Because understanding of the truth about America is one of our most powerful forces," he said, "I am recommending a substantial increase in budgetary support of the United States Information Agency." USIA is headed by Theodore F. Streibert, ex-chairman of MBS and ex-pres. of WOR-TV & WOR.

Application for Elmira's newly dropped-in Ch. 9 was filed this week by Elmira Star-Gazette Inc. (WENY). The Gannett newspaper owned 49%, *Corning Leader* 51% of uhf WECT (Ch. 18) which quit air May 26, 1954. Just this week, Ch. 9 drop-in was opposed by WSyr-TV, Syracuse, which bought WECT's old facilities, wants to build Ch. 18 satellite (p. 8).

Life of Dr. Lee DeForest, now 82 and still operating his own lab in Los Angeles, will be produced as a feature film by John Hirshman, according to movie columnist Louella Parsons, who states no one has yet been chosen to play the part of the noted inventor.

Allen Kander, the newspaper broker who engineered recent record \$18,700,000 sale of *Birmingham News* and its TV-radio properties to Newhouse chain (Vol. 11:49), is subject of "Businessmen in the News" profile in Jan. *Fortune Magazine*, which states his commission was about \$500,000.

Biggest TV coverage survey ever announced is American Research Bureau's second "A to Z" study, covering 225 markets and due to be ready for distribution Feb. 20. Among other things, it will show station preferences and uhf conversion percentages.

Cities Service Co., one of pioneer network radio advertisers, will discontinue 29 years of sponsoring concerts on radio Jan. 16 when it drops *Band of America* on NBC in favor of concentrating on local TV, radio and other media.

George Foster Peabody Awards entries close Jan. 10, and winners will be announced at luncheon meeting of Radio & TV Executives Society of N. Y. in the Hotel Roosevelt, April 11.

Dept. of Justice disclosed Jan. 6 that it's investigating NBC-Westinghouse deal whereby network's Cleveland stations (WNBK & WTAM) were swapped for latter's Philadelphia outlets (WPTZ & KYW) plus \$3,000,000 cash—for which FCC approval was secured last week, Comr. Bartley dissenting (Vol. 11:53). House anti-trust subcommittee is also reported getting ready to probe transaction. Complaint is said to allege NBC used threat of withdrawal of network affiliation unless Westinghouse agreed to swap. Justice Dept. said it had sent FCC letter asking it to hold up action during investigation, but FCC gen. counsel Warren Baker said letter did not arrive until after Commission had approved transfers, which are scheduled to be formalized Feb. 1 with present managements in both cities switching posts.

Buffalo's WBUF-TV (Ch. 17), taken over last week by NBC as its first owned-&-managed uhf and now managed by Charles Bevis Jr. (Vol. 11:53), signed off at 12:01 a.m. Dec. 31 to permit removal of transmitter to new site on Elmwood Ave., where it's planned to erect new 1-megawatt plant. NBC N. Y. engineer John Seibert and new WBUF-TV technical operations mgr. Alfie Jackson this week were supervising erection, on 300-ft. tower, of 35-ft. pylon taken from old tower on WGR Bldg. They expected to have interim operation resume by Jan. 8 or 9, planned to carry 6-10 NBC programs daily for which time hasn't been cleared on WGR-TV whose NBC affiliation contract still has until Aug. 1 to run.

Invitation to FCC to appear at Jan. 17 hearing on TV problems (Vol. 11:53) is due to be signed by Senate Commerce Committee Chairman Magnuson (D-Wash.) next week. First phase of hearings, devoted to FCC, is expected to take 2 or 3 days. Seattle attorney Kenneth A. Cox, majority counsel for inquiry, arrived in Washington at week's end, is due to work closely with Sen. Magnuson in formulating plans for hearings.

Robert D. L'Heureux, minority counsel of Senate Commerce Committee's TV probe, is set to move to FCC as administrative asst. to Chairman McConnaughey. Job was created in 1952, never filled. Duties would include liaison with Congress. L'Heureux came to Congress originally as asst. to late Sen. Tobey (R-N. H.), former chairman of Commerce Committee.

"Public Access for Radio-TV at Judicial & Congressional Proceedings" is topic of debate at Jan. 12 luncheon meeting of Federal Communications Bar Assn. at Washington's Willard Hotel. CBS v.p. Ralph W. Hardy will argue affirmative side, Georgetown U law professor Rev. Joseph M. Snee, S. J. negative.

FCC Bar Assn. has postponed to Jan. 27 its annual dinner, to be attended by FCC members and held in Mayflower Hotel, Washington.

1956 AM-FM Station Directory

ALL SUBSCRIBERS to the full TV-AM-FM services of *Television Digest* will, toward the end of January, receive copies of our *1956 AM-FM Station Directory*, revised to Jan. 1. The new directory lists not only all North American AM-FM Stations by States and Cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's the only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 14, cost \$5.00 each; single copies \$7.50.

**Handy Directory of
TV STATIONS IN FOREIGN COUNTRIES**

Based on Best Available Information from Radio-Electronics-TV Manufacturers Assn., U.S. & Foreign Govt. Agencies and from Equipment Manufacturers and Other Trade Sources

Including Stations on Air, Under Construction, Planned and Operating Experimentally and Estimates of Sets-in-Use as of January 1, 1956

(For Canadian, Cuban, Mexican, and U.S. Military TV Stations Overseas, see p. 7)

TECHNICAL TRANSMISSION STANDARDS are indicated by code letters after name of country: Am.—American: 525 lines, 30 frames, 6-mc channel, FM sound. Br.—British: 405 lines, 25 frames, 5-mc. channel, AM sound. Eu.—European: 625 lines, 25 frames, 7-mc. channel, FM sound. Fr.—French: 819 lines, 25 frames, 14-mc. channel, AM sound. Ru.—Eastern European: 625 lines, 25 frames, 8-mc. channel, FM sound.

Dagger (†) Indicates Station on Air; Asterisk (*) Indicates Station Carries Advertising

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr.	ERP	Status
ALGERIA (Fr.) Algiers	—	Radiodiffusion-Television Francaise (Govt.)	V-173.4 A-162.25	V-10 A- 2.5	50 12.5	Due July 1956
ARGENTINA (Eu., 6-mc channel) (Sets in use: 70,000)						
†Buenos Aires	LR3-TV	*Radio Belgrano	Ch. 7	V- 5 A- 2.5	40 20	Started Sept. 1951
Buenos Aires	LR1-TV	*Radio El Mundo	Ch. 5	V- 5 A- 2.5	50 25	Planned
Buenos Aires	—	*Radio Splendid	Ch. 3	—	—	Planned
AUSTRALIA (Eu.)						
Melbourne	—	*General Television Corp. Pty. Ltd.	V-196.25 A-201.75	V— A—	100 20	Planned for 1956
Melbourne	—	*Herald-Sun Television Pty. Ltd.	V-182.25 A-187.75	V-10 A- 2	100 20	Planned for 1956
Melbourne	—	Government	V-64.25 A-69.75	V-20 A- 4	100 20	Due late 1956
Sydney	—	*Amalgamated Television Services	V-182.25 A-187.75	V— A—	100 20	Planned for 1956
Sydney	—	*Television Corp. Ltd.	V-196.25 A-201.75	V— A—	100 20	Planned for 1956
Sydney	—	Government	V-64.25 A-69.75	V-20 A- 4	100 20	Due late 1956
AUSTRIA (Eu.) (Sets in use: 4000)						
†Vienna (Kahlenberg)	—	Austrian Broadcasting System (Govt.)	V-175.25 A-180.75	V- 0.1 A—	5 1	Started 1955
†Linz (Freinberg)	—	Austrian Broadcasting System (Govt.)	V-182.25 A-187.75	V— A—	0.3 0.06	Started 1955 (temporary)
†Graz (Schoeckl)	—	Austrian Broadcasting System (Govt.)	V-189.25 A-194.75	V— A—	4 0.8	Started 1955 (temporary)
†Salzburg (Gaisberg)	—	Austrian Broadcasting System (Govt.)	V-196.25 A-201.75	V— A—	2 0.4	Started 1955 (temporary)
BELGIUM (Fr. standards in French districts, Eu. with AM sound in Flemish districts) (Sets in use: 70,000)						
†Antwerp (Eu.)	—	Institute National du Radio Communication (INR)	V-48.25 A-53.75	V- 3 A- 0.75	6 1.5	Started Nov. 1954
†Brussels (Fr.)	—	Institute National du Radio Communication (INR)	V-196.25 A-201.75	V- 1 A-0.25	2 0.5	Started Oct. 1953
†Brussels (Eu.)	—	Institute National du Radio Communication (INR)	V-210.25 A-215.75	V- 1 A- 0.25	2 0.5	Started Oct. 1953
†Liege (Fr.)	—	Institute National du Radio Communication (INR)	V-55.25 A-60.75	V- 3 A- 0.75	6 1.5	Started Nov. 1954
BRAZIL (Am.) (Sets in use: 150,000)						
†Belo Horizonte	PRH6-TV	*Radio Guarani (Emissoras Associadas)	Ch. 4	V- 5 A- 2.5	20 —	Started 1955
Porto Alegre	—	*Radio Televisao Tupi (Emissoras Associadas)	Ch. 4	—	—	Planned
†Rio de Janeiro (Eu. due to change to Am.)	PRG3-TV	*Radio Televisao Tupi (Emissoras Associadas)	Ch. 6	V- 5 A- 2.5	21.2 12.7	Started Jan. 1951
†Rio de Janeiro	—	*Radio Record TV (J. B. Amoral)	Ch. 13	—	—	Started March 1955
Rio de Janeiro	PRA2-TV	Ministerio da Educacao (Govt.)	Ch. 11	—	—	Planned
Rio de Janeiro (Roquete Pinto)	PRD5-TV	Radio Televisao Roquete Pinto (city-owned educational)	Ch. 2	—	25	Planned
Rio de Janeiro	PRA9-TV	*R. Mayrink Veiga S.A. (Victor Costa)	Ch. 7	—	—	Construction permit
Rio de Janeiro	PRD8-TV	*Sociedade Radio Emissoras Continental	Ch. 9	—	—	Construction permit
Rio de Janeiro	PRE8-TV	*Emp. Radio Nacional (Victor Costa)	Ch. 4	—	—	Construction permit

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr.	ERP	Status
BRAZIL—(Contd.)						
†Sao Paulo (Banco de Estado)	PRF3-TV	*Radio Difusora de Sao Paulo (Emissoras Associadas)	Ch. 3 (Due to shift to Ch. 4)	V- 5 A- 2.5	18.4 9.2	Started Sept. 1950
†Sao Paulo	—	*Radio Televisao Paulista (Helio Marmo)	Ch. 5	V- 5 A- 2.5	19.4 9.7	Started March 1952
†Sao Paulo	PRB9-TV	*Radio Record TV (J. B. Amoral)	Ch. 7	V-10 A- 5	32 16	Started Sept. 1953
Sao Paulo	—	Radio Excelsior S.A.	Ch. 9	—	—	Planned
Sao Paulo	PRA6-TV	Radio Gazeta (Fundacao Caspar Libero)	Ch. 2	—	—	Construction permit
Sao Paulo	PRE4-TV	*S. R. Cultra a Voz de Espaco (Dirceu Fontoura)	Ch. 11	—	—	Construction permit
Sao Paulo	PRG9-TV	*Radio Nacional de Sao Paulo (J. B. Ramos)	Ch. 9	—	—	Construction permit
Sao Paulo	PRH9-TV	*Radio Bandeirantes S.A. (Ademar de Barros)	Ch. 13	V-10 A- 3	— —	Construction permit
BULGARIA (Ru.) (Sets in use: 150)						
†Sofia	—	Government	V-59.25 A-65.75	V— A—	0.4 0.25	Started 1955
CANADA (Am.)—See p. 7 (Sets in use: 2,000,000)						
COLOMBIA (Am.) (Sets in use: 20,000)						
Barranquilla	—	*Emisoras Unidas (Barranquilla) & Emisoras Fuentes (Cartagena)	—	—	—	Planned
†Bogota	HJRN-TV	Televisora Nacional (Govt.)	Ch. 7	V- 1 A- 0.25	— —	Started June 1954
Call	—	Televisora Nacional (Govt.)	—	—	—	Planned
†Manizales (satellite)	—	Televisora Nacional (Govt.)	Ch. 10	V- 0.25 A—	— —	Started July 1954
†Medellin	—	Televisora Nacional (Govt.)	Ch. 10	—	—	Started 1955
CUBA (Am.)—See p. 7 (Sets in use: 200,000)						
CZECHOSLOVAKIA (Ru.) (Sets in use: 15,000)						
†Prague	—	Government	V-49.75 A-56.25	V- 0.5 A- 0.3	— —	Started May 1953; programming June 1954
Bratislava	—	Government	—	—	—	Due late 1956
Brno	—	Government	—	—	—	Planned
Ostrava	—	Government	—	—	—	Under construction
DENMARK (Eu.) (Sets in use: 6000)						
Aalborg	—	Danish State Radio (Govt.)	V-196.25 A-201.75	V- 2.5 A- 0.75	10 3	Due 1956
Aarhus	—	Danish State Radio (Govt.)	V-175.25 A-180.75	V— A—	10 3	Planned for 1958
Bornholm	—	Danish State Radio (Govt.)	V-175.25 A-180.75	V— A—	10 3	Planned
†Copenhagen	—	Danish State Radio (Govt.)	V-62.25 A-67.75	V- 5 A- 3	10 3	Experimental 1949; programming Oct. 1954
Fyn	—	Danish State Radio (Govt.)	V-55.25 A-60.75	V- 5 A- 3	10 3	Under construction
Noestvad	—	Danish State Radio (Govt.)	V-182.25 A-187.75	V— A—	60 20	Planned for 1958
†Odense	—	Danish State Radio (Govt.)	V— A—	V- 2.5 A- 0.75	10 3	Started Dec. 1955
Skive	—	Danish State Radio (Govt.)	V-210.25 A-215.75	V— A—	60 20	Planned for 1958
Soenderjylland	—	Danish State Radio (Govt.)	V-189.25 A-194.75	V— A—	60 20	Planned for 1957
DOMINICAN REPUBLIC (Am.) (Sets in use: 6000)						
†Ciudad Trujillo	HIT-TV	*La Voz Dominicana	Ch. 4	V- 5 A- 2.5	16 8	Started Aug. 1952
EGYPT (Eu.) Cairo						
—	—	Government	—	—	—	Planned for 1956
EL SALVADOR (Am.) San Salvador						
—	YSU-TV	*Radio Television YSU	—	—	—	Planned
San Salvador	YSEB-TV	*—	—	—	—	Due Feb. 1956
FINLAND (Eu.) (Sets in use: 100)						
†Helsinki	—	TV Club of Helsinki	V-203.25 A-208.75	V- 0.04 A- 0.025	— —	Started 1955 (experimental)
FRANCE (Fr.) (Sets in use: 225,000)						
Amiens	—	Radiodiffusion-Television Francaise (RDF)	V-203.45 A-214.60	V- 3 A- 0.75	30 7.5	Planned for Jan. 1957
Bordeaux	—	Radiodiffusion-Television Francaise (RDF)	V-199.7 A-203.45	V-10 A- 2.5	50 12	Planned for Jan. 1957
Bourges	—	Radiodiffusion-Television Francaise (RDF)	V-190.3 A-201.45	V-20 A- 5	200 50	Due June 1956
Caen (Mt. Pincon)	—	Radiodiffusion-Television Francaise (RDF)	V-52.4 A-41.25	V-20 A- 5	50 12	Due April 1956
Cannes-Nice	—	Radiodiffusion-Television Francaise (RDF)	V-173.4 A-162.25	V- 1 A- 0.25	10 2.5	Due July 1956
Cherbourg	—	Radiodiffusion-Television Francaise (RDF)	V-212.85 A-201.7	V- 1 A- 0.25	5 1.2	Due Jan. 1956
†Dijon	—	Radiodiffusion-Television Francaise (RDF)	V-199.7 A-188.55	V- 1 A- 0.25	5 1.25	Started 1955

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr.	ERP	Status
FRANCE (Contd.)						
†Grenoble	—	Radiodiffusion-Television Francaise (RDF)	V-199.7 A-188.55	V- 0.05 A- 0.012	1 0.25	Started 1955
LeHavre	—	Radiodiffusion-Television Francaise (RDF)	V-164 A-175.15	V- 0.05 A- 0.012	1 0.25	Due 1957
†Lille	—	Radiodiffusion-Television Francaise (RDF)	V-185.25 A-174.1	V-20 A- 5	200 50	Started April 1950
Lorraine	—	Radiodiffusion-Television Francaise (RDF)	V-173.4 A-162.25	V-10 A- 2.5	50 12	Due June 1956
Lyon (Mt. Pilat)	—	Radiodiffusion-Television Francaise (RDF)	V-212.85 A-201.7	V-20 A- 5	200 50	Due early 1956
†Lyon-ville	—	Radiodiffusion-Television Francaise (RDF)	V-164 A-175.15	V- 0.05 A-0.012	0.1 0.025	Started Oct. 1954
†Marseilles	—	Radiodiffusion-Television Francaise (RDF)	V-186.55 A-175.4	V-20 A- 5	50 12	Started Sept. 1954
†Metz	—	Radiodiffusion-Television Francaise (RDF)	V-173.4 A-162.25	V- 0.05 A- 0.012	0.1 0.025	Started Jan. 1955 (temporary)
Mulhouse	—	Radiodiffusion-Television Francaise (RDF)	V-186.55 A-175.4	V-20 A- 5	200 50	Due early 1956
†Nancy-ville (Vandoeuvre)	—	Radiodiffusion-Television Francaise (RDF)	V-177.15 A-188.3	V- 0.05 A- 0.012	0.1 0.025	Started May 1955
Nantes	—	Radiodiffusion-Television Francaise (RDF)	V-186.55 A-175.4	V-1 A- 0.25	10 2.5	Planned for 1957
†Paris (441 lines, 25 frames, 9-mc, AM sound)	—	Radiodiffusion-Television Francaise (RDF)	V-46 A-42	V-30 A- 6	25 5	Started Dec. 1949; ceases operation in 1958
†Paris	—	Radiodiffusion-Television Francaise (RDF)	V-185.25 A-174.1	V-20 A- 5	150 35	Started 1951
†Reims	—	Radiodiffusion-Television Francaise (RDF)	V-164 A-175.15	V-10 A- 2.5	50 12	Started 1955
Rennes	—	Radiodiffusion-Television Francaise (RDF)	V-65.55 A-54.4	V-10 A- 2.5	50 12	Planned for April 1957
Rouen	—	Radiodiffusion-Television Francaise (RDF)	V-199.7 A-188.55	V-10 A- 2.5	50 12	Due July 1956
†Strasbourg	—	Radiodiffusion-Television Francaise (RDF)	V-164 A-175.15	V- 3.5 A- 0.8	20 5	Started Sept. 1933
Toulon	—	Radiodiffusion-Television Francaise (RDF)	V-203.45 A-214.6	V- 1 A- 0.25	10 2.5	Due June 1956
GERMANY, EAST (Ru.) (Sets in use: 30:000)						
†Berlin (east sector) (Stadtmitte)	—	Statliches Rundfunk-Komitee (Govt.)	V-99.9 A-106.4	V- 3 A- 0.6	— —	Started Dec. 1952
†Berlin (east sector) (Grunau)	—	Statliches Rundfunk-Komitee (Govt.)	V-41.75 A-48.25	V— A—	30 3	Started 1955
†Brocken (Harz Mt.)	—	Statliches Rundfunk-Komitee (Govt.)	V-169.25 A-175.75	V— A—	— —	June 1955
†Chemnitz (Fichtelberg)	—	Statliches Rundfunk-Komitee (Govt.)	V-201.25 A-207.75	V— A—	— —	Started 1955 (experimental)
Cottbus	—	Statliches Rundfunk-Komitee (Govt.)	—	—	—	Planned for 1956
†Dresden	—	Statliches Rundfunk-Komitee (Govt.)	V-145.25 A-151.75	V- 3 A- 0.6	— —	Started June 1954 (experimental)
†Inselberg (Brotterode)	—	Statliches Rundfunk-Komitee (Govt.)	V-185.25 A-191.75	V— A—	— —	Started 1955
Jena	—	Statliches Rundfunk-Komitee (Govt.)	—	—	—	Planned for 1956
†Leipzig	—	Statliches Rundfunk-Komitee (Govt.)	V-59.25 A-65.75	V- 3 A- 0.6	— —	Started 1955
†Rostock (Marlow)	—	Statliches Rundfunk-Komitee (Govt.)	V-153.25 A-159.75	V— A—	— —	Started 1955
GERMANY, WEST (Eu.) (Sets in use: 300,000) (Licensed sets: 230,000)						
†Aalen	—	Süddeutscher Rundfunk	V-196.25 A-201.75	V- 0.05 A- 0.01	0.4 0.08	Started 1955
†Baden-Baden	—	Südwestfunk	V-189.25 A-194.75	V- 0.04 A- 0.008	0.64 0.13	Started June 1954
†Berlin (west sector)	—	Sender "Freies Berlin"	V-189.25 A-194.75	V- 1 A- 0.25	3 0.6	Started Nov. 1951
†Biedenkopf	—	Hessischer Rundfunk	V-175.25 A-180.75	V- 0.05 A- 0.01	1.6 0.32	Started 1955
†Bonn	—	Nordwestdeutscher Rundfunk	V-175.25 A-180.75	V- 0.04 A- 0.008	0.175 0.035	Started June 1954
†Bremen	—	Radio Bremen	V-55.2395 A-60.7395	V- 0.04 A- 0.008	0.1 0.02	Started 1955
Brodjackrliegel	—	Bayerischer Rundfunk	V-189.2605 A-194.7605	V-10 A- 2	100 20	Planned for 1956
Feldberg (Schwarzwald)	—	Südwestfunk	V-196.2395 A-201.7395	V-10 A- 2	100 20	Due early 1956
Flensburg	—	Nordwestdeutscher Rundfunk	V-62.25 A-67.75	V- 1 A- 0.2	50 10	Planned for 1956
†Frankfurt (Main) (Gr. Feldberg)	—	Hessischer Rundfunk	V-196.2605 A-201.7605	V-10 A-2	100 20	Started June 1953
†Freiburg (Breisg)	—	Südwestfunk	V-189.25 A-194.75	V- 0.04 A- 0.008	0.64 0.13	Started June 1954
Grünteu (Allgäu)	—	Bayerischer Rundfunk	V-48.2605 A-53.7605	V-10 A- 2	100 20	Planned for 1956
†Hamburg	—	Nordwestdeutscher Rundfunk	V-203.25 A-208.75	V-10 A- 2	100 20	Started Dec. 1952
†Hannover	—	Nordwestdeutscher Rundfunk	V-196.2395 A-201.7395	V- 1 A- 0.2	5 1	Started Dec. 1952
†Harz (West)	—	Nordwestdeutscher Rundfunk	V-201.2605 A-215.7605	V- 0.04 A- 0.008	1 0.2	Started 1954
Heide	—	Nordwestdeutscher Rundfunk	V-175.25 A-180.75	V- 1 A- 0.2	10 2	Planned for 1956

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr.	ERP	Status
GERMANY, WEST—(Contd.)						
†Hoher Meissner	—	Hessischer Rundfunk	V-189.25 A-194.75	V-10 A- 2	100 20	Started 1955
†Hornisgrinde	—	Südwestfunk	V-203.2605 A-208.7605	V-10 A- 2	100 20	Started 1955
†Kaiserslautern	—	Südwestfunk	V-189.25 A-194.75	V- 0.04 A- 0.008	0.64 0.13	Started June 1954
†Kiel	—	Nordwestdeutscher Rundfunk	V-217.25 A-222.75	V- 1 A- 0.2	5 1	Started 1955
†Köln	—	Nordwestdeutscher Rundfunk	V-217.2395 A-222.7395	V- 1 A- 0.2	5 1	Started Dec. 1952
†Koblenz	—	Südwestfunk	V-175.2605 A-180.7605	V- 3 A- 0.4	50 10	Started June 1954
Kreuzberg-Wasserkuppe	—	Bayerischer Rundfunk	V-55.2605 A-60.7605	V-10 A- 2	100 20	Planned for 1956
†Langenberg (Ruhr)	—	Nordwestdeutscher Rundfunk	V-203.2395 A-208.7395	V-10 A- 2	100 20	Started Sept. 1952
†Nürnberg (Dillberg)	—	Bayerischer Rundfunk	V-182.2395 A-187.7395	V- 0.05 A- 0.01	0.6 0.12	Started 1955
†Raichberg	—	Südwestfunk	V-62.2395 A-67.7395	V-10 A- 2	100 20	Started 1955
†Stuttgart	—	Süddeutscher Rundfunk	V-217.2395 A-222.7395	V- 0.25 A- 0.05	2.25 0.45	Started Aug. 1954
†Teutoburger Wald (Bielstein)	—	Nordwestdeutscher Rundfunk	V-217.2605 A-222.7605	V-10 A- 2	100 20	Started 1955
†Teutoburger Wald (Bielstein)	—	Nordwestdeutscher Rundfunk	V-485.25 A-490.75	V- 0.05 A- 0.01	0.4 0.08	Experimental (UHF)
†Trier	—	Südwestfunk	V-182.25 A-187.75	V- 0.04 A- 0.008	0.64 0.13	Started June 1954
†Weinblet	—	Südwestfunk	V-210.2395 A-215.7395	V- 1 A- 0.2	50 10	Started June 1953
†Wendelstein (Munich area)	—	Bayerischer Rundfunk	V-210.2605 A-215.7605	V-10 A- 2	70 14	Started Nov. 1954
Würzburg	—	Bayerischer Rundfunk	V-210.25 A-215.75	V- 1 A- 0.2	5 1	Planned for 1956
†Zweibrücken	—	Südwestfunk	V-189.25 A-194.75	V- 0.04 A- 0.008	0.64 0.13	Started June 1954
GREAT BRITAIN (Br.) (Sets in use: 5,500,000)						
†Aberdeen (Meidrum)	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	V- 5 A- 2	12 3	Started Nov. 1955
†Belfast (Divis)	—	British Broadcasting Corp. (BBC)	V-45 A-41.5	V- 5 A- 2	12 3	Started July 1955
†Birmingham (Sutton Coldfield)	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	V-50 A-12	100 24	Started Dec. 1949
†Brighton (Truligh Hill)	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V— A—	0.3 —	Started May 1953 (temporary)
†Cardiff (Wenvoe)	—	British Broadcasting Corp. (BBC)	V-66.75 A-63.25	V-50 A-12	100 24	Started Dec. 1952
Cardigan (Blaen Plwy)	—	British Broadcasting Corp. (BBC)	V-56.75 A-53.25	V- 0.5 A- 0.125	0.8 0.2	Planned for 1956-57
Carlisle	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	V— A—	1 —	Planned for 1956-57
†Central Scotland (Kirk O' Shotts)	—	British Broadcasting Corp. (BBC)	V-56.75 A-53.25	V-50 A-12	100 24	Started Aug. 1952
†Channel Isles (Les Platons, Jersey)	—	British Broadcasting Corp. (BBC)	V-61.75 A-58.25	V- 0.5 A- 0.125	0.8 0.2	Started Oct. 1955 (temporary)
Dover	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V- 0.5 A- 0.125	0.5 0.125	Planned 1956-57
Edinburgh	—	*Independent Television Authority (ITA)	V- — A- —	V— A—	— —	Planned for late 1956
Inverness (Rosemarkle)	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V- 0.5 A- 0.125	0.8 0.2	Planned for 1956-57
†Isle of Man (Douglas)	—	British Broadcasting Corp. (BBC)	V-66.75 A-63.25	V— A—	0.25 0.1	Started Dec. 1953
†Isle of Wight (Rowridge)	—	British Broadcasting Corp. (BBC)	V-56.75 A-53.25	V- 5 A- 2	1-32 0.25-8	Started Nov. 1954 (directional)
Lancashire (Bolton-Winter Hill)	—	*Independent Television Authority (ITA)	V-194.75 A-191.25	V-50 A-12	100 24	Planned for 1956
†London (Alexandra Palace)	—	British Broadcasting Corp. (BBC)	V-45 A-41.5	V-17 A- 3	34 6	Started Nov. 1936; moves to Crystal Palace in 1956
†London (Croydon)	—	*Independent Television Authority (ITA)	V-194.75 A-191.25	V-10 A- 2.5	60 15	Started Sept. 1955; moves to Crystal Palace in 1957
Londonderry	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V- 0.5 A- 0.125	0.8 0.2	Due 1956-57
†Manchester (Holme Moss)	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V-50 A-12	100 24	Started Oct. 1951
Midlands (Lichfield)	—	*Independent Television Authority (ITA)	V-189.75 A-186.25	V-20 A- 5	144 35	Due Feb. 1956
†Midlands (Lichfield)	G9AED	Belling & Lee Ltd.	V-189.75 A-186.25	V- 0.25 A—	1 —	Started Oct. 1955 (temporary experimental)
†Newcastle (Pontop Pike)	—	British Broadcasting Corp. (BBC)	V-66.75 A-63.25	V- 5 A- 2	12 3	Started May 1953
†Norwich (Tacoineston)	—	British Broadcasting Corp. (BBC)	V-56.75 A-53.25	V- 5 A- 2	1-10 0.25-2.5	Started Feb. 1955
†Plymouth (North Hessary Tor)	—	British Broadcasting Corp. (BBC)	V-51.75 A-48.25	V- 5 A- 2	1-16 0.2-4	Started Dec. 1954 (directional)
Yorkshire	—	*Independent Television Authority (ITA)	—	—	—	Due fall 1956
GUATEMALA (Am.)						
†Guatemala City	—	Government	Ch. 8	V— A—	0.018 —	Started 1955 (experimental)
Guatemala City	TGK-TV	*Radio-TV Guatemala S.A. (J. H. Wilson Jr.)	Ch. 3	V-10 A- 5	— —	Due early 1956

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr.	ERI'	Status
HUNGARY (Ru.)						
(Sets in use: 500)						
†Budapest	—	Govt.	—	V- 0.1 A- 0.05	0.5 0.25	Started Jan. 1954 (experimental)
INDIA						
Bombay	—	All India Radio (Govt.)	—	—	—	Planned for early 1957
IRAQ (Eu.)						
Baghdad	—	Ministry of Interior (Govt.)	—	—	—	Due early 1956
ITALY (Eu.)						
(Sets in use: 225,000)						
†Florence (San Cerbone) Gambarle	—	Radiotelevisione Italiana (RAI)	V-201.25 A-206.75	V— A—	0.53 0.265	Started June 1954 (automatic satellite)
†Genoa (Portofino) Messina	—	Radiotelevisione Italiana (RAI)	V-82.25 A-87.75	V- 5 A- 3	— —	Due 1956
†Milan	—	Radiotelevisione Italiana (RAI)	V-210.25 A-215.75	V- 5 A- 2.5	70-127 35-64	Started Sept. 1953
Mt. Argentario	—	Radiotelevisione Italiana (RAI)	V-201.25 A-206.75	V- 0.25 A- 0.125	— —	Due 1956
Mt. Caccia	—	Radiotelevisione Italiana (RAI)	V-201.25 A-206.75	V- 5 A- 2.5	24 12	Started April 1951
Mt. Cammarata	—	Radiotelevisione Italiana (RAI)	V-82.25 A-87.75	V- 5 A- 3	— —	Due 1956
Mt. Conero	—	Radiotelevisione Italiana (RAI)	V-175.25 A-180.75	V- 1 A- 0.25	— —	Due 1956
Mt. Favone	—	Radiotelevisione Italiana (RAI)	V-201.25 A-206.75	V- 1 A- 0.25	— —	Due 1956
Mt. Lauro	—	Radiotelevisione Italiana (RAI)	V-201.25 A-206.75	V- 0.25 A- 0.125	— —	Due 1956
Mt. Limbara	—	Radiotelevisione Italiana (RAI)	V-210.25 A-215.75	V- 0.05 A- 0.025	— —	Due 1956
Mt. Luco	—	Radiotelevisione Italiana (RAI)	V-175.25 A-180.75	V- 7.5 A- 4	— —	Due 1956
Mt. Nerone	—	Radiotelevisione Italiana (RAI)	V-210.25 A-215.75	V- 0.25 A- 0.125	— —	Due 1956
†Mt. Peglia	—	Radiotelevisione Italiana (RAI)	V-62.52 A-67.75	V- 0.05 A- 0.025	— —	Due 1956
Mt. Pellegrino	—	Radiotelevisione Italiana (RAI)	V-62.25 A-67.75	V- 5 A- 4	— —	Due 1956
†Mt. Penice	—	Radiotelevisione Italiana (RAI)	V-210.25 A-215.75	V- 2.5 A- 1	15-32 4-8	Started June 1954
Mt. Sambuco	—	Radiotelevisione Italiana (RAI)	V-62.25 A-67.75	V- 0.5 A- 0.25	— —	Due 1956
Mt. Scuro	—	Radiotelevisione Italiana (RAI)	V-62.25 A-67.75	V-10 A- 5	100 50	Started May 1953
†Mt. Serra	—	Radiotelevisione Italiana (RAI)	V-210.25 A-215.75	V- 0.25 A- 0.175	— —	Due 1956
Mt. Soro	—	Radiotelevisione Italiana (RAI)	V-175.25 A-180.75	V- 0.25 A- 0.125	— —	Due 1956
Mt. Vergine	—	Radiotelevisione Italiana (RAI)	V-201.25 A-206.57	V- 0.25 A- 0.125	— —	Due 1956
†Naples	—	Radiotelevisione Italiana (RAI)	V-62.25 A-67.75	V— A—	34-50 17-25	Started 1955
Orimini	—	Radiotelevisione Italiana (RAI)	V-201.25 A-206.75	V- 7.5 A- 4	— 66	Due 1956
Pomarico	—	Radiotelevisione Italiana (RAI)	V-62.25 A-67.75	V- 0.05 A- 0.025	— —	Due 1956
Punta Badde Urbara	—	Radiotelevisione Italiana (RAI)	V-82.25 A-87.75	V- 0.2 A- 0.1	— —	Due 1956
†Rome (Mt. Mario) Roseto Capo Spulico	—	Radiotelevisione Italiana (RAI)	V-201.25 A-206.75	V- 7.5 A- 2.5	108 36	Started Jan. 1954
†Trento (Mt. Paganella)	—	Radiotelevisione Italiana (RAI)	V-82.25 A-87.75	V- 0.05 A- 0.025	— —	Due 1956
†Trieste	—	Radiotelevisione Italiana (RAI)	V-201.25 A-206.75	V- 0.005 A- 0.0025	— —	Started 1955
†Turin	—	Radiotelevisione Italiana (RAI)	V-201.25 A-206.75	V— A—	0.27 0.135	Started 1955
†Venice (Mt. Venda)	—	Radiotelevisione Italiana (RAI)	V-82.25 A-87.75	V- 5 A- 2.5	16 8	Started 1948
†Venice (Mt. Venda)	—	Radiotelevisione Italiana (RAI)	V-175.25 A-180.75	V- 5 A- 2.5	165-192 82-96	Started June 1954
Note: RAI plans 19 main TV centers, 16 secondary stations and 49 automatic satellites by end of 1957.						
JAPAN (Am.)						
(Sets in use: 250,000)						
†Nagoya	JOCK-TV	Bcstg. Corp. of Japan (NHK)	V-103.25 A-107.75	V-10 A- 5	57 28.5	Started 1953
Nagoya	JOAR-TV	*Chu bu Nippon Bcstg. Corp. (Kureho Sasabe)	V-177.25 A-181.75	V-10 A- 5	92 46	Under construction
†Osaka	JOBK-TV	Bcstg. Corp. of Japan (NHK)	V-171.25 A-175.75	V-10 A- 5	62 31	Started April 1954
Osaka	JOBX-TV	*Osaka TV Bcstg. Corp. (Tsuyosi Suzuki)	V-183.25 A-187.75	V-10 A- 5	63 31.5	Under construction
†Toyko	JOAK-TV	Bcstg. Corp. of Japan (NHK)	V-103.25 A-107.75	V-10 A- 5	63 31.5	Started Feb. 1953
†Tokyo	JOAX-TV	*Nippon TV Network Corp. (Matsutaro Shoriki)	V-171.25 A-175.75	V-10 A- 5	100 50	Started Aug. 1953
†Tokyo	JOKR-TV	*Radio Tokyo (Tadashi Adachi)	V-183.25 A-187.75	V-10 A- 5	100 50	Started April 1955

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr.	ERP	Status
LUXEMBOURG (Fr.) (Sets in use: 500)						
†Luxembourg (Dudelange)	—	*Compagnie Luxembourgeoise de Radiodiffusion	V-189.26 A-194.75	V- 3 A- 0.75	30 7.5	Started Jan. 1955
MEXICO (Am.)—See p. 7 (Sets in use: 175,000)						
MONACO (Fr.) (Sets in use: 1500)						
†Monte Carlo	—	*Tele Monte-Carlo	V-199.70 A-188.55	V- 5 A- 1.25	50 12.5	Started Nov. 1954; plans 800-kw ERP
MOROCCO (Fr.) (Sets in use: 3500)						
†Casablanca	—	*Compagnie Marocaine de Radio-Television (Telma)	V-212.85 A-201.70	V- 3 A- 0.75	20 5	Started Feb. 1954 (intermittent)
†Rabat	—	*Compagnie Marocaine de Radio-Television (Telma)	V-186.55 A-175.40	V- 3 A- 0.75	20 5	Started Sept. 1954 (intermittent)
NETHERLANDS (Eu.) (Sets in use: 50,000)						
Appelscha	—	Govt.-private partnership	V-182.25 A-187.75	V- 5 A- 1	50 10	Planned for 1956
†Eindhoven	—	Philips Ltd.	V-175.25 A-180.75	V— A—	— —	Started 1951 (temporary experimental)
†Eindhoven	—	Philips Ltd.	V-182.25 A-187.75	V— A—	0.1 0.02	Started 1954 (experimental, color)
Goes	—	Govt.-private partnership	V-189.25 A-194.75	V- 0.5 A- 0.1	10 2	Planned for 1956
†Loplk	—	Govt.-private partnership	V-62.25 A-67.75	V- 5 A- 1	25 5	Started Oct. 1951
Markelo	—	Govt.-private partnership	V-189.25 A-194.75	V- 0.5 A- 0.1	30 6	Planned for 1956
Roermond	—	Govt.-private partnership	V-189.25 A-194.75	V- 5 A- 1	50 10	Planned for 1956
NORWAY (Eu.) (Sets in use: 300)						
†Oslo	—	Norwegian State Bcstg. System (Norsk Rikskringkasting)	V-62.25 A-67.75	V- 0.5 A- 0.25	1.3 0.65	Started Jan. 1954 (experimental)
PERU (Am.) Lima						
—	—	Radio Nacional	—	—	—	Due March 1956
PHILIPPINE ISLANDS (Am.) (Sets in use: 6000)						
†Manila (San Juan, Rizal)	DZAG-TV	Bolinao Electronics Corp. (Judge Antonio Quirino)	Ch. 3	V- 2 A- 2	7.36 3.68	Started Sept. 1953
Manila (Quezon City) °	DZBB-TV	Loreto Fe de Hermedes Inc.	Ch. 7	—	—	Planned for 1956
Manila (Makati, Rizal)	—	Metropolitan Broadcasting Co.	Ch. 9	V- 2 A- 1	12.4 6.2	Planned for 1956
POLAND (Ru.) (Sets in use: 300)						
Lodz	—	Communications Institute (TV Dept.) (Govt.)	—	—	—	Reported under construction
†Warsaw	—	Communications Institute (TV Dept.) (Govt.)	V-89.25 A-94.75	—	—	Started July 1954
RUMANIA (Ru.) (Sets in use: 100)						
†Belgrade	—	Government	—	—	—	Started 1955 (experimental)
SAAR (Fr. & Eu.) (Sets in use: 1500)						
†Saarbruchen (Fr.)	—	*Telesaar	V-177.15 A-188.3	V- 0.1 A- 0.03	0.2 0.06	Started Oct. 1954
Saarlouis (Eu.) (Felsberg)	—	*Teisaar (Europe No. 1)	V-41.25 A-52.4	V-40 A—	100 —	Planned for 1956
SPAIN (Eu.) (Sets in use: 500)						
Barcelona	—	Radio Nacional de Espana (Govt.)	V-48.25 A-53.75	V— A—	1.5 0.5	Due early 1956
Bilbao	—	Radio Nacional de Espana (Govt.)	V-55.25 A-60.75	V— A—	— —	Planned
†Madrid	—	Radio Nacional de Espana (Govt.)	V-55.25 A-60.75	V— A—	1.5 0.5	Started 1951 (experimental)
SWEDEN (Eu.) (Sets in use: 7000)						
†Göteborg	—	Committee for TV Research	—	—	—	Started Oct. 1955
†Stockholm	—	Committee for TV Research	V-62.25 A-67.75	V- 1 A- 0.3	1 0.3	Started 1951 (experimental)
†Stockholm	—	Committee for TV Research	V-175.25 A-180.75	V- 5 A- 2.5	25 12.5	Started 1952 (experimental)
SWITZERLAND (Eu.) (Sets in use: 9500)						
†Basel (Crischona)	—	Swiss General Post Office (Govt.)	V-210.25 A-215.75	V- 1.6 A- 0.3	10 2	Started 1955
†Berne (Bantiger)	—	Swiss General Post Office (Govt.)	V-48.25 A-53.75	V- 6 A- 1	30 5	Started 1955
†Geneva (Dole)	—	Swiss General Post Office (Govt.)	V-62.25 A-67.75	V- 8 A- 1.5	100 20	Started Dec. 1954
†Zurich (Uetliberg)	—	Swiss General Post Office (Govt.)	V-55.25 A-60.75	V- 5 A- 1	20 4	Started Aug. 1953
THAILAND (Am.) (Sets in use: 3500)						
†Bangkok	—	Chulalongkorn University	174-217 band	V- 0.03	—	Experimental
†Bangkok	HSI-TV	*Thai Television Co.	Ch. 4	V-10 A- 5	30 15	Started June 1955

Location & Standards	Call Letters	Operator	U.S. Channel or Freq. (mc)	Power in kw Xmtr.	ERP	Status
TUNISIA (Fr.)						
Tunis	—	Radiodiffusion-Télévision Française (RDF) (Govt.)	V-212.85 A-201.7	V- 3 A- 0.75	20 5	Planned for mid-1956
TURKEY (Eu.) (Sets in use: 1000)						
†Istanbul	—	Technical University of Istanbul	V-62.25 A-87.75	V- 0.1 A- 0.1	— —	Experimental
URUGUAY (Am.)						
Montevideo	—	Servicio Oficial de Difusión Radio Eléctrica (SODRE) (Govt.)	Ch. 6	V- 5 A- 2.5	32.5 16.3	Planned for early 1956
USSR (Ru.) (Sets in use: 1,000,000)						
†Gorky	—	Ministry of Culture	—	—	—	Started 1955
†Kalinin	—	Ministry of Culture	V— A—	V- 2 A- 1	— —	Started 1954
†Kazan	—	Ministry of Culture	—	—	—	Experimental
†Kharkov	—	Ministry of Culture	V-59.25 A-65.75	V- 5 A- 2.5	— —	Started 1951
†Kiev	—	Ministry of Culture	V-77.25 A-83.75	V- 5 A- 2.5	— —	Started 1952
†Leningrad	—	Ministry of Culture	V-59.25 A-65.75	V— A—	20 4	Started 1946
†Moscow	—	Ministry of Culture	V-49.75 A-56.25	V— A—	20 4	Started 1946
†Moscow	—	Ministry of Culture	V-78 A-87.75	V— A—	— —	Experimental (color)
†Odessa	—	Ministry of Culture	V-49.75 A-56.25	V- 0.5 A- 0.3	— —	Experimental
†Omsk	—	Ministry of Culture	—	—	—	Started 1955
†Riga	—	Ministry of Culture	V-59.25 A-65.75	V— A—	— —	Started 1954
†Saratov	—	Ministry of Culture	—	—	—	Experimental
†Tallin	—	Ministry of Culture	V-59.25 A-65.75	V— A—	— —	Started 1955
†Sumy	—	Ministry of Culture	—	—	—	Started 1955
†Sverdlovsk	—	Ministry of Culture	—	—	—	Started 1955
†Tomsk	—	Ministry of Culture	—	—	—	Started 1955
†Vinnitza	—	Ministry of Culture	—	—	—	Started 1955
†Vladivostok	—	Ministry of Culture	—	—	—	Experimental
†Yaroslavl	—	Ministry of Culture	—	—	—	Started 1955

Stations reported being built in Baku, Dnepropetrovsk, Kuibyshev, Minsk, Tashkent, Stalingrad, Vilnius.

VENEZUELA (Eu., 6-mc. channel)
(Sets in use: 65,000)

†Caracas	YVKA-TV	Televisora Nacional (Govt.)	Ch. 5	V-10 A- 5	37.2 18.6	Started Nov. 1952
†Caracas	YVLV-TV	*Televisión Venezolana, S.A.	Ch. 4	V- 5 A- 3	15 7.5	Started May 1953
†Caracas	YVKS-TV	*Radio Caracas TV	Ch. 2	V-10 A- 5	62.6 31.3	Started Sept. 1953
Caracas	—	*Radio Continente	—	—	—	Planned for 1956
Maracaibo	—	*Radio Popular TV	—	V- 5 A- 2.5	— —	Planned for 1956
Maracaibo	—	*Ondas de Lago TV	—	—	—	Planned for 1956

Note: Under the Stockholm European vhf channel allocation plan, subscribed to by majority of European countries, these are the number of TV channels assigned to each country: Albania 4, Austria 9, Belgium 4, Bieiorussia 8, Bulgaria 7, Czechoslovakia 9, Denmark 8, Eire 5, Finland 14, France 50, Germany (East) 6, Germany (West) 27, Great Britain 40, Hungary 8, Italy 15, Luxembourg 1, Monaco 2, Morocco & Tunis 5, Netherlands 4, Norway 34, Poland 24, Rumania 11, Saar 1, Spain 21, Sweden 50, Switzerland 13, Trieste 2, Turkey 43, USSR (European) 76, Ukraine 33, Vatican City 2, Yugoslavia 22.

CALL LETTER LIST OF CANADIAN, CUBAN & MEXICAN TELEVISION STATIONS

(Channels in parentheses; for further details, see *TV Factbook*)

CANADA	Montreal, Que. .CBFT (2)	Sault Ste. Marie, Ont.	CamagueyCMJL-TV (6)
Barrie, Ont.CKVR-TV (3)	CBMT (6)	Sudbury, Ont. .CKSO-TV (5)	MatanzasCMGQ-TV (9)
Brandon, Man. .CKX-TV (5)	North Bay, Ont. CKGN-TV (10)	Sydney, N.S.CJCB-TV (4)	Santa Clara ...CMG-TV (3)
Calgary, Alta. ...CHCT-TV (2)	Ottawa, Ont. ..CBOT (4)	Toronto, Ont. .CBLT (9)	CMHQ-TV (5)
Edmonton, Alta. CFRN-TV (3)	Peterborough, Ont.	Vancouver, B.C. .CBUT (2)	Santiago de CubaCMKU-TV (2)
Halifax, N.S. ...CBHT (3)	CHEX-TV (12)	Windsor, Ont. .CKLW-TV (9)	
Hamilton, Ont..CHCH-TV (11)	Port Arthur, Ont. CFP A-TV (2)	Wingham, Ont. .CKNX-TV (8)	MEXICO
Jonquiere, Que..CKRS-TV (12)	Quebec City, Que. CFCM-TV (4)	Winnipeg, Man. .CBWT (4)	Mexico City ...XEQ-TV (9)
Kingston, Ont. .CKWS-TV (11)	Regina, Sask. .CKCK-TV (2)		XEW-TV (2)
Kitchener, Ont..CKCO-TV (13)	Rimouski, Que. .CJBR-TV (3)	CUBA	XHGC-TV (5)
Lethbridge, Alta. CJOC-TV (7)	St. John, N.B. .CHSJ-TV (4)	HavanaCMA-TV (2)	XHTV (4)
London, Ont. ...CFPL-TV (10)	St. John's, Nfld..CJON-TV (6)	CMBF-TV (7)	MonterreyXHNL-TV (10)
Moncton, Ont. .CKCW-TV (2)	Saskatoon, Sask. CFQC-TV (8)	CMQ-TV (6)	TijuanaXETV (6)
		CMUR-TV (4)	

U. S. ARMED FORCES TV STATIONS OVERSEAS

AZORES—CSL-TV (Ch. 8), Lajes Field	GREENLAND—(Ch. 8), Narsarssuak Air Base	LIBYA—AJG-TV (Ch. 8), Wheelus Field,
BERMUDA—ZBK-TV (Ch. 10), Kindly Air Force Base	(Ch. 8), Sondrestrom Fjord Air Base	Tripoli
CUBA—(Ch. 8), Guantanamo Bay Naval Station	KOLD-TV (Ch. 8), Thule Air Force Base	OKINAWA—(Ch. 8), Kadena Air Force Base
ERITREA—KANU-TV (Ch. 8), Asmara	ICELAND—TFK-TV (Ch. 8), Keflavik Airport	PHILIPPINE ISLANDS—(Ch. 8), Clark Air Force Base
		SAUDI ARABIA—AJL-TV (Ch. 8), Dhara

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Television Digest
with **ELECTRONICS REPORTS**

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

FINANCIAL SETUPS of 75 TV-radio-electronics and related companies detailed in special compilation; 1955 trading records also shown (p. 1 & Special Report).

SENATORS TO GRILL FCC on deintermixture in first phase of TV hearings, beginning Jan. 17; House plans probe on whether "big business" runs FCC (p. 1).

MOVIE-TO-TV SALES mean more & better programming available to stations, networks getting first choice. Republic latest to offer its backlog (p. 2).

COURT AND CONGRESSIONAL actions on allocations, CPs and protests create complex legal tangle, no one sure where FCC policies stand (pp. 3 & 4).

OVER-AN-HOUR PROGRAMMING is outstanding trend for next season, as all networks plan 90-min. drama shows; TV film and live packagers offer spectaculars (p. 7).

COLLEGE FOOTBALL TV for 1956 due to copy 1955 plan, though Congressional scrutiny is threatened; NCAA urges study of fee TV and closed-circuit (p. 7).

3 STATION SALES DEALS approved by FCC—WFBG-TV, Altoona, goes to Triangle group; KWFT-TV, Wichita Falls, and KULA-TV, Honolulu, get new owners (p. 8).

MORE TRADE COMBINES due soon, involving Magnavox-Sentinel and P. R. Mallory & unidentified firm. Raytheon-DuMont tieup denied anew (p. 10).

TV REPLACEMENT FACTORS dominate marts. Big business "domination" in appliances criticized. Hotpoint decision on TV due in 2 weeks. Other trade reports (p. 10).

EXCISE TAX RELIEF prospects on TV-radio sets still regarded "reasonably good" by RETMA, despite Administration's fear of loss of revenue (p. 13).

PREPAREDNESS OFFICIALS bring Govt. to industry's "home town" in series of barnstorming symposia praised by electronics industry officials (p. 14).

RCA URGES DEPT. STORES to get into color TV swim as advertisers and as merchandisers of color sets, as Folsom & Seidel address NRDGA convention (p. 15).

LATEST NEW STARTER is KBST-TV, Big Spring, Tex. (Ch. 4). On-air total remains 459, only 101 uhf. Notes on upcoming new stations (p. 9).

NETWORK TV BILLINGS hit another record in Nov., according to PIB, assuring more than \$400,000,000 for year. CBS and ABC achieve new highs (p. 16).

TV-ELECTRONICS FINANCES—HANDY REFERENCE: For your convenience, and because so many of you have evinced exceptional interest in our financial reports and tabulations, we have printed as a Special Report herewith the tables of Financial Data on Major TV-Electronics Companies in advance of their appearance in our upcoming TV Factbook. Included, too, are listings of 1955 sales and year's high, low, last & net change quotations on industry stocks traded in the major exchanges and over-the-counter.

These compilations were brought up-to-date, as they are for each Factbook, by Edgar N. Greenebaum Jr., the well-known Chicago financial consultant on electronics. The tables of detailed data embrace 75 companies, a dozen more than the previous compilation at mid-1955. They show where each stock is traded, each firm's capitalization, debt if any, pre-tax earnings, earnings per share, dividends, total assets, price ranges -- for fiscal years 1950 or 1951 through latest 1955 periods available.

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

SENATORS TO GRILL FCC ON DEINTERMIXTURE: Touchy question of deintermixture will be No. 1 subject in Senate Commerce Committee's hearings on "all phases of broadcasting and TV" -- which begins Tue., Jan. 17, with FCC members in the hot seat.

Chairman Magnuson (D-Wash.) made it clear he has some doubts whether Commission is following the right course, in letter he sent this week to FCC Chairman Geo. McConnaughey, raising these questions as a curtain-raiser:

(1) What is majority view of questions raised by Comr. Hyde in his dissents to vhf grants in areas for which deintermixture petitions are pending?

(2) "How can the Commission, having denied deintermixture in specific cases, adopt deintermixture as a sound overall policy in the public interest after it has proceeded to intermix or further intermix the areas requested to be deintermixed?"

(3) "Will the public be penalized if the Commission on the one hand permits

a channel to go on the air and then decides that it must go off the air at a later date because deintermixture would be a sound policy?"

(4) Did FCC have data on actual coverage of vhf stations when it propounded its rule of last July (since rescinded), permitting vhf outlets in Zone I to operate at full power from 1250-ft. height?

(5) What is Commission's policy with respect to overlaps? Is it based on "Commission standards or actual coverage?"

Magnuson also asked report on FCC's network study, and for Commission's plans to supply booster service to smaller communities -- the latter a hot issue in the Senator's home state of Washington. In discussing such booster service, FCC can point to its new rule-making to permit low-power uhf "translators" (see p. 9).

Session with commissioners will undoubtedly last several days -- Committee meeting only in mornings because of floor debates on its own controversial natural gas bill during afternoons. Initial session starts at 10 a.m. in Rm. G-16, Capitol.

* * * *

Other phases of hearings -- which will probably be held on-&-off throughout this session of Congress -- as outlined this week by Sen. Magnuson: (1) Vhf-uhf set problem, with possible inquiry to determine whether receiver manufacturers are making "bona fide effort" to produce good, cheap all-channel sets. (2) Report by the engineering ad hoc committee on allocations, headed by MIT's Prof. Edward Bowles. (3) Inquiry into whether there are "artificial restraints on the availability of programs for all stations from the widest possible sources." (4) Sen. Bricker's bill to subject the networks to direct FCC regulation.

Individual testimony of station operators, manufacturers, et al, is expected before hearing record is completed. On staff level, inquiry is headed by chief investigation counsel Kenneth A. Cox, assisted by communications counsel Nick Zapple and minority counsel Wayne T. Geissinger, committee's asst. chief counsel, who takes over investigation duties formerly held by Robert L'Heureux, now administrative asst. to FCC Chairman McConnaughey (Vol. 12:1). Committee chief counsel Frank Pellegrini is taking an active role in the investigation.

* * * *

FCC will be commuting regularly to Capitol Hill this election year, as will industry representatives -- for several more TV-radio inquiries are in the wind.

House Judiciary Committee will hold hearings next month to determine whether big-business giants are dominating such govt.-regulated industries as TV-radio. The initial hearings will be general in nature, with further hearings possible into such specific fields as railroads, power, TV-radio, etc.

Another upcoming hearing is an election-year perennial -- whether to ban beer and liquor advertising on TV-radio. Hearings will be held Feb. 15-16 by Senate Commerce Committee, on S-923, introduced by Sen. Langer (R-N.D.) -- drys testifying the first day, opponents of the bill the second day.

FEATURE FILMS--FROM FAMINE TO FEAST: "Who'll buy my features?" That's the new cry from the Hollywood movie vendors who just a couple of months ago were complaining to a Federal Court (in govt.'s ill-starred 16mm anti-trust case) that Washington was trying to force them to sell their product to "competitors" (Vol. 11:38-50).

Another big studio unloaded virtually its entire backlog to TV this week -- and other majors are due to enter the picture soon. This package was from Republic Pictures, which will "lease" 76 movies to TV through its subsidiary Hollywood Television Service, as Columbia is doing with its 104 features through its own Screen Gems (Vol. 11:53 & 12:1). Republic package includes 24 films in \$1,000,000 bracket.

In the open-the-vaults rush which followed the TV release of RKO's 740-film backlog (Vol. 11:53), this pattern has now emerged: (1) All features over 3 years old are candidates for TV. (2) Releases for TV are on "lease" or "rental" basis, rather than outright sale -- the studios retaining ownership of all scripts and titles for use as possible theatrical remakes. (3) Movie companies are handling at least some of their own TV distribution; for example, General Teleradio gets first crack at

one-shot national distribution of 150 best films in RKO package before they revert to Matty Fox's C&C Television Corp.; Columbia and Republic features will be merchandised by the studios' own TV film subsidiaries.

Total of 1440 features have been released to TV in recent months -- enough to keep a station supplied with programming 24 hours a day for 3 months. The 5660 short subjects recently sold to TV, or involved in negotiations now, would provide at least 2 more months' continuous operation. This is oversimplification, of course, for in any big-batch release of films to TV the majority will be clinkers, many of which will never see the light of cathode ray.

TV now has available to it more attractive programming than ever before -- and the blessings of this new flood undoubtedly will be scattered among the program-hungry independent stations and small "community" outlets -- with feature film prices inevitably slated to decline as result of heavy supply.

But the networks will be first beneficiaries of the deluge of films -- if they want them. They're being offered cream of the new crop for spectacular-sized programs. For example, General Teleradio is understood to be offering networks a weekly 2 or 2½-hour show running for 2 years, with one-third sponsorship already sold to parent General Tire and 8 minutes of plugs for new RKO pictures included in each program on a paid commercial (believe it or not!) basis. On the station end, all sorts of new distribution patterns can be expected to emerge, with Matty Fox due to expand on his spot-time-for-films barter plan.

* * * *

Here's boxscore on comparatively recent movies-to-TV deals -- aside from the dam-busting sale of 740 RKO features: Republic last year put into release 123 Gene Autry-Roy Rogers westerns after Supreme Court fight, now plans to release 76 better films through its HTS. Universal threw in 192 "B" pictures and westerns a while ago, now is selling 8 "A" films to National Telefilm Associates (Vol. 12:1). Then there's Columbia's 104 good ones through Screen Gems, and Selznick's 11 top features to NTA. In the foreign division, J. Arthur Rank sold his 165-film backlog to ABC-TV, and IFE (Italian) reportedly is represented by 11 pictures (Bitter Rice, Anna, etc.) in NTA's new 30-film package. NTA says it will buy "40 additional top-ranking films from a major Hollywood production company" within next 2 months.

In short subject field, every major now has sold to TV or is negotiating.

Only important producers who have not sold features to TV are 20th Century-Fox (from whom some backlog releases can be expected soon), MGM and Warner Brothers -- all of whom, however, have their own shows on TV. Warners is considering use of some theatrical movies on its ABC-TV "Warner Bros. Presents" show, a la Disney's excellent use of Disneyland to revive past theatrical hits. MGM has shown plenty of old shorts and film clips on its ABC-TV program, and -- like the other holdouts -- may be expected to make announcement soon on its backlog plans.

TV AND THE WASHINGTON ROLLER-COASTER: FCC won some points and lost some this week in Congress and courts -- and no one is sure where Commission's granting and allocations procedures really stand as of now. Nonetheless, FCC is adhering firmly to its policy of granting vhf CPs as they become "ripe" -- awarding Fresno's Ch. 12 to KFRE, Knoxville's Ch. 10 to WBIR (see p. 4).

In Providence Ch. 12 case, meanwhile, Court of Appeals on Jan. 12 flatly stated that FCC's handling of protest against grant to WPRO-TV (Cherry & Webb) was "unlawful". But same day, Senate passed bill giving FCC more discretion in protest hearings -- and in floor discussion made clear its intention Commission should keep now-operating stations on air even if courts rule protest hearings were bungled. At week's end, opposing counsel were disagreeing over what FCC must do next in Providence case or in Rochester Ch. 10 case (see p. 4).

Even as Commission was granting Fresno and Knoxville, Court of Appeals on Jan. 12 was hearing vital argument on whether it should stay CPs already granted in Corpus Christi, Madison and Evansville. If court grants stays, it means that vhf decisions in all deintermixture cases will be held up until FCC concludes alloca-

tions proceedings or until court renders decisions on merits of appeals -- and these processes could take several months. Court ruling is expected next week.

Court of Appeals acted on 2 additional cases this week: (1) Affirmed FCC grant of Ch. 3 to WSAV-TV, Savannah, stating that Commission ruled correctly when it decided WSAV-TV hadn't begun station construction before getting grant. (2) Amended stay against construction of WIIC, Pittsburgh (Ch. 11) to make it clear that the station can't start until hearing on protest by WENS (Ch. 16) is completed and "until further order of the court."

Congress is the next arena, as Senate Commerce Committee begins hearings Jan. 17 covering virtually all Commission's TV activities (p. 1).

FCC ISN'T DISTURBED by the speculation about possible court action in deintermixture cases, about court's decision in Providence protest case, or about the effects of Congress' amendment of the protest rule (p. 3)—for this week it pumped out 2 more substantial vhf decisions.

In granting Fresno's Ch. 12 to KFRE over KARM, Commission rejected efforts of uhf KJEO (Ch. 47) to delay decision until deintermixture is considered in rule-making. Fresno case had been voted on several weeks ago (Vol. 11:50), but the Commission hesitated to release decision because KFRE had no clear majority—3 preferring KFRE, 2 for KARM, 2 voting for no grant. To break deadlock, Comr. Lee switched from KARM to KFRE, stating he believes either would be good grantee but that Fresno's need for service outweighed his preference for KARM. Final lineup, reversing Examiner Cooper: Doerfer, Webster, Lee & Mack for KFRE, McConnaughey for KARM, Hyde & Bartley for no grant.

The 68-p. decision itself concluded that the applicants were close but that KFRE showed greater "sensitivity to the needs of the area" and that it had greater ownership-management integration. KFRE is controlled by pres-mgr. Paul R. Bartlett (57%) and Commission commended his action in creating "an ownership incentive in some of its key employes by making stock available to them and electing them as officers." KARM is owned 50-50 by pres. Hattie Harm and v.p.-mgr. Clyde F. Coombs.

Knoxville decision had no deintermixture angle, so all commissioners voted except Mack—who prefers to abstain when his vote isn't needed to break tie. All 6 members voting chose WBIR over Scripps-Howard's WNOX and non-radio Tennessee TV Inc. Comparing WBIR with WNOX, Commission termed it superior in past radio performance, local ownership, participation in civic affairs, ownership-management integration, diversification. Preference of WBIR over Tennessee TV was based on superiority of program plans, radio-TV experience, ownership-management integration—these outweighing Tennessee TV's superiority in diversification, local ownership and civic participation.

Majority stockholder of WBIR is Taft family (Hulbert Taft Jr., chairman of applicant), holding 40%; Gilmore N. Nunn, 30%; Robert L. and Martha A. Ashe, 30%. Tafts also control WKRC-TV, Cincinnati (Ch. 12) and WTVN-TV, Columbus (Ch. 6). Nunn also controls grantee WLAP-TV, Lexington (Ch. 27).

* * * *

That FCC plans full speed ahead on other cases—unless blocked by court—is indicated by fact it set for oral argument Feb. 6 the Jacksonville Ch. 12 and Raleigh Ch. 5 cases—turning down uhf operators' petitions for delay.

There was some to-do this week over whether FCC can keep Rochester's sharetime WVET-TV & WHEC-TV (Ch. 10) and Providence's WPRO-TV (Ch. 12) on air pending

protest hearings. On both cases, Court of Appeals ruled protestants (radio WSAY, Rochester, and off-air WNET, Providence) hadn't been given proper hearings by FCC.

Counsel for the protestants argue that Commission is obligated to darken the stations. However, Sen. Pastore stated, when presenting protest amendment to Senate on Jan. 12, that Commerce Committee intends that FCC have "special authority" and that amendment produce "retroactive effect" permitting stations to keep operating regardless of court reversals. There will probably be more litigation to test whether this "Congressional history" and "legislative intent" is valid.

* * * *

With allocations reply comments due Jan. 20, FCC received petition for month's delay—from uhfs WHIZ-TV, Zanesville, O. (Ch. 18) and WTAP, Parkersburg, W. Va. (Ch. 15), filed by their counsel, ex-FCC Comr. Robert F. Jones. Petition states Jan. 20 deadline "will not permit the proper and careful research and preparation necessary to an undertaking of this magnitude and importance."

Commission resumed activity in specific allocations cases this week by: (1) Finalizing substitution of Ch. 40 for Ch. 55 in Springfield-Holyoke, Ch. 57 for Ch. 40 in Montpelier, Vt., and granting WHYD-TV shift from Ch. 55 to Ch. 40. (2) Starting rule-making to add Ch. 34 & 40 to Lewiston, Wash., where it's proposed to use them for satellites. (3) Denying shift of Ch. 45 from New Castle, Pa. to Youngstown, requested by grantee WKST-TV. (4) Denying petition of Commonwealth Bcstg. Corp., Norfolk, for reinstatement of rule-making to shift Ch. 13 from New Bern, N. C. to Princess Anne, Va.

Next TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 22, Spring-Summer edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Feb. 1—containing basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of the networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments are updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, set-&-tube manufacturers, radio attorneys, engineers & consultants, laboratories, etc. Also updated are TV-radio production figures, time sales and other statistical tables. Included with each *Factbook* is revised copy of our 43x29-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 18, cost \$1.50 each; single copies, \$4.50.

Personal Notes: Andrew L. Hammerschmidt, NBC chief engineer, elected a v.p.; he succeeds late Robert E. Shelby . . . Sherman Hildreth promoted to mgr. of technical operations, James V. Coleman to supervisor of technical operations, WRCA-TV & WRCA, N. Y. . . . Jay A. Kyle, appointed an FCC hearing examiner Dec. 1, is named asst. chief examiner; prior to joining FCC, he was gen. counsel to Kansas Corporation Commission, previously served as Kansas asst. attorney general . . . Robert E. Lang, ex-director of Radio Free Europe, joins CBS as director of sales for programs prepared under CBS news & public affairs div. (Sig Mickelson, v.p.) . . . Lew Arnold promoted to exec. asst. to Ted Cott, v.p. of DuMont's WABD, N. Y. & WTTG, Washington . . . Allen L. Haid, Storer v.p. in charge of Toledo stations, remains as managing director of WSPD-TV in splitup of TV-radio operations; James E. Bailey, from radio WBRC, Birmingham, becomes v.p. & managing director of radio WSPD and Lionel Baxter is promoted from sales mgr. to managing director of WBRC . . . Jack Tompkins, farm service director of KCMC-TV, Texarkana, Tex., joins KWTW, Oklahoma City, as asst. farm director under Wayne Liles . . . Alden R. Richards promoted to exec. producer, KSL-TV, Salt Lake City . . . Peter Haas promoted to supervisor of film services, WCBS-TV, N. Y. . . . Theodore H. Markovic, NBC film library supervisor, ex-WPIX & Fox Movietone News, named mgr. of NBC film exchange services under Frank C. Lepore, film div. mgr. of film & kinescope operations . . . Charles Bateman named program coordinator for CBS-TV Pacific Network's *Panorama Pacific*, succeeding Peter B. Sterne, now assoc. producer of *Red Rowe's Get Together* . . . Louis C. Blizzard, ex-mgr. of WHOS, Decatur, Ala., named commercial mgr. of WMSL-TV & WMSL, same city . . . Harry Dangerfield Jr., ex-KDKA & ex-v.p. Bond & Starr Adv., Pittsburgh, recently commercial mgr. of XETV, Tijuana-San Diego, joins KBTW, Denver . . . Erwin H. Ezzes has resigned as sales v.p. of Guild Films, reportedly to join Matty Fox's C&C Television Corp., recent purchaser of the RKO backlog . . . Deen H. Brooks promoted to coordinator of color production, WSAZ-TV, Huntington, W. Va. . . . Robert Hamlin promoted to production director of WHTN-TV, Huntington, W. Va., succeeding Donald Waggoner; Jerome Cales succeeds Hamlin as film director . . . Reub Kaufman, pres. of Guild Films, and treas. Aaron Katz fly to Europe Jan. 28 on business . . . John Gilmour, ex-WRGB, Schenectady, recently with Screen Gems, has set up East Coast Television Inc., producers, 157 E. 69th St., N. Y. . . . Cy Donegan resigns as sales v.p., UM&M Co. . . . Richard Carlton, ex-v.p., Sterling TV, joins Minot TV as sales mgr. . . . James A. Washburn promoted to program mgr. of KONA-TV, Honolulu & satellite KMVI-TV, Maui, which form All Islands TV Network . . . Robert E. Gips elected director & production v.p., Mel Gold Productions . . . Harold C. Lund, mgr. of KDKA-TV & KDKA, named Man of Year in entertainment by Pittsburgh Junior Chamber of Commerce.



Mr. and Mrs. E. C. Page (she was Virginia Erwin, ex-FCC engineer) are parents of first child, daughter, born Jan. 8 at Army hospital in Okinawa, where they have been residing for several months while he supervises govt. radio installations. He's head of the Washington consulting and electronics firms bearing his name, is due back in States week of Jan. 15 for 10-day stay.

Consultant on religious programming has been engaged by WCAU-TV & WCAU, Philadelphia; he's Rev. J. Arthur Lazell, information editor, dept. of history, Presbyterian Church in the U. S. A.

Athol McQuarrie has resigned as pres. of Assn. of Canadian Advertisers, post he has held for 14 years; secy. Frank Healy succeeds him.

ADVERTISING AGENCIES: Thomas G. Greenhow resigns as NBC west coast director of talent operations to join McCann-Erickson, Los Angeles, as TV-radio program director, reporting to TV-radio v.p. George Haight . . . Wm. J. Pringle, v.p. of Foote, Cone & Belding, named chairman of plans board for western div., Los Angeles, succeeding Roy Campbell, now exec. v.p. of western operations . . . Cecil Underwood resigns as TV-radio director of Warwick & Legler to become managing director, Hal Roach Studios . . . Norman E. Mork, gen. mgr. of Biow-Beirn-Toigo's San Francisco office, elected v.p. in charge of west coast accounts . . . Malcolm B. Decker, ex-Young & Rubicam, joins Walt Disney Productions as liaison with TV sponsors on adv. & sales promotion materials . . . Frank W. Mace, Lambert & Feasley senior v.p., appointed pres. of agency . . . James J. O'Neil, D'Arcy supervisor of Olin Mathieson Chemical Corp. account, elected a v.p. . . . Frederick J. Wachter promoted to v.p. & gen. mgr., Chicago office, Erwin, Wasey & Co. . . . Herbert G. Drake, ex-J. Walter Thompson v.p., joins Ted Bates as v.p. & exec. on Kool & Viceroy account . . . Sheldon Moyer, Walker Graham & Val Corradi promoted to vice presidents, D. P. Brother & Co., Detroit.



Tide Magazine's "Marketing Man of the Year" is Lester L. (Tex) Colbert, pres. of Chrysler Corp., as "the sparkplug behind the marketing strategy that took a significant share of market away from Chrysler's 2 biggest competitors, General Motors and Ford." Among runners-up were NBC chairman Sylvester L. (Pat) Weaver Jr., "for his new programming concepts"; Marion Harper, pres. of McCann-Erickson, "for the planning and direction that has helped McCann-Erickson become one of 1955's more prominent and successful agencies"; Arno Johnson, v.p. of J. Walter Thompson, "for accurate forecasts on the expansion of the U. S. economy."

TV-Radio Correspondents Assn., organization of newsmen accredited to Congressional TV-Radio Gallery, elects these 1956 officers: chairman, Joseph F. McCaffrey, McCaffrey Reports, succeeding Eric Severeid, CBS; vice-chairman, Robert F. Hurleigh, MBS; secy., Bryson B. Rash, ABC; treas., Julian Goodman, NBC. New officers will be installed at annual dinner honoring President Eisenhower Feb. 18 at Statler Hotel, Washington.

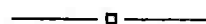
Overseas Press Club's 1955 Awards, including plaques for best TV reporting of foreign affairs, best radio reporting from abroad and best radio interpretation of foreign affairs, will accept candidates up to Jan. 31. Awards also include \$500 Polk Memorial Award for exceptional courage and enterprise abroad.

Irving R. Levine, 33, NBC Moscow correspondent, named one of the "10 Outstanding Young Men of America for 1955" by U. S. Junior Chamber of Commerce for his contributions to world understanding.

Mrs. Fanney Neyman Litvin, retired FCC examiner, first FCC employe to be honored by D. C. Bar Assn. at awards meeting this week in recognition of her contributions to TV-radio law.

Dr. Charles H. Sandage, head of U of Illinois dept. of advertising & marketing, named a consultant to FCC's network study committee; he's 10th staff appointee.

Henry Schachte, Lever Bros. v.p., named chairman of ANA management committee, succeeding Edward G. Gerbic, Johnson & Johnson.



Hal Keith, 38, NBC-TV producer & director since 1947, recently working on *Wide Wide World* and former producer-director of *Mr. Pecpers* and *Bob Hope Show*, died of cancer Jan. 11 in New York. He leaves a widow, mother and brother.

Station Accounts: Pitch for dept. store sponsors will be launched Feb. 13 by NBC-TV's 6 owned-&-operated stations with new 5-min. show titled *Window*—a locally-originated homemaking program into which dept. store commercials can be integrated. Each station will present own program, which will be inserted in or placed adjacent to high-rated local and network shows. They will be in color where color equipment is available. Typical *Window* program was demonstrated Jan. 11 to National Retail Dry Goods Assn. convention via special closed-circuit color hookup. Details were explained by Charles R. Denny, v.p. for NBC-owned stations & NBC Spot Sales . . . Edison Electric Institute plans extensive use of spot TV starting in May to urge modernizing of estimated 20,000,000 homes with inadequate wiring, stressing that such wiring was installed for the pre-TV and pre-electrical appliance era; N. W. Ayer is agency . . . General Foods, pleased with results of 2-state tests of its Minute Mashed Potatoes, plans heavy TV-radio campaign to back expansion to central & western states, thru Benton & Bowles and Young & Rubicam . . . Colgate-Palmolive plans big spot campaign for its Cashmere Bouquet starting later this month, thru Bryan Houston Inc., N. Y. . . . Independent Grocers Alliance of America buys hour-long *Popcorn Theatre* from Guild Films for 17 markets, starting in spring, thru Reach, Yates & Mattoon Inc., N. Y. . . . Among advertisers reportedly using or preparing to use TV station time: National Cranberry Assn., Hanson, Mass., thru BBDO & Harry M. Frost Co., Boston; American Cyanamid Co., Fine Chemicals div., N. Y., thru Geare-Marston Inc., N. Y.; Worthington Corp., N. Y. (air conditioners), thru Needham, Louis & Brorby, N. Y.; J. H. Filbert Co., Baltimore (Mrs. Filbert's margarine), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Research & Better Living Inc., N. Y. (T-W-O reducing preparation), thru Wexton Co., N. Y.; Bostwick Labs Inc., Bridgeport, Conn. (Hep oven cleaner), thru Ovesey, Berlow & Strauss, N. Y.; Dobler Brewing Co., Albany, N. Y., thru Dave Fris Adv., Albany; Wynn Oil Co., Azusa, Cal., thru Vignolle & Powell, Hollywood; Schilling Coffee, San Francisco, thru Beaumont & Hohman Inc., San Francisco.

Rate increases: WJAR-TV, Providence, March 1 adds Class AA hour (7:59-10:30 p.m. daily) at \$1200, 30 sec. at \$380, 20 sec. at \$240, Class A hour going from \$1000 to \$1050. WHIO-TV, Dayton, Feb. 1 raises base hour from \$800 to \$850, min. \$175 to \$200. WTCN-TV, Minneapolis-St. Paul, Feb. 1 adds Class AA hour (7-9:30 p.m. daily) at \$800, min. at \$200, Class A hour remaining \$750. KTVW, Tacoma, Wash., April 1 raises base hour from \$425 to \$600, min. \$85 to \$125. WBUF-TV, Buffalo, adds Class AA hour (7:39-10:30 p.m. Mon.-Sat., 6:59-10:30 p.m. Sun.) at \$500, 20 sec. at \$80, Class A hour going from \$350 to \$360. WDSM-TV, Duluth-Superior, Feb. 1 adds Class AA hour (6:59-10 p.m. Mon.-Sat., 5:59-10:51 p.m. Sun.) at \$400, min. at \$80, with Class A time segments cut to 10-10:15 p.m. Mon.-Sat. and Class B hour remaining \$250. WTVO, Rockford, Ill., Feb. 1 raises base hour from \$250 to \$300, min. \$50 to \$60. WJBF, Augusta, Ga., Feb. 1 raises base hour from \$250 to \$300, min. \$50 to \$60. WJNO-TV, Palm Beach, March 1 raises base hour from \$250 to \$275. Spot increases: KING-TV, Seattle, Feb. 1 raises 20 sec. base rate from \$180 to \$200; WCSC-TV, Charleston, S. C., raised base min. from \$60 to \$75.

CBS-TV has subscribed to Nielsen sets-in-use survey, county-by-county, due to begin in March. It's first network to order survey, which CBS research director Oscar Katz called "imperative" in providing "up-to-date uniform information" on sets-in-use.

Sets-in-use as of Jan. 1, 1956, as estimated by NBC Research: 36,900,000.

1956 AM-FM Station Directory

ALL SUBSCRIBERS to the full TV-AM-FM services of *Television Digest* will, toward the end of January, receive copies of our *1956 AM-FM Station Directory*, revised to Jan. 1. The new directory lists not only all North American AM-FM Stations by States and Cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's the only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 18, cost \$5.00 each; single copies \$7.50.

Double discounts for advertisers using at least 5 of the 26 smaller-market stations under Extended Market Program are offered by CBS-TV, effective Feb. 15. CBS cites KOTA-TV, Rapid City, S. D. as example of how new discount procedure works: "KOTA-TV is a typical EMP station listed at \$30 per nighttime half hour. An advertiser earning the maximum of 25% on his regular station billing now can apply that to the cost of buying KOTA-TV, reducing the cost to \$22.50. Then, by using at least 19 other EMP stations he can earn the maximum EMP discount of 15% and reduce the cost to him to a new low of \$19.12. Under the old arrangement, the least KOTA-TV could have cost him would have been \$25.50 (\$30 minus 15%)."

Managers of NBC o-&o stations, meeting in New York's Plaza Hotel Jan. 16-17, will be told by v.p. Charles R. Denny that they broke all previous sales records during 1955—their combined local billings up 19.2%, national spot up 11%. Best increases in local TV were made by KRCA, Los Angeles, up 51%, with WRC-TV, Washington, and WRCA-TV, New York, up 19% each. Best showings in local radio were made by WMAQ, Chicago, up 38%; WTAM, Cleveland, up 28%; WRC, Washington, up 22%.

Revlon switches \$7,000,000 annual billings from Norman, Craig & Kummel to BBDO, effective Feb. 9—including supervision over \$64,000 *Question* on CBS-TV, Tue. 10-10:30 p.m., which places show in competition with another BBDO program, Armstrong-sponsored *Circle Theatre* on NBC-TV, alt. Tue. 9:30-10:30 p.m. Agency switch is said to stem from dispute about 15% agency fee.

Dave Garroway's 7-9 a.m. *Today* on NBC-TV began its 5th year Jan. 14, with Kiplinger's *Changing Times Magazine*, its first sponsor, using another spot. Show broke the morning TV barrier despite initial skepticism, now goes to 104 stations, has grossed estimated \$23,000,000 in its 4 years.

ABC-TV offers sliding scale of discounts, which will permit an advertiser who buys into *Afternoon Film Festival*, Mon.-thru-Fri. 4-5 p.m., to buy partic. at reduced rate on *Famous Film Festival*, Sun. 7:30-9 p.m. Both are J. Arthur Rank films.

An expiration date-finder, 4½-in. circular, in celluloid, has been distributed to timebuyers by Chicago's WBKB, whose v.p. Sterling (Red) Quinlan says it's more practical and usable than cost-per-thousand calculators.

TV rights for World Series will cost \$3,000,000 annually starting in 1956, when Gillette's contract with NBC expires, reports Jan. 11 *Variety*. Gillette paid \$1,000,000 a year for 6 years starting in 1950.

Chet Huntley to be editor-commentator of new NBC-TV sustaining news feature, *Outlook*, starting Feb. 5, Sun. 2-2:30 p.m.

Telecasting Notes: The over-an-hour concept of TV programming, spawned by spectaculars, appears now to be most significant trend for 1956-57 season—as networks, film producers and independent packagers continue to announce new shows lasting 90 min. or more, both as one-shots and regular series. One of most unusual proposals is that reportedly being made by General Teleradio, for weekly network TV show lasting 2 or 2½ hours and featuring past RKO hits (see p. 2) . . . Weekly 90-min. drama series, *Playhouse 90*, was announced this week by CBS-TV for fall debut—production staff to be headed by Carey Wilson, former top MGM executive. ABC-TV has already announced series of 90-min. filmed and live “dramaculars” for next season and NBC-TV’s *Robert Montgomery Presents* is due to go to 90-min. next fall (Vol. 12:1) . . . More telementaries planned by NBC-TV along lines of *Assignment: India*. Filmed in color and running 60-90 min., 4 to 9 of them are being considered for next season in prime evening time on such topics as theatre, schools, London, Paris, Japan, etc., with top-name “commentators” drawn from non-TV fields . . . Full 2½-hour version of film triumph “Tales of Hoffman” will be featured by New York’s WOR-TV Sat. & Sun. Jan. 21 & 22, 4-6:30 p.m., condensed 90-min. version being shown twice nightly following week on *Million Dollar Movie* series . . . Special 90-min. documentary on mental health, *Out of Darkness*, to be aired by CBS-TV March 18, 5-6:30 p.m. . . . Screen Gems, Columbia Pictures subsidiary, planning to produce series of 60-90 min. filmed spectaculars for next season; in addition to distributing 104 Columbia features to TV, Screen Gems disclosed stepped-up TV film production program, with 12 new series projected. Of 8 existing series, 6 have been renewed by present sponsors and 4 of the 12 new series are sold, according to v.p.-gen. mgr. Ralph Cohn, who placed 1956 production budget at \$12-\$16,000,000 . . . Even classical music is “going spectacular,” as ABC-TV extends *Voice of Firestone* to full hour for one-shot March 19 tracing history of music . . . Ted Granik will go ahead with his plans for TV film series, *The New York City Story*—to be produced in collaboration with Screen Gems—regardless of outcome of current study to determine whether and on what terms TV film producers should be offered cooperation by city departments. Granik’s “agreement” with his longtime friend Mayor Wagner several months ago touched off red hot municipal hassle (Vol. 11:43-44); he says his investment in series will be about \$50,000 . . . Another repeat scheduled: NBC-TV will repeat its provocative filmed documentary on rise of Communism in Russia, “Nightmare in Red,” on *Armstrong Circle Theatre* Jan. 24; originally presented on same program Dec. 27, heavy mail response influenced decision to re-run . . . Daytime viewing record is claimed by ABC-TV for *Mickey Mouse Club*, quoting ARB average rating of 23.7 for Dec., highest ever attained by any daytime program in that month . . . KSL-TV studios scene of annual luncheon given by KSL-TV & KSL last week to 50 executives of city’s ad agencies . . . Will Rogers Jr. signed by CBS-TV to handle 7-8 a.m. replacement of *Morning Show* . . . Young America Films Inc., 18 E. 41st St., releasing third group of 13 CBS-TV *You Are There* 16mm. films for school and other private showings.

New Michael Jary Productions, named for German composer and TV film producer, is being set up, with Jay Frankel in charge of N. Y. office, to produce films in Germany for American TV. It uses studios of Real Films, Hamburg, says costs are fraction of those in U. S.

Residual payments to Screen Actors Guild members on TV film re-runs totaled \$565,639 last year, bringing total to date to \$741,633; SAG members have also collected \$140,159 for TV rights to theatrical films.

COLLEGE FOOTBALL TV plan for 1956 will be virtually carbon copy of 1955’s schedule of 8 national and 5 regional games—but a Congressional committee will be looking over the shoulder of NCAA’s TV committee when it works out the details.

An uneventful NCAA convention in Los Angeles this week voted to continue “controlled” football TV, with very little discussion and only one dissenting vote—by Notre Dame athletic director Edward (Moose) Krause, exponent of uncontrolled televising. New TV committee, headed by Howard Grubbs, commissioner of Southwest Conference, will formulate the 1956 TV plans, expected to differ little from 1955’s national-regional blueprint. Committee hopes to put plan to mail vote of NCAA members by March 11.

In Washington, Rep. Pat Hillings (R-Cal.) threatened investigation of NCAA’s TV controls by Judiciary Committee, of which he is a member, unless better games are televised next season. (Actually, under 1955 rules, networks, stations & sponsors were permitted to decide on games to be televised so long as they met the conditions laid down by NCAA’s “control” plan.)

“If the [NCAA TV] committee arbitrarily rejects a program of more exciting and important contests on TV, it will be openly inviting Congressional scrutiny,” said Hillings. “The Judiciary Committee will be watching the results of the meeting with great interest.”

Outgoing 1955 TV committee, headed by E. L. (Dick) Romney of Mountain States Conference, called last fall’s program a success. Its report also suggested that future TV plans give “special attention to the developments taking place in subscription TV.” NCAA TV director Asa Bushnell proposed exploration of closed-circuit TV for college football games. However, Notre Dame’s Father Edmund Joyce said his school “barely broke even” on last season’s hotel-televised closed-circuit plan. “The figures that have been published on our success have been exaggerated,” he said. “For the Miami-Notre Dame game, we had about 6000 persons watching. But for the Navy game we had only 3000, and for the Iowa game only 2000.”

Bishop Donald Harvey Tippet, of San Francisco, president of both the Methodist Radio & Film Commission and the Film Commission of the National Council of Churches of Christ in America, latter a federation of 30 Protestant and Orthodox bodies, announced this week that he will ask quadrennial Methodist Council’s conference in April to set up a TV fund of \$1,000,000 annually for 4 years. For last 3 years the Lutheran Church, Missouri Synod, has spent \$750,000 annually to produce *This Is the Life*, now being carried on 278 TV stations, and the National Council has 7 regularly scheduled TV programs under its auspices. Methodist Church on Feb. 13 releases 13-program series titled *The Way*, costing \$250,000, and new fund would continue this as well as other inspirational shows.

New TV and film studios are being built in huge N. Y. building which once housed Famous Players Lasky pioneer movie company. Located at 221 W. 26th St., it’s owned by Production Center Inc. (Hillman Brown, onetime producer of *Inner Sanctum*, etc.) and will house 3 large sound stages. CBS-TV reportedly has taken over biggest stage (100x100 ft.) on long-term lease.

Standard motion picture exhibition contract for TV was approved this week by NARTB’s film committee under chairman Harold P. See, KRON-TV, San Francisco. Copies will be offered to all TV stations next week.

FCC APPROVAL of 3 major station sale deals was announced this week—turning over to new owners WFBG-TV, Altoona, Pa. (Ch. 10); KWFT-TV, Wichita Falls, Tex. (Ch. 6); KULA-TV, Honolulu (Ch. 4).

WFBG-TV with radio WFBG (250 watts, 1350 kc, NBC) were purchased from Gable dept. store interests for \$3,500,000 by Walter Annenberg's Triangle Publications Inc. (Vol. 11:32-33, 39) in deal negotiated by broker Howard E. Stark. They will continue under managership of Jack Snyder, will tie up with Pennsylvania State U for daily programs (Vol. 11:47). Triangle also operates WFIL-TV, Philadelphia (Ch. 6) with WFIL; WNBC-TV, Binghamton, N. Y. (Ch. 12) with WNBC; owns 50% of radio WHGB, Harrisburg; seeks to purchase off-air WLBR-TV, Lebanon, Pa. (Ch. 15) for \$235,000 in application delayed by protests following FCC approval and set for Feb. 29 hearing (Vol. 11:45, 53).

KWFT-TV with radio KWFT (5-kw, 620 kc, CBS) were sold for \$825,000 to newly formed KSYD Television Co. Inc., organized by Sidney A. Grayson and group of Dallas businessmen (Vol. 11:49), by Rowley theatre chain family and one-third owner Kenyon Brown. FCC also approved re-sale of radio KWFT to Brown for \$75,000, new owners retaining their local radio KSYD.

KULA-TV with radio KULA, Honolulu (10-kw, 690 kc, ABC), were sold to Television Corp. of America by American Broadcasting Stations Inc., 41½% owner (also 51% owner of WMT-TV & WMT, Waterloo, Ia.) and Dolph-Petty Broadcasting Co., 42½%, for \$600,000. New co-equal owners are Jack Burnett, exec. v.p. & gen. mgr., who increases holdings from 10% to 25%; Richard C. Simonton, pres., wired music operator of Los Angeles & Las Vegas; Arthur B. Hogan, secy.-treas., pres. of Albert Zugsmith Corp., Hollywood movie producer; Albert Zugsmith, director.

Note: Carl E. Haymond, veteran northwest broadcaster, who founded KTVW, Tacoma (Ch. 13) and sold it to J. Elroy McCaw group and who owns radio KIT, Yakima, this week got approval of FCC to purchase KERO, Bakersfield, Cal. (now KGEE) for \$85,000. Seller Gene DeYoung retains KERO-TV (Ch. 10).

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New plea for educational TV in N. Y. State came last week from Gov. Harriman, who urged State Legislature in annual message to authorize "pilot" station in Albany "to serve as a demonstration, training and experimental station." He recommended creation of separate unit in State Education Dept. to operate station and also urged closed-circuit experiments be conducted throughout state. Harriman is expected to ask Legislature for \$900,000 for educational TV purposes, including \$450,000 to build and operate Albany station for one year; \$300,000 for aid to local educational TV groups; \$100,000 for State Education Dept. TV unit; \$50,000 for closed-circuit experiments. Note: Board of Regents of U of State of N. Y. has held CPs since 1952 for 8 uhf stations in as many cities, but has been stymied by refusal of Legislature to supply funds.

FCC budget of \$7,850,000, compared with \$6,870,000 appropriated last year, is requested by President for year starting July 1, 1956. Request includes \$141,000 for network study, compared with \$80,000 appropriated for it last year. Breakdown of funds sought: field engineering & monitoring, \$2,501,040; broadcast, \$1,674,841; executive staff, and service, \$1,365,602; common carrier, \$907,217; safety & special, \$883,185; technical research & frequency allocation, \$518,115.

TV distribution amplifier for apartment buildings, large homes, TV showrooms, etc., was announced this week by Blonder-Tongue Labs, Westfield, N. J. Providing 8 isolated TV outlets with more than 10db gain; it's priced at \$89.50.

Montreal and Toronto rank 3rd & 4th after New York and Hollywood as program production centers on this continent, 4th & 5th in the world (London, 3rd), according to Jan. 9 address on "Canada and Television" by CBC chairman A. D. Dunton before Canadian Club of Montreal. In a prideful report on 3½ years of TV, during which 33 stations have come into existence, he stated nearly \$1 billion has been spent in Canada on TV "in one way or another"; that TV development there has been "the quickest in the world so far, the steepest upward rise"; that it has become an activity involving an output of goods and services well over \$300,000,000 a year, or more than 1% of the nation's gross national product; that thus far the overall system has been supported from "kind of admission fee to TV," paid by public in form of a 15% excise tax on TV sets at wholesale, and from advertising; that the cost of the system in money paid directly by the TV public is "just about 4¢ per TV family per day, an interesting comparison with the cost of a daily newspaper."

Challenging music licensors ASCAP and BMI, independent music publisher Life Music Inc. this week filed \$7,500,000 anti-trust suit in New York Federal Court against the 2 organizations and these other defendants: Sesac Inc., RCA, NBC, CBS, Columbia Records, Columbia Music Publishing Co., Master Records, Okeh Music Publishing Co. It charged them with conspiracy to restrain trade by establishing monopoly in publication, acquisition, distribution and sale of musical works, allegedly accomplished "through ownership and control of radio & TV stations and networks and through ownership of companies which published musical works and compositions." Complaint added that ASCAP and BMI "induce radio & TV stations to refrain from performing any recorded music not bearing their label." It asked court to direct TV-radio stations to divest themselves of BMI stock, to enjoin defendants from any contracts depriving Life Music of the right to exploit its compositions and restrain labeling of phono records as either ASCAP or BMI.

Another community antenna system adding local origins is the one in Bisbee, Ariz. operated by Carl W. Morris, owner of local radio KSUN. Using Kay Lab equipment, Morris plans to "simulcast" programs of KSUN, and system may ultimately offer advertisers combination rate. First such "simulcasting" was carried out in 1952 in Minot, N. D. by John Boler's KCJB (Vol. 8:40). Purpose was to train staff for TV station operation; Boler now operates KCJB-TV (Ch. 13) in addition to KXJB-TV, Valley City-Fargo (Ch. 4) and KBMB-TV, Bismarck (Ch. 12). In Cedar City, Utah, meanwhile, Trans-Community TV Network (Comprovision) reports some 300 families signed up for "closed-circuit station" supplying ABC-TV & NBC-TV kines (Vol. 11:52). NBC said it is supplying kines without charge for "an undetermined period."

New community antenna systems reported by Spencer-Kennedy Labs, Boston equipment supplier: Keene, N. H., Better TV Inc.; Elmira, N. Y., Elmira Video Inc.; Easton, Pa., Clear-Pic Electronics Inc.; Bryan, Tex., Midwest Video Inc.; Powell River, British Columbia, Powell River TV Co. Ltd.; Shawinigan Falls, Quebec, Shawinigan Radio & TV; Sherbrooke, Quebec, Transvision (Sherbrooke) Inc.

A "hearing manual" for comparative hearings has been issued by FCC to serve only as a guide, Commission deciding not to incorporate it in rules as originally proposed. Commission urged use of manual by examiners, FCC attorneys and private counsel to speed hearings. The 9-p. document is Public Notice 56-39, available from Commission—or we'll get copy for you.

U. S. Information Agency (Voice of America) would get \$135,000,000 for fiscal year starting July 1 under President's budget submitted to Congress—compared to \$85,336,630 appropriated in current fiscal year.

ANOTHER TEXAS VHF got under way this week—KBST-TV, Big Spring (Ch. 4), which began test patterns Jan. 10 and joins CBS Extended Market Plan Jan. 15. Total number of stations remains 459 (101 uhf) as we learned this week that, despite previous reports that it had resumed operation, Patrick Beacom's WJPB-TV, Fairmont, W. Va. (Ch. 35) is again officially off the air (see also note below).

New outlet in Big Spring is third in area, for KOSA-TV, Odessa (Ch. 7), 60 mi. away, began operating last Dec. 30 and KMID-TV, Midland (Ch. 2), 39 mi. distant, has been operating since Dec. 1953. KBST-TV has 5-kw GE transmitter, 456-ft. Andrews tower with 3-bay antenna.

Wm. J. Wallace, gen. mgr. & 25% owner, heads grantee group which includes Robert W. Whipkey, publisher of *Big Spring Herald*, and Lewis O. Seibert, owner of radio KGKL, San Angelo and part owner of radio KPLT, Paris, Tex. John McMinn, ex-WFAA-TV, Dallas, is sales mgr.; Robert Lindley, ex-KTSM-TV, El Paso, production mgr.; Andrew M. Jones, chief engineer. Base hour is \$150. Rep is Pearson.

* * * *

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

WCBI-TV, Columbus, Miss. (Ch. 4) has tentatively advanced target to April or May, or when microwave for CBS & NBC programs is ready, writes gen. mgr. Bob McRaney. RCA 5-kw transmitter purchased from KOTV, Tulsa (Ch. 6) is being installed and 500-ft. Andrews custom-built tower is being fabricated in Fort Worth. RCA 5-bay antenna is scheduled for installation in Feb. Owner Birney Imes Jr. also operates Mississippi AMs WELO, Tupelo; WNAG, Grenada; WMOX, Meridian. Base rate will be \$140. Rep will be McGillvra.

KSHO-TV, Las Vegas, Nev. (Ch. 13), authorized in Nov. 1955, may be on air this spring as 3rd outlet in that relatively small community. This is what grantee Moritz Zenoff, publisher of *Boulder City (Nev.) News* writes us: "KSHO-TV will be on the air by March 1 or April 1 this year. It will be 24 hours of continuous movies. It will have 2 transmitters, 3 projectors, 2 sync generators, 2 cameras. It will be atop the new 13-story Hotel Fremont

Uhf "translator" stations, which FCC hopes are solution to illegal-booster problem, were proposed in rule-making issued this week. As previously reported (Vol. 11:52), Commission proposes that translators pick up and rebroadcast other stations' signals, being confined to Ch. 70-83, limited to 10-watt transmitters. Grants would be on case-to-case basis, applicants required to show no interference would be caused. Equipment would be authorized on "type-approval" basis, with manufacturers submitting sample to FCC. Commission contemplates that any normally qualified entity could apply—including TV stations and municipal groups—with no limitation on number of translators granted each or on overlap. Full text will be issued next week. Comments are due March 5.

Ultra-modern studio ideas are set forth in excellently illustrated article titled "Space Control Production Area" in Dec. *RCA Broadcast News*, written by Sol Cornberg, NBC director of studio & plant planning who was "loaned" for several months last fall to British commercial TV contractors to help them set up London studios. Other articles cover Pittsburgh educational station WQED, microwave system planning, color plans of WNBQ, Chicago.

RCA has increased warranty on its type 5820 image orthicon camera tube, giving full adjustment up to 50 hours and pro rata up to 500 hours.

in the center of downtown Las Vegas. Its rates will be an around-the-clock \$6 per spot average. All advertising will be spot advertising. Our equipment is being put together by Kay-Lab of San Diego." No rep is named; Grant Wrathall, Aptos, Cal., is engineering consultant.

KOKE, El Paso, Tex. (Ch. 13) has changed test pattern target to March 1, reports Gordon McLendon, of Trinity Bestg. Corp., which also operates radios KLIF, Dallas; KELP, El Paso; WRIT, Milwaukee; WGLS, Decatur, Ga. Programming is slated to start March 15 as specialized station, emphasizing Spanish-language programming. It has studio-transmitter building ready for 5-kw Standard Electronics transmitter, being reconditioned to air-cooling at factory. GE 6-bay antenna on 324-ft. Aerial tower has been ready since last May. Base hour not reported. Rep will be H-R Television.

KPAR-TV, Sweetwater, Tex. (Ch. 12) now plans test patterns about Jan. 25, programming under CBS Extended Market Plan on Jan. 31, reports W. D. (Dub) Rogers, pres. of parent KDUB-TV, Lubbock (Ch. 13). DuMont 5-kw transmitter formerly used by KDUB-TV was installed Jan. 11, and 689-ft. Andrews tower, which will have 6-bay RCA antenna, began going up Jan. 9. Satellite KPAR-TV will be sold in combination with KDUB-TV at \$495 base hourly rate, will have \$200 local base hourly rate. Rep for both stations is Branham.

WKNO-TV, Memphis (Ch. 10, educational), plans to start first part of 1956, writes pres. Julian B. Bondurant. It will use GE transmitter and antenna donated by WMCT (Ch. 5). It also has 2 RCA film projectors from WMCT, 2 cameras and other studio gear from WHBQ-TV, and \$1000 donation for equipment from WREC-TV's Hoyt Wooten. Studios will be at 268 Jefferson St. in building donated by Memphis Board of Education. Transmitter and 600-ft. Andrews tower will be at corner of Macon & Charles Bryan Rd., site being leased for \$100 yearly from attorney A. H. Murphy. The Foundation has nearly \$200,000 on hand, having raised \$85,000 in fund drive last year and recently having received Ford Foundation \$100,000 grant. It also has been assured of \$100,000 appropriation by legislature, to be spread over 2 years. Keith J. Nighbert, formerly with U of South Dakota and recently producer of educational TV programs, will be program director; C. E. LaFond, ex-KUHT, Houston, chief engineer; Robert R. Noller, ex-KUHT, asst. chief engineer.

Neither Mexican Ministry of Communications nor the reported owner himself, Rafael T. Carranza, who operates radio XEFE at Nuevo Laredo, Mexico, will verify existence of XEFE-TV (Ch. 13)—but a careful checkup indicates such a station has been on the air sporadically since last June, its yagi antenna pointed towards the U. S. border. It operates with extremely low power, recently went on 7-11:30 p.m. schedule, picks up shows from Texas stations which are understood to be protesting allegedly unauthorized use. Last week, first station in Laredo, Tex. began operating—KHAD-TV (Ch. 8), managed by Shaun F. Murphy, ex-WTVP, Decatur, Ill. (Vol. 12:1).

General Precision Lab this week announced sale of four 35mm projectors. Two were acquired by ABC for its WBKB, Chicago, where they will be used with 2 GPL video recorders for delayed kinescope telecasts. One projector was purchased by CBS-TV for its Studio 72 in New York, and one by International GE for shipment to govt.-owned station in Montevideo, Uruguay, due early this year.

J. Patrick Beacom, who owns WJPB-TV, Fairmont, W. Va. (Ch. 35), which is off air pending application for Ch. 5, reports that, having been elected director-mayor of Fairmont for 4-year term, he now plans to run for Congress in the Democratic primary in May to fill vacancy being created by announced retirement of Rep. Mollohan.

MORE COMBINES IN THE WORKS: It's good guess that Magnavox's plans to acquire another company, as indicated in prospectus for its recent stock issue (Vol. 12:1), involves Sentinel Radio Corp. (see Supplement for latest financial data). But there's nothing official yet, and Sentinel pres. Ernest Alschuler left last week on a world cruise. This week, Sentinel stock on American Stock Exchange rose to 1955-56 high of 7%, closing at 7%. Only thing definite: Magnavox isn't buying Stromberg-Carlson.

General Dynamics management meeting Jan. 27 will decide whether its Stromberg-Carlson div. will expand its TV-radio production, get out of the field altogether -- or switch it to a special products div. under v.p. A.G. Schifino, eliminating all distributors. At all events, Stromberg distributors were much in evidence at Chicago furniture markets this week, shopping for new franchises. Acknowledging this, a Stromberg spokesman told us: "Some of our distributors are fearful that, whatever decision we make, they will not be able to get the big-volume shipments they want."

Note: Though Raytheon lost its senior v.p. & treas. David T. Schultz to newly reorganized DuMont, it has no plans to merge with DuMont or any other company, said pres. Charles F. Adams this week in response to persistent rumors. One merger that's definitely in the works, however: Big P.R. Mallory & Co., Indianapolis, acquiring another outstanding components maker -- identity undisclosed.

HOW TO INCREASE TV REPLACEMENT SALES: No. 1 topic at Chicago's big furniture marts this week -- and doubtless at NARDA convention starting Jan. 16 -- is the trade's impelling need to tap increasingly large TV replacement market in 1956. Extent of that market was indicated last week in figures from Sylvania sales research director Frank W. Mansfield (Vol. 12:1). In table prepared for upcoming Spring-Summer edition of our TV Factbook, he estimates that 2,370,000 sets were scrapped in 1955, compared to 1,632,000 in 1954; that 45.3% of the more than 37,000,000 sets-in-use are 17-in. and under; that 12.1% are 15-in. and under.

Specifically, what can retailers do to cut into replacement market? "Sure, I read those statistics," one big retailer told us at Chicago, "but I still would like some suggestions on just how to go about getting those sales. Mind you, I'm in a big city and I face competition from discount houses, dept. stores and guys who go into this business every day just to make a fast buck."

For an answer, we consulted a number of manufacturers, distributors & dealers at the marts -- and these emerge as the most practical suggestions:

(1) Make greater use of servicemen, with whom dealers have contracts. They can be turned into unofficial salesmen for new receivers, with no loss to their own income. "Do you realize," asked one set maker, "that the serviceman is the only one in our trade who is invited 4 or 5 times a year into the homes of consumers? They have the ear of TV owners and, with a little initiative, can encourage customers to buy a new set rather than make costly repairs on the old one."

(2) Check warranty cards and old customers' files to make certain that those who bought sets in 1949-50 in individual dealer's market are solicited again for new receivers. Some 6,132,000 sets were sold in 1950, TV's first really big sales year, and these will approach end of estimated 8½-year life span in 1956 (Vol. 11:52).

(3) Expand advertising and promotions to give broader "exposure" of new sets to customers. Direct mail campaigns are regarded as "must", as few discount houses bother to contact customers directly. As one distributor said: "Retailers should send a letter to every person they've ever had for a customer, even for parts."

(4) Use leads furnished by distributors. They frequently are "hot" prospects obtained from personal contacts and coupon ads.

Traffic was quite heavy at TV exhibits at marts and at Loop hotels where set manufacturers displayed their lines. Color came in for considerable attention, in

sharp contrast to mid-1955 markets, when a color set was something to be hidden. Some dealers we contacted felt much more optimistic about prospects of selling color to key customers this year. Dealers were quite impressed by Chicago demonstrations of color, both live and film.

There was plenty of interest in portable TVs, with several more manufacturers indicating they planned them by mid-year. GE's space in Merchandise Mart, where it demonstrated its 14-in. portables (26 & 32 lbs.) and its new "Hospitality" series of sets on rubber wheels, was one of most-visited exhibits of all. GE marketing mgr. Jack Beldon told us new 26-lb. portable will be produced in "substantially larger quantity" than successful 32-lb. set, of which some 250,000 have been sold since its introduction last spring. Former set is unpriced; latter sells at \$99.95 & \$119.95.

Full-door consoles were conspicuous by their absence. Market for such sets, once rather substantial, has dwindled sharply in last year. RCA TV merchandise mgr. Allan B. Mills said trend away from full-door consoles stems from "the practical family's desire to pay reasonable prices for TV." Trade leaders also stress fact that full-door sets are frequently first to be "dumped" at lower prices.

Full-Line 'Domination': Senate Small Business Committee report, released this week, singled out home laundry equipment industry as a "random example" of business "which has bloated into bigger and bigger units as the smaller companies have succumbed to competitive pressures." Headed by Sen. Sparkman (D-Ala.), committee said: "In the major appliance field, the day of the complete line, with units matching in color and design, has dawned, while the days of the smaller independent producers may be numbered." It repeated Justice Dept. data, first revealed in connection with its "green light" to RCA-Whirlpool merger, that of 35 companies producing laundry equipment in 1940, only 17 have survived -- and 9 of them have full lines. "Some of this industry's spokesmen believe that the time will soon arrive when it will be impossible for a company to stay alive by producing only 2 or 3 types of appliances," the committee report observes.

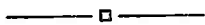
Small, independent appliance retailer faces similar threat from chain stores, discount houses and "progressive infiltration" of manufacturers into retail field, said committee. Dept. stores and discount houses are able to offer products "at even below cost as loss-leader items" in competition with independent retailers, it reported. Discount houses, it said, have increased operations "at a pace faster than can be measured" -- citing such expanding discount firms as E.J. Korvette Co., N.Y.; Masters Mart, N.Y.; Polk Bros., Chicago; Silo Discount House, Philadelphia; W.E. Phillips Co., Los Angeles; Jax Discount House, Jacksonville, Fla.; Susman's, St. Louis; Gratiot Furniture Mart, Detroit.

Note: National Retail Dry Goods Assn., in convention this week, pledged that "aggressive action" would be taken against manufacturers of small appliances who cut retail profit margins. Philip M. Talbott, Washington, D.C., re-elected NRDGA pres., said "we believe we're rightfully entitled to a little better return on our investment, in order to provide for security in the future."

Hotpoint TV Plans: Decision within fortnight is promised by Hotpoint pres. John C. Sharp on his company's rumored plans to enter TV production (Vol. 12:1). At the firm's annual dinner this week in Chicago, Sharp said surveys on subject are now near completion and that decision "will come from my office -- and my office only." He said Hotpoint currently is trying to determine if TVs and major appliances are "compatible" from a manufacturing and marketing standpoint. He also stressed the distribution problem involved, confirming that 11 GE Supply Co. outlets will be left without TV July 1, when TV distribution is switched to GE Appliances Co. branches. Hotpoint is a wholly-owned division of GE, with which it competes in white goods.

Production: TV output totaled 156,397 in first week of year (ending Jan. 6), somewhat down from the 190,896 turned out in first week of 1955. This is in line with trade forecasts of a decline in first-quarter TV production from year ago, and consensus seems to be that about 2,000,000 TVs will be produced in first 3 months, as against 2,200,000 in corresponding 1955 period. Radio output also went down in first week, totaling 244,675 (116,295 auto), compared to 27,371 in first 1955 week.

Trade Personals: William A. MacDonough appointed v.p. of Crosley and Bendix home appliances divs., in addition to his duties as director of adv. & sales promotion . . . H. C. Darroch, v.p. of Moffats Ltd., subsidiary of Avco of Canada, takes over supervision of Crosley TV-radio div. in Canada in consolidation of TV-radio-appliance sales functions; J. M. Reynolds, controller of Crosley TV-radio div., named div. mgr.; D. W. Holdsworth, mgr. of industrial electronics div., promoted to coordinator of research & advanced engineering . . . Jack Siegrist, ex-merchandise mgr. of DuMont receiver div., named product mgr., Philco TV div., succeeding John Spangler, now Pa. district mgr. . . . Donald M. Christie promoted to manufacturing mgr., DuMont govt. manufacturing div., reporting to div. mgr. Wm. J. McGinnity . . . Norman R. Huey, ex-Harry M. Frost Adv., Boston, named merchandising mgr. of GE radio receiver dept., Bridgeport, Conn.; Leonard M. Hodgkins named mgr. of market research & product planning . . . Michael J. Ranalli, Westinghouse TV-radio merchandising mgr., named field sales mgr. . . . Eugene P. Fenney, ex-Magnavox & RCA, named Sylvania TV-radio sales promotion supervisor, reporting to C. R. Lunney, adv. & sales promotion mgr. . . . Robert Houts, ex-Westinghouse, named Philco merchandising mgr. of contract sales for major appliances . . . Harold C. Spence, ex-GE & Sylvania, named New England district service mgr., CBS-Columbia product service dept. . . . Edward W. Stack appointed So. Cal. district sales rep, CBS-Hytron, Los Angeles . . . Norman Scott promoted to TV mgr. of Sylvania's new Carolina regional office, Charlotte . . . Donald F. Johnston, ex-Montgomery Ward, named Capehart-Farnsworth southeastern regional mgr., Atlanta, replacing J. M. Robertson, resigned . . . Robert W. Fisher, ex-Link Radio, joins DuMont as field sales engineer for mobile radios, reporting to operations director Fred M. Link . . . Vernon Kamin resigns as DuMont midwest mgr., Chicago . . . John T. Caviezel resigns as Capehart-Farnsworth western div. mgr. . . . Wm. Sevy resigns as Olympic Radio midwestern district mgr. to become Arvin regional mgr. for Detroit area . . . Morton M. Tillman promoted to eastern regional sales mgr., Emerson air conditioning div. . . . Walter S. Heebner promoted to exec. in charge of Capitol Records' N. Y. operations, reporting to v.p. Wm. H. Fowler . . . Joseph Bogdan, ex-Columbia Records, named CBS-Columbia personnel mgr., reporting to Merle S. Wick, administrative v.p. . . . Ben Rosner promoted to sales mgr. of VIK Records, RCA subsidiary formerly known as "Label X," succeeding Frank Amaru, transferred to RCA International . . . Thomas C. Stewart promoted to Zenith traffic mgr. . . . Norman E. Johnson, assoc. gen. counsel of parent Admiral, elected v.p.-foreign operations of subsidiary Admiral International; Joseph F. Woodward, Admiral International sales director, also elected a v.p. . . . Bert L. Graham promoted to asst. to new DuMont pres. David T. Schultz; he's succeeded as controller by Donovan H. Tyson, ex-Sylvania . . . Glen Hall promoted to Clarostat adv. mgr.



Dr. Greenleaf Whittier Pickard, 78, noted radio inventor & engineer, past pres. of ITE, grand nephew of the poet John Greenleaf Whittier, died in Newton, Mass. Jan. 8. He was chairman of Pickard & Burns, Needham consulting engineers. He leaves his wife, 4 daughters, 2 sons.

W. Leroy Marshall, 66, asst. adv. mgr. of Sperry Rand, for more than 10 years adv. director of old Victor Talking Machine Co. and from 1929-31 gen. adv. mgr. of RCA Victor, died Jan. 10 in Greenwich, Conn. He is survived by his widow, a sister, 3 brothers.

Norman B. Williams, 57, founder-pres. of Philco distributor Williams Inc., Peoria, died Jan. 9 at Spring Bay, Ill. home after brief illness. He recently returned from Far East tour. Surviving are widow, brother, 2 sisters.

DISTRIBUTOR NOTES: RCA Victor Distributing Corp., Chicago, will take over Whirlpool-Seeger freezer franchise in March, with Graybar continuing to handle laundry equipment . . . Whirlpool-Seeger appoints RCA distributor McDonald Bros., Memphis (J. W. McDonald, pres.), replacing Shobe Inc. (Philco) . . . CBS-Columbia opens factory branch at 2545 S. Yates Ave., Los Angeles (W. Dale Kelly, gen. mgr.), replacing Quality Distributors Inc., and appoints independent outlets All-State Distributors Inc., 457 Chancellor Ave., Newark (Sidney M. Koenig, pres.); Emery-Waterhouse Co., Portland, Me. (Charles L. Hildreth, pres.); R. B. Wall Co., Wilkes-Barre, Pa. . . . Sylvania appoints Jones-Sylar Supply Co., Miami . . . Ohio Appliances Inc., Cincinnati (RCA-Whirlpool) reports resignation of v.p.-gen. mgr. John W. Holzman, onetime v.p. of RCA Victor Distributing Corp., to become sales v.p. of Magic Chef (ranges), replacing Kenneth A. Dupree, resigned . . . Krich-New Jersey, Newark (RCA-Whirlpool) appoints Harvey Manders district mgr. . . . Kierulff & Co., Los Angeles (Motorola) promotes Edward O. Morgan to sales v.p. of consumer products div.; Richard Wesenberg promoted to sales v.p. of electronic parts . . . Radio Distributing Co., Detroit (Zenith) promotes Wm. Forbes to sales mgr., succeeding O. T. Baxter, now mgr. of Sagnia branch . . . Major Appliance Distributors Inc., Charlotte (CBS-Columbia & DuMont) promotes Jack Trexler to v.p.-gen. mgr.; S. Grady Hubbard promoted to sales mgr. . . . Philco-Los Angeles names Joseph Smyth adv. & sales promotion mgr., succeeding John E. Kelly, now in parent company's Philadelphia headquarters . . . Motorola-Philadelphia reports resignation of Max Lieb as key account sales rep . . . Majestic International establishes factory branch at 7636 Santa Monica Blvd., Los Angeles . . . Whirlpool-Seeger appoints RCA distributors Klaus Radio & Electric Co. Peoria (Henry Klaus, gen. mgr.) and Ryan Supply Co., Jackson, Miss. (Thad Ryan, in charge of operations).



RCA Engineering Products Div. has been divided into 2 units by order of senior exec. v.p. E. W. Engstrom. T. A. Smith, v.p. & gen. mgr., takes charge of defense electronic products organization, handling weapon systems, support systems & electronic equipment for all branches of the armed forces. A. L. Malcarney, gen. mgr., is placed in charge of commercial electronic products, including TV-radio transmitting & studio equipment and all electronic equipment for industrial, educational, theatre & business services.

Besides reappointing Haraden Pratt to his 14th term as secretary, and W. R. G. Baker (GE) as treas., IRE board has appointed Donald G. Fink, Philco director of research, as editor of the *IRE Journal*, succeeding John R. Pierce, Bell Labs; Dr. Alfred N. Goldsmith, editor emeritus, as director; T. A. Hunter, pres. of Hunter Mfg. Co. and editor of *IRE Student Quarterly*, director; J. W. McRae, pres. of Sandia Corp. and past IRE pres., director.

Philco designates 3 distributors, on basis of sales contest, to accompany 56 retail salesmen winners of 20-day around-the-world flight starting Feb. 7: Ted Pritikin, Household Appliances Inc., Miami; Lee Ferrell, Ferrell-Wight Co., Albany, Ga.; Jerome Butcher, Butcher Bros. Distributing Co., Lafayette, La.

John W. Craig, v.p.-gen. mgr. of Westinghouse appliance div., to substitute for Westinghouse consumer products exec. v.p. Chris J. Witting as luncheon speaker Jan. 17, final day of NARDA convention at Chicago's Conrad Hilton Hotel.

Capt. Henry Bernstein, USN, director of Naval Research Labs, San Diego, will join RETMA following his retirement in summer. He's expected to coordinate military engineering activities with Defense Dept. RETMA officials declined comment on top-level appointment.

Topics & Trends of TV Trade: Chances of excise tax reductions on TV-radio sets are still considered "reasonably good" by RETMA—despite Administration's unwillingness to support any reductions this year which would not be balanced by revenue increase from other sources.

RETMA exec v.p. James D. Secrest, who has been directing industry's appeal for reduction of excise tax from 10% on TV-radio sets and elimination of tax on color sets, said he wasn't "unduly discouraged" by Administration's position, as expressed this week by Dan Throop, asst. to treasury secy., in testimony before House Ways & Means subcommittee. Secrest doubted, however, that any action would be taken until late in current session.

RETMA got some help from Sen. Magnuson (D-Wash.), at least with respect to eliminating tax on uhf sets. Said the chairman of Senate Commerce Committee: "I have asked the Senate Finance Committee to recommend legislation which will eliminate the Federal excise from [all-channel] sets as a means of encouraging the manufacturers to increase their production. I hope we can get action on such a proposal at the present session of Congress."

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Picture tube sales in first 11 months of 1955 totaled 9,992,769, valued at \$191,474,413, compared to 8,904,106 worth \$185,554,432 in same 1954 period, reports RETMA. Receiving tube sales were 441,753,000 at \$327,427,000, as against 347,180,000 at \$248,610,000 in first 11 months of 1954. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	866,956	\$ 17,861,018	37,951,000	\$ 26,879,000
Feb.	859,529	17,119,568	38,526,000	28,108,000
March (5 wk) ..	913,003	17,625,881	40,859,000	29,743,000
April	788,317	14,620,075	35,426,000	26,780,000
May	779,329	14,572,518	32,919,000	25,916,000
June (5 wk) ..	706,890	13,244,499	40,821,000	31,256,000
July	515,793	9,498,169	28,340,000	21,167,000
Aug.	1,048,534	19,812,567	45,238,000	33,099,000
Sept. (5 wk) ..	1,202,430	22,867,851	47,588,000	34,596,000
Oct.	1,224,990	23,507,620	48,119,000	35,105,000
Nov.	1,086,998	20,894,647	45,965,000	34,788,000
TOTAL	9,992,769	\$191,474,413	441,753,000	\$327,427,000

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Trade Promotion Campaigns: GE switches TV-appliances account from Maxon to Young & Rubicam, plans \$5,000,000 expenditure in 1956 to promote line, under adv. mgr. Harold J. McCormick . . . Philco (Morgan Greenwood, adv. mgr.) to back its 1956 appliances with biggest promotion campaign in its history, thru Hutchins Adv., Philadelphia . . . Crosley-Bendix to spend \$6,000,000 in first quarter 1956 for TV-radio-appliances promotion under new adv. v.p. W. A. MacDonough, thru Earle Ludgin & Co. (TV-radio) and Compton Adv. (appliances).

DuMont plans to boost TV production and to accelerate drive for new dealers under new pres. David T. Schultz. Following distributor conference this week in Chicago, attended by "many new prospective distributors whose franchise appointments will be announced shortly," v.p.-gen. mgr. William H. Kelley said: "We will continue our emphasis on the highest quality products. This manufacturing and merchandising philosophy has provided our distributors and dealers with better profit margins together with superior merchandising at competitive prices."

Muntz TV reorganization plan was approved by Chicago Federal Court Jan. 9, providing for payment of \$1,300,000 in tax claims to Govt. over 3 years and \$2,500,000 to unsecured creditors over 8-year period, latter to be paid 75% in notes and 25% in preferred stock. Court said the reorganization "will not impair the rights of holders of the 1,363,000 shares of Muntz stock." Operated under trusteeship since March 1954, Muntz recently reported profit of \$1,250,000 for 1955.

Magnavox will give free 3-month service contract and one-year parts & tube guarantee to purchasers of its sets retailing for at least \$249.50, starting Feb. 1. Such sets will be identified as "Gold Seal" models and will bear gold emblem. In making announcement, pres. Frank Freimann sharply criticized industry practice of selling service contracts. He said: "The current practice of selling a customer a service contract to assure satisfactory performance after the purchase is made usually engenders customer resentment—often results in abuses by either party in the form of unfair demands. The considerable effort notwithstanding, only a small percentage of sales is made including service contracts. The balance, those sales closed without service contracts, result in frequent argument and individual service call charges can be collected only when the dealer wins." Magnavox this week introduced 2 new models at Chicago furniture markets—a 21-in. mahogany console at \$290 and 24-in. console at \$350.

Sylvania has formed Mexican subsidiary, Semsia Electronica S.A., to produce TV sets and picture tubes in new 40,000-sq. ft. plant now being built in Monterrey. Picture tube production will begin in March, sets by midyear—both to be sold under Sylvania trade name. Minority ownership in Semsia is held by Mexican industrialists Patricio Sordo & Bernardo Jiminez, who are principal owners in Radio Universal S.A. of Monterrey (home radio manufacturing) and Radios y Television of Mexico City (sales)—in which Sylvania recently acquired interest. Sordo is pres. of Semsia; Edmond J. Parker is mgr.

Two new transistors for use in portable and auto radios have been introduced by RCA. The germanium-alloy p-n-p junction transistors are designated 2N139 & 2N140, the former designed for 455-kc intermediate frequency amplifier applications and capable of providing power gain of 30db at 455 kc; latter for converter and mixer-oscillator applications, with conversion power gain of 27db at center of AM band. Previously introduced RCA portable radio and hearing aid transistors include 3 types for low-power audio applications and one for large-signal audio applications.

Govt. won't intervene in Westinghouse strike, Labor Secy. Mitchell told news conference this week—though he regards it as "the outstanding failure of collective bargaining in 1955." He said Administration policy is for management and labor "to work out their disagreements with a minimum of govt. interference." About 55,000 IUE & UE members have struck 30 consumer products plants, including TV-radio factory at Metuchen, N. J., since Oct. 17—and no immediate settlement seems in sight.

Retail TV sales in first 11 months of 1955 totaled 6,487,617, compared to 6,223,332 in same 1954 period, reports RETMA which has already unofficially estimated full-year retail sales at record 7,450,000. Retail sales of radios in first 11 months, excluding auto sets, totaled 5,532,583, as against 5,272,155 in same period of 1954. Full 1955 retail radio sales have been estimated at 14,900,000, including 7,200,000 auto sets.

Pocket-size solar radio, weighing 10 oz. and capable of working more than 8 months in total darkness, has been developed experimentally by GE's electronics lab. Tiny 5½x1¼x3-in. portable uses 7 solar cells, miniature storage battery, 4 transistors. Company has "no immediate plans for production" because of high price of solar batteries.

Institute of High Fidelity Manufacturers elects these officers: pres., George Silber, Rek-O-Kut; v.p., W. Walter Jablon, Presto Recording; secy.-treas., Vinton K. Ulrich, David Bogen Co.

Transistorized car radio will be feature of 1956 Chevrolet Corvette. Set is made by GM's Delco div.

Financial & Trade Notes: Emerson Radio achieved all-time record sales of \$87,383,028 in fiscal year ended Oct. 31, 1955, compared to \$80,559,994 in preceding year, according to annual report made public Jan. 13 by pres. Benjamin Abrams. Net income was \$2,468,063, or \$1.28 per share on 1,935,717 shares outstanding, up more than 30% from \$1,884,976 (97¢) of preceding year. Net worth reached all-time high of \$21,754,714, a fourfold increase since 1946.

Factors contributing to Emerson's 1955 results, said Abrams, were replacement and second-set markets for TV receivers, its major product; continued diversification of line, including entry into transistor radio field and introduction of portable air-conditioning units; engineering innovations, including automation equipment for TV-radio production; expanded advertising & sales promotion; uniform retail prices in all parts of the country, and "realistic pricing" by abandoning practice of ending retail prices with \$.95 figure.

Last year's govt. sales exceeded 1954 by about 15%, though profit was lower, said Abrams. Year also saw beginning of production of 21-in. console color TV sets intended only to sample distributors—and "this resulted in stimulating sufficient interest to justify material increase in color TV production which is now in effect." Strong interest was manifest in TV-radio and air conditioners in foreign markets, and licensing agreements have been made with independent companies in Italy, France, Israel, Egypt, Canada & Argentina as well as agreements with companies in Mexico & Brazil.

* * * *

Packard-Bell reports sales of \$21,641,690 for 1955 fiscal year ended Sept. 30, third highest in its history, and net profits of \$638,933 (93¢ per share) as against \$17,744,136 & \$164,295 (24¢) in preceding year. Robert S. Bell, exec. v.p., reported that its unit sales of TV ran 78.8% ahead of preceding year while industry as whole showed 27.4%. Radios ran 148.8% ahead while national average was 19.5%. Bell predicted about 20% increase in overall business in Dec. 31 quarter and, for year as whole, about 15% with earnings before taxes to amount to about \$1,300,000 compared to \$1,241,242 in last fiscal year.

General Dynamics Corp. (parent of Stromberg-Carlson div.) has sued Dynamics Corp. of America (formerly Claude Neon Inc.) in N. Y. State Supreme Court to enjoin use of word "Dynamics" in latter's corporate name.

Electronics Reports: More than 60 executives of electronics industry in New England were among 600 who attended third Armed Forces Regional Industry Symposium in Boston Jan. 10—one of series of govt.-industry barnstorming projects to bring top procurement and preparedness officials to industry's "home towns." Meetings are sponsored by Defense Dept. and trade groups, including RETMA and Armed Forces Communications & Electronics Assn.

RETMA termed Boston meeting highly successful, announced bigger 2-day conference at Philadelphia's Bellevue-Stratford Hotel Jan. 19-20. RETMA estimated that "the average industry executive could not hope to see, during 10 days in Washington, the number of experts who will be present at the 2-day conference."

Highlight of Philadelphia meeting, from electronics standpoint, will be explanation of Air Force's new "industrial readiness policy" by Maj. Gen. T. P. Gerrity, deputy chief of staff, materiel. Other speakers will include selective service director Maj. Gen. Lewis B. Hershey; Lloyd H. Mult, office of Secretary of Defense, speaking on mobilization planning; J. Lewis Powell, office of Asst. Secy. of Defense, industry's role in preparedness; Maj. Gen.

General Instrument Corp. sales for 9-mo. fiscal period ended Nov. 30, 1955 were \$21,986,904, up 31% from \$16,755,171 for same 1954 period and second highest period in firm's 33-year history. Earnings were \$241,994 after taxes, or 18¢ per share on 1,373,273 shares, as against net loss after tax credits of \$158,207 in 1954 period, or 19¢ on 818,273 shares. Sales backlog at end of third quarter, reports chairman Martin H. Benedek, was \$9,086,000, and improved outlook for company is attributed to new TV tuner, new silicon medium-power rectifier, improved deflection component for color TV, deflection system for use with new wide-angle TV picture tubes, integration & improvement in plant. For third fiscal quarter, ended Nov. 30, sales were \$8,636,777 and net earnings \$252,790 (18¢) vs. \$5,877,648 & \$91,739 (12¢). The 1955 sales & earnings figures include those of Automatic Mfg. Corp., acquired as wholly owned subsidiary in May, 1955. With 5 plants—at Newark, N. J.; Chicopee, Mass.; Beckley, W. Va.; Joliet, Ill.; Waterloo, Ont.—General Instrument claims to be leading producer of TV deflection components, TV tuners, IF transformers, auto radio tuners, coils.

Its TV hits and expansion of theatrical production lifted Walt Disney Productions to net profit of \$1,352,576, or \$2.07 per share, in fiscal year ended Oct. 1, 1955, up from \$733,852 (\$1.12) in 1954 fiscal year. According to annual report by pres. Roy E. Disney, 1956 earnings are expected to equal or exceed 1955 record. Gross income of \$24,638,652 was more than double the \$11,641,408 of preceding year. Most important factors in increases were grosses on "20,000 Leagues Under the Sea" and "Lady & the Tramp" and from the TV & theatrical releases of "Davy Crockett."

Among officers' & directors' stock transactions reported to SEC: Charles Weyl made gift of 200 International Resistance common to wife, reducing direct holdings to 93,600; John J. Smith sold 2500 Sparks-Withington, holds 5241; Stanley P. Lovell sold 1000 Raytheon, holds 155; C. Pomeroy Robinson Jr. bought 1000 General Dynamics, holds 5448; Cramer W. LaPierre made gift of 3550 GE, holds 543.

Correction: In our tabulation last week (Vol. 12:1) of 1955 stock-trading statistics covering important TV-radio-electronics and related stocks, Muntz TV was inadvertently listed twice; second listing should have been Muter Co. (A), 145,700 shares traded, 7 high, 4½ low, 4¾ last, —1¾ change from 1954. We regret the error.

H. R. Westphalinger, office of Deputy Chief of Staff for Logistics, Army industrial readiness program; Rear Adm. R. L. Swart, Vice Chief of Naval Materiel, Navy industrial mobilization planning program; Asst. Labor Secy. Rocco C. Siciliano, manpower aspects of industrial mobilization; Deputy Administrator D. A. Hipkins, Small Business Administration, role of small business in mobilization; RCA defense electronics products v.p. T. A. Smith, industry's view of mobilization.

* * * *

New missiles engineering dept. has been established by DuMont Labs under technical products div. mgr. P. S. Christaldi, to consolidate all of company's missile design and development work in Clifton, N. J. and Los Angeles. Because of "increased activity and new contracts" in missile field, DuMont is expanding Los Angeles facilities.

Published this week: *A Review of Nickel in the United States—1946 to 1956* by Herman B. Director, staff advisor, industrial raw materials & stockpile, Commerce Dept., available for 30¢ from Govt. Printing Office, Washington.

Sarkes Tarzian Inc. has purchased all facilities of Silicon Corp. of America, which will operate as part of Sarkes Tarzian rectifier div., Bloomington, Ind.

Color Trends & Briefs: Strong dual pitch to nation's retailers was made by RCA this week when it urged them to "use color TV profitably not only to build substantial volume by the sale of sets, but to greatly increase the sales of merchandise of every type profitably." Message was delivered by pres. Frank M. Folsom and consumer products exec. v.p. Robert A. Seidel in speeches Jan. 11 at convention of National Retail Dry Goods Assn. in N. Y. At same time, as part of extensive color demonstrations during convention, NBC disclosed plans for *Window*, new 5-min. program designed especially to serve dept. stores (see p. 6).

"Perhaps no other facet of our American merchandising system," Folsom stated, "stands to gain as much from the intensive selling capacities of color TV as does the retailer. No one has as much or as great a variety of merchandise and services to sell as the dept., chain and specialty stores of America. No one meets the buying public in greater numbers or more intimately. No one should be more interested in the most advanced and best selling techniques available for reaching that public . . .

"In the coming year hundreds of thousands of persons will be buying color TV receivers. There's no better way to see color TV sets than on a color TV show—and by tie-in promotion you can boost store traffic to fantastic limits."

Seidel lauded TV generally as a vital tool in selling, noting: "Not so long ago it took 10, 15 or even 25 years to solidly establish a brand, to achieve profitable nationwide distribution and acceptance. Now, with the use of tasteful, hard selling commercials on 'spectaculars' that consistently play to audiences of from 35,000,000 to 70,000,000, hitherto unknown brands are established virtually overnight." He went on to say, however, that "only with color TV can viewers get the real picture, the real feel, of any and all types of dept. store merchandise—in life-like texture, clarity and reality."

Use of color TV, he said, should be directed at the "wealthy middle class"—those earning \$7500 or more after taxes. This group, with its "discretionary" income, "starts and pays for the mass trends and keeps old buying habits in high gear," he said.

* * * *

"Peter Pan" color parties for children across the nation were promoted by stations, dept. stores, dealers, etc. for the Jan. 9 repeat of the great Mary Martin spectacular—and they generated tremendous enthusiasm, according to NBC. In roundup of reports from dozen cities, NBC states that 5000 youngsters in Chicago alone saw show at 2 Polk Bros. stores and Lyon & Healy store. Repeat of *Peter Pan* got Trendex of 36.2 compared to 48 for first performance last March, and NBC estimated monochrome audience at 55-60,000,000—largest audience since first telecast of the play, which attracted estimated 67,000,000. NBC has option to repeat it 2 more times, but option does not include Miss Martin's services.

New color film processing laboratories to begin operating this spring, handling Kodachrome & Kodacolor previously processed exclusively by Eastman, will produce more business for everyone—according to article by John J. Adele in the *New York Times*. The estimated \$100,000,000 business was thrown open to all under terms of consent decree signed by Eastman last year (Vol. 10:52). Three of largest new entries are in N. Y., according to article: Pathecolor Inc., starting June 1 in N. Y., expanding to Hollywood and other cities later; Pavelle Color, beginning Kodacolor by May, Kodachrome by June; Berkey Photo Service, Kodacolor by Feb., Kodachrome by June.

Local color originations by KRON-TV, San Francisco, totaled 93¼ hours in 1955—76¼ of them live, in addition to 189 hours supplied to station by NBC-TV.

Network Color Schedules (Jan. 16-31, 1956)

Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 CBS: *Shower of Stars*, 8:30-9:30 p.m.
 Jan. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 21—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Max Liebman Presents*, "Paris in the Springtime," 9-10:30 p.m.
 Jan. 22—NBC: *Zoo Parade*, 3:30-4 p.m.
 Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 CBS: *Red Skelton Show*, 9:30-10 p.m.
 Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Jan. 28—CBS: *Gene Autry Show*, 7-7:30 p.m.
 Jan. 29—NBC: *Sunday Spectacular*, "Inside Beverly Hills," 7:30-9 p.m.
 Jan. 30—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, 8-9:30 p.m.
 Jan. 31—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Chromatic TV Labs, controlled by Paramount Pictures Corp., has been quietly demonstrating color sets, using Lawrence tube, to various set manufacturers for last month or so. Two models are being shown, 21-in. & 22-in. rectangular, which company says can be built to sell for \$350 & \$395. Samples were made by Telechrome Inc. which plans to assemble about 300 more. Demonstrations are closed-circuit and off-air, with Chromatic sets alongside RCA color and DuMont black-&-white sets. Manufacturers who have attended demonstrations include Crosley, DuMont, Emerson, Philco, Raytheon, Magnavox, Motorola, Zenith & Westinghouse. Neither RCA nor GE is said to have attended. Bell Labs engineers have seen sets, are reportedly interested in them for monitors. Also in attendance have been representatives of financial houses. No manufacturer has indicated plans to produce receiver, and major bottleneck is failure of tube makers to begin tube production—though Thomas Electronics has shown some interest and negotiations have been going on with others.

No "overnight boom" in color is expected by Packard-Bell, which states in annual report that it expects color sales to run 50,000-200,000 this year. It plans within a few months to introduce color receiver using own chassis instead of RCA's, which were used in its first sets last fall. Exec. v.p. Robert S. Bell remarked at annual report luncheon: "We do not mean to adopt a negative attitude. We are sold on color and believe very strongly in its future, but its growth pattern over the past few years does not indicate an overnight boom."

Westinghouse's 22-in. rectangular color tube, now in limited production, was demonstrated in 30-tube unpriced receiver at winter furniture markets in Chicago this week. Set was termed an "engineering sample" by gen. sales mgr. Dan D. Halpin, who said plans call for production in last half of this year. Receiver is designed to take either the rectangular or 21-in. round tube.

Receiving antenna tests, to determine performance with color, will be conducted by RETMA's antenna section under chairman Douglas H. Carpenter, JFD chief antenna engineer. Manufacturers will submit antennas for tests by set makers who include: Capehart-Farnsworth, CBS-Farnsworth, CBS-Columbia, GE, Hoffman, Motorola, Raytheon, Stromberg-Carlson, Zenith, Emerson.

Mummers' Parade colorcast Jan. 2 was "huge success," according to WCAU-TV, Philadelphia, which used 4 cameras and more than 100 people to cover event. Preparations for 3½-hour coverage began Dec. 10 when engineers started series of tests to insure proper camera balance under all lighting conditions.

Network Television Billings

November 1955 and January-November 1955
(For October report see *Television Digest*, Vol. 11:50)

ANOTHER RECORD MONTH for TV billings was chalked up by combined networks in Nov., according to Publishers Information Bureau, reporting \$38,896,704 total as against previous record of \$38,118,777 in Oct. and \$32,074,758 in Nov. 1954. Jan.-thru-Nov. billings aggregated \$367,577,743, so that predicted total of more than \$400,000,000 for year is certain to be achieved when final figures are reported.

CBS-TV continued in first place, rising to new high of \$16,911,189 in Nov., and ABC-TV also rose to new high of \$6,496,236 as against \$4,134,103 in same 1954 month. The detailed PIB report for Nov.:

NETWORK TELEVISION				
	November 1955	November 1954	Jan.-Nov. 1955	Jan.-Nov. 1954
CBS	\$16,911,189	\$14,186,194	\$172,009,261	\$131,162,007
NBC	15,489,279	12,357,133	147,373,918	113,027,178
ABC	6,496,236	4,134,103	45,091,856	30,718,266
DuMont†		1,397,328	3,102,708	11,686,483
Total	\$38,896,704	\$32,074,758	\$367,577,743	\$286,593,934

NETWORK TELEVISION JANUARY-NOVEMBER 1955					
	ABC	CBS	DuMont†	NBC	Total
Jan.	\$ 3,718,195	\$15,831,141	\$ 723,960	\$13,172,695	\$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	11,538	13,720,643	33,044,766
Oct.	5,876,756*	16,623,317	—	15,618,704*	38,118,777*
Nov.	6,496,236	16,911,189	—	15,489,279	38,896,704
Tot.	\$45,091,856	\$172,009,261	\$3,102,708	\$147,373,918	\$367,577,743

* Revised as of Jan. 11, 1956.

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

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

WGR-TV's protest of NBC's purchase of uhf WBUF-TV, Buffalo (Ch. 17) may be withdrawn, it was indicated this week as counsel met with FCC examiner Jay A. Kyle in preparation for hearing which was postponed from Jan. 16 to tentative Feb. 13. WGR-TV board meets Jan. 24 to consider action. In light of FCC's near-unanimous approval of NBC-Westinghouse Philadelphia-Cleveland swap (Vol. 11:53), it's considered unlikely Commission would ultimately disapprove Buffalo purchase.

KYW call letters, first used by Westinghouse in Chicago, then in Philadelphia, will be call letters of its Cleveland stations when swap with NBC for Philadelphia outlets is consummated Feb. 1 (Vol. 11:53). Present WNBK & WTAM in Cleveland will become KYW-TV & KYW. In Philadelphia, NBC plans to change WPTZ to WRCV-TV and KYW to WRCV.

Another tall-tower "test case": At request of WTVH, Peoria (Ch. 19), FCC designated for hearing application to increase tower height from 240 ft. to 1009-ft., despite turndown by Airspace Panel.

Application for Elmira, N. Y., Ch. 9, was filed this week by owners of WVET-TV & WVET, Rochester, bringing total pending FCC action to 147 (22 uhf). [For details, see *TV Addenda 22-A*, herewith.]

Ethiopians loved TV—and DuMont closed-circuit exhibit at recent Silver Jubilee Fair at Addis Ababa was credited with helping U. S. pavilion win title of "most popular" at the fair. DuMont was honored with gold medal and certificate presented by Emperor Haile Selassie.

EQUAL ACCESS OF TV with other news media in covering legislative hearings and court trials was eloquently debated at Federal Communications Bar Assn. luncheon Jan. 12, with CBS Washington v.p. Ralph W. Hardy arguing for admission of TV cameras and Rev. Joseph M. Snee, S.J., professor of law at Georgetown U, Washington, upholding negative. NARTB has been urging amendment of Canon 35 of American Bar Assn. code to permit TV cameras to cover trials.

Hardy stressed that TV cameras are unobtrusive and don't upset decorum of trial; that a democratic govt. is strengthened by "the widest possible diffusion of knowledge" about how it works; that adequate legal and administrative protections are available for witnesses; that no agency should sit in as judge of how much knowledge should be "exposed" to public.

Rev. Snee, saying question "is not a completely black-&-white argument," drew distinction between covering legislative hearings and court trials—but opposed admission of TV to both. He said that even though TV cameras may not be disconcerting, "there remains the disquieting fact that a witness is conscious at all times that all his words and actions are seen and heard by millions whom he cannot see." He contended that courts have "no obligation to respond to public pressure as has Congress" and therefore are fully justified in excluding any medium which might interfere with fair trial. "This is one instance where I think the maxim 'public be damned' should apply," he said.

Note: WSAZ-TV, Huntington, W. Va., shattered precedent Jan. 12 with hour-long live coverage of opening-day session of State Legislature, including message by Gov. Marland and actual passage of bills and resolutions. NARTB pres. Harold E. Fellows hailed it as "an historic event and a real advance in our efforts to achieve greater freedom of information for the American people." But, also this week, CBS, Telenews & UP-Movietone News removed their camera crews from office of U.N. secretary-general Dag Hammarskjold after U.N. authorities denied them right to cover his news conference "live." They refused to film event.

International Boxing Guild was indicted on anti-trust charges by Cleveland Federal grand jury this week, along with Ohio Boxing Guild and 3 Guild officers. Govt. charged Guild with boycotting professional boxing shows arranged for TV audiences, forcing WEWS, Cleveland, to cancel its *Studio Boxing Show* in Oct. 1955. Guild is also accused of picketing station and expelling fight managers who permitted their boxers to appear on the TV bouts, preventing them from getting other fights. The Guild, formed in 1952 to get managers a "fair share" of promoters' TV revenue, appeared to be virtually dissolving this week as boxing managers deserted its New York chapters in large numbers following N. Y. State Athletic Commission's order last Dec. 14 that all managers must withdraw from local Guild by Jan. 15 or lose their state licenses. Order was issued after 6-month investigation which Athletic Commission said showed Guild was "monopolistic," "coercive" and "extorsive."

NARTB code review board (G. Richard Shafto, WIS-TV, Columbia, S. C., chairman) meets Jan. 26-27 in San Francisco to review complaints received since last meeting 4 months ago, to consider new staff studies on monitoring programs for possible violations, and to plan publicity campaign for spring to acquaint public with code's provisions.

Independent Television News Co., recently formed independent agency set up to supply news to commercial British program contractors, lost editor-in-chief Alden Crawley and deputy editor Richard Gould-Adams, who quit Jan. 13 "because of the inadequate role allotted to the news company."

Financial Data on Major TV-Electronics Companies

Statistical Summaries of Reports of Leading Publicly-Owned Companies

Including Major Component Parts Makers and Broadcasters

Compiled for the *Television Digest Factbook* by

EDGAR N. GREENEBAUM JR., Financial Consultant in Electronics,
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NYSE—New York Stock Exchange ASE—American Stock Exchange Midwest—Midwest Stock Exchange

Tabulation showing 1955 sales, high, low, last, net change (from 1954) will be found on page 10

(For meanings of symbols, see page 9)

ADMIRAL CORP. (NYSE)

Capitalization

Debt: \$15,000,000

Common: \$1 par, 2,362,096 shares

	1950	1951	1952	1953	1954	3 Quarters 1955
Sales	\$230,397,662	\$185,925,058	\$190,724,326	\$250,931,605	\$219,565,089	\$146,791,839
Pre-tax earnings	37,860,124	18,794,383	19,637,005	21,397,176	15,630,554	5,347,656
Earned per share	9.73	4.97	4.43	3.48	2.78	1.43
Dividends	1.0J	.88	.83	1.00 & 20% stk	1.00	1.00
Total Assets	67,960,665	68,756,734	87,530,549	107,642,418	109,126,766
Price Range	39¼-17¼	29½-20¼	32¾-24¾	32¾-18¾	29½-18¼	30¼-20¼

AEROVOX CORP. (Unlisted)

Capitalization

Debt: \$4,489,481

Common: \$1 par, 871,059 shares

	1950	1951	1952	1953	1954	(a)
Sales	\$23,751,172	\$22,574,370	\$22,460,917	\$27,064,814	\$ 28,016,539	\$ 12,336,835
Pre-tax earnings	3,428,572	1,610,182	2,190,749	2,406,084	1,727,919	645,552
Net per share	2.51	1.11	1.35	1.54	1.04	.38
Dividends30	.60	.60	.60	.45	5% stk.
Total Assets	11,682,140	12,640,361	12,633,317	14,314,803	15,266,982	15,516,123
Price Range	12¼-4¼	10½-6½	10¾-6½	12¾-9	12-8½	13¾-8

AIRCRAFT RADIO CORP. (Unlisted)

Capitalization

Debt: \$500,000

Common: \$1 par, 291,596 shares

	1950	1951	1952	1953	1954	(a)
Sales	\$3,360,292	\$7,444,324	\$8,995,835	\$9,424,869	\$ 8,460,347	3,860,377
Pre-tax earnings	596,214	1,731,828	1,464,997	1,590,611	1,551,127	435,469
Net per share	1.06	1.25	1.39	1.40	2.05	.74
Dividends60	.70	.75	.75	1.05	.90
Total Assets	2,852,417	6,364,882	6,094,349	6,510,587	5,507,425
Price Range	6¾-5	9-6½	8¾-7¾	10-8	17-7¼	21-12½

AMERICAN BOSCH ARMA CORP. (NYSE)

Debentures: \$2,414,000 3¾% 1964

Preferred: 5% cumulative serial preferred Series A & B, \$100 par, 21,700 shares

5½% convertible 2nd preferred 1952 series, \$50 par, 25,029 shares.

Common: \$2 par, 1,666,160 shares

	1950	1951	1952	1953	1954	1955
Sales	\$35,643,481	\$75,898,047	\$90,539,243	\$79,367,771	\$ 74,416,211	\$ 55,660,928
Pre-tax earnings	5,200,242	7,894,820	846,048(d)	3,648,439	4,938,370	4,032,820
Net per share	1.88	1.91	.54(d)	1.02	1.58	1.70
Dividends	1.05	1.20+20%	.90+2%	none	4% stock	1.00+2% stk
Total Assets	22,135,487	45,580,299	48,983,258	43,783,734	39,951,808
Price Range	20-10¼	17½-12¾	15¾-10¾	12¾-6¼	15¼-9	22¼-14¼

AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC. (NYSE)

Year ending Jan. 1

Capitalization

Debt: \$42,002,168

Preferred: 5% cumulative preferred, \$20 par, 523,257 shares.

Common: \$1 par, 4,137,993 shares

	(*)	(*)	(*)	(*)	(*)	(*)
Gross Receipts	\$ 45,879,660	\$ 58,983,129	\$167,134,730	\$172,018,661	\$188,693,663
Pretax earnings	132,605	741,943	10,783,273	13,412,434	9,852,211	11,188,000
Net per share05	.22	1.31	2.14	1.11	1.18
Dividends	None	None	1.25	1.00	1.00	1.20
Total Assets	26,491,261	31,025,927	141,124,092	137,754,108	138,376,640
Price Range	14¼-7¾	14½-10½	21¼-11½	15¾-12¾	25¼-14¼	33½-22½

AMERICAN PHENOLIC CORP. (Unlisted)

Capitalization

Debt: \$1,675,000

Common: \$1 par, 400,560 shares

	1950	1951	1952	1953	1954	1955
Sales	\$12,944,833	\$25,495,624	\$36,406,697	\$32,023,107	\$ 25,584,049	\$ 17,140,936
Pre-tax earnings	2,020,833	3,441,866	5,687,347	1,963,272	1,269,491	1,243,346
Net per share	2.30	2.35	3.19	2.00	1.70	1.72
Dividends70	.80	.90	1.00	.75	.57½
Total Assets	7,757,607	14,821,200	16,065,195	16,637,597	15,066,063	13,672,122
Price Range	10¾-6½	12¼-9	17¾-10¾	19-13	15¼-9	19-12¾

Financial Data on Major TV-Radio-Electronics Manufacturers

CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)

Year ending September 30
 Capitalization
 Debt: \$650,000
 Common: \$1 par; 662,000 shares

	1970 (g)	1951 (g)	1952 (g)	1953 (g)	1954	1955
Sales	\$14,759,568	\$12,432,733	\$7,203,564	\$7,581,023	\$6,824,076	\$11,018,537
Pre-tax earnings	2,45	517,298	2,905(d)	486,953(d)	2,219(d)	1,755,488
Per share50	.78	1.06(d)	1.74(d)	.72(d)	1.30
Dividends	none	.90	.15	none	none	none
Assets	4,460,578	4,460,578	3,373,604	3,380,371	2,913,557	10,074,593
Price Range	13½-8¾	11½-7½	10½-6½	9¾-4¾	26¾-5	44½-23¾

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

Year ending November 30
 Capitalization
 Debt: \$3,000,000 @ 4½%
 \$600,000 @ 4%
 Preferred: 5% Cumulative; \$100 par, 5,060 shares
 Common: 5 cents par, 182,500 shares
 Class B Common: 5 cents par, 424,650 shares

	1951	1952	1953	1954	1955	(x)
Sales	\$1,924,880	\$3,189,405	\$5,118,261	\$6,480,203	\$6,677,195
Pre-tax earnings	1,718,921	2,626,125	1,047,212
Per share46	.69	.93	1.32	2.02	.81
Dividends	none	none	none	none	none	1.02
Assets	6,514,703	6,869,505
Price Range	(b)	(b)	(b)	(b)	20¼-12¾	28¼-15

CORNELL-DUBILIER ELECTRIC CORP. (NYSE)

Year ending Sept. 30.
 Capitalization
 Debentures: \$3,650,000, 3¾s 1972
 Cumulative Pfd.: \$5.25 (no par) 11,119 shares
 Common: \$1.00 par, 512,390 shares

	1951	1952	1953	1954	1955	1956
Sales	\$23,927,117	\$33,082,683	\$35,496,041	\$43,630,816	\$37,149,778	\$34,955,172
Pre-tax earnings	2,888,524	4,986,023	5,078,618	5,578,491	3,799,640	3,909,002
Net per share	3.07	3.06	2.86	3.12	3.25	3.41
Dividends78	.83	1.04	1.35+10%	1.90	2.10
Total Assets	13,664,008	17,514,482	21,581,027	23,049,255	21,456,679	21,769,804
Price Range	14¼-8¾	16¾-10¾	18¾-15½	26¾-18¼	36-21½	37¾-29

DAYSTROM INC. (NYSE)

Year ending March 31.
 Capitalization
 Debt: \$6,510,000
 Common: \$10 par, 891,787 shares

	1951	1952	1953	1954	1955	1956
Sales	\$42,397,508	\$38,592,157	\$46,155,154	\$62,472,896	\$73,816,645	\$37,855,000
Pre-tax earnings	5,432,331	1,779,854	2,946,154	3,106,924	3,581,216	1,947,000
Net per share	3.90	2.03	2.25	2.33	2.61	1.01
Dividends	1.50	1.00	1.00	1.00	1.25	1.35
Total Assets	25,487,642	38,193,973	45,821,250	44,156,237	32,120,760
Price Range	20¼-15	16¾-13½	16½-11½	23¼-11½	32½-23	32½-23

DuMONT BROADCASTING CORP. (Unlisted)

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

	1950	1951	1952	1953	1954	1955
Sales	\$2,830,742	\$4,534,401	\$5,384,053	\$2,697,185
Pre-tax earnings	804,525(d)	84,433(d)	161,386(d)	222,359(d)
Per share88(d)	.09(d)	.17(d)	.24(d)
Dividends	none	none	none	none
Assets	2,732,416
Price Range	7¾-5¾

DuMONT (ALLEN B.) LABORATORIES, INC. (ASE)

(Officially separated from Dumont Broadcasting Corp. Oct. 10, 1955 and recapitalized at that time)
 Capitalization
 Mortgages Payable: \$1,090,848
 Preferred: 5% cumulative convertible; \$20 par, 124,343 shares.
 Common: \$1 par, 2,361,054 shares.

	1950	1951	1952	1953	1954	1955
Sales	N.A.	N.A.	\$73,997,620	\$87,569,588	\$87,803,659	\$31,410,417
Pre-tax earnings	N.A.	N.A.	3,732,428	3,177,793	1,930,488	1,430,120(d)
Per share72	.62	.35	.63(d)
Dividends	1.00	.25	.25	none	none	none
Assets	50,327,361
Price Range	27-13½	19-14¼	19¾-15	17¾-8½	16¾-9½	17½-9½(7)

DYNAMICS CORP. OF AMERICA (ASE)

Capitalization: (Pro Forma) (v)
 Debt: \$8,739,000
 Preferred: \$1 cumulative convertible, \$2 par, 431,574 shares.
 Common: \$1 Par, 2,650,089 shares

	1950	1951	1952	1953	1954	3 Quarters 1955
Sales	\$14,780,757	\$20,876,762	\$35,669,419	\$40,719,686	\$36,449,014	\$20,968,739
Pre-tax earnings	1,287,895	1,938,851	4,160,224	4,765,963	3,848,447	3,882,688
Per share51	.77	1.02	.54	.55	.28
Dividends	none	none	none	.20+5% stk.	.40	.40
Assets	13,721,583	19,549,402	24,933,569	27,089,811	28,457,912	28,310,848
Price Range	7½-17½	5¾-3¾	6-4¼	5¾-3	8¾-4	9¾-6½

ELECTRONICS CORPORATION OF AMERICA (ASE)

Capitalization
 Debt: \$3,000,000 5% notes
 Preferred: \$100 par 6% non-cumulative 4,585 shares
 Common: \$1 par, 707,428 shares

	1950	1951	1952	1953	1954	1955
Sales	\$1,536,217	\$1,836,768	\$3,627,215	\$4,676,565	\$5,990,209	\$8,548,815
Pre-tax earnings	41,379	85,283	191,342	349,071	375,956	625,115
Net per share05	.05	.11	.27	.19	.39
Dividends	none	none	none	none	none	none
Total Assets	2,943,858	4,749,823	7,730,945
Price Range	(b)	(b)	(b)	(b)	16¼-11	23-11½

Financial Data on Major TV-Radio-Electronics Manufacturers

INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)

Capitalization
Debt: \$21,000,000
Common: No par, 7,176,677 shares. Subsidiary preferred: \$10,990,939

	1950	1951	1952	1953	1954	3 Quarters 1955
Sales	\$253,100,000	\$298,000,000	\$397,562,175	\$408,029,558	\$372,638,805	\$313,496,377
Pre-tax earnings	46,083,473
Net per share	2.38	2.60	3.09	3.12	2.80	2.23
Dividends	nil	.60	.80	1.00	1.00	1.20
Total Assets	579,705,657	602,761,430	636,969,623
Price Range	16-9¼	19½-13½	20¾-15	20¼-13¾	26¾-17½	31½-23¾

JEFFERSON ELECTRIC CO. (Unlisted)

Capitalization
Debt: \$2,510,000
Common: \$5 par, 397,125 shares

Sales	\$ 12,444,850	\$ 13,947,432	\$ 11,348,103	\$ 14,666,906	\$ 14,298,178	\$ 11,226,188
Pre-tax earnings	1,468,730	1,426,516	551,475	120,736	155,878	318,767
Net per share	6.05	3.87	.93	.18	.24	.51
Dividends	2.00	2.50	1.50	.60	.40	.20
Total Assets	7,016,500	7,198,125	8,052,106	9,533,434	8,487,076
Price Range	23¾-16½	27½-20¾	11-10	10¾-5¾	8¼-5¼	7¼-5

LEAR, INC. (ASE)

Capitalization
Debt: \$3,000,000 subordinated debentures, due Dec. 1, 1970
Common: \$.50 par, 2,247,941 shares

Sales	\$ 7,952,666	\$ 21,227,093	\$ 43,575,980	\$ 50,833,910	\$ 54,220,637	\$ 43,507,629
Pre-tax earnings	22,132(d)	1,703,631	3,407,543	5,863,373	4,787,227	3,244,429
Net per share01(d)	.40	.47	.59	1.01	.67
Dividends	nil	nil	nil	nil	.30	.30
Total Assets	7,617,298	10,978,105	16,455,709	28,179,410	24,395,795	27,594,581
Price Range	4¾-1 13/16	6¾-3¾	4¼-2½	5¼-2¾	9¾-3¾	13¾-7¼

MAGNAVOX CO. (NYSE)

Year ending June 30
Capitalization
Preferred: 4¾% cumulative convertible, \$50 par, 120,000 shares.
4% installment notes, \$2,865,000.
Common: 796,614 shares, \$1 par

	1951	1952	1953	1954	1955	1955 (4)
Sales	\$ 44,177,645	\$ 36,837,503	\$ 57,959,669	\$ 62,974,430	\$ 55,071,765	\$ 20,301,962
Pre-tax earnings	5,624,883	2,638,775	4,648,337	5,332,530	4,571,087	1,888,833
Net per share	3.01	1.80	2.93	2.77	3.05	1.14
Dividends	1.25	1.50	1.50	1.50	1.50+5% stk.	.375
Total Assets	17,256,171	18,854,075	29,824,144	28,543,292	31,728,825
Price Range	18¼-12½	22½-15¾	22¼-15¾	24¼-16½	37¾-23	41¾-31½

P. R. MALLORY & CO. (Unlisted)

Capitalization
Debt: \$6,533,000
Preferred: 4½% cumulative convertible pfd., \$50 par, 145,990 shares
Common: No par, 919,638 shares

	1950	1951	1952	1953	1954	3 Quarters 1955
Sales	\$ 39,158,150	\$ 45,286,925	\$ 53,443,117	\$ 70,874,347	\$ 54,630,091	\$ 47,564,194
Pre-tax earnings	5,403,758	4,758,314	4,607,773	7,897,813	2,396,803
Net per share	3.82	2.13	2.08	2.50	.80	1.49
Dividends57	.80	.67	1.13	1.34	1.35+50%stk.
Total Assets	19,079,931	23,531,305	29,166,043	33,084,094	33,032,115
Price Range	15¾-8¾	20½-13¾	28½-17¾	31-26	32¾-25½	39-28¾

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

Year ending September 30
Capitalization
Debt: \$708,371
Common: \$3 par, 717,327 shares.

Sales	\$3,229,917	\$7,453,985	\$15,923,380	\$34,377,128	\$37,143,323	\$24,625,000
Pre-tax earnings	770,496	1,351,494	2,160,502	3,246,353	2,068,120
Per share41	.96	.91	1.78	2.27	2.09
Dividends20	.125+4% stk.	6% stk.	.10+6% stk.	.40+8% stk.	.375+2% stk.
Assets	5,742,010	11,168,817	13,755,827	16,161,773	12,670,505
Price Range	4¼-1¾	5¾-3¾	7-4	9¾-6¾	17½-9¾	22¼-11

MINNEAPOLIS HONEYWELL REGULATOR CO. (NYSE)

Capitalization
Debt: \$35,000,000
Common: \$1.50 par, 6,354,206 shares

Sales	\$109,281,673	\$135,150,517	\$165,710,384	\$214,018,825	\$229,401,837	\$172,223,366
Pre-tax earnings	25,866,656	26,877,210	20,605,003	28,687,825	32,713,703	24,604,594
Net per share	2.39	1.58	1.50	1.65	2.42	1.79
Dividends	1.25	1.12½	1.12½	1.12½	1.30	1.50
Total Assets	82,696,070	112,963,041	123,910,675	133,127,715	145,710,134	144,481,592
Price Range	21¼-15½	28¾-20¾	31¼-26¾	34¼-26¾	54¾-33½	70-50½

MOTOROLA INC. (NYSE)

Capitalization
Debt: \$7,017,769
Common: 1,935,131 shares, \$3 par

Sales	\$177,104,670	\$135,285,087	\$168,734,653	\$217,964,074	\$205,226,977	\$153,978,232
Pre-tax earnings	26,669,569	14,689,231	15,576,165	15,512,489	16,523,889	11,438,938
Net per share	7.28	4.12	3.62	3.66	3.91	2.52
Dividends	2.05	.98	1.50	1.50	1.50	1.50
Total Assets	55,008,728	61,818,789	81,162,847	86,871,213	94,531,084
Price Range	25¾-10¾	57¾-40¼	44¾-36	43¾-29¼	53¾-30¼	60¾-44¼

THE MUTER CO. (ASE)

Capitalization
Debt: \$600,000
Common: 727,000 shares, \$0.50 par

Sales	\$ 14,389,725	\$ 12,387,390	\$ 12,653,060	\$ 15,190,004	\$ 12,175,971	\$ 8,973,557
Pre-tax earnings	2,034,200	1,243,423	778,018	912,255	468,595
Net per share	1.59	.91	.52	.66	.39	.22
Dividends45	.60	.60	.45+3%	.15+2%stk	.15
Total Assets	5,234,673	5,281,531	5,371,762	5,254,404	5,144,773
Price Range	10½-4¾	9½-7½	9½-7½	8¾-5½	7¾-4¾	7-4½

Financial Data on Major TV-Radio-Electronics Manufacturers

NATIONAL COMPANY, INC. (Unlisted)

Capitalization
 Debt: \$1,110,000 Debentures due 1965
 Preferred: \$3.60 cumulative preferred; no par, 3,180 shares
 Common: \$1 par, 267,635 shares

	1950	1951	1952	1953	1954	3 Quarters 1955 (a)
Sales	\$ 4,175,229	\$ 4,525,219	\$ 9,261,000	\$ 7,095,593	\$ 7,298,055	\$ 2,332,746
Pre-tax earnings	17,476	46,859(d)	232,578	486,718	518,834	181,405(d)
Net per share02	.22(d)	.65	.87	.84	.35(d)
Dividends05	nli	.10	.10	.20+4%stk	.20+4%stk
Total Assets	2,823,320	4,228,097	4,861,352	4,850,767	3,819,795	4,327,525
Price Range	5 $\frac{7}{8}$ -1 $\frac{3}{4}$	4 $\frac{3}{4}$ -3 $\frac{1}{2}$	5 $\frac{1}{4}$ -3 $\frac{3}{8}$	7-5	12 $\frac{1}{8}$ -5	18 $\frac{1}{2}$ -9 $\frac{3}{4}$

OAK MANUFACTURING CO. (Midwest)

Capitalization
 Common: 655,894 shares, \$1 par

	(r)	(s)				
Sales	\$ 13,145,807	\$ 7,644,627	\$ 15,925,959	\$ 20,680,957	\$ 18,788,318	16,125,240
Pre-tax earnings	2,713,088	1,608,939	3,073,109	3,529,017	2,801,155
Net per share	1.81	.91	1.68	1.89	2.02	1.77
Dividends	1.12	.34	1.12	1.12	1.12	1.40+25%stk
Total Assets	7,102,958	7,927,814	8,666,478	9,274,030
Price Range	14 $\frac{3}{4}$ -8 $\frac{3}{4}$	12 $\frac{7}{8}$ -10 $\frac{7}{8}$	15-12	14 $\frac{1}{2}$ -12 $\frac{1}{2}$	19 $\frac{1}{4}$ -13 $\frac{1}{4}$	24 $\frac{3}{4}$ -16 $\frac{1}{8}$

OLYMPIC RADIO & TELEVISION INC. (ASE)

Capitalization
 Debt: \$50,000
 Common: 453,522 shares, \$1 par

Sales	\$ 21,937,175	\$ 14,467,072	\$ 12,765,709	\$ 17,667,486	\$ 18,350,454	\$ 12,254,574
Pre-Tax earnings	3,181,984	369,811	210,758	115,758	461,132
Net per share	4.66	1.11	.20	.14	.59	.46
Dividends80	.75	nll	nll	nll	5%stk
Total Assets	7,237,256	5,451,159	8,261,713	8,048,154	7,463,799
Price Range	12 $\frac{1}{2}$ -6 $\frac{3}{8}$	11 $\frac{3}{8}$ -7 $\frac{5}{8}$	9-6 $\frac{3}{8}$	9 $\frac{1}{8}$ -3 $\frac{1}{2}$	6-3 $\frac{1}{2}$	8 $\frac{5}{8}$ -4 $\frac{5}{8}$

PACIFIC MERCURY TELEVISION MFG. CORP. (Unlisted)

Year ended March 31.
 Capitalization
 Debt: \$738,750
 Common: 700,000 shares, A & B, \$0.50 par

Sales	\$ 4,713,620	\$ 5,947,096	\$ 7,057,514	\$ 16,983,669	\$ 15,065,490	\$ 12,214,539
Pre-Tax earnings	115,635	31,866	1,108,297	366,515	598,817
Net per share14	.01	.61	.28	.37
Dividends05	none	none	none	none	none
Total Assets	2,414,365	3,972,312	6,637,000	5,032,151	3,550,171
Price Range	3 $\frac{1}{2}$ -2	3 $\frac{1}{8}$ -1 $\frac{1}{2}$	5-1 $\frac{5}{8}$	5 $\frac{3}{4}$ -2 $\frac{1}{2}$	4 $\frac{7}{8}$ -2 $\frac{3}{8}$	8-4

PACKARD-BELL CO. (Unlisted)

Year ending Sept. 30
 Capitalization
 Debt: \$567,797
 Common: \$0.50 par, 688,000 shares

	1950	1951	1952	1953	1954	1955 (f)
Sales	\$ 13,894,713	\$ 18,772,528	\$ 22,724,273	\$ 32,152,750	\$ 17,744,136	\$21,641,690
Pre-Tax earnings	2,168,510	2,814,750	3,009,295	3,545,503	365,086(c)	1,241,242
Net per share	2.61	1.73	1.65	1.66	.24	.92
Dividends	1.50	1.00	1.00	1.00	.80	.32 $\frac{1}{2}$
Total Assets	4,378,079	5,492,521	9,394,702	14,028,133	9,358,050	10,525,383
Price Range	8 $\frac{3}{4}$ -4	10 $\frac{3}{4}$ -7 $\frac{1}{8}$	15 $\frac{1}{4}$ -10 $\frac{1}{2}$	13 $\frac{1}{4}$ -11	12-7	13-8

PARAMOUNT PICTURES CORP. (NYSE)

Capitalization
 Debt: \$20,704,731
 Common: \$1 par, 2,188,911 shares

	1950	1951	1952	1953	1954	3 Quarters 1955
Sales	\$ 81,825,283	\$ 94,628,572	\$104,811,239	\$110,254,081	\$106,920,798
Pre-tax earnings	10,311,275	11,034,665	10,837,159	13,364,563	15,751,802
Net per share	2.67	2.33	2.52	3.06	4.10	3.51
Dividends	2.00	2.00	2.00	2.00	2.00	2.00
Total Assets	117,929,983	114,479,795	116,454,094	118,430,121	128,583,495
Price Range	22 $\frac{1}{8}$ -17 $\frac{1}{2}$	33 $\frac{1}{2}$ -21	30 $\frac{7}{8}$ -21 $\frac{1}{4}$	30 $\frac{3}{8}$ -24 $\frac{1}{2}$	40 $\frac{3}{8}$ -26	44 $\frac{5}{8}$ -36

PHILCO CORP. (NYSE)

Capitalization
 Preferred: 100,000 shares Series A \$3.75 cumulative \$100 par
 Common: 3,772,229

Sales	\$335,318,054	\$305,328,670	\$366,963,850	\$430,419,858	\$349,276,993	\$269,218,070
Pre-Tax earnings	33,703,616	22,012,646	25,631,457	35,316,077	10,543,965	10,567,000
Net per share	4.50	3.35	3.15	4.86(t)	1.69	1.21
Dividends	2.55	1.60	1.60	1.60+5%	1.60	1.60
Total Assets	121,294,609	119,476,461	144,400,293	168,468,430	164,587,570
Price Range	23 $\frac{1}{4}$ -20	27 $\frac{5}{8}$ -20 $\frac{7}{8}$	36 $\frac{3}{8}$ -26 $\frac{3}{8}$	36 $\frac{1}{2}$ -26 $\frac{3}{8}$	29 $\frac{3}{8}$ -28	43 $\frac{3}{8}$ -30

RADIO CONDENSER CO. (Unlisted)

Capitalization
 Debt: \$1,650,000
 Common: \$1 par, 435,861 shares

Sales	\$ 9,535,998	\$ 9,718,912	\$ 14,743,068	\$ 21,455,247	\$ 13,039,972
Pre-tax earnings	932,843	908,611	1,262,106	693,405	(d) 294,890
Net per share	1.31	1.15	1.25	.92	(d) .33
Dividends15-4%stk	.10	.20+4%stk
Total Assets	5,220,423	6,569,694	8,400,203	7,952,391
Price Range	15 $\frac{1}{4}$ -11	12-10	11-8

RADIO CORPORATION OF AMERICA (NYSE)

Capitalization
 Debt: \$100,000,000-3% notes due 1970-74, \$50,000,000-3 $\frac{3}{4}$ % notes due 1973-77, \$100,000,000-Conv. subordinated debentures 3 $\frac{1}{2}$ % due 1930
 Preferred: 900,824 shares, \$3.50 cumulative, no par
 Common: 14,031,916 shares, No par

Sales	\$584,425,121	\$598,955,077	\$693,940,522	\$853,054,003	\$940,950,220	\$740,622,000
Pre-tax earnings	96,992,865	62,032,732	67,362,399	72,436,778	63,501,459	62,593,070
Net per share	3.10	2.02	2.10	2.27	2.66	2.04
Dividends	1.50	1.00	1.00	1.00	1.20	1.35
Total Assets	311,846,836	370,202,025	432,252,051	493,624,720	548,325,244
Price Range	24 $\frac{1}{4}$ -12 $\frac{1}{4}$	25 $\frac{1}{4}$ -16 $\frac{3}{8}$	29 $\frac{3}{8}$ -23 $\frac{1}{4}$	29 $\frac{3}{8}$ -21	39 $\frac{1}{4}$ -22 $\frac{1}{2}$	55 $\frac{3}{8}$ -36 $\frac{3}{4}$

Financial Data on Major TV-Radio-Electronics Manufacturers

TEXAS INSTRUMENTS, INC. (NYSE)

Capitalization
 Debt: \$1,825,000
 Preferred: 4.48% Series A convertible pfd., 169,945 shares
 Common: \$1 par, 2,987,013 shares

	1950	1951	1952	1953	1954	3 Quarters 1955
Sales			\$ 13,511,726	\$ 16,230,812	\$ 12,829,602	\$ 20,110,170
Pre-tax earnings			2,289,738	3,219,162	2,380,718	1,839,032
Net per share30	.42	.40	.34
Dividends			none	none	None	None
Total Assets			13,396,944	14,900,024	15,123,336
Price Range	5 $\frac{3}{4}$ -5 $\frac{1}{8}$	14-5 $\frac{1}{4}$	16 $\frac{7}{8}$ -10 $\frac{1}{2}$

TRAV-LER RADIO CORP. (Midwest)

Capitalization
 Debentures: \$1,250,000 6s 1967—Notes: \$143,333
 Common: 761,995 shares, \$1 par

						(a)
Sales	\$ 13,892,485	\$ 8,015,622	\$ 11,860,387	\$ 14,669,624	\$ 16,347,813	\$ 7,826,000
Pre-tax earnings	2,309,275	1,256,162(d)	388,565	831,463	459,657	6,000
Net per share	1.52	76(d)	.38	.54	.52	.00 ^(c)
Dividends30+20%	.10	.111	.10	.22 $\frac{1}{2}$.07 $\frac{1}{2}$
Total Assets	6,484,714	3,971,516	4,224,853	4,602,709	5,339,934
Price Range	5 $\frac{1}{8}$ -3 $\frac{3}{4}$	4 $\frac{1}{2}$ -2 $\frac{3}{4}$	3 $\frac{1}{8}$ -2 $\frac{1}{2}$	3 $\frac{1}{8}$ -2 $\frac{1}{8}$	3-2	4 $\frac{1}{4}$ -1 $\frac{7}{8}$

TUNG-SOL ELECTRIC, INC. (NYSE)

Capitalization
 Debt: \$2,050,000
 Preferred: 4.3% cumulative convertible, \$50 par, 100,000 shares
 Common: 644,587 shares, \$1 par

						(p)
Sales	\$ 29,425,022	\$ 31,484,760	\$ 35,489,558	\$ 40,017,549	\$ 39,052,458	\$ 36,051,818
Pre-tax earnings	6,280,786	5,713,572	5,558,235	4,177,229	4,302,262	4,825,611
Net per share	6.61	4.24	3.75	3.07	3.15	3.29
Dividends	2.00	1.25	1.25	1.25	1.25	1.60
Total Assets	14,881,402	17,115,034	20,702,033	20,314,487	26,728,555
Price Range	20 $\frac{1}{2}$ -8 $\frac{3}{8}$	24 $\frac{1}{4}$ -16 $\frac{1}{4}$	21 $\frac{7}{8}$ -16 $\frac{1}{4}$	24 $\frac{7}{8}$ -16 $\frac{1}{2}$	30 $\frac{1}{4}$ -16 $\frac{1}{4}$	33 $\frac{1}{2}$ -25

WEBSTER-CHICAGO CORP.....(Midwest)

Capitalization
 Mortgage: \$53,000
 Common: 619,750, \$1 par

						(u)
Sales	\$ 19,086,151	\$ 17,971,469	\$ 19,580,686	\$ 27,757,899	\$ 31,741,046	\$ 24,959,693
Pre-tax earnings	2,224,494	677,596	403,951(d)	1,947,162	1,159,193	1,352,123
Net per share	2.69	1.01	.91(d)	1.87	1.09	1.21
Dividends	1.50+20%	1.00	.50	10% in stock	.15+5%stk	.40
Total Assets	8,713,877	7,878,317	10,406,339	11,827,337	12,940,996	18,683,770
Price Range	20 $\frac{1}{4}$ -10 $\frac{3}{4}$	16 $\frac{3}{8}$ -11 $\frac{1}{4}$	13 $\frac{1}{2}$ -7 $\frac{1}{2}$	9 $\frac{1}{8}$ -7	11 $\frac{1}{2}$ -7 $\frac{7}{8}$	15 $\frac{3}{8}$ -8 $\frac{1}{2}$

WELLS-GARDNER & CO. (Unlisted)

Capitalization
 Common: 410,300 shares, \$1 par

Sales	\$ 17,825,098	\$ 12,758,749	\$ 16,301,043	\$ 22,572,069	\$ 21,200,318
Pre-tax earnings	1,674,235	735,383	1,079,204	2,115,995	2,031,340
Net per share	2.33	1.10	1.12	1.88	2.22
Dividends75	.60	.60	.75	.75	.85
Total Assets	5,643,428	4,462,000	6,385,335	7,224,465	8,076,027
Price Range	12 $\frac{1}{8}$ -5 $\frac{1}{8}$	8 $\frac{3}{4}$ -6 $\frac{1}{4}$	8 $\frac{1}{4}$ -6 $\frac{1}{8}$	8 $\frac{1}{4}$ -6 $\frac{3}{8}$	10-5 $\frac{3}{4}$	13 $\frac{3}{4}$ -9 $\frac{7}{8}$

WESTINGHOUSE ELECTRIC CORP. (NYSE)

Capitalization
 Debt: \$323,842,000
 Preferred: 500,000 shares, \$3.80 Class B \$100 par pfd.
 Common: 16,641,591 shares, \$12.50 par

Sales	\$1,019,923,051	\$1,240,801,296	\$1,454,272,698	\$1,582,047,141	\$1,631,045,480	\$1,134,431,000
Pre-tax earnings	159,664,532	169,014,000	167,670,000	148,605,925	163,194,367	90,539,000
Net per share	5.36	4.03	4.23	4.53	5.06	2.55
Dividends	2.00	2.00	2.00	2.00	2.50	2.00
Total Assets	800,461,178	1,004,378,037	1,195,292,040	1,265,353,717	1,329,120,140
Price Range	36-29 $\frac{1}{8}$	42 $\frac{1}{2}$ -34 $\frac{3}{8}$	48 $\frac{3}{8}$ -35 $\frac{1}{8}$	52 $\frac{1}{2}$ -39 $\frac{1}{2}$	79-50 $\frac{1}{8}$	83 $\frac{1}{4}$ -53 $\frac{1}{4}$

ZENITH RADIO CORP. (NYSE)

Capitalization
 Common: 492,464 shares, no par (y)

Sales	\$ 87,704,071	\$110,022,780	\$137,637,697	\$166,733,276	\$138,608,360	\$108,468,108
Pre-tax earnings	11,527,903	11,810,740	13,195,933	13,733,357	12,056,264	11,012,853
Net per share	11.43	10.91	11.87	11.44	11.53	10.16
Dividends	1.50	3.00	3.00	3.00	3.00	5.00
Total Assets	51,971,284	50,275,866	54,416,548	52,042,451	62,604,970
Price Range	70 $\frac{1}{4}$ -31 $\frac{1}{2}$	71 $\frac{1}{2}$ -47 $\frac{1}{2}$	88-68	84-63 $\frac{1}{4}$	96-63 $\frac{1}{2}$	142 $\frac{1}{2}$ -86

SYMBOLS

- | | | |
|---|---|---|
| (a) 6 months to June 30. | (l) 24 weeks to June 12. | (z) 6 months to Sept. 30. |
| (b) Privately owned. | (m) 25 weeks to June 28. | N.A. Not Available. |
| (c) Operating loss. | (p) 39 weeks to Oct. 1. | (*) Merger of ABC and United Paramount |
| (d) Deficit. | (r) Year ending May 31 of following calen- | Theatres, Inc., effected Feb. 9, 1953. 1950 |
| (e) 9 months to Aug. 31. | dar year. | and 1951 figures for ABC only. |
| (f) Year ended Sept. 30. | (s) 7 months to Dec. 31. | (2) 6 months to August 31. |
| (g) Consolidated Electronics was formerly | (t) Including \$1.33 from sale of TV station. | (3) 6 months to July 31. |
| Reynolds Spring Co. (1950-53). | (u) 10 months to Oct. 31. | (4) 4 months to Oct. 31. |
| (h) 27 weeks to July 17. | (v) Merger of Reeves-Ely Laboratories into | (5) 6 months to Nov. 30. |
| (i) Weston Electrical Instrument Corp. | Dynamics Corp. to be voted on Jan. 20, | (6) 3 months to Sept. 30. |
| merged into Daystrom May 16, 1955. | 1956. | (7) Ex DuMont Broadcasting Stock. |
| (j) Year ended Oct. 31. | (w) 12 months ending Dec. 31. | (8) Pro Forma. |
| (k) Includes profit from sale of Station | (x) 6 months to May 31. | (9) Merger of Sperry Corp. and Remington |
| WDTV, Pittsburgh. | (y) Year ending March 31. | Rand, Inc., effective July 1, 1955. |

1955 Stock Market Dealings In TV-Radio-Electronics and Related Stocks

All tradings on New York Stock Exchange except those marked (A) American Stock Exchange,
(OC) Over-the-Counter, (M) Midwest Stock Exchange.

	Sales	High	Low	Last	Net Change
Admiral	687,500	30 1/4	20 1/4	21 7/8	- 6 3/8
ABC-Paramount	163,460	33 1/2	22 1/8	27	+ 2
Aerovox (OC)		13 3/8	8 1/8	8 3/8	- 2 5/8
Aircraft Radio (OC)		21	12 3/4	12 3/4	- 4 1/4
American Bosch Arma	2,357,100	22 1/4	14 1/4	18 1/8	+ 2 7/8
American Phenolic (OC)		19 1/2	12 3/8	17	+ 4 5/8
Arvin Industries	123,600	4	24	20 1/8	+ 3 3/8
AT&T	3,021,000	187 3/8	172 3/4	180 3/4	+ 5 3/8
Avco	4,287,400	8 1/4	5 1/2	6 1/4	- 1/2
Beckman Instruments	333,400	29 3/8	19 3/8	28 3/4	+ 4 1/4
Belock Instrument (A)	179,000	22 7/8	11 1/8	18 3/4	-
Bendix Aviation	647,400	59 1/2	45	57 3/8	-
C & C Super Corp (A)	2,666,500	2 5/8	1 1/2	2	+ 1/8
CBS 'A'	410,700	32	22 1/2	26 7/8	-
CBS 'B'	268,100	31	22 1/4	27	-
Clarostat (A)	230,300	8	4 1/8	4 1/2	- 1 7/8
Clevite Corp.	482,500	25 3/4	20 1/2	24	- 1/8
Collins Radio 'A' (OC)		28 1/2	17 1/4	28 1/4	+ 7 7/8
Collins Radio 'B' (OC)		28 1/4	16 3/4	23	+ 7 5/8
Consol. Electrodynamics (A) (formerly Consol. Engineering)	362,100	51 1/4	20	24 3/4	- 5
Consol. Electronics Ind.	536,100	44 1/8	23 7/8	32	+ 5 5/8
Consol. TV & Radio (OC)		28 1/4	15 1/2	15 1/2	- 6 1/4
Consolidated Electronics	536,100	44 1/8	23 7/8	32	+ 5 5/8
Cornell-Dubilier	149,100	37 3/8	29	34 7/8	- 1 1/8
Davega Stores	92,100	7 1/4	4 3/4	5 3/4	- 1/4
Davstrom Inc.	77,400	22 1/2	23	26 5/8	+ 2 3/4
DuMont Labs (A)	979,900	17 1/8	9 1/8	9 3/4	- 5
Dynamics Corp. of Am. (A)	136,100	9 7/8	6 1/2	7 1/8	- 1/2
Electrical & Musical Ind.	3,326,000	5 3/8	3 3/8	4 3/4	+ 7/8
Electronics Corp. (A)	211,500	23	11 1/2	13 3/4	- 2 1/4
Emerson Radio	903,900	16 3/8	11 3/4	12 5/8	- 2
Erle Resistor (OC)		17	10	15 3/4	+ 3/4
Gabriel Co.	373,200	9 5/8	5 5/8	9 1/8	+ 3 3/8
General Electric	4,313,600	57 3/4	46 1/4	57 3/4	+11
General Dynamics	4,271,400	80	48 3/4	66 1/4	-
General Instrument	646,900	13	7 5/8	9	- 2 1/2
General Precision	605,900	71 1/2	36 1/2	47 3/4	-
Globe-Union (A)	60,000	24 3/8	20	22	+ 1 3/8
Gross Telecasting (OC)		20	16 1/4	16 1/4	-
Hallcrafters (M)	350,300	7 1/4	4 5/8	7	+ 1 7/8
Hazeltine (A)	208,000	59 3/4	36 1/2	47 3/4	- 9 3/4
Hoffman Electronics	431,900	31 3/8	20 1/2	24 1/8	-
Hycon (OC)		10 3/4	5	6 3/4	-
Indiana Steel Products (M)		23	18 1/2	20 1/4	+ 2 1/2
Int'l Business Machines	172,500	450	349	403	+41

	Sales	High	Low	Last	Net Change
International Resistance (A)	675,900	12 3/8	5	7 5/8	+ 2 3/4
IT&T	3,306,400	31 1/8	23 3/4	30 1/8	+ 4 1/4
Lear Inc. (A)	1,246,900	13 3/8	7 1/4	8 1/4	- 1 1/2
Maznavox	514,200	41 7/8	23	35 7/8	+12 1/4
P. R. Mallory & Co. (OC)		39	28 5/8	34 1/2	-10
Minneapolis-Honeywell	297,200	70	50 1/8	65	-
Monumental Radio (OC)		15 1/2	13 7/8	14	- 1 1/2
Motorola	290,200	60 3/4	44 1/4	50 1/2	+ 1 1/2
(q) Muntz TV (A)	541,200	2 3/4	1 1/8	2 5/8	+ 1 1/4
Muter Co. (A)	145,700	7	4 1/8	4 5/8	- 1 3/4
National Co. (OC)		18 1/2	9 1/2	9 1/2	- 3 1/4
National Telefilm (A)	131,600	4 7/8	2 1/2	3 1/4	-
National Union Electric (A)	1,038,300	4 5/8	2 3/8	2 3/4	+ 3 1/8
Oak Mfg. Co. (M)	89,250	23 3/4	23	23 1/2	+ 2 1/4
Official Films (OC)		4 7/8	2	2 1/4	- 1
Olympic Radio (A)	531,400	8 5/8	4 5/8	7 1/8	+ 1 5/8
Pacific Mercury TV (OC)		8 1/4	5	7	+ 1 7/8
Packard-Bell (OC)		13	8 3/4	9 3/8	-
Paramount Pictures	458,500	44 3/8	36	36 7/8	- 3 1/4
Philco	857,400	43 3/8	30	33 5/8	- 4 3/8
Radio Condenser Co. (OC)		10 1/2	8	9 1/4	+ 1
RCA	2,767,700	55 3/8	36 3/4	47 1/8	+ 8 5/8
Raytheon	239,700	25 3/4	13 7/8	18 1/2	- 1 1/2
Sentinel Radio (A)	154,500	7 3/8	4 1/8	5 3/4	+ 1 1/8
Servomechanisms (A)	203,300	13 3/8	8 1/4	8 3/4	- 3
Skiatron (A)	277,900	8	2 3/8	3 3/8	-
Sparks-Withington	282,900	7	4 1/2	5	- 7/8
Spe r Carbon (OC)		20 5/8	15 1/2	19 3/8	+ 2 3/4
Sperry Rand	4,683,400	29 5/8	21	27 3/8	-
Standard Coil	719,900	20 1/4	10 1/4	12 1/4	- 4 7/8
Sprague Electric (OC)		61	46 1/2	54	+ 3/4
Storer Bestg. Co.	104,700	29 1/2	20 3/4	23 3/8	-
Sylvania Electric	883,000	49 7/8	41	45 5/8	- 1
Texas Instruments	553,700	16 7/8	10 1/8	13 1/2	+ 1/4
Trav-Ler Radio (M)	130,300	4 1/4	1 7/8	2 1/8	- 1 3/4
Tung-Sol	269,200	33 1/2	25	31 3/8	+ 2 3/8
Webster-Chicago (M)	25,800	15 1/2	8 1/2	13 7/8	+ 4 1/4
Wells-Gardner (OC)		13 3/4	9 7/8	11 7/8	+ 2 1/2
Westinghouse	3,383,200	83 1/4	53 1/4	60	-20 1/2
WJR The Goodwill Station (OC)		15	10 1/4	10 1/4	- 2 1/4
Whirlpool-Seeger	775,100	38 1/4	21 5/8	27 1/8	+ 2 5/8
Zenith	269,000	142 1/2	86	140	+50 1/2

(q) In bankruptcy or receivership.

Television Digest

with **ELECTRONICS REPORTS**

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

MORE VHF CHANNELS no quick solution, as breakdown of 50-470 mc shows govt. and non-govt. users have heavy occupation of most vhf bands (p. 1).

ALL-UHF ALLOCATION studied by Sen. Bricker, who has bill drafted to move all TV upstairs over 8-year period. Senate TV hearings now slated Jan. 26 (p. 2).

8-in. PICTURE TUBE being sampled to trade, may augur new wave of "portability," recalls 3, 7 & 8½-in. tubes of long-ago days of 1947-49 (p. 3).

NBC-WESTINGHOUSE SWAP of Cleveland-Philadelphia TV-radio outlets effected; new top staffs take over at week end. Call-letter changes due Feb. 13 (p. 3).

3-HOUR COLORCAST of "Richard III" on NBC-TV March 11 to be sponsored by General Motors. Shakespearean movie starts theatrical run same evening (p. 5).

DEALERS RELY ON TV as keystone of their business. Craig explains full-line trend. Pat Weaver urges greater color push. New shallow-tube developments (p. 9).

MAJOR TRANSISTOR ADVANCE—announced by Bell Labs, inventors of transistor—makes possible transistorized TV sets, operates efficiently in vhf (p. 13).

COURT DECISION on "stays" awaited as guide to vhf decisions, while Cox-Knight-Trammell get Miami's Ch. 7; court upholds Tampa Ch. 8 grant (p. 6).

CONGRESSIONAL PROBES aplenty due in Jan.-Feb.—on TV monopoly, football, executive interference with FCC, Commission secrecy, beer & liquor ads (p. 7).

3 NEW VHF STARTERS—WSAV-TV, in Savannah, satellite in Nebraska, educational in Denver—as uhf quits in Columbia, S. C., 56th to drop; only 100 uhf left (p. 8).

HANDY INDEX TO TV NEWS OF 1955: If you need to know what happened when last year, or the details of some development, the quickest way to find out is to use our latest Annual Index, included herewith to all subscribers. It's the 7th we've published since starting it in 1949 to fill an industry need -- and it's still unique, the only index to the news of the TV-radio industry. Frankly, we wouldn't know what to do without it. It doesn't cover everything, of course, but it hits the highlights of major developments. It's 8-pp., largest yet.

Use of this Index presupposes that you have maintained your file of 1955 Newsletters, Supplements and Special Reports. We're now preparing bound volumes for those who ordered them in advance (at \$25 per copy), and strongly urge that you have your own files bound locally if they're complete and if facilities are available.

Note: Going into mails about Feb. 1, to those subscribing to them, will be the Spring-Summer edition of our semi-annual Factbook (No. 22) and our 1956 AM-FM Directory -- both recognized as standard reference volumes in the industry. Both will mean the start of new series of weekly Addenda for full-service subscribers -- reporting station applications, CPs, changes in facilities and ownership, etc.

SLIM HOPES FOR ADDITIONAL VHF CHANNELS: "More vhf channels from the military" is a phrase heard frequently when panaceas for vhf-uhf allocations problems are mentioned -- and Govt. has a high-powered task force looking into the matter. To find out what they're studying, we went to top govt. engineers to find what uses are now being made of non-TV vhf spectrum.

It seems clear to us that possibility of succor from this source is scarcely imminent. It would take years to get more vhf channels, if they're to be gotten at all. There are millions, if not billions, in taxpayers' dollars tied up in equipment. Many allocations are nailed down by international treaties that would take years to renegotiate. Once the channels were obtained, there would still be the old bugaboo of conversions -- which is really the root of uhf's problems.

Off the record, govt. engineers can't see what the fuss is all about, how channel juggling would solve TV's problems. At any rate, here's a breakdown of the 50-470 mc band -- starting just below TV's Ch. 2 (54-60 mc) and going to uhf Ch. 14 (470-476 mc) -- covering everything anyone's interested in:

Amateurs are assigned 50-54 mc; band's use is termed "spotty" but military strongly supports amateur use of band, as it does all amateur bands for purposes of personnel training and equipment development. TV has 54-72 mc. The 72-76 mc band is rather lightly used by certain industries, such as power, for control & keying circuits, etc., but band contains the very widely used and important 75-mc air marker beacon service. TV has 76-88 mc. FM has 88-108 mc. The 108-118 mc & 118-132 mc bands are the basic frequencies for civil aircraft navigation (VOR) and air-ground communications -- world-wide, in heavy continuous use.

Military aircraft use 132-144 mc, for control and for air-ground communications, and that band gets heavy use. The 144-148 mc band is amateur, gets lots of action. Govt. has 148-152 mc, uses it for same purposes as 132-144 mc.

The 152-162 mc band houses virtually every kind of industrial mobile service, has many thousands of stations -- and it's crowded. Govt. has 162-174 mc, gives it great variety of uses -- for forestry, law enforcement, weather reporting, telemetering, etc. TV has 174-216 mc. Govt. uses 216-220 mc for same general purposes as 162-174 mc -- but with more emphasis on telemetering. Amateurs have 220-225 mc.

Big 225-400 mc band belongs to Govt., and it's used for practically every military purpose. It's said to have "billions of dollars" in equipment. This is the band generally eyed for possible TV use. If present users were forced from the band to uhf immediately, cost would be enormous; if move were accomplished over 10-year period, cost would be negligible because of normal obsolescence. In center of the band (328.6-335.4 mc) is the world-wide aircraft glide-path frequency, important to both govt. and non-govt. users. Amateurs and aircraft altimeters use 420-450 mc. Industrial services have 450-460 mc; it's for those who can't find room in 152-162 mc. The 460-470 mc band is termed "citizens radio service" but it's rapidly becoming another home for industrial mobile service, similar to 450-460 mc.

The FM spectrum has been eyed for several years because its 20 mc could provide 3 TV channels and because FM is still the stepchild of broadcasting -- despite individual cases of considerable success. FCC has within itself the power to take spectrum from FM, which still has some 535 stations on air. However, it's considered quite unlikely that FCC would convert FM spectrum to TV. Several commissioners remain sold on FM, and quite a few FM operators would put up very stiff fight. Furthermore, a lot of powerful manufacturers are mighty anxious for more industrial radio waves -- and they've been demanding shared use of FM band already (Vol.11:6).

BRICKER EXPLORES ALL-UHF ALLOCATION: Legislation to move all TV to uhf over period of 8 years is being drafted on Capitol Hill at request of Sen. Bricker (R-O.). The ranking minority member of Senate Commerce Committee hasn't decided whether to introduce such a bill, but he plans to sound out FCC commissioners on that theme next Thu. Jan. 26, when the committee holds first hearings in its TV investigation.

Hearings were postponed from Jan. 17 because of the death last week end of committee's chief counsel Frank Pellegrini (see p. 4). This week's sessions will begin at 10 a.m. in Room G-16, Capitol, probably continuing Jan. 27, with further extension to the following week likely. Commissioners are only scheduled witnesses for the currently planned hearings, no dates set yet for industry people.

Actual introduction of the all-uhf bill was described by a Bricker aide as "possible but not probable." He said the Senator wants to explore all implications of such a measure, and it may finally emerge as a resolution authorizing study of an all-uhf plan by the Senate Committee or by FCC, rather than as a mandate to FCC.

As now contemplated, bill would give stations an 8-year period in which to switch to uhf, permitting present vhf outlets to telecast on both vhf & uhf channels simultaneously during the period. Eight years was selected as encompassing the obsolescence cycle of TV sets, to minimize hardships to viewing public.

Whatever the outcome, Bricker's interest in an all-uhf allocation -- proposed by Comr. Hennock and uhf spokesmen at 1954 Potter subcommittee hearings -- promises to spur some lively exchanges at next week's hearings. [For news of other upcoming Congressional inquiries involving TV & FCC, see p. 7.]

TRADE'S FULL CIRCLE—BACK TO 8-in. SETS? News that RCA is sampling an 8-in. picture tube had some industry graybeards (circa 1947) exclaiming, "This is where I came in!" For very first TVs, back in the "pioneer" days of 1946-48, were 7-in. By 1949, these had been rendered obsolete by the 10 & 12-in., though one effort was made to market an 8½-in.; that year, trade statistics show "8-in. & under" mere 10% of all sales.

Trade may have come full circle with the new 8-in., for it graduated upward in sizes to today's 24 & 27-in., and there were even a few 30-in. produced by DuMont. Despite ascent to larger screens, GE's 14-in. portable (at \$100 & \$120) met with so much success recently that move seems to be on to produce even smaller portables.

Price of an 8-in. set seems to hold key to its saleability, in opinion of set makers. RCA hasn't yet priced new tube (8DP4); until it does, manufacturers are a bit reluctant to evaluate it. RCA's own set div. says it's not particularly interested in producing an 8-in. set, but several other firms are very much interested -- among them Emerson, Westinghouse, Hallicrafters. Motorola exec. v.p. Robert Galvin and Admiral engineering director Ray De Cola also told us they're interested in any development that brings portability closer. Philco wouldn't comment, Raytheon v.p. Henry Argento said he had not yet seen the tube.

With the exception that battery-operation isn't practicable as yet, sets with 8-in. screens would duplicate portable radio's uses -- on desk, at bedside, in kitchen, in hospitals, etc. But day is coming when TVs can be battery-operated.

Whoever makes the 8-in. job can assure his customers that it will be much lighter than GE's 14-in. portable (which weighs 26 lb.) for the tube weighs a mere 3 lb. It's glass, rectangular, 10¼-in. long, has 90-degree deflection.

Presumption is that under-\$100 price is aim, as well as portability. Commenting on 8-in. possibilities, Emerson pres. Benjamin Abrams, who markets a 14-in. portable at \$99, said: "This set couldn't possibly sell for \$75, as some retailers hope. The mere fact that a tube is smaller does not mean that the set is going to be much cheaper. The cost of all other components is the same as in bigger sets."

Note: GE and old National Union made 8½-in. tubes in 1949 (Vol. 5:33), and Motorola turned out an ivory-finished 8½-in. set for kitchen use that it proposed to sell at \$150. It didn't click, though tube was interchangeable with 7-in., and GE never did produce the 8½-in. receiver planned. Pilot Radio in spring of 1948 came out with a 3-in. set to sell at \$100; our headline on that story (Vol. 4:24) read: "Tiny TV That's 'Read', Not Viewed". It weighed only 15 lb., worked fine, but was accepted as mere novelty, and within year was being unloaded at less than half that price. Our own model is gathering dust in the attic, though it served well in hospital and at a kids' fair, where it attracted a lot of dimes as "the tiniest TV receiving set in the world."

NBC AND WESTINGHOUSE complete their Cleveland-Philadelphia station swaps this week end, per FCC authorization (Vol. 11:53)—and on Feb. 13 they plan to change call letters of their respective stations. Philadelphia's WPTZ (Ch. 3) becomes WRCV-TV, radio KYW becoming WRCV. Cleveland's WNBK (Ch. 3) becomes KYW-TV, radio WTAM becoming KYW. Management staffs were also switched at week end, as were reps.

Heading up NBC's new Philadelphia o-&-m outlets, for which NBC swapped its Cleveland stations and paid \$3,000,000 cash additional, is Lloyd E. Yoder, from Cleveland, who brings with him Ted Walworth, sales mgr.; George Cyr, program mgr.; John McHale, business mgr.; Curtis Peck, director of operations; Morris Wattenberg, promotion mgr.; William Howard, chief TV engineer. Now representing Philadelphia stations is NBC Spot Sales.

Heading up Westinghouse's newly acquired Cleveland stations are Rolland V. Tooke, from Philadelphia, as v.p. & gen. mgr. for TV; Gordon Davis, as gen. mgr. for radio. Tooke's top staff comprises Albert P. Kriven, sales mgr.; E. Preston Stover, program mgr.; B. Calvin Jones, production mgr.; G. Edward Wallis, adv. & sales promo-

tion mgr.; Robert Peters, auditor; Sidney V. Stadig, chief engineer. Rep is Free & Peters.

NBC stated it was particularly anxious to acquire the Philadelphia stations because of its big manufacturing operations in Camden, and pres. Robert W. Sarnoff stated WRCV-TV will have facilities for originating local color programs as soon as possible. Westinghouse Broadcasting Co. pres. Donald H. McGannon, in signing the transfer papers, observed that WPTZ had increased its gross income 22.3% over 1953, year Westinghouse acquired it from Philco for then record price of \$8,500,000 (Vol. 9:8, 11); radio KYW's gross was even greater, he said—87.6% higher than 1953—and its profit in 1955 was almost 20 times that of 1954. In 1934, KYW was moved from Chicago where it had been founded by Westinghouse in 1921 as one of the nation's pioneer stations.

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Straight to the Point: Audio portion of NBC-TV's repeat of *Nightmare in Red* Jan. 24, depicting rise of Communism, will be beamed short-wave to Russia by Radio Liberation, operated by organization called American Committee for Liberation from Bolshevism.

Personal Notes: Newly elected ABC vice presidents: Robert F. Lewine, now holding title of v.p. & director of program dept.; James A. Stabile, v.p. & director of business affairs dept.; Mortimer Weinbach, v.p. & director of labor relations & personnel . . . Michael J. Foster, with CBS since 1938, resigns as mgr. of press relations to become ABC v.p. in charge of press information & adv.; Gene Accas, with ABC in various sales & promotional capacities, most recently as director of research & sales development, Feb. 13 becomes operations director of TV Bureau of Advertising, coordinating activities of research & sales promotion divs.; Robert F. Blake, director of special projects of CBS-TV press information dept., N. Y., transfers to Hollywood in same capacity . . . Arthur Hull Hayes, CBS Radio v.p., native of Detroit, graduate of U of Detroit and formerly with Campbell-Ewald there, delivers principal address at St. Francis de Sales Club there Jan. 29 on "A Catholic's Responsibility in the Field of Communications" . . . Jack A. Pegler, pres. of Television Zoomar Corp., was married in N. Y. Jan. 19 to Mrs. Evelyn Mack Carnill . . . Fred Wile Jr., NBC Pacific div. v.p. for programming, named chairman of Hollywood committee of Advertising Council . . . Stephen R. Rintoul Jr., son of the veteran broadcaster and partner of Venard, Rintoul & McConnell, joins that rep firm Jan. 23 after working in merchandising dept. of *Time* and *Life* . . . Fred N. Dodge, ex-NBC merchandising director, joins Western Empire Direct Adv. Co., N. Y. . . . Peter B. Kenney, 34, exec. v.p. of WKNB-TV, New Britain-Hartford, named "outstanding young boss in business" by local Junior Chamber of Commerce . . . John C. Schultz, ex-mgr. of WFRV-TV, Green Bay, Wis., joins radio WBBM, Chicago . . . Donald Tykeson promoted to national sales mgr. of KPTV, Portland, Ore., with D. Donald Lonie Jr. named local sales mgr.; Albert R. McLaughlin, continuity director, succeeds Lonie as promotion mgr. . . . Mort

Abrahams, producer of *GE Theatre* and of MCA's *Star Stage*, named MCA v.p. in charge of eastern film production . . . Robert C. Martin resigns as program director of WHUM-TV, Reading, Pa., to become production director of WAKR-TV, Akron . . . Glenn Griswold promoted to gen. mgr. of KFEQ-TV, St. Joseph, Mo., now owned by Midland Bcstg., headed by Kenyon Brown; Wayne Beavers, from sales, succeeds Griswold as commercial mgr. . . . Hal Powell, ex-WBTV, Charlotte, N. C., named promotion director of WTAR-TV, Norfolk, succeeding Bob Davis . . . Ralph H. Braun, ex-promotion mgr., WMAR-TV, Baltimore, recently with BBDO, named director of public relations, Fedders-Quigan Corp., Maspeth, N. Y. (room air conditioners) . . . Patric Rastall, from Chicago office, assigned to eastern sales staff of ABC Film Syndication under v.p. Don L. Kearney; Howard Anderson, mgr. of Dallas office, becomes mgr. of midwest div. in Chicago, and Robert Dalschau, from KENS-TV, San Antonio, becomes mgr. at Dallas . . . Wm. H. Hansher, chief engineer of WTVN-TV & WTVN, Columbus, promoted to technical asst. to Hulbert Taft Jr., pres. of WKRC-TV, Cincinnati, in charge of engineering for all its stations, including construction of upcoming WBIR-TV, Knoxville (Ch. 10).

Clarence H. Hopper, from Arma div. of American Bosch-Arma Inc., where he was v.p.-mgr. of manufacturing & operations, joins CBS Inc. as v.p.-production services, handling long-range planning and other services relating to facilities, industrial engineering, materials, real estate, etc. He is former operations v.p. of A.C.F. Brill Motor Co. and Oneida Products Corp.

Wayne Coy, ex-FCC chairman, now pres.-mgr. and 50% owner of KOB-TV, Albuquerque (Ch. 4), recovering from serious angina attack. Mrs. Coy reports he's expected to leave Albuquerque's Bataan Memorial Hospital shortly.

ADVERTISING AGENCIES: Edgar J. Donaldson promoted to TV-radio director, Ketchum, McLeod & Grove, Pittsburgh; he was with WSYR-TV, Syracuse, when it started in 1950, succeeds Lansing B. Lindquist, now v.p. of McCann-Erickson, N. Y. . . . Peter King promoted to TV v.p., Gotthelf & Weil Adv., Buffalo (formerly H. J. Weil Inc.) . . . Harry Bressler, ex-McCann-Erickson, named TV-radio copy chief, Doherty, Clifford, Steers & Shenfield . . . Donald W. Jackson, ex-Doyle, Kitchen & McCormick and J. Walter Thompson Co., named gen. mgr. of N. Y. office, James Thomas Chirurg Co. . . . Glen Bammann, from McCann-Erickson, Cleveland, joins its Marschalk & Pratt div. as TV-radio dept. business mgr.

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Donald F. Conaway, Chicago attorney who has been legal representative of Brotherhood of Railway Trainmen (Ind.), Feb. 1 becomes national exec. secy. of AFTRA, replacing Alex R. McKee, who has held post temporarily since death of George Heller last year. McKee stays with AFTRA until April, when he plans to move to California to set up an electronics research lab.

Charles Collingwood, CBS newsman, was elected pres. of big N. Y. local of AFTRA by middle-of-road slate which recently unseated former local officers. Other new officers, all elected on same ticket: Orson Bean, John Henry Faulk, Luis Van Rooten, Jay Jackson, Cliff Norton, vice presidents; Elise Bretton, recording secy.; Barbara Ferguson, treas.

CBS-TV forms "News Campaign Cavalcade," 12-man roving team of newsmen and cameramen to cover state primaries and other big pre-convention political news, reporting to John F. Day, director of news & special events.

Communist performers have been successful in infiltrating TV-radio industry despite vigilance of the networks, House Committee on Un-American Activities charged in 1955 annual report, issued this week. It said its investigation of reds in N. Y. show business last year found that "major networks" don't hire known or suspected Communists or sympathizers, but that networks are using independently packaged shows which sometimes employ reds. "Investigation suggests that use of Communist entertainers has resulted from the practice of certain advertising agencies to close their eyes to the question of Communist affiliations and activities of various performers," states the report, which adds that networks aren't equipped to make investigations, and when slips have occurred in the past they usually were due to lack of information. Committee claims it "uncovered a militant Communist fraction" within N. Y. local of AFTRA, whose principal activity [was] a campaign against so-called 'blacklisting.'" It added that this group attempted to discredit officers of the local (who were defeated last year in election centering around "blacklisting" issue) because they "could not be compromised by the Communist Party members."

Teleprompter Corp. has signed long-term renewal contract with CBS. Its prompting device is now used by CBS, NBC & nearly 100 TV stations.

Frank Pellegrini, 51, chief counsel of Senate Interstate & Foreign Commerce Committee, died Jan. 14 en route to hospital after suffering heart attack while playing golf at country club near Washington. Funeral services were held Jan. 19 in his native Seattle. Surviving are his wife, 12-year-old twin sons, his mother, 2 sisters.

Station Accounts: Prime time can be cleared locally for nationally syndicated films if agency and sponsor put forth extra effort, as evidenced by fact that Socony Mobil's 30-min. *Mobil Theatre* (ABC Film Syndication) has been cleared for evening hours in 54 markets thus far by Compton Adv., N. Y. & Chicago. Show will be seen between 7:30-10:30 p.m. in 45 of those markets, 7-7:30 p.m. in 6 markets, 6:30-7 in 3. All stations cleared are network affiliates. Compton promised show to station with best time period in each market, pledged quick decision on bids, then made 13-week commitments . . . Beer sponsors are being drawn to NBC film div.'s upcoming *Crunch & Des* 30-min. series based on Philip Wylie's *Saturday Evening Post* stories, being produced by Bermuda Productions Ltd.; Lucky Lager Beer has bought it in 9 western states, Alaska & Hawaii, thru McCann-Erickson, San Francisco; Regal Beer for 5 southeastern markets, thru Talley-Embry Adv., Miami & Tracy-Locke Adv., New Orleans; Schmidt's Beer, 3 markets, thru Al Paul Lefton; Pittsburgh Brewing Co., thru Smith, Taylor & Jenkins, Pittsburgh . . . American Sheep Producers Council, spending \$400,000 to promote consumption of lamb & mutton, will divide its spot TV-radio campaign into 5 regional promotions starting Jan. 16 in Denver, thru Botsford, Constantine & Gardner, San Francisco; other campaigns, spotted on staggered basis through first 6 months of year, will concentrate on California valleys, Texas, Birmingham, Cleveland . . . County National Bank & Trust Co., Santa Barbara, using TV to promote civic pride, sponsoring *Community Awards*, documentary history of various local service organizations, on KEYT, alt. Thu. 7:45-8 p.m. . . . Bulova starts new co-op campaign about March 20, using 13 of Heinz's old *Studio 57* series (ex-DuMont) under title of *Bulova Showtime*, purchased from MCA-TV thru McCann-Erickson . . . Dominion Rubber Co., Canadian subsidiary of U. S. Rubber Co., and Sherwin-Williams Co. acquire MCA-TV's *Dr. Hudson's Secret Journal* for 15 Canadian markets . . . Seven Houston piano dealers sponsoring Sat. a.m. *Piano by Television* on KTRK-TV, simplified piano lessons by Prof. George Stout, of U of Houston . . . All-Negro Sat. night 30-min. variety-fashion show, slanted to Chicago's big Negro audience, starts on WBKB Jan. 21; Martin Clothing Co., thru Sander Rodkin Adv., is first partic. . . . Among advertisers currently reported using or preparing to use TV station time: Hanover Canning Co., Hanover, Pa. (canned vegetables & juice), thru Arndt, Preston, Chapin, Lamb & Keen, Philadelphia; James Industries, Paoli, Pa. (Slinky toys & industrial springs), thru Lewis & Gilman, Philadelphia; Procter & Gamble Co., Cincinnati (Crest toothpaste), thru Benton & Bowles, N. Y.; Grocery Store Products Co., West Chester, Pa. (B&B mushrooms), thru Ted Bates & Co., N. Y.; Coty Inc., N. Y. ("Coty 24" Lipstick), thru Franklin Bruck Adv., N. Y.; Knudsen Creamery Co. of California, Los Angeles, thru Heintz & Co., L. A.; Cook Chemical Co., Kansas City ("Real-Kill" insecticide), thru Henri, Hurst & McDonald, Chicago; Kitchens of Sara Lee Inc., Chicago (frozen chocolate cake), thru Cunningham & Walsh, Chicago; Crescendoe Gloves Inc., N. Y., thru Leber & Katz Adv., N. Y.; J. B. Williams Co., Glastonbury, Conn. (Conti Shampoo & Conti soap), thru Birmingham, Castleman & Pierce Inc., N. Y.; Dandricide Co., Brooklyn ("Dandricide Anti-Dandruff Rinse"), thru Robert T. Cole Adv., N. Y.; National Bureau for Lathing & Plastering, Washington, thru Wildrick & Miller.

New reps: WNBK, Cleveland, to Free & Peters (from NBC Spot); WPTZ, Philadelphia, to NBC Spot (from Free & Peters); KEYD-TV, Minneapolis-St. Paul, to Avery Knodel (from H-R Television); WHBQ-TV, Memphis, to H-R Television March 1 (from Blair).

Network Accounts: General Motors has bought 3-hour *Richard III* in color on NBC-TV Sun. March 11, 2:30-5:30 p.m., thru Kudner. Theatrical runs of the British film, produced by and starring Sir Laurence Olivier, start same evening in Bijou Theatre, N. Y. Under agreement with Olivier, show will be interrupted only 3 times for commercials. GM is said to have paid between \$350,000 & \$400,000 for time, talent & production for one shot . . . North American Philips Co. (Norelco electric shavers) to sponsor 3 of NBC-TV's "Project 20" documentaries, thru C. J. LaRoche Co.—*Twisted Cross*, depicting rise and fall of Hitler, March 14, 9-10 p.m.; *World War I* and *Rebirth of Freedom in Austria*, both scheduled for fall . . . Swift & Co. to be alt. sponsor of *Uncle Johnny Coons* on NBC-TV, switching to Sat. noon-12:30 p.m., with *Children's Corner* moving to Sun. 12:30-1 p.m. . . . Firestone to sponsor "Springtime U.S.A.," narrated by Helen Hayes, as its *Voice of Firestone* "spectacular" on ABC-TV March 19, 8:30-9:30 p.m. . . . Bauer & Black (Curad bandages) to be partic. sponsor of *Captain Kangaroo* on CBS-TV starting March 1, Mon.-thru-Fri. 8-9 a.m. & Sat. 9:30-10:30 a.m., thru Leo Burnett Co., Chicago . . . New CBS-TV show, starring Will Rogers Jr., which replaces *Morning Show* Mon.-thru-Fri. 7-8 a.m., is called *Will Rogers Almanac* and starts Feb. 20 . . . ABC-TV to offer new situation comedy series starring Joan Davis in fall . . . Gillette to drop Art Linkletter's *People Are Funny* on NBC-TV after current series ends in June.

Daytime TV is watched by more than half the housewives in metropolitan New York, says Pulse Inc. on basis of 1000 interviews last Nov. It found 52.2% had watched daytime TV during preceding Mon.-Fri. period, and 58.6% of these daytime viewers watched every weekday, an additional 22.1% viewing 3 or 4 days weekly. Almost half the viewing housewives (47.1%) watched both morning & afternoon, an additional 40.1% viewing in afternoons only. Housewives' memory of the products advertised on daytime TV was checked in Pulse survey, with these results: Pillsbury Cake Mix was recalled by 27.8%, Fab by 25.5%, Ivory 19.6%, Colgate 19%, Lipton Tea, 15.5%, Tide 15.1%, Betty Crocker 14%.

Rate increases: KDAL-TV, Duluth-Superior, Feb. 1 adds Class AA hour (6:59-10 p.m. Mon.-Sat., 5:59-10 p.m. Sun.) at \$400, min. at \$80, Class A time segments being limited to 10-10:15 p.m. daily. CFCM-TV, Quebec City, Que., raises base hour from \$350 to \$400, min. \$70 to \$80. Spot increases: KNXT, Los Angeles, raises Class AA min. only rate from \$600 to \$700. WTMJ-TV, Milwaukee, Feb. 1 adds Class AA min. rate (6:29-9:30 p.m. daily), at \$375, Class A min. remaining \$300. KFJZ-TV, Fort Worth, raises base min. from \$150 to \$180.

Total Advertising for first 11 months of 1955 was 12% ahead of same 1954 period, reports *Printers' Ink* index, with Nov. showing network TV & newspapers each up 18%, magazines up 14%, network radio down 25%, outdoor down 4%, farm papers down 2%.

Political time solution? WBKB, Chicago, anticipating barrage of requests for TV time from political candidates, sets aside 2 half hours each Mon. night in prime time starting March 12 for political messages for local primary election runoffs April 10.

Ross Reports on TV, 551 Fifth Ave., N. Y., has released *1955 Survey—TV Film Commercials*, containing information on 5650 commercials, their 554 sponsors, 834 products advertised, and length, type & producer of each.

CBS-TV offers free 15-min. weekly sports film program, *Sports Roundup*, to all stations subscribing to full CBS newsfilm service.

NO COURT ACTION yet on efforts to delay construction of vhf stations in Madison, Corpus Christi & Evansville (Vol. 12:2)—so FCC's future course in vhf decisions is still uncertain. Meanwhile, Commission issued another vhf decision—sustaining examiner James Cunningham's award of Miami's Ch. 7 to Biscayne TV Corp., a combination of Cox and Knight broadcasting-publishing interests headed by ex-NBC pres. Niles Trammell.

Three Miami competitors were denied, and all are talking about court appeals. Vote was 5-2, Comrs. Hyde & Bartley dissenting, again stating that no grant should be made until deintermixture has been considered in rule-making. While making Miami grant, Commission turned down petition for delay filed by WITV, Ft. Lauderdale (Ch. 17).

In meantime, Commission extended from Jan. 20 to Feb. 8 the deadline for reply comments in allocations rule-making. Extension was at request of WHIZ-TV, Zanesville (Ch. 18) and WTAP, Parkersburg (Ch. 15).

Big issue in Miami decision was "diversification." The 3 losers have no media interests, while Cox owns WIOD and *Miami News*, Knight owning WQAM and *Miami Herald*—in addition to stations and papers outside Miami. Commission said media interests are indeed a handicap to the group, but that its superiority in other factors outweighs this. Commission noted that Cox & Knight papers are competitive; that area has 9 radio services, 4 vhf & 2 uhf channels allocated; and said it foresaw no possibility of monopoly. Knight is required to sell WQAM.

Biscayne was superior, Commission said, in terms of ownership-management integration, Miami broadcast experience, good records of WIOD & WQAM. The 3 denied were: (1) East Coast TV, headed by Charles Silvers (aluminum products, real estate, race horses) and D. Richard Mead (construction, real estate, insurance, mortgages). (2) South Florida TV, whose principal stockholders are Jack Stein (printing, liquor); James Lawrence Fly (former FCC chairman); Bernard A. Mayer (frozen foods). (3) Sunbeam TV, whose largest stockholders are Sidney D. Ansin (shoe manufacturer); Catchings Therrell (attorney); Charles L. Clements (savings & loan assn., insurance).

Commission is expected to come up before long with final decision on Miami's Ch. 10—unless courts say otherwise. Though initial decision last year favored WKAT, it's understood that recent tentative vote had 3 commissioners voting for Public Service TV, owned by National Airlines. Situation is similar to that in Fresno, where KFRE had 3 votes but Commission didn't want to release decision with less than full majority of 4. Also said to be due before long is decision on Chattanooga's Ch. 3, with Mountain City TV currently favored over WDOH.

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Court of Appeals in 2-1 decision sustained FCC's decision in Tampa-St. Petersburg's Ch. 8, granted to now-operating WFLA-TV. WTSP had appealed, arguing that FCC erred in failing to give it preference for local ownership and for management-ownership integration. But Judges Prettyman & Washington said: "The controversy is in an area into which the courts are seldom justified in intruding. The selection of an awardee from among several qualified applicants is basically a matter of judgment, often difficult and delicate, entrusted by the Congress to the administrative agency."

Such decisions, they said, are "political, in the high sense of that abused term. They are not for the judiciary." They did conclude, however: "It may well be that the courts can require an administrative agency to reconsider a decision in which important matters affecting the public interest have not been canvassed or explicitly decided by the agency, even where those questions have not been urged by any litigant before the agency or the courts."

Judge Bazelon, hot on newspaper ownership, said that FCC should go into question of media control whether contestants ask for it or not. "The Commission's role," he said, "is not merely that of a referee in an adversary proceeding, who scores points only upon issues selected by the individual contestants and gives the decision to the highest scorer. While this might assure a 'right' decision between the contestants, it does not assure a 'right' decision in the public interest."

Another hoary case reached another plateau this week when examiner Herbert Sharfman rendered initial decision on protests against grantee WJRT's selection of site near Saginaw, Mich. instead of Flint. He would turn the protests down, largely on premise that WJRT's move is a normal competitive action—even though it hurts protestants WKNX-TV, Saginaw (Ch. 57); WTOM-TV, Lansing (Ch. 24); WWTW, Cadillac (Ch. 13).

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President Eisenhower signed amendment Jan. 20 to "protest" section of Communications Act, giving FCC some relief from harassment of those who seek to block competitors' construction. However, Rochester's protestant radio WSAY went to Court of Appeals this week with demand that Commission be cited for contempt for failing to take share-timers WVET-TV & WHEC-TV (Ch. 10) off air (Vol. 12:2). WSAY noted that FCC received court decision Dec. 22 but didn't act. FCC answered WSAY's charges by stating that certified copy of court decision was lost, through clerical mixup, until Jan. 12—and that FCC then moved as fast as possible to consider next move. Expected upshot: Rochester TV stations, as well as Providence's WPRO-TV (Ch. 12), involved somewhat similarly, will stay on air.



First closed-circuit political meeting was huge Jan. 20 "Salute to Eisenhower" dinner kicking off the GOP 1956 campaign. Beginning at 10 p.m., half-hour featured pickups from GOP spokesmen in 12 cities. Originating point was Washington's Sheraton Park Hotel, with President Eisenhower speaking to the "closed-circuit dinners" in 53 cities during final 8 minutes of the telecast. Biggest installation was in New York's Madison Sq. Garden, where 4 projection screens arranged in a square were fed by 4 separate TV projectors. Telecast was handled by Theatre Network TV Inc., with remote pickups made through NBC facilities.

Negotiations have been dropped whereby Mrs. Lyndon B. Johnson, wife of the Senate majority leader and owner of KTBC-TV, Austin, Tex. (Ch. 7), proposed to acquire half the 20% interest in KGUL-TV, Galveston-Houston (Ch. 9) owned by Galveston banker R. Lee Kempner. Mrs. Johnson, who on Jan. 1 suspended operation of KANG-TV, Waco (Ch. 34), acquired approximately 29% interest in KWTX-TV, Waco (Ch. 10) in consideration of certain assets of the uhf outlet.

NARTB board holds next meetings Feb. 1-3 in the San Marcos Hotel, Chandler, Ariz.; TV board (Clair McCollough, WGAL-TV, chairman) meets Feb. 1, radio board (Henry B. Clary, KWKH, Shreveport, chairman) Feb. 2, joint boards under pres. Harold Fellows Feb. 3.

CONGRESSIONAL investigations involving TV-radio and FCC are cropping up in unprecedented numbers this session, with at least 5 separate hearings tentatively slated for Jan.-Feb. In addition to the over-all TV hearings by Senate Commerce Committee, due to begin Jan. 26 (see p. 2), these hearings are now in prospect:

(1) Executive department "interference." House Small Business Committee's subcommittee on regulatory agencies, headed by Rep. Evins (D-Tenn.) plans hearings on FCC by mid-February. Group has already held sessions on Federal Trade and Power commissions, seeks to determine whether there is undue interference by executive branch of Govt. in the operation of so-called "independent agencies."

Hearing may be a hot one, as staff director for inquiry says he has "complaints" about operation of FCC, and has completed 4 months of staff study into the Commission. Individuals who have business with Commission will be invited to appear, as will FCC commissioners.

(2) "Monopoly" aspects. House Judiciary Committee under Rep. Celler (D-N. Y.) plans hearings next month on whether big business is controlling Federal regulatory agencies, including FCC. Thrown into the pot will be complaint by Rep. Hillings (R-Cal.) about NCAA football TV restrictions (Vol. 12:2). Hillings wrote Celler urging committee scrutiny of the restrictions which prevent free televising of good college football games. "If there is no violation of the law," he wrote, "the committee may well wish to consider the possibility of legislation in this regard." Chairman Celler replied that he will give Hillings a chance to explore fully the football TV question when Judiciary Committee holds its hearings on FCC.

(3) Public information policies. House Govt. Operations Committee's govt. information subcommittee, headed

by Rep. John Moss (D-Cal.), has scheduled hearing 10 a.m. Feb. 3 (House Caucus Room 362, Old House Office Bldg.) on FCC public information policies. This is one of series of hearings on responses by agencies to questionnaire on availability of information (Vol. 11:47). Commissioners and general counsel will be questioned on accessibility of information to Congress and public, withholding from public of non-security information, etc. A subcommittee spokesman said Congress had received "no specific complaints against the FCC."

(4) Beer & liquor advertising. Senate Commerce Committee under Sen. Magnuson (D-Wash.) hears pro & con arguments Feb. 15-16 on bill by Sen. Langer (R-N. D.) to ban beer & liquor advertising in interstate commerce and on the air.

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TV commercial abuses "have increased to the point of stupidity," Rep. Heselton (R-Mass.) charged Jan. 19 in House speech castigating TV industry and FCC and demanding "effective action as soon as possible to bring an end to these abuses." Member of House Commerce Committee, Heselton last April introduced HR-5741 ordering FCC to prescribe what proportion of TV-radio time should be devoted to commercials (Vol. 11:17). This week he inserted in *Congressional Record* Commission's comments on bill, in which FCC strongly opposed being given programming authority, preferring "self-regulation and self-restraint." Accusing Commission of "bureaucratic gobbledegook," Congressman said it has "failed utterly" to meet its responsibilities. He inserted in record a column by *Washington News* movie critic James O'Neill panning ABC-TV's *Afternoon Film Festival* as "indecent, irresponsible and utterly stupid production" because of poor editing and number of commercial breaks (he said he counted 13 in 1¾ hours). Heselton said he has sent column to FCC, requesting its comments on the "outstanding example of nauseating drivel and incredibly bad public relations exhibited in this one program."

Telecasting Notes: Biggest bust yet among the movie-makers' shows on TV, *MGM Parade*, sponsored by Pall Mall and General Foods, is going to be revamped or maybe dropped, according to Hollywood advices. After 16 weeks, patched-together Wed. night show still can't hold preceding *Disneyland* ratings on ABC-TV—and new format has been subject of intense huddles of producers, network folk & admen. It's for sure that m.c. George Murphy will be replaced; that most of the two dozen or so half hours already filmed (at reputed \$40,000 each) won't see the light of TV screen; that over-plugging of upcoming MGM pictures will be toned down. Not so sure is whether new format will embrace dramatized life story of a Metro star or half-hour segments of past MGM film successes . . . Also in the soup and subject of intensive scrutiny this week is Eastman Kodak-Screen Directors Guild's *Screen Directors Playhouse* on NBC-TV, which has failed to produce promised film stars (except for one appearance by John Wayne) and which isn't earning very good ratings, either . . . Fickle ratings: How survey methods affect TV ratings is illustrated by National Nielsen-Ratings for 2 weeks ended Dec. 24. Nielsen's "total audience" ratings show three 90-min. spectaculars (*Ford Star Jubilee*, *Max Liebman Presents*, *Producers Showcase*) in the top 10, ranking 4th, 7th & 8th, respectively—whereas Nielsen's "average audience" ratings indicate none of the 3 made the big 10. The difference: "Total audience" ratings show number of homes viewing more than 5 min. of show, whereas "average audience" represents homes reached during average minute of program . . . Newcomer to "top 10"

ratings is CBS-TV's *Do You Trust Your Wife?*, Edgar Bergen's big-money quizzer, which hit 6th place (29.3 rating) in Jan. 1-7 Trendex; No. 1 is still \$64,000 *Question* . . . First product of NBC's highly touted "comedy development plan" has been almost universally panned by critics in its first 2 episodes—the new *NBC Comedy Hour*, which replaced *Colgate Variety Hour* in Sun. 8-9 p.m. slot opposite CBS-TV's *Ed Sullivan Show*; network is doing plenty of revamping, with m.c. Leo Durocher and music director Gordon Jenkins leaving program . . . Husband-wife team of motion picture producer Lester Cowan & composer Ann Ronnell signed by NBC-TV to produce series of spectaculars, including original musical comedy, "Oh! Susanna," based on lives and songs of Stephen Foster & E. P. Christy, and musical version of Ernie Pyle's "Story of GI Joe," which was made into award-winning movie by Cowan . . . Orson Welles to go on TV, after all; he'll play part of stage producer in "Twentieth Century" on CBS-TV spectacular *Ford Star Jubilee* April 7 . . . TV to movies: RKO buys 3 scripts originally used on CBS-TV's *Climax*—"Public Pigeon No. 1," "Is This Our Son?" and "The Lady & the Prowler." Pine-Thomas-Shane Productions acquires another *Climax* alumnus, "Bail Out at 43,000" . . . Commercial-educational cooperation: Pittsburgh's educational WQED and commercial radio KDKA are simulcasting 16-week *School Science Experts Quiz*, carried by KDKA radio annually for 10 years . . . Dr. Frank C. Baxter, star of award-winning educational *Shakespeare on TV*, Feb. 5 begins new 18-week Sun. afternoon series on the Renaissance on KNXT, Los Angeles.

THREE NEW VHF starters and one more uhf quitting the air brought TV boxscore at week's end to 461, of which an even 100 uhf remain. The uhf advising FCC that it was signing off permanently as of Jan. 21 is Charles Pittman's WCOS-TV, Columbia, S. C. (Ch. 25), which began operating in April 1953 with ABC & DuMont service and since then has seen advent of WNOK-TV (Ch. 67) and WIS-TV (Ch. 10), former with CBS, latter NBC. WCOS-TV simply could not stand the economic gaff, has sold its business (not including plant) to WNOK-TV, which this week applied to FCC for Ch. 5 drop-in at Sandy Run, N. C. (see *TV Addenda 22-B*). WCOS-TV was 56th uhf to quit.

The new starters are WSAV-TV, Savannah, Ga. (Ch. 3), ready for Jan. 21 tests; KHPL-TV, Hayes Center, Neb. (Ch. 6), starting tests Jan. 22; KRMA-TV, Denver (Ch. 6, educational), now testing and starting programming Jan. 30.

WSAV-TV begins programming as an NBC interconnected Feb. 1, will also take some ABC shows. It's Savannah's second outlet—WTOC-TV (Ch. 11) having been in operation since Feb. 1954. Located in Liberty National Bank Bldg., it has 10-kw RCA transmitter, rooftop Ideco tower with 3-bay antenna. Veteran broadcaster Harben Daniel is chief owner & gen. mgr.; Thomas E. Belcher, from KGEO-TV, Enid, Okla., commercial mgr.; Meredith E. Thompson, from radio WSAV, operations mgr.; Wm. E. Lucas, ex-KTIV, Sioux City, program director; Elmer Alley, ex-WSM-TV, Nashville, production mgr.; Byron Strong, chief engineer. Base rate is \$275. Rep is Hoag-Blair.

KHPL-TV, Hayes Center, Neb., will operate as satellite of KHOL-TV, Kearney-Holdrege (Ch. 13), is 100 mi. from KHOL-TV's transmitter. It has 5-kw GE transmitter with 500-ft. Stainless tower and 6-bay an-

tenna. Residents of tri-state area, in eagerness to get TV service, contributed \$140,000 toward estimated \$188,000 cost of project. Principal owner is Dr. F. Wayne Brewster, head of Holdrege hospital, with Jack Gilbert as gen. mgr. of stations. KHPL-TV is sold only in combination with KHOL-TV, at \$250 base hour. Rep is Meeker.

KRMA-TV, Denver, is owned by Denver public school system, and is 19th educational outlet on air. It has 5-kw GE transmitter and 210-ft. Ideco tower at site near Lookout Mt., where Denver's 4 commercial stations have transmitters. Henry Mamet, ex-U of Kansas City, is mgr.; T. G. Morrissey, ex-KFEL-TV, Denver, chief engineer; John Cullen, ex-KFEL-TV & KLZ-TV, chief technician; James Case, ex-CBS-TV, Hollywood, producer-director.

Only shipments reported this week: RCA 2-kw transmitter Jan. 13 to KZTV, Reno (Ch. 8), planning boost to 11.7-kw visual ERP; RCA 2-kw standby unit Jan. 17 to WTVT, Tampa (Ch. 13).

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

KPIC, Roseburg, Ore. (Ch. 4) plans Feb. 15 start, carrying programs of KVAL-TV, Eugene, Ore., reports KVAL gen. mgr. S. W. McCready. Used 5-kw DuMont transmitter purchased from GE is being installed. RCA 3-bay 40-ft. antenna is being assembled, will be installed soon on 130-ft. Fisher tower. KPIC co-owners are KVAL-TV and California-Oregon TV Inc., headed by Wm. B. Smullin, operator of KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore. KPIC will be sold in combination with KVAL-TV, will also have own \$150 base hour rate. Rep for stations is Hollingbery.

WJMS-TV, Ironwood, Mich. (Ch. 12), granted last Nov. 30, plans to be on air next Sept. 1, although equipment hasn't been ordered, reports Wm. L. Johnson, pres. of grantee Upper-Michigan-Wisconsin Bcstg. Co. Inc., which operates radio stations WJMS; WATW, Ashland, Wis.; WIKB, Iron River, Mich. Rep not chosen.

GE has reorganized broadcast equipment headquarters staff to promote diversification of product lines—Frank P. Barnes, marketing mgr. for electronics div.'s broadcast equipment section seeing "an almost immediate application of radio-frequency power generation to large-scale cooking and food processing; long-range TV transmission through advancement of scatter-transmission techniques; increasing application of closed-circuit TV in industrial, educational & medical fields; and adaptation of TV techniques to facsimile transmission." New special products component has been set up in his section, headed by Albert F. Wild, formerly sales mgr. for broadcast equipment, who will pick own staff. Charles J. Simon, ex-mgr. of product planning in broadcast equipment, succeeds Wild as mgr. of broadcast field sales. Wells R. Chapin, ex-N. Y. mgr., broadcast equipment sales, succeeds Simon.

New 100-watt vhf transmitter is offered by RCA—selling for \$12,500 minus sideband filter, harmonic filter and 4.75-mc upper sideband filter. Price excludes filters, RCA states, because "some relaxation of the FCC rules is anticipated for low-power operation." Also offered for first time is new 2-section 2-gain superturnstile antenna, selling for \$3400.

ABC-TV's affiliation with XETV, Tijuana, Mex. (Ch. 6) protested by San Diego's KFMB-TV & KFSD-TV (Vol. 11:53), has been set for FCC hearing to start March 19. Comrs. Webster & Doerfer dissented from setting matter for hearing, Webster questioning FCC's authority to conduct a hearing including inquiry into a foreign station's methods of operating.

"Camtronic" is new TV-film camera system announced this week by Fred A. Niles, pres. of Fred A. Niles Productions Inc., new Chicago TV-theatrical-industrial film producer. Camtronic System, similar in principle to DuMont's Electronicam, is said to consist of "3 motion picture cameras mounted on specially designed synchronous plates which hold live TV cameras." As in Electronicam system, director views "takes" simultaneously on 3 TV monitor screens, electronically "editing" the film as it is being shot. A fourth monitor records a film work print with "cuts" indicated. Niles says he will film TV shows in Chicago's Eighth St. Theatre.

Application to buy WFBL, Syracuse, N. Y. (5-kw, 1390 kc) for \$227,500 from Oscar F. Soule and associates was filed this week by Founders Corp., subsidiary of aviation insurance firm Tele-trip Inc., which also holds 50% of KTVR, Denver (Ch. 2) and 100% of radio KPOA, Honolulu, and WTAC, Flint. Charles F. Phillips will be retained as WFBL gen. mgr., along with other key employes.

Another state takes jurisdiction over community antenna systems. California State Public Utilities Commission ruled this week that systems are "telephone corporations" under public utilities code, thus subject to regulation. Decision came after subscribers complained about service rendered by TV Transmission Inc., which serves Walnut Creek, Lafayette & Martinez.

CBC board of governors Feb. 3 will again consider Ch. 4 application for Kamloops, B. C. by Twin Cities Television Ltd., deferred from last meeting Dec. 1.

TV STILL KEYSTONE OF DEALERS' BUSINESS: More bullish about TV than in last 2 years, progressively "warmer" toward color, eager for more information on full-line trend of merchandising and the revolutionary changes it portends in distribution -- these were dominant moods of nation's retailers at NARDA convention in Chicago this week.

That TV remains keystone of their business, despite growing importance of high-fidelity and white goods, was manifest in their comments in convention meeting rooms and in corridor conversations. Almost to a man, they were undiscouraged by high TV saturation already prevailing in many markets. They talked instead about selling second sets and replacements, about getting most out of trade-ins, about more effective use of servicing and about getting deeper into color.

We heard few complaints about profit margins, a perennial squawk of dealers, and there was strong conviction that discount house competition had declined in the last year. As evidence of better times, Dun & Bradstreet reported this week that 1955 failures of TV-radio-appliance dealers declined to 344, from 457 in 1954.

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New Westinghouse v.p. John W. Craig, in speech on full-line merchandising trend, gave dealers plenty to chew on. Motivating this trend, he said, was desire of manufacturer to "diversify, hedge, spread the risk." Full-line merchandising, he said, permits manufacturer to balance "peaks and valleys" of sales of various items in line; enables him to use research on one product to benefit another; gives him a "rub-off bonus," whereby success of one appliance "rubs off" on another by brand-name association; lets him spread advertising expense among several products.

Westinghouse wants to carry full line to retail level and so is looking for dealers who will carry its line exclusively, in manner of auto agencies. Such retailers, he said, will enjoy such advantages as lower inventory through "lack of duplication"; better profit margins by dealing with one manufacturer; easier training of sales and service personnel; more liberal financing terms; identification as local headquarters for a single brand name.

Westinghouse may not be alone in push for exclusive dealers. There's also some evidence that GE, its prime competitor in white goods, is also studying moves in that direction. GE's recent consolidation of TV and appliances in new consumer products group, resulting in distribution shifts among its GE Supply Co. and GE Appliances Co., is regarded by some as forerunner of drive for exclusive dealers.

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NBC chairman Sylvester L. (Pat) Weaver Jr., in strange role of a principal speaker at trade banquet, lashed at what he called the "negative" attitude of many dealers toward color. Mincing no words, he told retailers that RCA-NBC had made multi-million dollar investment in color and didn't intend to see it go down drain because of "timidity" of dealers in pushing it.

"If a customer came into your store with \$800 jingling in his pockets and wanting to buy a color set, the chances are he would be brainwashed," said Weaver. "Anybody who says that color sets can't be sold because of the price doesn't know what he's talking about. How many people do you know who quibble about paying \$18,000 or \$18,800 for a house, or who don't have any objection to loading up their new cars with \$800 worth of accessories?"

Weaver's speech drew mixed reactions from dealers. Retailers who carry RCA line generally applauded it; some others called it "tactless", and remarked "who's he to tell us how to run our business?" Then there were some dealers, like NARDA v.p. Tom Carmichael, of Seattle, who said they were so impressed by Weaver's speech that they intended to take on RCA color line, if available.

Manufacturers also differed in their reaction. Said Motorola v.p. Ed Taylor:

"Pat told the dealers something that needed saying, and I agree with his premise." Motorola, incidentally, is planning to step up its color production and promotions starting in midyear. Admiral officials at banquet expressed general surprise at the tone of Weaver's remarks. Though not at banquet, Emerson pres. Ben Abrams said that speech "said little other than that it's a good idea for a dealer to push color, but the dealer must be given an incentive, and the biggest incentive is a cut in price." Abrams said Emerson will make 30,000 color sets this year, mostly in second half.

NARDA's retiring chairman Mort Farr, RCA dealer of Philadelphia suburb of Upper Darby, Pa., followed up Weaver's speech with some specific suggestions of his own on how to sell color. Farr, who said he has had orders for about 100 color sets, predicted that color price would be cut to \$595 this fall (from current \$695, \$795 & \$895 RCA lists) -- and by 1957 to "magic figure" of \$495.

Brief highlights of other major trade developments this week:

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Shallow Tube: Sets incorporating wider-angle tubes aren't likely to appear on market until fall. Delay results from Joint Electron Tube Engineering Council's decision this week to shelve further consideration of 120-degree tube to concentrate on standardizing the 110-degree tube. It had been expected that lighter-weight, shallower sets using wide-angle tubes would appear in new midyear TV lines, despite warnings by tube manufacturers that such tubes were still in developmental stages (Vol. 11:44-45,49,51). Decisions of JETEC, created by RETMA and National Electrical Manufacturers Assn., aren't binding on tube manufacturers -- but set manufacturers are hesitant about designing receivers which incorporate tubes disapproved by JETEC. Concentration on 110-degree tube is regarded as effort to cut down on extra power requirements for sweeping face of tube. CR tube committee of JETEC, according to chairman Ken Hoagland (DuMont), will now resolve new standards for neck and face plate contours, focusing, new electron gun and other features. Tube sources agree this delay makes it virtually impossible to bring out shallower sets in June.

Consumer Credit: Reimposition of consumer credit controls doesn't appear to be in cards in foreseeable future, judging from comment of Sen. Fulbright (D-Ark.), chairman of powerful Senate Banking Committee, that direct controls are unnecessary now. After testimony by Federal Reserve Board officials, Fulbright said that such indirect restrictions as recent increases in bank interest rates would be preferable to direct controls. "Any action taken by the Govt. to restrain credit should be gradual and slow," he said. Though consumer credit had been on upswing since Feb., rate of increase slackened in Oct. and Nov., rising \$419,000,000 in Nov., compared to monthly increases ranging up to \$900,000,000 earlier in 1955. One who has vital stake in subject, General Motors pres. Harlow H. Curtice, bitterly attacked what he called "tight" credit policy, declaring: "I regret very much that the present restricted policy is in effect and I sincerely hope that those who are responsible for it will change back to the normal policy of making credit free and available."

Production: TV output totaled 134,957 week ended Jan. 13, down from 156,397 in preceding week, for total of 291,354 in first 2 weeks of year. This compares with 357,418 in first 2 weeks of 1955. Radio production totaled 287,291 (153,059 auto) week ended Jan. 13, up from 244,675 preceding week, for 2-week total of 531,966. It compares with 545,915 radios produced in first 2 weeks year ago.

RETMA will discuss FCC's TV set certification program (Vol. 11:52) at the March 14 meeting of its set div.—and will probably approve design of official seal for TV, FM and other receivers to indicate freedom from illegal radiation. RETMA this week wrote FCC—which had offered to meet with set makers before March 1 to discuss program—asking postponement of meeting until "before April 1," so that it would follow set div. meeting. Certification rules go into effect May 1 for vhf-only receivers, Dec. 31, 1956 for new-model uhf sets, June 30, 1957 for all uhf sets. FCC's radiation and set certification order is Public Notice 55-1260, available from the Commission or from us.

NARDA's successful Institute of Management for leading dealers, held last summer at American U, Washington (Vol. 11:34), will be repeated this year at same site Aug. 12-18. School will be expanded to 100 registrants. Fee of \$125, covering registration and dormitory room, should be sent to NARDA headquarters, Merchandise Mart, Chicago.

Philco will ask extension until Feb. 29 of date for reply to Justice Dept. "interrogatory" on its merchandising practices, in connection with anti-trust suit charging its franchise agreements with distributors in 1954 were illegally restrictive (Vol. 10:51, 11:10).

Topics & Trends of TV Trade: Expanded servicing means a greater share of the 1956 TV market, both in initial sales and replacements, NARDA convention this week was told by J. A. (Shine) Milling, pres. of Howard W. Sams & Co. Bearing out our suggestion of last week—that servicemen could be converted into “unofficial salesmen” for new TV sets (Vol. 12:2)—and quoting *Television Digest* statistics extensively, Milling said:

“Your service dept. offers one of your greatest sales opportunities. Certainly your service technicians should be selected on the basis of technical competence. But just as important, they should also be selected on the basis of personality, appearance and integrity . . . They should be trained in dealing with the public. They should be instructed to fully explain the operating instructions of any equipment installed. It is appalling to see the great number of TV owners today who do not even know how to properly tune a TV set. This is primarily because they were never properly instructed when the set was installed.

“Many appliance dealers who operate successful service departments get valuable sales leads from their technicians. When a service call is completed, the technician should leave a folder on a new color model and invite the customer to stop in to see the new models. Here is an opportunity to sell a second set in the home. He should also find out whether the customer has other appliances, such as washers, dryers and air conditioners. Any customers with old models are good prospects for sell-ups. Any customer who plays phonograph records is a prospect for hi-fi.”

Milling said “there is no limit” to future of electronics servicing industry. “We see nothing in the future of our industry to deter anyone from making plans for anything other than expansion,” he said. “We look at the introduction of transistors, printed circuits, light amplifiers, flat picture tubes, electronic air conditioning and the terrific growth of industrial electronics, to mention a few changes, with the fear of not being able to keep up with the expansion—not with the idea that there is no future in this field.”

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Manufacturer’s responsibilities to distributors and dealers, as expressed by Westinghouse TV-radio sales mgr. Dan D. Halpin to NARDA convention: He should carry a 60-day inventory of receivers and adequate stock of replacement parts; provide suitable normal credit facilities; price his merchandise competitively; supply national sales, adv. & merchandising assistance; provide sound service policy, help train technicians and publish service information; give “reasonable” franchise protection. He advocated “program selling,” in which a manufacturer works out 3-month merchandising program with each distributor, who in turn follows through with own program for his dealers.

Capehart-Farnsworth plans expansion of factory-to-dealer representation as part of over-all TV-radio marketing push—though v.p.-sales mgr. Wm. G. Young emphasizes that distributorships will be retained in key cities. It currently has factory-to-dealer representation in 7 markets—Chicago, Minneapolis-St. Paul, Denver, Toledo, Ft. Wayne, Syracuse, Columbus, O. Young denied rumor his firm will make private-label set for Montgomery Ward, where he served 17 years before joining Capehart last Nov.

Tie-in sales opportunities are virtually limitless in radio-phono field, and the dealer who sells a high-fidelity unit to customer should at same time try to sell him a library of records equal at least to cost of “hi-fi” set itself. That was suggestion to NARDA convention by James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & “Victrola” div., who stressed that the entire package should be promoted on time-payment basis.

Zenith’s new line of 22 basic models, introduced this week at Miami Beach distributors convention, ranges from \$140 for 17-in. table model to \$420 for 24-in. open-face console. Sales v.p. Leonard C. Truesdell said all sets have new type of picture tube and circuitry which improves reception in fringe areas. The 17-in. tables are priced at \$140 & \$160; 21-in. tables, \$170, \$200, \$220, \$230 & \$240; 24-in. table, \$250; 21-in. open-face consoles, \$250, \$280, \$290, \$300, \$310, \$320, \$350, \$370, \$380 & \$390; 24-in. open-face consoles, \$350, \$400 & \$420. In addition, the 21-in. “Flash-Matic” set, turned on and off by flashlight with photo-electric cell, is retained at \$400. Truesdell said production on several models would be increased to meet demand, and called convention most successful in company history from sales standpoint.

First RCA-made tape recorders are now in production at company’s Cambridge, O. plant, with shipments to dealers due to begin this month. Previous RCA-marketed recorders have been manufactured by Wilcox-Gay. With launching of all-new \$199.95 portable hi-fi model, v.p. James M. Toney predicted tape recorder business will “nearly double in the coming months, possibly rivaling the tremendous upsurge in popularity of assembled high fidelity instruments,” and perhaps accounting for \$100,000,000 a year in business “in the very near future.”

TV shipments to dealers totaled 6,621,786 in first 11 months, when production was 7,151,895, compared to shipments of 6,147,135, production of 6,513,292 in first 11 months of 1954, reports RETMA in state-by-state and county-by-county tabulation available to members on request. New York led shipments, with 621,638; California second, 569,066; Pennsylvania third, 432,885. Nov. shipments were 634,742, as against 812,312 in Oct. and 774,379 in Nov. 1954.

Sylvania has published 20-p. illustrated booklet, *A Guide to Good Business*, intended to help service dealers with such problems as choosing right location, window displays, setting up service areas, establishing criteria for potential markets in towns, etc. It’s available free from Sylvania central adv. distribution dept., Buffalo.

Sylvania will double picture tube facilities in Fullerton, Cal., starting construction this month on 50,000-sq. ft. addition to plant, due for completion in May. When completed, it will give Sylvania more than 800,000-sq. ft. of picture tube manufacturing space in its 4 main plants in Fullerton, Seneca Falls, N. Y., Ottawa, O. & Hatboro, Pa.

Whirlpool-Seeger signs licensing agreement with John Inglis Co. Ltd., Toronto, for Canadian manufacture of its home laundry appliances. Inglis will also continue own-brand production at 2 plants in Toronto and one in St. Catharines, Ont.

Emerson Industrial Products Corp. (Stanley M. Abrams, pres.) is new subsidiary created by Emerson Radio to promote sale and rental of TV-radio sets and air conditioners to hotels, motels and other commercial establishments.

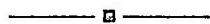
Hallcrafters adds 3 unpriced TV models—21-in. mahogany table, 21-in. mahogany console, 21-in. open-face mahogany console—and expects to start shipments about Feb. 1 on as yet-unpriced 17-in. portable.

Scott Radio (Meck TV) introduces new line of 29 TVs ranging from 17-in. table model at \$99.90 to 24-in. console at \$325.

Raytheon started “full operation” Jan. 16 of its new 204,000-sq. ft. metal TV cabinet plant & warehouse at 8311 W. North Ave., Chicago.

Motorola plans 30,000-sq. ft. addition to its auto radio tuner plant in Arcade, N. Y., new \$1,000,000 construction project to start in spring.

Trade Personals: Frank M. Folsom, pres. of RCA, receives 1955 Catholic Youth Organization's Club of Champions award Jan. 23, presented by Cardinal Spellman in recognition of "faithful devotion to duty and his outstanding example to youth as a man of principle and achievement" . . . William G. Young, who recently joined Capehart-Farnsworth as gen. sales mgr. after 17 years at Montgomery Ward, elected a v.p. and member of management advisory board; he replaces E. W. Gaughan, resigned . . . Sam F. Arn promoted to chief engineer, Hugh L. Vick to chief of sales & contract administration, Packard-Bell technical products div., both reporting to v.p. Richard B. Leng; Thomas I. Humphreys, ex-Bureau of Standards, named asst. chief engineer of research . . . John Chadwell, gen. mgr. of Hoffman Sales of Fresno, promoted to gen. sales mgr. of all Hoffman distributing branches; he's succeeded at Fresno by Norfleet Callicott, ex-eastern sales mgr. . . Stanley R. Scheiner promoted to Bendix Radio engineering director, John M. Miller to works mgr. . . Larry Coen promoted to mgr. of Admiral contract sales div. . . Adolph A. Katz promoted to DuMont traffic mgr., succeeding the late Kenneth Kistler . . . John U. Walker, pres. of Midland Electric Co., Capehart-Farnsworth distributor, elected pres. of Electric League of Cleveland . . . Ken Hathaway, Ward Leonard Electric Co., elected treas. of Assn. of Electronic Parts & Equipment Mfrs., succeeding Helen Staniland Quam, Quam-Nichols, who retires Jan. 31 after 20 years in post . . . John D. Vass, ex-Rogers Majestic Radio Corp., Toronto, named gen. sales mgr. of Philips Industries Ltd., Toronto, replacing Desmond Devine, resigned . . . Robert J. Larson named senior development engineer, Jensen Mfg. Co. . . . Arthur Hertzberg promoted to resident field engineer for Cal., Radio Receptor Co. engineering products div., Pacific Palisades, Cal. . . Bron Kutny, ex-Channel Master Corp. and Emerson Radio, named regional mgr., JFD Mfg. Co., covering Rocky Mountain and West Coast areas . . . John J. McMahon, ex-Federal Telecommunications Labs, joins Foto-Video Labs, Little Falls, N. J. . . . Dave Johnstone resigns as *Retailing Daily* TV-radio specialist, Chicago, to join Harry Coleman & Co., Chicago public relations firm for Whirlpool-Seeger . . . Charles R. Buchwald promoted to mgr. of manufacturing engineering of GE's CR tube plant, Syracuse . . . Byron Brown, sales development mgr. of Hoffman Electronics radiometric products, promoted to new post of color TV sales promotion mgr.



New NARDA officers, elected at Chicago convention this week: pres., Don Gabbert, Gabbert's Inc., Minneapolis, succeeding Harry B. Price Jr., Price's Inc., Norfolk; secy., John K. Mooney, Broyles Electric Co., Marion, Ind.; treas., Victor P. Joerndt, Joerndt & Ventura, Kenosha, Wis.—and these v.p.'s: Tom Carmichael, Burns & Carmichael, Seattle; Emerson Dole, Appliance Center, Wichita; Joseph Fleischaker, Will Sales Co., Louisville. A. W. Bernsohn was reappointed managing director.

Rhys Samuel, RCA test instrument engineer, is author of new book, *The V.T.V.M.*, detailing V.T.V.M. circuits and their use in TV-radio servicing, just published by Gernsback Library Inc. (224 pp., paper cover \$2.50, hard cover \$4.60).

Address by RCA's Gen. Sarnoff, from annual dinner of National Security Industrial Assn. in Washington, which has awarded him the James Forrestal Memorial Award, will be broadcast by NBC Thu., Jan. 26, 9:30-10 p.m. EST.

Robert C. Sprague Jr., director of employe & community relations, Sprague Electric, appointed commander of Mass. Wing, Civil Air Patrol, with jurisdiction over 36 squadrons.

DISTRIBUTOR NOTES: Admiral appoints Cerullo Electric Supply Co. Inc., 100 S. Vine St., Hazleton, Pa. (Leonard F. Cerullo, pres.) . . . Hoffman Electronics appoints Appliance Merchandisers Inc., Boston, and Gautreaux's Electronics Supplies Inc., New Orleans . . . Ohio Appliances Inc., Cincinnati (RCA-Whirlpool) promotes Earle F. Bracken to gen. mgr., replacing John W. Holzman, now Magic Chef sales v.p. . . . Motorola-Philadelphia appoints W. O. Petrow, ex-Peirce-Phelps (Admiral), as gen. sales mgr. . . . Emerson-Midwest, Chicago, promotes Clyde L. Sellke to sales mgr., assuming sales duties of pres. Ruben Schoenberg . . . Nashville Chair Co., Nashville (Crosley-Bendix) names W. L. Mitchener sales mgr. . . J. A. Walsh & Co., Houston (RCA) appoints Dan Salisbury, ex-Houston Natural Gas Corp., as adv. & sales promotion mgr. . . . Motorola appoints C&E Distributors Inc., Birmingham (Clyde H. Box, pres.) . . . McGregor's Inc., Memphis (Zenith) promotes Gordon G. Jernigan to sales mgr.



Annual Distributor Directory for 1956 is included in January edition of *Mart*, the Caldwell-Clements monthly, and extra copies are available at \$1. They're listed by states and cities in these main categories: major electrical appliances, electric housewares, small radios, TV.

Philco has given \$50,000 to Drexel Institute of Technology, Philadelphia, which has had some 600 of its students in Philco industrial "internships"; presentation was made Jan. 17 by Philco v.p. Dr. Leslie J. Woods.

General Precision Equipment Corp. and Royal McBee Corp. have announced the joint formation of jointly and equally owned subsidiary to be known as Royal Precision Corp. and to make and market data processing equipment.

Dr. Harry F. Olson, RCA, received John Scott Award at annual Benjamin Franklin anniversary dinner of Engineers Club of Philadelphia Jan. 18 in recognition of his invention of the velocity microphone.

Sylvania chairman-pres. Don G. Mitchell speaks on "Technological Frontiers" at high-level Industrial Economics Conference sponsored by Stanford Research Institute at Statler Hotel, Los Angeles, Jan. 30-31.

National Electrical Week starts Feb. 5, sponsored by NARDA, NEMA & 6 other industry organizations, with Merrill E. Skinner, v.p. of Union Electric Co. of Missouri, St. Louis, as chairman.

Booklet detailing *RCA Scholarships and Fellowships* at institutions of higher learning has just been published, is available from RCA dept. of information, 30 Rockefeller Plaza, N. Y.

Canadian IRE convention for 1956 has been scheduled in Exhibition Park, Toronto, Oct. 1-3; reservations are now being made by gen. chairman C. A. Norris, 745 Mt. Pleasant Rd., Toronto.

Westinghouse Electric Supply Co. moves national headquarters from 40 Wall St., N. Y., to Pittsburgh corporate headquarters.

New RCA tube directories: *Picture Tube Replacement Directory* (form KB106) and *Interchangeability Directory of Industrial-Type Electron Tubes* (1D-1020A), available from RCA tube div., Harrison, N. J., 20¢ each.



Capt. Willis H. (Bill) Beltz, 57, who commanded Naval Research Lab from 1952 until his retirement in April because of ill health, died of cancer in Bethesda Naval Hospital Jan. 17. An electronics engineer, he was with RCA from 1932-41, leaving to return to the Army, in which he had served in World War I, then transferring to regular Navy. He was asst. chief for electronics in Bureau of Ships before assuming command of the lab. He is survived by his widow, a brother, 3 sisters.

Electronics Reports: "Major breakthrough in transistor technology" was announced this week by Bell Labs, inventors of the transistor. New advance is called the "diffusion" method of producing transistors and is based on techniques used by Bell to produce first usable solar batteries. Process will be made available to all Bell transistor licensees.

New fabricating techniques, as announced by Bell Labs, make possible high quality transistors operating at frequencies up to 500 mc. Diffusion transistor's performance in vhf, says Bell statement, "surpasses that of any other transistor now in existence." As to its applications, statement adds:

"It is expected to be extremely useful in TV [microwave & cable] transmission . . . Color TV sets offer a new possibility for the new transistor, too. Although vacuum tubes are now doing this job, the new transistor is much smaller, requires less power and does not heat up like a tube. It is expected to have a longer life than a vacuum tube. [It] could amplify 2500 telephone conversations simultaneously on a telephone line. This is 3 times as many as could be handled by the best previous transistors . . . It is ideally suited for guided missiles.

"The new device has been made of both germanium and silicon, with striking improvements in both types."

New technique of manufacture involves chemical process of diffusion for introduction of minute impurities into silicon or germanium. This process makes possible base layers 50-millionths of an inch thick. Bell Labs' C. A. Lee is credited with major share of development of diffusion process with germanium. C. S. Fuller, D. E. Thomas & M. Tanenbaum applied technique to silicon. Wm. Shockley & George C. Dacey directed work that led to the development.

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Automation in warfare was demonstrated for first time this week when Defense Dept. removed wraps from SAGE (Semi-Automatic Ground Environment), complex air defense computer system developed by MIT's Lincoln Laboratory. Teamed with radar, SAGE can spot hostile bombers, automatically plot their courses on big 30-in. cathode ray screens, calculate which defensive aircraft can intercept them, and then guide American fighter jets to enemy—all in less than a minute. Govt. will ask Congress to approve 32 of these electronic direction centers at installation cost of more than \$1 billion, connected by microwave-&-cable-linked radar network—lease of communication lines alone coming to about \$240,000,000 a year. With modification, system could be used to handle commercial air traffic.

TV-electronics and the car of the future: Increasing emphasis on electronics by the auto makers is evidenced in General Motors' Motorama, which opened this week in New York. Among the experimental "cars of the future," Buick's Centurion replaces rear-view mirror with TV screen in instrument panel fed by camera in rear tail-light assembly. GM film on "Safety Autoway," highway of the future, features gas turbine-powered Firebird II, which uses televised and radioed instructions from a control tower to guide it onto an automatic electronic highway. Once on the highway, car is operated automatically, and driver can sleep, read a book—or, presumably, watch TV.

Sparton reorganizes disbanded TV-radio div. into new Sparton electronics div., Jackson, Mich., for expansion of military electronics and industrial controls. George Rowen, v.p. of parent Sparks-Withington, will be gen. mgr.; A. G. Lee becomes gen. sales mgr., Jack Parshall purchasing agent. Sparton discontinued TV-radio production in U. S. Jan. 1, 1956, continuing in Canada.

New closed-circuit projects: U. S. Fish & Wild Life Service this week added TV-equipped ship to its exploratory fishing fleet, will use TV for research work on fishing gear and deep sea exploration. Calvary Baptist Church, Lexington, Ky., solved problem of overcrowding at Sunday services by installing Dage closed-circuit system to carry picture as well as sound to overflow crowds in chapel and classrooms; entire setup cost church less than \$1500.

Kearfott Co., Little Falls, N. J., aircraft instrument-making subsidiary of General Precision Equipment Corp., elevates former v.p. Donald W. Smith to pres., succeeding Hermann G. Place, Kearfott chairman & GPE president; Wladimir A. Reichel promoted from engineering & sales exec. v.p. to vice-chairman of exec. committee, Frederick D. Herbert Jr. from operations exec. to v.p. to financial v.p.

Transistorized radio pager, weighing 10 oz. and only slightly larger than a cigarette pack, was introduced this week by Motorola, designed for hospitals, industry, dept. stores, etc. Master switchboard selector box permits central radio operator to contact any individual equipped with pager by means of buzz, which indicates voice message is to follow.

President Eisenhower this week asked Congress for funds to build "nation's first major radio astronomy center." While funds would be included in \$7,000,000 appropriation request for National Science Foundation, it was estimated initial cost of center would be about \$3,500,000, final cost reaching perhaps \$25-\$30,000,000.

Adding emphasis to predictions that 1956 will be industrial TV's first really big year, General Precision Lab sets up N. Y. district sales office for industrial TV, headed by S. L. Thomas, of GPL's industrial sales staff, with Howard L. Ryder, ex-Devenco Inc., N. Y. consulting engineers, and Edward W. Price, ex-WPIX, New York.

Raytheon will supply "technical assistance and electronic components" for microwave cooking ovens to be made and marketed by Hotpoint Co., a div. of GE, for home use. Raytheon previously announced similar deal with Tappan Stove Co.

Sprague Electric Co. has taken out license and will soon begin production of Philco surface barrier transistors; it has done semi-conductor development during last 3 years under Westinghouse license.

New long-range radar installed by GE at Idlewild Airport, New York, can "see" planes 100 mi. away, giving CAA traffic men picture of plane movements over extremely wide area.

GE creates radar antenna engineering group, headed by Frank X. Schnabl, within its naval ordnance dept., Pittsfield, Mass.

* * * *

Ruben Fred Mettler, 31, engineering executive of Ramo-Wooldridge Corp., Los Angeles, named by U. S. Junior Chamber of Commerce as one of the "10 Outstanding Young Men of America for 1955" for his contributions in classified military electronics, notably rocket fire control.

H. P. Balderson, sales mgr. of electronic div., Thermador Electrical Mfg. Co., Los Angeles and ex-chairman & pres., Los Angeles council, WCEMA, has resigned to become pres. & sales mgr., California Chassis Co., Lynwood.

Dr. Henry M. O'Bryan, mgr. of physics lab of Sylvania's research center at Bayside, N. Y., appointed mgr. of scientific liaison between entire company and outside defense, industrial, scientific & educational organizations.

John G. Werneke promoted to mgr. of Washington office, International GE, succeeding J. A. H. Torry, retired after 44 years with GE.

Financial & Trade Notes: Profits after taxes for all U. S. manufacturing corporations for first 9 months of 1955 are estimated at record \$10.9 billion, 34% higher than in same 1954 period, in joint quarterly report by Federal Trade Commission and Securities & Exchange Commission. Sales reached record \$204.8 billion, up 11%. In third quarter, net profits were down slightly from preceding quarter but 41% ahead of third quarter 1954.

Practically all major industries recorded sales gains during the 9 months, says the report (Statistical Series, Release No. 1357), with motor vehicles & equipment and primary iron & steel groups leading—up about 30% each. Annual rate of return on stockholder's equity, after taxes, was 12.3% in third quarter, 13% in second, 11.4% in first, up in all cases from comparable 1954 periods.

Average industrial earnings increased by 33% in first 9 months of 1955 over corresponding period of 1954, according to *New York Times* quarterly survey of 490 representative manufacturers—but cross-section of 11 unidentified TV-radio-phono manufacturers showed average profit increase of 17% in same period. Cumulative profit of the 11 was \$62,280,000, compared to \$53,129,000 in first 9 months of 1954. Same survey shows that profits of home appliances & machine category (9 companies) rose by 71% (\$22,437,000 from \$13,127,000). Profits of 8 manufacturers of electrical supplies & equipment declined 5% (\$209,599,000 to \$198,692,000), largely because earnings decline by Westinghouse more than offset GE gains.

* * * *

Westinghouse net income fell to \$42,803,000 on sales of \$1,440,977,000 during 1955 from \$79,922,000 on sales of \$1,636,184,000—direct result of strike which has shut down 40 of its 98 plants for 14 weeks. Pres. Gwilym A. Price stated, however, that net earnings for the 9 months prior to strike amounted to \$43,839,000, compared to \$42,803,000 for entire 12-mo. period, indicating losses of only \$1,037,000 for final 3 months which included first 2½ months of strike. Some 55,000 production workers are involved in walkouts by IUE & UEW, which Federal mediators this week were trying to settle.

Magnavox sales for 6 months ended Dec. 31 were about \$34,000,000, up 20% from like 1954 period, reports pres. Frank Freimann, noting hi-fi radio-phono sales were 80% ahead and predicting even larger volume of TVs and radio-phonos this year. Last formal reports showed \$20,301,962 sales for first 4-mo. fiscal period ending Oct. 31, and \$55,070,765 for fiscal year ending June 30, 1955. Magnavox's new TV-radio cabinet factory being built at Jefferson City, Mo., Freimann also reported, will be ready about June 1, will employ 300-400.

Wall Street Journal forecasts: That Philco 1955 report will show net earnings of about \$2 a share vs. \$1.69 in 1954, with pres. James H. Carmine predicting record 1956 in all categories. That Trav-Ler will show 1955 earnings of about \$300,000 (40¢) vs. \$241,000 (32¢) in 1954, sales going up to \$18,000,000 from \$16,347,813.

Belock Instrument Corp. consolidated sales achieved record \$14,896,878 in fiscal year to Oct. 31 vs. \$10,259,380 in 1954. Net income was \$679,443 (89¢ a share) vs. \$348,375 (45¢). Backlog of unfilled orders was \$16,600,000 as of Oct. 31. Firm became publicly owned in June 1955.

Stockholders of Dynamics Corp. of America and Reeves-Ely Laboratories have approved merger, and stock will be exchanged on a share-for-share basis with a new Dynamics preferred which will pay \$1 on an annual cumulative basis.

Cornell-Dubilier, maker of capacitors, is subject of bullish report this week by Walston & Co.'s Edmund W. Tabell, who foresees considerable increase in demand for capacitors as color TV production rises.

Electronics & electrical equipment shares held by Group Securities Inc. went up from net asset value of \$931,344 when disclosed in its Nov. 1953 prospectus to \$2,641,544 as of Nov. 30, 1955, according to annual report released this week. This is the portfolio in that category, with market value as of closing Nov. 30, 1955: 4800 Admiral, \$106,200; 1700 Allis-Chalmers, \$114,750; 2400 Bendix Aviation, \$136,200; 5100 CBS "A", \$130,687; 3500 Cornell-Dubilier, \$126,875; 1500 Cutler-Hammer, \$116,625; 2500 GE, \$134,375; 5000 IT&T, \$141,250; 1500 McGraw Electric, \$74,625; 4000 Motorola, \$191,000; 10,000 Norden-Ketay, \$126,250; 5500 Philco, \$178,750; 2500 RCA, \$114,687; 3700 Raytheon, \$63,825; 6500 Sperry Rand, \$165,750; 3000 Square D, \$153,375; 3500 Sylvania, \$157,062; 2000 Westinghouse, \$118,500; 1700 Zenith, \$225,250; other assets, \$65,507.

Report on IT&T by Kerr & Co., engineers, printed and distributed by Ungerleider & Co., N. Y., estimates its 1955 income at \$470,000,000, net income of system at \$24,000,000 (\$3.50 per share), of parent company \$14,500,000 (\$2). Report notes IT&T ranks second only to AT&T in manufacture of telephone equipment and leads field of world communications systems. It has about 71% of consolidated net assets of plants and telephone properties in British Commonwealth countries and in North & South America. It concludes that "common represents good value at its present levels, based on a realistic appraisal of domestic earning power" irrespective of foreign earnings potentialities. Note: IT&T consolidated net income for 9 months ended Sept. 3 reached record \$16,036,240 (\$2.40 per share) on sales of \$313,496,377 (Vol. 11:51).

Philco Corp.'s profit-sharing plan, holder of more than 10% of firm's common stock, has purchased 3100 more common shares, bringing holdings to 527,563, according to SEC report. Other changes in holdings of officers & directors of TV-radio and related firms: Irene O. Siragusa, wife of pres. of Admiral and beneficial owner of more than 10% of listed stock, made gifts of 2000 shares, reducing ownership to 430,620; John B. Huarisa gifted 2000 Admiral, holds 99,731; Gerhard G. Schneider bought 500 National Union Electric, holds 4500; Titus Haffa bought 1000 Webster-Chicago, directly holds (with Mrs. Haffa) 2575; Edward Lamb gifted 3000 Air-Way Industries Inc. to Edward Lamb Foundation, which also bought 200, making Foundation's total direct holdings 103,456 and Lamb's direct ownership 38,820, indirect 53,967.

"Disappointing boxoffice returns" resulted in drop of net earnings of Loew's Inc. (MGM) to \$248,161 (5¢ a share) in first 12 weeks of current fiscal year from \$1,521,349 (30¢) in comparable 1954 period. Gross fell to \$34,602,000 from \$39,786,000. For fiscal year ended Aug. 31, 1954 net profit was \$5,311,733 (\$1.03) on operating revenues of \$170,952,059 as against \$6,577,311 (\$1.28) on \$183,142,486.

Big words about small pictures: U. S. Information Agency quotes recent broadcast by Communist East German deputy minister for general engineering, Alfred Wunderlich, in which he explained why East Germans can't get the 17-in. TV sets which are becoming popular in western Europe. The nationalized glass factory, he said, still can't supply glass bulbs for 17-in. tubes. Then he added, philosophically: "The 12-in. screen gives a sufficiently good picture, considering the fact that the living rooms are not overly large."

Furniture trade can thank TV for its estimated 10% to 20% increase in business during last year, says Kenneth Kroehler, pres. of National Assn. of Furniture Manufacturers. People stay home more to watch TV, and consequently wear out their furniture faster, he explains.

Color Trends & Briefs: It isn't the "Cadillac class" that's buying color sets; it's the middle and lower income groups. That's the surprising information we obtained from quite a few dealers during NARDA convention in Chicago this week.

Checking with some of RCA's more active distributors, we find general confirmation of that trend. "Actually," says Thomas Joyce, of Raymond Rosen & Co., Philadelphia, "we shouldn't be surprised at it. It was the lower and middle income groups who bought the first black-&-white sets. And before that, they bought the big \$650 radio consoles. The same thing is true for all appliances and for cars. You don't think it's the rich folks who buy the deluxe washers, freezers, etc., do you? Or the Pontiacs with \$600 worth of extras?"

"Matter of fact," Joyce stated, "lots of families have 3-4 wage earners with a total of spendable income far greater than that of a man who earns as much as their total. His standard of living and taxes take virtually all he earns. I'd guess that 50% or more of color set sales are among people with \$7-\$8000 a year or less. We're making a study to learn just what the breakdown is."

Wm. O'Connor, of Southern Wholesalers, Washington, says he definitely agrees with the general observation though he's unable to put a percentage on it as yet.

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Color TV test equipment is No. 1 item on shopping lists of TV servicemen, *Technician* magazine (Caldwell-Clements Inc.) found in nationwide survey made in connection with test-equipment contest run in Sept. thru Dec. issues. Some 47.5% of servicemen indicated they planned to buy color TV generators or other color test gear in 1956. Other breakdowns of servicemen's survey—including data on importance of instrument types, instrument features, sales potential of test equipment by price range, etc.—are summarized in "report to manufacturers" available from Caldwell-Clements, 480 Lexington Ave., New York

RCA-type 21-in. shadow-mask tube will be offered by Thomas Electronics, Passaic, N. J., with production starting in 30-45 days. Sales mgr. Robert E. Burrows says no other type of tube is ready—though Thomas is one of the few licensed by Chromatic TV Labs to produce Lawrence tube. RCA is only company producing color tubes on substantial basis. Others producing on "limited" or "sampling" basis are Sylvania, CBS-Hytron, Tung-Sol (Vol. 11:42).

"Color is not ready yet and Zenith has no intention of experimenting on the public during the development stage. We will go into color production eventually, but not until it is possible to manufacture satisfactory color sets that will be popular with the public."—Zenith sales v.p. Leonard Truesdell, at Miami Beach distributors convention, Jan. 16.

Sheer bulk of printed materials is becoming so great that people turn to images and pictures, said Francis H. Taylor, director of the Worcester (Mass.) Museum of Art at conference of "Communication of Ideas" conducted last week by Assn. of Princeton Graduate Alumni—and he urged his colleagues to drop their "snobbery" about TV and quit deploring alleged "vulgarization" of knowledge. He called upon scholars to use TV to make good art available to the general public, noting that color film made for educational purposes can do very well on black-&-white TV.

Splendid public service promotion: San Francisco's KRON-TV sets up film loan library, making available documentaries, features & kines of educational value for free use at educational, religious & civic meetings.

Decreased theatre attendance was indicated by 65% of West Germany's estimated 300,000 set owners in survey just reported.

Network Color Schedules

(Jan. 23-Feb. 5, 1956)

Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Tony Martin*, 7:30-7:45 p.m.

Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore*, 7:30-7:45 p.m. CBS: *Red Skelton Show* 9:30-10 p.m.

Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.

Jan. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.

Jan. 27—NBC: *Howdy Doody*, 5:30-6 p.m.

Jan. 28—CBS: *Gene Autry Show*, 7-7:30 p.m.

Jan. 29—NBC: *Sunday Spectacular*, "Inside Beverly Hills," 7:30-9 p.m.

Jan. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Festival of Music," 8-9:30 p.m.

Jan. 31—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Feb. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.

Feb. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.

Feb. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Truth & Consequences*, 8-8:30 p.m.

Feb. 4—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Jimmy Durante Show*, 9:30-10 p.m.

Feb. 5—NBC: *Hallmark Hall of Fame*, "Good Fairy," 4-5:30 p.m.

Color experience of WDSU-TV, New Orleans, one of nation's pioneers in live color, is featured in interview in Jan. 16 *Broadcasting-Telecasting Magazine*. Conclusion, expressed by exec. v.p. Robert W. Swezey: "Color is inevitable. I have a feeling that in TV it isn't going to be like the use of color in motion pictures, which has been spotty . . . Color is not an essential in motion pictures even today. I think it will be an essential in TV and I think packaging alone will determine that. It won't be audience demand probably, quite so much as client demand. The minute one national advertiser in the food business goes into color with his packaging and his programming, the others will almost have to follow. That's true of cigarettes, soaps, all national brands. . . . Once the price of sets goes down and a few leading advertisers in the various fields get into color, I think the rest will follow like sheep, and that's going to make your local programming look awful bad. If you have a lot of network color and it's interspersed with gray locally, it's not going to be a heads-up operation. I'm perfectly confident that color is inevitable and I mean full color and that we're not going to wind up with a patchwork business of part black-&-white and part color. It's going to be all color."

Color affects apparent distance of objects, according to studies conducted by Johns Hopkins U for Pittsburgh Plate Glass Co. University's Dr. R. M. Hanes reported, for example, that saturated red appears 19% closer than green or purple-blue; that saturated red appears 15% closer than unsaturated red, etc. Brighter objects also appear closer.

"We will not know the potential of man himself until all men who can use an education have an open door to get an education. Television may be such a door for millions. Let us cautiously peek through this door and see what we make of it." So writes Michael Amrine, of American Psychological Assn., in introduction to Oct. *American Psychologist*, devoted entirely to TV in all its educational phases from TV's impact on society to classroom use of closed-circuit. Copies are available from the association, 1333 16th St. NW, Washington, at \$1 each.

GE's Edison Amateur Radio Award and \$500 will be presented Feb. 16 in Washington to blind radio designer and "ham" Robert W. Gunderson, 36, of New York City, who has developed special electronic test equipment which "opens the entire electronic field to the blind as an occupation." He's also editor of non-profit *Braille Technical Press* and teaches at N. Y. Institute for Education of the Blind.

WDSU Broadcasting Co., New Orleans (WDSU-TV & WDSU) is acquiring additional 1060 shares from various stockholders of WAFB-TV, Baton Rouge (Ch. 28) & radio WAFB, paying \$125 per share, according to FCC application filed this week. Transaction will boost WDSU holdings to 1970 shares (57.8%) from the 910 (27%) now held. Plan is to continue to operate stations separately, but to link them via microwave for joint regional programming (Vol. 11:51). WDSU-TV is NBC basic, WAFB-TV is ABC & CBS. WAFB balance sheet dated Nov. 30 shows total assets of \$554,572, total liabilities of \$237,237; now-profitable uhf, which will continue to be managed by Tom Gibbens under the new Edgar Stern Jr. control, has reduced its operating deficit to \$11,415 as of Nov. 30. Oct. 31 balance sheet of WDSU Broadcasting Co. lists assets of \$2,215,070, liabilities of \$316,333, surplus of \$1,798,737 before 1955 taxes.

Radio station sales approved this week: (1) KANS, Wichita, sold for \$225,000 by O. L. (Ted) Taylor to Kenyon Brown & Frank Lynch (Vol. 11:45). Taylor owns KRGV-TV & KRGV, Weslaco, Tex. Brown recently acquired 25% of KFEQ-TV, St. Joseph, Mo. & KFEQ, after selling 1/3 interest in KWFT-TV, Wichita Falls; he also owns KWFT radio, has interest in KBYE, Oklahoma City and KGLC, Miami, Okla. (2) KRUX, Glendale, Ariz., near Phoenix, sold for \$160,000 by T. D. Parkman & Stanley N. Schultz to Bartell Bcstrs. Inc., operators of WMTV, Madison (Ch. 33) and radio stations WOKY, Milwaukee; WAPL, Appleton, Wis.; WAKE, Atlanta; KCBQ, San Diego.

Application for unmanned satellite atop Mt. Grizzly, Ore. was filed this week by non-profit corporation formed by group of Prineville, Ore. businessmen, who also asked allocation of Ch. 11 to Mt. Grizzly to make operation possible. Transmitter would be operated by remote control from studios of radio KJUN, Redmond, Ore., and retransmit complete program schedule of KOIN-TV, Portland. Power would be 467-watts ERP. Applications now on file with FCC total 144 (22 uhf). [For details, see *TV Addenda 22-B* herewith.]

Roy Thomson, the Canadian publisher-broadcaster who also owns the *Edinburgh Scotsman*, is likely to become the commercial contractor for Independent TV Authority's Scottish transmitter, reports *World's Press News* of London. Second commercial transmitter, covering Midlands, is due to be inaugurated in Manchester Feb. 17, with 500,000 conversions to its band already counted. (For list of British TV stations, data on ITA and all commercial contractors, see *TV Factbook No. 22.*)

Proposal for world's tallest structure, WHAS-TV's 2003-ft. tower near Louisville (Vol. 11:8, 35, 47), got a flat turndown this week from Washington Airspace Panel. Unanimous opinion viewed it as "hazard to air navigation." Another tall-tower proposal, however, fared better at the hands of Kansas City regional airspace subcommittee—which unanimously approved 1549-ft. tower for St. Louis' KSD-TV. Action is subject to review in Washington panel.

"Emmy" awards will be presented by Academy of Television Arts & Sciences on NBC-TV, March 17, 9-10:30 p.m.; 1955 awards will cover 41 categories, including "best engineering technical achievement," "best specialized visual contribution," "best commercial campaign"—as well as traditional awards for stars, shows, etc.

West Germany, with 30 stations now (see our *Directory of TV Stations in Foreign Countries*, Jan. 7, 1956) and about 25 more planned, is contemplating introduction of commercial TV service.

Arthur Godfrey has donated the \$100,000 he got for his serial story in *Saturday Evening Post* to Air Force Aid Society.

Map of TV Cities & Network Routes

BROUGHT UP-TO-THE-MINUTE, our new 42x29-in. map, in color and suitable for wall-mounting, accompanies each copy of our latest *TV Factbook* (Spring-Summer edition, due off presses shortly after Feb. 1). Map shows all stations in operation or expected to be operating by end of March (U. S., Territories, Canada, Mexican border); all cities with TV applications pending or CPs granted; all cities over 10,000 population; present and projected AT&T microwave & coaxial circuits, accurately drafted by AT&T engineers; all station-owned microwaves and off-air pickups; handy table of stations with call letters and channels. Extra single copies of map are \$1; 10 copies, \$7.50; 25 copies, \$12.50.

Signs of the TV times: Successful uhf WVEC-TV, Norfolk (Ch. 15), NBC basic, reports it's well in black now, pres. Tom Chisman saying 1955 business was 32% ahead of 1954 (when deficit ran \$118,000) and local sponsorships up 60% . . . KGO-TV & KGO, San Francisco (ABC-owned) signed combined 52-week spot contract with Owl div., Rexall Drug Co., for \$87,500 worth of spots, thru Milton Weinberg Agency, L. A. . . . KFSD-TV, San Diego, reports local sales up 58.8%, national up 34% in 1955; KFSD radio sales were up 102% . . . ABC Film Syndication, its pres. George T. Shupert reporting 99.1% increase in billings for 1955, putting it well into black, plans expansion of network business, formation of international div., possible addition of commercial & industrial div.

"The TV-Radio Audience and Religion" (Harper, 464-pp., \$6) is new book lauded by Liston Pope, dean of Yale Divinity School as "the first comprehensive, objective picture" on the subject. Authors: Everett C. Parker, director of office of communications, Congregational Christian Churches; David W. Barry, director of New York City Mission Society; Dallas W. Smythe, professor of economics and communications, U of Illinois, former FCC economist. Volume presents analysis of audience of major TV-radio religious figures, nature of messages delivered, ministers' opinions of programs—based primarily on research in New Haven, Conn.

Congress is keeping sharp eye on mergers this session, and Sen. O'Mahoney (D-Wyo.) predicted this week that some sort of regulatory authority may have to be imposed on giant corporations to curb bigness. Appearing as witness before House Judiciary monopoly subcommittee, he cited auto, oil "and possibly the TV industry" as candidates for such control, suggesting ceiling might be imposed by Govt. when a company supplies half the market for its commodity. This has been first mention of TV so far in Rep. Celler's current merger hearings.

New weather service will be supplied by city-owned WNYC-FM, New York, along with regular programs—multiplexed under new "subsidiary communications authorization" rules of FCC. Continuous weathercasts will be available for rebroadcast by all stations that can pick them up. It's 45th SCA approved by FCC; other 44 are for background music and storecasting.

TV gets credit for inspiring new safety measures incorporated into 1956 Ford. Big auto company's v.p. R. S. McNamara, in letter to CBS, cited episode of CBS-TV's *The Search*, which dealt with Cornell U's auto safety research program, as important factor in its decision to add such features as seat belts, safety steering wheels, etc. to its new models.

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

RCA ANTI-TRUST settlement involving "package licensing" of patents is anticipated in wake of AT&T & IBM consent decrees ending govt. patent suits (p. 1).

SENATE TV HEARING begins, resumes Feb. 7, with Senators interested in deintermixture but anxious to keep vhf channels in home states (p. 2).

TV's NEWS VALUE gaining increased recognition by newspapers, now devoting more space to medium and upgrading TV editors. But ad competition rages (p. 3).

MORE STOCK ISSUES involving broadcasters in offing. Killgore to float \$300,000 for his 3 stations. Elroy McCaw may put WINS into merger deal (p. 5).

POLITICAL CONVENTION SPONSORSHIP on TV-radio networks completed, with General Motors or Ford buying on NBC, Philco on ABC, Westinghouse on CBS (p. 7).

FCC UPHELD IN SACRAMENTO Ch. 10 diversification case, court holding Commission gave fair consideration to all factors involved (p. 8).

MOVIES ON TV cause squawks as a result of cutting, interruptions, etc. Warners negotiating with ABC; all 740 RKO films to be sold in one package (p. 9).

MAGNAVOX-SPARTON, Olympic-Bogen deals highlight week of restiveness. Stromberg, Hotpoint defer TV decisions. Emerson "Tinkertoy" TV due March 1 (p. 10).

WARRANTY REFUND BAN protested by RETMA, which urges that Frigidaire decision be upheld, giving producers refunds on inboard warranty expenses (p. 12).

TRANSISTORS TO CAPTURE entire portable radio field this year, car radios next year, on basis of new-products announcements and predictions (p. 13).

LIGHT AMPLIFIER using closed-circuit TV, for industrial & scientific use, and providing 50,000-power amplification, being produced by Bendix (p. 13).

SCIENCE TEACHER RESERVE recruited from industry proposed by Sarnoff as he wins Forrestal Award for leadership in govt.-industry cooperation (p. 14).

FREE HOME COLOR demonstration is best sales device, according to Philadelphia RCA distributor who reports big problem now is getting sets (p. 15).

SATELLITE KPAR-TV, Sweetwater, Tex. (Ch. 12) is No. 462 on air, fed by KDUB-TV, Lubbock. Weather forces delay at satellite KHPL-TV, Hayes Center, Neb. (p. 16).

AT&T & IBM SETTLE ANTI-TRUST—RCA NEXT? Two of govt.'s 3 big electronics anti-trust suits were ended this week with consent decrees involving patent-sharing. The third, aimed at breaking up "packaged licensing" aspect of RCA's industry-wide patent pool (Vol. 10:47-48 & 11:14) -- looks like it also will be settled shortly via consent judgment that may alter the basic TV-radio patent and royalty structures.

RCA officials maintained stony silence -- as they always do on all questions involving patents or anti-trust -- when asked for comments on significance of this week's decrees and on reports that RCA settlement is imminent. Though RCA case is currently an trial calendar of N.Y. Federal Court, parleys looking to agreement have been going on both in Washington and New York between RCA and Justice Dept. attorneys. Unlike the action against AT&T, govt. suit against RCA is aimed only at its patent structure, doesn't charge manufacturing monopoly or aim to break up company.

To TV-radio manufacturing industry, AT&T consent decree probably isn't as far-reaching as appears at first blush -- except as significant precedent and indication of govt.'s current views on electronics patents. Principal provisions:

- (1) Patents. All patents currently held by AT&T and its subsidiary Western Electric -- totaling about 8600 -- must be made available free to all. All future patents must be licensed "at reasonable and non-discriminatory royalties."
- (2) Operations. AT&T and Western Electric must limit their operations "to that portion of the communications field which is subject to Federal, state or local governmental regulation." Thus they must get out of the business of leasing and maintaining private communications systems (taxis, pipelines, etc.) where AT&T is not actual licensee. Western Electric is barred from making equipment not used by common carriers -- thereby removing it as a potential competitor to many equipment makers. It once manufactured broadcast equipment, including transmitting tubes.
- (3) Divorcement. Western Electric must get rid of Westrex Corp., subsidiary

which makes sound recording equipment for movie industry -- only sizeable non-communications operation of AT&T.

Excepted from these provisions are AT&T's defense activities -- such as making equipment for and maintaining communications & radar networks like SAGE (Vol. 12:3).

Patents covered by decree are not considered "basic" to TV-radio receiver manufacturing -- though they do cover such significant inventions as transistors, solar batteries, printed circuitry, solderless connections, etc. Through licensing and sublicensing exchange between AT&T, RCA, GE & Westinghouse, these have always been available to industry as part of RCA "patent package" (and to non-RCA licensees through direct royalty arrangements with AT&T). Any licensee of RCA has always had right to use all patents in the package -- including the now "freed" AT&T patents.

Changes in AT&T's patent structure aren't expected to cause any immediate revamping of RCA patent arrangements. Best guess is that next changes will come as result of new consent decree, which presumably will also require concurrence by AT&T, GE & Westinghouse, named in RCA suit as "co-conspirators" but not defendants. (For texts of Dept. of Justice complaint and RCA reply in "patent packaging" suit, see our Special Reports of Nov. 20, 1954 & April 2, 1955.)

* * * *

"They had to give away the family jewels to preserve the family fortune," was the apt way one industry executive summed up AT&T settlement -- referring, of course, to the original Justice Dept. suit filed in 1949 to divorce parent company from its huge Western Electric manufacturing subsidiary (Vol. 5:3).

IBM had to give away some jewels, too, and change its basic way of doing business. It agreed: (1) to license all of its patents -- many involving computers -- some of them royalty-free; (2) to offer for sale computers and tabulating machines which have been available only on rental basis for last 25 years. IBM is currently defendant in \$90,000,000 "electronic brain" monopoly suit brought by Sperry Rand.

SENATE HEARING STARTS—DESTINATION UNKNOWN: Congress' solution to TV allocations problems are no more apparent than those of FCC. That much was evident from Senate Interstate Commerce Committee's first hearing session on subject -- a 1½-hour meeting Jan. 26, with all 7 FCC members as witnesses. Hearing resumes Tue., Feb. 7, at 10 a.m., in Room G-16, Capitol.

From tenor of Jan. 26 session, it's a good guess that hearing will run in fits and starts indefinitely -- with Senators unlikely ultimately to try to tell FCC what to do. Problem is too complex and pressures are too diverse.

Deintermixture was key subject of hearing, with Sen. Pastore (D-R.I.) leading the attack on FCC. He blasted Commission for failing to deintermix so far and for making vhf grants in potential deintermixture markets. Commission majority did an excellent job of defending its actions, while Comr. Hyde was very articulate in documenting the dissenting position taken by him and by Comr. Bartley.

Pastore wasted little time getting down to the case interesting him most -- Providence. He asked why a vhf channel can't be taken from Hartford -- giving Providence 3 vhf's, Hartford 3 uhf's. McConnaughey pointed out that such change is under consideration, along with variety of other proposals. Sen. Purtell (R-Conn.) hopped right in, too. He intends to see Ch. 3 kept in Hartford.

Pastore drew biggest laugh of the day when early in session he stated that deintermixture principle is so basic that he didn't care whether Providence was all-vhf or all-uhf. Quite some time later, he said: "I don't want to be misunderstood. It's not practical to convert Providence to uhf now because of the set conversion problem." While everyone roared, he stated quickly: "It would be different if we were starting from scratch." Thereupon, Chairman Magnuson (D-Wash.) remarked: "That's the problem in a nutshell." Thus, it's apparent that members of Congress are quite aware of dollars-&-cents factors involved.

Most of FCC Chairman McConnaughey's time was taken up defending Commission's actions from Pastore's attacks -- and Comrs. Doerfer & Lee gave considerable help. Basic FCC position was reiterated again and again: Any allocation problem must be

considered on nation-wide basis. Meanwhile, there should be no freeze while search is made for possible solutions.

An expert needler, Pastore poured it on: "The chairman assured me last time there'd be no more vhf grants, but there have been 2 or 3 since then. Why don't you just be frank and honest and say that nothing is going to be done? We're no closer now than we were a year ago. I don't think we'll ever have deintermixture."

McConnaughey, Doerfer & Lee all protested that they wouldn't hesitate a minute to deintermix or to move vhf stations to uhf if a careful study indicated those were the wisest moves. McConnaughey said: "Every member of the Commission is honestly facing up to making any necessary decision -- deintermixture, drop-ins, military channels, even moving the whole cockeyed thing to uhf."

Hyde went into considerable detail to show difficulty of moving any vhf station to uhf once it starts operating. He cited legal problems, as well as fact that public and private investment in sets and stations have powerful influence deterring FCC from such station shifts. Hyde deplored "vacillation" of FCC majority, asserted that a few more vhf channels from the military is no solution -- that TV will always have a "built-in low ceiling" if confined to 12-15 vhf channels and if uhf is not made to work. "We need to encourage the growth of uhf," he said. "The percentage of uhf sets is going down. Manufacturers are not being encouraged."

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McConnaughey had 18-p. prepared statement, some of which he had time to read. It was devoted primarily to description of FCC actions to date, much of it to the reasoning behind deintermixture decisions -- as previously given by Commission. He touched on other subjects about which FCC had been questioned (Vol. 12:2), stating that network study group is expected to have final report by mid-1957; that a final decision is due in "near future" on private microwave case (Vol. 11:14); that uhf "translators" are proposed as answer to illegal vhf boosters, etc.

Comr. Lee had brief separate statement suggesting that subscription TV be considered as a uhf panacea. He said that it should be limited to uhf-only for a specified period; that it should be confined to 10% of stations' time; that its rates should be regulated; that it should not be permitted in one-station markets.

Lee also urged passage of legislation which would guarantee uhf stations new vhf channels, without a hearing, if new channels are allocated.

Sen. Magnuson didn't seem to be taking sides, though he said he has some 40 pages of questions and he noted that "all 96 Senators" have questions about problems in their states. Sens. Pastore and Bible (Nev.) were only other Democrats present. Republicans on hand: Bricker (O.), Schoepel (Kan.), Purtell (Conn.), Payne (Me.). Bricker sat in only briefly, said nothing. Schoepel listed the matters he wanted to hear about -- military channels, deintermixture, toll TV, etc. Payne was silent.

Bricker is holding off on his "all-uhf" bill (Vol. 12:3), feeling that FCC has shown it's giving idea proper consideration. He'll "take another look at it," he says, if FCC seems to be getting nowhere.

In opening the hearing, Magnuson said that his ad hoc engineering group, headed by MIT professor Dr. Edward Bowles, would make an interim report soon and that the group is being enlarged. It's understood that consulting engineer A. Earl Cullum is joining and that Bowles feels group should include "a representative of FM." Magnuson also reported that former Sen. Clarence Dill, after studying Communications Act, concluded that "minor improvements" can be made in the law but that "solution to the pressing problems in the TV field is not to be found in mere refinement of the language of the existing statute."

TV MAKES NEWS—AND NEWSPAPERS PLAY IT BIG: Reflecting TV's enormous impact on all facets of American life, newspapers generally are according TV proper recognition in 2 ways: (1) Devoting more space to news about TV industry in all its forms, not just programming. (2) Upgrading stature of TV-radio editor, more often than not to place him on level with drama editor, with emphasis on reportorial experience.

Expansion of their TV coverage is trend everywhere among newspapers, which are thus reacting naturally to fact that more than 70% of the 48,000,000 American

homes have a TV set and fact that TV set is turned on average of 40 hours a week in those homes (Vol. 11:53). As a medium which prides itself on its pre-eminence in recording "how the people live," newspapers can't help but give space to something as important as TV in daily lives of readers in their communities.

And if there's any bias in publishers' offices towards TV as a "competitive" medium, managing editors aren't letting it creep into their news columns. In fact, many TV editors report their jobs are made much easier because managing editors have become TV viewers and, as newsmen, can more readily appreciate news value in TV.

Expansion trend is most evident in big cities, of course. Recent survey by Variety showed more-and-more papers publishing week-end supplements devoted to TV, increasing personnel in TV dept., using top editors as supervisors of TV coverage in main news sections. CBS information services director Charles J. Oppenheim tells us that "the space now devoted to TV news has tripled in the last 5 years; the demand for photos and stories almost outpaces the ability to deliver."

[Spring-summer edition of our TV Factbook, due in about a week, contains list of TV-radio editors of major newspapers in U.S. and Canada.]

Larry Wolters, veteran TV-radio editor of Chicago Tribune (which owns WGN-TV & WGN), recently took on 2 assistants to help him cover national and local TV scene. He gave us this evaluation of TV's progress in newspaper city rooms:

"It started with increased recognition by management -- editors & publishers. They have been gradually impressed by the fact that TV is a great form of entertainment, even though there is still competition for the advertising dollar. One result of this recognition, and the subsequent memos which filter down to the city room, is the fact that 'The \$64,000 Question' coralled more Page One publicity than any show since the early days of radio simply because it was recognized as a big news story. The TV editor has, of course, been elevated in popular esteem and because of his influence, is no longer regarded by management or his fellow employes as just one more reporter hanging around."

Expansion moves by newspapers are too extensive to be treated in detail here. A few random examples will suffice: Des Moines Register & Tribune, trying to keep up with TV's mushrooming growth in its circulation area, now publishes program logs of 21 stations in 5 states, under direction of TV editor Paul Cotton. N.Y. World-Telegram, already using TV columns by Harriet Van Horne, Faye Emerson & Dick Kleiner for criticism, news & gossip, this week started additional weekly column on TV by amusement editor Saul Levinson. Philadelphia Inquirer has taken on Dan Richman as its exclusive N.Y. correspondent on TV matters. New York Times recently added Hollywood staffman to cover TV film news exclusively. Both N.Y. Post and United Press are currently preparing big research projects on TV's development in first 10 years, stressing the impact and changes it has wrought in American life.

* * * *

Battle for advertising dollar shows no sign of letup, regardless of newsroom attitudes towards TV. Key executives of newspapers, even those which own stations, have never been reluctant to criticize TV's sales pull while emphasizing that newspaper is still advertiser's best buy.

Harold S. Barnes, director of ANPA's Bureau of Advertising, told his group's convention this week that Bureau plans 3-pronged "frontal assault" on TV: (1) "An intensive drive on every major TV sponsor showing what his dollars would buy in the newspapers." (2) "A weekly letter to major TV sponsors pointing out, with documentation by case histories, that they have less and less control over what their TV dollars buy." (3) Two major new research projects on extent of TV's impact.

Richard R. Postel, ANPA bureau mgr. in Detroit, urged special appeal to big auto manufacturers, declaring: "The TV and radio people are pounding at the door. While automobile dealers in ever-increasing numbers are beginning to realize the tremendous cost of the TV medium, there are others who love to sit in front of their sets and hear their names spoken. All these things must be counteracted."

Metropolitan Sunday Newspapers Inc. (43 papers) fired salvo last week in form of trade ads, including spread in Jan. 18 Variety, captioned "TV Is Such an Iffy

Thing!" It stressed high cost of network TV advertising; competition from shows in same time periods; "unworthy" commercials; necessity of taking "unwanted" markets. Its Sunday morning papers can be read when "TV viewing is at its lowest," said ad.

Television Bureau of Advertising quickly replied to attacks by ANPA. Pres. Oliver Treyz stated that average rating of network TV shows is up 12% and average audience of TV shows is up 24% from year ago. "If the newspaper bureau is converting itself into an anti-TV bureau," he said, "TvB will not become an anti-newspaper bureau...Copy research, testing the impact of advertisements, shows that a campaign designed deliberately to launch a 'frontal assault' on a specific competitor does not work to the advantage of the advertiser and, usually, is a waste of money."

MORE STOCK DEALS INVOLVING STATIONS: To the nearly 100 publicly-traded stock issues of firms generally classified in TV-radio-electronics & related industries -- ranging from giant AT&T down to last year's newest, Gross Telecasting Inc. (see our Financial Supplement of Jan. 14, 1956) -- there will soon be added a few more in the broadcasting and possibly telecasting fields. In addition, it's expected that DuMont Broadcasting Corp., now spun off from manufacturing firm to operate as separate entity (Vol. 11:42), will shortly seek new equity financing so as to acquire more stations.

In the making right now are several projects whereby owners of existing TV-radio stations propose to recapitalize, at least one of them with public stock issue along lines of Storer, Bitner, Gross, et al. Offering involving a group of small radio stations controlled by H. Scott Killgore has been filed with SEC, is expected to go on market as soon as legal details are cleared. J. Elroy McCaw, operator of group of TV-radio stations, is also currently working on possible merger of his N.Y. radio property (WINS) into a company listed on the American Stock Exchange -- McCaw acquiring 60% of latter -- but formal plans are still indefinite.

For details about projected deals, see below.

STOCK FINANCING that's small compared with last year's \$6,500,000 Storer issue (Vol. 11:14) and \$3,000,000 Gross Telecasting Inc. issue (Vol. 11:13, 17-18) is proposed in offering filed with SEC covering group of 3 local radio stations owned by Tele-Broadcasters Inc., 41 E. 42nd St., New York. The firm is under control of H. Scott Killgore, consulting engineer recently with Emerson Radio and Collins Radio. Stations are WARE, Ware, Mass. (1-kw D, 1250 kc); WKXL, Concord, N. H. (250-w, 1450 kc, CBS); WKXV, Knoxville, Tenn. (1-kw D, 900 kc). A 4th, unidentified, has been bought, and negotiations are underway for a 5th.

Offering circular proposes to sell 200,000 shares of 5¢ par common stock at \$1.50 per share through Joseph Mandell & Co., 37 Wall St., N. Y. Net proceeds to corporation would be \$240,000, after \$60,000 in underwriting discounts & commissions, of which \$150,000 will be spent for 4th station, \$20,000 to convert WARE to full time; \$20,000 to set up new consulting subsidiary called Tele-Communications Inc.; \$20,000 on expenses of issue; \$30,000 for working capital.

Stations' revenues and earnings are not stated, but Killgore informs us they're moderate and estimates the 4 stations, plus another to be acquired, will gross \$650,000 annually and net about \$100,000 before taxes. Tele-Broadcasters Inc. would have 550,000 shares outstanding, Killgore holding about 300,000, public 200,000, remainder going to underwriters and key employes. Besides Killgore as pres., officers are Wm. R. Sweeney, v.p., gen. mgr. of WARE; Wm. J. Harnisch, secy., N. Y. attorney; George W. Fennebresque, director, retired v.p. of Lambert Pharmacal Co.; James J. A. Gallagher, director, N. Y. attorney.

Another deal that includes public stock issue is also cooking, involving veteran broadcaster J. Elroy McCaw who (with John Keating, 25%) bought independent radio WINS, New York City (50-kw, 1010 kc) from Crosley in 1953 for \$450,000 (Vol. 9:52) and reputedly has turned it into an enormous money maker.

McCaw's definite plans are undisclosed, but it's known that Unexcelled Chemicals Inc., traded on American Stock Exchange, has been seeking to merge it in a deal that would make McCaw 60% stockholder in Unexcelled. While admitting something is afoot, McCaw won't comment except to say that such a deal is "unlikely at the moment but it's still under consideration."

Unexcelled Chemicals, according to Standard & Poor's, has 325,227 of \$5 par common shares outstanding out of 1,000,000 authorized. It's listed as producing industrial paints & varnishes, insect repellants, fireworks—but has been decreasingly active in those fields. Headed by J. R. O'Connor, it has paid no dividends since 1946. In 1954, it earned \$79,942 (24¢ per share) on net sales of \$4,676,328; in 1953, its deficit was \$528,947 on sales of \$8,449,334; in 1952, deficit was \$201,055 on sales of \$6,349,200.

There's guessing, too, that McCaw may be planning to integrate his WINS operation into new DuMont Broadcasting Corp., which owns non-radio-affiliated WABD, N. Y. (Ch. 5). Or else that he may be tying up further with Founders Corp., subsidiary of Tele-Trip Inc., aviation insurance firm headed by John H. Shaheen, which is joint owner with him of recently acquired KTVR, Denver (Ch. 2). Founders Corp. also owns radio stations KPOA, Honolulu; WTAC, Flint, Mich., and is currently buying WFBL, Syracuse.

McCaw also owns 100% of KTVW, Tacoma, Wash. (Ch. 13), an independent which he says is now well in the black; 25% of KONA, Honolulu (Ch. 2); 100% of radio KORC, Mineral Wells, Tex.; 50% of KYA, San Francisco; 50% of KELA, Centralia, Wash. (where he started in

radio); one-third each of KYAK, Yakima & KALE, Richland, Wash.; wife owns 25% of KAPA, Raymond, Wash.

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Only single TV-radio entity placing its stock on the market in recent past was Harold Gross' highly profitable WJIM-TV, Lansing (Ch. 6) with radio WJIM (250-w, 1240 kc, NBC & ABC)—and this was seen as creating a precedent when FCC approved transfer of his 98.9% to Gross Telecasting Corp., in which he retained 51% control. Paine, Weber, Jackson & Curtis headed underwriters for his stock issue. At time of deal, however, 2 FCC members—Bartley & Hennock—objected to change of corporate control on grounds that it was “a departure from sound broadcast licensing policy,” their dissent noting that “the essential ‘asset’ here involved, the frequencies . . . does not belong to the licensee (see Section 304) but is merely a permit involving a maximum 3-year term subject to renewal.” However, precedent favored Gross, for Monumental Radio Baltimore (WFBR) and WJR, Detroit, have been publicly traded for many years.

Note: Planned issuance of \$300,000 worth of 12-year 6% debentures by Dolph-Petty Broadcasting Corp., to obtain cash to purchase radio KMYR, Denver (Vol. 11:29, 33) fell through, though station was acquired anyhow; underwriters were to have been Cruttenden & Co. and Saunders, Stivers & Co. The Storer issue last year was handled by Reynolds & Co., which also handled \$2,000,000 Consolidated TV & Radio Corp. issue (Bitner) in 1954.

Personal Notes: Alexander W. Dannenbaum Jr., ex-WPTZ commercial mgr., becomes asst. gen. mgr. of WPTZ & KYW, Philadelphia (changing Feb. 13 to WRCV-TV & WRCV) in switch of stations from Westinghouse to NBC ownership (Vol. 12:3); he serves under Lloyd Yoder, new gen. mgr. TV sales will be handled by Ted Walworth, radio sales by Hal Waddell, both from Cleveland; Stan Lee Broza, WPTZ program mgr., becomes program director of both WPTZ & KYW; serving under him will be George Cyr, as TV program mgr., and Ed Wallace, radio program mgr., both from Cleveland . . . Howard Spiller promoted to technical operations supervisor, Ross Plaisted to supervisor of transmitters, in Westinghouse takeover (Vol. 12:3) of WNBK & WTAM, Cleveland (to be changed Feb. 13 to KYW-TV & KYW); John McIntosh Jr. named radio sales mgr., Frank Derry adv. & promotion director for TV, John V. Hanrahan, TV-radio publicity director . . . Austin Heywood promoted to asst. director of audience promotion, CBS-TV Pacific Network, succeeding Marvin Cavender, now CBS-TV press information photo editor, Hollywood; Virgil Mitchell promoted to asst. director of press information . . . Edwin J. Fitzsimmons promoted to sales v.p. of rep Weed TV . . . George Comtois promoted to ABC Radio national sales mgr. . . Jack L. Begon, ex-NBC bureau chief in Rome, named director of news, special events & community relations of NBC-owned WBUF-TV, Buffalo . . . R. J. Rockwell, Crosley stations' engineering v.p., chosen outstanding engineer in Cincinnati area for 1955 by Technical & Scientific Societies of Cincinnati, will be presented award Feb. 22 . . . Gunnar Back, ABC Washington correspondent, Feb. 6 becomes director of news & special events, WFIL-TV & WFIL, Philadelphia . . . Walter Compton, ex-mgr. of WTTG, Washington, joins WOL, Washington, as news commentator . . . A. C. Spector, NBC senior film editor and author of current best seller *The Exurbanites*, promoted to feature editor of NBC-TV's *Home*; he's succeeded by Phillips Wyly . . . Halsey Barrett promoted to national sales director, Television Bureau of Advertising, replacing Ray Nelson, resigned . . . George (Red) Jenkins promoted to national sales mgr., WRBL-TV,

FCC Bar Assn., preceding annual Washington banquet Jan. 27, elected George O. Sutton pres., succeeding Percy H. Russell; George S. Smith, 1st v.p.; Wm. C. Koplovitz, 2nd v.p.; Verne R. Young, secy.; Norman Jorgensen, asst. secy.; Howard J. Schellenberg Jr., treas. John Willis, editor of *FCC Bar Journal* and of *Pike & Fischer Reports* was designated to win first Louis G. Caldwell Memorial Award in recognition of distinguished service to communications jurisprudence.

NBC chairman Pat Weaver and his wife Elizabeth will be interviewed on CBS-TV's *Person to Person* Fri., Feb. 3 (10:30-11 p.m. EST), with Jackie Gleason substituting for Ed Murrow who is abroad. It's second time the show has had an RCA-NBC topkick as guest, first having been RCA chairman David Sarnoff.

Don Heilemann, news photographer of WXIX, Milwaukee (CBS-owned uhf) named “Newsreel Cameraman of the Year” and elected pres. of Wisconsin Press Photographers Assn., first such honors to go to a TV man.

Ted Collins, 57, manager of singer Kate Smith, suffered heart attack Jan. 21, was placed in oxygen tent at Doctors Hospital, N. Y., where he was reported at week's end to be recovering.



John Monte London, 35, associated with Washington law firm of Lyon, Wilner & Bergson, died of coronary occlusion Jan. 22 in Alexandria (Va.) Hospital. Surviving are his wife and 3-year-old twin daughters.

Columbus, Ga. . . Ben L. Slack, ex-KVOA-TV, Tucson, named asst. gen. mgr., KTBC-TV & KTBC, Austin, Tex.; Charles L. Howell named local sales mgr. for TV . . . Juby Schainblatt promoted to gen. mgr., KTVI, St. Louis; Jack M. Murdock promoted to program director, succeeding Ted Westcott, now with D'Arcy TV-radio dept., Chicago . . . Mansfield E. Pickett, ex-*High Fidelity Magazine*, named sales rep of WMGT, Adams, Mass. . . C. V. Wood Jr., v.p. & gen. mgr. of Disneyland Inc., has resigned to organize Telesearch Inc., specializing in reasearch, planning & marketing of TV programs . . . Pierre Marquis, ex-MCA-TV & NBC-TV, appointed Screen Gems director of sales development; John N. Manson, ex-Noble Adv., Mexico City, heads Latin American sales, with headquarters in Mexico City . . . Bernard Donenfeld, v.p. of Princess Pictures Inc., 11 W. 42nd St., N. Y., headed by Burt Balaban, has been placed in charge of new subsidiary formed to produce TV film commercials and industrial films; Richard M. Firestone appointed sales mgr. . . Vincent Malzac, ex-management consultant to Atomic Energy Commission, named asst. to TPA pres. Milton A. Gordon . . . Wallace A. Ross, ex-v.p. of Box Office TV, joins Arthur P. Jacobs Co., N. Y. (public relations) . . . Phil Alampi, WRCA-TV farm & garden director, who is pres. of American Horticultural Council, elected to board of Horticultural Society of N. Y. . . J. Robert Covington, v.p. WBTV & WBT, Charlotte & WBTW, Florence, S. C., elected a director of N. C. Forestry Assn. . . Richard Hildreth, formerly with George O. Sutton law firm, Washington, joins Fisher, Wayland, Duvall & Southmayd . . . J. Frank Beatty, senior editor of *Broadcasting-Telecasting*, awarded special citation by Henry W. Grady School of Journalism, U of Georgia, for recent series on new South; he was featured speaker at this week's dinner of Georgia Radio & TV Institute . . . Newell T. Schwinn, CBS Radio mgr. of sales development, transfers to CBS-TV Film Sales as sales mgr. for Terrytoons Inc., newly acquired cartoon firm . . . D. Donald Lonie Jr. named local sales mgr., KPTV, Portland, Ore., succeeded as promotion mgr. by Albert R. McLaughlin.

Station Accounts: "Tune in Anytime Theatre" titles new daytime "movie house" show on WABD, N. Y., in which different feature film will be presented 3 times in succession 10 a.m.-4 p.m. each weekday starting Feb. 6. Ted Cott, v.p.-gen. mgr. of WABD, said: "T.A.T. will make a movie as accessible to the housewife as water in the kitchen sink. The housewife can't organize her day in order to tune in a program at a certain hour. So we'll run the same movie over and over and she can tune in anytime and see the whole show." He said he anticipates no trouble signing up spots because nearly all of station's current daytime advertisers, whose regular time is taken over, have expressed enthusiasm about project. Film will be interrupted every 12 min. for 2 min. of commercials . . . Lever Bros. to introduce new liquid laundry detergent, "Wisk," with 10-day TV-radio "teaser" campaign starting Jan. 24, will follow up with major campaign on market-by-market basis, thru BBDO, N. Y. (Dick Donichan, account exec.) . . . Ideal Toy Corp., N. Y., seeking way out of "sales vise," in which 70% of all toy sales are made in 6 weeks preceding Christmas, plans year-round promotion to boost toys as birthday gifts, sick-in-bed presents, etc., thru Grey Adv., N. Y. . . . National Retail Hardware Assn. plans big campaign built around Hardware Week starting April 12, thru Bozell & Jacobs, Indianapolis . . . Sylvania launches "promotion-a-month" ad program, using all media for TV-radio-phono line, with different consumer prizes each month, thru J. Walter Thompson . . . CBS-Columbia starts big all-media campaign Feb. 9, playing up its 9 "most-wanted advances" in TV engineering, thru Ted Bates & Co. . . . Liebmann Breweries Inc. (Rheingold beer) buys ABC Film Syndication's upcoming 30-min. *Code Three* crime series (produced by Rabco TV Productions) for 52 weeks in several eastern & Cal. markets starting March 9, thru Foote, Cone & Belding, N. Y. . . . "True, the Men's Magazine" making TV debut with sponsorship of *Happy Felton's Press Box* preceding Brooklyn Dodger road games this year on WOR-TV, thru C. L. Miller Adv., N. Y. . . . Among advertisers currently reported using or preparing to use TV station time: Wiesner of Miami, Miami, Fla. (jewelry), thru Harris & Whitebrook Adverts, Miami; Norfolk Paint Corp., Quincy, Mass., thru Hoag & Provandie Adv., Boston; Rembrandt Tobacco Corp., Brightwaters, N. Y. (Rembrandt tobacco products), thru David J. Mahoney, N. Y.; Vanity Fair Electronics Corp., Brooklyn (electronic toys & phonographs), thru Lavenson Bureau of Adv., Philadelphia; Cadbury-Fry Inc., N. Y. (chocolate & biscuits), thru Pace Adv., N. Y.; Nebraska Consolidated Mills Co., Omaha (Mother's Best flour), thru Gardner Adv., St. Louis; Foster-Milburn Co., Buffalo, N. Y. (Doan's Pills), thru Street & Finney, N. Y.; Chicago Engineers for Television, Chicago, thru Olian & Bronner Co., Chicago; Leslie Salt Co., L. A., thru Honig-Cooper Adv., L. A.; Merkel Inc., N. Y. (pork products packager), thru Blaine-Thompson Co. Inc., N. Y.; Blumenthal Bros. Chocolate Co., Philadelphia (Goobers, Sno-caps, Raisinets), thru Feigenbaum & Wermen, Philadelphia; Arcadia Metal Products, L. A. (Arcadia sliding glass doors), thru Stiller-Rouse Adv., Beverly Hills; Riviera Foods, San Francisco, thru Honig-Cooper, San Francisco; Cameo Curtains, N. Y., thru Friend-Reiss Adv., N. Y.

First sponsors for *Window*, 5-min. locally-originated shopping program on 6 NBC-owned stations tailored especially for dept. stores (Vol. 12:2): Gimbels, in N. Y., in color on WRCA-TV, 5 times a week at 8:55 & 9:55 a.m. for 13 weeks starting Feb. 13, direct; Hecht Co., Washington, also 5 times a week for 13 weeks starting Feb. 13, on WRC-TV, thru Henry J. Kaufman Assoc.

Map of TV Cities & Network Routes

BROUGHT UP - TO - THE - MINUTE, our new 42x29-in. map, in color and suitable for wall-mounting, accompanies each copy of our latest *TV Factbook* (Spring-Summer edition, due off presses week of January 30). Map shows all stations in operation or expected to be operating by end of March (U. S., Territories, Canada, Mexican border); all cities with TV applications pending or CPs granted; all cities over 10,000 population; present and projected AT&T microwave & coaxial circuits, accurately drafted by engineers; all station-owned microwave links and off-air pickups; handy table of stations with call letters and channels. Extra single copies of map are \$1; 10 copies, \$7.50; 25 copies, \$12.50.

Network Accounts: General Motors or Ford is expected to sponsor political conventions and election night TV-radio coverage on NBC, thereby completing lineup of sponsors on all networks. Philco, which sponsored 1952 conventions on NBC, this week bought ABC TV-radio coverage for \$4,500,000, thru Hutchins Adv., Philadelphia. In addition to conventions and election returns, package includes 2 pre-convention shows Aug. 11 & 12, preceding Democratic convention in Chicago, and Aug. 18 & 19, immediately before GOP convention in San Francisco. Westinghouse had previously signed to sponsor conventions and election returns on CBS . . . General Motors to spend more than \$3,000,000 in network spots to publicize its *Motorama* cavalcade in tours around nation, thru Kudner . . . Procter & Gamble to be full sponsor of *This Is Your Life* on NBC-TV starting in fall, Wed. 10-10:30 p.m.; Hazel Bishop is dropping out as alt. sponsor . . . Hazel Bishop to sponsor alt. Thu. 10:15-10:30 a.m. & alt. Fri. 10:30-10:45 a.m. segments of *Garry Moore Show* and alt. Tue. & Fri. 3:30-3:45 p.m. segments of *Bob Crosby Show*, both on CBS-TV, thru Raymond Spector Co. . . . Colgate-Palmolive to sponsor *My Friend Flicka*, produced by 20th Century-Fox, as substitute for *Champion* on CBS-TV starting Feb. 10, Fri. 7:30-8 p.m. . . . Union Underwear, in TV debut, buys 10 partic. in June on *Afternoon Film Festival* on ABC-TV, Mon.-thru-Fri. 3-4:30 p.m., thru Grey Adv. . . . General Mills buys 2 partic. a week on CBS-TV *Panorama Pacific* on west coast, Mon.-thru-Fri. 7-9 a.m., thru Dancer-Fitzgerald-Sample, L. A.

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ADVERTISING AGENCIES: Arthur C. Fatt, Grey Adv. exec. v.p., moves up to pres., succeeding founder Lawrence Valenstein, who becomes chairman; Herbert D. Strauss, v.p., succeeds Fatt as exec. v.p.; Alfred L. Hollender, TV-radio v.p., joins agency's exec. committee . . . Wm. R. Hesse resigns from BBDO as v.p. in charge of Campbell Soup account to join Benton & Bowles as v.p. . . . Rae Elbroch, ex-Maxwell, Sackheim & Co., joins Rockmore Co. as business mgr. of TV-radio dept. . . . Sanford D. Buschbaum named TV director, E. T. Howard Co. Inc., N. Y. . . . Charles R. Eatough, ex-KMBC-TV, Kansas City, named v.p. of Selders-Jones-Covington Adv., Kansas City.

Republicans' "code of ethics" for TV-radio coverage of their Presidential convention at San Francisco's Cow Palace starting Aug. 20 has been endorsed by all networks. It requires that commercials be presented "only during recess or long pauses"; that "direct 'hard' selling" be avoided; that sponsor make clear his sponsorship doesn't imply Republican party support of his product.

NEWSPAPER OWNERSHIP can be given whatever weight FCC chooses to give it—provided Commission acts legally and reasonably. That's essence of Court of Appeals' unanimous decision this week upholding Commission grant of Sacramento's Ch. 10 to KBET-TV and denial of McClatchy Broadcasting Co. in Oct. 1954 (Vol. 10:41).

Judges Wilbur K. Miller, Charles Fahy & Walter M. Bastian stated, first of all, that FCC "did not find McClatchy superior in every area of comparison save that of diversification of facilities for publishing information, and did not deny it the construction permit solely because of its ownership of newspapers and broadcasting stations." Then, court said, "[FCC] has the duty, in choosing between competing applicants, to decide which would better serve the public interest. Where that interest lies is always a matter of judgment and must be determined on an *ad hoc* basis.

"The broad statutory standard of 'public convenience, interest, or necessity,' is not susceptible of precise or comprehensive definition. Its meaning cannot be imprisoned in a formula of general application. The responsibility for making the determination is committed to the Commission, subject to the limitations that it must proceed within constitutional and statutory bounds and that it must not act arbitrarily or capriciously. We hold the Commission is entitled to consider diversification of control in connection with all other relevant facts and to attach such significance to it as its judgment dictates.

"This does not mean that the owner of a newspaper is disqualified as a licensee . . . Nor does it mean that the Commission may reject a newspaper's application and grant that of a competing non-newspaper applicant without also considering and comparing all other relevant factors. But it does mean that the Commission is free to let diversification of control of communications facilities turn the balance, if it reasonably concludes that it is proper to do so."

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FCC punched out 3 uncontested vhf CPs, meanwhile: Yuma, Ariz., Ch. 13, to Wrather-Alvarez Bcstg. Inc., owners of KFMB-TV, San Diego; Ensign, Kan., Ch. 6, to Southwest Kansas TV Co., owned by group of several hundred stockholders headed by Leigh Warner, insurance man and farmer; Santa Fe, N. M., Ch. 2, to Video Independent Theatres, Oklahoma City, headed by Henry F. Griffing.

Among other actions this week, the Commission: (1) Denied protest of WNEM-TV, Bay City, Mich., against grant to WJIM-TV, Lansing, to move transmitter to 8 mi. southeast of Lansing and raise antenna to 980 ft. (2) Made effective immediately Ch. 13 CP to KHTV, Twin Falls, Ida., after KLIX-TV withdrew protest. (3) Readied KICA Inc., Clovis, N. M. for Ch. 12 grant after Video Independent Theatres dropped application.

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Newspapers set new records in circulation and advertising lineage last year, reports *Editor & Publisher International Yearbook*, due off presses at end of Feb. Total circulation for the 1760 daily newspapers was placed at 56,147,359, up 1,074,879 from 1954. Total ad lineage increased 10.2%, according to Media Records measurements for 52 major cities, which yearbook uses as its source.

Application for educational station on non-commercial Ch. 8, Athens, Ga., was filed this week by Regents of U of Georgia. [For details, see *TV Addenda 22-C* herewith.]

Political broadcasting and newspaper ownership of TV-radio stations are subjects of bills on which hearings are scheduled Tue., Jan. 31 by Harris subcommittee of House Interstate Commerce Committee (10 a.m., Room 1334 New House Office Bldg.). FCC will be lead-off witness on 11 bills to amend Communications Act, including: HR-6968 & 6977 by Reps. Beamer (R-Ind.) & Harris (D-Ark.) barring FCC from discriminating against applicants owning newspapers; HR-4814 by Rep. Miller (R-Md.) to relieve broadcasters of liability for defamatory statements made by candidates for office; HR-6810 by Rep. Harris, to exempt news panel and interview shows from equal-time provisions; HR-3789 by Rep. Miller to deprive subversives of equal-time opportunities: FCC has approved HR-4814, objects to provisions of 6810 & 3789.

Novel communications case was accepted for review by U. S. Supreme Court this week. Mr. & Mrs. Robert Sugden, Yuma, Ariz., had been charged with violation of immigration laws through their employment of Mexican "wetbacks" who entered U. S. illegally. An FCC monitor, who had been checking on Sugden's unlicensed transmitter, testified before grand jury that he'd overhead Sugdens flashing warnings to laborers when Federal inspectors approached. Federal district court in Arizona dismissed charges on grounds that wiretap evidence was used. However, 9th U. S. Circuit Court of Appeals reversed lower court, stating that wiretap rules didn't apply because Sugdens had no FCC license for their transmitter.

NARTB's TV code review board, at meeting this week in Carmel, Cal., voted to admit TV film producers & distributors to "associate" participation in code. Board resolution warned, however, that their admission "does not lessen the ultimate responsibility" of station to continue to check film for any violations of code. Resolution will be considered by NARTB board at semi-annual meetings in Chandler, Ariz., Feb. 1-3. Code review board also urged closer check on promotional films by Hollywood movie producers presenting excerpts of upcoming movies. Such films, board said, constitute advertising copy and should be charged against commercial time allocation of sponsor.

Anti-subscription TV resolution, pending before N. Y. City Council for almost a year (Vol. 11:10), moved a step toward public airing this week. Anti-pay forces led by James Quinn, who represents national AFL-CIO and N. Y. labor groups, urged that public hearing be conducted by the Council. Such hearing would be waste of time, because FCC is the expert body which must render final decision, according to James M. Landis, counsel for Skiatron, who also spoke for Zenith and Telemeter—but he finally assented to hearing, to clear up "misinformation."

Biggest newspaper-station sale in history, Samuel I. Newhouse's \$18,700,000 Birmingham purchase (Vol. 11:49), was approved by FCC this week. He acquires *Birmingham News*, *Huntsville Times*, Birmingham's WABT, WAPI & WAFM, Huntsville's WHBS & WHBS-FM. Sale by Victor Hanson Trust concludes 45 years of family newspaper ownership. Stations were purchased by Trust in 1953 from banker Edward L. Norton and broadcaster Thad Holt for \$2,400,000. Newhouse has set up Remoc Publishing Co. to take over properties.

New trial was granted in former heavyweight boxer Al Ettore's 4-year-old suit for damages against Philco (as former licensee of WPTZ, Philadelphia), sponsor Chesebrough Mfg. Corp. and Clayton Inc. adv. agency. Ex-fighter contended telecast of films of his 1936 fight with Joe Louis injured his reputation. Last year Philadelphia Judge Watson ruled against Ettore. But Philadelphia appeals court Judge Briggs, in ordering new trial, ruled that Ettore was not permitting TV use of the fight film when he accepted payment for motion picture rights.

Telecasting Notes: Avalanche of feature films to TV has thrown the spotlight on one of toughest problems in TV programming: How to do a creditable job of televising material originally produced for an entirely different medium. First, there's the problem of length. Features vary in showing time from less than an hour to as much as 3 hours. A good feature was tightly edited in Hollywood before it was released to theatres. Further cutting by stations (or network) often ruins the entire film . . . Censorship is also a problem with many oldies and foreign films not subject to U. S. Motion Picture Code; editing out suggestive scenes sometimes destroys continuity (if not whole reason for being, in the case of some movies). And some movie shots just don't "take" on the TV screen—for example, such items as the close-up of the note written by the murder victim (in a fine, feminine hand) just before she died, telling who the murderer was; not only doesn't the whole note usually fit on the TV screen, but the viewer often can't read it, anyway . . . Biggest complaint is directed at commercials. A feature movie is long, generally requires a batch of sponsors. Where to put the commercials without spoiling the flow of the plot—indeed, how to get them in at all without antagonizing the viewer—is toughest problem of all. ABC-TV network's movie shows and General Teleradio stations' *Million Dollar Movie* generally put 2 commercials back-to-back to cut down number of interruptions. Yet last week a member of Congress got so incensed at this and other TV movie practices that he demanded an explanation from FCC and is pushing a bill to limit commercials (Vol. 12:3) . . . Viewers still love movies on TV, nevertheless, as shown by new Advertest survey of 746 metropolitan N. Y. viewers. TV movie shows are watched by 90.1% of them; 24.3% said they prefer TV movies to other types of programming, 37.6% liked them equally well, 36.6% said that they preferred other types . . . Favorite TV movie program in N. Y. was WOR-TV's *Million Dollar Movie*, which 88.5% of the TV movie viewers had viewed during past 4 weeks, Advertest survey showed. Chief reason for liking this

show was "good films & stars" (43.8%); second reason was "more convenient, multiple showings" (29.9%). Same feature is shown 16 times a week . . . Another story of a "heel" on TV, this one a combination of the worst traits of you-guess-who, is headed from TV performance (*Alcoa Hour*, NBC, Jan. 8) to Broadway stage, thence undoubtedly to movies. It's "Man on a Tiger," played by Keenan Wynn & Melvyn Douglas, adapted by Roger O. Hirson from a *Collier's* short story by David Levy, and narrates the troubles of a fading TV comic and the ad agency executive who first discovered him as an obscure disc jockey. George Abbott will produce stage play. Note: If the prototype in the Alcoa drama was an NBC star, it took lots of courage for the network to stage it; if he's the CBS hot-shot, the authors certainly were at pains to make him seem too much like the NBC comic . . . Face-lifting for ABC-TV's *MGM Parade* (Vol. 12:3) has been agreed upon: Top-flight MGM theatrical feature of the past will be shown serially for 3 consecutive weeks, followed by 2 weeks of "film biographies" of 2 MGM stars. First feature will be "Captains Courageous" (Walter Pidgeon serving as host) beginning some time after Feb., to be followed by either "Gaslight" or "Ninotchka" . . . Next: 2½-hour spectaculars. Pat Weaver reportedly plans 7 of them for next season, costing \$500,000 each for time & talent. They'd be slotted 8-10:30 p.m., probably on weekend, and will be established theatrical properties . . . CBS is reported considering 2-hour specs for next season . . . Dinah Shore, acclaimed for her full-hour one-shot on NBC-TV Jan. 17, graduates to color spectacular next Sept., when she stars in "Autumn in New York", with words & music by Arnold B. Horwitt & Vernon Duke . . . Australia buying U. S. TV films for its new TV stations, due to debut next fall, NBC film div. reporting sale of *Paragon Playhouse* and *Life of Riley* to Australian Broadcasting Commission, which will operate stations in Sydney & Melbourne . . . Theatrical feature based on Hal Roach Jr.'s syndicated *Racket Squad* will be made by Hal Roach & Allied Artists—first movie to be made by Roach studios since TV rush began in 1947.

NEXT MAJOR MOVIE MAKER to sell features to TV may be Warner Bros., according to reports circulating in Hollywood and New York this week—as Matty Fox outlined unusual plan to sell his 740 RKO features to TV stations in one package for use "in perpetuity." While no Warner Bros. deal has been made, there have reportedly been top-level talks between ABC and the big movie company for release of some backlog to TV. Another major—MGM—is putting some of its best old features on TV, in half-hour instalments (*MGM Parade*, ABC-TV), probably beginning in March (see Telecasting Notes).

At New York press conference, meanwhile, Matty Fox revealed these details on his plans for his C & C Television's sale of its 740-picture RKO package under the title "Movietime, U.S.A." (he's not permitted to use RKO name):

Entire package will be sold outright to stations, each station getting brand new 16mm prints—with more than 500 of the films to be available within 30 days. Package will be available to one station in each market, either for cash, "time payment" or on barter-&-cash basis in exchange for spots. It will be most expensive package ever offered, may cost \$1,000,000 or more in some markets.

Fox says he'll back package with nationwide advertising campaign, using the slogan "see a movie tonight—at home" (which he said would make movie exhibitors

"drop dead twice"). Campaign will be launched in May or June with ad in *Life*.

In meantime, Fox and his staff (v.p.-gen. mgr. Erwin Ezzes, ex-Guild & MPTV, and Noah Jacobs, Ted Rosenberg & Arthur Steloff, all ex-Ziv) have set up shop in Atlantic City and invited all station owners and managers to visit them (at Fox's expense) during next 3 months—to screen any of the films and to talk business.

Of the 740 films, RKO Teleradio has first crack at national syndication of 150, the rights reverting to Fox by Dec. 1957 or sooner. Another 83 are still being cleared with talent unions involved. Twenty-four of the films are in color.

Fox said he expects to make more profits through theatrical reissue of the films overseas than through sale to TV in this country.

Network TV boxing originations from Bangor, Me. may be in wind as result of project whereby WABI-TV (Leon P. Gorman Jr., gen. mgr.) has received promoter's license from Maine Boxing Commission. Gorman says he has hopes of originating 3 nationally televised bouts from new Bangor Auditorium if non-televised bout Feb. 20 succeeds in drawing 4000-5000 fans.

Democratic National Committee picks Norman, Craig & Kummel to handle its 1956 campaign advertising. Joseph Katz Co. handled it in 1952. BBDO, which had Republicans' account in 1952, had previously signed renewal for this year.

DEALS, RUMORS, DENIALS—AND DEFERRALS: Restiveness of smaller manufacturers seeking formulas for survival against big-getting-bigger forces in TV-radio-electronics was manifest in these developments this week:

(1) Magnavox acquired "certain assets" of Sparks-Withington's discontinued Sparton TV-radio div. for undisclosed sum, plans to take over servicing immediately on all Sparton sets (a la Hoffman's takeover last year of Stewart-Warner's TV-radio servicing & distribution) and to start shipment of new line of TV sets to Sparton dealers in latter Feb., according to joint announcement.

"These receivers are designed for superior performance in the fringe markets where many Sparton dealers are located and where a high degree of acceptance has been established," said Magnavox pres. Frank Freimann. Both companies have sold direct to dealers. Sparks-Withington's own electronics div. will continue to design and produce military & industrial electronics products, said pres. John J. Smith.

(2) Olympic Radio agreed to buy David Bogen Co., N.Y., manufacturer of wide range of electronic products, including high-fidelity equipment, tuners, converters, communication equipment, tape recorders, etc. Olympic pres. Morris Sobin said that details will be announced when deal is formally concluded, probably next week. He said Bogen will be operated as wholly-owned Olympic subsidiary, and its products will continue to be distributed through its own outlets.

(3) Stromberg-Carlson's future in the TV-radio business was debated at board meeting of parent General Dynamics but decision on whether it would quit TV-radio operations, expand its activities or alter its distribution was deferred "pending further investigation" and completion of survey on its consumer products acceptance by N.Y. research firm. Meanwhile, company continues to produce and ship receivers -- though some distributors say they've been told that factory hopes to liquidate its TV-radio inventories by March 31 in expectation of quitting the business.

(4) GE-owned Hotpoint Co. promised decision "within 2 weeks" on its rumored plans to enter TV production (Vol.12:1). It too is awaiting outcome of research surveys before making decision, said pres. John Sharp. Big question to be resolved, he said, is whether TV and white goods are "compatible" in merchandising.

(5) Frigidaire flatly denied rumors it contemplates entering TV in response to the demands from its factory branches for TV line. Parent General Motors, whose Delco radio div. is one of biggest auto radio manufacturers, is said to be reluctant to enter into any expansion agreement, at least until current "anti-merger" attitude in Congress subsides. Its operations were recently investigated by Senate monopoly subcommittee headed by Sen. O'Mahoney (D-Wyo.).

Brief highlights of other major trade developments this week:

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'Tinkertoy' Set: Industry's first "Tinkertoy," or modular design, TV receiver will be introduced by Emerson about March 1, says pres. Benjamin Abrams. In address to N.Y. Society of Security Analysts this week, he also revealed that modules will be incorporated in some Emerson radios shortly. Abrams called Tinkertoy process "by far the greatest development in manufacturing techniques in the history of the industry," added: "It will eventually be possible by means of this technique to plug in components, or integrated sections of a circuit, into a TV or radio set with the same ease that one plugs in a replacement vacuum tube. The technique offers promise of further economies as well as considerably lessening of service problems." Other manufacturers, notably Motorola and DuMont, are also well advanced in preparations for Tinkertoy set. Motorola has already incorporated modules in its "Handie-Talkie" portable industrial 2-way radios (see p. 13). Still other manufacturers, including Hoffman Electronics and Packard-Bell, are bearish on modular TV sets on grounds that common components cannot be used and that service trouble would result (Vol.11:37).

Consumer Credit: President's request to Congress to consider granting Federal Reserve Board standby authority to reimpose consumer credit controls "as a useful adjunct to other stabilizing measures" got cool reception from Democratic chairmen of key committees on Capitol Hill and prompted protests from many industry groups, including NARDA. Sen. Fulbright (D-Ark.), chairman of Senate Banking Committee, reiterated his personal opposition to credit controls but said his committee would be "delighted to consider any measure to prevent inflation or deflation in an effort to stabilize the economy." Rep. Spence (D-Ky.), House Banking Committee chairman, said he too opposed new controls "but when the President asks that something be considered, we must consider it." In his economic message, President told Congress that present conditions do not call for immediate Govt. dictation of minimum down payments and maximum maturities on consumer durable goods purchases, but that it would be helpful for FRB to have such authority. "Its availability as a standby measure, to be used only when the economic situation demands it and under proper administrative safeguards, would increase the Govt.'s ability to fulfill its responsibilities under the Employment Act," he stated. Consumer installment debt now outstanding totals nearly \$30 billion, an all-time high.

Production: TV output totaled 164,570 week ended Jan. 20, compared to 134,957 preceding week and 156,397 week ended Jan. 6 -- bringing 3-week output to 455,924, as against 510,000 in first 3 weeks of 1955. Radio output totaled 281,657 (135,422 auto) week ended Jan. 20, compared to 287,291 preceding week and 244,675 in week before. For 3 weeks, production was 813,623, compared to 835,000 same 1955 period.

Trade Personals: William H. Kelley, DuMont v.p.-gen. mgr. of consumer products, elected a director, succeeding Stanley F. Patten, who continues as v.p.-treas.; Arthur Israel Jr. promoted to secy., succeeding Bernard Goodwin, who continues as pres. of DuMont Bestg. Co.; Bert L. Graham, special asst. to pres. David T. Schultz, succeeds Israel as asst. secy. . . . John W. Mullen, ex-Dage div. of Thompson Products, named mgr. of General Precision Labs' new mid-Atlantic district, assisted by John E. Macalla, ex-Diamond Power Specialty Co. & Paul J. Koepfler, ex-Breeze Corp. . . . G. Pryor Molloy promoted to new products mgr., Kimble Glass electronics products div., Toledo; Leonard C. Pierzchala succeeds him as director of field engineering at Columbus plant . . . Thomas J. March, from locomotive & car equipment dept., Erie, named sales mgr. of GE electronic components dept., succeeding Roy L. Merwin Jr., reassigned to Schenectady . . . Charles D. Harris, ex-International Harvester refrigerator div., joins Crosley-Bendix as v.p. & engineering director . . . Francis X. McGrath promoted to Philco district mgr. of appliances & electronics, Denver . . . Orville L. Mabee promoted to materials mgr. of GE's CR tube plant, Syracuse . . . David S. Blackwell, ex-Warwick Mfg. Corp. & Capehart-Fransworth, named CBS-Columbia mgr. of quality control . . . Leonard North resigns as Olympic Radio midwest regional mgr. . . . Grover J. Beach, ex-Warwick Mfg. Corp. & Philco, named engineering mgr. of Crescent Industries (hi-fi & record changers) . . . Ethan M. Stifle, eastern mgr. of Eastman Kodak motion picture film dept., appointed Eastman Kodak sections v.p. of SMPTE.

Michael S. Hazzard promoted to pres. of RCA Victor Mexicana, S.A., succeeding J. P. Toole, resigned, with Frederick C. Spielberg succeeding Hazzard as sales v.p.; board meeting, with RCA International v.p. Albert F. Watters present, also decided to expand Mexican factory facilities by 52,000 ft. for manufacture of TV-radio components and other engineering products and more warehousing. In other RCA International changes this week, P. J. Casella, v.p. for consumer products at Montreal, has been named acting managing director of RCA Italiana, Rome, as of March 1, succeeding G. A. Biondo, resigned; John Congnenc, director of associated companies, goes to Buenos Aires as v.p. & operations mgr., new post under pres. Gerald Murray, of RCA Victor Argentina, S.A.; Julio del Rio, mgr. of manufacturing, is promoted to v.p. & operations mgr. of Corporacion de Radio de Chile, S.A., Santiago.

Raymond M. Wilmotte Inc., engaged in electronic & ultrasonic research, will move from Washington in March to campus of U of Miami, Coral Gables, Fla., becoming a subsidiary of Prosperity Co., Syracuse, maker of laundry & dry cleaning equipment. Mr. Wilmotte, ex-radio consultant, takes with him staff of 5, will expand electronics pursuits. Meanwhile, in moves to diversify, Martin-Parry Corp., Toledo, metals fabricator, is reported considering buying Prosperity Co. and N. Y. & Cuban Steamship Co.

Reginald M. Brophy, onetime NBC executive, later head of Rogers-Majestic of Canada, recently Canada's deputy minister of defense production, heads new Philips Canadian Industrial Development Co. Ltd., Toronto, formed by Philips of Eindhoven to sell its patents and ideas to Canadian industry. Philips already operates Canadian Radio Mfg. Corp. Ltd., Rogers-Majestic Electronics Ltd. and North American Holdings Ltd.

H. C. Van de Velde, 65, former senior executive of Marconi International Marine Communications Ltd., died Jan. 14 in Johannesburg, South Africa, while on tour of Marconi Mediterranean operations. He was responsible for building Marconi's first wireless station at Croydon, near London, in 1919.

Walter S. Lefebre, 75, who retired in 1953 as Sylvania director of new TV market development, died Jan. 17 at home of daughter in Wayne, Pa. He had served Sylvania as field sales mgr. and as regional sales mgr. in Pittsburgh, Philadelphia, Syracuse & Buffalo. Funeral services were held Jan. 21 in Metuchen, N. J. Two daughters survive.

March Fisher, 65, Philco mgr. of distribution, accessory div., died at his home Jan. 26 of heart ailment. He is survived by widow and son.

Topics & Trends of TV Trade: Big lobbying effort has been launched by RETMA and other business groups to convince Congress that so-called Frigidaire decision giving warranty refunds to manufacturers of TV-radio-appliances should not be overturned, as recommended by Treasury. House Ways & Means subcommittee headed by Rep. Forand (D-R. I.) is considering legislation to amend tax laws to nullify court ruling.

In Frigidaire decision, which was handed down by U. S. Court of Claims in June 1954, and which Supreme Court refused to review, it was held that a manufacturer is entitled to a refund on part of the Federal excise tax paid on any item if manufacturer subsequently has expenses under a warranty sold with that item and included in original selling price. Since decision, huge number of refund claims have been filed by TV-radio appliance manufacturers.

Treasury contends that decision opens way for large tax "windfalls," that loss of revenue to Govt. might go as high as \$500,000,000 a year and that decision is difficult to administer. Business groups reply that manufacturers are legitimately entitled to refunds for their expenses and that loss of revenue to Govt. is not sufficient basis for overturning any court decision.

RETMA sent letter to Rep. Forand Jan. 24 declaring: "Retroactive legislation of the type proposed by the Treasury makes a mockery of judicial process. There would be no point in resorting to the courts for judicial interpretation if the executive branch of the Govt. is going to be successful in urging that retroactive legislation be enacted to nullify any decision that goes against the Govt."

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Price increases on TV receivers this year are predicted by Emerson pres. Benjamin Abrams, "primarily by reason of the trend to advanced tuning mechanisms, including remote control, which make for more convenient, yet more costly receivers." In address to N. Y. Society of Security Analysts Jan. 24, he also foresaw increased dollar volume in TV industry this year, due largely to expansion of color set sales.

Battery-operated TV set will be put on market soon in Britain by E. K. Cole Ltd. (Ecko) for equivalent of \$168. Said to operate about 12 hours from external 12-volt auto battery, it's being marketed for use in non-electrified homes, yachts, automobiles, etc. The 9-in. set will also operate on house current (220-v), includes built-in antenna and FM radio.

Radio shipments to dealers in first 11 months of 1955, excluding auto sets, totaled 5,803,541, according to RETMA state-by-state and county-by-county report released this week and available to members on request to RETMA. Total compares with 5,128,337 shipped in same period of 1954. Nov. shipments were 849,264, compared to 757,196 in Oct. and 711,554 in Nov. 1954.

TV and auto production curves, which have followed similar courses in last few years, are still "shadowing" each other. TV production in first 3 weeks totaled 455,924, passenger car output 423,125—both down from 1955.

Agenda of massive IRE convention March 19-22 at Kingsbridge Armory and Waldorf-Astoria Hotel, N. Y., was released this week. Annual event, which attracted 42,133 last year, features dozens of sessions and hundreds of papers covering the electronic gamut. TV sessions include discussion of color picture tubes of all kinds, transmitting antennas, tape recording, status of transistors, subscription TV. A highlight of convention is March 20 evening symposium on U. S. Earth Satellite Program, moderated by GE's Dr. W. R. G. Baker.

DISTRIBUTOR NOTES: Sylvania appoints Jones-Sylar Supply Co., 2234 NW. 2nd Ave., Miami (Mack Johns, mgr.) and Electric Wholesalers of Florida Inc., 700 E. Union St., Jacksonville (F. H. Dendy Sr., pres.) . . . Packard-Bell appoints newly formed T. W. Heckel Co., 2338 S. Tacoma Ave., Tacoma . . . Sentinel Radio appoints N-E Distributors, Philadelphia . . . Sonora, producing own & private label brands, appoints Pittsburgh Auto Equipment Co., 5909 Baum Blvd., Pittsburgh; Auerbach Distributing Co., 57 E. 21st St., Chicago; Hundley Distributing Co., Pensacola, Fla.; Triangle Electric Supply Inc., Bowling Green, Ky.; Sid Young Distributing Co., Jackson, Mich.; B&D Wholesale Distributors, Erie; Brendle Cash Wholesaling, Elkin, N. C.; Valo Distributing Co., Albuquerque; Leonard Wholesale Distributors, Lansing, Mich. . . . GE Supply Co. establishes north central regional headquarters at 540 N. Fairview Ave., St. Paul (Glenn E. McFarling, mgr.) . . . Edco Distributing Co., Fresno (RCA-Whirlpool) appoints Robert B. Watson sales mgr. . . . Perry Shankle Co., San Antonio (RCA-Whirlpool) appoints W. H. Hampton appliances sales mgr., Mort Ellett continuing as TV-radio sales mgr. . . . H. R. Basford Co., San Francisco (Zenith) promotes Robert B. Lees to v.p. . . . Apollo Distributing Co., Newark (Zenith) appoints v.p. Harold M. Bergman to additional duties of gen. merchandise mgr. . . . Goldblatt Bros., big Chicago dept. store, appoints George F. Curtis, ex-LB-Spear's, as TV-radio buyer . . . Hoffman Electronics changes name of its San Diego distributing div. to Hoffman Sales of San Diego (from San Diego Appliance Distributors Inc.).

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Industry's public-spirited promotion, annual Voice of Democracy contest in which high school students deliver brief addresses on meaning of democracy, will be climaxed Feb. 22 at luncheon in Washington's Shoreham Hotel, when 4 national winners receive TV set, \$500 check towards college education, other prizes. It's sponsored by RETMA, NARTB & Junior Chamber of Commerce. State winners also received TV or radio sets donated by manufacturers. National winners this year were Gabriel Kajeckas, 16, of Washington, D. C., whose father is counselor of Lithuanian Embassy-in-Exile; Jan Hogendorn, 18, Oskaloosa, Ia.; Dennis P. Longwell, 17, Herrin, Ill.; Isabel Marcus, 17, Teaneck, N. J.

TV in TVA: Only 626,000 TV sets, representing mere 51% saturation of the 1,200,000 homes, are in use in 7-state power area served by Tennessee Valley Authority (all of Tenn., parts of Ga., Ala., Va., N. C., Miss., Ky.), according to joint survey by TVA and its 151 power distributors. The 51% saturation is below national average of 70%—despite ready availability of cheap power. By contrast, TVA area is ahead of national average in use of virtually all other electrical appliances, said James E. Watson, TVA director of power utilization, who was in charge of survey.

Increased emphasis on TV & appliances helped Western Auto Stores boost its sales to \$197,700,000 last year, said pres. Paul E. Connor to N. Y. Society of Security Analysts Jan. 23. Electrical appliances, including TV, accounted for 26% of all sales, he said. Raytheon, Wells-Gardner & several smaller companies produce private label TVs for Western Auto. Note: Denman Enterprises Ltd., Hamilton, Ont., this week offered to buy 300,000 shares of Western Auto common at \$38 a share thru Feb. 10.

Mitchell Mfg. Co., onetime TV manufacturer, quits radio and high-fidelity record production to concentrate exclusively on air conditioners.

Just published: 100-p. catalog of antennas, transmission line and equipment, by Andrew Corp., 363 E. 75th St., Chicago 19. Included are 20 pp. of technical data.

Electronics Reports: Entering consumer field full force, the transistor—unknown to the average layman a year ago—is rapidly becoming a household word. First consumer product to be completely transistorized was the hearing aid, from which vacuum tubes entirely disappeared last year. This year should see tubes disappear from another consumer item—the portable radio—and by 1957 it's likely that all new car radios will be transistorized. A few transistors may be used in TVs in next few years, but the all-transistor TV is not yet in sight. This week's developments in the rapidly moving transistor-application front:

(1) Battery manufacturers are plugging transistorized radios hard—and expecting to pick up lots of new business as power-cord disappears from radios in favor of long-lived batteries. Sales mgr. R. W. Snyder of Olin-Mathieson's electrical div. estimates that within next 3 years transistor batteries for radios will account for more than \$100,000,000 in sales a year, representing 62,000,000 batteries.

(2) Another battery maker, National Carbon Co., this week showed prototype model of all-transistor auto radio, which can be removed from car and used as regular portable. When inserted in car dashboard, it activates extra 3-transistor audio amplifier, using car battery for power. In operation outside car, its 7 transistors are powered by self-contained batteries. National Carbon Co. says set could sell for \$150-\$200, doesn't plan to go into car radio business itself—but wants to encourage rapid transistorization of radios to increase use of batteries.

(3) Transistorized portables are beginning to "catch fire," Raytheon v.p.-gen. mgr. Henry F. Argento said this week in announcing Chicago plant has doubled production of 2 of its all-transistor portables and increased the output of 2 others.

(4) In communications field, Motorola this week announced transistorized line of "handie-talkies" using printed circuits and modular design. New line includes 42 models, power varying from 1 to 8 watts. Transmitter is said to deliver up to 20 times the RF power output normally found in portable 2-way radios. Smallest model weighs less than 8 lbs.

In other transistor developments this week, General Transistor Corp. announced plans to produce over 2,000,000 this year in its new plant at 130-11 90th Ave., Richmond Hill, N. Y.; Germanium Products Corp., Paterson, N. J. (Bogue Electric Mfg. Co.) announced new silicon transistor offering "substantial improvements," and said its facilities are geared to turn out 10,000 a day; RCA announced new transistorized 7-track stereophonic movie sound mixer-amplifier as part of new film-recording gear leased to Cinemiracle Corp. for use with new wide-screen movie process.

* * * *

In one of first by-products of AT&T anti-trust consent decree (see p. 1), DuMont announced this week that it will take "necessary steps" to satisfy leasing & service requirements of DuMont mobile communications systems presently leased from Bell telephone companies. AT&T is now barred from maintaining & servicing non-common carrier equipment.

Dr. Oskar Heil, ex-Wright Air Development Center, joins Eitel-McCullough Inc., San Bruno, Cal., as group leader of advanced research group to direct work on new types of tubes.

Robert A. Vogeler, onetime IT&T v.p., who was imprisoned in Communist Hungary, named exec. v.p., Rollins Electronic Corp., Lewes, Del.

Frank M. Thomas, formerly of Sylvania's atomic energy div., named mgr. of equipment development, Sylvania electronics div., Woburn, Mass.

LIGHT AMPLIFIER for industrial and scientific use was demonstrated this week by Friez Instrument div. of Bendix Aviation Corp. Called Lumitron, it's an adaptation of closed-circuit TV, is said to be ready for production at about \$20,000. It differs sharply in principle and application from the "picture-on-the-wall" type light amplifiers being developed by RCA and GE.

Lumitron electronically "amplifies" light up to 50,000 times, making pictures visible under conditions too dark for vision with naked eye. Pickup tube is image orthicon, using 6-in. 35mm lens rated at f-0.75. Camera is linked to cathode-ray tube monitor. System uses 1029 lines to provide good resolution. Key to new system is circuitry which permits the vast amplification without any gain in interference or "noise."

Amplifier has already been used successfully for over a year at Johns Hopkins Hospital, Baltimore, in connection with X-ray therapy, is said to be ideally suited to amplifying faint fluoroscope and X-ray images to the point where they can be studied by physicians. System also makes possible "television astronomy," was used last summer to provide "best view of Mars that we ever had" at Lowell Observatory, will be used again in Africa next fall in attempt to unravel secret of canals of Mars. If used with 200-in. telescope, it would give a view equivalent to that obtained with 1200-in. optical telescope.

In industry it can be used for inspection of forgings, castings, engines and structures, industrial fluoroscopy, etc. It also has secret military uses.

Bendix has already produced 15 of the units, plans production run of about 150. Lumicon was invented by Johns Hopkins chief radiologist Dr. Russell H. Morgan and Bendix's Ralph E. Sturm, formerly a physicist in Johns Hopkins radiology dept.

Federal Telephone & Radio (IT&T) forms new national distribution organization for sales & service of its mobile radios, industrial telephones & aviation products, under commercial sales mgr. Herbert E. Taylor. Named as regional distributors: New England-N. Y., Atlantic Aviation Corp., Teterboro, N. J. (W. E. Richards, v.p.); mid-Atlantic, Atlantic Aviation Service Inc., Wilmington, Del. (Stewart M. Ayton, v.p.); midwest, Bohling Aircraft Corp., Chicago (Frank Bohling, pres.); western, Pacific Automotive Corp., Burbank, Cal. (Roy Backman, v.p.); southern, L. B. Smith Aircraft, Miami (Herrol Belloy, v.p.); southwestern, Southwest Airmotive Co., Dallas (O. C. Kennedy, v.p.).

Armed Forces Communications & Electronics Assn., which holds 10th annual convention in Boston May 24-26, will have these officers & committees, announced by Capt. D. R. Hull, USN ret., Raytheon v.p. & chairman of convention; R. B. Meader, deputy chairman; Paul P. Hannah, secy.-treas.; Jack L. Hobby, public relations; Arthur S. Mullins, transportation; Frank Lyman Jr., program; Dan Greene, hospitality; Fred E. Moran, banquet; Mrs. Gardner G. Greene, ladies; Capt. J. H. Reego, registration; Capt. F. D. Stevens, student chapter support; J. S. Spargo, exhibits coordinator.

Among speakers at Stanford Research Institute's Industrial Economics Conference Jan. 30-31 at Los Angeles' Statler Hotel: Sylvania chairman-pres. Don G. Mitchell addresses Jan. 30 luncheon on "Technological Frontiers." Luncheon chairman is SRI assoc. director E. Finley Carter, ex-Sylvania v.p. Jan. 30 morning session will include address by Stromberg-Carlson exec. v.p. Robert C. Tait on "Planning for Company Expansion Under Today's Conditions."

Brantz Mayor, pres. of Chemetals Corp., N. Y., elected a director of Olympic Radio.

Financial & Trade Notes: Collins Radio Co. is described as "one of the outstanding growth vehicles in the electronics industry" in 23-p. report by George Edgar, of Carl M. Loeb, Rhoades & Co., 42 Wall St., N. Y. which points out that its revenues (\$108,165,000 last fiscal year) have multiplied 8½ times over the last 5 years while earnings have advanced from 27¢ per share in 1950 to \$2.32 in 1955. Collins, Edgar says, "deserves to be ranked close to the strongest, best name units in the industry" because:

(1) Its volume is largely derived from end products and complete systems developed in its own labs. (2) It has a large and fruitful research program, lab personnel up from 190 in 1945 to 1700 now out of total labor force of 8000. Last year's research expenditures were \$13,000,000, two-thirds govt.-financed, one-third self-financed, amounting to 12% of revenues. (3) Company is a leading designer and producer of avionics equipment. (4) While 90% of Collins' revenues are defense, "this business is secure and should expand further." (5) Except for missile guidance, virtually all its military products have similar functional use in civilian applications.

Operating revenues of Collins Radio for last 11 years are set forth in this table:

July 31 Years	Revenues*	Deprecia- tion	Selling, Gen'l & Admin. (Figures in thousands)	Pretax Net	Income Taxes & Renege- tiation	—Net Income— Total	% of Revenues
1955	\$108,165	\$941	\$5,670	\$7,195	\$3,720	\$3,475	3.2%
1954†	90,300	757	4,504	7,386	4,736	2,650	2.9
1953†	80,029	528	3,552	6,686	4,882	1,804	2.3
1952†	64,130	319	2,348	5,833	4,262	1,571	2.4
1951	19,326	200	1,507	1,094	340	754	3.9
1950	12,534	146	1,204	1,075	623	452	3.6
1949	9,676	141	1,136	291	64	227	2.3
1948	7,447	120	1,198	(368)	—	(368)	—
1947	12,118	94	1,550	(283)	cr. 213	(70)	—
1946	13,023	101	1,101	(403)	cr. 322	(82)	—
1945	44,202	114	902	4,458	3,401	1,057	2.4

* Includes government-financed research contracts. † Restated.

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David T. Schultz, ex-Raytheon v.p., now pres. of Dumont, is reported by N. Y. Stock Exchange to have purchased 13,860 additional shares of Raytheon, increasing his direct holdings to 22,632 shares; v.p. Percy L. Spencer bought 2310, now holds 2313. SEC also reports Philco profit-sharing plan has bought 4300 more shares, disposed of 274, making holdings 531,631; it also holds 5000 preferred. Thomas A. Kennally, director, sold 1300 Philco, reducing direct holdings to 7525. H. Leslie Hoffman made gifts of 3240 shares of Hoffman Radio, now holds 112,962. Harold R. Baxter, chairman of El-Tronics Inc., reported to American Stock Exchange that he made gift of 5000 shares, reducing holdings to 108,810; R. Carl Chandler, director, bought 1200, holds 2200. Also on ASE, Globe-Union Inc. profit-sharing & employes savings plan bought 4241 shares, distributed 336, now holds 109,616.

Cornell-Dubilier sales in quarter ended Dec. 31, first of its fiscal year, will be about \$9,200,000 as against \$9,949,000 in same 1954 quarter while earnings should run between 70 & 80 cents vs. \$1.08, pres. Octave Blake reported at annual meeting this week. Prospects for rest of 1956 are good, he said, partially due to favorable outlook for color TV sets, which require more capacitors than do black-&-white. (For report on fiscal year ended Sept. 30, 1955, see Vol. 12:1.)

Sylvania board, meeting in Mountain View, Cal., voted to redeem all of outstanding \$4.40 cumulative preferred stock, which is convertible into common at the rate of 3.05 common for one; redemption price is \$103 plus accrued dividend (73¢) from Jan. 1 to Feb. 29, 1956, rights terminating Feb. 27.

Packard-Bell reports sales of \$7,870,961 and profit of \$258,986 (37¢ per share) during quarter ended Dec. 31, which compares with \$5,855,532 & \$217,237 (31¢) during same 1954 period.

GEN. SARNOFF'S PROPOSAL for the establishment of a "National Educational Reserve" to alleviate the teacher shortage, particularly technological, got extremely good press reaction this week—and some 1400 industry-military men who heard him at The Forrestal Memorial Dinner in Washington Jan. 26 were apparently in high favor, judging from their comments. Top leaders in govt. and industry were present to see the RCA chairman get National Security Industrial Assn.'s second award (first having gone to President Eisenhower last year) as "a distinguished American whose leadership has promoted significant understanding and cooperation between industry and govt. in the interest of national security."

While Gen. Sarnoff's speech was devoted mainly to national security problems, this is the portion that won major attention—applicable especially to the TV-radio-electronics industries:

"I propose," said he, "the establishment of a 'National Educational Reserve' comprising qualified teachers in mathematics, physics, chemistry, engineering and related subjects, to be drawn from the technological ranks of industry. I have in mind the release—and with full pay for at least a year—of a reasonable number of men and women for teaching assignments in their local schools. This unique Reserve could also mobilize those who have reached the retirement age but whose knowledge and experience would make them inspiring teachers. In addition, it could include qualified people willing to volunteer their services to teach in night schools without giving up their industry jobs."

Gen. Sarnoff, recently appointed by President Eisenhower as chairman of the National Security Training Commission, said the number of teachers recruited from any single organization would be too small to entail hardship—"but the total number comprising the corps could be drawn from such an extensive list of organizations that it would be large enough to give new impetus to teaching of the sciences . . ." He suggested the Educational Reserve only as an interim proposition to meet an immediate situation. Teachers could get recognition similar to military reserve, perhaps through act of Congress.

"Such a plan," he said, "would amount to the restitution by business of personnel it has siphoned off from the school system . . . Obligation aside, industry would be well advised as a matter of self-interest to help replenish the reservoir of trained men and women by stimulating relevant studies at the lower educational levels. Industry will need more and more technically trained people for its own expanding operations."

Dividends: Westinghouse, regular 50¢ quarterly, payable March 1 to stockholders of record Feb. 6; Cornell-Dubilier, 30¢ regular and 20¢ extra March 23 to holders March 8; P. R. Mallory & Co., 35¢ March 15 to holders March 1; Indiana Steel Products, 30¢ March 10 to holders Feb. 21; Canadian Marconi, 6¢ March 15 to holders Feb. 15; Oak Mfg. Co., 35¢ March 15 to holders March 1; Servomechanisms Inc., 10¢ Feb. 15 to holders Feb. 1; Stanley Warner, 25¢ Feb. 24 to holders Feb. 6; Paramount Pictures, 50¢ March 15 to holders Feb. 27.

Standard Coil Products Inc. deferred action on common dividend this week, pres. Glen E. Swanson citing need for conserving cash in view of "abnormally large" capital outlays. It paid 10¢ last Nov., prior to which it paid 25¢ quarterly.

Raytheon signed \$24,000,000 in military orders during Dec., bringing its govt. backlog to \$110,000,000 reports pres. Charles F. Adams, Jr.

Color Trends & Briefs: Free home demonstration is best color promotion tack yet tried by Raymond Rosen & Co., RCA Philadelphia distributor, according to Wm. J. Strandwitz, mgr. of Rosen's RCA Victor div.

Kicked off with big ads this week, campaign listed 220 dealers who would install sets in customers' homes and demonstrate them free of charge. Net result of week, Strandwitz said, is that RCA Service Co. has installed 113 sets this week—about 60% of them sold—and that 90 more will go out Jan. 30. He said he has no way of knowing what the total number of demonstrations will be, but he reports that average dealer received 8-10 calls. "Problem now," he said, "is getting enough sets. Right now, I have back orders on 80 of the \$695 sets."

"The real trick," Standwitz said, "is this: Don't turn the set on in the showroom. Demonstrate it in the home, when the kids are around. Tell the housewife to invite 5-6 of her friends in for a spectacular. Leave it there a few days, then tell them you have to take it out. Then close the deal. It works. Mass demonstrations in the showroom just haven't produced."

Reports from other RCA distributors: Bruno-N. Y. exec. v.p. Irving Sarnoff states that color sales are running 15-20 daily; Krich-N. J. (Newark) merchandising mgr. Jim Cohan announced sale of truckload, 40 sets, to Sam Gordon's Appliance Super-Market, Madison, N. J.

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Color sales of 500,000 this year were forecast by Emerson pres. Benjamin Abrams—one of most optimistic predictions yet—in a speech Jan. 24 before N. Y. Society of Security Analysts. He said Emerson is aiming to capture 5% of the color market—indicating production of some 25,000 sets—and he anticipated lower prices, "to a limited degree," about mid-year. "While color TV will contribute to increased sales," he said, "it is not apt to materially contribute to increased profits. But, we are certain that 1956 will set the stage for substantial profits from color TV in years to come."

GE "post-acceleration" color tube (Vol. 11:40) is not new, according to Chromatic TV Labs research director Robert Dressler. In letter to editor in Feb. *Radio-Electronics Magazine*, Dressler states: "In the interests of accuracy, I feel that you should make it clear to your readers that the GE 3-gun post-acceleration color tube which you describe as 'new' is, in fact, identical to a 3-gun Chromatron or Lawrence tube described by me in the *Proceedings of the Institute of Radio Engineers*, Vol. 41, No. 7, July, 1953."

RCA is sharing cost of new color programs inaugurated by Paramount Pictures' non-network KTLA, Los Angeles—live *Western Varieties*, Fri. 9-10 p.m., and film *Long John Silver*, Sun. 7-7:30 p.m. "RCA is supporting the KTLA venture," station states, "by sharing in the great cost of transmitting these programs in color inasmuch as one of the main purposes of this color programming is to stimulate interest in color receivers." Sponsors pay regular black-&-white rates for shows, while RCA pays station extra costs of color transmission and gets certain number of commercials in the programs.

Sylvania color set production will be in "thousands per month" category when volume production begins in April, chairman-pres. Don G. Mitchell stated while on west coast this week for board meeting. He estimated industry will build 300,000 color sets this year, said he thought sets would run about \$695 by year's end. He divulged plans for construction of 86 000-sq. ft. Los Angeles warehouse & sales office and a 50,000-sq. ft. addition to Fullerton, Cal. TV picture tube plant.

DuMont ships color film scanner to upcoming WRVA-TV, Richmond, Feb. 1.

Network Color Schedules

(Jan. 30 - Feb. 12, 1956)

Jan. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Festival of Music," 8-9:30 p.m.
 Jan. 31—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Feb. 1—NBC: *Howdy Doody*, 5:30-6 p.m.
 Feb. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Climax*, 8:30-9:30 p.m.
 Feb. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Truth & Consequences*, 8-8:30 p.m.
 Feb. 4—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Jimmy Durante Show*, 9:30-10 p.m.
 Feb. 5—NBC: *Hallmark Hall of Fame*, "Good Fairy," 4-5:30 p.m.
 Feb. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Robert Montgomery Presents*, "Good Friday—1865," 9:30-10:30 p.m.
 Feb. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Feb. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 11—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "The Day Lincoln Was Shot," 9:30-11 p.m.
 Feb. 12—NBC: *Zoo Parade*, 3:30-4 p.m.

Experimental uhf station to demonstrate color to international group of engineers (CCIR) next March (Vol. 11:43, 50) was requested this week by Philco. In application filed with FCC, Philco asked permission to erect 150-watt station with antenna on 150-ft. tower atop its plant at 4700 Wissahickon Ave., Philadelphia, at total cost of \$62,500. Philco said it had been requested by State Dept. to provide the signal. Telecasting would begin March 8, with receivers located at Germantown Cricket Club. Operation on "all vhf & uhf channels" is requested, with "basic operation on Ch. 23."

"Revival of projection TV" as result of color was predicted Jan. 26 by Emerson pres. Benjamin Abrams in N. Y. address to group of Naval Reserve officers. Though projection was discarded 8 years ago "because of the then insurmountable problem of satisfactory illumination," Abrams forecast its revival "shortly" and its eventual use in 3-D TV.

"Color TV Festival," highly successful closed-circuit and broadcast color demonstrations conducted at Rockefeller Center by WRCA-TV, N. Y., is being continued to Feb. 12—though originally intended to end Jan. 1 (Vol. 11: 51, 53). Shows have attracted 547,000 to date, during continuous color shows 11 a.m.-9 p.m., 7 days weekly.

Kukla, Fran & Ollie signed by Whirlpool-Seeger for Thu. 10:30-11 p.m. color show starting Feb. 2 on WNBQ, Chicago, soon to be converted to all-color by NBC; new show is in addition to their weekday 15-min. show on ABC-TV.

Color promotion: Lakeshore Electric Co., Oakland, Cal., features sign stating, "Press the button to learn details of the next color TV show." Pressing button gives passersby taped announcement describing next program and invitation to watch it in showroom.

Worthington (Tony) Miner, whose Hollywood firm produces *Frontier* for NBC, has signed new 4-year contract with NBC-TV which includes production of series of color spectacles. He and his writers, Morton Fine & David Friedkin, are reported considering making stage play of "The Texans," Jan. 8 episode of *Frontier*.

Scripps-Howard's WEWS, Cleveland, is buying 155-ft. frontage at northeast corner of Euclid & E. 30th St., has Austin Co. planning new plant to be ready by Dec. 1956.

Unusual promotion: Screen Gems buys 4-p. center spread in current *New Yorker* to plug its shows, stations & sponsors.

SATELLITE KPAR-TV, Sweetwater, Tex. (Ch. 12), operating under same ownership and in conjunction with W. D. (Dub) Rogers' KDUB-TV, Lubbock, Tex. (Ch. 13) began test patterns Jan. 25, goes on 18-hour per day program schedule Jan. 31—the 462nd U. S. station on the air (100 uhf). Though mainly a satellite of Lubbock, 150 mi. distant, it's geared to originate local programs and is being offered by CBS under its Extended Market Plan. It has 5-kw DuMont transmitter formerly used by KDUB-TV, 689-ft. Andrews tower, 6-bay antenna. Dan Guthrie is station mgr., with KDUB-TV personnel handling national sales & programming. It's sold at \$495 base hour in combination with KDUB-TV, also has \$200 local rate. Rep for both stations is Branham.

There were no other starters this week, nor were there any reports from upcoming new stations. However, KHPL-TV, Hayes Center, Neb. (Ch. 6), designed as satellite to KHOL-TV, Kearney, Neb. (Ch. 13) and starting test patterns last week (Vol. 12:3), wires us that it has had to postpone scheduled Jan. 29 programming date because of snow, fog and an inch of ice on tower that rendered it impossible for crew to complete outside work. Weather forecasts indicated delay might take week before workmen could get back at jobs. KHPL-TV is 100 mi. from parent KHOL-TV, with which it will be sold in combination at \$250 base hour. Rep is Meeker.

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"The Justice Dept.'s anti-trust div. is conducting a probe of the National Broadcasting Co. Inc., which, it was learned, involves the basic right of a network to own TV stations." So read lead paragraph of long story in Jan. 24 *Wall Street Journal*. Article was based on statement by anti-trust chief Stanley N. Barnes before House Judiciary subcommittee that Justice Dept. is now investigating a "television matter." It was learned that the matter under investigation is recent NBC-Westinghouse swap of TV-radio stations in Cleveland & Philadelphia (Vol. 12:3). NBC said it had not been informed of any investigation, and Justice Dept. declined to comment—but informed sources described the investigation as "probably routine," and not nearly as far-reaching as the *Wall Street Journal* would indicate. Bill under consideration by the subcommittee was introduced by Rep. Keating (R-N. Y.) and would require advance notice from corporations planning to merge if their combined assets exceed \$10,000,000.

Olympic Games TV monopoly was protested this week by TV networks—and International Olympic Committee pres. Avery Brundage of Chicago pledged to seek "friendly solution." Complaint was against attempt of organizers to sell exclusive TV film rights to highest individual bidder. Unofficially, Australian Olympic organizers were reported demanding \$500,000 for U. S. TV rights to the Melbourne games next Nov. American TV boycotted the 1948 summer games in London because of high price asked for TV rights. Meanwhile, Winter Olympics at Cortina D'Ampezzo, Italy, were televised live this week in 8 European countries—Eurovision's most ambitious project. On opening day Jan. 26, nearly 3 hours were carried, telecasts going to Italy, Switzerland, Austria, Germany, Holland, France, Belgium & Great Britain—with commentary in 6 languages.

More proof of the efficacy of Radio Free Europe, whose current campaign for funds deserves special support from the TV-radio industry: Moscow's *Pravda* this week editorializes, bitterly, that it's "conducting a subversive campaign against the peoples' democracies." Radio Free Europe's headquarters are 110 W. 57th St., N. Y.

Portugal has adopted 625-line CCIR TV standards, in use by most west European countries.

Blasting "Communist" charges as "inaccurate," Charles Collingwood, new pres. of AFTRA's big N. Y. local, said this week he was "amazed" by report of House Committee on Un-American Activities which mentioned "militant Communist faction" in the local (Vol. 12:3). Said Collingwood: "The degree of Communist infiltration in radio & TV was exaggerated from the beginning [and] the safeguards which exist in our union constitutions and normal management practices are more than sufficient to deal with the situation." He asked Chairman Walter (D-Pa.) to make known the basis of his charge. As to committee's charge that Communists manufactured charges of "blacklisting" in TV-radio, Collingwood replied: "If the committee really thinks that the only people in the entertainment industry who are disturbed by the excesses of the blacklisting system are Communists or their dupes, then it is laboring under a misapprehension. Concern over the manifest iniquities of the blacklist is shared by the overwhelming majority of the performers and by, one suspects, a large proportion of the employers as well. [The] blacklist is dying and the present officers and majority of the N. Y. local board of AFTRA intend to do everything they can to assist the process."

Decision against Edward Lamb in lengthy license renewal case was urged this week by FCC Broadcast Bureau, which termed examiner Herbert Sharfman's initial decision (Vol. 11:50) "seriously in error both in a legal sense and in terms of the conclusions drawn by the examiner from the evidence." Examiner's legal error, Bureau argued, was in placing burden of proof on Broadcast Bureau and no burden on Lamb. Broadcast Bureau's 48-p. exceptions, accompanied by 30-p. brief, argued that evidence overwhelmingly demonstrated that Lamb's denials of Communist connections and protestations of opposition to Communism were characterized by "lack of candor," accused Sharfman of "most novel rationalization" in not giving more weight to Lamb's "evasiveness." Record established "that Lamb was connected with and associated with Communists and Communist-front organizations during the period 1937 through 1947," Broadcast Bureau said. Documents were signed by Joseph M. Kittner, Edward Brown, Ashbrook P. Bryant, Thomas B. Fitzpatrick & Arthur J. Schissel. Next step could be final decision by FCC—or oral argument before Commission.

Five uhf operators, identifying themselves as "successful," called on FCC commissioners this week to urge preservation of uhf, offered no specific plan of their own. They told Commission their operations prove that uhf has no inherent weakness and that expansion of TV is dependent on uhf. They plan next to call on set manufacturers, notably RCA and GE. Group comprises: Thomas Chisman, WVEC-TV, Norfolk; Wm. Putnam, WWLP, Springfield, Mass.; David Baltimore, WBRE-TV, Wilkes-Barre; R. Morris Pierce, WINT, Waterloo-Ft. Wayne; Allen Woodall, WDAK-TV, Columbus, Ga.

Soviet Union has agreed "in principle" to NBC-TV proposal to make color film of life inside USSR, and v.p. Davidson Taylor announced this week that Robert D. Graff has been named producer of 90-min. film. Graff directed recent hit *Assignment: India*, is currently producing NBC series of *Conversations with Distinguished Persons*.

All DuMont Electronicam operations have been integrated into new Electronicam div., with James L. Caddigan as director. He formerly was in charge of Electronicam marketing. Jack Bachem, Werner Michel & Don Trevor, all working on Electronicam, resigned this week.

First filming for TV of court trial in California was permitted this week when judge permitted KNXT to shoot Los Angeles perjury trial—with stipulation there be no camera noise, lights, tripod or pictures of judge & jury.