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TV ANTI-TRUST angles under Justice Dept. scrutiny: option time, feature film sales, network 'basics,' NBC-Westinghouse swap. RCA suit to go to court (pp. 1 & 9).

POLITICS VIA TV: President to pass up 'whistle stops' in favor of electronic campaign, for which GOP earmarks \$2,000,000; Democrats rebuffed on 'equal time' (p. 2).

SALE OF WARNER BROS. features & shorts for \$21,000,000 to investment group sets new movies-to-TV record; MGM said to be on verge of backlog sale (pp. 3 & 16).

DEINTERMIXTURE POLICY reaffirmed by FCC. Elmira, N. Y. & Redding, Cal. CPs proposed as FCC debates vhf decisions in Peoria & Seattle (p. 4).

SENATE TV HEARING features uhf operators who stress deintermixture & drop-ins, plead for immediate action; uhf receiver costs and problems (p. 6).

COMMUNITY ANTENNA operators tell Senate they don't preclude growth of local stations; Jerrold's Shapp proposes Ch. 70-83 relay service (p. 7).

TV WINS ACCESS to courtrooms in decision by Colo. Supreme Court, which abandons Bar Assn.'s Canon 35, to permit cameras at discretion of judge (p. 7).

8½-in. RECEIVER SHOWN—portable unit with only 10 circuit tubes introduced by RCA at \$125. Emerson 'total Tinkertay' set imminent, unpriced (p. 11).

WESTINGHOUSE STRIKE, no settlement in sight, has cost company \$250,000,000 in shipments, workers \$86,000,000 in wages. 1955 profit-&-loss statement (p. 13).

INVESTMENT FUNDS involving TV-electronics issues showing considerable gains; reports on changes in portfolio and on new Atomic-Electronic Fund (pp. 13 & 14).

'COLORTOWN' PROJECT is joint NBC-BBDO project designed to chart growth of color in unidentified city, similar to 'Videotown' black-&-white series (p. 15).

RADIO HOLDING ITS OWN despite TV's upsurge—thanks entirely to increased local business. Authoritative statistics show local, spot, network trends (p. 8).

BANKS TO USE TV-RADIO spot campaigns as important part of record \$82,000,000 ad expenditures for 1956, according to American Bankers Assn. survey (p. 8).

PHILCO COMPLETE STATION packages offered, with 150-watt vhf & uhf transmitters, for low-cost community TV outlets. Reports an upcoming stations (p. 10).

JUSTICE PROBING TV ANTI-TRUST ANGLES: Catapulted into the big-business category in short span of 10 years, TV is now being subjected to the closest anti-trust scrutiny in its history by the Republican Administration. Justice Dept.'s chief trust-buster Asst. Attorney General Stanley N. Barnes revealed this week that these 2 important telecasting practices are under investigation as possible Sherman Act violations:

(1) Network option time -- which Barnes said may be a means whereby networks go beyond legal methods to control programming competition.

(2) "Package" sales of films to TV -- cited as possible case of "block booking," forcing telecaster to take bad pictures in order to get good ones.

Barnes' remarks before 2 Congressional committees, and other statements made by him during the week, indicated these further anti-trust developments affecting the TV-radio broadcasting and manufacturing industries:

(1) Networks' practice of putting "must-buy" tag on basic list of stations may involve anti-trust law violation, Justice Dept. believes.

(2) Recent NBC-Westinghouse swap of TV & AM outlets in Philadelphia & Cleveland (Vol. 11:53 & 12:3) is currently being studied to determine whether Justice Dept. has authority to sue to reverse FCC's approval.

(3) Negotiations for settlement of RCA patent pool anti-trust suit, via consent decree (Vol. 12:4), have broken down during last 10 days -- with considerable bitterness--and both sides apparently are now determined to fight it out in courts.

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Celebrated Supreme Court decision in Paramount case -- which divorced motion picture production from exhibition and ended movie distributors' "block booking" practices -- was cited by Barnes as precedent for 2 current TV investigations, during his Feb. 28 appearance before Senate Commerce Committee's TV inquiry.

He compared network option time reservations to producer-controlled motion picture theatres, and said Justice Dept. has had complaints of alleged "block booking" of feature pictures to TV by film distributors. His words were carefully prepared, and he declined to elaborate beyond saying the investigations resulted from specific complaints but won't necessarily be followed by litigation. Because of the importance of his statement, the text of the section of his testimony relating to these 2 anti-trust investigations is printed on p. 9.

[Barnes' "block booking" comments apparently hit their mark -- immediately. Two days later, in announcing purchase of Warner Bros. backlog (see pages 3 & 16), Eliot Hyman stated: "There'll be no block selling" of the films to TV.]

Reference to networks' "basic affiliate" practice was made by Senate counsel Kenneth Cox, who asked Barnes if there was possibility that CBS's & NBC's "must-buy" lists "might violate the anti-trust laws." Without hesitation, Barnes snapped: "Yes." But he did not elaborate.

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NBC-Westinghouse swap of their TV & AM stations in Philadelphia & Cleveland was center of hot political squabble Feb. 27 as House Judiciary anti-trust subcommittee held hearing on monopoly in regulated industries. Again Barnes was on stand -- with Republican members objecting all the way as Chairman Celler (D-N.Y.) accused FCC commissioners of "thumbing their noses at the Dept. of Justice."

Celler produced copy of letter from Barnes advising FCC Chairman McConnaughey that the Justice Dept. was studying NBC-Westinghouse proposal, and adding: "There appears to be a serious question as to whether or not the proposed transfer is unreasonably restrictive, and thus violative of the Sherman Act. Since most of the relevant facts appear to be readily available, it is not anticipated that this inquiry will take a considerable amount of time..." Under questioning, Barnes said letter was delivered Dec. 27, 1955. FCC approval of transfer was announced Dec. 28, though Commission's action in the case was taken Dec. 21 -- before letter was sent.

Barnes was reluctant to say whether he thought FCC should have held up or rescinded its approval as result of his letter. As to investigation, he did say:

"We have certain documents that I am sure they did not have. We had certain reports of interviews with individuals which, by their very nature, I am almost certain they did not have...[This] is a transaction where it might very well be that an individual at one time would say one thing, and at some other time would say something else, in reporting to various branches of the Govt." He said his informants were "not necessarily parties to the transaction."

Barnes thinks Govt. has authority to take anti-trust action, even though the FCC approved transfer, he told committee. "Let's leave it this way," he added. "If our final conclusion is that we have jurisdiction, you will be notified of that by the filing of our complaint. If we conclude that we do not, [we] will notify you."

Accusing Celler of trying to "overturn" the transfer, Rep. Keating (R-N.Y.) reminded Barnes he had said his information was not "authenticated." Barnes conceded it was possible that his investigation might not warrant prosecution.

Celler's TV investigation will resume late this month, with testimony by FCC Chairman McConnaughey, Washington attorney Harry Plotkin, the 3 networks and DuMont.

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Barnes' comment on RCA anti-trust suit was made to reporters after appearance at Commerce Committee hearing. He said he expects no settlement in case, and that the suit will definitely go to trial. This is about-face from statement attributed to him last week in Feb. 22 N.Y. Herald Tribune, to the effect that a possible consent decree was being negotiated at that time (Vol. 12:8).

IKE PUTS TV'S POLITICAL POWER IN FOCUS: You'll be seeing and hearing plenty of electioneering on your television sets in the months ahead -- and what better way of demonstrating the medium's fitness to handle the job of informing the electorate than President Eisenhower's stated intention to pass up "whistle stop" campaigning? When he said he intends to utilize the "means of mass communications," he left no doubt that TV appearances would be mainstay of his campaign.

Just as the late President Roosevelt initiated the "fireside talk" technique via radio as his instrument of communicating intimately with millions, Eisenhower will use TV for what it is -- the most effective way of reaching the greatest number of people instantaneously in the most intimate manner.

TV & radio couldn't have asked for more solid endorsement than President gave them in deferring from his Wed. morning press conference the details of his intentions. He told the gathered newsmen quite frankly that he would tell all on TV-radio that evening -- and an all-time record 65,000,000 persons saw him on TV alone. CBS said it cost \$100,000 to pre-empt U.S. Steel Hour for President's address; NBC said that pre-emption of This Is Your Life cost about \$50,000. ABC merely postponed the start of its weekly boxing bouts until President had concluded.

Republican National Committee followed up President's address with news conference at which Chairman Hall disclosed that a \$2,000,000 "electronic age campaign" will be waged on behalf of the national GOP ticket. He said he would call conference of state campaign chairmen shortly to work out details. BBDO has already been selected as the GOP agency (v.p. Carroll Newton, in charge of account).

[BBDO's Ben Duffy is known to be master-minding GOP "ad plans" -- but job of coaching President Eisenhower in TV techniques has been held from start by actor-producer Robert Montgomery, who has own office with his name on the door in White House and whose tutelage is evident in the President's TV style. He stays on -- as does J. Leonard Reinsch for the Democrats (Cox newspapers & stations). He coached President Truman in the early stages of his administration, was with Adlai Stevenson throughout last campaign, now again works closely with Democratic hierarchy.]

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Democratic National Committee, which has tentatively earmarked \$1,250,000 for national TV-radio time (agency: Norman, Craig & Kummel), asked all 3 networks for equal time to reply to President, but was turned down. NBC pres. Robert W. Sarnoff stated it tries to maintain "fair balance" between representatives of major parties, recalled it had granted Adlai Stevenson time for 2 TV appearances during the week he announced his candidacy for Democratic nomination. ABC pres. Robert Kintner said "we are neither legally nor morally obligated to give equal facilities to the Democratic party...but we will follow a program of balanced and full presentation of various political points of view." CBS v.p. Sig Mickelson said policy is to give equal time to "contending candidates for the nomination of the same party."

Sen. Lyndon Johnson (D-Tex.), himself wise in the ways of TV-radio by virtue of his wife's ownership of stations in their home town of Austin, meanwhile introduced bi-partisan bill (S. 3308) to amend Sec. 315 of Communications Act to pave way for series of electronic "Lincoln-Douglas" debates. His bill would exempt from the equal-time provisions presidential or vice-presidential candidate of any party which received at least 4% of total popular votes cast in preceding presidential election or which presents petitions with signatures equalling 1% of votes in that election. Sponsored by long list of Democrats and Republicans, including minority leader Wm. Knowland (R-Cal.), bill is believed to stand good chance of passage.

Note: Free-spending political campaign (1952 national-local TV-radio total: about \$6,000,000) will benefit industry's merchandisers no less than broadcasters. As in past years, political conventions, campaigns & elections are expected to provide major stimulus to TV and radio receiver sales.

MOVIES-TO-TV—WARNERS JOINS, MGM NEXT: The records established by sale of RKO's film backlog didn't last very long -- shattered this week by \$21,000,000 price paid for Warner Bros. 850 pre-1948 features and 1500 shorts by PRM Inc., holding company which probably will absorb Eliot Hyman's Associated Artists Productions.

The Warner deal, detailed on p. 16, points up the race of the movie folks to unload their vaults to TV and other users (principally foreign theatres). MGM is slated to be next, with expected sale of its 1000 features & 1500 shorts. Last major holdouts are 20th Century-Fox, and to some extent Paramount and Universal -- Paramount having sold its pre-1948 shorts, Universal a trial-balloon feature group.

Distribution methods for the features vary all over the lot. Hyman says he won't sell the Warner films in block, that about half of them will go to TV, mostly

in small bunches. On other hand, Matty Fox's C&C Television is trying to sell whole 740-film package of RKO features to stations in one bundle for use in perpetuity. RKO Teleradio has use of the films for its own stations, as well as one-shot rights to 150 best pictures for nationally sponsored show. It has made weekly show out of 52 of them, which it is now screening to agencies and potential sponsors.

Columbia & Republic have chosen to distribute their features through their own TV subsidiaries -- Screen Gems & Hollywood Television Service, respectively. Columbia dipped into its backlog for a 104-feature package, and Republic has just about depleted its pre-1948 stock with 2 new action & western groups it's offering -- though its earlier TV releases were sold through outside distributors.

One of most significant recent feature releases -- because of high quality of the films -- is the Selznick package, offered by National Telefilm Associates as part of larger group of films, though the 11 Selznick features have been sold as a separate package on at least one occasion.

Apparently choosing to follow the Columbia-Universal pattern rather than that of Warners & RKO, 20th Century-Fox pres. Spyros Skouras flatly states his company's oldies won't be sold in a block. "If we sell," he adds, "it will be a group of pictures at a time." He says 20th now has \$10,000,000 invested in TV film production.

FCC POLICY on deintermixture, grants, etc., continued unchanged this week, as Senate Commerce Committee resumed hearings on uhf problems (p. 6). Commission action this week included rebuff of 7 petitions for reconsideration of deintermixture denials, 2 initial decisions favoring uncontested applications in Elmira, N.Y. & Redding, Cal.—while it worked toward final vhf grants in Peoria & Seattle.

Denying the deintermixture petitions, Commission said its original denial Nov. 10 was "within the informed discretion of the Commission and was reached in full compliance with all requirements of the Administrative Procedure Act." In contrast, it said, Vail Mills, N.Y. Ch. 10 drop-in was "in full conformity with the structure of the present allocations policy" and "clearly distinguishable from the kind of basic revision" involved in deintermixture. Petitions had been filed by uhfs in Rockford, Ill.; Hartford & New Britain, Conn.; Springfield-Holyoke, Mass.; Anderson & Greenville, S.C.; Knoxville, Tenn.; Ft. Lauderdale, Pensacola & Jacksonville, Fla.; Lake Charles, La.

Commission was again supported by Court of Appeals this week when court refused to stay CP granted for KFRE-TV, Fresno (Ch. 12), as sought by city's KJEO (Ch. 47).

The 2 initial decisions issued were: Ch. 18, Elmira, N. Y., to owners of WSYR-TV, Syracuse (Ch. 3), the new uhf to be satellite; Ch. 7, Redding, Cal., to Shasta Telecasters. Both came after competitors pulled out. Three uhf CPs were surrendered: WKAB-TV, Mobile (Ch. 48); WPGT, Clearwater, Fla. (Ch. 32); WCBC-TV, Anderson, Ind. (Ch. 61).

Peoria Ch. 8 case is almost unique. Examiner's initial decision had favored WIRL over WMBD. FCC then instructed final decision be drafted reversing examiner. This week, Commission reversed itself, sent case back to be written up in favor of WIRL. Such switches are rare.

In Seattle Ch. 7 case, Commission is reportedly sending case back to have record reopened. Last year, examiner favored KIRO over KXA & KVI on grounds of superior record, despite KIRO principal Saul Haas' "one stain" of "peddling influence" years ago when he was U. S. Collector of Customs (Vol. 11:15). It's understood that Commission this week decided to reopen record to go further into Haas'

character qualifications. Adding piquancy to case is fact that Sen. Magnuson (D-Wash.), chairman of Interstate Commerce Committee which oversees FCC activities, is 3.24% stockholder in KIRO.

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Commission defended its multiple-ownership rules in Supreme Court argument this week, against Storer Broadcasting Co. contention that FCC has no power to set numerical limit on number of stations anyone can own or to dismiss application for more stations without a hearing. FCC's position, presented by gen. counsel Warren Baker, is that Congress gave Commission rule-making power which it must have; that Supreme Court itself upheld FCC in similar cases; that Court of Appeals was inconsistent in saying Commission could make specific TV channel allocations to cities, dismissing applications which didn't conform to them, and at same time stating that FCC couldn't fix station-ownership figure. Storer's argument, presented by Albert R. Connelly, of Cravath, Swain & Moore, N. Y. law firm, was that FCC can dismiss applications without hearing only in those instances where Communications Act specifically says it can—such as applications by aliens.

Commission was attacked in another appeal this week—Houston's KTRK-TV contesting action granting move of Galveston's KGUL-TV nearer Houston.

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Among other activities at FCC: (1) KIVA, Yuma, Ariz. (Ch. 11) protested grant of Ch. 13 in Yuma to Wrather-Alvarez Broadcasting Co., stating that new grantee was interested solely in financial gain; that town is too small to support 2 stations; that start of second would probably kill off both. (2) WPRO-TV, Providence (Ch. 12) asked Commission to turn down petition of WNET (Ch. 16) which asked that trustee operate Ch. 12 station pending protest hearing. WPRO-TV argued that case is "on all fours" with Rochester case, wherein FCC has ruled that WHEC-TV & WVET-TV (Ch. 10) can continue operating pending hearing on WSAY's protest. In Rochester case, Commission said it could keep stations operating under Congress' recent amendment of protest rule. (3) WLAY, Muscle Shoals, Ala., asked shift of Ch. 11 from Lexington, Tenn. to St. Joseph, Tenn., addition of Ch. 49 to Lexington. KUAM, Guam, sought assignment of Ch. 8 to island. KXGN, Glendive, Mont., asked addition of Ch. 5 to town. Conflicting petitions to shift Puerto Rican channels among Mayaguez, Ponce & San Juan were turned down by Commission which decided to leave allocations unchanged.

Personal Notes: Keith Kiggins, onetime NBC station relations director, later v.p. of its Blue Network and v.p. of ABC when it took over the Blue, elected v.p. of Storer Broadcasting Co.; he joined firm 2 years ago as administrative asst. to pres. George B. Storer. Ewald Kockritz, ex-WLW & WSAI, Cincinnati, later with Storer's WAGA, Atlanta, and WGBS, Miami, elected to v.p. of programming, reporting to operations v.p. Stanton P. Kettler . . . C. Richard Evans, v.p. & founding gen. mgr. of Hawaiian Broadcasting System (KGMB-TV, KHBC-TV & KMAU with radios KGMB & KHBC), resigned as of March 1 to establish own electronics factory in Star Valley, Wyo.; pres. J. Howard Worrall resumes general managership, with Melvin B. Wright promoted to mgr. of station operations. Evans was onetime chief engineer & gen. mgr. of KSL-TV & KSL, Salt Lake City . . . G. Richard Shafto, WIS-TV, Columbia, S. C., and Wm. B. Quarton, WMT-TV, Cedar Rapids, reappointed to 2-year terms as chairman & vice-chairman, respectively, of NARTB's TV code review board . . . John B. Soell, ex-H-R Television & DuMont, named director of TV for WISN-TV, Milwaukee, in charge of over-all TV operations and reporting to I. E. (Chick) Showerman, v.p. in charge of Hearst's WISN div. . . . Stuart M. Kelly promoted to v.p. & asst. national TV mgr., Paul H. Raymer Co., N. Y. . . . John P. Highlander, ex-educational WHA-TV, Madison, Wis., named asst. program mgr. of KPIX, San Francisco; Donald W. Mills, ex-GE, named publicity director . . . Stewart Barthelme promoted to ABC Radio eastern sales mgr., reporting to national sales mgr. George Comtois . . . Willard E. Egolf, onetime NAB executive, now v.p. & gen. counsel of Mile High Oil Co. Inc., Pueblo, Colo. . . . Robert Luke, from WDMJ, named regional sales mgr. of upcoming WDMJ-TV, Marquette, Mich. (Ch. 6), due this month; James H. Luke will be local sales mgr. . . . Philip F. Donoghue joins Transfilm Inc. as asst. to Robert H. Klaeger, v.p. in charge of TV commercial & industrial film production . . . Miss Jane Winne appointed promotion director, WVEC-TV, Norfolk . . . Don Mills, publicity director of KPIX, elected pres. of newly formed San Francisco Publicity Club . . . Tom Donahoe named merchandising mgr. of KBTB, Denver . . . E. Robert Nashik, adv. & promotion mgr., WGBS-TV, Miami, named "Advertising Personality of the Year" by Miami Ad Club . . . Charles H. Cash Jr. named promotion director, WTVD, Durham, N. C. . . . James Nelson, ex-asst. to NBC chairman Sylvester L. Weaver Jr., named program mgr. of NBC-TV's "Project 20" series of 60 & 90-min. documentaries . . . J. Chris Hetherington, ex-John Blair & Co., to ABC Film Syndication St. Louis office.

FCC chairman George C. McConnaughey was redesignated chairman by President Eisenhower this week, extending tenure to June 30, 1957, expiration of his term on Commission. When originally named to FCC, McConnaughey was given 1-year tenure, which started speculation that position was to be "revolved" among other members when year was up March 22; this week's action resolves doubt.

Arthur Batcheller, 67, retiring this week from post as chief of FCC's New York field office (Vol. 11:53), completed 38 years of govt. service, was subject of feature in Feb. 29 *N. Y. Times*. Until successor is named, regional mgr. Emery H. Lee will also handle district duties. Batcheller says he plans to write book on radio, follow his hobbies—photography and ethnological dancing.

Sol Schildhause, chief of FCC's renewal branch, named chief of TV branch, is succeeded by Millard F. French, former Commission examiner. Robert J. Rawson was appointed chief of Broadcast Facilities Div. Hearing Branch; he's been asst. chief of Broadcast Bureau Hearing Div., position now abolished.

ADVERTISING AGENCIES: John Toigo resigns as exec. v.p. of Biow-Beirn-Toigo (now Biow Co.) to become marketing director of Schlitz Brewing Co., whose account switched recently from Biow to J. Walter Thompson; Louis S. Berger, v.p. & marketing director of Biow, joins Schlitz as director of media & market research; Robert F. Branch, another Biow v.p., named director of Schlitz market plans, with Richard Steenberg, Biow account supervisor, becoming Schlitz adv. mgr. . . . Roland H. Cramer, ex-McCann-Erickson v.p., joins Ruthrauff & Ryan as v.p., will also supervise Lever Bros. account in Canada . . . R. David Kimble resigns as director of local sales & service, Radio Advertising Bureau, to join Grey Adv. on NBC account . . . Frank C. Peterson named director of TV-radio-motion picture dept., Williams & London Adv., N. Y. . . . Mildred Winter Hamilton, ex-Biow, joins TV production staff of Dancer-Fitzgerald-Sample, Hollywood . . . James Spear, ex-WTAP, Parkersburg, W. Va. & WRC-TV, Washington, named TV production chief, Alvin Epstein Adv., Washington (Valley Forge beer).

Cover story in March 1 *Forbes Magazine*, which features business & finance, has CBS pres. Frank Stanton pictured on cover, is captioned "Life in a Goldfish Bowl" and subtitled: "No matter where he turns, CBS's Frank Stanton runs smack into the arsenal of electronics and communications gadgetry assembled by mighty RCA. But sheer wit and agility has sufficed to give his rival Hail, Columbia!" Caption nicely digests the story, though there's lots more about battle of the networks for supremacy, CBS's programming & sales achievements, its color aspirations, its manufacturing difficulties. Giving full credit to the Stanton genius, developed since 1935 when Wm. S. Paley hired him at age 27 as a \$50-a-week researcher, article calls him "the man who went lion-hunting with a .22 pistol and has been hanging on the lion's tail ever since"—referring to his battles with RCA-NBC. Article concludes: "On Madison Avenue and in Wall Street last month, the feeling was that in Hubbell Robinson's Goldfish Bowl, Dr. Frank Nicholas Stanton was still calling some mighty dazzling plays."

Ten top agencies of 1955, out of 66 which did \$10,000,-000 or more business each, are ranked in Feb. 27 *Advertising Age* in this order (in millions): J. Walter Thompson, \$220 vs. \$200 in 1954; Young & Rubicam, \$183 vs. \$160; McCann-Erickson, \$166 vs. \$133; BBDO, \$162.5 vs. \$148.3; N. W. Ayer, \$90 vs. \$87; Foote, Cone & Belding, \$76 vs. \$77; Leo Burnett, \$71 vs. \$55; Benton & Bowles, \$68 vs. \$57.5; Kenyon & Eckhardt, \$68 vs. \$51; Grant Adv., \$67.9 vs. \$50. Same were top 10 in 1954, though McCann-Erickson advanced from 4th to 3rd and Leo Burnett went from 8th to 7th. Additions to 1955 list of 66 over-\$10,000,000 agencies were Doyle Dane Bernbach, Earle Ludgin, Dowd, Redfield & Johnstone, W. B. Doner, Meldrum & Fewsmith, Lambert & Feasley, Fitzgerald Adv., Harry B. Cohen Adv. Dropped from list were Lawrence Fertig & Co. and Roche, Williams & Cleary.

CBS shifts foreign correspondents: Winston Burdett from London to Rome, succeeding Bill Downs, returning to Washington; Alex Kendrick and Howard K. Smith, both on special assignments in Africa & Middle East, returning to London; Lou Cioffi, from N. Y. to Paris, succeeding Blair Clark, returning to N. Y.

Dave Garroway signed 10-year contract this week with NBC, which declined to disclose sum involved.

Richard E. O'Dea, 65, who founded WDOA, Paterson, N. J. in the early '20s, later headed WNEW & WOV, New York, which he sold, died Feb. 24 of a heart attack at his home in Paterson. Surviving are his wife and a son, Richard E. Jr.

SENATE TV HEARINGS this week gave uhf operators their say—and essence of their testimony, same as given repeatedly to Commission and courts, was this: Give us deintermixture and/or vhf drop-ins, so that all stations in each city may compete equally and have equal chance at network affiliations. Encouragement of all-channel set manufacture, through excise tax inducement or through govt. pressure, will help—though that isn't as important as allocation remedies.

No firm date for resumption of hearings has been set. There will be no sessions next week, though there's possibility of some week after. Due to testify are manufacturers, vhf operators, more uhf operators, networks.

Sen. Magnuson (D-Wash.), chairman of Commerce Committee, has a bug on about keeping color sets all-channel from now on, said he's having legalities of excise tax explored, thinks color may not be taxable. We could find no one else on Capitol Hill sharing that idea. For example, Congress' top tax expert, Colin F. Stam, chief of staff of Joint Committee on Internal Revenue Taxation, expressed vast doubt, stating: "I don't see how color would be excepted. I'm sure color was anticipated when the tax was imposed." He read pertinent section of law, said he could find no justification for Magnuson's hopes.

The sense of urgency which permeated Potter hearings on uhf 2 years ago seems to be absent. Then, Senators seemed so impressed that vhf telecasters hurriedly marshalled forces at last moment to forestall strong action at their expense. There's no comparable feeling in the air now. Senators are busier with other matters; seldom are there more than 1 or 2 on hand.

One new feature in hearings is handling of questions by youthful committee counsel Kenneth Cox. Industry observers are impressed by his grasp of subject in such short time. He credits his familiarity with problems to coaching by committee communications specialist Nicholas Zapple and fact that "since my family is back home I work on this at night to keep occupied." Not to be discounted, however, is that Senators themselves have caught on, too, and their early stumbling has disappeared.

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There were couple dozen witnesses, from all over the country, each giving variation on same general theme. One of most impressive was George B. Storer, owner of 5 vhf stations plus uhfs KPTV, Portland, Ore. (Ch. 27) and WGBS-TV, Miami (Ch. 23). Supporting broad deintermixture plan, he said that if he lost NBC affiliation in Portland "we'd probably have to fold up," but he added that within last 2 weeks NBC said it would continue with KPTV. "If we lose NBC in Miami," he said, "we'll try to rock along on a reduced basis." He said that WGBS-TV went in black in Nov., in red in Dec. because of Christmas bonuses. "In Portland," he stated, "we've done quite well, but we've had a lot of expenses."

Storer reported successful promotion campaign among customers and dealers in Miami, said only all-channel sets are sold there now. Regarding propagation, he called Miami one of best uhf areas in U. S., but in rugged Portland even present 1,000,000-watt output doesn't fill all shadows, and he's planning to ask FCC for experimental 200-kw satellite there. He says Portland equipment investment is \$1,172,000; that satellite will run \$150,000.

Storer doubted that uhf could serve big, built-up cities like New York, said his 5-story N. Y. office building had trouble getting Ch. 7-13, and Ch. 2-6 were none too good. He also cited "terrific" problems first experienced with Ch. 13 at WSPD-TV, Toledo. However, he stated, GE's new uhf tube could make uhf sets "as good as vhf."

The much-talked-about GE tube isn't going to provide immediate relief, however, it was apparent from testimony by Paul L. Chamberlain, GE's gen. mgr. of broadcasting equipment. He indicated that no set maker is now using tube, though at least one big manufacturer is seriously working on new circuit with it. He said that 18% of GE sets being built include uhf; that figure has been as high as 25%, low as 15%. He urged that FCC take steps "to retain the effective use of uhf channels for TV, however radical these steps may initially appear to be."

Tuner manufacturer Sarkes Tarzian, who also operates vhf WTTV, Bloomington, Ind. (Ch. 4), gave Committee some down-to-earth figures on uhf receiver costs: lowest-price uhf tuner, \$7.50 to manufacturers; good combination vhf-uhf tuner, \$17; cheapest vhf-only, \$7.60. In 1954, 31% of his sales were uhf, 26% in 1955—and he opined that popularity of portables this year would drop percentage further. He stated that if Congress had granted uhf excise relief 2 years ago there'd be 15,000,000 uhf sets in use today—meaning more jobs, more tax money to Govt.—and Magnuson agreed. On subject of color, he said: "As the market gets competitive, color sets will go vhf-only," adding that he has already had requests from set makers for samples of vhf-only color tuners. He proposed maximum \$15 tax credit on uhf sets, opposed deintermixture, said uhf coverage is equal to vhf if it has adequate power and good receivers.

One factor brought out in the testimony which particularly interested us was the large number of uhf stations which apparently are now operating on extremely limited hours—as little as 2-4 hours daily. Some are working with as few as 2 full-time employes, others operating TV as extremely limited adjunct of AM operations, sharing radio station personnel.

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Senators were clearly impressed with testimony of many other uhf witnesses as they described individual experiences, told how deintermixture or vhf drop-ins would help them. Few thought much of getting new vhf channels from military or from FM.

Included in witness list, in addition to those mentioned above: Harold Thoms, WISE-TV, Asheville, N. C. (Ch. 62), chairman, UHF Industry Coordinating Committee; Norwood Patterson, KSAN-TV, San Francisco (Ch. 32); John Johnston, WTOB-TV, Winston-Salem (Ch. 26); John W. English, WNAO-TV, Raleigh (Ch. 28) & WSEE, Erie (Ch. 35); Nick Phillips, Pittsburgh resident; Stanley N. Barnes, Asst. Attorney General (see p. 1); Philip Meryman, WICC-TV, Bridgeport, Conn. (Ch. 43), pres. of Committee for Hometown TV (accompanied by Bridgeport civic leaders); Ben Adler, Adler Electronics Inc.; Rep. Morano (R-Conn.); Jesse D. Fine, WFIE, Evansville, Ind. (Ch. 62); Alexander Buchan, off-air WKLO-TV, Louisville (Ch. 21); Randolph Reed, KBMT, Beaumont, Tex. (Ch. 31); Frank S. Ketcham, Broadcasting & Film Commission, National Council of Churches of Christ in U.S.A.; Rev. Everett C. Parker, Congregational Christian Churches; Ralph Steetle, Joint Council on Educational TV; Roger Putnam, WWLP, Springfield, Mass. (Ch. 22). (For testimony on community antenna systems, see p. 7.)

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Sen. Harley M. Kilgore (D-W. Va.), who died Feb. 28 in Washington of cerebral hemorrhage, was outspoken critic of "TV and radio monopoly." He was chairman of Senate Judiciary Committee and of its anti-trust & monopoly subcommittee, which he had announced would undertake investigation of TV-radio monopoly. Sen. Eastland (D-Miss.) becomes chairman of full committee, with Sen. O'Mahoney (D-Wyo.) in line to head subcommittee.

NBC-owned WBUF-TV, Buffalo (Ch. 17) this week applied to FCC for increase to 1-megawatt power.

Telecasting Notes: Biggest banker of "vidpix," according to *Variety*, is Bankers Trust Co., N. Y. (Herbert Golden, asst. v.p. for amusement industries financing). It's undisputedly "the industry's No. 1 financial institution," writes reporter Bob Chandler, who notes that in less than 4 years it has increased TV film loans to a "current outlay of nearly \$15,000,000, with a stake in some 30-odd shows plus a list of top permanent clients in the production and distribution field." Veteran of the movie industry, Bankers Trust in 1951 backed the MCA-TV syndicated *I'm the Law*, starring George Raft. Since then, it has banked Walt Disney's TV ventures, TPA, Screen Gems, ABC Film Syndication, some top feature film houses "and a raft of indie producers." At first, states Chandler, "the accent was on loans for production slated for syndication, but these, in line with the industry's slowdown on first-run syndication production, have taken a back seat to network production loans." Golden is quoted as saying, "We're dealing more with companies now and less with individuals." Pilot films usually don't need financing; "it's when they sell the pilot to a network or national advertiser and have to launch production that they come to the bank for the loans" . . . New York's RKO-Pathé Studios, which have produced TV film series and commercials, reportedly due to be closed down by RKO Teleradio, moving all production activities to Hollywood . . . New group of 19 "A" features being offered by Hygo Television, including "Pardon My Past" (Fred MacMurray), "The Astonished Heart" (Noel Coward), "Two Yanks in Trinidad" (Pat O'Brien, Brian Donlevy), "Hound of the Baskervilles" (Basil Rathbone) . . . Movies providing "spectacular" material: NBC & CBS reported bidding for some of titles in package of 24 movie stories

whose rights have reverted to original authors. Eyed as possible spectaculars, properties are being handled by H. N. Swanson literary agency in Hollywood and include "Double Indemnity," "Mildred Pierce," "The Big Sleep," "Drums Along the Mohawk," Philo Vance mysteries . . . Another medical show: Hal Roach Studios begin work next week on *The Probe*, CBS-owned series starring Wendell Corey, featuring application of medicine in field of law enforcement . . . More "spectacular" plans by ABC: First of the 12 monthly "specials" is slated for Wed. Nov. 24, probably will be ballet; next ones will be Sun. Dec. 9 & Sun. Dec. 23, probably featuring Metropolitan Opera's "Faust" and possibly N. Y. City Center Ballet's "Nutcracker." Schedule will include documentaries on alcoholism and divorce . . . Profile of NBC-TV's *Wide Wide World* and exec. producer v.p. Barry Wood is feature TV dept. article in March 5 *Time Magazine* . . . Million-dollar jackpot show is coming, we're told, under the familiar name of the granddaddy of all panel programs, *Information Please*, whose owner Dan Golenpaul is said to be preparing TV version, involving local & regional competitions, with national "finals" good for \$1,000,000 prize every 39 weeks . . . NBC-TV's \$100,000 jackpot show, *The Big Surprise*, hit ARB's top 10 ratings for Feb. 1-7, as No. 9 with 39% of audience, and as No. 7 in number of viewers (32,640,000). CBS-TV's \$64,000 *Question* kept No. 1 rating (57) for 8th consecutive month, though it was topped by *Ed Sullivan* and *Perry Como* in number of viewers . . . Lucy returned to No. 1 position in Nielsen total audience (54.9) and average audience (52.7) ratings for 2 weeks ended Feb. 4, \$64,000 *Question* dropping to No. 2 (53.2 & 50).

COMMUNITY ANTENNA system proponents testify at Senate Commerce hearing this week (see p. 6) endeavored to show Committee that CATV is only way at present for serving small, fringe communities. At same time, they endorsed potential free services—such as translators, satellites & boosters—on ground these may serve some areas in which CATV systems aren't economical.

Martin Malarkey, pres. of National Community TV Assn., urged that uhf translator rules be finalized soon, with "sound standards" that wouldn't mislead public; that FCC consider giving broader use of microwaves to CATV; that systems aren't utilities, shouldn't be regulated—because they're subject to competition from regular stations, satellites, potential translators, etc.

Milton J. Shapp, pres. of equipment maker Jerrold Electronics Corp., proposed that FCC grant CATV systems authority to use top 14 uhf channels as "poor man's microwave," to replace cable for relaying signals from mountain tops to center of communities, whence they'd be distributed to homes via cable. This, he said, would bring TV to additional 600 small towns, mostly through cooperatives. These "milliwave" relays, he stated, would be far cheaper to build than microwave, and he claimed they'd bring service to public more cheaply than would regular uhf translators of type being considered by FCC—because set owners wouldn't need to buy and maintain uhf antennas and converters.

At first belligerent, committee chairman Sen. Magnuson became impressed, said he'd urge that FCC give it favorable consideration. Satisfied that Shapp proposal wouldn't preclude start of local stations and that public would have choice of cable or picking up uhf relay, he said he hopes Commission "acts as promptly as possible."

This week, meanwhile, Manson Community TV Co., operating experimental uhf translator KO2XBK (Ch. 16) in Manson, Wash., applied for Ch. 70 & 76 to make similar experiments in Chelan with Adler 10-watt equipment.

SIGNIFICANT VICTORY in TV's fight for access to courtroom came Feb. 27 when Colorado Supreme Court ruled unanimously to end its ban on TV, radio & news photos in state courts. Precedential decision doesn't give TV the "equal access" it has long sought—leaving it up to lower court judges whether TV-radio will be permitted in any specific court hearing—but it does have the effect of abandoning American Bar Assn.'s Canon 35, which forbids TV, radio & photographers in court.

High court decision, written by Associate Justice Moore, had 2 other provisos attached to it: (1) No telecast will be permitted over objection of witness or juror. (2) Cameras & microphones must be operated under regulations prescribed by presiding judge. Obviously deeply impressed by the 6 days of demonstrations by telecasters & broadcasters (Vol. 12:6), Justice Moore said:

"The dignity and decorum of the court was not in the least disturbed . . . All equipment used, whether large or small, is capable of installation outside the courtroom with only the lens appearing on the exterior wall, through an otherwise concealed door or window, or from a booth in the rear of the courtroom."

NARTB hailed decision as "truly historic landmark in broadcasters' efforts to achieve equal access in covering public proceedings."

New re-use fees for live TV performers, announced this week by AFTRA, which formerly insisted on 100% payment each time kines were re-run in cities which originally carried the shows live (Vol. 12:7): First & second re-runs, 75% of basic minimum fee received for first telecast; all subsequent re-runs, 50%.

Hardy Burt, producer & moderator of *Facts Forum Panel*, produced by the Dallas organization headed by oilman H. L. Hunt and syndicated to stations throughout the country, terminates his connection with the TV-radio program after April 27.

Station Accounts: Commercial banks will spend record \$82,000,000 on advertising this year, up \$10,000,000 from 1955, with TV & radio spots figuring prominently, according to survey by American Bankers Assn. Of 3117 banks replying to ABA questionnaire, 58% said they planned to spend more on ads, only 9% less, with newspapers continuing as favorite medium. Note: One big bank reporting successful TV-radio spot campaign is Crocker-Anglo National Bank, San Francisco, now using 12 TV & 23 radio stations in its area, thru Doremus & Co. and Brisacher, Wheeler & Staff, San Francisco . . . National Retail Hardware Assn., Indianapolis (Russell R. Mueller, managing director) plans big spot campaign to promote Hardware Week starting April 12, thru Bozell & Jacobs; TV-radio portfolio containing singing commercials and other messages prepared by Musical Commercials Inc. being shipped to retail hardware stores . . . Chevrolet plans spot campaign built around "OK Used Car" trademark to aid its franchised dealers in selling used cars, thru Campbell-Ewald, Detroit . . . General Foods, for Yuban coffee, to use spots in about 15 west coast markets starting March 15; also 35 markets for Maxwell House coffee, thru Benton & Bowles . . . Greyhound Bus, in first local purchase, to be alt. sponsor with Carter Products of *Star Showcase* film dramas on WABC-TV, N. Y., Mon.-thru-Fri. 11-11:30 p.m., thru Beaumont & Hohman, N. Y. . . Foster Grant Co., Leominster, Mass., pushing its Fosta and Grant sunglasses for vacationists, plans spring-summer spot campaign in 21 major cities, thru Fairfax Inc., N. Y. . . Robert Hall Clothes using 1200 TV announcements per week in big March spot campaign thru Frank B. Sawdon Adv. to mark opening of 20 new stores in Los Angeles, St. Louis, Ft. Worth & Dallas . . . Dawson's Brewery to sponsor Ziv's 30-min. *Man Called X* in key New England markets starting April 16, thru Reingold Co., Boston; show currently has sponsors in 135 markets . . . Carling Brewing Co. to sponsor 60 weekend games of Cleveland Indians this season on WEWS, thru Lang, Fisher & Stashower, Cleveland . . . Falstaff Beer, celebrating 3rd anniversary in Cal. distribution, sponsored 90-min. live "spectacular" featuring top variety stars March 1, originating on KGO-TV, San Francisco, and fed to other Cal. cities . . . Among

advertisers currently reported using or preparing to use TV station time: Bostwick Labs, Bridgeport, Conn. (Hep oven cleaner), thru Ovesey & Strauss, N. Y.; Hood Rubber Co., Div. of B. F. Goodrich Co., Watertown, Mass. (rubber & canvas footwear and tiling), thru McCann-Erickson, N. Y.; Pharmaco Inc., Kenilworth, N. J. (Medigum cough remedy), thru Doherty, Clifford, Steers & Shenfield, N. Y.; Wilkening Mfg. Co., Philadelphia (Mrs. Wiggle toys), thru Lavenson Bureau of Adv., Philadelphia; Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (Jet sneakers), thru Campbell-Mithun, Chicago; Oelwein Chemical Co., Oelwein, Ia. (Occo-Lak mineral compound), thru Cary-Hill, Des Moines; Ungar Electric Tools, Los Angeles (electric scissors), thru M. H. Kelso Co., L. A.; Granny Goose Foods Co., Oakland, Cal. (Granny Goose potato chips), thru Brooke, Smith, French & Dorrance, San Francisco; Boston Sausage & Provision Co., Boston (Honor Maid smoked meats), thru Ingalls-Miniter Co., Boston; Lone Star Cone Co., San Antonio, Tex. (Texanne peanut butter), thru Thomas F. Conroy, San Antonio; IXL Food Co., San Leandro, Cal., thru Biow Co., San Francisco; Gund Mfg. Co., N. Y. (Walt Disney character toys), thru Ovesey & Strauss, N. Y.; Kasdenol Corp., Huntington Station, N. Y. (Kasdenol products), thru Diener & Dorskind, N. Y.; Lincoln Income Life Ins. Co., Louisville, Ky., thru Fred R. Becker, Louisville; Russell Spruance Co., Philadelphia (bread & biscuit mix), thru Richard A. Foley Adv., Philadelphia; U. S. Summit Corp., N. Y. (Byvirol for children's appetite), thru Shaller-Rubin Co., N. Y.; Penick & Ford Ltd., N. Y. (My-T-Fine desserts), thru BBDO; Irwin-Willert Co., St. Louis (Flush-Clean tank tablets), thru Wesley K. Nash Co., St. Louis; Kelly Food Products, Decatur, Ill. (Kelly's potato chips), thru Grubb & Peterson Adv., Champaign, Ill.; Wilson & George Meyers & Co., San Francisco (agricultural & industrial chemicals), thru Foote, Cone & Belding, S. F.; W. O. Washburn Co., St. Paul, Minn. (Balm Argenta hand lotion), thru Bozell & Jacobs, Indianapolis; Frontier Foods Corp., Los Angeles (Flavo-straw), thru Brooke, Smith, French & Dorrance, S. F. . . . Gold Medal Candy Corp., Brooklyn (Bonomo's Turkish Taffy), thru Emil Mogul; Adell Chemical Co., Holyoke, Mass. (Lestoil detergent), thru Wm. B. Remington, Inc., Springfield, Mass.

RADIO GETS FEWER advertising dollars, according to McCann-Erickson preliminary calculations for *Printers' Ink* (Vol. 12:6) — but, thanks largely to increased local time sales, the stations appear to be keeping more for themselves. Combined net time sales of the nation's 3500-odd AM & FM stations, according to the 1956 *Broadcasting Yearbook & Marketbook* just published by *Broadcasting-Telecasting Magazine*, authority in that field, went up 1% to \$455,690,000 in 1955. Nevertheless, the 1955 figure is 4.5% below the all-time industry high of \$477,206,000 in 1953.

Net time sales are defined as those derived by stations after all frequency & promotional discounts but before deduction of commissions to ad agencies & reps and other sales expenses. Broken down, the trade publication's figures show 1955 local radio time sales were \$278,009,000, up 12.3% from 1954; national non-network (spot) \$117,070,000, down 2.6%; national network \$54,997,000, down 30.3%; regional network \$5,573,000, up 16.9%.

The *Printers' Ink* figures, on the other hand, represent what the advertiser actually spent on various media, including in the cases of TV-radio all talent, production & related costs as well as time charges. They were tabulated, with a special analysis of their TV implications, in our Vol. 12:6 (pp. 1 & 16). So far as radio is concerned, *Printers' Ink* shows the total amount spent on it (all

charges) — \$545,000,000 in 1955 — was broken down as local \$320,000,000, spot \$135,000,000, network \$90,000,000. Thus radio as whole represented 6% of the national advertising budget of \$9,029,000,000. In 1954, radio's take was \$564,900,000, or 7% of that year's national ad budget; in 1953, it was \$611,200,000 (7.9%), and in peak 1952 it was \$624,100,000 (8.7%).

Local radio's consistent upsurge is shown in the *Printers' Ink*, as in the *Broadcasting-Telecasting Yearbook* tables, to be keeping well ahead of network radio's downward curve and the less decelerated downgrading of national spot. In peak 1952, local radio accounted for \$321,100,000 of the advertisers' dollar; in 1953, it was \$324,400,000; in 1954, \$315,000,000; in 1955, \$320,000,000.

Network radio has slipped pretty badly since 1948 peak of \$210,600,000. It runs thus: 1949, \$203,000,000; 1950, \$196,300,000; 1951, \$179,300,000; 1952, \$161,500,000; 1953, \$141,200,000; 1954, \$114,500,000; 1955, \$90,000,000. National spot's peak of \$145,600,000 in 1953, slipped to \$135,400,000 in 1954, \$135,000,000 in 1955.

Kentucky Club Pipe Tobacco, in unusual ad campaign, will use all media to promote consumer contest to name a 2-year-old colt, son of Devil Diver. Winner will get the colt, \$1000 in cash and 2 tickets to Kentucky Derby. Contestants must include tin of Kentucky Club tobacco or some other proof of purchase with their entries. Charles W. Hoyt Co. is agency.

Network Accounts: Radical revamp of almost its entire programming schedule is planned by ABC-TV for next fall, to place greater emphasis on 90-min. shows and partic. sponsorships on pattern of its J. Arthur Rank "Film Festival" programs. Speculation is that at least 50% of current programs will be eliminated or shifted to different times. At least 9 new programs are definitely in works, said spokesman, but declined to give details . . . **Pharmaceuticals Inc.** to sponsor weekly *Guy Lombardo's Diamond Jubilee*, series of audience-participation musical shows, on CBS-TV starting March 20, Tue. 9-9:30 p.m., thru Edward Kletter & Assoc.; show replaces *Meet Millie*, going off air . . . **Falstaff Beer & Gem Razors** to co-sponsor *Baseball Game of the Week* on CBS-TV starting April 7, thru Dancer-Fitzgerald-Sample & McCann-Erickson; each week, selected game will be carried on about 175 stations . . . **Helene Curtis** buys alt. Wed. 4:30-4:45 p.m. segment of *Queen for a Day* on NBC-TV starting March 21, thru Weiss & Geller, Chicago . . . **Pontiac** to drop one-third sponsorship of *Wide Wide World* on NBC-TV starting March 25, but will be replaced by another General Motors div., as yet unspecified . . . **Coats & Clark's Sales Corp.** (Crown zippers) buys 28 partic. on *Afternoon Film Festival* on ABC-TV starting Feb. 20, Mon.-thru-Fri. 3-5 p.m., thru Kenyon & Eckhardt; **Sterling Drug Co.** (Bayer aspirin) buys 52 partic. starting Feb. 28, thru Dancer-Fitzgerald-Sample . . . **Dow Chemical** buys 6 partic. on *Famous Film Festival* on ABC-TV starting March 4, Sun. 7:30-9 p.m., thru MacManus, John & Adams, N. Y.; **Evinrude Motors**, Milwaukee, buys 7 partic. starting April 8, thru Cramer-Krasselt Co., Milwaukee . . . NBC-TV switches *Mr. Wizard* to Sat. 5-5:30 p.m. starting March 3 . . . ABC-TV switches *Ted Mack Amateur Hour* to Sun. 9-9:30 p.m.

Rate increases: **KRON-TV**, San Francisco, raises base hour from \$1500 to \$1700, 20 sec. \$300 to \$425. **WOOD-TV**, Grand Rapids, raises base hour from \$950 to \$1050, 20 sec. \$180 to \$200. **WLAC-TV**, Nashville, adds Class AA hour (7-10 p.m. daily) at \$650, min. at \$140, Class A hour remaining \$550. **KARD-TV**, Wichita, adds Class AA hour (6:30-10:30 p.m. daily) at \$550, min. at \$125, Class A hour going from \$350 to \$380. **KWWL-TV**, Waterloo, Ia., adds Class AA hour (7:30-9:30 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. **KAKE-TV**, Wichita, raises base hour from \$425 to \$500, min. \$85 to \$110. **KNOE-TV**, Monroe, La., adds Class AA hour (7-10 p.m. daily) at \$400, min. at \$80, Class A hour remaining \$300. **KTBC-TV**, Austin, Tex., raises base hour from \$350 to \$400, min. \$70 to \$80. **KGBT-TV**, Harlingen, Tex., adds Class AA hour (7-9:30 p.m. daily) at \$300, min. at \$60, Class A hour remaining \$250. **KWTX-TV**, Waco, Tex., raises base hour from \$200 to \$250, 20 sec. \$40 to \$50. **KSWM-TV**, Joplin, Mo., raises base hour from \$200 to \$225, min. \$40 to \$45. **KBTW**, Denver, March 15 raises base hour from \$600 to \$650, min. \$120 to \$145.

Anderson, Clayton & Co., expanding in packaged foods field, changes name of its Mrs. Tucker's Products div. to Anderson, Clayton & Co. foods div., which takes over distribution of all its food products. At same time, it appointed D'Arcy, McCann-Erickson and Paris & Peart, all N. Y., to work on development & marketing of several new food products to be announced shortly. **Crook Adv.**, Dallas, continues to handle its current consumer products (shortening, salad oil, margarine).

Aprópos of political activity (see p. 2), ABC has published political handbooks for its TV & radio affiliates, giving pertinent information on coverage policy, preempton guidance, FCC regulations on political broadcasts, etc.

New reps: **WRDW-TV & WRDW**, Augusta, Ga., to Branham (from Headley-Reed); upcoming **WITI-TV**, Milwaukee, to Branham.

ANTI-TRUST investigations in TV field, as outlined by Asst. Attorney General Stanley N. Barnes at Feb. 28 Senate Commerce Committee hearing (see p. 1):

"Beyond cases already filed, several investigations are now pending in the broadcasting field. Because they are still pending, I am sure you will understand that it would not be proper for me to name names or to go into too much detail. I can, however, outline the scope of some of our pending investigations. First, we are currently studying anti-trust questions raised by the exchange between NBC and Westinghouse Broadcasting Company of radio and TV stations in the Cleveland and Philadelphia areas.

"Second, we have under study complaints that networks insist on some occasions that stations use programs owned or controlled by networks. The charge is made that this is particularly the case in connection with prime time, i.e., between 7:30 and 10:30 in the evening. You will recall that the Supreme Court in the Paramount case required that control over the exhibition of motion pictures be divorced from their production or distribution. We believe that if a similar situation is to be avoided in the telecasting industry the networks must not condition access to the airways on use by the advertiser of a network-owned program, providing, of course, that the sponsor has the program which meets reasonable standards of merit in public interest. Just as a patentee may not extend the exclusive privilege granted to him by Congress so as to control competition beyond the scope of the patented invention, so telecasters must be careful to avoid seeking to use their broadcasting privilege to control commerce in an area beyond the scope of their license.

"The Paramount case also condemned block booking of motion pictures; the practice whereby an exhibitor desiring to rent only the good pictures was nevertheless compelled to take the bad as well. The anti-trust div. has under current inquiry charges that feature films are being licensed to TV stations under similar requirements. Motion picture programming is, as you know, especially important to unaffiliated television stations to enable them to meet the competition of network programs. The anti-trust div. will be alert to prevent a recurrence in the broadcasting branch of the entertainment industry of those practices which gave rise to the Paramount case in the movie branch. I am sure that the broadcasting industry itself will join with us in our efforts to prevent a repetition in their industry of the litigation that has faced the motion picture business."

U. S. newspapers are doing all right—despite TV-radio and despite newsprint shortages. Daily newspaper circulation last year reached all-time record of 55,837,000, up nearly 1,000,000 copies a day, according to new edition of *Directory of Newspaper & Periodicals* published by N. W. Ayer & Son. Evening papers had 33,720,000 daily, up 800,000; morning 21,327,000, up 90,000. Counting both English and foreign-language papers in U. S., there are 1498 evening papers, up 13 in year; 336 morning papers, down 34; 549 Sunday papers (circ. 46,044,000), down 25; 7 all-day, up 2.

Television Age, reporting that upcoming season will see TV sponsorships of 860 games played by 13 teams, states baseball clubs will realize \$6,200,000 from rights, of which \$1,000,000 will be for world series. Only 3 clubs—Milwaukee, Pittsburgh, Kansas City—are not televised. Total ad expenditure on TV will run about \$26,200,000, sponsors being mostly tobacco, beer, oil, auto, baking and razor companies.

Crowell-Collier Publishing Co. (*Collier's*), besides buying an as yet undisclosed newspaper, expects to spread out also into TV and radio, according to pres. Paul C. Smith.

PHILCO LAUNCHED itself in the TV station business this week with announcement that it will offer complete low-priced low-power broadcasting "packages" designed for smaller communities. Following up its announcement at last year's NARTB convention (Vol. 11:22), company said its first transmitters will have 150-watt power, and initially antennas will be offered with power gains of 4 & 8.

Packages will include complete station facilities—even studio building and tower, if desired. Three basic packages—whose prices are due to be divulged in about a week—will be designed for film & network programs only, single-camera live productions and 2-camera live productions. Transmitters for the Philco packages will be built by Adler Electronics Inc. (Adler Communications Labs), New Rochelle, N.Y., cameras by another unidentified manufacturer. Transmitters will be offered for both vhf & uhf, will be equipped to transmit network color. One transmitter has been set up at Philco's govt. & industrial plant in Philadelphia, will be used in color and uhf demonstrations March 8 to foreign members of International Radio Consultative Committee (CCIR).

Comparative chart showing prices of 8 other station equipment manufacturers for complete low-power stations were inserted in record of Senate Commerce Committee's TV investigation during testimony by pres. Philip Merryman, WICC-TV, Bridgeport (Ch. 43), for Committee for Hometown TV. He gave these prices for complete TV stations (film cameras only), including tower & transmitter building and 200-watt transmitter: Adler Electronics, \$60,370; Dage TV div., Thompson Products, \$61,495; Sarkes Tarzian \$65,205. Also listed were DuMont, with 500-watt transmitter, at \$97,384, and Kay Lab, 100-watt transmitter, \$52,845—and prices of these other manufacturers for similar package, but without transmitter: Federal, \$52,135; GE, \$49,807; RCA, \$60,510.

FCC's TV monitor rules were amended this week, on recommendation of General Radio Co., to reflect fact that accuracy can't be maintained in uhf as well as in vhf. Sec. 3.693(a) (1) is changed to read: "The monitors shall have an accuracy of better than 500 cycles for 30 days on vhf operation, or for 10 days on uhf operation, and under ordinary conditions (ambient temperature from 10° centigrade to 40° centigrade above zero, humidity from 10% to 95% relative humidity, power supply variations from 90% to 110%, and other conditions which may affect its accuracy) encountered in TV broadcast stations throughout the U. S." Sec. 3.694(b) (3) is amended by deleting last sentence which reads: "Until June 1, 1957, however, monitors having meters which read either positive or negative swings will be eligible for type approval."

Community antenna operator Martin Malarkey Jr. and associates have made first venture into radio station ownership through purchase of WRTA, Altoona, Pa. (250-w, 1240 kc, ABC & MBS) from Roy F. Thompson for \$42,500. Malarkey says purchase is first of 7 stations to be acquired through purchase or application and that his group plans ultimately to enter TV station ownership. Group operates community systems in Pottsville, Minersville & Schuylkill Haven, Pa. and Harrisonburg, Va. Purchaser of WRTA is Altoona Trans-Audio Corp., of which Pottsville Trans-Video Corp. owns 38.4%, John L. Miller 38.4%, Louis H. Murray 15.4%, Horace J. Richards 7.7%. Miller is Port Carbon, Pa. textile mfr., oil & gas distributor and realtor. Murray is former mgr. of radio WPAM, Pottsville; Richards is now WPAM asst. mgr.

Equipment shipments by the major manufacturers are still down to a trickle, only ones reported this week being GE shipment of 10-kw transmitter to upcoming KFRE-TV, Fresno, Cal. (Ch. 12), due on air in May, and special GE 5-bay helical uhf antenna to WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15).

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

KVIT, Santa Fe, N. M. (Ch. 2), which got grant last Jan. 25, hopes to be on the air in June, reports Larry Boggs for pres. Henry S. Griffing of Oklahoma City's Video Independent Theatres, which also owns 12½% of KWTW, Oklahoma City and holds CP for Ch. 9 in Hot Springs, Ark. It will use 300-ft. Andrews tower, Sarkes Tarzian equipment package having been ordered for delivery in about 90 days. Construction, delayed by zoning problem, is due to start in about 30 days. Rep not chosen.

KDWI-TV, Tucson (Ch. 9) had 10-kw GE transmitter due this month, plans April 15 test patterns, May 1 programming, reports gen. mgr. James W. Hays, ex-program director of Tucson's KVOA-TV. Studio building is to be ready by April 1, when transmitter house on Mt. Bigelow also is to be completed and 6-bay GE antenna will be installed on 200-ft. Ideco tower. It will be 3rd outlet in city (1950 pop., 45,454). Owner is D. W. Ingram, whose business is building materials and warehousing. Chief engineer is Don Peterson, ex-GE field engineer, Los Angeles. Base hour will be \$350. Rep not chosen.

KREX, Montrose, Colo. (Ch. 10), projected as satellite of KFXJ-TV, Grand Junction, Colo. (Ch. 5), is shooting for May 22, second anniversary of KFXJ-TV, reports owner-gen. mgr. Rex G. Howell, who has requested KREX call letters, now assigned to a ship. Transmitter on Flat Top Mesa will be 2 mi. from Montrose and some 50 from Grand Junction, picking up signal direct for rebroadcast to area which has had fringe reception because of intervening high terrain. Gates transmitter has been ordered. Station will be sold at first as KFXJ-TV bonus (\$120 base hour), later will have own studio facilities and resident mgr. Rep for stations is Hal Holman.

Tele-Broadcasters Inc., 41 E. 42nd St., N. Y., headed by H. Scott Killgore and operating 3 radio stations, is offering 200,000 shares of 5c par common stock at \$1.50 per share through Joseph Mandell & Co., 37 Wall St., N. Y.—proceeds to be used for further expansion. Project is in line with plans previously reported (Vol. 12:5) but since then Tele-Broadcasters has purchased David M. Segal's radio KDUL, Kansas City, through R. C. Crisler & Co., subject to FCC approval. Present holdings are WKXV, Knoxville; WKXL, Concord, N. H.; WARE, Ware, Mass.

Full 100% control of CP for WQCY, Allentown, Pa. (Ch. 39) was acquired this week by owners of radio WKAP there, FCC approving. Controlled by Rahall family, WKAP increases holdings in WQCY from 43% by paying \$5000 to 8 other stockholders. Rahalls also have 26% interest in WCHS-TV, Charleston, W. Va. (Ch. 8), control radio stations WNAR, Norristown, Pa. & WWNR, Beckley, W. Va. Farris E. Rahall owns WFEA, Manchester, N. H.

WMGT, Adams, Mass. (Ch. 19) went off air 7:30 p.m. Feb. 25 when hurricane-force winds in excess of 125 mi. per hour destroyed tower and antenna atop Mt. Greylock. Tower was insured and will be rebuilt on Mt. Greylock as soon as weather permits. WMGT has been operating more than 2 years, is affiliated with radio WBRK, Pittsfield, Mass., and headed by Leon Podolsky, Sprague Electric Co. engineering executive.

Private 3-hop 170-mi. microwave is being installed by RCA to bring signals of WBAY-TV, Green Bay, Wis. to WDMJ-TV, Marquette, Mich.

8½-in. SET—HARBINGER OF TV-IN-EVERY-ROOM? Could be that, if it clicks in a big way, the new 8½-in. portable TV table model unveiled this week by RCA, coming in the wake of GE's enormously successful 14-in., will turn out to be the real beginning of an era of TVs in all rooms, a la radio. Price is \$125, but in mass production, and with competition already definitely in prospect from Emerson, Admiral, et al, the price inevitably will go down. And looking ahead, it's not hard to envisage a combination TV-radio (with clock), no larger than 8½-in. TV only, selling at far less than \$125.

We saw first showing of RCA instrument this week -- and our immediate reaction was that it's truly adapted for bedside or desk; that it's unlikely to be mere novelty, as was Pilot 3-in. set which flashed across the trade at \$100 some years ago. Actually, 8½-in. picture compares more nearly with the 10-in. which started TV off on its fabulous way. Set isn't intended as substitute for the bigger receivers used for family viewing. It's meant for "personal viewing," primarily. Indeed, RCA calls it the "Personal TV" (Model 8PT703).

It will be on market by April 1 in choice of 3 colors -- red, gray or ivory metal cabinet. It measures 10¼-in. high, 9¼-in. wide, 12½-in. deep, weighs 22 lb. without removable steel stand. It uses V-type disappearing rod antenna, has connection for external antenna. Tuning controls, same as those in larger sets, are under top panel. Carrying handle folds like a satchel's.

There are only 10 multi-purpose circuit tubes, 4 crystals, one tube rectifier, one double selenium rectifier -- plus kinescope. Viewable area is 36 sq. in. on 90-degree bulb (Type 8DP4), which compares with 96 sq. in. on the 70-degree 14-in. tube, 149 on the 70 & 90-degree 17-in., 224 & 228 on the 70-degree 21-in., 262 on the 74 & 90-degree 21-in. Old 7-in. had 22 sq. in., 10-in. had 52 sq. in.

Practically all the components had to be specially designed and manufactured, including the electrostatic focus gun -- accounting for rather high initial price.

Shipments to dealers start in mid-March, with big promotion to be under way by April 1. Distributor discount was said to be 36% (\$80.23) which appears to leave good margin for retail discounting. One-year service contracts will cost \$14.95.

Company won't disclose initial production, though one official remarked "it's a helluva big run." It's known that Lancaster Lens Co., sole supplier of the bulbs thus far, has sold RCA an extremely large order -- possibly as many as the 200,000 required for \$2.16 minimum unit price as against the \$2.90 quoted on lesser numbers.

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Distributor-dealer reaction is difficult to assess, for not many have seen it yet, but there was lots of enthusiasm for the 8½-in. concept when fact that it was in the works first leaked out and when we discussed it with dealers at NARDA convention in Jan. As a quick sample, we called George's, the big Washington dealer, where a topside reaction was: "We haven't seen it yet, but the \$125 price is just right, the name of RCA is wonderful, and if the discount is long enough we ought to sell a lot of them."

At the New York demonstration Feb. 28, where nearby distributors and some big dealers saw it along with newsmen, reaction was enthusiastic. Bruno-New York's Irving Sarnoff called it a "natural", especially for offices and for the gift trade. Krich-New Jersey's Max Krich, another of RCA's biggest distributors, was equally enthusiastic. Opinion of the newsmen generally was very favorable, though some were skeptical about the price. Everybody thought it had a big potential market, because of the portability idea and because the picture was so thoroughly acceptable.

RCA tube div. is selling the 8½-in. to other manufacturers, but not many "big orders" for the bulbs, other than RCA's, have yet been taken by Lancaster Lens from other tube makers. Other glass people say there has been no demand upon them thus far, though it's known that Corning Glass had first crack at the RCA specifications.

GE's big-click 14-in. portable (at \$100, \$120 & \$130) sparked the seeming turnabout trend to smaller sizes -- and there's talk (unverifiable) of 10, 10½ or 11-in. intermediate sizes in the making. All that's known is that RCA, Philco, Motorola, CBS-Columbia, probably others, will have 14-in. in new lines they are now readying for introduction at Chicago marts in June. So far as we can learn, GE is sticking to its 14-in., which it's making in big quantities, has no plans for 8½-in.

Neither Admiral nor Emerson has set a price on the 8½-in. models they will bring out in June, or possibly earlier in view of RCA's coup. Philco had no comment, but Motorola's Ed Taylor, saying no decision has been made on 8½-in., remarked: "We are pleased that RCA has a \$125 price tag. That allows for some profit. We see the portable as a definite factor in second-set market." Said Emerson's Benj. Abrams:

"This is a limited market at best, and I have the feeling that the manufacturers who get into it first will be able to skim the cream and leave small pickings for those who delay coming out with such a set." He hopes, he said, to have his out soon, likes the \$125 price tag, sees good profit potential in it.

Brief highlights of other major trade developments this week:

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'Tinkertoy' Set: A "totally Tinkertoyed" receiver -- industry's first -- will be shown by Emerson in week or so, says pres. Benjamin Abrams. Details, including date of showing, were withheld -- but spokesman emphasized that the chassis could be incorporated in a 17 or 21-in. receiver. No price has been set, but Abrams previously stated that "Tinkertoy" set would necessarily be higher than comparable conventional models because of increased engineering and production costs. Next set maker to show "Tinkertoy" receiver is likely to be DuMont.

Full-Line Thinking: "There is no longer a place in the home appliance field for the single-line company. Such a company cannot compete with the intensive, expensive merchandising of full-line companies who compete with TV programs and the full impact of their products." It was that conviction that led Thor Corp. to diversify into production of such non-appliance items as Christmas toys, said chairman Arnold H. Maremont in address to N.Y. Society of Security Analysts Feb. 27. He also said that licensing agreement whereby Crosley-Bendix manufactures Thor washers has worked out extremely well financially for both companies.

Production: TV output totaled 138,861 week ended Feb. 24, compared to 146,733 preceding week and 136,189 week ended Feb. 10. It was year's 8th week and brought production to that date to about 1,135,000, as against 1,200,000 in first 8 weeks of 1955. Radio production totaled 278,271 (92,648 auto) week ended Feb. 24, compared to 284,840 preceding week and 283,553 week before. Radio production for 8 weeks was about 2,250,000, compared to about 2,200,000 in corresponding 1955 period.

Trade Personals: Charles R. Pritchard elected a v.p. of GE, continuing as general manager of GE Supply Co., now integrated under parent company . . . James D. McLean appointed v.p. & gen. mgr. of Philco govt. & industrial div. in charge of all its activities . . . F. E. Howell resigns as Crosley-Bendix sales & distribution v.p.; Herbert Allen promoted to gen. field sales mgr. of all products . . . Dorman D. Israel, Emerson exec. v.p., left March 1 on 2-month business & vacation trip to Europe . . . Louis E. DeLaFleur resigns as mgr. of RETMA international dept. to become Federal Telephone & Radio's Latin American rep, headquartering in Mexico City; Al Coumont resigns as RETMA staff asst. for parts div. to join Sprague Electric's distributor sales div.; Tyler Nourse is promoted to assume duties of both temporarily, with Herbert Hodge moving up to succeed Nourse as editorial director . . . Herbert L. Reichert promoted to CBS-Hytron midwest regional mgr., Chicago . . . Wm. D. Wiley, ex-Edgar Morris Sales Co., Washington (Westinghouse radios), named Magnavox regional mgr., Washington; Sylvan P. Gessaman named regional mgr. for Columbus, O. area . . . Bernard J. Phillips promoted to mgr. of publications dept. of

Warwick Mfg. Corp. & subsidiary Crescent Industries . . . Donald Dailey, past winner of Industrial Design Institute's design-of-year award, named Capehart-Farnsworth consumer products design consultant . . . O. Andrews Ferguson named New England distributor sales mgr., Sprague Electric, headquartering in Newton, Mass. . . . James Segre, of Milan, Italy, appointed European representative of Allen B. DuMont Laboratories Inc., reporting to Ernest A. Marx, director of international div.

Arthur H. Jones, ex-engineering v.p. of Frank C. Brown & Co. & consultant to Defense Dept. Research & Development Board, appointed director of Motorola national defense dept., reporting to Dr. Daniel E. Noble, v.p. in charge of communications & electronics.

Richard E. Horner, ex-technical director, Flight Test Center, Edwards Air Force Base, Cal., appointed acting Asst. Secy. of Air Force for research & development, succeeding Trevor Gardner, who resigned Feb. 11.

Dr. Wallace C. Caldwell promoted by Bendix Aviation to head new dept. for transistor research & production, Eatontown, N. J.

Topics & Trends of TV Trade: Westinghouse's 140-day strike which began Oct. 17 has reduced company's over-all shipments by \$250,000,000 from original expectations and has cost striking IUE & UE workers \$86,000,000 in wages. Reporting this to stockholders March 1 in preface to annual report, pres. Gwilym A. Price gave no specific information on strike's effect on consumer products, but said he was confident that after strike is over "Westinghouse will recover the ground it has lost in the consumer products field."

Strike has halted or interrupted production at 29 consumer products plants, including TV-radio factory at Metuchen, N.J. There is no apparent indication of an imminent settlement, despite secret meeting March 1 of Price and AFL-CIO pres. Meany.

Report showed net income in 1955 of \$42,802,747 (\$2.46 per share) on sales of \$1,440,976,985 compared to \$79,921,732 (\$4.78) on \$1,636,184,253 in 1954. For quarter ended Dec. 31, company had net loss of \$1,037,000 on sales of \$306,546,000 as against profit of \$21,950,000 on sales of \$417,662,000 in 4th quarter of 1954.

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DISTRIBUTOR NOTES: Motorola appoints Neil Distributors Inc., 1035 NW 71st St., Miami (Herbert Neil, pres.), replacing Major Appliances Inc. . . . Hoffman Electronics appoints Gautreaux's Electronic Supplies Inc., New Orleans . . . CBS-Columbia appoints Standard Supply Co., 225 E. 6th St., Salt Lake City (G. Wayne Stillman, pres.) . . . DuMont appoints Schueler & Dollar, 2131 Fairfield Ave., Ft. Wayne (Neal J. Schueler, pres.) . . . DuMont Florida promotes Charles H. Coombe to pres. . . . Graybar appoints Walter R. B. Hall appliance sales mgr. of Kansas City district.

Hoffman Electronics Corp., Los Angeles, according to "success story" writeup in Feb. 26 *N. Y. Herald Tribune* financial section, has sold every 7th TV set in Los Angeles area, besides being a major manufacturer of electronics equipment. Story relates how H. Leslie Hoffman, its guiding genius, who also is pres. of RETMA, bought the 9-year-old and bankrupt Mission Bell Radio Mfg. Co. 2 days before outbreak of World War II, then in 1942 acquired Mitchell-Hughes, radio-phono manufacturer, now enjoys sales volume that is expected to rise above \$50,000,000 this year from \$42,000,000 (and \$1,500,000 net profit) in 1955. (In 1941, sales were \$25,000, loss \$50,000.)

Radio shipments to dealers, excluding auto radios, totaled 7,076,722 in 1955, compared to 6,187,503 in 1954, reports RETMA in state-by-state tabulation available to members on request. New York led, with 1,034,577; California second, 613,903; Pennsylvania third, 532,461. Dec. shipments were 1,273,181, compared to 849,264 in Nov.

Utah Radio Products Co., Huntington, Ind., manufacturer of electronic assemblies & speakers, will discontinue TV-radio cabinet production in April when its Caswell-Runyan div. disbands because of intensified competition, said pres. Adolph H. Schenkel.

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Frank A. Gunther, v.p. of Radio Engineering Labs, Long Island City, elected pres. of Radio Club of America, succeeding F. H. Shepard Jr. Other officers elected: Walter A. Koop Jr., v.p.; O. James Morelock, corresponding secy.; Joseph Stantley, treas.; John Bose, recording secy.

Cramer W. LaPierre elected an executive v.p. of GE, continuing in charge of electronic, atomic & defense systems group which includes operations headed by Dr. W. R. G. Baker.

Charles W. Bergquist, 71, who retired in 1943 as Western Electric mgr. of industrial relations, died Feb. 28 in Presbyterian Hospital, Chicago.

TELEVISION-ELECTRONICS Fund Inc., largest of the investment trusts in that field, reporting \$112,791,246 total net assets and 10,266,280 shares outstanding as of Jan. 31, 1956 vs. \$99,911,207 & 9,574,053 shares as of Oct. 31, 1955, discloses that its Jan. 31 portfolio included these new holdings acquired since report of Oct. 31, 1955 (Vol. 11:48): 8000 DuMont Broadcasting Corp., at \$54,000; 9600 Dresser Industries Inc., \$490,800; 5100 General Bronze Corp., \$150,450; 10,000 Machlett, \$140,000; 3000 Magnavox pfd., \$152,250; 600 United Aircraft pfd., \$71,400; 372,000 RCA 3½% bonds, \$411,060; 125,000 Tracerlab 5% bonds, \$121,250; 65,000 Varian Associates 5% bonds, \$71,825; 200,000 Electronics Corp. of America 5% bonds, \$200,000.

Fund added to holdings in following stocks during the quarter: ACF Industries, Aircraft Radio, AB-PT, American Chain & Cable, Babcock & Wilcox, Bell & Howell, Bendix Aviation, Boeing Aircraft, Bullard, Bulova, Burroughs, Carborundum, Chemical Products, Cincinnati Milling, Clevite, CBS "A", Columbia Pictures, Consolidated Electronics, Continental Telephone, Cornell-Dubilier, Corning Glass, Curtiss-Wright, Douglas Aircraft, DuMont Labs "A", Eastman, Eaton Mfg., Electric Controller (merged with Square D), Ex-Cell-O, Food Machinery & Chemical, Friden Calculating, Garrett, General Controls, General Mills, General Tire, Giannini, Goodyear, Hammond Organ, Hoffman, Indiana Steel Products, IBM, International Nickel, IT&T, Lockheed Aircraft, Magnavox, Mallory, Marchant Calculators, National Acme, National Cash Register, North American Aviation, Northrop Aircraft, Otis Elevator, Paramount Pictures, Penn Controls, Philco, Pullman, RCA, Reliance Electric, Robertshaw-Fulton Controls, Royal McBee, Ryan Aeronautical, Square D, Stewart-Warner, Storer Bestg., Taylor Instrument, United Aircraft, Westinghouse Air Brake.

Part of holdings were sold in Admiral, Allis-Chalmers, American Phenolic, AT&T, Beckman Instruments, Borg-Warner, Consolidated ElectroDynamics, ElectroData Corp., Electronics Corp. of America, Elgin National Watch, Emerson Radio, Federal Sign & Signal, General Telephone, Globe-Union, International Resistance, W. L. Maxson, Minneapolis-Honeywell, Motorola, Raytheon, Speer Carbon, Sperry-Rand, Sylvania, TelAutograph, Thompson Products, Tung-Sol, Western Union, Zenith.

Unchanged during quarter were holdings in Addressograph-Multigraph, Aerovox, Barry Controls "B", Bell & Gossett, George W. Borg Corp., Chance Vought Aircraft, Clark Controller, Conrac, Cutler-Hammer, duPont, Eitel-McCullough, Electronic Associates, Elox Corp. "A" & "B", Erie Resistor, General Dynamics, General Railway Signal, Gross Telecasting, Hazeltine, Industrial Electronics, I-T-E Circuit Breaker, Liquidometer Corp., Litton Industries, Minnesota Mining & Mfg., Neptune Meter, Oak Mfg., Photon Inc., Sangamo Electric, Servomechanisms, Sprague Electric, Technicolor, Telecomputing Corp., Television Associates, Texas Instruments, 20th Century-Fox, Union Carbide & Carbon, United-Carr Fastener, Vitro Corp., Walt Disney, Warner Bros., Westinghouse, Worthington. [For report on Aug. 1-Oct. 31 quarter, see Vol. 11:48, p. 14.]

RETMA of Canada elects these new directors: Stuart D. Brownlee, Canadian Admiral, ex-gen. mgr. of RETMA of Canada; H. C. Darroch, Crosley; W. F. Wansbrough, Canadian GE; R. J. M. Allan, Addison Industries.

Charles C. Carey, manufacturing v.p. of General Radio Co., Cambridge, Mass., elected pres., succeeding Errol H. Locke, retired.

Dr. Winfield W. Salisbury named director of Zenith Radio's new research lab at Redwood City, Cal.

Ross D. Siragusa, Admiral pres., to address Washington Ad Club April 30 on automation techniques.

Financial & Trade Notes: Specialized investment funds with important TV-electronics and related shareholdings are indicating brisk upsurge in current reports. Besides latest report on Television-Electronics Fund Inc., first and biggest of the investment trusts in that field (see p. 13), these are latest advices on other activities:

Atomic, Electronic & Chemical Fund Inc., 1 No. Dean St., Englewood, N. J., has been formed as an open-end investment company, according to SEC registration covering 400,000 shares of \$1 par capital stock to be offered by underwriting group headed by Lee Higginson Corp., 40 Wall St., N. Y. Officers are: pres., John M. Templeton, Templeton Investment Research Inc.; v.p., Wm. G. Damroth, partner, William G. Damroth & Co. and a Templeton v.p.; v.p. & treas., Wm. S. Palmer, v.p. of Templeton, Dobbrow & Vance Inc.; secy., Charles K. Andrews, asst. v.p. of Templeton Co. Directors are Richard de La Chapelle, pres. of Lee Higginson; George T. Delacorte Jr., pres. of Dell Publishing Co.; Wm. E. S. Griswold, director of commercial development, General Mills; Robert E.

Ross, chairman, Lockheed Aircraft Co. Advisory board consists of Dr. Eugene T. Booth Jr., exec. officer, physics dept., Columbia U; Calvin D. McCracken, pres., Jet-Heat Inc.; Dr. Herbert C. Pollock, research associate, GE electronics & radiology div.; Sir Robert A. Watson-Watt, British inventor of radar, now resident of Westmount, Quebec, and pres. of Adalia Inc., N.Y. Messrs. Damroth & Palmer beneficially own 37% & 4½% of the Fund, respectively, and Mr. Templeton indirectly owns 35% of the stock of the investment adviser.

Electronics Investment Corp., San Diego, formed year ago as open-end mutual investment fund (Vol. 11:17), discloses Jan. 31, 1956 portfolio of investments totaling \$10,482,613, up from \$9,318,268 as of Oct. 31, 1955. Common stock holdings added since first semi-annual report of last Oct. 31 (see Vol. 11:50 for list): 400 ACF Industries, 400 Bendix Aviation, 800 Borg-Warner, 900 Daystrom, 1000 Garrett, 100 IT&T, 1500 Magnavox, 2000 Philco, 800 Stewart-Warner, 300 Sylvania, 1800 Western Union, 1000 Worthington, 2500 Westinghouse Air Brake. Sold during period were 2000 Westinghouse. Holdings now include 5250 General Telephone as result of merger of Theodore Gary & Co. (3500 shares).

Atomic Development Mutual Fund Inc., Washington, D. C., reporting net assets of \$45,580,400 (\$14.42 per share) as of Dec. 31, 1955, up from \$12,796,669 (\$13.06) year earlier, listed these among shareholdings in the various categories of its portfolio: Fuel Processing—10,000 Sylvania, at market value of \$456,250. Radioactive Materials and Radiation Instruments—34,800 Beckman Instruments, \$1,000,500; 37,000 Consolidated Electrodynamics Corp., \$935,550; 6400 Daystrom Inc., 170,400; 7400 Tracerlab Inc., \$91,575, and \$600,000 of 5% Tracerlab convertible debentures, 1970; 14,100 Victoreen Instrument Co., \$82,837. Application of Atomic Power—22,200 General Dynamics, \$1,467,975; General Dynamics 3½% convertible debentures, 1975, \$200,000. Diversified Atomic Activities—5000 N. V. Philips Gloeilampenfabrieken, \$233,750.

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Magnecord Inc., Chicago (magnetic tape recorders) has acquired \$400,000 additional capital from American Research & Development Corp., investment trust headed by Gen. George Doriot, of Harvard Business School, and is negotiating with private investors for \$200,000 more. AR&D now has \$1,200,000 invested in firm, whose chairman is Bruce Payne, recent successor to resigned pres. William Dunn, ex-Raytheon, and plans are to offer new product line in May, mainly professional, medium & high-price hi-fi models. AR&D now holds 160,000 shares, acquired at \$5, Payne holds option on 50,000, out of total of 300,000 outstanding.

Olympic Radio has called special meeting of stockholders March 8 to vote on proposed sale of convertible subordinated debentures up to \$1,500,000 in order to retire 150-day 4% note of \$750,000 issued to finance purchase of David Bogen Co. (Vol. 12:4-5), with balance to be used for working capital. In proxy notice, Olympic said the 4% note is payable by June 29 to Irving Trust Co. An additional 4½% serial note due 1956-60 was also issued by Olympic in connection with Bogen purchase. Debentures will mature in about 10 years, will bear annual interest not exceeding 5½%. Proxy reveals that Olympic and subsidiaries earned \$373,413 on sales of \$16,233,076 in first 11 months of 1955. In full 1954, earnings were \$256,836 (59¢ per share) on sales of \$18,350,453. There were 453,522 common shares outstanding as of Dec. 31, 1955, of which officers & directors beneficially owned 74,073 and 38,730 are reserved for officer options. Proxy also disclosed David Bogen earnings of \$114,883, sales of \$2,409,418 in 6 months ended Dec. 31. In fiscal year ended last June 30, profits were \$157,223 on sales of \$4,583,595.

Admiral 1955 sales fell to \$202,361,797 from \$219,565,089 in 1954, net profit to \$2,426,866 (\$1.03 per share) after provision of \$1,650,000 for non-recurring special charges covering price redetermination and additional taxes for prior years; the net income before these special charges was \$4,076,867 (\$1.73) as against 1954 net profit of \$6,547,974 (\$2.77). In 1953, sales were \$250,931,605, profit \$8,213,165 (\$3.48). Pres. Ross Siragusa said that in addition to special charges, 1955 earnings were also adversely affected by expense entailed in expanding automatic assembly systems and in moving virtually all TV-radio production facilities from Chicago to plants in Bloomington, Harvey & McHenry, Ill. He also said that "imminence of color" forced most TV purchasers to choose low-profit table models and "moderately-priced" consoles. He predicted higher profits and sales in 1956.

Hallicrafters stockholders Feb. 27 voted to approve sale of company's assets to Penn-Texas Corp. whereby they will receive 332,000 shares of Penn-Texas common, or one share for each 2½ shares of Hallicrafters (Vol. 11:47, 51), and Hallicrafters will be Penn-Texas subsidiary. Total of 673,975 shares of Hallicrafters voting stock, or 81% of the 825,000 shares outstanding, was cast in favor of sale; 5925 shares (.7%) opposed. Pres. Wm. J. Halligan Sr., whose family voted its 24.4% interest in favor of sale, said present management will continue unchanged. Maj. Gen. C. T. Lanham, Penn-Texas v.p. who represented his company at special Hallicrafters meeting, said new Hallicrafters board and officers will be composed only of present Hallicrafters personnel. Penn-Texas stockholders vote March 12 on sale.

Aerovox Corp. 1955 sales were \$25,480,000 and net earnings \$481,000 (55¢ per share on 870,851 outstanding) vs. \$23,017,000 & \$612,800 (74¢ on 830,000 shares) in 1954, pres. W. Myron Owens stating in annual report that profit decline was due to weakening of prices in several segments of the industry during the last 6 months of the year, particularly in ceramic capacitors, as well as heavy non-recurring charges in new divisions and expansion on research in all divisions. He forecast expansion of military electronics purchases in 1956 and "another good year" for TV, including "real increase in the production of color receivers." Total assets of company were put at \$15,896,999 at end of 1955 vs. \$15,266,982 year earlier; net worth \$8,034,700 vs. \$7,766,500.

Allen B. DuMont Laboratories Inc., according to Wall Street advices, will show loss of more than \$2,000,000, or about \$1 per share, for calendar 1955 in annual report to be issued in about 2 weeks. Last DuMont report (Vol. 11:49) showed loss of \$2,019,000 (89¢ per share) on sales of \$51,964,000 for 40 weeks ended Oct. 9, 1955.

Color Trends & Briefs: "ColorTown" is new joint NBC-BBDO project designed to "follow the growth, development and impact of color TV in a typical medium-sized American city." Network and agency don't identify city, but they say sample of 4000 families will be surveyed twice a year. First series of interviews has been completed by Advertest Research, under supervision of NBC's Dr. Thomas Coffin, BBDO's Mrs. "Teddy" Anderson, Advertest's Seymour Smith & Richard Bruskin. Date of issue of findings has not been divulged.

According to Ben Gedalecia, BBDO research director, "the first study will begin to take on significance only in light of the results of the second or third survey." Hugh M. Beville Jr., NBC planning & research v.p., stated: "With the next few years earmarked for color TV's most rapid expansion, we believe that 'ColorTown,' which will enable us to chart the growth and analyze the impact of the medium, will be of invaluable benefit to the future growth of color."

NBC and BBDO obviously hope to do for color what annual "Videotown" series, conducted by Cunningham & Walsh ad agency, has done for black-&-white. "Videotown" sample city is New Brunswick, N. J.

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Recent color sales efforts, reported by *Retailing Daily*:

(1) In Miami, RCA distributor Stan Glaser said he could trace 5 set sales to closed-circuit promotion at Burdine's dept. store—the "Fiberglas Color Cavalcade" employing live DuMont Vitascan equipment feeding demonstrations of merchandise to color sets in store (Vol. 12:7). Burdine's spokesman said the 8-day series gave customers overall impression that "color TV is now a reality." (2) In Wilmington, Del., dealer Bernard Ableman, mgr. of Robelen's, said that in-store "mass demonstrations" are ineffective, that home demonstrations are real answer, and he also recommended that stations announce several times during programs that they're in color. (3) In Erie, Pa., Clair Chaffee, of Chaffee Tire & Appliances, reports 25 color sales in last 9 months of 1955 through concentration on taverns and clubs, emphasizing that sets pay for themselves by increasing patronage. (4) In Mt. Holly, N. J., John Bronner, of Delvalley-TV, reported that free home demonstration ads brought him 10 responses, resulting in 8 sales; he said 4 of sales were to people of average income.

Free home demonstrations of color sets were inaugurated by Bruno-N. Y., biggest RCA distributor, following successful merchandising experiment by Raymond Rosen & Co., RCA Philadelphia distributor (Vol. 12:4). N. Y. campaign was launched this week end with newspaper ads including names of 125-150 dealers, will include TV-radio. Ads will be repeated next week.

Dividends: Admiral Corp., 25¢ March 31 payable to stockholders of record March 15; Wells-Gardner, 20¢ March 15 to holders March 5; General Electric, 50¢ April 25 to holders March 16; Conrac Inc., 6¢ March 15 to holders March 8; Consolidated TV & Radio Broadcasters, 28¢ and 5¢ on Class B, April 2 to holders March 15; General Dynamics, 55¢ May 10 to holders April 10; Standard Radio Ltd. "A," 15¢ April 10 to holders March 20; RCA, 25¢ April 23 to holders March 13.

Whirlpool-Seeger Corp. has filed SEC registration covering proposed public offering of \$30,000,000 of sinking fund debentures due Aug. 1, 1980 and 150,000 shares of common stock being sold by a stockholder; Goldman, Sachs & Co. and Fulton, Reid & Co. will offer debentures, former managing the common offering. White, Weld & Co., N. Y. reported this week to have offered 66,000 shares of Admiral common at \$20.

Network Color Schedules

(March 5-18, 1956)

- March 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Caesar and Cleopatra," 8-9:30 p.m.
- March 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m.
- March 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 10—CBS: *Gene Autry Show*, 7-7:30 p.m.
- March 11—NBC: *Wide Wide World*, "Richard III," 2:30-5:30 p.m.
- March 12—NBC: Home segment, 11:45-noon; *Howdy Doody*, 5:30-6 p.m.
- March 13—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
- March 14—NBC: *Howdy Doody*, 5:30-6 p.m.
- March 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- March 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 17—CBS: *Gene Autry Show*, 7-7:30 p.m.
- March 18—NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "Taming of the Shrew," 4-5:30 p.m.

Advertisers are spending about \$45,000,000 on color this year, Richard A. R. Pinkham, NBC v.p. in charge of TV network programs, told Boston Ad Club Feb. 28. He said that color gives sponsors "a position of prestige and leadership; that advertisers build district sales meetings around color programs which "play to packed houses of dealers and distributors, and the enthusiasm engendered is enormous." He noted that many put on special closed-circuit color presentations of ad campaigns with "conspicuous success." Last week, NBC pres. Robert W. Sarnoff forecast network color time sales of \$150,000,000 in 1957, rise to \$600,000,000 by 1960 (Vol. 12:8).

Reporting local color originations, RCA states that KMTV, Omaha, carried 107 color programs in Feb., 58 of them local; that WBAP-TV, Ft. Worth, transmits 10 hours weekly, ran total of 74½ hours in Jan., including network shows. WSAZ-TV v.p.-mgr. Lawrence H. Rogers II states: "We are into full daily operations in color and have passed the point of no return with about 30 hours a month of local originations." *Huntington Herald-Dispatch* features color schedule prominently in connection with TV-radio log.

Complete technical details of fast color film processing technique developed at KOMO-TV, Seattle are now available from station. Using Anscochrome, station processes film in 1½ hours (Vol. 12:8).

WJAC-TV, Johnstown, Pa., due to get RCA live camera this month, will be 24th so equipped. For other 23, see Vol. 12:7.

Increasing film sales to both movies and TV contributed heavily to record \$714,443,836 gross of Eastman Kodak in 1955, up 13% from 1954, according to annual report. Net profit was \$85,600,330 (\$4.66 per share) vs. \$69,821,719 (\$3.90).

WJR The Goodwill Station Inc. reports 1955 sales of \$2,759,803 compared with \$3,009,884 in 1954. Profits fell to \$274,739 (53¢ per share) from \$373,746 (72¢).

P. R. Mallory & Co. reports net income of \$599,119 (56¢ a share) on sales of \$16,367,617 for quarter ended Dec. 31 vs. \$550,755 (50¢) on \$15,167,317 year ago.

Gray Mfg. Co. reports record 1955 sales of \$8,802,015 net income of \$357,110 (\$1.20 on 288,844 outstanding shares) vs. \$8,212,162 & \$130,407 (45¢) in 1954.

Consolidated Electrodynamics Corp. reports 1955 sales of \$17,124,429, net profit of \$803,696 (85¢ on 935,459 shares) vs. \$15,644,520 & \$842,863 (94¢ on 890,459 shares) in 1954.

WARNER BROS. BACKLOG of 850 features and 1500 shorts made before 1948 was sold this week for \$21,000,000 to PRM Inc., Canadian-dominated investment company, which was represented in 6-month negotiations by Eliot Hyman, pres. of Associated Artists Productions Inc., 345 Madison Ave., N.Y., producer & distributor of films for TV & theatres (see story, p. 3). Hyman becomes managing director of PRM, which will absorb Associated Artists sales staff and probably the entire AAP organization.

Hyman said deal included "complete rights, including copyright and literary rights, remake rights, stock shot rights, filmed TV rights and live TV rights." About half of the films will be earmarked for TV showing—probably in small packages—the rest going for theatrical reissue, remake and adaptation of stories for filmed and live shows. PRM, Inc., is negotiating for additional film libraries, he said, and will expand into "all facets of the movie & TV industries," possibly including movie production.

Features in package date back to 1912, include 750 talking pictures, with such prime films as "Babbitt," "Main Street," "Public Enemy," "Louis Pasteur," "Man Who Came to Dinner," "Arsenic & Old Lace," "Petrified Forest," "Of Human Bondage," "Yankee Doodle Dandy," "Rhapsody in Blue." Included in package also is the picture that revolutionized the movies—Al Jolson's "The Jazz Singer," first talking feature film.

Purchaser PRM Inc., is a non-operating corporation which formerly owned Pressed Metals of America Inc., auto parts maker. It is now controlled by a group of Canadian investors who own 170,000 out of 342,000 shares of common stock. Its chairman is Louis Chessler, Toronto financier who is said to have an interest in AAP. President is George R. Gardiner of Toronto investment firm of Gardiner, Watson Ltd. Its stock is listed on American Exchange.

Thomas F. O'Neil's RKO Distributing Corp. of Canada is disclosed in Ottawa as proposed purchaser, for undisclosed sum, of 3781 of the 8000 shares outstanding in CKLW-TV, Windsor-Detroit (Ch. 9) with CKLW (50-kw, 800 kc, CBC, MBS), of which Harry Sedgwick is chairman and J. E. (Ted) Campeau is pres. Application for transfer has been made to CBC board of governors, despite fact same group recently denied application to transfer CKLW-TV control to Paramount Windsor Theatres Ltd. on the grounds law prohibits multiple ownership and purchasing firm interlocks with Famous Players Canada, which has interests in Kitchener & Quebec City stations (Vol. 11:50). O'Neil firm has no TV-radio holdings in Canada but General Teleradio div. of same parent RKO Teleradio Pictures Inc. owns 5 TV stations, 7 AMs, in addition to Mutual Broadcasting System.

TV programs imported from U. S. by BBC and ITA's commercial contractors are costing Britain about \$3,750,000 annually, said Sir Edward Boyle, Treasury economic secy., replying to inquiry in House of Commons. This elicited caustic remark from a Labor M.P. that this is "a rather large sum for the sake of getting *Hopalong Cassidy*." Note: U. S. shows and stars are consistently among the most popular on both non-commercial BBC and commercial ITA.

Leonard H. Goldenson, pres. of ABC-Paramount, named for Look Magazine's 1955 Exhibitor Award in recognition of his "leadership in helping to bind movies and TV into a closer working relationship."

Though he became eligible for retirement on reaching 65 Feb. 27, Brig. Gen. David Sarnoff indicated to an interviewer in Los Angeles this week, just before departing with Mrs. Sarnoff for a 2-week vacation in Hawaii, that he has no intention of quitting the RCA chairmanship. In fact, he told *N. Y. Herald Tribune* interviewer Joe Hyams that he looks to the next 10 years to be more fruitful than the 50 which he completed this week with RCA and predecessor companies. Celebrating his birthday, his 50th anniversary with the company and RCA's attainment of \$1 billion-plus sales stature (Vol. 12:8), executives of RCA and subsidiaries held "family parties" Feb. 27 in each city where RCA has major operations. Gen. Sarnoff did not attend any of the parties, where "the Sarnoff legend" was extolled, but he told his interviewer: "I had a good time doing the things I wanted to do and that's all a man can ask for in life. I have had an opportunity to grow with an alert industry that had affected every man, woman and child in the world. To participate, to contribute and to see some of my ideas come to fruition during my lifetime represents a combination of blessings given to very few men."

Favorable attitude on pay TV expressed by FCC Comr. Robert E. Lee (Vol. 12:8) has AFTRA exec. secy. Donald Conaway "deeply worried." Calling subscription TV an "abominable proposal," he told N. Y. Radio & TV Executives Society meeting this week that if toll TV is given 2-3 year trial, as proposed by Lee, system has much greater chance of being adopted permanently. Conaway said that subscription TV would limit employment of AFTRA members.

Two new uhf applications were filed this week with FCC, bringing total pending to 136 (24 uhf). Applications were for Birmingham, Ala., Ch. 42, by movie exhibitor H & E Balaban Corp., part owner of uhf outlets in Rockford & Springfield, Ill.; for Brownwood, Tex., Ch. 19, by airport-real estate-night club owner O. L. Nelms, who also is applicant for uhf in Victoria, Tex. [For details, see *TV Addenda 22-H* herewith.]

Option on 100,000 shares of RCA common at \$49.64, purchasable up to June 30, 1965, was granted chairman David Sarnoff at board meeting last July 1, subject to May 1, 1956 annual stockholders meeting, according to annual report released last week (Vol. 12:8). Rate was 95% of market price as of July 1. RCA stock through 1955 and thus far in 1956 has ranged between 55% & 36%.

Library of Congress in Washington has accepted for its permanent collection 38 reels of NBC-TV's first year series of *Wide Wide World* kinescopes, first such collection to go into its archives. Presentation was to be made by NBC v.p. Davidson Taylor and by Sherrod E. Skinner, v.p. of sponsoring General Motors, during March 4 show.

Venezuelan TV sets-in-use total 60,000, according to Pan American Union. All are in Caracas, the only city with stations, though outlets are planned this year in Maracaibo. [For details, see *Directory of Foreign TV stations, TV Factbook No. 22*, p. 433.]

NARTB reduces radio board membership from 29 to 21 by eliminating directors-at-large classification, effective following 1957 convention. Action was proposed by joint TV-radio board meeting in Jan., ratified by radio members.

Radio station sale involving TV approved this week: WMUR, Manchester, N. H. sold for \$150,000 by ex-Gov. Murphy to Madeline M. Girolimon in order to devote his full time to WMUR-TV (Vol. 12:5).

American Broadcasting-Paramount has obtained Dept. of Justice extension from March 3 to June 3 of deadline for divesting itself of its holdings in the 27 theatres it still holds of the 774 involved in original consent decree.

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OF THE VISUAL BROADCASTING AND
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SUMMARY-INDEX OF THE WEEK'S NEWS — March 10, 1956

CLOSED-CIRCUIT TV arouses educators' enthusiasm for classroom use. Tests show better learning, greater utilization of scarce expert teachers (p. 1).

TOLL TV TESTS turned down by FCC for the present, following hue-&-cry raised by Comr. Lee's Look Magazine article urging public tryout (p. 2).

UNAUTHORIZED BOOSTER operators win court stay; feelings run high in northwest as viewers show lengths they'll go to obtain and keep TV (p. 3).

BRITISH COMMERCIAL TV has plenty of critics, is heavily weighted with U. S. film shows, but the public likes it. Top TV ad agencies of 1955 (pp. 4 & 8).

"**GRAND REAPPRAISAL**" of allocations to begin March 13 as FCC sits down with staff; Senate hearing resumes March 14-16, networks on March 26-28 (p. 5).

MIAMI CH. 7 GRANT gets court go-ahead. Uhfs lose fight to block WSPA-TV, Spartanburg. Rare coverage issue in Cheboygan, Mich. hearing (p. 5).

SMALL-TOWN MICHIGAN station, Oklahoma City educational are next new ones due on air this month; 10 set for April-May. Notes on upcoming stations (p. 9).

RECORD TV SALES YEAR regarded as probability, in light of expected deluge of 14-in. sets, big run of 8½-in., high rate of replacement purchases (p. 10).

SHIFT IN DISTRIBUTION patterns, with key wholesalers tied up by "full line" merchandisers, alters share-of-TV-market rank. Boom in the record industry (p. 10).

43,099,796 TVs SHIPPED to dealers in 10 years through 1955, reports RETMA in state-by-state tabulation. Production estimated at 45,525,000 in decade (p. 13).

ELECTRONICS AS \$18 BILLION business forecast by pres. Folsom, as engineers prepare for biggest convention ever; job recruiting accelerates (p. 16).

ZENITH AND SYLVANIA report record sales and profits in 1955. Sylvania in diversified fields, including atomic. Zenith claims 33% increase in TV set sales (p. 17).

200,000 COLOR SETS expected this year by Hoffman, who reports he's building 20 daily, plans to reach 100 by Sept.; Raytheon says it's No. 2 in color (p. 15).

ALL-EUROPE COLOR TV standards sought by top TV engineers from 19 nations, in U. S. to view color demonstrations and hear pitch for compatibility (p. 14).

CLOSED-CIRCUIT REVOLUTION IN THE SCHOOLS: "Education is due to become the biggest and most important user of TV equipment," we were told recently by an expert on both TV and education. And special faculty committee of Dartmouth College has concluded that "it seems probable that in the field of organized education, beginning at the primary level and carrying through higher education, TV will assume an importance second only to the printed page."

Education's crisis -- the rapidly increasing birth-rate, mushrooming school enrollments, worsening teacher shortages -- is dictating radical changes in teaching methods. A field which heretofore has been relatively unaffected by technological progress is now on the doorstep of the most significant change in its history.

Research projects to determine value of TV in classroom teaching have been undertaken by a number of colleges and universities, as well as the Armed Forces. The results, in almost all cases, have indicated: Students learn at least as well -- often better -- by televised classroom instruction, as compared with identical course taught by same instructor "in person."

Among the larger TV-in-education projects -- most of them financed by Ford Foundation's Fund for the Advancement of Education -- are those at Penn State, NYU and Stephens College, Columbia, Mo. (where more than 50 classrooms are TV-equipped).

Conference on Closed-Circuit TV, held last week at University of Iowa, Iowa City, co-sponsored by the university and top-level American Council on Education, drew representatives of 58 institutions with experimental closed-circuit projects. All delegates expressed enthusiasm for teaching-by-TV.

More than 100 institutions now have closed-circuit setups -- but most of them are limited to use by drama, speech and TV-radio classes. Medical & dental schools have found closed-circuit so vastly superior to live teaching for demonstrations,

etc. that TV has been incorporated into their curricula on non-experimental basis. Technical schools, too, are finding TV can vastly improve teaching which involved demonstrations. Case Institute in Cleveland recently erected new building, with receiver outlets and camera inputs in all 40 lecture rooms and labs.

* * * *

But TV's most important instructional uses are due to be in field of general non-technical education, where teacher shortages are most significant. Aside from the in-school instruction provided by the 19 on-air educational stations, there are few TV projects involving public schools today -- but virtually every college experiment is being scrutinized with an eye to its application to elementary and high school use -- and it's likely that at least one full-scale controlled experiment involving public schools will begin this year.

Biggest public school closed-circuit TV experiment to date is the recently announced Idaho State College project, which links 11 public schools in Pocatello and homes on community antenna system with college's TV studio (Vol. 12:7). TV is also being used experimentally in public schools in Montclair, N.J.; Pontiac, Mich.; Columbus, Ohio; Phoenix; Denver, and several other cities. One of biggest schools, Evanston (Ill.) Township High School, is due to begin elaborate project next fall.

Ultimately, some educators envision entire school systems hooked together by TV, with TV-trained teachers instructing many classes at a time all over city, using most advanced TV techniques. In larger cities, cost of connecting schools by cable or microwave would be prohibitive, and regular on-air educational systems -- in conjunction with all-classroom distribution systems in schools -- would provide "open-closed-circuit" TV. For classroom use, uhf channels pose no obstacle even in all-uhf areas, since conversion by public isn't involved. Most educational stations now offer some classroom instruction, though virtually no public schools are properly equipped to make optimum use of educational TV's classroom potential.

Near-magic attraction of TV -- in education as well as entertainment and information -- was described by Dean Thomas Pollock in letter to faculty of NYU's Washington Square College outlining closed-circuit experimentation there:

"Part of the value of TV comes, of course, from the ability to communicate the voice and the image of a man or a group or scene across large distances, and thus in effect to extend the distance that the human ear can hear and the human eye can see. But perhaps most of the value of TV for educational purposes comes from an ability which I confess I do not yet fully understand. This is the ability of the TV camera to bring the personality and the thinking of a man unusually close. The reality of this power is beyond question...

"Those who watched the telecasts of the presidential nominating conventions will doubtless remember how close the TV camera brought them to the personalities of many men whom they saw in the conventions. Certainly the TV camera can bring a teacher's personality and thinking much closer to his students than the students can get with their unaided eyes and ears in a lecture hall...

"It is not expected, of course, that everyone who has been educated without the use of TV will welcome TV as an educational device, any more than 5 centuries or so ago all those who had been educated without printed books welcomed printed books."

FCC IN NO HURRY TO PUSH TOLL TV: No public test of pay TV will be authorized for the present -- and it's obvious that the FCC majority doesn't agree with Comr. Robert E. Lee's much-publicized view that it should be given a tryout. Nor does the Commission intend to hurry a highly controversial issue that enjoys very little support in Congress, virtually none in the industry. This week, it took action in form of letter to off-air uhf WFMZ-TV, Allentown, Pa. (Ch. 67) which offered its facilities for trials of pay-as-you-look TV (Vol. 11:31). Reason for denial, as stated in letter:

"Owing to the voluminous record which has been created in the rule-making proceeding on subscription TV, the Commission will require more time to review the many comments on file [for summaries, see our Supplement of June 11, 1955] and to consider the complex issues involved, before it will be possible either to make decisions con-

cerning the further conduct of these proceedings, to determine whether it would be useful to authorize experimental subscription TV operations, or to establish the standards, criteria and rules which should govern such experimental operations."

Two days before release of this decision, Comr. Lee's ideas were expounded in Look Magazine article (March 20 issue) which urged that the only way to decide issue is by offering commercial pay systems to public for acceptance or rejection, and suggested that pay TV may help uhf and independent stations. Actually, FCC had reached decision on Allentown proposal about week ago, had instructed staff to draft letter which was finally issued this week -- so that the decision wasn't really in response to Lee article. But Lee issued no dissent or other comment on Allentown case.

Article provoked outraged protest from anti-pay forces, who have become just as articulate and publicity-wise as Zenith and other proponents of the various toll TV systems. N.Y. Council pres. Abe Stark wrote to every Senator and Congressman, charging Lee is "an avowed propagandist for pay-as-you-see TV while holding quasi-judicial office." Alfred Starr and Trueman Rembusch, leaders of theatre exhibitor forces, urged that Lee disqualify himself from further participation in the toll issue. Democratic Rep. Rabaut, of Detroit, reflecting labor opposition, attacked pay TV in March 7 Congressional Record, but gave mistaken impression industry favors it.

Coming to Lee's defense, Actors' Equity pres. Ralph Bellamy said Lee "has had the benefit of the best thinking of all those directly interested, pro and con, from which to draw his conclusion. Who can deny the wisdom of Lee's considered opinion?" Delighted proponent Skiatron placed ads in N.Y., Chicago & Los Angeles newspapers, calling attention to the Look article and pointing out that it has "application for commercial approval now pending before the FCC."

All of which is good warmup for Senate Interstate Commerce Committee hearings on subject, probably in mid-April.

THE LESSON IN UNAUTHORIZED BOOSTERS: Though they involve but a few thousand sets at most, unauthorized boosters in Pacific Northwest are emphasizing in most dramatic fashion a significant point:

People will go to extraordinary lengths to get TV, and once they have it they'll defy heaven, hell and the Federal Govt. to take it away from them. Indeed, the situation is reminiscent of prohibition. Here's what has happened:

Residents of isolated communities, mostly in Washington valleys, found they could get TV by installing antennas on nearby peaks, amplifying slightly the signals of distant vhf stations, beaming them down into town.

Since they did this without FCC approval, Commission told them they were violating law, said they must quit. Cases went to hearing before Commission, but the operators refused to stop, said FCC has no jurisdiction because signals are purely intrastate. An examiner issued initial decision saying they're providing service, doing no harm, should be let alone. FCC disagreed, issued final decision telling them to quit by March 5. Technically, only one booster is involved -- in Bridgeport, Wash. -- but it's assumed FCC ruling will be applicable to all.

Booster operators went to Court of Appeals March 5, their counsel including Richard Pelz, asst. to Rep. Don Magnuson (D-Wash.), no kin to the Senator. After 20 minutes of argument, with FCC represented by its litigation chief Richard Solomon, Judges Prettyman & Danaher ordered the Commission decision stayed; Bastian dissented. Thus, operators will continue until court renders decision on merits of case -- and court hearing isn't until first week in May.

Court was careful not to encourage booster operators, meanwhile, because its order granting the stay said: "This order is not to be construed as an expression or intimation of opinion of this court with respect to the legality of 'booster' operations." In fact court had FCC lawyers submit draft of the order.

* * * *

Few observers think FCC won't win ultimately. Nevertheless, even fewer think Commission would dare knock operators off air until it provides substitute service, such as the uhf translators it has proposed (Vol. 11:52, 12:2).

Emotions have risen to feverish pitch in Northwest, meanwhile, where those

descendants of pioneers say they'll be damned if they'll let a lot of Washington bureaucrats cut off their TV service. There have been mass meetings, bonfires, impassioned speeches and newspaper editorials, letters to Congressmen. Even Sen. Magnuson, defender of boosters, who has kept FCC from getting too tough, is blamed by some bitter citizens for having "sold out to the Whitney interests." (John Hay Whitney investment firm holds interests in several Washington community systems, which had been welcomed warmly before boosters came along -- as indicated by fact that thousands subscribe to community services there.)

Community operators have been treading cautiously. At first hailed because they brought service where none existed, they're now being castigated as villains behind FCC actions. Community operators' position is that they can serve some towns while translators and similar low-power devices are tailored for others.

Several comments in translator rule-making have been filed, meanwhile -- all favorable. Jerrold Electronics backed its combination translator-cable proposal (Vol. 12:9) with formal pleading. KIMA-TV, Yakima, Wash. (Ch. 29), which operates several regular satellites, favors translators but urged they be permitted only in areas not within Grade A or B contours of existing or future stations. Radio KRXL, Roseburg, Ore. filed recommendation similar to Jerrold's, pointed to value of uhf frequencies for a low-cost relay service to distant communities. KFXJ-TV, Grand Junction, Colo. (Ch. 5) endorsed translators as well as on-channel boosters for filling shadows within stations' normal coverage areas. Unauthorized booster operator C.J. Community Services Inc., Bridgeport, Wash. (which won stay of FCC decision, see above) asks for vhf translators as well as uhf.

THE YANKEE (TV) INVASION OF BRITAIN: Just about every appraisal of British TV since commercial programs started last Sept., most notably the self-appraisals, bears out our observations that the British audience likes what the Americans do, by and large, and our prediction that TV advertising would neither offend nor fail (Vol. 10:45, et seq). Somewhat cynical, but quite realistic so far as recognizing the popular acceptance of sponsored TV is concerned, is article by Bernard Hollowood in March 10 Saturday Review, titled "Crime, Giveaways, and Sponsors."

He's TV-radio critic of Punch -- a not too harsh critic, trying assiduously to be fair, but veddy, veddy, uppity British in his condescension towards both NBC & ITA. Especially does he eye, somewhat dubiously, their "kaleidoscopic plethora of American TV films, quiz programs and double-your-money brawls."

On commercial ITA, he lists Gun Law, Dragnet, I Love Lucy, Inner Sanctum, My Hero, Roy Rogers, Liberace, Hopalong Cassidy, Lassie, Double Your Money, Take Your Pick -- but he has to admit that commercial TV "has made an excellent start with the public" and that it has made "telly" the "No. 1 topic of conversation in trains and busses." On non-commercial BBC, jogged now out of a tendency to complacency and eager to hold audience that admittedly is being lost to the parvenu commercial services, he lists This Is Your Life, I Married Joan, Burns & Allen Show and "a new set of parlor games" -- latter unnamed, but presumably meaning such as What's My Line?

It's a free country with a free press, and everybody is entitled to his opinion -- with the majority obviously deciding. Thus Lord Beaverbrook's London Express, from the start a vociferous and bitter opponent of commercial TV, had to show in its own public opinion poll 52% favoring commercial TV, 22% for the BBC monopoly, 26% no preference -- impelling the March 1 Daily Sketch to accuse it of being out of touch with public desires and of having conducted an "unscrupulous" and "sour grapes" campaign because it had missed out on being one of the ITA program contractors.

As for American advertising influence, it's undoubtedly there -- though our own observations during quite a few trips to Britain were that they can show us aces & spades when it comes to hard-sell and blatant advertising via the older media, especially theatre-screen advertising. [For list of top London TV agencies, see p. 8.]

Note: Looks like a Canadian publisher-broadcaster, Roy Thomson, who also publishes the Glasgow Scotsman, may be one of upcoming Scottish commercial station's contractors; as of now, there are ITA stations only in the London & Birmingham areas.

“GRAND REAPPRAISAL” of allocations begins at FCC March 13, as Commission sits down with staff to consider all known alternatives—deintermixture, vhf squeeze-ins, all-uhf allocation, acquisition of more vhf channels from military, FM or other services, etc.

No clear majority for any change is discernible at Commission level. If one were forced to place a bet, “status quo” is still the favorite, with squeeze-ins probably next.

No good guess can be made as to how long reconsideration will take. It also depends on direction Commission moves. If it’s “status quo,” matter can be cleaned up almost immediately. If changes are proposed, some could take years to effectuate. If Commission votes for change, staff goes to work again, drafting proposal in conformance with new plan.

* * * *

End of allocations and uhf hearings by Senate Commerce Committee are in sight, with 13 witnesses due to testify March 14-16 and networks due March 26-28. Other phases of inquiry, including fee TV, network problems, etc., are scheduled for public hearing in mid-April. There were no hearings this week.

Meanwhile, the UHF Industry Coordinating Committee—a prime participant in current hearings and the 1954 Potter subcommittee hearings—announced new officers and pledged “a vigorous and determined fight on all fronts to insure the great future possible in an all-channel TV system.” Following resignation of charter officers, chairman Harold Thoms and vice-chairman Fred Weber, executive committee named John G. Johnston, WTOB-TV, Winston-Salem (Ch. 26) and John W. English, WNAO-TV, Raleigh (Ch. 28) & WSEE, Erie (Ch. 35) to the top posts.

Tentative witness lineup for next week: March 14—John Engelbrecht, WTVK, Knoxville (Ch. 26); S. A. Cislner, radio KEAR, San Francisco; Benito Gaguine, WKOW-TV, Madison, Wis. (Ch. 27); John H. DeWitt Jr., WSM-TV, Nashville (Ch. 4); Paul W. Morency, radio WTIC, Hartford; Dr. Elmer W. Engstrom, RCA. March 15—Paul Bartlett, grantee KFRE-TV, Fresno, Cal. (Ch. 12); Arthur Scharfeld, for grantee WISC-TV, Madison, Wis. (Ch. 3); John J. Gunther, Americans for Democratic Action; Irving Ferman, American Civil Liberties Union; Andrew J. Biemiller, AFL-CIO. March 16—H. Leslie Hoffman, pres., RETMA.



FCC appropriation of \$7,800,000 for next year—\$930,000 more than last year’s but \$50,000 under Budget Bureau’s request—was voted by House this week. House appropriations subcommittee said increase was to reduce application backlog in TV, radio and safety-&-special services. At same time, subcommittee cut funds for administrative personnel in FCC’s 6 regional field offices, claimed district offices can do the work. Network study group was voted \$141,000, as recommended by Budget Bureau, up from last year’s \$80,000.

FCC’s network study group, headed by U of Cincinnati law school dean Roscoe Barrow, finds itself in center of more and more controversies as time goes on. Already visited by stations with grievances, it plans field trips to stations of various sizes for on-the-spot observations. Five major TV film companies have joined forces to protest network practices to FCC group. They’re Screen Gems, Ziv, TPA, Guild Films, Official Films. CBS affiliates represented by CBS-TV Spot Sales, other than stations owned by CBS, are preparing to go to Commission group to defend right to keep CBS representation.

FCC WAS SUSTAINED by Court of Appeals again this week, when court refused to grant stay of Miami Ch. 7 grant to Cox-Knight-Trammell group which had been requested by uhfs WGBS-TV (Ch. 23) and WITV (Ch. 17). Court is consistently holding that FCC has discretion to make such grants in deintermixture cases. Court also declined to stay Commission decision granting permission to Galveston’s KGUL-TV (Ch. 11) to move closer to Houston.

One of the oldest protest cases came to head as Commission issued final decision turning down 2-year-old efforts of uhfs WAIM-TV, Anderson, S. C. (Ch. 40) and WGVL, Greenville, S. C. (Ch. 23) to keep grantee WSPA-TV, Spartanburg (Ch. 7) from building on Paris Mt.—6 mi. from Greenville, 34 mi. from Anderson. Commission concluded uhfs hadn’t convinced it they’d suffer economic loss if WSPA-TV starts. Comr. Bartley dissented, saying he didn’t see how WSPA-TV operation at Paris Mt. would serve public interest. Uhfs plan court appeal.

Issue of comparative coverage was cautiously inserted in Cheboygan, Mich. Ch. 4 hearing this week—unusual action by Commission which has been extremely reluctant to allow coverage issues in hearings. Midwestern Broadcasting Co., which has same ownership as WPBN-TV, Traverse City, Mich. (Ch. 7), proposes 21.3 kw, 652 ft. above average terrain, whereas radio WCBY is asking for 1.29 kw and 281 ft. Commission said differences between applications are usually great and:

“We note particularly that measurements have been made by means of which [Midwestern] appears to have been able to substantiate with some accuracy its prediction of the locations of [Midwestern’s & WCBY’s] A & B contours.” But FCC cautioned: “Our ruling does not constitute a prejudgment as to the admissibility of evidence that may be offered at the hearing, the weight to be given to it, or the decisional significance of any finding that ultimately may be made with respect to coverage differences.”

* * * *

CPs are due shortly in Caguas, P. R. and Caribou, Me. In Caguas, initial decision for Ch. 11, in favor of WKVM, San Juan, was issued after dismissal with prejudice of application of Supreme Broadcasting Co. (WJMR-TV, New Orleans). In Caribou, Ch. 8 applicant Elson TV Co. dismissed upon payment of \$3150 by WAGM, Presque Isle, which is now clear for grant.

Application for Ch. 8 in Guam was filed by KUAM this week, immediately after FCC allocated Ch. 8, as requested by station. Commission added Ch. 10 for good measure.

Stating it’s a prospective applicant for Springfield, Ill., WCIA, Champaign-Urbana (Ch. 3) asked assignment of Ch. 39, to city, with Ch. 49 to be substituted for Ch. 53 in Lincoln, Ill.

Microwave applications for community antenna systems: (1) Three-channel link to feed Denver stations to Sterling, Colo. and Sidney & Kimball, Neb., filed by Collier Electric Co., operator of systems in Sterling & Sidney. Existing community systems would pay \$770 per month per channel; new systems \$500. (2) First microwave in East is sought by Service Electric Co., system operator in Mahanoy City, Pa., proposing to bring signals of WABD, N. Y. to Danville, Milton & Lewisburg, Pa. Proposed rate is \$800 per month.

Personal Notes: Philip G. Lasky, gen. mgr. of KPIX, San Francisco, named executive in charge of all west coast operations for Westinghouse Broadcasting Co. Alexander W. Dannenbaum Jr., newly named national sales mgr. of Westinghouse stations, succeeding Eldon Campbell, resigned, has named Ewart M. Blain as WBC midwest TV-radio sales mgr., headquartering in Chicago office of Free & Peters; Blain succeeds George Tons, named national sales mgr. of WBC's KDKA-TV, Pittsburgh. John B. (Steve) Conley leaves managership of Westinghouse's radio KEX, Portland, to become asst. to pres. Don McGannon on special projects, is succeeded at KEX by Herbert L. Bachman, ex-KPIX . . . Martin Codel, publisher of *Television Digest*, and Mrs. Codel leave March 17 on month's trip to Europe . . . Neville Miller, Washington TV-radio attorney and ex-pres. of old NAB, and Mrs. Miller announce engagement of their daughter Mary Welman to Samuel A. Lawrence, son of Rev. & Mrs. W. Appleton Lawrence, Springfield, Mass.; Miss Miller, 1955 Vassar graduate, is presently with Voice of America, and Mr. Lawrence, 1950 Harvard graduate, is with Bureau of Budget . . . Cecil Underwood, ex-ABC v.p. now managing director of Hal Roach Studios, heads 4 new separate creative units set up to service accounts using its studio facilities . . . Gordon Gray, v.p.-gen. mgr. of WOR-TV & WOR, and ABC-TV v.p. Robert F. Lewine named honorary chairmen for National Sunday School Week April 9-15, sponsored by Laymen's National Committee . . . Wade Barnes, ex-General Teleradio, named gen. sales mgr., Bonded TV Film Service . . . Wm. Gargan Jr., son of the noted actor, joins Teleprompter Corp. as sales mgr. of Hollywood office . . . George B. Morgan, ex-KGGM-TV, Albuquerque & KXLY-TV, Spokane, named sales mgr. of KHOL-TV, Kearney, Neb., succeeding the late A. B. McPhillamy . . . Jack Murphy, ex-KPHO-TV, Phoenix, named program director of KOOL-TV, same city . . . Ron Freeman promoted to gen. mgr., Robert Lee to operations mgr., KVVG, Tulare, Cal. . . Andy Coscia, ex-Guild Films, named asst. to Martin Robinson, v.p. of Matty Fox's Western TV Corp. . . . Justin A. Cassidy, ex-radio WSBT, South Bend, named sales service mgr. of WBBM-TV, Chicago, succeeding Harry Coon, now an account exec. . . . John Connors promoted to mgr. of expanded adv. & promotion dept., KLZ-TV & KLZ, Denver, replacing Harold Storm, resigned . . . Eugene M. Halliday, with Salt Lake City's KSL-TV & KSL for 22 years, most recently as gen. mgr. for radio, named v.p. & director of new service dept. for TV & radio; Clayton L. Perkins named his asst. . . . James Theiss, ex-Forjoe and Benton & Bowles, joins reps Hoag-Blair, N. Y. . . . John H. Brock promoted to sales mgr., WBTW, Florence, S. C. . . . Edward M. Gilman, ex-Dephoure Studios, Boston, named technical supervisor of special film projects, WNAC-TV, Boston . . . Norman Knight, exec. v.p. & gen. mgr. of Yankee div., RKO Teleradio Pictures Inc., picked by Boston Junior Chamber of Commerce for its "outstanding young man of the year" award . . . Hunt Stromberg Jr., KABC-TV program director, named exec. director of ABC-TV western div.

Carleton D. Smith, NBC v.p. & gen. mgr. of its WRC-TV & WRC, Washington, won trip to Europe with his wife, and his staffers won individual prizes, in owned-&-managed station competition just concluded. "Distinguished leadership awards" were in recognition of community services—notably *Our Beautiful Potomac* series, exposing pollution of that river; *Y.O.U.—Years of Usefulness*, on problems of old people; *Freedom Tours*, documentaries; *The Invader*, film on social diseases.

American Assn. of Advertising Agencies holds next annual convention at Greenbrier, White Sulphur Springs, April 26-28.

ADVERTISING AGENCIES: Roy Winsor resigns as Biow TV-radio v.p. to form own production firm, taking over Whitehall Pharmacal's *Love of Life & Secret Storm* and Procter & Gamble's *Search for Tomorrow*, accounts he handled at Biow . . . Channing M. Hadlock, ex-Cunningham & Walsh & NBC, named TV-radio director, Rose-Martin Inc. . . . Bud Gammon, ex-Biow & N. W. Ayer (*Plymouth News Caravan*), joins Fuller & Smith & Ross, N. Y., as director of live TV commercials for *Alcoa Hour* . . . W. Barry McCarthy, supervisor of GE's institutional accounts for BBDO, N. Y., elected a v.p., as were copy group head Arthur C. Kammerman (Armstrong Cork, First National City Bank of N. Y., International Salt Co.) and Edgar L. Weibrecht, supervisor of Goodrich account in Cleveland office . . . James T. Kelley, supervisor of Schlitz TV account at Lennen & Newell, to have same functions at J. Walter Thompson, now handling Schlitz . . . Emmett C. McGaughey, exec. v.p. in charge of west coast operations of Erwin, Wasey & Co., elected exec. v.p. & director of parent company . . . Tom Tausig, ex-Young & Rubicam & WTOP-TV, Washington, joins Cunningham & Walsh TV-radio dept. in charge of Folger Coffee account . . . Bradley H. Roberts, ex-WLOS-TV & WLOS, Asheville, N. C., joins Compton Adv., Chicago . . . Edwin S. Reynolds resigns as TV-radio director, Fletcher D. Richards Adv. (U. S. Rubber Co.) . . . S. James Andrews, ex-Maxon, joins Dan B. Miner Co., Los Angeles, as assoc. TV-radio director . . . Ben Laitin, ex-Cecil & Presbrey v.p., appointed v.p. of Grey Adv., N. Y. . . . Alexander Cantwell promoted to head of live production, TV-radio dept., BBDO; dept. v.p. Robert L. Foreman also announces appointment of Peter Hanson as business mgr., transfer of Donald M. Rowe to Hollywood office as production supervisor.

Overseas Press Club nominees for 1955 awards, to be presented at dinner April 3 at Sheraton Astor Hotel, N. Y.; for best press reporting from abroad, Wm. Downs & David Schoenbrun (CBS), Merrill Mueller & John Rich (NBC), Edward P. Morgan (ABC); best TV reporting of foreign affairs, Richard C. Hottelet & Edward R. Murrow (CBS), Irving R. Levine (NBC), Quincy Howe (ABC), Dorothy Fuldheim (WEWS, Cleveland); best reporting originating in U.S. or U.N. on world affairs, John Daly (ABC); best radio interpretation of foreign affairs, Eric Sevareid & Howard K. Smith (CBS), Martin Agronsky (ABC), Joseph C. Harsch (NBC), Cecil Brown (MBS); George Polk Memorial Award for reporting requiring exceptional courage & enterprise abroad, Arthur Bonner (CBS cameraman).

J. H. Whitney partner Wm. H. Jackson, recently named asst. to President Eisenhower (Vol. 12:7), will exchange his 15% interest in firm for 10% common and 10% preferred stock of KOTV, Tulsa (Ch. 6), of which he's chairman. According to application filed with FCC this week, Whitney interests will retain 90% of station.

Among winners of Philadelphia Press Photographers Assn. awards for 1955: LeRoy Bell, WRCV-TV, best film feature of year, a 60-sec. report on frenzied, last-minute rush to compute and file income tax returns; Harold Hodgeman, CBS News, straight news coverage; Bill Wilson, Tel-Ra, new features.

First local TV-radio station group to have own full-time executive director is believed to be Philadelphia Radio & Television Broadcasters Assn., which has named Austin Marshall, ex-N. Y. adman and radio producer, to the post; his headquarters are 215 So. Broad St.

Rod MacLeish, news director of WBZ-WBZA, Boston-Springfield, has written a novelette based on 1955 New England floods, which he has sold to *Saturday Evening Post* (for \$2750) with movie rights to MGM (for \$35,000).

Television Bureau of Advertising reports 193 members as of Feb. 28—180 stations, 3 networks, 10 station reps.

Telecasting Notes: Movie folks are fighting over TV again: Is it now hurting or helping the boxoffice? Consider these 2 headlines in same (March 5) issue of *Film Daily*: "TV Sending Public to Theatres—Wald," and "27.1% of 19,200 U. S. Theatres in the Red." First story quotes Columbia Pictures exec. v.p. Jerry Wald as saying people are going to the movies in droves "to get away from the plethora of one-minute spots, supercharged and mind-splitting appeals to phone now, and the general timidity in subject matter engendered by commercial sponsorship." Latter story is based on statistical presentation by Council of Motion Picture Organizations in preparation for asking Congress for another subsidy for the theatre business by eliminating tax on admissions . . . Biggest dispute among movie people involves film clips shown on TV—whether they hurt or help. Screen Directors Guild pres. George Sidney says they hurt: "Instead of selling tickets, they keep prospective patrons from buying them." But he doesn't propose that the movies give up their free ride on TV—instead, he suggests more TV appearances by stars and others connected with films, to make direct pitches for their movies without showing any scenes . . . Movies have met challenge of TV with good pictures, and the future looks better than ever, AB-PT pres. Leonard Goldenson is quoted in *Hollywood Daily Variety* interview. Same publication reports United Paramount has closed 3 of its first-run theatres and 5 neighborhood houses in Minneapolis—"and TV generally is credited with causing [it] to decrease its holdings" . . . More TV plays sold to movies: "The Day They Gave Babies Away," originally presented on CBS-TV's *Climax*, will be Walter Wanger's second production for RKO release; Universal has bought Edwin Blum's "The Eyes of Father Tomasino," presented on TV last Sept.; MGM has bought "Return to Johnny Burro" & "The Power & the Prize," Warner Bros. "A Case of Identity," Hecht-Lancaster "Tall Dark Man," and a British company "The Wind Cannot Read"—the latter 5 all originally produced on NBC-TV's *Robert Montgomery Presents* . . . MGM has placed value of \$110,000,000 on its pre-1948 backlog of 800 silent features,

1000 talkies and 1100 sound shorts—but is reported by *Variety's* George Rosen March 7 as willing to "rent" an initial group to TV for \$25,000,000. Fact that 3000 features should be available to TV soon prompts Rosen to speculate just where these films can be slotted—and he predicts "big battle between stations vs. networks." Film market will be glutted, he points out, and stations will be able to pick-&-choose top-ranking films. Will they try to "recapture" time from networks for more profitable locally sponsored feature film shows? . . . First batch of Warner Bros. pictures is due to be available to TV in about 4 months from PRM Inc. (Vol. 12:9) but won't include more than 104 titles, according to Associated Artists pres. Eliot Hyman, who controls distribution . . . Titles in RKO Teleradio's "Finest 52" film package, up for national sponsorship, include: "Bachelor & the Bobby-Soxer," "Citizen Kane," "Enchanted Cottage," "Experiment Perilous," "Fallen Sparrow," "Gunga Din," "The Informer," "I Remember Mama," "Magnificent Ambersons," "Mary of Scotland," "Mr. Blandings Builds His Dream House," "Murder, My Sweet," "None But the Lonely Heart," "Rachael & the Stranger," "Sinbad the Sailor," "Stage Door," "Suspicion," "Till the End of Time," "The Window" . . . First RKO-produced TV film series will be 5-day-a-week 30-min. color series, *Bozo & His Friends*, starring Jim Chapin of Capitol Records Bozo series; each film will run 22 min. to permit specially tailored locally produced live segments. General Teleradio, which is distributing series, has acquired all distribution and merchandising rights to Bozo the Clown . . . Animated commercials will be made by combined Famous Studios (Paramount subsidiary) and DuMont Broadcasting operations in New York, with Alan Hartman, ex-RKO-Pathé, hired as gen. sales mgr. for the operations; CBS, too, reported considering moving into commercial animation field through its wholly-owned Terrytoons subsidiary, which is still producing theatrical cartoons for 20th Century-Fox . . . Harvard slated to be "star" of 90-min. live *Omnibus* show March 25, exploring role of modern university in American life.

"Territorial exclusivity" rule applying to film distribution as well as to networking was requested by WMUR-TV, Manchester, N. H. (Ch. 9) in petition filed with FCC this week. As example of problem, v.p.-gen. mgr. Norman A. Gittleson's affidavit stated that Harvard Brewing Co., Lowell, Mass., wanted to sponsor *Victory at Sea* on his station but was precluded from doing so because contract between WNAC-TV, Boston and distributor NBC film div. gave WNAC-TV exclusive use of film within 75 mi. of Boston. On other hand, WMUR-TV stated, film was supplied to WJAR-TV, Providence, only 44 mi. from Boston—on grounds that Boston and Providence are considered separate markets while Manchester is regarded as within Boston area. Text of proposed rule: "No license shall be granted to a TV broadcast station having any contract, arrangement, or understanding, expressed or implied, with a supplier of films for TV stations which prevents or hinders another broadcasting station, located in a different community, from broadcasting any programs of said supplier of films. As employed in this paragraph, the word 'community' is defined as the community specified in the instrument of authorization as the location of the station." Counsel for WMUR-TV are Miller & Schroeder.

Tepeyac Studios, Calzada de Ticoman 159, Colonia Linda Vista, Mexico City, hitherto leasing to independent American and Mexican movie producers, is now making pitch for TV production business—reported by consultant Howard Chernoff to have one of the most modern plants in North America. Its exec. pres. is Theodore Gildred, of San Diego.

"Television Agreements" titles 54p. book just published by Practising Law Institute, 20 Vesey St., New York 27, embracing 2 recent panel discussions—one on "agreements with performers" in which participants were George A. Elber, of Davis & Gilbert; W. Spencer Harrison, CBS legal v.p.; Henry Jaffe, Jaffe & Jaffe; Jack Katz, counsel General Amusement Corp. Other is on "package agreements," with Robert A. Dreyer, DuMont gen. counsel; Michael Halperin, Wilzin & Halperin; James R. Schule, Tompkins, Boal & Tompkins; Leonard H. Steibel, Smith & Steibel. Edited by David M. Solinger, volume is available at \$3.50.

Govt. won't appeal adverse decision of last Dec. by Los Angeles Federal Court in its 1952 "16mm" films-to-TV suit, Attorney General Brownell announced this week. Judge had ruled that refusal by majors to sell to TV was neither unreasonable restraint of trade nor a boycott (Vol. 11:50). Brownell said that since 5 of original defendants in suit now have made 1800 features available to TV and others are reported negotiating for TV sale, "no practical purpose" could be served by appeal.

Asst. Attorney General Stanley N. Barnes, who has headed Justice Dept. anti-trust div. since 1953 and figured prominently in TV-electronics anti-trust cases, was nominated this week by President Eisenhower to be U. S. Circuit Judge for 9th Circuit, embracing 7 far western states.

Complete closed-circuit TV system has been sold by General Precision Laboratory to Skidmore College for use in TV course by drama dept.

Station Accounts: Montgomery Ward, which had virtually excluded TV from its ad budgets, plans to use spot TV in about 50 markets this year as an "experiment," pres. John A. Barr told Inland Daily Press Assn. last week. The giant merchandising chain has increased its total 1956 ad budget to record \$18,000,000, he said. Company reportedly spent about \$14,000,000 last year, \$8,000,000 in 1954 . . . New product campaigns: Johnson & Johnson, for "First Aid Cream," thru Young & Rubicam; Glamur Products, for "Easy Glamur" upholstery cleaner, thru Rockmore Inc., N. Y. . . Krylon Inc., Norristown, Pa., to use TV spots in more than 60 markets to promote its spray coatings & enamels, thru J. Robert Mendte Inc., Philadelphia . . . Flotill Products Inc., Stockton, Cal., said to be world's largest tomato cannery, plans extensive spot campaign for its "Tasti-Diet" low-calorie foods, thru Biow . . . John Wanamaker, leading Philadelphia dept. store, to sponsor *Window*, 5-min. homemaking program, on WRCV-TV starting March 19, Mon.-Tue.-Thu.-Fri. 2:55-3 p.m. & Wed. 2:25-2:30 p.m., thru Richard A. Foley Adv., Philadelphia . . . P. Lorillard Co. to use big spot campaign for its Old Gold Filter King cigarettes, with theme "The Perfect Marriage Between a Great New Filter and a Great Modern Blend," thru Young & Rubicam . . . Among advertisers currently reported using or preparing to use TV station time: M. Hoffman & Co., Boston (Dubbleware work clothes), thru Alfred Black Co., Boston; Safeway Stores Inc., Oakland, Cal. (Captain's Choice frozen seafood), thru Brooke, Smith, French & Dorrance, San Francisco; Drug Research Corp., N. Y. (Sustamin 2-12), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Chemaway Corp., Chicago (cosmetics), thru Dancer-Fitzgerald-Sample, N. Y.; Lee Ltd., Beverly Hills, Cal. (Sof-Set No Lac hair spray), thru Foote, Cone & Belding, Hollywood; Loma Linda Food Co., Arlington, Cal. (Gravy Quik), thru Elwood J. Robinson Adv., Los Angeles; Boyer International Labs, Chicago (H-A hair arranger), thru Schwimmer & Scott, Chicago; Phillips Aviation Co., Pasadena, Cal. (electric monorail toys), thru West-Marquis Adv., Los Angeles; Wasatch Chemical Co., Salt Lake City (Morgro garden products), thru Robert B. Ward Co., Salt Lake City.

Rate increases: WISH-TV, Indianapolis, April 1 raises base hour from \$1000 to \$1200, min. \$200 to \$250. WHBF-TV, Rock Island, Ill. raises base hour from \$700 to \$800, min. \$140 to \$170. WHO-TV, Des Moines, adds Class AA hour (5:59-9:31 p.m. daily) at \$700, min. at \$150, Class A hour remaining \$650. WGBI-TV, Scranton, Pa. adds Class AA hour (8-10:30 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. KHQA-TV, Hannibal, Mo. raises base hour from \$250 to \$300, min. \$50 to \$60. KBOI-TV, Boise, Ida. raises base hour from \$150 to \$200, min. \$30 to \$50. WLEX-TV, Lexington, Ky. raises base hour from \$165 to \$190, min. \$27.50 to \$31. Spot increase: WTOP-TV, Washington, Class AA min. from \$300 to \$375.

Approximately \$5,600,000 was spent on commercial TV time on the London station during 1955—i.e., from time sponsorship began Sept. 22 to end of year. Top agencies and their expenditures (note U.S. names): J. Walter Thompson, \$201,286; S. H. Benson, \$173,160; Colman, Prentis & Varley, \$99,327; Lintas, \$84,636; Masius & Ferguson, \$78,470; Service Adv., \$74,774; Immedia, \$71,974; McCann-Erickson, \$61,043; Crawfords, \$59,738; Erwin, Wasey, \$50,915; Young & Rubicam, \$47,488; Foote, Cone & Belding, \$46,774.

All major sports enjoyed increases in attendance last year, first time since rise of TV, according to survey by *Morning Telegraph* and *Daily Racing Form*, 525 W. 52nd St., N. Y.—with racing the No. 1 spectator sport, its 50,473,402 attendance far ahead of baseball.

Network Accounts: "No summer hiatus" policy of networks this summer will prove to be real boon to advertisers because of increased sets-in-use resulting from political conventions, says March 5 *Sponsor Magazine*. It asserts advertiser himself, more than the networks, killed summer hiatus. "The new policy has merely made official the existing realities of network TV advertising, the heavy demand for time, the awareness that selling is a full-time job, the savings available in 52-week discounts, re-runs and summer replacements." Note: Pontiac this week asked NBC-TV for summer hiatus on *Playwrights '56*, planning to resume show this fall; network hasn't replied yet . . . Bristol-Myers & Singer Sewing Machine Co. to be alt. sponsors of first 30 min. of *Playhouse 90* on CBS-TV starting Oct. 1, Thu. 9:30-11 p.m., thru Young & Rubicam . . . American Chiclé Co. (Dentyne gum) to be alt. sponsor (with American Home Products of *Ozark Jubilee* on ABC-TV starting March 10, Sat. 7:30-9 p.m., thru Ted Bates . . . General Foods to sponsor one-shot *Highlights of the Greatest Show on Earth*, preview of Ringling Bros. and Barnum & Bailey Circus of 1956, on CBS-TV April 3, Tue. 7:30-8:30 p.m., thru Benton & Bowles; it pre-empts *Name That Tune* and *Phil Silvers Show* . . . John H. Breck Inc. (shampoo) to buy 4 partic. a week on *Afternoon Film Festival* on ABC-TV, Mon.-thru-Fri. 3-5 p.m., and *Famous Film Festival*, Sun. 7:30-9 p.m., thru H. B. Humphrey, Alley & Richards Adv., Boston . . . Mobile Homes buys series of partic. on *Famous Film Festival* on ABC-TV starting April 15, Sun. 7:30-9 p.m., thru J. Walter Thompson . . . Plastone Co. (Turtle Wax auto polish) buys 8 partic. on NBC-TV's *Tonight* in June, Mon.-thru-Fri. 11:30 p.m.-1 a.m., thru W. B. Doner . . . L. E. Waterman Pen Co. Ltd. & Ayer's Ltd. to sponsor *Billy O'Connor Show* on CBS-TV starting March 17, Sat. 11:10-11:30 p. m. . . Procter & Gamble to drop *Love Story* on CBS-TV, Mon.-thru-Fri. 1:30-2 p.m., and *On Your Account* on CBS-TV, Mon.-thru-Fri. 4:30-5 p.m., in favor of 2 new unidentified drama series, thru Benton & Bowles . . . NBC-TV's *Queen for a Day*, Mon.-thru-Fri. 4:30-5 p.m., has racked up \$2,900,000 in new business in last 3 weeks; program is 90% sold out, latest sponsor being Sandura Co. (Sandran floor coverings), thru Hicks & Greist . . . Smith, Kline & French's next *March of Medicine* program will be "The Lengthening Span" on NBC-TV Sun. April 1, 10:30-11 a. m.

Baseball sponsorships announced this week: Carling Beer & Standard Oil of Ohio, for 60 Cleveland Indians games on WEWS, Cleveland, thru Lang, Fisher & Stashower & McCann-Erickson; National Bohemian Beer, 37 Baltimore Orioles games on WAAM, thru W. B. Doner; Washington Gas Light Co., for *Dugout Chatter* preceding 54 Washington Senators games on WTTG, thru Kal, Ehrlich & Merrick (games are sponsored by National Bohemian).

Institutional spectaculars reportedly planned by NBC-TV: GM-sponsored 90-min. show featuring dedication of company's new technical center in Detroit, May 20 in time usually occupied by GM's *Wide Wide World*; Anaconda Copper-sponsored documentary next winter marking opening of company's "atom train" cross-country tour.

NCAA football game-of-the-week telecasts will be on NBC-TV again this year, as expected. Price of rights wasn't disclosed, but reportedly it was more than the \$1,250,000 paid last year. Schedule includes 8 games on national basis, 5 on regional hookups.

New rep offices: Petry moves Detroit office to Penobscot Bldg. (Woodward 3-0125). Hollingbery Atlanta office moves to 134 Peachtree St. NW (Lamar 5710).

NEXT 2 STATIONS due on air are WDMJ-TV, Marquette, Mich. (Ch. 6) now planning March 20 test patterns, April 15 CBS programming and KETA, Oklahoma City (Ch. 13, educational), which hopes to start about March 15. There are no others scheduled for March, but planning April debuts are: WRVA-TV, Richmond, Va. (Ch. 12); WAST, Haganan, N. Y. (Ch. 29); WITI-TV, Milwaukee-Whitefish Bay (Ch. 6); KDWI-TV, Tucson, Ariz. (Ch. 9); KSHO-TV, Las Vegas, Nev. (Ch. 13). Planning May starts: KFRE-TV, Fresno, Cal. (Ch. 12); WDAM-TV, Hattiesburg, Miss. (Ch. 9); WAIQ, Andalusia, Ala. (Ch. 2, educational); KOKE, El Paso, Tex. (Ch. 13); KREX, Montrose, Colo. (Ch. 10).

Equipment shipments reported this week: By RCA—5-kw transmitter to upcoming KSLE, Monroe, La. (Ch. 13, educational), which hasn't set target; 10-kw driver to replace 5-kw that WJAC-TV, Johnstown, Pa. (Ch. 6) has been using for 25-kw transmitter. By DuMont—5-kw amplifier to CFCM-TV, Quebec City, Que. (Ch. 4), planning boost to 12.65-kw ERP; also orders for 25-kw units from DuMont's own WTTG, Washington (Ch. 5) and WABD, New York (Ch. 5).

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

WAIQ, Andalusia, Ala. (Ch. 2, educational) has changed target to May 15, writes R. D. Hurlbert, pres. of Alabama Educational Television Commission. Construction of 500-ft. tower purchased from Tower Structures Inc. begins this month, with 4-bay GE antenna scheduled for installation in March. Transmitter house on Mervillis Mill Rd. also is to be ready in March for 35-kw GE transmitter. It will be third educational outlet operated by group, joining WTIQ, Munford (Ch. 7) and WBIQ, Birmingham (Ch. 10) to form state network.

WBIR-TV, Knoxville, Tenn. (Ch. 10), granted last Jan. 11, plans July 15 test patterns, Aug. 1 programming, reports v.p. & 30% owner Gilmore Nunn, who also owns 51% of radio WLAP, Lexington and 15% of WCMI, Ashland, both Ky. It has RCA transmitter due in mid-June, will use 704-ft. Ideco tower. Also holding 30% interest are Hulbert Taft newspaper family, operators of WKRC-TV, Cincinnati & WTVN-TV, Columbus, and Robert L. & Martha Ashe. It will be city's 3rd TV—WATE (Ch. 6)

A. L. Glasmann family's acquisition of TV & radio properties of Frank C. Carman-Grant R. Wrathall interests for over \$880,000 (Vol. 12:6), as approved this week by FCC: (1) KUTV, Salt Lake City (Ch. 2) was sold for \$683,333 to *Ogden Standard Examiner* (Glasmann), which got 51%; *Salt Lake Tribune* (J. F. Fitzpatrick, pres.), 35%; George C. Hatch (Glasmann's son-in-law) and wife, 14%. (2) KLIX-TV, Twin Falls, Ida. (Ch. 11) with KLIX, sold for \$95,598 to The KLIX Corp., controlled by 2 Glasmann firms. (3) Radio KGEM, Boise, Ida. sold for \$64,356 to Glasmann's Ogden (Utah) radio station KLO. (4) Two-thirds of radio KOPR, Butte, Mont. sold for \$40,000 to Salt Lake City radio KALL, owned by Mr. & Mrs. Hatch— $\frac{1}{3}$ retained by C. L. Crist, who has agreed to sell his interest for \$17,500 to KOPR mgr. Ed Cooney. Not involved are Carman & Wrathall interests in Idaho radios KIFI, Idaho Falls & KWIK, Pocatello, both to be sold to J. Robb Brady Trust. Carman retains radio KLUB, Salt Lake City (formerly KUTA), of which he became sole owner last year by paying \$150,000 for 62 $\frac{1}{2}$ % held by Wrathall and E. O. Powers (Vol. 11:31). Wrathall remains owner of KPOO, San Francisco.

& WTVK (Ch. 26) having started in Oct. 1953. Rep not chosen.

WKNO-TV, Memphis (Ch. 10, educational) hasn't more specific target as yet than "first part of 1956," writes Julian B. Bondurant, pres. of Memphis Community Television Foundation. GE transmitter, obtained with help of WMCT donations, was installed last month in transmitter house nearing completion at Macon & Charles Bryan Rd. It will use RCA antenna on 600-ft. Andrews tower, for which delivery date hasn't been set. Studios will be at 268 Jefferson St., in building donated by Memphis Board of Education.

KFRE-TV, Fresno, Cal. (Ch. 12) plans May 1 test patterns, June start as CBS basic, reports pres. Paul R. Bartlett. It will be 4th outlet in area already getting service from local uhf stations KJEO & KMJ-TV and KVVG, Tulare. GE 10-kw transmitter is scheduled for installation March 15, with 3-section directionalized Alford antenna due April 10 on 188-ft. Stainless tower. Base rate not set. Rep will be Blair.

KOKE, El Paso, Tex. (Ch. 13), often delayed, now plans May 1 test patterns, reports Gordon McLendon, of McLendon Investment Corp. (formerly Trinity Bcstg. Corp.) which also operates radios KLIF, Dallas; KERP, El Paso; WRIT, Milwaukee; WGLS, Decatur, Ga. It plans May 15 commercial debut, specializing in Spanish-language programming. It's still awaiting delivery of 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 May, 1955. Base hourly rate not set. Rep will be H-R Television.

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CFCY-TV, Charlottetown, P. E. I. (Ch. 13) is installing 5-kw GE transmitter, but doesn't plan test patterns until June 1, programming June 15, reports mgr. R. F. Large. Studio & transmitter are scheduled for completion by April 30 and GE directional antenna is to be installed May 15 on 500-ft. Wind Turbine tower. W. McMillan will be traffic mgr., with A. L. Finley, technical supervisor, both promoted from radio CFCY. Base rate will be \$190. Reps will be Weed and All-Canada.

Canadian TV requests to be considered at CBC meeting March 28: Competing applications for Ch. 6, Victoria, B. C. by David M. Armstrong and International Television Corp. Ltd. Applications for higher powers by CFRN-TV, Edmonton, Alta., for 180.3-kw ERP; CJIC-TV, Sault Ste. Marie, Ont., 28-kw; CKCK-TV, Regina, Sask., 100-kw.

New type antenna and tower have been ordered from GE by Nashville's WSM-TV (Ch. 4), for complete installation by late summer. "Dual 4-bay batwing" antenna is 111-ft. high, consists of two 4-bay antennas mounted on single mast, fed from transmitter by 4 Styroflex cables. Intended to assure minimum off-air time, the antennas can be used singly or together. New 1269-ft. tower, also a "first," is made of type T-1 steel, developed by U. S. Steel and fabricated by Blaw-Knox. T-1 is said to be 3 times as strong as ordinary A-7 bridge steel and to have 4 times the atmospheric corrosion-resistant qualities of the type of steel now widely used for antenna towers. GE is handling complete installation job.

Visual Electronics Corp., 500 Fifth Ave., N. Y., national distributor of TV station equipment, reports expansion program including establishment of offices in Atlanta, Dallas, Los Angeles & Chicago. Organization's pres. is James B. Tharpe, ex-DuMont TV transmitter sales mgr. Herbert Bloomberg, also ex-DuMont sales, heads expansion program. Tharpe said company offers all TV accessories and supplies of leading manufacturers, specializes in off-air pickup & microwave, low-power stations, studio gear.

SMALL SETS MAY MEAN RECORD TV SALES YEAR: With retail TV sales in first 2 months of 1956 estimated at roughly equivalent to the 1,275,000 sold in Jan.-Feb. 1955, there's every indication that unit sales this year will beat 1955's record 7,421,084. We see 2 major developments contributing to that probability:

(1) Fast-developing second-set market, ushering in an era of TV-in-every-room as in radio (Vol. 12:9). A veritable deluge of 14-in. sets is expected to hit market by June, stimulated by the record of GE's successful 32-lb. portable at \$100 & \$120, and its 26-lb. portable at \$130.

Then there's the big run of 8½-in. 22-lb. \$125 portables due shortly from RCA and projected by Admiral, Emerson, et al (Vol. 12:9). RCA reports it has had "lots of requests" from its licensees, but says production samples won't be available until the last week in March, when deliveries start to its own distributors; it's manifest RCA intends to get running start, and the "big production run" (how many, RCA won't say) is already reported well oversold.

(2) Growing replacement market, based on high scrappage rate of a product whose life expectancy is about 8 years (Vol. 11:52). NBC estimates that 3,000,000 sets, or about 40% of all sold last year at retail, were replacements; RETMA statistical chairman Frank W. Mansfield (Sylvania) placed scrappage total at 2,370,000 in 1955 (Vol. 12:1, 8). Figures should go up substantially this year, which should see retirement of most receivers bought in 1949-50. Whatever the replacement figure really is, it's a solid bread-&-butter start in any market calculations.

Continuing rise of consumer purchasing power, plus impetus of political conventions & campaigns, let alone improving programs, are further reasons for favorable outlook -- all seem to lend substance to NBC's estimate of prospective 39,800,000 sets-in-use as of Jan. 1957, or 73.7% of the estimated 49,500,000 homes.

Brief highlights of other major trade developments this week:

* * * *

Changing Distribution Patterns: The old order is fast changing among manufacturers -- a fact that becomes increasingly apparent every day. There's no such thing as an official ranking of manufacturers of TV receivers by share-of-market, but all the surveys seem to indicate RCA is widening its lead in both unit sales and dollar volume. Not so long ago, it reputedly ran neck-&-neck, unit-wise, with Philco & Admiral -- but its recent annual report (Vol. 12:8), stating that 1955 TV sales totaled "more than 1,000,000" would indicate it's far and away in the lead now. There are those who will bet its unit sales last year were nearer 1,250,000 than 1,000,000. Nobody else hit 1,000,000 -- or they would have bragged about it openly.

After RCA are bunched at least 5 others, running so close their positions probably change month by month. Not necessarily in order of rank, they are Philco, Admiral, Motorola, Zenith and GE -- latter 2 showing remarkable strength in a great many markets. Lower in the percentage of market they command, but coming along, are Emerson and Magnavox. Westinghouse was rising steadily until stopped by strike that began last Oct. 17; it faces Herculean task to regain up-&-coming position when the strike ends, but has elaborate plans to take advantage of know-how and brand name.

For many others, it would seem the facts of trade life are getting pretty grim as against the enormous power of the "big boys." Last year, Arvin quit TV and Stewart-Warner quit both TV & radio; this year, Sparton and Sentinel have been sold to Magnavox. Hallicrafters is about to be merged into Penn-Texas Corp., but will retain its identity. And Stromberg-Carlson, still said to be weighing decision on staying in TV-radio now that it's under General Dynamics, is losing distributors.

Trade rumors that Crosley and Raytheon are going out of the TV-radio business are unequivocally denied. Crosley is wedded to the "full-line idea," indeed was one

of first to project it, but has been having its troubles -- mainly in the intensive white goods competition, as have Admiral and Philco. If it should get out of TV-radio field, which it says is not its present intention, good guess is that Avco's Crosley-Bendix div. as a whole will merge with or be bought out by another company -- one either now in the field or wanting to diversify into it -- with Avco quitting all consumer goods operations entirely.

Raytheon pres. Charles F. Adams flatly states that, even though his company is mostly in electronics and represents perhaps less than 1% of TV market, it has no intention of quitting TV-radio production, in which it has substantial private-label business as well as own brand. TV-radio v.p. Henry F. Argento, pointing to recent additions of key distributors, tells us: "We're expanding in TV, not contracting." Raytheon also added 1032 dealers in Dec. (Vol. 12:8). Scuttlebutt about Raytheon began with resignation of senior v.p. David T. Schultz to become pres. of DuMont and related stories of a possible merger (Vol. 11:49-50).

Inadequate distribution plagues the smaller TV manufacturers, regardless of quality of their product. The old-line companies have top distributors tied up for their "full-line" products -- year-round lines of TVs, radios, washing machines, air conditioners, refrigerators, ranges, etc. For the rest, as one fringe producer put it to us, "there's only hardware wholesalers or wallpaper companies." Some manufacturers have had recourse to factory branches, but these represent huge tieups of inventories and finances, generally don't stand up very well against independents.

Outlook for Appliances: Though refrigerators and other large appliances have been going through competitive wringer, leaders look for huge boom this spring. Bernard A. Chapman, Kelvinator pres., estimates 15,755,000 refrigerators, freezers, ranges, home laundry appliances, air conditioners will be sold this year, up 6% from 1955 and well ahead of 1950's record 15,100,000. From GE's huge new Louisville plant, biggest of them all, comes this confident statement: "We expect to do better in 1956 than we did in 1955 as far as large household appliances are concerned." Philco letter to stockholders tells them its production of large household appliances is being hiked 40-60% to keep up with record orders; that Connorsville, Ind. factory has been placed on a 2-shift basis, refrigerator output schedules upped 50%, home freezers doubled. And Norge div. of Borg-Warner even raised suggested lists on washers & dryers by \$10.

Boom in Records: Apace with upsurge of TV-radio trade, the phonograph record industry is enjoying a boom of its own -- spurred primarily by tremendous growth of high-fidelity, substantially lower prices of records, formation of subscription and mail order clubs. Record sales last year reached all-time peak of \$225,000,000 -- and many predict that total will be surpassed this year. The allied industries have simultaneously enjoyed parallel sales increases, with phono & record player sales amounting to about \$140,000,000 last year, tape recorders another \$11,000,000.

Extent of boom in discs is reflected in annual reports of record companies for 1955. As typical of the pattern, Capitol Records this week listed all-time peak sales of \$21,308,633, profits of \$921,022 (\$1.92) for 1955, each up by more than 30% from 1954. Decca reported sales of its record div. totaled \$22,610,809 last year, compared to \$18,870,125 in 1954; pre-tax earnings were \$1,955,134 vs. \$1,170,926, the net profit being indivisible from 74% holdings in Universal Pictures Corp.

"The price cuts on records announced in Jan. 1955, when classics were reduced from \$5.98 to \$3.98 undoubtedly was one of the biggest factors in the boom because it brought millions of additional customers into the stores for records at prices they could afford," commented John W. Griffin, exec. secy. of Record Industry Assn. of America. "If you reduce any commodity by 33%, even a high-priced item like an automobile, you're going to have a big increase in sales." He also cited fact that record clubs are reaching additional millions in manner like book-of-month clubs.

Screen Measurements: New controversy about the advertising of TV sets has been stirred by letter from Federal Trade Commission to set makers seeking information on advertising of screen sizes. It's new step in continuing hassle between FTC and the set makers ever since adoption of trade practice rule requiring that references to screen sizes must be to viewable area of tube, not to "single plane" horizontal or

diameter measurement -- thereby resulting in revisions of ad copy (Vol. 12:5). In his letter, FTC attorney H. Paul Butz stated:

"We have been informed that none of the TV receiving sets which are being represented by manufacturers as 21-in. sets (or being equipped with 21-in. picture tubes) have a viewable area measurement of 21-in. either horizontally or diagonally, on a single plane within the plus or minus 1/8-in. tolerance provided for in the rule. We have also been informed that in the case of most, if not all of these TV sets the viewable area measured horizontally on a single plane is but 19-in. and the diagonal but 20 1/4-in., though the diagonal overall measurement approximates 21-in." Butz suggested 3 sample designations which he said the FTC would be "disposed to accept": (1) "'21' overall diagonal, 20 1/4 viewable diagonal." (2) "'21' overall diagonal, 261 square inch viewable area." (3) "'21' overall diagonal, 19x15 picture."

Radiation Seal: RETMA's quarterly meetings March 13-15 at Biltmore Hotel, N.Y., will consider question of affixing seal to TV sets which conform to FCC standards limiting spurious radiation -- but there's no assurance that the seal plan will win approval. The organization appears to be split between those who advocate seal with RETMA name; those who say each manufacturer should affix his own seal; those who want no seal at all. Counsel and ex-pres. Glen McDaniel is known to oppose RETMA-name seal on grounds it would require enforcement by RETMA -- and he isn't sure the organization can or should do it.

Production: TV output totaled 145,143 for the week ended March 2, compared to 138,861 preceding week and 146,733 week ended Feb. 17. It was year's 9th week and brought production to that date to about 1,285,000, as against 1,325,000 in first 9 weeks of 1955. Radio production totaled 286,004 (112,780 auto) week ended March 2, compared to 278,271 preceding week and 284,840 week before. Radio production for 9 weeks was about 2,535,000, compared to about 2,450,000 in corresponding 1955 period.

Trade Personals: James E. Herbert, gen. sales mgr. of Motorola, on March 15 joins Hoffman Electronics, Los Angeles, as v.p. in charge of consumer products sales; Paul Bryant continues as Hoffman gen. sales mgr. . . . Louis L. Ackerman, ex-Warwick Mfg. Co., joins CBS-Columbia as v.p. in charge of purchasing . . . W. Sten Peterson, ex-Norge & Montgomery Ward, named Hotpoint market research mgr. in charge of consumer surveys on upcoming TV line and white goods . . . John C. Bricker, ex-Colgate-Palmolive, named to new post of Whirlpool-Seeger marketing director, in charge of adv., merchandising & market research . . . Raymond H. Zipf, ex-Stromberg-Carlson, named Admiral regional sales mgr. for appliances, headquartering in St. Louis; Ralph M. Lane, ex-Southern Wholesalers, Washington (RCA), named Admiral regional sales mgr. for electronics, Washington . . . Thomas D. Fuller promoted to asst. regional sales mgr. of Sylvania electronic products for Pacific region, headquartering in Los Angeles . . . Stanley E. Rendell promoted from chief industrial engineer to factory engineering mgr., Raytheon TV-radio plant, Chicago; Norman R. Teifield promoted to material control & traffic mgr. . . . Harold A. DeMooy, mgr. of RCA Cincinnati plant, appointed mgr. of manufacturing, RCA receiving tube activities at Harrison & Woodbridge, N. J., Indianapolis and Cincinnati . . . Nathan Abelson, secy.-treas. of Radio Equipment Corp., Buffalo, elected to 2-year term as pres. of Empire State chapter, National Electronic Distributors Assn. . . . J. P. Brocki promoted to Bendix Radio service mgr., replacing K. H. Brown, resigned . . . Hal Roemer promoted to quality control mgr., Hoffman TV-radio div. . . . John T. Bluerock named Capehart-Farnsworth regional merchandiser for Cincinnati & Dayton areas . . . Paul A. Hilton, ex-Servel & Crosley Distributing Corp., N. Y., appointed to new post of asst. to DuMont controller Donovan H. Tyson . . . Douglas P. Beggs, ex-A. Y. McDonald Mfg. Co., Denver, named GE's TV-radio sales mgr. in Rocky Mountain area, headquartering in Denver

. . . Joseph A. Stockhausen, ex-Northern Ohio Appliance Corp. & GE Supply Co., Cleveland, named Sylvania TV-radio district mgr. for Buffalo territory, succeeding George Stewart, now distribution mgr. of TV-radio div. . . . Robert B. Kempe, ex-Webster-Chicago, Stewart-Warner & Motorola, named chief production engineer, Crescent Industries . . . Jess Ramaker promoted to personnel mgr., Hoffman Labs . . . W. A. Dewar promoted to marketing mgr., Canadian Westinghouse TV-radio div. . . . Robert Devereaux named GE's TV-radio regional sales mgr., Minneapolis . . . Peter Fabri, ex-Kraft Corp., named merchandising director, Mercury Records, Chicago . . . Ellis L. Redden, ex-Magnavox & Motorola, named adv. & sales promotion mgr., Top Value Enterprises Inc., Dayton (trading stamps) . . . Edward J. Hart promoted to mgr. of RCA microwave equipment sales . . . V. Hubert Campbell promoted to asst. chief engineer of Sylvania radio tube div., Emporium, Pa.

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With home electronics as his hobby, Rear Adm. H. C. Bruton, director of naval communications, attempted conversion of black-&-white set to color, ruefully admitted "it didn't work"; he also reported that hi-fi system he wired into his home proved to be "noisy." He made the comments preceding an address on "Communications for the Atomic Age Navy" at March 1 meeting of Armed Forces Communications & Electronics Assn. in Washington.

Emanuel Sacks, RCA staff v.p. & v.p.-gen. mgr. of RCA Victor record div., has established \$10,000 full-time research fellowship to support advanced research studies in blood diseases at Albert Einstein Medical Center, Philadelphia, of which he is a trustee. Note: Sacks March 10 received 1956 "Share Your Knowledge" award of Philadelphia Club of Printing House Craftsmen for his contributions to "the art of recording."

Joseph F. Woodward, 52, sales v.p. of Admiral International, died March 7 of heart attack following brief illness. Survivors are his widow, 2 brothers & a sister.

Topics & Trends of TV Trade: More than 43,000,000 TVs were shipped to dealers from 1946-55, according to 10-year recapitulation released this week by RETMA. Aggregate shipment compares with estimated production of 45,525,000 in that period. Latest NBC estimate of sets-in-use, dated Jan. 1, placed total at 36,900,000, or 70.8% of nation's 48,600,000 homes (Vol. 12:8). RETMA's 10-year state-by-state recapitulation (county-by-county tables available to members on request to RETMA):

State	Total	State	Total
Alabama	491,112	New Jersey	1,895,545
Arizona	162,939	New Mexico	91,234
Arkansas	263,744	New York	5,432,487
California	3,751,730	North Carolina	749,069
Colorado	285,780	North Dakota	85,969
Connecticut	741,694	Ohio	2,988,373
Delaware	126,270	Oklahoma	518,303
District of Columbia	415,633	Oregon	307,674
Florida	811,860	Pennsylvania	3,596,248
Georgia	725,159	Rhode Island	266,323
Idaho	103,156	South Carolina	324,288
Illinois	2,903,079	South Dakota	80,028
Indiana	1,231,889	Tennessee	611,834
Iowa	677,992	Texas	1,766,884
Kansas	406,098	Utah	185,206
Kentucky	550,994	Vermont	75,692
Louisiana	544,931	Virginia	694,830
Maine	227,943	Washington	617,574
Maryland	733,480	West Virginia	380,700
Massachusetts	1,657,906	Wisconsin	892,509
Michigan	1,993,345	Wyoming	22,997
Minnesota	701,332		
Mississippi	217,669	U. S. Total	43,014,021
Missouri	1,115,971	Alaska	12,986
Montana	62,753	Hawaii	72,789
Nebraska	346,967		
Nevada	30,280	Grand Total	43,099,796
New Hampshire	148,548		

Record licensing agreement was signed by RCA and Decca Record Co. Ltd. of England, whereby Decca will receive master recordings from RCA Victor catalogs, produce and distribute records under RCA monogram label. Under agreement, RCA will start making its new recordings available to British Decca in May 1957, when RCA's agreement with Gramophone Co. Ltd. of England will end. Gramophone has been releasing records made from master recordings of RCA Victor and latter has been releasing records from "HMV" master recordings. Announcement said British Decca, which has no connection with Decca Records in U. S., will continue to supply its American subsidiary, London Records, in addition to RCA. Similar licensing agreements have also been signed by RCA with Teldec of West Germany, and Musikvertrieb of Switzerland, effective May 1, 1956.

TV set sales by Canadian factories in Jan. totaled 52,514, production 58,556, reports RETMA of Canada. This compares with 55,760 & 69,152 in Jan. 1955. Projected production estimate is for 132,528 more sets in Feb.-April period. Inventory at end of Jan. was 136,725 vs. 130,683 at start of month. Montreal led in Jan. sales, with 8576; Toronto, 7422; other Ontario, 5871; British Columbia, 4613; Alberta, 3937; Manitoba, 3581; Ottawa & eastern Ontario, 3508; Quebec City, 3018; Nova Scotia, 2637; Hamilton-Niagara, 2519; Saskatchewan, 1884; New Brunswick & Prince Edward Island, 1790; Windsor, 1508; other Quebec, 934; Newfoundland, 716.

Japan is producing 20,000 TV sets monthly, according to Dept. of Commerce which expects rate to increase to 25,000 when 5 more stations begin operating this spring. Federation of Japan Electric Communication Industrial Assns. reports that 134,231 were built in 1955 and 30,868 in 1954—total in use at end of 1955 reaching 200,000. The 14-in. comprise 80% of output, balance largely 17-in. Average price was \$272 in 1955 vs. \$389 in 1954. [TV Factbook No. 22, p. 431, shows 3 stations operating in Tokyo, 1 each in Nagoya & Osaka, with 1 more due in both Nagoya & Osaka.]

Average weekly earnings of TV-radio-phono production workers rose in 1955 to \$69.77 from \$67.49 in 1954, reports Bureau of Labor Statistics.

DISTRIBUTOR NOTES: Motorola appoints Harwell Distributing Co., 721 E. 9th St., Chattanooga (Clyde V. Harwell, pres.) . . . Raytheon appoints Speed Queen Atlantic Co., 34-18 Northern Blvd., Long Island City (Wm. Leck, pres.), replacing L&P Electric Co. . . . DuMont appoints Hynes Bros. Inc., 4th & Bryant Sts. NE, Washington (Bern E. Hynes, pres.) . . . Bendix Radio appoints Lincoln Sales Corp., Baltimore . . . Key Accounts Inc. is name of new N. Y. manufacturers' sales rep firm created by Irving Sarlin, ex-pres. of DuMont-N. J., and Ira Kaplan, ex-TV-radio v.p. of Times Appliance Co., N. Y. (Westinghouse); initially, it will handle Sonora TV-radio line . . . Southern Wholesalers, Washington (RCA) promotes Jack Wayman to TV-radio sales mgr. . . . Adleta Co., Dallas (RCA-Whirlpool) appoints James Booth, RCA southwest regional mgr., as gen. sales mgr., succeeding E. P. Miles, now gen. mgr. . . . Philadelphia Distributors, Philadelphia (Sylvania) appoints Nathan Wachman, ex-Philco Distributors, as mgr. of electronic merchandising . . . Westinghouse Electric Supply Co., Chicago, appoints O. W. Means sales mgr. of major appliances, succeeding W. A. Reasoner, now in Cleveland branch; H. V. Noel succeeds Means as mgr. of Des Moines branch . . . Philco Distributors Inc., Chicago, appoints Charles Conturba appliance sales mgr. . . . Hoffman Sales Div., San Francisco, appoints John Chadwell gen. mgr., replacing John Barker, resigned.

First "Spartan" brand TVs, now being produced by parent Magnavox at its Greeneville, Tenn. plant and marketed direct-to-dealers, were introduced this week: Winthrop, 21-in. table model in cordovan, blonde, mahogany & cherry, \$180; Hampton, 21-in. open-face console in cordovan, blonde & mahogany, \$200; Haverford, 21-in. open-face console in mahogany, oak & cherry, \$250; Winfield, 21-in. open-face console in mahogany, blonde & cherry, \$300; Riviera, 24-in. "low boy" in mahogany, oak & cherry, \$340.

"Pioneering in Television—Prophecy and Fulfillment" is 176-p. book issued by RCA, presenting excerpts from speeches and statements of chairman Brig. Gen. David Sarnoff—starting with April 5, 1923 memo to RCA board. Book also includes selected statements on radio, including Gen. Sarnoff's first conception of radio broadcasting and home "radio music boxes."

Picture tube sales in Jan. totaled 892,385 valued at \$17,016,391, compared to 881,465 worth at \$17,533,105 in 5-week Dec. and 866,956 at \$17,661,018 in Jan. 1955, reports RETMA. Receiving tube sales in Jan. totaled 40,141,000 valued at \$31,314,000, compared to 38,049,000 at \$30,673,000 in Dec., 37,951,000 at \$26,879,000 in Jan. 1955.

National Radio Week May 13-19 will be promoted jointly by NARTB, RETMA & NARDA "to mark the advances made by radio as an educational, entertainment and advertising force." It's first year since 1949 that TV & radio weeks will be observed separately. Date for TV Week hasn't been set.

Wm. A. H. Birnie, ex-publisher of *Woman's Home Companion*, heads new TV-radio-records div. of Crowell-Collier Publishing Co., initially supervising manufacture & distribution of records through Crowell-Collier mail order clubs; Wm. H. Fowler, ex-v.p. of Capitol Records, heads recording dept.

Annual High Fidelity Show & Music Festival, sponsored by International Sight & Sound Exposition Inc., 1 No. La Salle St., Chicago, is scheduled Nov. 2-5 at Palmer House, Chicago.

Excise tax collections on TV-radio-phonos totaled \$76,117,000 in 6 months ended Dec. 31, compared to \$54,756,000 in same 1954 period, reports Internal Revenue Service.

QUEST FOR COLOR TV standards for all Europe got under way in earnest this week as 80 top TV engineers from 19 countries began 14-day look-see at American compatible system—to be followed later by color demonstrations in England, France and the Netherlands.

The meetings, under the aegis of International Radio Consultative Committee (CCIR) of International Telecommunications Union, began March 5 with general sessions and demonstrations at the United Nations Building in New York, followed by demonstrations and technical discussions at individual plants. Hosts are U. S. State Dept. and industry's NTSC—reactivated especially for the current demonstrations. RCA, which saw no need for reviving NTSC, is not participating in the collective sessions, but is conducting its own demonstrations and discussions with the foreign delegates March 11-18.

Delegates made it clear that the big problems they will face next Aug. at the 8th Plenary Assembly of the CCIR when they attempt to draft international color standards will be these: (1) Should European color system be compatible with current monochrome standards, using the same vhf frequencies, or should an incompatible system be used and confined to uhf bands only? (2) What is best color system for Europe, from standpoint of interchange of programs between nations?

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American TV industry made the big pitch for compatibility, with addresses by NTSC panel chairmen and FCC officials—climaxed by group of unique demonstrations, comparing side-by-side 8 different makes of color sets, representing 4 different approaches to color reception.

Though delegates from Iron Curtain countries were freely admitted to the demonstration March 5 at UN Building, press and other observers were carefully excluded. GE's Dr. W. R. G. Baker, NTSC chairman, took full responsibility for the iron curtain erected around the color demonstration. He said some of the color sets shown were still developmental, and if representatives of the press were admitted they would inevitably make comparisons—which he said the industry did not wish them to do.

Shown to the visitors were color sets by these manufacturers: Admiral, Capehart, DuMont, Emerson and Magnavox, all using shadow-mask tube; GE, with post-acceleration tube; Hazeltine projection set; Philco, with new "Apple" tube. Westinghouse had been scheduled to exhibit set, but was unable to get it out of the plant because of strike. No set was shown using Lawrence Chromatron tube. Black-&-white sets for comparison were supplied by Macy's—brands unidentified.

Delegates watched *Howdy Doody* live from NBC's WNBC-TV and a color movie, "Salome, Where She Danced," on WCBS-TV's regular evening film show, televised in color for the occasion. Latter film was viewed directly off air on Ch. 2, and via 2350 mi. of cable-microwave (to Chicago, St. Louis & back) on Ch. 6 of UN's TV distribution system. Visitors returned later in evening to view NBC-TV spectacular, "Caesar & Cleopatra." On March 8 they saw similar side-by-side demonstration at Philco plant, with signals originating from Philco's new experimental uhf transmitter.

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Dr. Balth. van der Pol, CCIR director, in opening day address, stressed international exchanges of color programs as goal to be attained under any European color standards, and pointed to phenomenon of "forward scatter" as possibly opening up "new possibilities of connecting different continents by radio-television links." He said

first CCIR study trip, which visited U. S. and other countries in 1950 to study black-&-white TV, "contributed much to the development of monochrome TV techniques in various countries," and he expressed hope that current tour would accomplish same thing for color.

Tremendous interest in color TV in other countries was reported by chief engineer Erik Esping, of Royal Board of Swedish Telecommunications, who heads CCIR Study Group XI (color). Said he: "We ought to increase [color] activities as much as possible as soon as possible."

FCC Chairman McConnaughey outlined U. S. progress in color set production and programming, and summed up: "While these figures are small in comparison to the corresponding ones for monochrome TV, our 2 years' experience have been fully adequate to demonstrate the technical and operational worth of the system."

Dr. Baker reiterated view that "the mass market will not develop strongly until the \$500 mark is broken and it will not really explode until the list price falls in the neighborhood of \$300"—and again expressed belief that this price can't be expected in the very near future. He predicted, however: "It is entirely reasonable to believe that the sale of color receivers will run as high as 9,000,000 sets annually by 1964."

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Group visited CBS color studios and Hazeltine Corp. March 6 & 7, Philco March 8, AT&T Long Lines Dept. and 2 TV relay points March 9, followed by RETMA dinner. Schedule for week of March 11 includes visits to RCA Exhibition Hall and RCA Princeton labs, question-&-answer session at UN. During March 13-17 period, delegates will visit DuMont, Bell Labs, NBC & RCA by private invitation.

American delegation is headed by State Dept.'s Francis Colt de Wolf, with Hazeltine's Charles J. Hirsch as vice chairman, and these members: Edward Allen, FCC chief engineer; Dr. W. R. G. Baker, GE; John M. Barstow, Bell Labs; Mrs. Florence Dowling, State Dept.; Dr. Allen B. DuMont; Donald G. Fink, Philco; Axel Jensen, Bell Labs; Ira J. Kaar, GE.

Among most important foreign delegates and visitors:

Austria—Dr. G. Skalar, vice director, Austrian Broadcasting System. Belgium—Michel R. Gewillig, principal engineer & chief of service, National Radiodiffusion Institute; Marcel Neuville, counsellor, Ministry of Communications; Albert L. Rorive, cabinet attache, Ministry of Communications. Canada—John E. Hayes, chief engineer, CBC, Montreal. France—Stephen Mallein, chief, TV dept., Radiodiffusion-Télévision Française; Yves Angel, chief engineer, telecommunications, RDF; Georges Chedeville, chief of research, RDF. Italy—Federico Nicotera, chief, radio services div., Ministry of Posts, Telephones & Telegraph.

Japan—Taro Nishizaki, vice director, Radio Regulatory Bureau, Postal Service Ministry; Keiji Suzuki, vice chief, TV research, Japan Broadcasting Corp.; Akira Yamashita, chief, electronic tube section, Japan Broadcasting Corp.; Ren-ichi Yatsunami, asst. mgr., Radio Tokyo; Kenjiro Takayagani, managing director, Victor Co. of Japan. Luxembourg—Mathias Felten, director-general adjoint, Radio Luxembourg. Netherlands—C. T. F. van der Wijk, chief, radio labs, Netherlands Posts & Telecommunication Service; H. Rinia, research director, and J. Haantjes, asst. research director, Philips of Eindhoven.

Norway—Helmer Dahl, research director, Norwegian Broadcasting Corp. Poland—Konrad Koculowski, chief director, Ministry of Telecommunications; Vladyslaw Cetner, deputy for TV matters, Ministry of Telecommunication; Leslaw Kedzierski, mgr. of TV labs, Ministry of Telecommunication; Tadeusz Rzymkowski, director, Communications Institute; Pawel Szulkin, deputy scientific secy., Polish Academy of Science. Sweden—Erik Esping, chief engineer, Royal Board of Telecommunications; Hugo Blomberg, pres., Svenska Radio A.B. (Ericsson Telephone). Switzerland—Walter Gerber, TV coordinator, General Post Office. USSR—Alexander I. Shokin, Deputy Minister of Radiotechnical Industry; A. S. Kakunin, Deputy Minister of Communications.

United Kingdom—Sir Harold Bishop, technical services director, BBC; Francis C. McLean, deputy chief engineer, BBC; A. R. A. Rendall, head, design dept., BBC; G. Geoffrey Gouriet, head, TV group research dept., BBC; P. A. T. Bevan, chief engineer, ITA; Capt. C. F. Booth, asst. chief engineer (radio), British Post Office; Bryan R. Overton, head applications director, Mullard Research Lab.; L. C. Jesty, chief, TV research, Marconi Labs.; Victor A. Jones, chief engineer, Plessey Co.; Keith I. Jones, chief engineer, A. C. Cossor Co.; E. P. Wethey, chief engineer, Kolster-Brandes Ltd.; Eric L. C. White, senior research engineer, Radio Industry Council.

Also represented by delegations were Australia, Czechoslovakia, Germany, European Broadcasting Union, UN & CCIR Secretariat.

Wm. Balderson, Philco chairman, reelected a director of National Industrial Conference Board.

Color Trends & Briefs: "I see no reason why the industry shouldn't hit the 200,000 units forecast by most people for the year—and we have set as our objective 4% of this amount." That's conclusion of latest evaluation of color given us by RETMA pres. H. L. Hoffman, pres. of Hoffman Electronics, Los Angeles. Here's his sizeup:

"Enthusiasm for color in our marketing area is accelerating in spite of the fact we do not get many of the shows originating in New York and the time difference is a very major handicap.

"The first 6 months of 1956 will be spent in building a dealer organization and training the service people. I hope the last 6 months will be spent in capitalizing on the first 6 months' efforts. We are continuing to produce approximately 20 a day and our sales are in keeping with the balance of our production.

"Effective March 15, we are moving our color line over to our main plant and getting set to run 100 a day by Sept. The sets are working well and there is more of a problem in training the consumer than there is in the actual service phase. To sell color, it needs PEP—programs, exposure and personal followup. Where we have programs and the dealer will give exposure and follow it up, color sets are selling. Price is more of a factor in the dealer's mind than in the consumer's mind.

"We are finding that 60% of the consumers do not know one can get a black-&-white picture on a color set. Actually the consumers are terribly confused by an oversupply of publicity on color.

"If it is true they are going to telecast the Republican and Democratic conventions in Aug. in color, it will give the industry a very definite lift because it will get the dealers stocking color sets in July and Aug. instead of Sept. and Oct. As a matter of fact, I think this will make a substantial difference in the total number of color sets sold in 1956. [Note: Color at conventions is likely to be limited; see adjoining column.]

"The shows are getting better, the servicemen are getting educated, a few dealers are getting enthusiastic and the ball is beginning to roll. Sure, we have plenty of problems. We need a simpler color set than we have at the present time, less bulky, less critical to manufacture and with fewer parts. We need a method of kinescoping color to eliminate the time lag and assure national coverage. But above all, we need enthusiasm to get out and sell."

* * * *

Raytheon is No. 2 in color set production, says Henry F. Argento, v.p. & gen. mgr. of its TV-radio operations, who also claims No. 1 position in all-transistor radio sets. He will reveal no figures or details, however, except to say that reaction to his sets (\$795 & \$895 consoles, in mahogany or blonde) has been very favorable and "outlook for color is good." He said he thinks RCA's promised 200,000 output will be matched by about 100,000 by rest of industry this year—if enough picture tubes can be had.

Practically all color receivers being produced now are using shadow-mask tube, which RCA, Sylvania, Tung-Sol & Thomas Electronics are now producing. Sylvania's Don Mitchell, in annual report this week (see Financial Reports), stated his company has made "substantial progress in simplification and improvement of receiver and tube designs" and said commercial production of color sets will begin in near future. His forecast: "Color is definitely on the way, and industry production should increase sharply this year."

* * * *

Color trade-in promotion by Keenan's Radio Co., Boston, offers up to \$10 per inch for old set. Example in ad shows \$695 RCA color set available at \$485 after allowance of \$210 on 21-in. black-&-white trade-in.

Network Color Schedules (March 12-25, 1956)

March 12—NBC: *Home* segment, 11:50-11:58 a.m.; *Howdy Doody*, 5:30-6.
 March 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
 March 14—NBC: *Howdy Doody*, 5:30-6 p.m.; *This Is Your Life*, 10-10:30 p.m.
 March 15—NBC: *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
 March 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 March 17—CBS: *Gene Autry Show*, 7-7:30 p.m.
 March 18—NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "Taming of the Shrew," 4-5:30 p.m.
 March 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 March 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 March 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *This Is Your Life*, 10-10:30 p.m.
 March 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m.
 March 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 March 24—NBC: *Texaco Star Theatre*, starring Jimmy Durante, 9:30-10 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.
 March 25—NBC: *The Sunday Spectacular*, "Heaven Will Protect the Working Girl," 7:30-9 p.m.

Stimulus to Miami color set sales, resulting from closed-circuit color demonstrations at Burdine's dept. store (Vol. 12:7,9), brings this enthusiastic response from Stanley Glaser, of RCA distributor Sea Coast Appliance: "In the past 2 weeks our dealers, including Burdine's, have sold more color TV sets than they have in any month up to this time, and it appears at the present going rate that this Burdine's demonstration may be responsible, before the impact is entirely lost, for as high as 100 to 150 sales. The interest of the public in Miami is high, and, as the hours of color telecasts increase and the quality of production and the technical characteristics of the signal continue to improve, I believe that color TV will arrive as a mass sales item much sooner than many authoritative sources in this industry care to predict at this time."

Some color in political conventions, not much, is now highly probable. Until recently, networks stated they had no plans for color; now they're lining up color facilities for special setups but not from convention floor. Even ABC-TV, if it chooses, will be able to offer color to affiliates. No network has indicated plans for color remotes. To handle TV for conventions generally, NBC is offering pool video in Chicago Democratic convention Aug. 13, CBS handling pool video for GOP in San Francisco Aug. 20, ABC doing pool audio for both. Demand for facilities in both cities is up about 15-20% over 1952 conventions. Few hitches are expected in getting live connections to all cities ordered by networks. One possibility is Phoenix, with 3 stations and only 2 cables. However, it's expected AT&T will provide third channel, if ordered.

Second Vitascan color unit has been ordered from DuMont by Owens-Corning Fiberglas for dept. store merchandising "caravan" (Vol. 12:7). DuMont also reports shipment of unit to WITI-TV, Milwaukee and order for film scanner converter from WFAA-TV, Dallas. Philco reports order for both 16 & 35mm monochrome scanners from Osaka TV Corp., Osaka, Japan, through Philco rep there, Nissho Co. Ltd. RCA has shipped mobile unit with 2 cameras to Smith, Kline & French drug firm (Vol. 12:8).

Ambitious multi-city color pickups planned for NBC's *Wide Wide World* April 1 have been abandoned because of costs and complexities. Plans had included originations in San Antonio, New Orleans, Indianapolis, Atlanta, Chicago, Los Angeles, San Francisco, Ft. Worth, Oklahoma City, New York.

Total Kansas City color set sales as of Jan. 31 were 269, according to local Electric Assn.

Electronics Reports: Electronics industry sales will reach \$18 billion in next 8 years—a 66% expansion by 1964—RCA pres. Frank M. Folsom predicts in address prepared for March 12 meeting of Boston Security Analysts Society. His forecast reinforces that of Sylvania financial v.p. W. Benton Harrison who just one year ago predicted \$20 billion in electronics by 1964 (Vol. 11:11). His electronics figure for 1964 also just about matches the projected total business of combined electrical-electronics industries for 1956 (see Financial & Trade Notes).

Folsom gave no breakdown of his figures, but noted that electronics was \$11 billion industry in 1955, and that 80% of RCA's over-\$1 billion sales in 1955 stemmed from items that didn't exist or weren't commercially developed 10 years ago. "We can expect to witness a similar pattern of progress in the next 10 years," he said. He reiterated RCA's plans to produce 200,000 color TV sets this year, listing color as substantial factor in electronics expansion during next decade.

Illustrative of electronics' rapid growth is mushrooming of technical shows and sessions, as exemplified by March 19-22 IRE Convention in New York, expected to attract 45,000 engineers, with 714 engineering exhibits and 275 technical papers—biggest ever. Canadian IRE show, scheduled in Toronto Oct. 1-3, has already sold out 85% of available exhibit space.

Frenzied demand for engineers to pilot electronics' soaring course always reaches annual climax at IRE Convention (Vol. 12:6). March issue of *Proceedings of the IRE*, the convention issue, carries 60 pages of want ads for engineers, technicians & scientists.

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Add closed-circuit uses: (1) TV is being used to make complete traffic study of New York's Columbus Circle. Loaned by Hallamore Electronics div. of Siegler Corp., 2 cameras have been installed atop tower truck which can raise them 40 ft. above ground. Monitors are studied by traffic engineers in trailer in center of the circle. (2) Wm. Filene's Sons Co., big Boston dept. store, now using closed circuit for merchandise control in its Needham warehouse. Dage cameras are installed above loading platforms, so that supt. can observe loading and unloading activity from his office.

Broadcaster-publisher Edward O. Lamb has decided not to take up his options to buy control of F. L. Jacobs Co., Detroit, manufacturer of auto parts & equipment and also parent of Eicor Inc., Ogelsby, Ill., which produces electronics equipment for aircraft & guided missiles (Vol. 12:5). Group Lamb heads is currently demanding representation on board of Sciberling Rubber Co. Lamb & associates claiming to own 115,000 out of 414,000 shares outstanding. Note: The phenomenally successful telecaster-publisher-industrialist is subject of article in a forthcoming issue of *Fortune Magazine*. He's central figure in celebrated FCC case involving renewal of his license for WICU, Erie, Pa., in which he's charged with giving Commission false information regarding past association with communists (Vol. 11:50). Mr. Lamb left March 8 on trip to Norway, Germany, Austria & France.

DuMont has realigned transmitter sales organization, notably field force, in changes announced this week by Kenneth F. Peterson, TV transmitter sales mgr. At Clifton, N. J. headquarters, he has Charles E. Spicer as sales operations mgr., George H. Wagner as sales engineering mgr. Field reps are: eastern, Felix Bonvouloir, Clifton, and Frank O'Connell, Pigeon Grove, Mass.; southeastern, L. C. Radford Jr., Atlanta; mid-central, B. J. Klindworth, Minneapolis; southern, George R. Winston & Harry Del Muro, Dallas; western, Robert J. Myers, Los Angeles, and Lyle O. Keys, Portland.

Newly developed airborne military TV system that will enable a battle commander to simultaneously watch several combat sectors is being built for Signal Corps by Admiral, which is also developing military ground-to-ground system. Airborne system works this way: Camera-carrying plane transmits frequency-modulated video signal to command post. Battle commander views battlefield action on 17-in. monitors. TV transmitter at 1000 ft. would have line-of-sight transmission range of 25-30 miles.

New avionics sales div. of General Precision Lab is headed by Wm. J. Tull, who also continues as associate director of avionic engineering div. A. C. Haemer is assoc. director with responsibility for airborne sales and service activities, including GPL's new airborne industrial TV system (Vol. 12:8).

Novel closed-circuit use: Rock Island Railroad's new lightweight "Jet Rock" running between Chicago & Peoria has club car equipped with Capehart TV receiver which shows passengers the view from locomotive cab, transmitted via closed circuit from Farnsworth camera in cab.

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Daniel E. Noble, Motorola v.p., appoints 6 new v.p.'s of Motorola Communications & Electronics: Arthur L. Reese, operations mgr.; Eugene S. Goebel, market relations; Lowell E. White, eastern sales mgr.; Homer L. Marrs, central sales mgr.; Edward L. Falls, southern sales mgr.; Donald F. Brickley, western sales mgr.

Dr. Lothar Rohde, head of German electronics firm of Rohde & Schwarz, will lead informal discussion on the technical & business status of electronics in Europe at meeting setup by Federal Telephone & Radio Co. at 10 a.m., Wed. March 14, in Waldorf-Astoria, N. Y.

Leonard S. Hermelin, ex-asst. mgr. of systems project dept., named exec. asst. to Richard Hodgson, onetime head of Paramount's Chromatic TV Labs, now v.p. of Fairchild Camera & Instrument Corp. and gen. mgr. of its reconnaissance system div.

Charles D. W. Thornton, ex-Atomic Energy Commission, named asst. to pres., Farnsworth Electronics Co. (IT&T), in charge of expansion in nuclear energy field.

Sylvania electronic systems div., headed by gen. mgr. Henry Lehne, has shifted headquarters from Buffalo to new Waltham, Mass. labs.

How incentive "extras" to executives work out, is detailed in article in Feb. 24 *U. S. News & World Report*, titled "How to Be Well Paid in Spite of Taxes." It covers stock options, installment bonuses, profit-sharing plans, retirement guarantees, life insurance policies, deferred benefits, even expense accounts. It cites SEC reports on capital gains realized from stock options, gives as example case of a CBS executive [pres. Frank Stanton] who in 1954 picked up options to buy 17,000 CBS shares at \$24.75 a share and 33,000 at \$38.25. The stock later was split 3 to 1. At present market prices, the paper profit on those stocks amounts to more than \$2,000,000.

First TV microwave equipment in 12,000 to 13,000-mc band has been bought from Raytheon by Western Electric for Pacific Telephone & Telegraph Co., to be used during telecasting from GOP national convention in San Francisco next Aug. PT&T has ordered 10 sets of the new high-frequency microwave links, which will be used to feed televised convention activities from points in and around San Francisco to convention in Cow Palace. Raytheon said equipment in the new band was selected because of the unusual demand for frequencies in the 6000-mc common carrier band.

Dr. Frederick E. Terman, dean of school of engineering and provost of Stanford U, noted radio engineering authority, named to Stanford Research Institute board as vice chairman.

Financial & Trade Notes: Zenith Radio Corp. reports year ended Dec. 31, 1955 showed consolidated net profit of \$8,034,491 (\$16.31 per share), up 41% from the \$5,676,264 (\$11.53) of 1954 and highest for any complete fiscal period with exception of the \$8,479,390 (\$17.22) earned in pro-forma 12-month period ended Dec. 31, 1950. Consolidated 1955 sales of \$152,905,005 were also second highest in company's history, comparing with \$138,608,360 in 1954 and record \$166,733,276 in 1953.

Pres. Eugene McDonald stated Zenith sold its greatest number of TV sets in 1955, enjoying 33% increase as against industry average of 5%. Operations and earnings, he stated, were favorably affected by cost savings from expanded and more efficient facilities as well as from increased sales volume. He stressed Zenith's "Flash-Matic Tuning," the flashlight remote control which he said "permits a user sitting in an easy chair across the room to shut off the sound to eliminate long annoying commercials . . ."

Note: Zenith has been one of most actively traded stocks on N. Y. Stock Exchange during the last year, its 1955-56 range having been 142½ to 86. It closed March 9 at 136¾.

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Sylvania chairman-pres. Don G. Mitchell, amplifying mid-Feb. announcement that his company achieved record \$307,371,315 sales in 1955, up from \$281,641,987 in 1954 (Vol. 12:7), predicted in annual report this week that volume of entire electrical-electronics industry will reach new high of \$18.7 billion this year as against \$17.4 in 1955. He also noted that Sylvania has doubled its volume in 10 years. Profit for 1955 was \$13,812,970 (\$4.29 per share), up 46% from \$9,480,941 in 1954 (\$2.92).

About one-fourth (\$74,000,000) of Sylvania's 1955 business consisted of defense sales, up 6% from 1954. TV picture tube sales set new records, receiving tube volume was far ahead, and company increased business in specialized electronic products such as transistors. In atomic energy field, its work now includes development & production of fuels, reactor components & materials, and research on separating & recovering spent fuels, besides participation in many commercial reactor projects.

Sharp increase in international sales of TV picture tubes, fluorescent lamps & photoflash bulbs was reported, and wholly-owned Sylvania Electric (Canada) Ltd. showed 50% increase in sales.

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Skiatron Electronics & TV, traded in American Stock Exchange and a prime mover for subscription TV, is reported in *Wall Street Journal* to have increased sales in 1955 to around \$225,000, up from \$223,119 in 1954; profit of \$2000, up only slightly from \$1943 in 1954, reduces earned surplus deficit below \$57,000. Govt. backlog was \$500,000 at end of Jan., reports pres. Arthur Levey.

Electronics Corp. of America reports sales of \$11,301,456 and net profit of \$446,840 (59¢ per share) in 1955 vs. \$5,590,210 & \$162,106 (19¢) in 1954. Military contracts ran higher than anticipated, reports pres. Arthur G. Metcalf.

Emerson Radio's consolidated net profit after taxes was \$163,825 (8¢ per share) for 13 weeks ended Jan. 28 vs. \$499,392 (26¢) for same period last year.

Canadian Marconi Co. reports 1955 net income of \$1,007,065 (22¢ a share) vs. \$1,083,590 (24¢) in 1954.

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Dividends: Erie Resistor Co., 20¢ March 15 to stockholders of record March 10; Webster-Chicago, 25¢ March 26 to holders March 16; Columbia Pictures, 30¢ April 30 to holders March 30; Decca Records, 25¢ March 30 to holders March 19; Dynamics Corp. of America, 10¢ March 31 to holders March 19.

Among officers' & directors' stock transactions reported by SEC for Jan.: Ross D. Siragusa bought 2000 Admiral, holds 243,647 personally and 69,808 thru children's trusts; Edward L. Hyman sold 2500 AB-PT, holds 10,000; Robert H. O'Brien sold 7000 AB-PT, holds 5600; Simon B. Siegel sold 2000 AB-PT, holds, 3100; Robert M. Weitman (now CBS-TV) sold 6500 AB-PT, holds 6033; Herman H. Kahn bought 500 Avco, holds 1000; Matthew A. McLaughlin bought 150 Avco, holds 175; A. B. Newton bought 200 Avco, holds 200; Henry J. Oechler bought 100 Avco, holds 100; Thomas A. O'Hara bought 1000 Avco, holds 2595; E. R. Piore bought 100 Avco, holds 200; Harry D. Belock bought 300 Belock Instrument, holds 237,370; Thomas F. Hanley bought 100 Belock Instrument, holds 41,232; Wm. G. Laffer bought 200 Clevite, holds 3408; Horace M. Albright bought 100 Consolidated Electronics Industries, holds 100; Felix Weiss sold 100 Cornell-Dubilier, holds 10 thru joint tenancy; Benjamin Abrams bought 1500 Emerson, holds 229,366 personally and 90,039 thru trusts & foundations; L. B. Richards sold 200 General Dynamics, holds 4730; Carleton Shugg sold 800 General Dynamics, holds 6350; Dr. W. R. G. Baker bought 461 GE, holds 7433; C. J. Hendon sold 1000 GE, holds 1415; W. V. O'Brien bought 2000 GE, holds 2807; Philip D. Reed sold 1000 GE, holds 5300; Hubert S. Conover bought 200 Indiana Steel Products, holds 840; Harry A. Ehle sold 500 International Resistance, holds 16,500; Richard A. O'Connor sold 500 Magnavox, holds 54,793; Robert A. Kerr bought 400 Olympic Radio, holds 400; Adolphe A. Juviler, thru holding companies, bought 5500 Olympic, holds 8219 personally & 5500 thru holding companies; E. Dorsey Foster bought 100 RCA, holds 500; Charles M. Odorizzi exercised rights to buy \$9600 worth of RCA convertible debentures, holds \$9600; Jeffrey S. Granger sold 200 Sentinel Radio, holds 1500 personally & 800 in partnership; Edward O. Boshell bought 300 Westinghouse, holds 400; Edward Hopkinson Jr. bought 100 Westinghouse, holds 200; Robinson S. Kersh bought 100 Westinghouse, holds 660; Arthur W. Page bought 100 Westinghouse, holds 260; A. W. Robertson bought 300 Westinghouse, holds 500; Charles M. Odorizzi bought 400 Whirlpool-Seeger, holds 400.

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Avco stockholders are asked, in proxy statement for April 12 annual meeting to approve increase from present 76,394 shares to 250,000 the number to be reserved for new stock options designed to attract key personnel, notably scientists. Option price must be at least ½ point above closing market price of common on date granted, may never be less than \$5.75 per share. (Avco closed March 9 at 6¾.) Report shows 63 persons, including 17 officers, now holding options to purchase 220,000 shares; chairman-pres. Victor Emanuel (1955 salary: \$125,000) had options on 75,000 shares as of Feb. 26, 1956; director & recently resigned v.p. W. A. Mogenson (\$75,000), 15,000 shares; Crosley Bestg. Co. chairman & Avco director James D. Shouse (\$75,000), 12,500; director R. S. Pruitt, 5000—all at 6½—and finance v.p. K. R. Wilson Jr. (\$32,083), 8000 at 6%.

Whirlpool-Seeger earned \$14,129,908 (\$2.70 per common share) after taxes of \$20,755,655 on sales of \$280,362,765 in 1955. Annual report added together the earnings & sales of Whirlpool Corp. & Seeger Corp. as separate companies from Jan. 1 to Sept. 15, when merger became official, and of the merged operations from Sept. 15-Dec. 31. RCA's stove & air conditioning depts. were combined with Whirlpool-Seeger as part of merger. Report noted that if RCA's operations had been included for full year, earnings would have been \$14,638,752, sales \$301,695,814. Total current assets as of Dec. 31 were \$89,240,194, total current liabilities \$44,099,086, working capital \$45,141,108.

QUOTE WORTHY QUOTES come along, every once in awhile, that are so pat and so pointed that, as editors, we wish we had said them first. Here are several such that came to hand this week:

"To me it is very significant that we are part of an industry that makes it possible for President Eisenhower to run again because were it not for TV and radio, it would not be possible for him to campaign. Consequently, once again modern electronics affects the history not only of our country but perhaps the world."—Letter from RETMA pres. H. Leslie Hoffman, pres. of Hoffman Electronics Corp.

"There seems to be a new and happy trend to cast not the biggest names but the best actors in TV. It's a wise policy because with TV's enormous impact the actors will be big names the next day anyhow."—John Crosby, in laudatory review of NBC-TV's "Caesar & Cleopatra" (in color) with cast headed by Sir Cedric Hardwicke, Claire Bloom, Jack Hawkins, Cyril Ritchard.

"In recent years, corporations have been discovering that outstanding scientists and engineers make good executives, combining administrative ability with a high degree of expert judgment on problems of technological change with which so many enterprises are now faced."—Dr. Douglas H. Ewing, v.p., RCA Laboratories, in speech at annual Executive Development Series, Drake U, Des Moines.

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Broadcasting & Film Commission of National Council of Churches of Christ in the U.S.A. approved allocation of \$1,748,000 for TV-radio-film production in calendar 1956—largest budget in its 5-year history. At 2-day meeting in N. Y. this week, Commission also condemned practice of selling or buying TV-radio time for religious broadcasts, thus in effect opposing commercial sponsorship of such evangelists as Billy Graham and Oral Roberts. Rev. Dr. Alexander B. Ferguson, director of Commission, said that last year it produced 7 weekly network TV and 7 network radio programs, plus special Easter & Thanksgiving productions.

Syracuse U's Kenneth G. Bartlett, director of its TV-radio dept. and a pioneer in its TV instruction, which leads to M.S. degree, has arranged series of lectures on American TV—speakers to be Rosel H. Hyde, FCC; Arthur C. Nielsen, pres. of A. C. Nielsen Co.; Louis N. Brockway, Young & Rubicam; Thad H. Brown, NARTB; Robert Saudek, TV Workshop, Ford Foundation; Judith Waller, NBC; James C. Hanrahan, Scripps-Howard Radio; J. R. Poppele, USIA (Voice of America).

Educational TV & Radio Center, Ann Arbor, Mich., supported by Ford Foundation, this week announced 1956 production contracts with educational stations WQED, Pittsburgh, for \$76,250; KQED, San Francisco, \$70,000; KETC, St. Louis, \$93,000. Contracts provide for equal number of regular station programs on exchange basis as well as programs produced specially for the Center, which acts as clearing house for educational shows.

Barnard College-NBC Summer Institute of Radio & Television, 6-week training program offering elective courses, will again be held starting June 25, open to college graduates, total fee \$175. Applications should be made before June 1 to Susanne Davis, 112 Milbank Hall, Barnard College, N. Y.

Educational TV received \$1,160,697 from Ford Foundation's Fund for Adult Education in fiscal year ended June 30, 1955, it's revealed in Fund's annual report. More than \$700,000 went for station construction, with balance to organizations assisting program development and personnel training.

High-tower agreement has been unanimously approved by Joint Industry-Govt. Tall Structure Committee established year ago by Air Coordinating Committee and composed of military & civilian govt. officials and representatives of aviation & TV industries. Compromise pact, as reported in Vol. 11:41, recommends new FCC rule-making to make future applicants show why they cannot locate antennas in farm areas, provides for re-examination of Airspace Panel criteria on approval of high towers in heavily traveled airspace and for legislation giving FCC or some other govt. agency authority over abandoned towers, receiving antenna towers, etc.

"Inhibitive, negative and non-competitive policy" of Canadian Broadcasting Corp. was attacked by RETMA of Canada March 1 in "brief" to Royal Commission on Canada's Economic Prospects, and it urged that CBC "make the minor and relatively expensive modifications to its TV transmitters so that the present U. S. color programs it now transmits in Canada as black-&-white programs will be made available to Canadians in color." RETMA said this would stimulate manufacture of color sets by Canadian manufacturers now, obviating need for waiting for CBC to originate own color.

Political Notes: ABC-TV's affiliates will set up free schools to coach political candidates in TV techniques, with "faculty" drawn from station staffs . . . NARTB mails 3rd edition of *Political Broadcast Catechism*, bringing up-to-date new FCC rulings relating to political broadcasts and reviewing obligations of stations under Sec. 315 of Communications Act . . . MBS granted Democratic National Committee 10 min. of "equal time" March 7 to reply to President's speech outlining his plans for TV-radio campaign; Sen. Sparkman (D-Ala.), vice-presidential nominee in 1952, spoke for Democrats.

Two applications were filed this week for TV stations—both in U. S. possessions. They were for non-commercial operation on Ch. 7 in Ponce, Puerto Rico, by Puerto Rican Dept. of Education, and for newly allocated Ch. 8 in Agana, Guam, by radio KUAM. Applications on file total 138 (24 uhf). [For details, see *TV Addenda 22-I* herewith.]

DuMont Electronicam TV-film system will be used to film next season's series of Jackie Gleason's *Honeymooners* show, with shooting due to start in mid-Aug. on 39 new 30-min. shows. Electronicam director James L. Caddigan said 500,000 ft. of film was shot in first 39 *Honeymooners* films "without the loss of a single minute of time due to mechanical or electrical failure."

Grace Kelly's marriage to Prince Rainier III will be covered live by Tele Monte-Carlo, Monaco's commercial TV station, and fed to 8-nation Eurovision TV network, Admiral Corp. electronics div. gen. mgr. Joe Marty Jr. reported after trans-Atlantic telephone talk with Tele Monte-Carlo mgr. Rene Lescieux. American networks are expected to film the ceremonies.

NARTB's TV code review board meets March 21-22 at Ambassador Hotel, N. Y., to discuss problems in clearing program & ad copy at network level, and to consider offering affiliate-type membership to TV film producers & distributors.

Sir Ian Jacob, director-general of British Broadcasting Corp., will address luncheon meeting of Radio-TV Executives Society Wed., March 21, in Roosevelt Hotel, N. Y.

Radio XEHL, Guadalajara, Mexico (Alejandro Diaz, owner) is spearheading local group called Television-Tapatia, S.A., seeking TV station there.

Power increases: WTOK-TV, Meridian, Miss. (Ch. 11) March 9 to visual ERP; KTTS-TV, Springfield, Mo. (Ch. 10) March 6 to 316-kw.

Television Digest

with **ELECTRONICS REPORTS**

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

TV & RADIO ADVERTISING assailed for 'huckstering' and fraud in Harvard speech by FTC Comr. Mason; Brooklyn Rackets Bureau monitoring 'pitchmen' (pp. 1 & 5).

ALLOCATIONS DECISION still up in air as FCC begins discussions; trends may be evident in 2-3 weeks. BBC technicians cite gains with cross-polarization (p. 1).

NEW UHF ORGANIZATION, merging all elements, plans last-ditch grass-roots fight. Manufacturers again urge excise tax exemption for uhf sets (p. 2).

'INFLUENCE' SCANDALS AT FCC hinted by House Small Business probers. CBS, NBC & RCA records subpoenaed for hearing on employe 'intimidation' (p. 3).

MORE TV PREMIERES of new movies expected to follow successful colorcast of 'Richard III.' Theatre boxoffice to be key to future experiments (p. 4).

TREND IN RADIO is toward smaller share of advertising dollar, says Doherty, who sees low-cost portable TV sets encroaching further on its audience (p. 7).

RCA, SUNBEAM BUY one-fourth each of political conventions & elections on NBC-TV. General Motors, Ford have inside track for rest of political package (p. 8).

DELUGE OF PORTABLES presaged as GE reveals 9-in. & 17-in. models, to be shown at celebration of more than 250,000 sales of 14-in. Trends of the trade (p. 13).

NEW 10% EXCISE TAX on transistors, record players & recorders recommended by House subcommittee, drawing protest from RETMA pres. Hoffman (p. 15).

MOTOROLA'S BIGGEST SALES year, second highest profit year reported. Philco cuts board to 13, discloses officer-director compensations & equities (p. 16).

COLOR SHOWCASE for NARTB convention planned at Chicago's WNBQ, to be converted to all-color operation by April 15. Sponsors oriented for color (p. 17).

UHF TRANSLATOR service favored in comments from industry, though operators of unauthorized boosters urge that vhf outlets be legitimized (p. 9).

JOCKEYING FOR CPs brings many procedural actions. FCC refuses to reopen Wichita Ch. 3 case, will probe Communist issue in Seattle Ch. 7 hearing (p. 10).

NETWORK TV BILLINGS off to flying start as CBS achieves new record high in Jan.; ABC gain is 72% over Jan. 1955. First 1956 monthly PIB report (p. 18).

'SHILLS' & 'PITCHMEN'—THE SHAME OF TV-RADIO: Looks rather serious to us -- the more or less spontaneous outbursts lately against certain forms of TV-radio advertising variously charged with being "parlor hucksterism" and "fraudulent and misleading." From where we sit it would appear that the industry will be hiding its head in the sand if it depends smugly on the mere existence of a code that is being honored in the breach by a scattered minority.

Both TV and radio are subjects of the current attacks, as though they're one and the same, but there's no gainsaying that a few TV stations are bringing onus on the whole industry by permitting their facilities to be used by bait-&-switch and other pressure artists and for what are aptly described as "gaudy promises of bargains that turn out to be very costly once the customer has signed a contract."

It's unhealthy -- and a bit sickening -- to have the words "pitchmen" and "shills" applied to the medium that brings us Richard III, Ed Murrow's documentary on the Arab-Israeli conflict, the world's finest artists. Nor can this be laughed off with an offhand reply to the charges of Federal Trade Commissioner Mason, Congressman Hosmer, et al. Once again we hear threats of govt. action, reminiscent of radio's early days. And while some critics may have competitive, political and publicity motivations, it's really a shame upon our house that a N.Y. county attorney should actually set up a battery of TV-radio police monitors in his Rackets Bureau.

[For report on latest outbursts against TV & radio advertising, see p. 5.]

NO TREND YET IN ALLOCATIONS DISCUSSIONS: FCC began its closed-door study of allocations in all-day session March 13, confined its discussion to fundamentals of whole spectrum, left no impression of new trends in the works. Next meeting is March 20, and aim is to continue with at least one day weekly until a decision is reached.

Views of those who attended meeting, as to where discussions are leading, vary all over the spectrum -- same as before, nothing conclusive. Some think clear

to hire & fire those who do not vote or speak in the networks' interest are serious matters and demand an immediate and thorough investigation..."

March 8 conference with McConnaughey, Baker & L'Heureux was called by Evins to find out why FCC hadn't turned over to subcommittee a big batch of information -- including confidential data -- which was requested in questionnaire some months ago. L'Heureux says he told Evins that release of intra-Commission memos was against FCC policy which protects the confidential nature of staff recommendations. Some of these, he explained, may be against specific interests -- such as networks -- which might try to bring pressure on FCC to dismiss staff members who prepared them. He said FCC would rather not make such material public, in order to "guarantee free expression by Commission subordinates."

McConnaughey's alleged statement about "weakness" of chairman is understood to have been misinterpreted quotation of his oft-expressed complaint that McFarland Act isolates FCC chairman from staff to far greater degree than are the heads of other comparable govt. agencies -- even affecting power to hire & fire.

Reversals of initial decisions in comparative TV cases, changes in votes of commissioners, and such matters which might reflect pressure and influence, are particular targets of Evins and his investigators.

FCC and industry people will testify at undetermined date -- subcommittee planning to recess after March 20-21 hearings to digest subpoenaed records.

MORE TV MOVIE PREMIERES ON THE WAY: NBC-TV's American premiere on TV March 11 of Sir Laurence Olivier's important new film, Richard III, was a significant TV landmark in a number of respects.

As first 3-hour spectacular, with Shakespeare drawing total of 40-50,000,000 viewers -- far exceeding NBC's wildest hopes -- it was highest-rated daytime show ever presented, except for special events like World Series, political conventions, etc., vindicating Pat Weaver's confidence in TV as a cultural uplifter.

As a color showcase, it gave new prestige to color TV on the "educational" level. For example, big Boston area RCA distributor The Eastern Co. offered color sets to area high schools for special Sunday viewing sessions, announced that "large number" had responded, called promotion "a huge success."

As a promotion for NBC, its value was inestimable -- though the network lost money on the showing (which parent RCA could recoup through NBC share in theatrical grosses of film and sale of sound-track record albums).

Most significant trade implication, however, is yet to be plumbed: What will be the effect of TV premiere on boxoffices at theatres where Richard III is now being shown at up to \$2.80 a ticket?

First reports from theatres showing the film in New York and Washington indicate large audiences since openings March 12 & 13. Manager of Washington's Playhouse Theatre told us many patrons made a point of informing him they'd seen TV premiere. Stimulating big turnouts were unanimous rave reviews for the film -- with most movie critics pointedly praising the tremendous sweep of large-screen Vistavision and the impressive use of color, both lost to millions who viewed monochrome TV version.

Two other movies have been shown on TV before release to U.S. theatres. Last Nov. 6, NBC colorcast the U.S. premiere of Rex Harrison's Constant Husband -- which apparently was enough to kill it. It never opened in American theatres, exhibitors feeling it wasn't good enough. Disney's Adventures of Davy Crockett was produced as series of 3 films for ABC-TV Disneyland show, and even though each film in series was televised 3 times, they were tacked together and released as theatrical feature. Reviewers considered it a routine western, yet it grossed more than \$2,000,000 in theatres so far -- and is still being shown.

Unless Richard III proves complete dud at the boxoffice -- which is considered highly unlikely -- you can expect to see more TV premieres of movies. Several deals involving not only NBC but the other networks are being discussed now, with NBC in negotiations for another British film. An NBC spokesman predicted this week that 10 or 12 theatrical films a year may get public unveiling on TV.

Does this mean a new pattern of distribution for Hollywood features -- the

movie companies turning out pictures aimed at simultaneous TV and theatrical exhibition? Certainly not in the immediate future. The average run-of-the-mine Hollywood movie would be killed by one TV exposure. It takes an outstanding film like Richard III for a TV performance to instill the desire to see it again in theatre.

Where does this leave subscription TV? Free TV has already delivered the best of sports, ballet, opera, theatre -- and now it has moved into the field of first-run movies. While the rug is being pulled from under them, fee-TV proponents can only mumble that NBC "lost money" on this week's experimental venture, that pay TV could have televised Richard III at a profit. Of course, every pioneering step in TV has been made at a temporary monetary loss -- for the sake of future profits as result of more and better service to the public. This approach seems to have worked quite well, and the networks aren't going broke.

BITTEREST OUTBURSTS against TV-radio advertising practices since TV came of age as a selling medium evoked plenty of publicity this week, particularly in New York and Washington—and there was little disposition in industry circles to shrug the complaints off this time as crackpot or mere publicity-seeking. While it's apparent that the fault lies with a small minority of stations, desperate for the dollar, the threat of legislative crackdowns was loud enough to give pause to everybody concerned with the broadcasting industry's freedom.

Lowell B. Mason, senior member of the Federal Trade Commission, set off the fireworks March 12 when he told the Marketing Club of the Harvard School of Business Administration that he is prepared to ask Congress for a \$1,000,000 Federal monitoring setup designed to detect fraudulent advertising, predicting that the next Congress would authorize "an investigation in depth" of what he called "parlor hucksterism."

Day before his speech, the *N. Y. Herald Tribune* carried an interview with Comr. Mason in which he asserted: "The American home is being deluged from morning until night with spurious TV-radio advertising claims, gimmicks and the clamor of the skills. With the tremendous force exercised by this merchandising evident, we no longer can assume that the abuses are trivial and will be corrected some way, some time by somebody."

National Better Business Bureau poll of 42 branches was cited to show that bait advertising, fictitious pricing, giveaways and gimmick selling are "targets of outraged viewers in virtually every state." And it was recalled that Sen. Magnuson (D-Wash.), chairman of Senate Interstate Commerce Committee, had asked FTC what procedures it uses to "guard the public interest" in connection with radio advertising in the District of Columbia, stating his opinion that there's "a great deal of fraudulent advertising."

Then the *Herald Tribune* had a reporter interview FCC Chairman McConaughy on the Mason suggestion that there be Federal surveillance. The FCC chairman thought this might be "tantamount to censorship which we, in America, loathe . . ." but he did warn:

"If the industry doesn't tighten up, police its own programs and clean its own linen, it's inevitable that Congress will establish programming regulations by amending the Act. There's been considerable agitation on the Hill for some time to step into the picture." However, he praised NARTB for a "wonderful" job in trying to implement its code of good practices—observing, however, that not all stations belong to NARTB or subscribe to its code and that it is not legally enforceable.

In speech before Ohio Assn. of Radio & TV Broad-

casters later in week (March 16), Chairman McConaughy again took cognizance of "trend toward over-commercialization to the prejudice of public service," citing recent complaints of Okla. Senator Monroney (Vol. 12:6), noting the Mason monitor proposal and observing:

"Let me suggest that instead of so much emphasis being placed upon profits, set sales, percentage of advertising and commercial progress, that you stress your public service accomplishments that have not received adequate publicity and build a record of public service that cannot be successfully challenged. You cannot only afford such a program but you cannot afford not to expedite it on a crash basis."

* * * *

Next to complain was Rep. Craig Hosmer (R-Cal.) whose attack on "irritating and obnoxious" commercials got a big play in the press. He wrote to FCC: "Everyone has experienced many times the adjustment of his set to an agreeable sound level during the entertainment portion of a program, only to be blasted unmercifully by the noise of the commercial." He said he thought advertisers deliberately step up volume of their plugs, noted that he never hears "too-soft" commercials.

The "crusade" seemed to reach full flower March 15 when Kings County (Brooklyn) district attorney Edward S. Silver burgeoned onto the front pages of the newspapers, and on the press association wires, with pictures and stories relating how he had installed a battery of 9 TV and 13 radio sets in his Rackets Bureau to monitor the airwaves for evidences of fraud. He charged that "pitchmen" on both TV & radio are victimizing low-income people with bait advertising, lashed out at FCC for failure to crack down on them, called its machinery "slow and cumbersome"—and promised that local prosecutions will begin as soon as evidence can be gathered against "commercial frauds and sharp practices."

* * * *

Sharpest and probably most effective critic was FTC Comr. Mason, who asserted at Harvard that "viewers and listeners are undoubtedly being bilked of fabulous sums, and the industry is letting itself be strangled by the sharpshooters. The situation," he went on, "cries for corrective measures . . . The old alibi that TV is an infant medium still suffering from growing pains no longer stands."

Comr. Mason took a dim view of FCC surveillance, predicted Congress would authorize FTC to do the cleanup job. He vehemently assailed "air-borne hucksters" out for the "fast buck," said reputable merchants and the stations themselves are "confronted with corner-cutting competitors and are vehemently demanding protection." He thought the FTC as "the business man's police court" is best qualified to undertake the cleanup job.

NARTB pres. Harold E. Fellows, back this week from European trip, intimated in March 15 reply to Comr. Mason that the reputable and code-adhering broadcasters

would welcome FTC's exercise of the jurisdiction it already has against egregious offenders—obviously to set an example. He has had, he said, opportunity to read only excerpts from the Harvard speech, but so far as bait-&-switch advertising is concerned "it might have been made by any official of the NARTB," which has taken the same position against it.

"We want to see it eliminated," said Fellows. "The Commissioner errs, however, when he states that 'the Television Code Review Board works at an extremely low point of visibility.' The Code Board anticipated the Commissioner's own indignation about this matter by incorporating in the Code within the last year specific language adjuring against such advertising which the association considers is fraudulent.

"I will not debate the Commissioner's viewpoint as to the effectiveness of the Code or of the Radio Standards of Practice, except to observe that I honestly don't believe he is as well informed on this subject as he is on the major burden of his statement. The implication that the practice of bait-switch is limited to the broadcasting industry is not supportable either.

"Most of the broadcasters in the nation, nevertheless, will applaud his analysis of the problem. The Federal Trade Commission's own responsibility in the matter is well defined by law, and I do not believe any progressive and thoughtful broadcaster in the nation will object to the exercise of any sanction that exists under the law."

An attack on "hard sell" advertising, whether loud on the radio or screaming in type, drew applause for Gerald Light, CBS-Columbia adv. & sales promotion mgr., during address March 16 before Assn. of National Advertisers convention in Hot Springs, Va. "There still persist," he said, "commercials which lecture, orate, rave, are pompous, irritating, wildly exaggerated and result in burying the product they came to praise . . . You hear it said that 'hard sell' ads radiate a sense of urgency. I often feel they radiate a sense of desperation instead, the advertiser's desperation to sell his products. They don't sell hard. They merely breathe hard." In his opinion, "soft sell" can do the job just as judiciously—and he cited as examples the Wallach & Ohrbach's store ads, the man in the Hathaway shirt, the Bert cartoons for Piel's beer, the Ford cartoon commercials, the Kellogg & Jello ads. "The 'hard sell' apologists seem to think that people won't buy anything unless you shout at them," he said. "I don't agree. Good manners are perfectly consistent with good selling."

Rumanian Legation in Washington made futile request to NBC-TV this week to halt showing of "Five Who Shook the Mighty" documentary on *Armstrong Circle Theatre* Tue. March 20, 9:30-10:30 p.m. Program dramatizes seizure of Rumanian Legation in Bern, Switzerland, Feb. 15, 1955 by 5 Rumanian anti-Communists trying to force release of 5 underground leaders held captive there. NBC refused to comply.

NBC and American Tobacco Co. were sued for \$1,000,000 in Columbus, O. court this week by Buckeye Credit Advisors Inc. for alleged malicious libel in connection with show in *Justice* series involving "debt pool"; plaintiff claimed injury to reputation and business when audience was urged not to use such services.

Ted Collins, mgr. of Kate Smith, whose return to TV is being planned, has been released from Doctors Hospital, N. Y., where he was confined for 2 months following a heart attack.

George Polk Memorial Award for outstanding foreign reporting in TV category in 1955 went to NBC-TV for hour-long color film, *Assignment: India*.

Personal Notes: Hubbell Robinson Jr., CBS-TV v.p. in charge of network programs, and Merle S. Jones, v.p. in charge of CBS-owned TV stations & general services, promoted to executive v.p.'s—Robinson to have charge of all TV programming functions, with all other TV operations under Jones; both report to TV pres. Jack Van Volkenburg . . . Edward Madden, v.p. of MPTV for last 3 years and previously an NBC and McCann-Erickson v.p., appointed v.p. of International Latex Corp., subsidiary of big Stanley Warner theatre chain; it manufactures foundation garments, gloves, infants' wear & foam rubber products, for which Madden will direct big TV ad campaign . . . Gordon Gray, v.p.-gen. mgr. of WOR-TV & WOR, April 15 becomes exec. v.p. & gen. mgr. of WOR-TV, with Robert J. Leder, ex-WINS, N. Y. & NBC, becoming gen. mgr. of radio WOR . . . Pat Weaver, NBC chairman, due back week of March 19 from skiing vacation in the Alps . . . Theodore F. Streibert, director of U. S. Information Service, in Italy for rest of this month on official mission; Frederick Long, Voice of America TV director on TV inspection trip to South America . . . Paul Dobin has been made a partner in the Washington TV-radio law firm of Cohn & Marks . . . Harry P. Warner, ex-Segal, Smith & Hennessey, Washington law firm, author of books *Radio & Television Law* and *Radio & Television Rights*, appointed head of legal dept., KTLA, Los Angeles . . . Tom Ragland has resigned as farm specialist, John Blair & Co., to become national sales mgr., WHBQ-TV, Memphis; he's succeeded by Robert J. Walton . . . Ed Frech, v.p. of company holding grant for KFRE-TV, Fresno, Cal. (Ch. 12) and for last 2 years mgr. of radio KFRE, appointed mgr. of TV outlet, due on air in May (Vol. 12:10); pres. Paul R. Bartlett also announced Keith Mealey will be v.p. for engineering & director of operations of both stations, Helen Johnson, treas. . . Frank B. Rice, from its Chicago office, appointed mgr. of new office of Harrington, Richter & Parsons Inc., Bank of Georgia Bldg., Atlanta . . . Richard Carlton, ex-sales mgr. of Minot TV Inc. and ex-v.p., Sterling TV, named eastern sales mgr. of Charles M. Amory's UM&M TV Corp. . . . Hubert Wilke resigns as gen. sales mgr. of Atlas TV to join Teleprompter corp. . . . Richard J. Goggin, ex-ABC, appointed chairman of motion pictures & radio depts., New York U, will supervise its closed-circuit TV courses . . . John McGiffert, with Educational TV & Radio Center at Ann Arbor for last year, signed by CBS-TV as writer for its *Camera Three* educational series . . . Buzz Kulik, ex-J. Walter Thompson (*Lux Video Theatre*, *Kraft TV Theatre*, *Ford Star Theatre*), joins CBS-TV as producer-director on *You Are There* . . . Eugene Katz, head of Katz Agency, leaves March 23 for 2 weeks in England to observe commercial TV operations . . . Mrs. Janet Anderson, ex-Jaffee-Naughton-Rich agency, now in charge of office of Hollingbery rep firm in Roanoke Bldg., Minneapolis (Federal 3-0519).

Radio-TV Executives Society of N. Y. has nominated Robert Burton, BMI v.p. to succeed himself as pres. at May 7 elections. Other nominees: Merle Jones, CBS-TV, 1st v.p.; Robert Leder, WOR, 2nd v.p.; Claude Barrere, BMI, secy.; Bernard Goodwin, DuMont, treas. Governors nominated: Kenneth Bilby, NBC; Maggi Eaton, *Radio Reports*; Norman Glenn, *Sponsor*; Geraldine Zorbaugh, ABC; Norman Gluck, United World Films.

Peters, Griffin, Woodward Inc. is new corporate name of Frec & Peters rep firm, James L. Free having been in retirement for last 10 years (and residing in Santa Barbara, Cal.). H. Preston Peters continues as pres.; Lloyd Griffin as v.p. & TV director; Russel Woodward as exec. v.p. & radio director.

RADIO'S SHARE of the advertising dollar, a very touchy subject these days as some stations report declining revenues & profits while others say they're doing better than ever, was analyzed March 16 by Richard P. Doherty, ex-NARTB economist, now a Washington management consultant, speaking before Ohio Broadcasters Assn. He maintained that "profitable radio operations are a selective, station-by-station process rather than an overall industry experience." This is summary of how he spelled out the trend of radio advertising:

Total broadcast advertising (TV-radio combined) accounts for fully 17% of the nation's all-media advertising, and will unquestionably go to 20% within a few years. Radio's share of the combined TV-radio dollars is now about one-third while TV gets about two-thirds. (See also Annual Volume of Advertising in U. S. by Media, 1946-55, as revised by McCann-Erickson for *Printers' Ink* (Vol. 12:6).

Despite fact that total all-media advertising has risen by about 57% since 1950 (says Doherty), radio's share of these bigger national advertising outlays has declined from 11% in 1950 to about 6% in 1955. Business as a whole went up, to be sure, thanks to local sponsorships (Vol. 12:9)—but about 37% of the nearly 3000 AM stations (see *1956 AM-FM Directory*) enjoy incomes of \$100,000 or less, and there are only about 30 radio stations with revenues of \$1,000,000 or more, says Doherty.

Last year, radio's local advertising take was approximately \$320,000,000, he continued—but while local radio

dollars have steadily risen during the last few years they have not risen as fast as total all-media advertising expenditures. In 1955, radio stations took in approximately 9% of all advertising money spent at local levels, whereas in 1950 they accounted for 11%. And, he concludes:

"Radio will unquestionably run against greater TV competition for local advertising dollars as a result of more TV stations coming on the air, greater TV set saturation in various markets and, of great importance, the steady increase in multiple TV set homes which will be aided and abetted by low cost portable TV sets."

Note: Despite this somewhat bearish appraisal of radio, Westinghouse Broadcasting Co., which reported record radio sales at its stations last year, is negotiating to purchase New York's 50-kw independent WINS from J. Elroy McCaw group, has also talked of buying McCaw's KYA, San Francisco, which it would operate in conjunction with KPIX there. Westinghouse doesn't release its station sales & profits figures, but has consistently claimed it's ahead of all other group operations save possibly network o-&o stations. Now operating 6 radio and 4 TV stations (see *TV Factbook No. 20*, p. 46), its determination to acquire more TVs is common knowledge—but its apparent willingness to take on more AMs is quite significant.

Network o-&o AMs, meanwhile, continue to rack up records, NBC reporting this week that its radio stations continued in Jan. to exceed Jan. 1955 in both national spot and local. And from So. California Broadcasters Assn. comes report that 1955 was record year for its radio members, average station's revenue increase being 24% ahead of 1954 with Los Angeles area stations averaging an increase of 34%.

ADVERTISING AGENCIES: Peter Cavallo resigns as TV-radio v.p., J. Walter Thompson, Chicago, joins McCann-Erickson, N. Y., as v.p. in TV-radio dept. under Terence Clyne, TV-radio management director; he's third v.p. to be appointed recently in TV-radio dept., others being Ted Bergmann, ex-DuMont, and Lansing Linquist, ex-Ketchum, MacLeod & Grove . . . Charles S. Winston, v.p. of Foote, Cone & Belding, Chicago, named mgr. of Detroit office & account supervisor on special products div. of Ford account; Clyde E. Rapp, also a v.p. in Chicago office, will supervise Ford account there . . . Edmund Anderson, ex-D'Arcy, St. Louis (Coca Cola, General Tire), named assoc. TV-radio director, Ketchum, MacLeod & Grove, N. Y. . . S. J. (Sy) Frolick promoted to v.p. in charge of newly consolidated TV-radio depts., Fletcher D. Richards Adv., replacing Edwin S. Reynolds, resigned . . . Al Buffington promoted to assoc. TV-radio director in charge of production, Dan B. Miner Co., Los Angeles, under TV-radio v.p. Hilly Sanders . . . J. G. Motheral, v.p.-gen. mgr. of BBDO, San Francisco, elected a director . . . Timothy J. Healy, director of research, Stauffer, Colwell & Bayles Inc., elected a v.p. . . . Leslie F. Chitty to manage new BBDO office in Toronto, to be opened April 2; he's from Cockfield, Brown & Co., Toronto . . . Victor A. Seydel, v.p. & TV-radio director of Anderson & Cairns, elected a director . . . A. B. Browne, ex-McLaren Adv., joins Kenyon & Eckhardt Ltd. as mgr. of Montreal office.

Wedding of Grace Kelly & Prince Rainier in Monaco April 17 will be sponsored on ABC Radio by Peter Pan Foundations (brassieres), thru Ben Sackheim Inc., and on NBC Radio by Bourjois Perfumes, thru Lawrence A. Gumbinner Adv. Peter Pan sales v.p. Herbert Mayer promised that commercials will be "institutional-type."

Morley, Humm & Warwick Inc. is new name of Morey, Humm & Johnstone Inc., being changed April 2 to include partner J. R. Warwick who joined agency 3 years ago as v.p. & chairman of plans board.

"Cautious" trend to greater TV advertising by larger dept. & chain stores with budgets large enough to test the medium is noted in article titled "Why Retailers Bypass Television" in winter 1955-56 *Journal of Retailing*, published by New York U School of Retailing. Author Irving Settel, TV instructor at Pace College, N. Y. and a TV sales promotion consultant, based his article on reports of National Retail Dry Goods Assn. & U of Illinois, plus replies to own questionnaires to almost 100 stores. He said small stores will probably continue to avoid TV until some of the "basic problems" have been solved, notably: difficulties of presenting multiple-item ads, time required to plan effective TV shows, unavailability of "most desirable" time periods, high costs as compared to other media. He suggested that more help be given retailers by manufacturers, stations & agencies, and predicted "it may take a few years, but subsequently the retailer will find his way to TV."

Four Westinghouse station executives have been awarded 2-week vacations in Paris for two for outstanding 1955 contributions to radio operations. Several are now in TV. The winners: Franklin B. Tooke, gen. mgr. of WBZ-TV, Boston; Robert H. Teter, asst. to pres. Don McGannon; Gordon Davis, gen. mgr. of KYW, Cleveland; David N. Lewis, adv. & sales promotion mgr., KDKA-TV, Pittsburgh. Runners-up, each given gold wrist watch: Paul E. Mills, gen. mgr., WBZ-WBZA, Boston; Wm. Williamson, sales mgr., WBZ-WBZA; C. Lud Richards, ex-promotion mgr., now national sales rep., WBZ-WBZA; Guy Harris, program mgr., WOWO, Ft. Wayne.

Recommended reading: Interesting story in March 5 *Advertising Age* on Product Services Inc., which expects TV to account for about 75% of its \$5,000,000 billings this year. Formed 6 years ago by pres. Lester Persky (at age 24), agency's chief clients are Olympic Radio, Roto-Broil, Glamorene Inc., Strauss Stores Corp., Super-Knit Corp.

Victor Borge, the pianist-comedian oft seen on TV, knighted by King of Denmark.

Station Accounts: Twelve utilities in 7 states, serving 1,750,000 residential customers, will utilize TV-radio to implement use of 71 daily and 196 weekly newspapers April 9-16 for promotion of 1956 Spring Matchless Gas Range Campaign; sponsors are all 10 companies of Columbia Gas System Inc., thru Albert Frank-Guenther Law, N. Y. and Equitable Gas Co. and Peoples Natural Gas Co., both Pittsburgh . . . Own weekly circus show originating from big tent on its parking lot was started March 15 on independent KTLA, Los Angeles; different acts are planned each week for hour-long *Circus*, with Swift and Bell Brand Foods as sponsors, both thru McCann-Erickson . . . Lambert Hudnut (Quick home permanent) to launch 40-week spot campaign in 15 markets week of March 19, thru Kenyon & Eckhardt . . . Studebaker plans intensive 13-week spot campaign in all major markets starting in April, thru Benton & Bowles . . . Kellogg plans new TV-radio spot drive to introduce new Special K high-protein cereal, thru Leo Burnett Co., Chicago . . . Signal Oil buys ABC Film Syndication's *Code 3* for 7 west coast markets starting in April, thru Barton & Stebbins Adv., Los Angeles . . . Among advertisers currently reported using or preparing to use TV station time: Joanna Western Mills Co., Chicago (fabrics), thru George H. Hartman, Chicago; Tobin Packing Co., Albany Packing Div., Albany, N. Y. (First Prize meat products), thru Milton Seager Adv., Rochester, N. Y.; Gold Seal Co., Bismarck, N. D. (Glass Wax), thru Campbell-Mithun, Minneapolis; Minute Maid Corp., Florida Div., Auburndale, Fla. (Hi-C orange drink), thru J. R. Pershall Co., Chicago; Blue Jay Products, Div. of Kendall Co., Chicago (Fling anti-perspirant powder), thru Leo Burnett, Chicago; Pure-Aire Products, Puri-Fire Div., Burbank, Cal. (Puri-Fire electronic oxygen injection unit for maximum combustion), thru Imperial Adv., Burbank, Cal.; Patterson-Sargent Co., Cleveland (BPS paints), thru D'Arcy, Cleveland; Milk Maid Ice Cream Co., N. Y., thru Flint Adv., N. Y.; Brock & Co. Inc., Philadelphia (frozen potato products), thru Clements Co., Philadelphia; Castroville Marketing Co-Op, Castroville, Cal. (Pacific Miss artichokes & artichoke hearts), thru Reed Emmons Adv., Monterey, Cal.; E. S. Lowe Inc., N. Y. (games), thru Atlantic Adv. Co., N. Y.; Pan-Am Foods, Brownsville, Tex. (Pan-Am frozen Mexican dinners), thru Waghorne & Notzen, San Antonio, Tex.

Unwanted advantage for TV-radio is in prospect if printed media have to curtail as result of newsprint shortage. U. S. Chamber of Commerce, in its current *Advertising Newsletter*, notes that newsprint demand is out-running available quantity, warns that "if the amount of newsprint is cut then advertising will have to be rationed or allocated in some manner by the papers." Note: *Rochester Democrat* and *Times-Union* (both Gannett-published) last week suspended all save classified, obituaries & small theatre ads for 2 days in move to conserve newsprint—resulting in windfall business that added up to sellout for most local TV & radio stations.

Rate increases: WGN-TV, Chicago, raises base hour from \$1500 to \$1800. KPIX, San Francisco, raises hour from \$1500 to \$1700, min. \$300 to \$425. KLZ-TV, Denver, raises hour from \$650 to \$700, min. \$150 to \$175. WDAY-TV, Fargo, N. D., April 1 adds Class AA hour (7:30-10 p.m. daily) at \$400, min. at \$80, Class A hour remaining \$300. WINT, Fort Wayne-Waterloo, Ind, April 1 raises base hour from \$300 to \$350. KGLO-TV, Mason City, Ia., has raised base hour from \$250 to \$300, min. \$50 to \$60.

National ad budget of \$16 billion by 1965, up from last year's \$9 billion (Vol. 12:6), was forecast by Footc, Cone & Belding's Don Belding, speaking this week before convention of Folding Paper Box Assn. of America in San Francisco.

Network Accounts: RCA & Sunbeam Corp. have each purchased one-fourth of NBC-TV's coverage of political conventions & election returns, with either General Motors or Ford still regarded as strong possibility for at least one other quarter; respective agencies are Kenyon & Eckhardt, N. Y. & Perrin-Paus, Chicago. Westinghouse will sponsor political package on CBS-TV, Philco on ABC-TV . . . Sunbeam is also first sponsor signed for NCAA football schedule on NBC-TV this fall, buying one-fourth of 9 national games . . . Toni to sponsor *Arthur Murray Party* on CBS-TV starting April 5, Thu. 10-10:30 p.m., thru North Adv., Chicago; it replaces *Johnny Carson Show*, dropped by General Foods . . . Gem Razors & Falstaff Beer to sponsor Sat. *Baseball Game of the Week* on CBS-TV starting April 7, thru McCann-Erickson & Dancer-Fitzgerald-Sample; pre-game *Baseball Preview* will be sponsored by Colgate-Palmolive & Viceroy cigarettes, thru Ted Bates & Co. . . . Procter & Gamble to be full sponsor of *This Is Your Life* on NBC-TV Wed. 10-10:30 p.m., effective April 4, when Hazel Bishop drops out as alt. sponsor . . . Dow Chemical buys alt. Mon. 4:30-4:45 p.m. segment of *Queen for a Day* on NBC-TV starting April 9, thru MacManus, John & Adams . . . Gillette to sponsor Palm Beach golf tournament at Wykagil Country Club, New Rochelle, N. Y., on NBC-TV June 10, Sat. 4-5:30 p.m., thru Maxon . . . Old Golds to cut back from full to alt. sponsorship of *Truth or Consequences* on NBC-TV in fall, Fri. 8-8:30 p.m. . . . Mars Candy & Welch's Grape Juice to drop out as partic. sponsors on *Mickey Mouse Club* on ABC-TV Mon.-thru-Fri. 5-6 p.m.

Defense of sponsored religious programs on TV-radio came this week from Dr. Preston Bradley, pastor of People's Church, Chicago, and conductor of unsponsored program on radio WJJD there for 25 years. He told *Radio-Television Daily*: "I can see no reason for denying people the privilege and opportunity of having religion brought to them by radio and TV. I can see no reason why such programs should not be broadcast as long as they are sponsored by a good product." Last week the Broadcasting & Film Commission of National Council of Churches of Christ in the U.S.A. condemned practice of buying time for religious broadcasts (Vol. 12:10).

Nanette Fabray got offer of \$5000 a week to appear on *Arthur Murray Party* on CBS-TV starting April 5, Thu. 10-10:30 p.m., only 2 days after announcement that she and Sid Caesar "could not agree on terms for a new contract" starting in fall on NBC-TV's *Caesar's Hour*, for which she receives \$3750 per week. Miss Fabray, who succeeded Imogene Coca as Caesar's female lead last year, said she had made no decision yet on Murray's offer.

Steve Allen's *Tonight* on NBC-TV, Mon.-thru-Fri. 11:30 p.m.-1 a.m., reports billings of \$4,000,000 already signed for 1956 and appears headed for first profitable year since it went on air in 1954. NBC spokesman said billings of \$6,000,000 will mean a profit to network. Miller Brewing Co. recently bought 120 partic. for about \$800,000, largest single order in show's history.

Signs of the TV times: NBC reports its WRC-TV, Washington, increased national spot billings in Jan. by 36% over Jan. 1955; WNBQ, Chicago, by 41%; WRCA-TV, N. Y., by 36%. In local sales, WRC-TV was up 40%, WRCA-TV 25%, KRCA, Los Angeles, 74%. Claimed also were sales records at recently acquired WRCV-TV & WRCV, Philadelphia.

ANPA Bureau of Advertising, 570 Lexington Ave., N. Y. has published brochure on effects of recent Detroit newspaper strike, titled *The Lights Arc on Again*.

RKO Radio Pictures appoints J. Walter Thompson Co. as its agency.

Telecasting Notes: First-run features can help end famine of top-notch programming for independent stations. That's one of the most significant factors of recent movie backlog releases by major studios. "Before & after" study based on ARB figures, cited in March 14 *Variety*, measured ratings of time segments in 10 major markets about 3 months after start of first-run feature film shows. Results indicated first-run features can equal and surpass competing network shows . . . Some feature film markets cited: WSYR-TV, Syracuse, increased Sat. night rating from 4.3 to 16.2 average after starting first-run features; WOW-TV, Omaha, 8 to 32.4 Sun. nights; similar increases in Houston, Cincinnati; Columbus, Seattle, Kansas City, Memphis, Nashville. Another survey even showed uhf WROW-TV, Albany, outrating vhf WRGB, Schenectady, in some time periods by using top-notch features . . . More important features are on the block to TV, many being peddled in "series" fashion, featuring a single star or group of stars. MGM's first TV release will consist of *Andy Hardy*, *Dr. Kildare* and *Maisie*—37 in all—at price of about \$1,800,000 on lease basis, with NTA and PRM Inc. (which bought Warner Bros. entire backlog; Vol. 12:9) reportedly among contenders . . . Other "series" features on the TV market: 14 Dorothy Lamour films originally made for Paramount, 18 Shirley Temple pictures by 20th Century-Fox, 18 Universal Deanna Durbin starrers . . . Features looking for buyers are Paramount-owned *Bells of St. Mary's* (Bing Crosby, Ingrid Bergman,

1945) & *Good Sam* (Cary Cooper, Ann Sheridan, 1948), offered together at \$500,000 (including theatre reissue rights); 40 Sam Goldwyn features; another batch of J. Arthur Rank films . . . Movie misfit, the oft-revamped *MGM Parade* (ABC-TV), most likely will die May 2, though MGM v.p. Howard Dietz hints his studio will have new show next season . . . Another movie venture into TV, *Warner Bros. Presents* (ABC-TV), finally has clicked rating-wise, hitting Nielsen of 31.6 & 26.7—but not without lots of revampings and resignations of key personnel. Warners & ABC now dickering over renewal—the movie studio having lost money on this year's series and asking \$100,000 per 60-min. show, up from current \$65,000 . . . Official Films to distribute 39 of original *Cavalcade of America* TV films for re-runs under *The American Story* title . . . TV to movies: MGM buys "Number Four with Flowers," by Louis Pelletier, produced this season by *Kraft TV Theatre* (NBC) . . . Noel Coward's scheduled third appearance on CBS-TV's color *Ford Star Jubilee* May 5 canceled at sponsor's request because of low ratings (despite critics' enthusiasm) of first 2; Coward's next CBS-TV appearance will be on weekly *Playhouse 90* series in Oct., Thu. 9:30-11 p.m.—no sponsor yet . . . World premiere of Norman dello Joio's opera, "The Trial at Rouen," will be presented in color by NBC-TV Opera Theatre Sun. April 8, 4-5:30 p.m. . . . "TV natural" is new *Help for the Househunter* on KTLA, Los Angeles, Sun. 10:15 a.m., designed to help people buy & sell homes.

TV program ratings are fickle factors in determining sales value of the shows, and sponsors should be patient before making changes. That was counsel of Nielsen v.p. T. R. Shearer in address to Assn. of National Advertisers convention this week in Hot Springs, Va. He said: "I know it is difficult to be patient when you are spending at the rate of \$50,000, \$100,000 or \$300,000 per telecast. But in making your business decisions, please recognize that it takes time to change the habits of people, whether they are buying habits or program preferences." Size of audience sometimes varies by millions for same show from week to week, he said, adding: "The last rating and the fast rating properly serve the show business count-the-house side of your business. But when you make your investment decision, carefully appraise all of the many factors that must be considered, including the long-term performance of the program. It will pay you rich dividends." He also noted that only 38% of network TV programs currently have a single sponsor, compared to 72% in spring of 1953.

Lou Poller is buying Alex Rosenman's 5% of off-air WCAN-TV, Milwaukee (Ch. 25) for \$54,259.59 in order to become 100% owner, according to application filed with FCC this week. He plans to dissolve Midwest Bestg. Co. and hold WCAN-TV as individual. Station left air in Feb. 1955 (Vol. 11:6), after making deal to give studios and transmitter site to CBS's WXIX (Ch. 19) in exchange for \$650,000 and studios of WOKY-TV—CBS having acquired latter by earlier purchase of WOKY-TV's Channel 19 and other assets for \$350,000 (Vol. 10:43).

Profit of \$2292 in 1955 vs. loss of \$75,191 in 1954 for Winston-Salem Bestg. Co. (operator of uhf WTOB-TV and 3 AMs) was revealed in Dec. 31, 1955 consolidated balance sheet filed with application for Ch. 42 in Birmingham, Ala. WTOB-TV's 1955 loss of \$53,233 was offset by the \$55,525 profit earned by radios WTOB, Winston-Salem; WLOW, Portsmouth, Va.; WSGN, Birmingham, Ala.

Control of WAFB-TV, Baton Rouge (Ch. 28) & WAFB, totaling 57.8%, is now held by owners of WDSU-TV, New Orleans (Edgar B. Stern Jr. interests), FCC having approved transaction whereby WDSU Broadcasting Co. purchased additional 31% for \$132,500 from 19 stockholders.

UHF TRANSLATOR proposal of FCC's, offered as new "home" for the ultimately-to-be-disposed operators of unauthorized vhf boosters (Vol. 12:10), is generally endorsed by those filing comments this week—with exception of the "DPs" themselves, who want to keep vhf and use lower uhf channels rather than the Ch. 70-83 portion proposed by FCC.

RETMA favors concept but suggests that translator applicants be required to list only other translators within 15 mi. rather than 50 mi. as proposed. RETMA estimates 10-watt outlets will provide Grade B signal 5-mi. long, 2½-mi. wide. It concludes: "It is the RETMA committee's firm belief that the widespread use of these upper uhf channels for the proposed TV translator service will undoubtedly stimulate sufficient interest on the part of receiver manufacturers to improve performance of uhf receivers to the extent that ultimately substantially lower signal levels will produce acceptable pictures. In such case the range of coverage of translator stations will be considerably greater than indicated above." RETMA predicted that translators will cost more than the \$1000 estimated by FCC.

Ben Adler, pres. of Adler Electronics and prime translator proponent, endorses proposal enthusiastically, notes that his equipment has operated successfully, serving several hundred families with experimental Ch. 16 translator at Manson, Wash. He estimates that translator will serve 3x2-mi. area from 200-ft. height, 5x3-mi. from 500 ft., 8x4½-mi. from 1000 ft.

Adler also states that \$1000 figure is too low but that cost is "expected to be well within the economical maximum that could be tolerated for this type of service."

Washington State Reflector Assn., reporting it represents unauthorized booster operators serving some 15,000 homes, urges that rules be provided to keep vhf operations going; that lower uhf channels be assigned to the new service; that power maximum be increased to 31.6 watts if FCC is adamant about using only Ch. 70-83.

Sylvania urged authorization of translators but rec-

ommended clarification of technical requirements, relaxation of rules governing operators.

Consulting engineer Archer S. Taylor, Missoula, Mont., asked FCC to keep big-station operators from putting their own translators in competition with conventional small-town stations. He also questioned whether revenues for support of translators would be forthcoming, suggested that scrambled signals (a la subscription TV) may be answer, with viewers paying for decoding, and that local slide commercials be allowed. He also suggested combination community antenna-translator setups similar to those proposed by Jerrold (Vol. 12:10).

Spencer-Kennedy Labs, community antenna equipment makers, also doubted that voluntary support for translators would be found. "At best," it stated, "it would rest upon the broad taxing power of the community and its continuing willingness to employ the taxing power for the support of the translator; at worst, the continued usefulness of the citizens' investment in set, antenna and converter might become wholly dependent on philanthropy and hat-passing."

SKL proposed that licensees be required to deposit enough in escrow for 5 years' operation. It also suggested that "breathing spell" be provided for community antenna operators—no translators to be authorized in their towns until March 1, 1960.

A group identifying itself as "Flathead Valley Citizens" of Washington state asked that power maximum be increased from 10 to at least 60 watts.

CBS urged that translators be used also to fill in "shadows" within stations' normal coverage; that they not be permitted to duplicate service. It said it would have policy of granting rebroadcast rights where translator will be the only means of providing CBS-TV programs.

NBC offered a short supporting comment suggesting translators be employed for extending service to both isolated towns and to "shadow" areas.

National Community TV Assn. cautioned that FCC should insist on technically and financially sound operations, insisted it isn't opposed to translators as such, said wired systems and translators can coexist.

WSM-TV, Nashville, suggested that power maximum be upped to 100 watts; that entire uhf be employed, instead of Ch. 70-83; that applicants be required to show ability to meet minimum-hour requirements.

KVDO-TV, Corpus Christi (Ch. 22) said that approval of translators would "finally set to rest" the argument that deintermixture in Corpus Christi "might create white areas." It asked that allocation situation be clarified so that uhf operators wouldn't make translator investments that would eventually prove worthless.

Data subpoenaed from CBS, NBC & RCA by Senate Small Business subcommittee for next Tue. March 20 (see p. 3), from text of subpoenas addressed to secretaries of the 3 companies: "(1) All records of, or relating to, communication whether by letter, telegraph, telephone, memoranda or oral, touching or relating to any matter before, or to come before, the Federal Communication Commission for adjudication or consideration since Jan. 1, 1953, to or from [CBS, NBC, RCA] or anyone else acting for or on behalf of [CBS, NBC, RCA] or yourself. (2) All records of, or relating to, communication whether by letter, telegraph, telephone, memoranda or oral, touching upon or relating to the employment of, prospective employment of, any person or persons by the [FCC] since Jan. 1, 1953, to or from [CBS, NBC, RCA] or anyone else acting for or on behalf of [CBS, NBC, RCA] or yourself."

Paramount Pictures' KTLA, Los Angeles, expects to be ready to occupy new Sunset studios by April 1, reports v.p.-gen. mgr. Klaus Landsberg.

PROCEDURAL ACTIONS occupied FCC on the CP front this week as it issued no big vhf grants. Sole CP was Ch. 14 grant to Aircast Inc., Owensboro, Ky., headed by Stephen P. Bellinger, principal of radio WVMC, Mt. Carmel, Ill.; WIZZ, Streator, Ill. and KCLO, Leavenworth, Kan. The week's developments:

(1) FCC denied petitions of Wichita's KFH & KANS to reopen record in Ch. 3 case which resulted in grant to KARD-TV.

(2) It disclosed reasons for reopening record in Seattle Ch. 7 case in which KIRO holds favorable initial decision over KXA & KVI. It said examiner should have allowed cross-examination of KIRO principal Saul Haas on policies of *Seattle Record* when he was part owner and editor in 1925-28. KVI counsel George Smith alleged newspaper "espoused the cause of Soviet Russia," employed writers with Communistic leanings, denounced U. S. & British foreign policy. Smith had said charges are pertinent because Haas testified KIRO editorializes and that TV station would do likewise.

(3) Drop-in of Ch. 9 in Elmira, N. Y. was reaffirmed, as petitions of WSYR-TV, Syracuse (Ch. 3) and grantee WINR-TV, Binghamton (Ch. 40) were turned down on same grounds given in Vail Mills (Albany) Ch. 10 case. Comrs. Hyde & Bartley dissented.

(4) One uhf CP was reinstated, another dropped. Grant for WCBC-TV, Anderson, Ind. (Ch. 61) was reactivated after new application was filed this week. CP had been cancelled last month because of lack of prosecution. CP for WETV, Washington, D. C. (Ch. 20), held by radio WGMS was turned in, pres. M. Robert Rogers stating new application would be filed if there is "marked change in the opportunities for use of the uhf band, such as removing the uhf channels from broadcast service and reserving them for a system of fee-TV."

(5) Radio WIBA, Madison, Wis., loser of Ch. 3 decision to WISC-TV, dropped efforts to get decision reversed, negotiated merger with uhf WMTV (Ch. 33), paying reported \$600,000 for 66% %. It's understood NBC is willing to give WMTV another year's affiliation, and it's possible city's other uhf, WKOW-TV (Ch. 27), may keep CBS affiliation—leaving vhf WISC-TV the ABC-TV tieup. Situation is novel, because both CBS & NBC already have strong vhf affiliates not too far away—WREC-TV, Rockford (Ch. 13) and WTMJ-TV, Milwaukee (Ch. 4), respectively.

(6) WTAO-TV, Raleigh, N. C. (Ch. 28) went to Court of Appeals after FCC turned down its efforts to block final decision in Ch. 5 case, in which WRAL holds initial decision.

(7) Deintermixture advocates prepared for Court of Appeals hearing next month on Corpus Christi, Evansville & Madison cases, somewhat heartened by fact that court split 4-4 recently in decision turning down their request that full court hear case because of diverse decisions of 3-judge panels. They hope to win if they get the "right" 3 judges.

(8) AFL-CIO again blasted FCC's Ch. 7 Miami grant to Cox-Knight-Trammell. In testimony before Senate Commerce Committee this week, legislative representative Andrew J. Biemiller charged that there's danger in joint ownership of station by Cox's *Daily News* and Knight's *Herald*. "The vast population of this area," he said, "will for all practical purposes have to rely on a very few individuals for the dissemination of news by all media." He also said that major stockholders are absentee owners and that "both newspapers have had anti-labor news and editorial policy."

TESTIMONY of station operators on uhf problem was completed this week in 3-day session of Senate Commerce Committee's TV investigation. Next phase—March 26-28—hears network views on allocations problems.

In addition to testimony by RETMA and RCA (see p. 2), Committee heard these witnesses this week: (1) John Engelbrecht, WTVK, Knoxville (Ch. 26) urged immediate action by FCC "to make reallocations in the public interest on a case-to-case basis" pending new nationwide allocation plan. (2) John H. DeWitt Jr., WSM-TV, Nashville (Ch. 4), first vhf operator to appear before Committee, asked retention of current allocation plan, encouragement of all-channel set production. (3) Paul W. Morency, WTIC, Hartford, applicant for Ch. 3, urged retention of that channel in Hartford.

Inserted in record was statement by J. E. O'Neill, KJEO, Fresno (Ch. 47), saying that he had received notice of termination of CBS affiliation agreement effective May 2, the date new vhf outlet is due to go on air. Statement by Stewart Watson, WKOW-TV, Madison, Wis. (Ch. 27), urged retention of status quo in that city until FCC makes final decision in its allocation study.

Other witnesses heard this week: Irving Ferman, American Civil Liberties Union, asked complete congressional study of TV's present service and future needs, with testimony by wide range of outside experts. Former Rep. Biemiller (D-Wis.), for AFL-CIO, asked encouragement of full use of spectrum and preservation of educational reservations.

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FCC is fostering monopoly, Clifford F. Rothery, pres. of National Assn. of Broadcast Employees & Technicians (NABET) told the Committee, particularly through its policy of permitting sales of stations to persons meeting only minimum requirements. He said FCC policies "price out of the market the local enterpriser with limited means, the community-minded citizen who wishes to operate a community-based station." He said that "ultimately uhf must prevail throughout"; that either industry or Govt. must support educational TV; that authorization of remote-control operations of radio stations is a blow to national defense because stations using remote control drop out of Conelrad; that FCC should stay out of labor-management controversies; that, generally, FCC has an "undue sensitivity to the requirements of the businessmen in the industry."

Tentative schedule of next hearings: March 26—

Station-members of new all-uhf Committee for Competitive Television (see p. 2): WVEC-TV, Norfolk; WSEE, Erie; WDAK-TV, Columbus, Ga.; WSBA-TV, York, Pa.; KTVI, St. Louis; WICC-TV, Bridgeport; WNAO-TV, Raleigh; WWLP, Springfield, Mass.; WISE-TV, Asheville, N. C.; WTAO-TV, Cambridge-Boston (now off air); WTOB-TV, Winston-Salem, N. C.; WENS, Pittsburgh; WFAM-TV, Lafayette, Ind.; WTOV-TV, Norfolk; WLBC-TV, Muncie, Ind.

TV-radio-telecommunications on postage stamps is subject of book, *Radio Philatelia*, by stamp collector-TV producer Herbert Rosen. Book traces development of telecommunications through medium of postage stamps, with photographs of some 300 stamps, cancellations, etc. It's published by Audio-Master Corp., 17 E. 45th St., New York 17 (\$2).

Radio-TV News Directors Assn. has set Nov. 16-17 in Milwaukee's Plankinton House for 1956 annual convention; Jack E. Kreuger, WTMJ, is local chairman.

Richard F. Moore, KTTV, Los Angeles (Ch. 11); Ernest L. Jahncke Jr., ABC. March 27—Wm. Lodge, CBS; Joseph Heffernan, NBC. March 28 schedule not set yet.

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Illustrating the depth of feeling, indeed the bitterness, that prevails as result of FCC policy vis-a-vis uhf—or lack of it—were the communications that accompanied the latest uhf "mortalities" (p. 12). Writing to the FCC chairman, pres. Joseph S. Field Jr. of WIRK-TV, West Palm Beach, sarcastically suggested that the FCC be renamed "the Federal Communications Protective League, whose sole function is to protect the network and strong monopolistic vhf influence."

"You may congratulate yourselves," he wrote, "that you've eliminated another small potato in this era of big business . . . We held out long past the point of good judgment in the hope that you people, selected good and fair to guide our destinies, would see the errors created and make the easy adjustments. But no, where do you look to find the answer to our problems? Not to us, the people who are suffering, but to the monopolistic networks and powerful vhf interests—the source of our problem, Your Masters!

"You've done well; you've lost jobs for many fine, conscientious Americans. You have caused us to lose most of our money and minds and you've caused great loss upon the part of innocent suppliers who had faith in us. We all will remember your acts long and well. And how did you do all this? Simply by doing nothing—the easiest way out. You let the forces opposing us solve your problem for you. The problem of uhf, which you created, is being solved for you merely by the passage of time."

Not so vehement, Frank Lyman Jr., pres. of WTAO-TV, Cambridge, Mass., blamed the "insuperable obstacle of incompatibility created by the Commission's intermixture of vhf and uhf" and pointed out that WTAO-TV was forced not only to compete with 2 Boston vhf stations but more recently with a vhf in Manchester, N. H., 50 mi. away. He added:

"Our situation differs from the case of those who have gone dark before us only in the fact that we should have properly taken this step months ago. We have refrained from doing so only because we thought we had reason to hope during the last 2-year period that the uhf problem was under careful study and that there would soon be forthcoming constructive proposals. However, hope ceases to be eternal when a certain point in suffering has been reached." And gen. mgr. Wallace Dunlap added that it was "just a completely hopeless prospect as long as uhf and vhf are mixed together in the same market."

Humor isn't so funny when you have to practice it for a living, writes Leonard Hole, director of NBC program development & supervisor of its comedy development, in "Can You Make People Laugh?" in March *American Magazine*. He discusses humor from "cold cash" viewpoint, analyzes various comedians, offers readers 6-point quiz titled "Could You Be a Professional Comic?"

Democratic National Committee this week launched spot TV drive to seek small campaign contributions "from the rank and file of the Party." Chairman Butler said spots would be used first on WHO-TV, Des Moines & WHIO-TV, Dayton, as "a sort of pilot operation," with extension to other markets planned shortly.

American Women in Radio & Television Inc. holds 5th national convention in Boston's Hotel Somerset, April 26-29, with more than 600 attendance expected. Among speakers are Norman Knight, exec. v.p., Yankee div., General Teleradio; Robert D. Swezey, WDSU-TV & WDSU, New Orleans; Oliver Treyz, pres., TvB.

TWO MORE UHF stations have quit the air, bringing on-air total down to 98—with only 104 CPs for new uhf stations still outstanding and very few of these indicating definite plans to start. In wake of March 1 cessation of WIRK-TV, West Palm Beach, Fla. (Ch. 21), the Boston area's sole uhf, WTAO-TV, Cambridge (Ch. 56), reported this week that it will go dark March 30. It will be the 58th uhf to quit (for others, see p. 280, *TV Fact-book No. 22*) and reduces on-air total of all stations to 462.

Both stations began operating in Sept. 1953. Their respective presidents, Joseph S. Field Jr. and Frank Lyman Jr., stated operations would have ceased earlier except for hope that uhf studies would bring relief. Both charged vhf "monopolies" and blamed FCC for failure to act on deintermixture. WTAO-TV said its suspension is "temporary" and regular equipment tests "will keep everything in good working order" for the day when it can resume. It's connected with Harvey Radio Lab.

Equipment shipments reported this week: By GE—10-kw transmitter & studio equipment sent March 8 to upcoming KDWI-TV, Tucson, Ariz. (Ch. 9), due in April; 12-kw transmitter with 5-bay helical antenna March 9 to WROW-TV, Albany, N. Y., for use by its projected satellite WAST, Hagaman, N. Y. (Ch. 29), starting next week. By RCA—25-kw transmitter March 9 to upcoming WSPA-TV, Spartanburg, S. C. (Ch. 7), which got FCC approval last week to build on Paris Mt. (Vol. 12:10); 25-kw amplifier March 14 to WTOV, Rockford, Ill. (Ch. 39), planning boost to 218-kw.

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

WCKT, Miami, Fla. (Ch. 7), granted Jan. 18 to combination of Cox and Knight broadcasting-publishing interests headed by ex-NBC pres. Niles Trammell, has ordered RCA equipment and hopes to be on air by mid-June, reports station mgr. James M. LeGate, ex-mgr. of Miami radio WIOD. Construction of transmitter house and base & anchors for 900-ft. Ideco tower at Miami antenna farm has begun; studios will be at site of WIOD transmitter on North Bay Causeway. Niles Trammell will be gen. mgr.; Robert L. Fidler, ex-WIOD, sales mgr.; Charles L. Kelly, ex-gen. mgr. of St. Petersburg's WSUN-TV, operations mgr.; M. C. Scott, ex-WIOD, chief engineer. Rep has not yet been chosen.

KRIS-TV, Corpus Christi (Ch. 6) has 10-kw RCA transmitter ordered for delivery in 30 days, plans May 1 start as NBC primary, reports owner & gen. mgr. T. Frank Smith. It will use 600-ft. Andrews tower and 6-bay RCA antenna, begins construction of studio and transmitter buildings shortly. It will be city's second, KVDO-TV (Ch. 22) having started in June, 1954. Joe W. Collier will be chief engineer, with W. M. Eikner, from KRIS, sales v.p. and Charles Nethery, also KRIS, programming v.p. Base hour will be \$300. Rep will be Peters, Griffin, Woodward Inc. (formerly Free & Peters).

WCBI-TV, Columbus, Miss. (Ch. 4) now hasn't specific target because weather conditions make construction uncertain and Bell System hasn't set specific date for providing microwave for network, reports gen. mgr. Bob McRaney. RCA 5-kw transmitter is being installed and 500-ft. Andrews custom-built tower with 5-bay RCA antenna is scheduled for completion this month. Owner Birney Imes Jr. also operates WCBI and 4 other Mississippi radio stations. WCBI-TV will carry CBS & NBC, will have \$140 base hourly rate. Rep will be McGillvra.

WAST, Hagaman, N. Y. (Ch. 29), to be operated as satellite by WROW-TV, Albany (Ch. 41), got STA this week and expects to start programming week of March 19. It expects to improve signal in Schenectady and extend coverage generally in hilly areas, will use Clark receiver to pick up WROW-TV, about 20 mi. away.

Binaural sound on TV hasn't sufficient technical justification yet, FCC stated this week in denying petition of attorney Joseph Brenner, Beverly Hills, Cal., who petitioned 2 years ago for rules change permitting stereophonic sound—to be confined to uhf initially. Brenner proposed that sound be multiplexed as in FM, but Commission noted that FM has 250-kc band, whereas TV has only 50-kc aural band, and that there may be "adverse side band effects on visual transmission." Brenner had contended proposal would give uhf shot in arm.

Novel twist in educational closed-circuit: Most systems permit students to watch the teacher (Vol. 12:10), but New London (Wis.) High School is installing equipment to let the teacher watch the students. General Precision Lab this week shipped complete closed-circuit system to the school for monitoring study halls. Wide-angle camera is to be mounted at location where all students in hall can be viewed, with monitor located in school office—thereby freeing a teacher for active duty.

Its largest community antenna equipment shipment to date, \$28,000 worth, was sent this week by Blonder-Tongue Labs, Westfield, N. J., to Seattle for northwest distribution. Shipment comprised Model MLA amplifiers. Company reports use of its equipment by systems in Astoria, Coos Bay, The Dalles, Klamath Falls & Pendleton, Ore.; Bellingham, Chehalis, Chelan, Everett, Moses Lake, Okanogan & Wenatchee, Wash.

Closed-circuit TV's use of telephone company facilities for program transmission is subject to regular 10% excise tax, Internal Revenue Service ruled this week. Ruling said use of closed TV for business meeting and theatre-TV sporting events is a private use of telephone circuits, and held that Congress intended to exempt "only communications services utilized in the business of furnishing programs to the general public."

Voice of America is now devoting Sat. 1:45-2 p.m. to program of interest to world's amateurs, inspired by USIA deputy Jack Poppele, himself a "ham" of 45 years standing. It's narrated by Bill Leonard, CBS TV-radio personality, who operates W2SKE; is carried on VOA's 17830, 15280, 15270, 15200, 11870 & 11790 kc, repeated on Munich relay's 7235 kc and on Tangier's 11890 & 950 kc.

"E. H. Armstrong: the Hero as Inventor" titles articles on the superhet inventor due in April *Harper's*; it's billed as "a study of the career of E. H. Armstrong whose suicide in Jan. 1954 ended the outstanding technological career of our time."

Fast-growing community antenna system in Dubuque, Ia., owned by Jerrold Electronics interests, has signed 3000th subscriber—9 months after start.

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Standard Electronics Corp., subsidiary of Dynamics Corp. of America, this week announced new compact 25-kw amplifier for Ch. 2-6 (Model AL-634) priced at \$50,000, which will be displayed at NARTB Chicago convention April 15-19. Its 2 cabinets require 23.5 sq. ft. of floor space, total weight is 4000 lb., power consumption 63-kw at 90% power factor at black level.

American Microwave Co. has been formed at 11754 Vost St., No. Hollywood, Cal., to design, develop and manufacture TV studio equipment, microwave systems and custom electronics equipment to specifications. Founders are Fred W. Bailey, pres., ex-sales mgr., Lambda-Pacific Engineering Inc., and Harold W. Jury, chief engineer, ex-CBS-TV.

George Gill, ex-mgr. of TV-photographic lighting services of Kliegl Bros., who has handled lighting equipment for many network and station studios, has established Gill Southern Associates, 1805 Alamanda Dr., No. Miami, Fla. to serve TV, movie & theatrical services.

GE PULLING ITSELF UP BY ITS PORTABLES: The TV-in-every-room era, foreshadowed by GE's successful 14-in. portable and RCA's soon-to-be-shipped 8½-in. portable (Vol. 12:9), should move still closer when GE comes out shortly with 9 & 17-in. portables housed in lightweight aluminum cabinets. Along with more 14-in., they're expected to comprise bulk of the 900,000 TVs GE has projected for 1956 production under own brand -- in addition to 300,000 under Hotpoint label (Vol. 12:8).

Press party in New York's 21 Club March 23, celebrating first anniversary of the 14-in. portable, will be occasion for unveiling of new models. First such 14-in. sets weighed 32 lbs., were priced at \$99.95 & \$119.95; subsequently, another 14-in. weighing 26 lbs. and priced at \$129.95 was added. It's understood GE will announce sales of 250,000-300,000 of these sets in their first year.

Dimensions, weights & prices of the new portables are still top secret. A spokesman would comment only that "we will now have a full line of portables which I can assure you will be revolutionary in design and performance."

A 17-in. lightweight portable was regarded as an inevitable sequel to the 14-in. -- but the 9-in. has been best-kept secret in industry, even though there had been intimations of an "intermediate size" between announced 8½-in. and the 14-in. (Vol. 12:7). It's understood neither Corning, Kimble nor Lancaster Lens is making the 9-in. bulb, and all we could find out is that it's being produced by a "newcomer in the TV bulb industry." GE is itself manufacturing the tubes, which means it's likely to make them available also to its regular tube customers. GE ranks with RCA and Sylvania at top of CR tube manufacturing industry.

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Still more manufacturers are announcing portables, too -- and prospect is the market will be deluged with them by time of the June marts. Besides the 8½-in. size promised by RCA, Admiral & Emerson and 14-in. by quite a few others (Vol. 12:9-10) Olympic Radio this week announced early April delivery of a 35-lb. 14-in. model at \$99.95 and a 17-in. weighing 45 lb. at \$130 (details on p. 15). And Westinghouse, as soon as practicable, will introduce a 17-in. portable (about 30 lb.) housed in an aluminum cabinet. This week, CBS-Columbia and Hoffman Electronics definitely stated they will have 14-in. models before June.

That some manufacturers are less than enthusiastic about resurgence of small-screen models, though they're planning to produce them, was evident in our talks with set makers attending RETMA quarterly meetings in N.Y. this week. Typical was Hoffman Electronics pres. H. Leslie Hoffman, who said:

"Yes, I'm going to have a 14-in. portable before June -- but I'm frankly not very happy about it. Speaking only for myself as an individual manufacturer, I would have preferred to continue the movement to higher-priced 21-in. & 24-in. sets where the profits are greater, and not go into portables at all. I'm doing it strictly to maintain our competitive position. At the outset at least, I'm going to have a very modest run of portables weighing about 25 lbs. and then decide what we'll do."

Several other manufacturers were also dubious about small-screen sets, though they declined to permit use of their names. Generally, they expressed skepticism about profit structure, some drawing comparisons with white goods industry, where trend is to larger, higher-priced units.

Motorola exec. v.p. Robert W. Galvin, on the other hand, said he's "still taking a long look in the labs" at all types of portables; he is openly enthusiastic about their sales potential. He told us:

"We must remember that the public determines policy in TV production, as in many other industries. GE made a 14-in. portable and a lot of people said 'I like that' and bought a heck of a lot of them at a price they could afford. That altered plans of lots of manufacturers who might have preferred another type of more profit-

able receiver -- but the public wants portables so we're going to make them. For the most part, these receivers have served as second sets. Therefore, they represent a plus business, reaching a supplementary market we might not have been able to tap with any other type of receiver."

Brief highlights of other major trade developments this week:

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Radiation Seal: RETMA voted to design and make available to set manufacturers a seal which would certify that their receivers conform to FCC standards limiting spurious radiation (Vol. 12:10). But it also voted to keep its name and insignia off the seal to avoid any implication that RETMA corroborates self-certification by the set makers. RETMA thus decided not to accept FCC's invitation to set up an industry conference on spurious radiation order. In deciding to keep its name off seal, it followed recommendation of counsel Glen McDaniel. (Other RETMA news below).

Consumer Finances: Another peak year for consumer durable goods industry, including TV-radio-appliances, is indicated in Federal Reserve Board's "1956 Survey of Consumer Finances" conducted in Jan.-Feb. by U of Michigan Survey Research Center and released in preliminary form this week. It shows that 28% of the 2800 persons interviewed indicated plans to purchase at least one appliance or item of furniture this year -- about same percentage as early 1955 and up slightly from first 2 months of 1954. About 50% said they planned to use installment credit to finance purchase. Other findings of significant survey: (1) 8% expect to buy new car at average price of \$2850, another 7% plan used car at average \$820. (2) 9.6% plan to buy new home, up from peak of 9.4% last year when near-record in home construction was set. (3) 22.6%, same as year ago, plan home improvement costing at least \$50. (4) Record 64% expect general business conditions to be good this year, only 9% indicating the opposite. (5) 39% felt their financial situation was better this year than last, 23% felt they were worse off. (6) 55% expect to have about same income a year hence while 37% expect to make more money, 8% less. (7) About 35% said their pre-tax income last year was more than \$5000, compared to 32% in 1954, 31% in 1953.

Production: TV output totaled 144,566 for week ended March 9, compared to 145,143 preceding week and 138,861 week ended Feb. 24. It was year's 10th week and brought production to that date to about 1,430,000, as against 1,470,000 in first 10 weeks of 1955. Radio production totaled 310,026 (99,760 auto) week ended March 9, compared to 286,004 preceding week and 278,271 week before. Radio production for 10 weeks was about 2,850,000, compared to about 2,720,000 in corresponding 1955 period. RETMA this week placed official TV production in Jan. at 588,347, radio output at 1,078,624 (519,648 auto), compared to 654,582 & 1,068,146 in Jan. 1955.

DISTRIBUTOR NOTES: Sylvania appoints new Electric Wholesalers of Florida Inc., 700 E. Union St., Jacksonville, Fla. (F. H. Dendy Sr., pres.) . . . Raytheon appoints Major Appliances Inc, 2201 NW 17th Ave., Miami, ex-Motorola outlet . . . DuMont appoints American Motors Sales Corp., 2105 Commerce St., Dallas and M&M Bldg., Houston . . . Whirlpool-Seeger appoints RCA distributor Interstate Supply Co., 4445 Gustine Ave., St. Louis (D. E. Neiswander, pres.) . . . Dorfman-Endel Inc., Long Island City, N. Y., relinquishes Capehart-Farnsworth line . . . Westinghouse Electric Supply Co., Newark, appoints Francis X. Wynn as branch mgr., succeeding Ted Kling, transferred to Pittsburgh headquarters . . . Krich-N. J., Newark (RCA-Whirlpool) appoints E. F. (Rod) Rodgers as district mgr. . . . Philco Distributors Inc., Cleveland, appoints Roy McInerney as district mgr., replacing Ted King, now with Main Line Cleveland Inc. (RCA-Whirlpool) . . . Raymond Rosen & Co., Philadelphia (RCA) appoints Charles Reichard district mgr. for Allentown area . . . Gross Distributors Inc., N. Y. (Stromberg-Carlson) reports resignation of sales mgr. David Rubinger . . . Motorola appoints Southernaire Distributors Inc., 834 E. Bay St., Jacksonville, Fla. (Walter E. Ware, pres.).

Motorola pres. Paul V. Galvin was selected by RETMA this week to receive industry's 1956 Medal of Honor during RETMA convention June 12-14 at Chicago's Palmer House. Last year's winner was Leslie F. Muter, who headed awards committee this year and will serve as convention chairman. RETMA board, at 3-day quarterly meetings this week in N.Y., also elected to membership from set div. DuMont pres. David T. Schultz & Crosley-Bendix pres. Chester G. Gifford. David R. Hull, Raytheon v.p., succeeded Schultz as a director of technical products div.; John S. Holmes, Warwick pres., elected to set div. exec. committee; R. B. Leng, Packard-Bell v.p., elected to military products exec. committee.

Joseph B. Elliott, who was consumer products v.p. of RCA when he resigned in Jan. 1955 to become pres. of Schick Inc., has resigned from Schick and has been succeeded there by Kenneth C. Gifford. He will announce future plans shortly. He started at RCA Victor as a record salesman in 1935, quit in 1945 to become adv. mgr. of Schick, returned to RCA after 14 months. Since re-joining Schick, he has been residing in its headquarters city, Lancaster, Pa.

Topics & Trends of TV Trade: New 10% excise tax on transistors, record players and wire & tape recorders—when sold as replacement parts only—was recommended this week by House Ways & Means subcommittee, and promptly drew sharp protest from RETMA. Subcommittee also suggested clarifying law to make certain that current 10% excise tax on TV-radio tubes & components applied only to “entertainment-type” receivers, not those made for defense, commercial or industrial uses.

Recommendations failed to mention uhf or color sets, on which RETMA has been urging elimination or reduction of tax. Rep. Forand (D-R. I.), at press conference following release of recommendations, said his group had made “no decision yet” on uhf or color (see p. 2).

RETMA pres. H. Leslie Hoffman protested subcommittee’s recommendations in testimony March 16 before Senate Commerce Committee. He said excise tax “never should have been imposed on TV sets in the first place [and] there is no logic to selecting such an instrument for the imposition of a selective and discriminatory excise tax.” Referring to recommendations for new taxes, he said:

“Only last Tuesday, March 13, the Forand subcommittee . . . invited the attention of the full committee to the possibility of cutting the tax on cabarets in half. The subcommittee also announced that it had decided to recommend raising additional revenue from our industry by imposing the full 10% tax on transistors, record players and wire and tape recorders. The conclusion to be drawn from these announcements is that our industry may be asked to pay more discriminatory excise taxes in order to provide relief for night clubs.”

Note: Subcommittee’s recommendations were intended as guidance in writing new general tax legislation. No bill has been introduced yet to incorporate such recommendations pending action by full committee.

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“The first really flexible insurance plan” is how Sylvania bills its offer to guarantee dealers against misappropriation, conversion or theft of its TV-radio sets. Under new plan, factory rather than distributor or lending institution assumes risk of floor plan financing. J. D. Collie, Sylvania credit mgr., said new plan “should help dealers to display a wider variety of our TV sets, for it should increase the willingness of financial institutions and distributors to accept paper on the sets.”

Olympic Radio this week introduced Cabana, a 14-in. tan leatherette portable at \$100 and Beachcomber, a 17-in. blue-ivory & red-ivory leatherette set at \$130. Former has 70-degree tube, weighs 35 lbs., measures 12¼-in. high, 15¾-in. wide, 15¼-in. deep, has 96-sq. in. of viewing area. Latter has 90-degree tube, weighs 45 lbs., measures 14¼-in. high, 17¾-in. wide, 15¾-in. deep, has 149-sq. in. of viewing area. Both sets have 13 tubes & 2 rectifiers.

Employment at Magnavox plant in Greenville, Tenn., where own and newly acquired “Spartan” brand TV-radio sets are being produced, will be expanded to all-time peak of 3000 this summer. In addition, company plans to start construction shortly on TV-radio cabinet plant at nearby Jefferson City, Tenn.

Utah Radio Products Co., Huntington, Ind. manufacturer of TV-radio cabinets & speakers, will be discontinued as a subsidiary of Merritt-Chapman & Scott before July because “it was determined that it could not be developed into a profitable enterprise commensurate with our other operations,” said pres. Louis E. Wolfson in annual report.

Packard-Bell adds to TV line a 21-in. vertical chassis console at \$240 in walnut, \$260 in blonde oak & maple, and a 24-in. TV-radio-phono combination at \$475 in mahogany, \$495 in blonde oak & maple.

Trade Personals: Fred A. Radcliffe, 36-year veteran of RCA organization, resigns as commercial v.p. of RCA Victor Co. Ltd. to be gen. mgr. & secy. of RETMA of Canada, of which he has been a director for 20 years; he replaces Stuart D. Brownlee, now exec. v.p. of Canadian Admiral . . . Ernest L. Hall, onetime Pilot Radio exec. v.p. who in 1953 helped found Canadian Aviation Electronics Ltd., Montreal, associated with DuMont, has resigned as its director of planning & merchandising due to ill health . . . Gen. Sarnoff, RCA chairman, due back in Los Angeles this week end from Hawaiian vacation, expected to return to N. Y. by end of week of March 19 . . . Maurice V. Odquist, ex-v.p. of C&C Super Corp. and onetime Newell-Emmett and Biow account executive, appointed Sylvania director of new product sales in charge of creating, developing & promoting new products . . . Robert M. Fichter, adv. mgr., appointed mgr., product development dept., Westinghouse TV-radio div., Metuchen, N. J. . . . Harry VanTwistern promoted to asst. gen. manufacturing mgr., Tung-Sol radio div., succeeded as plant mgr. by H. Raymond Jacobus, from electronic tube div. . . . James M. Farrell promoted to Crosley TV-radio merchandising mgr., succeeding H. J. Allen, promoted to field sales mgr. . . . Donald E. Smith promoted to CBS-Hytron central district mgr., Chicago, succeeding Herbert L. Reichert, now mid-west regional mgr. . . . E. M. Longmire, ex-Atlanta & Columbia, S. C. distributor, named Atlanta district sales mgr., Sylvania radio-TV div. . . . John T. Caviezel, ex-Capehart-Farnsworth & Crosley, named asst. sales mgr. of high-fidelity instruments, Bell & Howell . . . Thomas B. Friedman, N. Y. consulting engineer who dropped Ch. 8 application for Caribou, Me. last week (Vol. 12:10), joins Ramo-Wooldridge Corp., Los Angeles . . . John Patrick Gallagher, ex-DuMont, appointed Chicago regional sales mgr. of James B. Tharpe’s new Visual Electronics Corp.; office is at 5306 W. Lawrence St. . . . Richard J. Himmer promoted to Admiral New England regional sales mgr. for appliances, Boston, Hobart W. Scott to regional mgr. for southwest territory, Oklahoma . . . Dan R. Cavalier, ex-ARF Products, named Magnavox sales promotion mgr.

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Raytheon is called nation’s No. 1 producer of magnetron & klystron tubes for radar, No. 4 maker of standard receiving tubes, and seller of more transistors than any other electronic firm, in article titled “Raytheon’s Marathon” in March 15 *Forbes*, financial journal. Last year, it’s said to have made more than 200,000 TV sets (presumably including its private-labels), and it “boasts a mass-produced color set (\$795-\$895)” despite pres. Charles Francis Adam Jr.’s belief that the public is not yet ready for color. Its billings are 60% govt., which, though Adams considers that business “an element of stability,” he would like to chop down to 40%. As for declaring its first cash dividend, Adams is quoted as stating it would be “sheerest folly” in light of research & development needs and working capital requirements.

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Victor H. Meyer, 63, who founded Victor H. Meyer Distributing Corp. in 1917 as one of first radio distributors in metropolitan N. Y. and served as pres. of that independent Sylvania TV-radio outlet until last July when it became a Sylvania subsidiary, died March 14 in Monmouth Memorial Hospital, Long Branch, N. J., after brief illness. Survivors are his widow, son, brother, 3 grandchildren.

Murray M. Shindel, 57, pres. of American Standard TV Tube Corp., Jamaica, L.I., died March 11 after a long illness. Survivors are his widow and a son.

Roy Cederoth, Magnavox regional & district mgr. for 22 years, died March 8 in Portland (Ore.) Hospital of cerebral hemorrhage. Survivors are his wife, 4 daughters,

Financial & Trade Notes: Motorola achieved sales record of \$226,653,953 in 1955, up 10% from the \$205,226,077 of 1954, while net earnings of \$8,490,539 (\$4.39 per share) compared with \$7,572,024 (\$3.91). Profit was second only to that of 1950—\$13,130,246 (\$6.78 per share). At year's end, working capital was \$42,892,165, up \$4,583,553; net worth \$56,186,590, up \$5,587,843. Pres. Paul Galvin, in annual report released this week, said company looks to another growth year in 1956.

Motorola increased TV, home radio, auto radio and industrial communications productions sales during year, report states, but military electronics billings declined 18%. Its proportion of TV sales went up, consumer radio lines jumped 55%, portable radios doubled, auto radio had best year, according to the report. Two-way radio and microwave relay systems division had its best sales year, with further advances anticipated for 1956. Motorola has been producing color sets since mid-1954, expects volume to increase with introduction of new models this summer.

Said Mr. Galvin: "While both the political and economic uncertainties are greater in 1956 than appeared at the beginning of 1955, we are aiming for another year of growth in 1956. On a product basis, it is probable that our volume of sales of car radios will be reduced somewhat because of lower automobile production. TV sales will depend in some degree on what progress is made in public acceptance of color TV because it is possible that sales of monochrome sets will be somewhat lower for the industry. The communications and electronics, home radio and military electronics divisions of our business appear to be headed for higher levels. Over the long term we see what we believe are exceptionally good prospects in all divisions . . ."

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Hallicrafters becomes subsidiary of Penn-Texas Corp. on a 2-for-5 stock exchange basis as result of ratification of deal (for details, see Vol. 11:47, 51) by stockholders of both companies—and these are officers of new setup: Wm. J. Halligan Sr., chairman-pres.; Robt. F. Halligan, v.p.; Wm. J. Halligan Jr., v.p. sales; David P. Higgins, v.p. govt. contracts; Joseph J. Frendreis, secy.-treas.; Mathew P. Heinz, Edward J. Corcoran & Kenneth C. Prince, asst. secys. Directors are the Halligans with Raymond W. Durst & David P. Higgins.

Dominion Electrohome Industries Ltd., Kitchener, Ont., in advance of annual report for 1955, reports year's sales totaled \$10,500,000, net profit after taxes \$370,000 (\$3.70 per share); that profit-sharing retirement fund was increased during year by \$159,000, now amounts to \$444,000; that new 103,000-sq. ft. plant will consolidate all operations under one roof; that prospects are excellent for new high in sales in 1956.

International Resistance Co. reports 1955 sales were \$15,684,722, up from \$13,207,649 in 1954. Net income was \$533,296 (39¢ per share on 1,350,598 outstanding), down from \$603,320 (45¢ on 1,331,163 shares) in 1954. Pres. Charles Weyl stated 1955 earnings were affected by strike at Asheville, N. C. plant from Nov. 17, 1955-Feb. 10, 1956.

More officer & director stockholdings changes, as reported to SEC: Simon B. Siegel, sold 2000 ABC-Paramount, now holds 3100; James Bruce, bought 2000 Avco, holds 3000; Henry V. Erben, exercised options on 3225 GE, holds 11,565; Frank Long, sold 3000 El-Tronics Inc., holds 7000.

Television-Electronics Fund, whose Jan. 31 assets and portfolio were detailed in Vol. 12:9, this week reported net assets reached new high of \$118,783,341 (\$11.38 per share, 10,438,612 shares) as of Feb. 29 compared with \$87,441,938 (\$11.28 per share, 7,751,402 shares) on Feb. 28, 1955.

Packard-Bell sales in 5 months ended Feb. 29 were up 28%, profits up 20% from corresponding period in preceding fiscal year, reports exec. v.p. Robert S. Bell.

PHILCO stockholders are asked, in proxy statement mailed March 12 with notice of annual meeting April 6, to vote for reduction of board of directors from 22 to 13. Following are the nominees, with their respective common stockholdings as of Feb. 8, 1956: Wm. Balderston, chairman, 4963 shares; James T. Buckley, director, 12,651; James H. Carmine, pres., 31,538; Charles S. Cheston, director of various industrial & financial institutions, 300; Joseph H. Gillies, v.p., 6827; Larry E. Gubb, director, 26,248; Larry F. Hardy, v.p., 6854; Robert F. Herr, v.p., 24,707; Wm. Fulton Kurtz, chairman of exec. committee, First Philadelphia Banking & Trust Co., 210; John M. Otter, exec. v.p., 5577; Courtney Pitt, 1100; James M. Skinner Jr., 8670; Leslie J. Woods, 7573.

Retirement of James H. Carmine when his term expires in April (Vol. 12:7) is officially announced, along with statement that "the nominees for the board of directors have agreed informally that James M. Skinner Jr. will succeed Mr. Carmine as president." Mr. Balderston's 1955 salary was \$60,000, Carmine's \$75,000, both waiving incentive compensation; ex-pres. Buckley's and ex-pres. Gubb's were \$30,000 each, both also without incentive compensation. Other 1955 officer & director compensations: Harold W. Butler, \$30,000 salary & \$19,600 incentive; Wm. H. Chaffee, \$30,000 & \$12,100; Raymond B. George, \$37,500 & \$15,000; Joseph H. Gillies, \$39,167 & \$35,600; Larry F. Hardy, \$40,000 & \$30,300; Robert F. Herr, \$27,500 & \$37,200; Frederick D. Ogilby, \$40,000 & \$30,300; John M. Otter, \$50,000 & \$27,900; Courtney Pitt, \$35,000 & \$15,800; Samuel N. Regenstrief, \$30,000 & \$18,600; Raymond A. Rich, \$37,500 & \$25,600; David B. Smith, \$35,000 & \$16,900; Leslie J. Woods, \$40,000 & \$26,700.

Of the 3,772,229 shares of common stock outstanding, largest block is held by Philco Profit Sharing Fund—531,631 shares plus 5000 shares preferred, approximately \$1,055,000 cash and \$7,142,000 in govt. & other securities as of Dec. 31, 1955. On "credit unit" basis, Fund holdings were as follows (value: approximately \$2.67 per credit unit): Balderston, 157,400 credit units; Buckley, 73,000; Butler, 70,000; Carmine, 126,600; Chaffee, 27,100; George, 23,800; Gillies, 94,900; Gubb, 72,000; Hardy, 93,700; Herr, 86,600; Ogilby, 54,800; Otter, 68,600; Pitt, 35,600; Regenstrief, 22,400; Rich, 9900; Smith, 68,100; Woods, 87,900.

Stock options outstanding to officers & directors (at 37 on Feb. 15, 1955; 31½ on Feb. 14, 1956): Balderston, 19,236 shares; Butler, 3274; Carmine, 15,878; Chaffee, 3114; George, 1327; Gillies, 4383; Hardy, 6712; Herr, 2959; Kennally, 2100; Ogilby, 4086; Otter, 5905; Pitt, 3563; Regenstrief, 1350; Rich, 2267; Skinner, 1383; Smith, 3241; Woods, 6712—plus 6206 shares to officers who are not directors. Options may be exercised while employed by Philco or within 3 months after leaving its employ; at time shares are optioned, an equal number of shares are reserved for future issuance to same persons after retirement and without payment, provided they meet certain conditions, including non-participation in any competing business, availability for consultation and the like.

Note: Proxy statement reveals that Carmine, besides drawing largest salary, is largest single stockholder among officers and directors, holds nearly \$340,000 equity in Profit Sharing Fund, is second largest holder of stock options. That and fact that he remains on the board of directors and will continue in consulting capacities would clearly seem to obviate any likelihood that he intends to affiliate with any other company in the field.

Dividends: IT&T, 45¢ (increased from 35¢) payable April 15 to stockholders of record March 23; Motorola, 37½¢ April 13 to holders March 30; ABC-Paramount, 25¢ April 20 to holders March 27; Canadian Westinghouse, 25¢ April 2 to holders March 15; Packard-Bell, 12½¢ April 25 to holders April 10.

Color Trends & Briefs: RCA-NBC will showcase their WNBQ, Chicago, during April 15-19 NARTB convention, marking conversion of station to all-color operation by April 15 deadline—first such conversion (Vol. 11:45). All station's live programs will be in color regularly, about 5 hours daily. To this will be added the 1-2 hours of color fed daily by NBC-TV. In addition, all suitable color film will be employed. Station will have 5 color cameras.

For benefit of NARTB members, many color sets will be installed throughout convention hotels. When off-air color isn't available, closed-circuit color film will be fed to receivers. This week, WNBQ began color orientation sessions for sponsors, to permit them to test products before color cameras. Two-day color seminar for those attending convention will be conducted by RCA, April 20-21 at Merchandise Mart.

On March 27, station v.p.-mgr. Jules Herbuveaux will discuss color plans before meeting of Public Utilities Advertising Assn. at Edgewater Beach Hotel, Chicago. In fact, NBC executives and station managers are all over the lot these days preaching the gospel of color TV. Scheduled for March 27 meeting of Philadelphia's famed Poor Richard Club is talk on "Color TV and the Advertiser" by Lloyd E. Yoder, v.p.-gen. mgr. of WRCV-TV & WRCV, who will tell of all-color plans for WRCV-TV.

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Color will dominate TV sessions of big March 19-22 IRE convention at New York's Waldorf-Astoria Hotel and Kingsbridge Armory. One entire session will be devoted to RCA's video tape recorder. Papers will be presented on all types of color tubes, including 3 on Philco's "Apple" and discussions of Westinghouse, GE, CBS, Chromatic & RCA tubes. Other TV papers will be presented on subscription TV, over-horizon transmission, recording of color on black-&-white film, new RCA low-light image orthicon, portable battery-powered pickup & transmission system.

Network Color Schedules
(March 19-April 2, 1956)

- March 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *This Is Your Life*, 10-10:30 p.m.
- March 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m.
- March 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 24—CBS: *Gene Autry Show*, 7-7:30 p.m.
- March 25—NBC: *The Sunday Spectacular*, "Heaven Will Protect the Working Girl," 7:30-9 p.m.
- March 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Climax*, 8:30-9:30 p.m.
- March 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 31—NBC: *Texaco Star Theatre*, starring Jimmy Durante, 9:30-10 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.
- April 2—NBC: *Producers' Showcase*, "The Barretts of Wimpole Street," 8-9:30 p.m.

Most startling prediction on color growth came from ABC pres. Robert E. Kintner last week, when he said there might be 4,000,000 color sets in hands of public by Sept. 1957—though he qualified it somewhat by adding: "I think that's optimistic, but a possibility." Few manufacturers have predicted industry will have produced more than 1,000,000 color sets by Sept. 1957. Last Nov. (Vol. 11:46), 17 members of RETMA's picture tube section averaged these predictions: 211,000 in 1956, 723,000 in 1957, 1,953,000 in 1958.

All station IDs are now being colorcast by WWJ-TV, Detroit, which also has been originating 2 weekly shows in color since fall—hour *Adventure Ho* and 15-min. *Colorland*.

Electronics Reports: Canada's burgeoning electronics industry is now virtually self-sufficient, reports Canadian RETMA in special presentation to Royal Commission on Canada's Economic Prospects, released this week. To insure unimpeded future development, it recommended this 8-point program:

- (1) Encouragement of fundamental and applied research through tax incentives to manufacturing companies in direct proportion to amount they spend on research.
- (2) Better liaison between govt. defense agencies and industry on defense production planning and research.
- (3) More govt. research & development contracts to offset costs of developing facilities and new products for defense applications.
- (4) Govt.-industry cooperation to devise plan for expanding training and availability of technical personnel.
- (5) Stronger enforcement and application of military "buy-in-Canada" program.
- (6) Recognition of electronics as a separate industry for purpose of govt. statistics.
- (7) Updating of tariff structure, particularly with regard to ending duty-free importation of electronic components which now are manufactured in Canada.
- (8) Modification of CBC TV transmitters so that U. S.-originated color programs may be seen in color in Canada, thereby encouraging Canadian-made color receivers; elimination of 15% excise tax on TV-radio receivers.

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Harold A. Jones promoted to national sales mgr. of Motorola's expanded communications & electronics div.; Dr. W. R. (Rex) Sittner, ex-Hughes Aircraft & Bell Labs, named assoc. director of semi-conductor research & development; Dr. Wm. E. Taylor promoted to chief engineer of semi-conductor materials research.

Tiniest transistor yet is Philco's M-1 subminiature audio frequency alloy-junction type—so small that 20 can be placed on a dime. New hermetically sealed transistor is said to possess unusual strength by virtue of its tiny size through elimination of the weakening factor of excess mass. Ideally suited to hearing aids as well as subminiaturized military equipment, 3 of the new transistors have been incorporated in a development amplifier the size of a pencil eraser, with gain of 70 db.

Market for industrial electronics equipment should double in next 4 or 5 years, GE pres. Ralph J. Cordiner predicted this week in company's annual report. GE has "regrouped its organization to provide extra concentration on this growing field," he said, adding that defense business should account for about 20% of GE's total volume during the next few years.

International Resistance Co. on March 9 merged wholly-owned subsidiaries—Hycor Co., Hycor Sales Co. of California, Ireal Industries—into new Hycor div., shifting all to new plant at 12970 Bradley Blvd., Sylmar, Cal. Officers of new div.: Wm. I. Elliott, pres.; Kenneth T. Eckardt, v.p.; Clarence G. Harding Jr., treas.

Dr. Ralph Bown, Bell Labs v.p. in charge of patent activities & long-range planning, one of electronics industry's most highly respected and honored scientists, has retired after 37 years with AT&T. He's past pres. of IRE, past chairman of JTAC, recipient of IRE's Morris Liebmann Memorial Prize and Medal of Honor, and served last year as chairman of U. S. Patent Office Advisory Committee. In early days of broadcasting, he pioneered AT&T's radio transmission & propagation studies.

John A. Doremus named v.p. in charge of engineering, Aircraft Radio Corp., Boonton, N. J.

Network Television Billings

January 1956 and January 1955

(For Dec. & full 1955 report, see *Television Digest*, Vol. 12:6)

A NOTHER RECORD in TV billings was achieved by CBS in Jan., its total rising to all-time high of \$17,820,455 from previous record of \$17,086,161 in Dec. 1955. Somewhat later than usual, Publishers Information Bureau's first monthly report for 1956 was released March 13, and also shows ABC holding at about same record levels it achieved in Nov. & Dec. of last year. NBC's \$15,831,141 was slightly under Dec. record of \$16,010,878.

Combined networks in Jan. ran 16% ahead of Jan. 1955, with ABC's gain 72%, CBS's 13%, NBC's 11%, average held down because of demise of DuMont Network. The complete PIB report for Jan.:

NETWORK TELEVISION			
	January 1956	January 1955	%
			Change
CBS _____	\$17,820,455	\$15,831,141	+13
NBC _____	14,674,255	13,172,695	+11
ABC _____	6,382,046	3,718,195	+72
DuMont* _____	—	723,960	—
Total _____	\$38,876,756	\$33,445,991	+16

* 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.

Mrs. Lyndon B. Johnson, wife of the Senate majority leader, is acquiring 50% of KRGV-TV, Weslaco, Tex. (Ch. 5) from O. L. (Ted) Taylor, who will retain 50%, according to application filed with FCC this week. Stock actually will be held by Mrs. Johnson's LBJ Co., which is paying \$5000 for half interest, also agreeing to lend station \$140,000. As part of deal LBJ (Mrs. Johnson's nickname is "Lady Bird") also holds option, expiring May 1, 1957, to buy 50% of radio KRGV for \$50,000. LBJ Co. operates KTBC-TV, Austin, Tex. (Ch. 7) & KTBC and owns 29% of KWTX-TV, Waco (Ch. 10) & KWTX. If transaction is approved, Taylor, who owns 90% of stock, is to acquire 10% held by Lloyd M. Bentson Jr., paying the \$12,500 owed Bentson by station. Other outstanding obligations of KRGV-TV are to be handled as follows: (1) The \$125,000 which station owes Taylor is to be partially paid by \$35,000 of new capital stock after KRGV-TV increases issue from \$25,000 to \$60,000—remaining \$90,000 owed Taylor to be exchanged for two promissory notes of \$45,000 each. (2) The \$130,415 owed to radio station KRGV is to be cancelled and LBJ Co. is to lend \$103,000 to radio KRGV. KRGV-TV balance sheet dated Jan. 31, 1956 lists \$43,613 current assets vs. \$86,708 current liabilities out of total \$387,738.

Sunspot activity blacked out shortwave communications March 15 over entire daylight portion of the world, second time in recent weeks, and more of same is expected as sunspot cycle approaches peak. So-called "Dellinger fadeout," named for retired radio chief of Bureau of Standards, lasted 30-40 minutes, affected international and maritime wireless communications.

Applications for 2 uhf stations were filed this week, bringing total pending to 137 (24 uhf). Week's applications: For Birmingham, Ala., Ch. 42, by owners of Winston-Salem's WTOB-TV (Ch. 26) and grantee of WOTV, Richmond (Ch. 29); for Anderson, Ind., Ch. 61, by Great Commission Schools, granted by FCC this week. [For details see *TV Addenda 22-J* herewith.]

Dempster McIntosh, pres. of Philco International from 1943-53, now serving as U. S. Ambassador to Uruguay, nominated to be Ambassador to Venezuela.

Alfred I. duPont Awards for 1955 do not specifically recognize TV achievement, though one of the 3 winners of plaques and \$1000 cash, CBS chief European correspondent Howard K. Smith, who appears on both TV and radio, is selected for "exceptional insight into the meaning of European events and his ability to communicate that meaning with clarity, liveliness and warmth." Other awards, bestowed at dinner in Washington March 16: (1) Radio WICC, Bridgeport (Philip Merryman, gen. mgr.) for community service and for work during storm & flood disasters. (2) Radio WTIC, Hartford (Paul Morency, gen. mgr.) for "variety and excellence of programs [particularly in] cause of better schools; the realistic and socially useful presentation of teen-age problems; the encouragement of young livestock farmers, with financial aid to them; the enlightened undertaking to bring the intellectual resources of Yale University to its listeners . . ." Judges were Dr. Francis P. Gaines, pres. of Washington & Lee U; Mrs. Jesse Ball duPont; Turner Catledge, managing editor, *New York Times*; Byron Price, noted newsman and ex-asst. secy. gen., United Nations; Mrs. Theodore S. Chapman, pres. of General Federation of Women's Clubs.

Swift passage of political broadcast bill (S. 3308), introduced by Sen. Lyndon Johnson and sponsored by 85 Senators (Vol. 12:8-9), was predicted this week by Johnson, who said he hoped to clear it before Easter recess April 1. Bill would exempt from equal-time provisions of Communications Act presidential and vice-presidential candidates of any party which received at least 4% of total popular votes cast in preceding presidential election or which presents petitions with signatures equalling 1% of votes in that election. Networks generally object to measure, contending it would lead to excessive requests for free time, and arguing that it's not as good as House bills which would provide equal-time exemptions only for news and forum shows. Meanwhile, Sen. Magnuson (D-Wash.), chairman of Senate Commerce Committee, said his group would "look into" questions relating to equal time for political broadcasts. He issued statement in reply to request by Democratic Chairman Butler for investigation of networks' refusal to grant his committee equal time to answer President's recent address (Vol. 12:9); only MBS granted equal time.

FM revival in San Francisco: NBC's KNBC-FM March 14 began own independent programming, starting with 20 hours weekly of classical and hi-fi music, with intention of expanding to as much as 18 hours daily, depending on sponsor and public response. KNBC gen. mgr. Wm. K. McDaniel said decision was "based on the wide audience for classical music in the area, the increased ownership of FM radios, and the growing vogue for high-fidelity audio equipment." Initial programming is 7-11 p.m. Wed. thru Sat., with rates \$50 an hour, \$5 for min. announcement. First sponsor is RCA Victor distributor Leo J. Meyberg Co., in cooperation with music and dept. stores. Meanwhile, Triangle Publications has applied to FCC for new FM station at Binghamton, N. Y. as companion to its recently acquired WNBFF-TV & WNBFF there.

Now TV gets blamed for tooth decay in children—or at least some of it. Addressing District of Columbia Dental Society this week, Dr. Wm. W. Demeritt Jr., Chapel Hill, N. C. child dental authority, explained that TV programs aimed at kiddies often tempt the taste of 3 & 4-year-olds for candy, soft drinks, ice cream, chewing gum & sugar-coated breakfast foods—at the age when children's teeth are most susceptible to decay.

Power increases: KTTS-TV, Springfield, Mo. (Ch. 10) March 14 to 316-kw ERP. WTOK-TV, Meridian, Miss. (Ch. 11) scheduled to increase March 18 to 316-kw.

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

NEW COLOR SETS & TUBES: Westinghouse prepares for 10,000 rectangular 22-in. sets; Philco gives details of 'Apple' system; CBS reworks its tube (p. 1).

ENGINEERING FUNDAMENTALS occupy FCC in allocations debate. Uhf operators plan 'grass roots' campaign, pressure on politicians, to persuade FCC (p. 2).

SENSATIONS ABSENT in Evins 'influence' investigation; Sen. Kennedy probing daytime radio; Sen. Kefauver examines affiliation cancellations (p. 3).

TELECASTING DEVELOPMENTS at IRE convention: Commercial 'creepy-peepy' transmitter, low-light image orth, new antennas, first regular U. S.-Cuba link (p. 5).

NEW STATION STARTERS: Marquette vhf, first TV in Michigan's Upper Peninsula, and Hagaman, N. Y. uhf satellite owned by Albany uhf WROW-TV (p. 5).

EXTENSIVE CHANGES in program line-up for next season foreshadow increasing use of film, disappearance and changes in long-time favorite shows (p. 7).

GE's 9-in. 13-lb. **PORTABLE** lightest in history of industry. Siragusa predicts 10,000,000 TV sales next year. Westinghouse resumes TV-radio output (p. 10).

TIGHTER CREDIT TERMS for financing of consumer products, including TV-radio-appliances, indicated in survey of delegates to bankers' convention (p. 13).

RECORD CBS EARNINGS & SALES reported for 1955, with TV gross time sales up 29% over 1954. Optimism expressed on radio outlook (p. 13).

IRE CONVENTION HIGHLIGHTED by report on electronics in earth satellite program. New transistors and components shown, paving way for transistor TV (p. 15).

BAIT-SWITCH AD COMPLAINTS prompt NARTB to ask public and stations for any information on fraudulent ads. Criticism from press, Capitol Hill continues (p. 8).

CPs ALL UHF THIS WEEK, including grant to Tri-Cities over WCMW in Canton, O. FCC proposes rule-making to permit dual-city identification (p. 8).

COLOR—PHILCO, WESTINGHOUSE, HYTRON: An entirely new color receiving system -- the long-guarded Philco "Apple" project -- was unveiled to eager TV engineers at this week's IRE convention. Philco inventors carefully explained system's operating principles and technical aspects -- "what, why, where, how and who" -- and just as carefully evaded all questions about the "when."

Best guess is that Philco's set is still year off -- but this could change if color catches fire, accelerating developments all along line. Meanwhile, first rectangular-tube color set is due to go on market in couple of months -- Westinghouse having begun small-scale production of its all-glass 3-gun 22-in. shadow-mask tube.

Its long strike settled, Westinghouse set div. now plans an initial run of 10,000 color sets beginning May 1. Fullscale tube output is due to begin by about June 1, the tube div. stepping up production as rapidly as specialized machinery is installed. Tube will be priced "under \$115 and probably under \$110," according to a company official, (vs. RCA's \$100), and sets will be "competitive" with RCA. Westinghouse says quite a few other set manufacturers are interested in the tube, which is virtually interchangeable, circuit-wise, with RCA 21-in. round.

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Increased interest in color was manifest at IRE convention, with virtually every known color tube the subject of technical papers -- though except for Philco "Apple" there were few new revelations. Another exception was CBS-Hytron, which disclosed it's working on new model of its never-produced 22-in. rectangular shadow-mask tube, and hinted it's due for mass output in 1957. New version is called "UMF Colortron" ("unipotential mask focusing"), is said to have double the brightness of previous developmental 22-in. Colortron. This is achieved by replacing mesh grill system with electronic lens and increasing size of apertures in mask.

GE's post-acceleration tube, now out of lab, won't reach production stage this year, company representatives at IRE meeting reported.

Nothing radically new this year -- that seems to be the prospect -- only 3-gun shadow-mask tubes. RCA currently is only manufacturer producing color tubes in

quantity, though Sylvania, Tung-Sol and Thomas Electronics are making some RCA-type 21-in. round tubes. Sylvania hopes to get into "substantial production" by June, and -- like RCA -- is convinced that round tube is "it" for visible future.

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Three papers on "Apple" system emerged as color highlight of IRE convention. Large meeting room in Waldorf-Astoria was packed to the gunwales, SRO, and some late-comers had to be turned away. During the film-slide presentations a dozen camera shutters were continually clicked by engineers anxious to have copies of block diagrams, photos of chassis, etc., for study before official transcript is available.

Basic idea of "Apple" or "beam-indexing" system is to make color tube as simple as possible -- putting any necessary complexities in circuit instead of in tube. That was explanation of Philco research v.p. David Smith at press conference preceding engineering session. He steadfastly refused to give any price or production plans, adding that entire system goes back under wraps after convention.

Highlights of new chassis and tube (set described was called "receiver No. 7" and identified as one of many "Apple" designs), as explained by Smith and Philco engineers: Tube is 21-in. with full 260-sq. in. picture -- same as black-&-white -- and uses inexpensive all-glass bulb virtually identical to 74-degree monochrome bulb. Except for vertical phosphor strips, entire tube can be made on conventional black-&-white machinery. It's been life-tested for 10,000 hours "with no deterioration."

Tube employs single electron gun which emits 2 extremely thin beams -- one "writing beam" and one "indexing beam," the latter feeding back to chassis information on the exact location of writing beam at all times. Set illustrated in slide presentation was table model, about same size as 21-in. monochrome, with 21x40-in. chassis, including power supply. It had 33 circuit tubes (8 more than RCA color set), due to be cut to 30 through use of dual-purpose tubes. It had 11 set-up controls, including 6 not found on monochrome sets -- 3 due to be eliminated in production design. No magnetic shielding or compensation for earth's field is required.

What about the picture? There's been no public or semi-public demonstration, but Ektachrome slides of monochrome and color displays were shown at sessions. Convergence, definition and monochrome picture appeared good. Those who saw March 5 CCIR demonstration (press was barred) reported excellent color & monochrome pictures.

Philco set "demonstrates full potential of the NTSC system," said Smith. Its highlight brightness is 40 foot-lamberts, he added -- about twice as bright in color as Philco's current round-tube shadow-mask sets, 4 times as bright in monochrome.

There's no pricing yet on set or tube, of course, but a Philco representative "guesstimated" tube could be produced to sell at \$70 in run of 100,000 or more. It's logical guess that Philco won't produce the set until it's "competitive."

Company is particularly anxious to quash the "complexity" rumors which have grown up around its hitherto-secret color chassis -- and all of the engineering papers emphasized simplification of circuits, simplicity of tube. Next step, says Philco, is polishing the Apple -- circuit simplification, refinements, etc.

Philco's tube-making competitors don't scoff at Apple -- some of them, incidentally, being Philco licensees. The opinions of 2 we asked were virtually identical: Very interesting, shows promise, not ready.

FCC STUDIES UHF-VHF BASICS; UHFs MOBILIZE: FCC allocations deliberations this week were still concerned mainly with engineering fundamentals, Commissioners still mostly listening to staff and asking questions -- no change in thinking evident.

Staff is extremely careful to avoid recommending decision, but there's no question that most feel uhf must be saved. There's strong sentiment for deintermixture, and many think an all-uhf plan is the ideal -- scarcely in the cards -- but the ideal, nonetheless. Some like the idea of a dual vhf-uhf system, distributed on a geographic basis with vhf limited to sparsely-settled areas, non-TV services to use vhf in congested regions.

Another school believes that judicious horse-trading with the military and other services would be best for everyone. One proposal before Commission is a swap

that would leave TV with the 50 channels between 108 & 408 mc -- with the switchover to take 10 years, if necessary.

It all depends on thinking of the military and of President Eisenhower himself. One complaint heard at Commission is that FCC isn't specific in its dealings with Office of Defense Mobilization; that it hasn't told ODM precisely what it wants or what it's prepared to give in return.

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Uhf operators are mobilizing as never before, meanwhile. New Committee on Competitive TV, seeking to embrace not only all uhf stations but those vhfs suffering from competition with big-city vhfs, now has fulltime exec. secy. headquartered in Washington -- Joseph Meagher, managing editor of Erie (Pa.) Times. Times principals are substantial stockholders in WSEE, Erie (Ch. 35).

"Grass roots" campaign is planned by CCT. According to CCT vice chairman John W. English, of WSEE, uhf operators have great political power -- many of them with strong newspaper connections.

Though investigation by House Small Business subcommittee caught headlines with charges of "influence," most testimony before it this week was from uhf operators, who begged Congress to tell FCC what to do.

FCC has obscured situation by talking about engineering problems, according to testimony of Philip Merryman, WICC-TV, Bridgeport (Ch. 43). He said Congress should tell Commission: "Implement the Congressional mandate to provide a TV facility to as many communities as want them. Do it by deintermixture, by tax differential, by using 'drop-ins', by any means your engineers can devise, but do it."

In response to Committee questions, Merryman stated that any city that can support a newspaper or a radio station can support TV; that pay-as-you-see TV is an "unknown quantity" but should be tried, not prejudged; that networks are on their way out in radio and "it's a very healthy thing"; that he blames FCC, not networks, for the current problems of uhf operators.

CCT chairman John G. Johnson, WTOB-TV, Winston-Salem (Ch. 26), testified that "it's only a matter of weeks until 50% of the uhf stations will have gone under"; that "it's an allocation problem, not a uhf problem"; that "one of the really serious problems created by this faulty allocation of vhf and uhf channels has been the strangulation of the ABC network."

CCT vice chairman English said the solution is deintermixture and creation of 10% excise tax differential between vhf & uhf sets. "Possibly the only positive step taken by FCC," he said, was to permit owners of 5 vhf stations to acquire 2 uhf. He said NBC's ownership of WBUF-TV, Buffalo (Ch. 17) would improve situation of his WSEE, Erie, by stimulating growth of uhf set circulation in the general area.

EVINS 'INFLUENCE' PROBE DRAWS BLANK: Sensational charges of "influence" have fizzled so far, in Rep. Joe Evins' (D-Tenn.) investigation of FCC and networks (Vol. 12:11). Hearings of Evins' Small Business subcommittee March 20-21 hit no pay dirt, though his staff hinted it has its finger on something.

Responding to subpoenas, RCA-NBC secy. John Q. Cannon and CBS secy. Julius F. Brauner dutifully lugged in boxes containing their filings and correspondence with FCC since Jan. 1, 1953 -- but no one in his right mind thinks they contain anything of the type the probers are looking for.

Committee counsel Everette MacIntyre then got down to naming names, asking the network officials whether they'd brought copies of correspondence between their officials and the following: Florence I. Porter, confidential asst. to FCC Chairman McConnaughey, whom MacIntyre identified as former employe of GOP National Committee; Charles M. Gowdy, legal asst. to McConnaughey; Harold G. Cowgill, chief of FCC Common Carrier Bureau; Walter Williams, Undersecretary of Commerce, identified as "liaison with the White House and FCC."

MacIntyre said he has reason to believe that networks had corresponded with at least 2 of the foregoing. Network witnesses said they'd go back and look for such

documents. Meanwhile, RCA-NBC representatives will meet with Committee staff March 27 to discuss what additional documents are desired; CBS people will confer later.

Surprise witness March 21 was Thomas G. Tinsley, the major stockholder of WXEX-TV, Petersburg-Richmond, Va. (Ch. 8). He'd been called in by Committee which sought to show he'd used political influence to win Ch. 8 decision. It was brought out that Tinsley had entertained FCC Comr. Lee at his Baltimore home before decision was made and that Tinsley had headed Maryland Citizens for Eisenhower in 1952 -- but that's about as far as it got.

Laboring strenuously to protect FCC was Rep. McCulloch (R-Ohio), who said he has "an uneasy feeling" that investigation was a "political, partisan fishing expedition." His insistent demand that Committee call for FCC-network correspondence going back to Jan. 1, 1949, when Truman Administration was in power, was ignored.

FCC hasn't yet supplied Committee with information about gifts, expenses, etc. received by Commission personnel from industry. MacIntyre said Commission had been asked not to bother reporting things with "value less than a 12-lb. ham."

FCC Chairman McConnaughey, meanwhile issued statement giving his side of Evins' account of meeting in which, according to Evins, McConnaughey said networks have power to "hire and fire" FCC employes (Vol. 12:11). The FCC chairman said that he was "astounded" by the account; that no one mentioned "network control" during the meeting; that he had said he was "weakest chairman" of govt. regulatory agencies only in the sense he couldn't hire & fire without full Commission approval.

Balance of testimony, during the 2-day hearings, came from uhf operators: Philip Merryman, WICC-TV, Bridgeport (Ch. 43), pres. of Committee for Hometown TV; John G. Johnson, WTOB-TV, Winston-Salem (Ch. 27), chairman of new Committee for Competitive TV; John W. English, WNAO-TV, Raleigh (Ch. 28) & WSEE, Erie (Ch. 35). For their testimony, which urged that FCC must change allocations policy, see p. 3.

Evins gives no indication of what's next. He told us hearings would be resumed after staff studies FCC and industry documents -- probably after Easter.

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Investigations are busting out all over in Congress, as all good Democrats decide now is the time to make political hay. Senate Small Business subcommittee, under Sen. Kennedy (D-Mass.), said it would study problems of daytime radio stations, who have been trying to get FCC to give them longer hours of operation. Daytimers are represented by ex-FCC Comr. Frieda Hennock. Hearings are due within 6 weeks.

Sen. Kefauver (D-Tenn.), voice strengthened by Minnesota primary victory, introduced bill "to prohibit certain unfair practices with respect to the cancellation of franchises held by automobile dealers and by radio and television broadcasting stations." Bill (S-3494) would prevent networks from cancelling affiliations unless networks pay stations "reasonable value" -- latter to be determined by 3 appraisers, one picked by network, one by station, third by the other 2.

Film producers' TV station holdings will be explored by Senate Small Business subcommittee under Sen. Humphrey (D-Minn.). He interrupted hearing on exhibitors' complaints this week to state "there is real need" to examine relationships, added that FCC members may be called in to testify. He said he's particularly interested in Paramount Pictures' holdings.

Anti-trust investigation started by Judiciary subcommittee under Rep. Celler (D-N.Y.) looks as if it won't get back to TV until latter May. It's hot after airlines at the moment, doesn't have time for TV.

First and biggest of current hearings, that of Senate Interstate Commerce Committee, gets going again next week. Scheduled March 26 are Richard F. Moore, KTTV, Los Angeles, and Ernest L. Jahncke, ABC, in Senate Office Bldg. Room 318. Set for next day are William Lodge, CBS, and Joseph Heffernan, NBC, in Room 324. If more time is needed, hearings will continue March 28. All-day sessions are planned.

Subscription TV is next topic of Senate Commerce Committee, with testimony from proponents and opponents scheduled whole week starting April 23. After that, "network practices" come up in sessions some time in May.

COMMERCIAL "creepy-peepy" camera-transmitter system, an image orthicon camera which sees in the dark, new antenna systems and plans for direct U.S.-Cuba network link this year highlighted TV developments reported in technical papers at this week's IRE convention in New York.

RCA's pack-type TV system, developed for Army Signal Corps (Vol. 12:8), has been modified for commercial station use, a company official said. Two are being constructed for NBC — presumably for use at political conventions — and "another network" is said to have expressed interest. While price wasn't disclosed, spokesman said gear can be within means of average TV station.

Camera weighs 8 lb., back-pack transmitter 47 lb. Unit has half-mile "noise-free" range, can also be used with cable for closed-circuit pickup. Pickup tube is vidicon and system is said to provide standard video signal suitable for network use. Military version uses carrier frequency of 360 mc, but commercial model will use a uhf TV frequency. Unit is powered by 5 chemical (zinc-silver) cells giving 6.7 volts. High voltage is supplied by battery-driven dynamotor. Batteries must be recharged after 2 hours use. "Base station" includes AC or battery powered receiver with 10-in. Monitor.

Possible commercial TV applications—particularly for color telecasting, where lighting is problem — were seen in new RCA "low-light" image orthicon described in another paper at convention. Developmental tube is far more sensitive than human eye, can pick up objects and scenes lighted only by starlight. It is similar to standard IO tube,

except for increase in distance between glass target and mesh screen. Same or similar tube is believed to be heart of Bendix's industrial TV light amplifier (Vol. 12:4) and of Air Force's "Cat Eye" device to enable pilots to "see" in dark. Tube for latter is made by Westinghouse.

Two new TV transmitting antennas were described in IRE papers—GE's developmental "self-diplexing" helical uhf antenna and Alford Mfg. Co.'s high-gain slotted ring arrays. GE antenna eliminates need for diplex-filter system for isolating audio and video signals. Basic design consists of single mast with 2 cross-wound helices, one for aural and one for visual signals. Design, adaptable to both uhf & vhf, would also permit 2 or more stations to share one antenna — though in this case each station would have to use diplexer. Alford paper described slotted ring antennas, such as that used by WITN, Wilmington, N.C. (Ch. 7), as well as extremely high gain antennas utilizing long wires strung between rings of antenna and nearby poles, achieving power gains of over 100.

First regular TV network service between U. S. and Cuba will start this year, Federal Telecommunication Labs (IT&T) engineers revealed in paper at convention on first commercial over-the-horizon TV hop. Frequency will be in 600-900 mc (uhf) band and path will be from Homestead, Fla. to Guanabo, Cuba — 184 mi. Relay will accommodate one video and 120 telephone channels. An entire session at convention was devoted to "forward scatter" or over-the-horizon transmission, and heard report on results of AT&T's Florida-to-Cuba voice transmission experiments and paper by Collins Radio Co. illustrating that uhf scatter systems produce only 25-50% of the interference of a line-of-sight system performing the same service.

TWO STATIONS began operation this week—one a uhf satellite—to bring on-air boxscore to 464 (99 uhf). Michigan Upper Peninsula's first TV outlet is WDMJ-TV, Marquette (Ch. 6), planning April 15 start as CBS Extended Market Plan affiliate, having run off first test patterns March 20. Satellite WAST, Hagaman, N. Y. (Ch. 29) began March 22 with off-air pickup of parent WROW-TV, Albany (Ch. 41) about 20 mi. away.

WDMJ-TV opens up new small market—Marquette (1950 pop., 17,202) being more than 100 mi. from other TV cities. It has 10-kw RCA transmitter, 12-section antenna on 200-ft. Ideco tower, and RCA is building 3-hop private microwave for interconnection via WBAY-TV, Green Bay, Wis. Owner Frank J. Russell is publisher of *Marquette Mining Journal* (WDMJ), also controls *Iron Mountain News* (WMIQ), owns 25% of *Rhinelanders* (Wis.) *News*, which in turn owns 8% of WSAU-TV, Wausau, Wis. W. H. Treloar, from *Mining Journal*, is gen. mgr.; Robert Luke, from WDMJ, regional sales mgr.; James H. Luke, local sales; Charles Zwemer, ex-asst. program director of WBNS-TV, Columbus, O., program director; Paul Anick, ex-WMIQ, chief engineer. Base hour is \$150. Rep is Weed.

WAST was built to improve signal in Schenectady and in hilly area generally. Manned by resident engineers, it uses 12-kw GE transmitter and 200-ft. Stainless tower with 5-bay antenna on Glenville Hill. It's owned by Lowell Thomas group, which acquired WROW-TV in Nov. 1954 (Vol. 10:45). WROW-TV base hour is \$300. Rep is Harrington, Righter & Parsons.

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

WCBI-TV, Columbus, Miss. (Ch. 4) plans June 13 debut carrying CBS & NBC shows, now that AT&T and Southern Bell Telephone have assured microwave connection with Meridian by then, reports gen. mgr. Bob McRaney. It will be first outlet in northern Miss., Columbus

being over 80 mi. from other TVs. Studios and transmitter are in building which houses radio WCBI transmitter and installation of 5-kw RCA transmitter and control room gear is over 50% complete. It will have 5-bay antenna on 500-ft. Andrews tower, on which work begins as soon as weather improves. Owner Birney Imes publishes *Columbus Commercial Dispatch*, owns AMs in 3 other Miss. cities. Base hour will be \$150. Rep will be McGillvra.

WIPR-TV, San Juan, P. R. (Ch. 6, educational) has tentatively set target for next Nov., reports R. Delgado-Marquez, TV-radio gen. mgr. for Puerto Rico Dept. of Education. It will build new \$275,000 building to house both TV & radio, now is considering equipment bids.

KETA, Oklahonia City (Ch. 13, educational), unable to repair transmission lines because of bad weather, didn't meet mid-March test pattern target, but still hopes for April 2 programming, reports director John W. Dunn. RCA field engineers arrived week of March 19 to check out 10-kw RCA transmitter and supergain 14-section RCA antenna on 1572-ft. tower it shares with KWTW (Ch. 9).

"Midget" power supply unit for TV studio equipment, reducing tube and space requirements by more than 70%, was announced this week by RCA. New powerhouse is said to produce 1500 milliampere output, requires only 10½-in. of rack space and "provides more than 250% more usable power than previously available RCA types." Designated WP-15 and suitable for both commercial and closed-circuit applications, it's due to be available in May and will sell for \$675, as compared with \$1440 for RCA's old and larger 1500 milliampere power supply (WP-33B).

Philadelphia studios being built by Wilmington's WPFH (Ch. 12) on top floor of Suburban Station Bldg. are due for completion by late April, with studio programming originations slated to begin early in June. New studio is in addition to Wilmington facilities, will be equipped by RCA at cost of more than \$180,000.

Personal Notes: Craig Lawrence, CBS-TV director of station administration, named v.p. in charge of CBS-owned TV stations & CBS-TV Spot Sales, reporting to exec. v.p. Merle S. Jones . . . George BarenBregge resigns as sales mgr. of WABD, N. Y., to become gen. mgr. of WIRI, Plattsburgh, N. Y. . . . Robert A. Forrest promoted to mgr. of program dept., WCAU-TV, Philadelphia; Mel Levine promoted from operations mgr. to assist Forrest . . . Michael Kraike named to new post of administrative exec. at 20th Century-Fox's TCF Productions, supervising *My Friend Flicka* series on CBS-TV and reporting to Irving Asher, director of all TV operations . . . Wm. F. Craig, TV director of Procter & Gamble, heads new TV-radio-motion picture programming section of Procter & Gamble Productions Inc.; Wm. M. Ramsey, radio director, placed in charge of all TV-radio commercials . . . George Mathews, ex-KOA, Denver, named business mgr. of WRCV-TV, Philadelphia . . . John Kieran Jr., from NBC Radio's *Monitor*, joins WABD, N. Y., as director of promotion, publicity & special events . . . Wm. Peterson, ex-radio KTAR, Phoenix, named program director of upcoming KDWI-TV, Tucson (Ch. 9), due in May . . . Jock Fearnhead resigns as gen. mgr. of KYA, San Francisco, named gen. mgr. of radio WINS, N. Y., replacing Robert Leder, now gen. mgr. of WOR . . . Sherril Taylor resigns as CBS Radio co-director of adv. & sales promotion to become v.p. & promotion director of Radio Advertising Bureau, under v.p.-gen. mgr. John F. Hardesty; Warren Boorum elevated to promotion mgr., as Taylor's deputy . . . Walter L. Dennis, ex-KCSJ-TV, Pueblo, named sales mgr. of KLRJ-TV, Henderson-Las Vegas . . . Robert Klein, ex-KLAC-TV (now KCOP), Los Angeles, named national sales mgr. of upcoming KFRE-TV, Fresno (Ch. 12), due in May . . . W. W. Whitfield named sales mgr. of upcoming WCBI-TV, Columbus, Miss. (Ch. 4), due in June; Robert McRaney Jr. named film director . . . Wendell Elliott, mgr. of radio KGNO, Dodge City, Kan., named mgr. of upcoming Ch. 6 station in Ensign, Kan. (no call letters yet), which hasn't set target . . . John W. Maloney, ex-Gray Mfg. Co., joins Teleprompter Corp. as sales exec. . . . Jack Stone named promotion mgr. of upcoming WRVA-TV, Richmond (Ch. 12), due in April . . . Cyril J. Ackermann promoted to regional sales mgr., WTRF-TV, Wheeling, W. Va. . . . Don Moore named TV-radio director of National Safety Council, replacing Dan Thompson, resigned due to ill health . . . James C. Richdale Jr., commercial mgr. of KOTV, Tulsa, assumes additional duties of asst. gen. mgr., reporting to pres.-gen. mgr. C. Wrede Petersmeyer . . . Hamilton Shea, NBC v.p. in charge of WRCA-TV & WRCA, appointed chairman of TV-radio div. of N. Y. Cancer Committee . . . Peter M. Robeck, sales mgr. of General Teleradio film div., moves headquarters from Hollywood to N. Y. . . . J. L. Bowden, WKBN-TV, Youngstown, elected pres. of Ohio Assn. of TV-Radio Broadcasters; Ward Quaal, WLWT, Cincinnati, elected v.p. for TV; Hubbard Hood, WKRC, Cincinnati, elected v.p. for radio . . . Bob Nystedt resigns as promotion mgr. of CHCT-TV, Calgary.

Tributes to comedian Fred Allen, 61, who died March 17 of heart attack, came from every quarter this week—TV & radio programs, newspaper editorials, columnists, etc. Some 2000 people, a virtual "Who's Who" of show business, attended funeral at St. Malachy's Roman Catholic Church. Allen hit peak as a wit on radio, was unable to find comparable niche in TV; he was serving on *What's My Line?* panel at time of death.

Lewis C. Tierncy, 48, pres. of WCHS-TV, Charleston, W. Va., died March 18 in Boston hospital.

ADVERTISING AGENCIES: John H. Forshew, v.p. & director of client services, promoted to senior v.p. & elected a director of Campbell-Ewald, Detroit . . . Joseph R. Stauffer promoted to director of TV-radio program development, N. W. Ayer, N. Y.; L. Davis Jones promoted to v.p. in charge of Philadelphia office . . . Jay Bottomley, ex-Young & Rubicam, named production mgr., C. J. LaRoche TV-radio dept., under TV-radio v.p. Hendrik Booraem . . . Dan Rodgers, ex-Biow, joins Ted Bates as v.p. & supervisor of Whitehall Pharmacal account . . . Jos. Lamneck, ex-McCann-Erickson and Cecil & Presbrey, named assoc. TV producer, Kenyon & Eckhardt . . . Richard G. Ives, ex-TV-radio copy chief of MacManus, John & Adams, joins new Richard K. Manoff Adv. as copy supervisor; Miss Lee Oakes, ex-Dancer-Fitzgerald-Sample & *Television Magazine*, named Manoff media supervisor . . . John A. Miles, ex-Cockfield, Brown & Co., named v.p.-gen. mgr., Leo Burnett Co. of Canada, Toronto . . . Douglas Gabrielle, ex-WBKB, Chicago, & Kling Studios, joins TV dept., McCann-Erickson, Chicago . . . Morton Yanow, ex-WCAU, Philadelphia, joins Feigenbaum & Wermen there as time buyer.

Herman Liveright, program director of WDSU-TV, New Orleans, was fired by pres. Edgar Stern Jr. immediately after Liveright refused to answer concerning alleged Communist affiliations during hearing before Senate Internal Security Subcommittee March 19. Stern stated: "His dismissal is the result of his refusal to answer certain questions regarding alleged Communist activities put to him by Sen. Eastland (D-Miss.), chairman of [the subcommittee] . . . Whatever the facts may be in regard to Mr. Liveright, we have never and will never knowingly employ a known Communist. Under no circumstances will we continue in our employ any individual who refuses to answer any question asked him by a committee of the U. S. Senate, or any other constituted legislative committee." Liveright declined to cite Fifth Amendment, said subcommittee had no right to inquire into his beliefs and activities. He told reporters he believes Southern pro-segregation forces are behind the inquiry.

TV Bureau of Advertising, at board meeting March 24, elects as chairman W. D. (Dub) Rogers Jr., KDUB-TV, Lubbock, succeeding Richard A. Moore, KTTV, Los Angeles. Roger W. Clipp, WFIL-TV, Philadelphia, succeeds Rogers as secy., with Oliver Treyz re-elected pres. & Lawrence H. (Bud) Rogers II, WSAZ-TV, Huntington, W. Va., re-elected treas. Board also approved operating budget of \$700,000 for current year, and set April 16 for release of its projected all-inclusive report on national spot expenditures, based on N. C. Rorabaugh data (Vol. 11:38).

MacManus, John & Adams this week bought David J. Mahoney Adv., whose pres. & founder David J. Mahoney becomes pres. of Good Humor Corp. Cal J. McCarthy, Mahoney v.p., heads list of about 25 key employes switching to MacManus, John & Adams—along with \$2,000,000 annual billings from such accounts as Noxzema, Rembrandt cigarettes, Medaglia D'Oro coffee, White Rock beverages, Brioschi antacid, Sportsman toiletries.

Louis N. Brockway, exec. v.p. of Young & Rubicam, elected chairman of Advertising Council, succeeding Stuart Peabody, asst. v.p. of Borden Co.; Lee H. Bristol, pres. of Bristol-Myers, elected vice-chairman.

Paul A. Porter, former FCC chairman, now partner in Washington law firm of Arnold, Fortas & Porter, and novelist Kathleen Winsor (*Forever Amber*), due to be married after Mrs. Porter obtains divorce.

Ted Cott, v.p. of DuMont's WABD, N. Y. & WTTG, Washington, to address Washington Women's Ad Club April 5.

Telecasting Notes: Drastic changes in program schedules are planned by all networks for next season, with a few long-time favorites disappearing as casualties in ratings battle. Though much has been made of trend to 90-minute-&-over live programming, it now looks like more programming than ever will be on film—with plenty of 30-min. series built along conventional “formula” lines . . . Among outstanding changes planned: Three of the 4 new-this-season movie-promoting TV shows are due to be dropped, unless plans change radically. They’re *MGM Parade* (ABC), *20th Century-Fox Hour* (CBS) & *Screen Directors Playhouse* (NBC). ABC-TV’s *Warner Bros. Presents*, which lately has shown surprising vitality opposite formidable competition, will be kept . . . Two NBC landmarks are falling victim to sagging ratings: *Howdy Doody*—almost as old as TV itself—due to be moved from long-time hold on 5:30 p.m. slot to a morning period (with 5-5:30 p.m. *Pinky Lee* to be dropped), as result of ABC-TV *Mickey Mouse Club*’s domination of 5-6 p.m. kiddie market. And Milton Berle will leave his Tue. evening spot for “TV retirement,” though he’ll make 4 color spectacular appearances . . . CBS plans 17 new shows, mostly 30-min. filmed series, but includes two 60-min. variety shows—one starring Herb Shriner (probably Fri. 8-9 p.m.). New 90-min. *Playhouse 90* drama series (Thu. 9:30-11) may be mostly film, 8 of the shows to be filmed by Columbia Pictures . . . NBC may join movie parade, reportedly is considering slotting 52 top RKO pictures Thu. 9:30-11 . . . ABC is looking for sponsors for 12 new series, including 60 & 90-min. filmed dramas and 60-&-90-min. “teleramas” (6 Theatre Guild shows, plus Met Opera & documentaries) . . . Columbia Pictures has put another batch of 93 pictures on TV market through its Screen Gems, in addition to 104 already released—but Republic pres. Milton Rackmil says he plans no more backlog releases because TV feature business has become buyer’s market . . . Possible merger of Matty Fox’s C&C TV and Eliot Hyman’s PRM Corp. into one big outfit holding title to 1500 RKO & Warner features is under discussion, but nothing has come of it yet . . . CBS has a hit on its hands—but it’s on Broadway stage, not TV. Network-financed *My Fair Lady*, musical version of Shaw’s *Pygmalion*, received rave notices, but won’t become a TV spectacular until it finishes run as play—possibly several years hence. NBC enjoying similar theatrical prosperity through part ownership of *The Great Sebastians* . . . Product of TV is 1955’s big 4-Oscar winning “Marty.” Originally pro-

duced by Hecht-Lancaster as tax loss to offset big grosses of 2 westerns, it was adapted by Oscar-winner Paddy Chayefsky from his *Philco Playhouse* NBC-TV drama, directed by Oscar-winner Delbert Mann, who directed original TV play . . . Most talked-about TV show during week ended March 17 was NBC-TV’s U. S. premiere of movie, “Richard III,” according to Sindlinger & Co.’s 17-state “audience action index.” Daily interviews ask what people have been talking about, recommending, etc. In TV, “Richard III” received 18.1% of mentions; *Lawrence Welk Show* (ABC) was 2nd with 12.7%; then *Medic* (NBC) 10.1%; *Ed Sullivan Show* (CBS) 8.7%, *\$64,000 Question* (CBS) 8.1%. *Lawrence Welk* has been in first 5 for 28 weeks; *\$64,000 Question* was No. 1 from Sept. thru Dec. . . . More statistics on *\$64,000*: Up to last week, *New York Times* figured out show had given away about \$500,000 in its 42 weeks—averaging only \$12,000 a week . . . It had to happen: British commercial TV, which has found American shows and their prototypes the most popular, plans to begin its *64,000 Sixpence Question* (\$4480) next month. Also scheduled for ITA airings are Bob Hope’s 3 London-filmed (for NBC) TV shows . . . Highest-rated one-shot documentary, says NBC-TV, was *Twisted Cross*, based on Hitler’s rise & fall, March 14 with total estimated audience of 34,000,000 and average Trendex of 28.9 . . . Expansion in foreign TV distribution announced by TV Programs of America, through creation of international div. headed by Paul Talbot, pres. of Fremantle Overseas Radio & TV Inc., opening of branch offices in Mexico, Colombia, Venezuela & Brazil, signing distribution agreement with Artransa Ltd. of Australia and dubbing 2 TPA series in Spanish . . . Ziv TV now filming commercials through own independent film unit, has just completed spots for Hamilton Watches and Listerine . . . TV to movies: Reginald Rose’s “Dino” (CBS-TV *Studio One*), bought by independent producers Bernice Block-David Kramarsky; Malvin Wald & Jack Jacobs’ “Man on Fire” (NBC-TV *Alcoa Hour*) by Sol Siegel for MGM release . . . Award: NBC’s *Meet the Press* cited by Ohio Educational Assn. “for outstanding contribution to public education” during 1955 . . . Emmy Award show (NBC-TV) took terrible panning from critics . . . Coward’s back and Ford’s got him: Noel Coward’s 3rd TV show (premiere of “This Happy Breed”), cancelled last week by Ford because of ratings of 2 earlier Coward shows, was reinstated this week on May 5 *Ford Star Jubilee*—CBS-TV rescinding its announcement the show had been postponed to Oct. and would be first in new *Playhouse 90* series.

Dismissal of privacy invasion suit against NBC, in which plaintiff sought \$750,000 damages on charges that “fictionalization” of criminal events in his past on *Big Story* in 1952 caused him to suffer financially and mentally (Vol. 11:12), was affirmed this week by U. S. Court of Appeals in Washington. Suit was filed by Charles Bernstein, who under name of Charles Harris was convicted of murder in 1933 but received Presidential pardon in 1945 through intervention of *Washington News* reporter Martha Strayer. His contention that resurrection of his past on *Big Story* 7 years after pardon had damaged him was dismissed last year by lower court judge, who held that persons “formerly public” cannot be protected against re-disclosure of facts “in a reasonable manner and for a legitimate purpose.”

Scripps-Howard newspaper chain has made move to buy employe-owned *Cincinnati Enquirer*, offering to pay “a price which will represent a substantial profit to present holders who acquired their stock and voting trust certificates at the issue price in 1952.” Scripps-Howard owns *Cincinnati Post*; WCPO-TV, Cincinnati (Ch. 9); WEWS, Cleveland (Ch. 5); WMCT, Memphis (Ch. 5).

Schedule of NARTB’s 8 regional conferences: Region 1 (New England, N. Y., N. J.), Somerset Hotel, Boston, Oct. 15-16; Region 2 (mid-Atlantic), Shoreham Hotel, Washington, Oct. 11-12; Region 3 (southeast), Dunkler-Tutwiler Hotel, Birmingham, Oct. 25-26; Region 4 (north central), Sheraton Lincoln Hotel, Indianapolis, Oct. 18-19; Region 5 (Dakotas, Minn., Ia., Neb., Mo.), Nicollet Hotel, Minneapolis, Sept. 17-18; Region 6 (southwest), Oklahoma Biltmore Hotel, Oklahoma City, Sept. 27-28; Region 7 (Far West), Utah Hotel, Salt Lake City, Sept. 20-21; Region 8 (west coast), St. Francis Hotel, San Francisco, Sept. 24-25.

“Centercasting” system of electronic program rating and general polling, proposed several years ago by famed inventor Dr. Alfred N. Goldsmith, hasn’t caught on for 2 principal reasons, Dr. Goldsmith told us at IRE convention in N. Y. this week. “First is cost,” he said, “and second is the fact that people aren’t quite sure they want to learn the truth that the system will give.”

New network affiliation: WDEF-TV, Chattanooga, May 10 shifts to CBS basic optional group, having signed as primary affiliate.

BAIT-SWITCH ADS on air continued to claim headlines this week as NARTB's TV code review board, smarting under the heat of heavily-publicized attacks on "parlor hucksterism" (Vol. 12:11), invited public to file directly with it any complaints about fraudulent ads on subscriber stations, at same time asked all stations for an accounting of their policies on bait-switch ads.

Five-member code board headed by G. Richard Shafto, WIS-TV, Columbia, S. C., said it would welcome specific, authenticated information about bait-switch ads which code defines as "that in which goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes."

If it could confirm such information of "persistent violation of the code provision," board said it would institute proceedings immediately against offending station. Penalty could result in withdrawal from a station the right to use code board's Seal of Good Practice.

Board stated that "the incidence of such advertising in TV is relatively small and is being given disproportionate emphasis in some quarters." Shafto added, however: "Whether there is a little bit of such advertising, which we assume to be the case, or a lot of it as has been charged, the code board and NARTB agree with those who want to see it removed from the air." Other developments this week:

(1) *New York Herald Tribune*, keeping up steady fire on fraudulent ads, published series of 3 articles stressing many complaints from public to networks on alleged over-commercialization, but gave credit to TV-radio industry for efforts to "clean house."

Editorializing on "the responsibilities of TV" March 24, *Herald Tribune* stated: "The problem has its roots, of course, in the extraordinary force and scope of TV as a

medium of communication. The industry is well aware of this and has made a tremendous effort to adhere to the highest standards. If abuses exist, they exist largely on the fringe. The fact that the industry knows that TV is a guest in the home and must behave as one is the public's best assurance that the networks will live up to their responsibilities."

(2) Editorial in *Variety* stated: "The machinery of the FCC may be slow but when it catches up it will be a headache of sizeable proportions for the greedy local stations which care more for the fast-buck revenue than their responsibilities to the community they serve and should, theoretically, service."

(3) Rep. Hosmer (R-Cal.), who last week attacked "irritating and obnoxious" commercials on TV, inserted in *Congressional Record* extracts of more than 20 letters he received which he said were typical of many written in support of his position. Rep. Anfuso (D-N. Y.) wrote to FCC chairman McConnaughey asking if anything is being done to curb fraudulent ads, and praised Brooklyn District Attorney Silver for his monitoring of TV-radio programs for false ads (Vol. 12:11).

(4) Rolland V. Tooke, Westinghouse v.p. in charge of KYW-TV & KYW, Cleveland, told Cleveland Sales Executives Club that much of the criticism leveled at broadcasting industry indicates "the tremendous impact of the medium itself—which contrary to many other forms of advertising, cannot be skimmed through." He appealed for cooperation of advertisers and agencies "for the understanding we need to keep our house clean."

(5) Oliver Treyz, pres. of TV Bureau of Advertising, told Broadcasting Executives Club of Boston that "the public likes and responds to TV commercials," said TvB tabulation of Videodex survey for 4th quarter of 1955 revealed that less than 3% of viewers found evening commercials irritating and less than 2% found daytime commercials irksome.

RARE ACTION, an FCC final decision on competitive hearing for uhf channel, was issued this week as Ch. 29, Canton, O., was awarded to Tri-Cities Telecasting over WCMW. Third party, WHBC, voluntarily dropped out of competition earlier.

Curiously, it was an all-uhf week, Commission also granting 2 uncontested uhf applications even as uhf operators pleaded with Congress to do something to save them (see p. 2). CPs went to KGMS, Sacramento (Ch. 46) and Atlanta's Board of Education (Ch. 30, educational).

Choice of non-broadcast Tri-Cities in Canton was awarded for superiority in civic activity of principals, diversification of business interests and mass media ownership, educational program plans. FCC conceded WCMW more experience in radio but wasn't too satisfied with its record of matching performance with promise.

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Dual-city identification is being considered by Commission, which this week started rule-making based on petitions of WVEC-TV, Hampton, Va. (Ch. 15) and WDSM-TV, Superior, Wis. (Ch. 6). It invited industry comments by May 23 on proposal which it says has 2 aspects—"the provision of programs which serve the common interests of 2 communities [and] the rendition, by a single station, of separate local services to 2 cities." Proposal is Notice 56-265, Doc. 11660, copies of which are available from FCC or from us.

There were 2 more court appeals this week—radio WSAY, Rochester, N. Y. asking that share-time WVET-TV & WHEC-TV (Ch. 10) be put off air, while WAIM-TV,

Anderson, S. C. (Ch. 40) and WGVL, Greenville, S. C. (Ch. 23) persisted in attempt to keep WSPA-TV, Spartanburg (Ch. 7) from building near Greenville.

There were 2 petitions for allocations changes: (1) Grantee WXTV, Youngstown (Ch. 73) asked that it be shifted to Ch. 33 by substituting Ch. 22 for Ch. 47 in Pittsburgh, Ch. 79 for 22 in Clarksburg, W. Va. (2) Prospective applicant Lee Scarborough sought assignment of Ch. 19 to Nacogdoches, Tex. through substitution of Ch. 66 for Ch. 19 in Lake Charles, La., Ch. 61 for Ch. 19 in Tyler, Tex.

Zenith filed \$213,749 suit against CBS this week in N. Y. Federal district court, asking \$100,000 for breach of contract, balance for rebate on its sponsorship of *Omnibus*. Suit stems from CBS's refusal to carry Zenith pro-subscription commercial last year (Vol. 11:15), after which Zenith canceled its sponsorship of subsequent *Omnibus* programs.

Leaflet titled "640-1240 Conelrad" is being distributed by Federal Civil Defense Administration to acquaint public with the system whereby radio stations would cooperate in use of 640 & 1240 kc during national emergency to deprive enemy of radio "homing beacons" and to disseminate official information.

First network to announce that electronic computers will be used to tally election and nominating convention results in 1956 is NBC, which will use Teleregister Corp. instantaneous computing machines.

Hitch has developed in Westinghouse's negotiations to buy J. Elroy McCaw's big, independent N. Y. radio WINS (Vol. 12:11), asking price of about \$2,500,000 the stumbling block.

Station Accounts: Baseball sponsorship lineup, which *Television Age* recently estimated would account for \$26,200,000 in station billings this year (Vol. 12:9): Baltimore, WAAM, WBAL-TV & WMAR-TV, National Bohemian Beer, thru W. B. Doner; Boston, WBZ-TV, Chesterfields & Narragansett Beer, both thru Cunningham & Walsh, and Atlantic Refining, thru N. W. Ayer; Brooklyn, WOR-TV, Schaefer Beer & Lucky Strike, both thru BBDO; Chicago Cubs & White Sox, WGN-TV, Oklahoma Oil, thru Maryland Adv., & Hamm's Beer, thru Campbell-Mithun; Cincinnati, WLWT, Hudepohl Beer & Ford Dealers Assn., thru Stockton, West & Burkhardt; Cleveland, WEWS, Carling Beer, thru Lang, Fisher & Stashower; Detroit, WJBK-TV, Speedway Petroleum, thru W. B. Doner, & Goebel Beer, thru Campbell-Ewald; N. Y. Giants, WPIX, Ruppert Beer, thru Biow-Beirn-Toigo; N. Y. Yankees, WPIX, Ballantine Beer & Camels, both thru Wm. Esty; Philadelphia, WFIL-TV & WRCV-TV, Tasty Baking, thru N. W. Ayer & Phillies cigars, thru Al Paul Lefton, Atlantic Refining & Ballantines; St. Louis, KTVI, Budweiser Beer, thru D'Arcy; Washington, WTTG, National Bohemian. No TV will be permitted by Pittsburgh, Milwaukee & Kansas City . . . Glass Container Manufacturers Institute plans all-media campaign to promote greater use of glass bottles for milk, thru Kenyon & Eckhardt, N. Y. . . . Pathecolor Inc., new div. of Pathe Labs, plans TV spot campaign on behalf of its new color film processing techniques, thru Fuller & Smith & Ross . . . Greyhound Bus Lines buys Sterling TV's *The World We Live In* for 6 western markets, thru Beaumont & Hohman Adv., Chicago . . . Dairy Farmers of Canada,

Toronto, national organization of milk producers, plans big spot campaign to back its spring milk festival promotion, thru Cockfield Brown & Co., Ltd. & E. W. Reynolds, Ltd., both Toronto . . . Among advertisers currently reported using or preparing to use TV station time: B. V. D. Co., N. Y. (underwear, swim suits, pajamas), thru Al Paul Lefton Co., N. Y.; E. F. Drew & Co., N. Y. (Tri-Nut margarine), thru Ruthrauff & Ryan, N. Y.; General Retail Corp. of General Shoe Corp., Nashville, Tenn. (Flagg Bros. shoes), thru Campbell-Ewald, Chicago; Formica Co., Cincinnati (decorative material), thru Perry-Brown, Cincinnati; Forstmann Woolen Co., N. Y. (knitwear), thru BBDO, N. Y.; International Cellucotton Products Co., Chicago (Delsey tissues), thru Foote, Cone & Belding, Chicago; Dr. L. D. Legear Medicine Co., St. Louis (Hypozyme farm medicine), thru Martin Co. Adv., Chicago; North American Van Lines, Ft. Wayne, thru Applegate Adv., Muncie, Ind.; J. B. Williams Co., Glastonbury, Conn. (Skol suntan oil), thru J. Walter Thompson Co., N. Y.; Pico Novelty Co., N. Y. (Klik-Klak toys), thru Ovesey & Straus, N. Y.; Carbola Chemical Co., Natural Bridge, N. Y. (Carbola paints), thru J. M. Mathes Inc., N. Y.; Blue Bell Mattress, Hartford, Conn. (mattresses, box springs), thru Arnold Kupper Adv., Hartford; Kasdenol Corp., N. Y. (Kasdenol mouth wash), thru Diener & Dorskind Inc., N. Y.; Gund Mfg. Co., N. Y. (Walt Disney toys), thru Ovesey & Straus, N. Y.; Sweet-Orr & Co., N. Y. (work clothes), thru Peck Adv., N. Y.

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New rep office: Young TV Corp. moves St. Louis office to 317 N. 11th St. (Miami 1-5020).

Network Accounts: Bell Telephone makes debut as regular network sponsor April 8 on CBS-TV with its weekly filmed *Telephone Hour*, dramatizations of stories by John Nesbitt, thru N. W. Ayer. Sun. 6-6:30 p.m. series, produced at Hal Roach Studios in Hollywood, takes over last 30 min. of regular time for Omnibus, which goes off air for summer April 1 . . . NBC-TV reports sponsor sell-out on *Queen for a Day*, Mon.-thru-Fri. 4:30-5 p.m., latest purchase being Campana Sales Co.'s alt. Mon. 4:30-4:45 p.m. segment starting May 14, thru Grant Adv., Chicago . . . Joe Lowe Corp. (Popsicles) to sponsor *Gabby Hayes Show* on ABC-TV starting May 12, Sat. 5:30-6 p.m., thru Paris & Peart Adv.; show formerly was on NBC-TV . . . Lanolin Plus Inc. (cosmetics) is co-sponsor (with Anacin) of *Name That Tune* on CBS-TV starting March 20, Tue. 7:30-8 p.m., thru Biow . . . Pearson Pharmacal buys 13 partic. on *Famous Film Festival* on ABC-TV starting March 25, Sun. 7:30-9 p.m., thru Donahue & Coe, N.Y.; Carter Products (liver pills) buys 2 partic. on *Famous Film Festival*, 3 on *Afternoon Film Festival* starting March 18, Mon.-thru-Fri. 3-5 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Beltone Co. (hearing aids) buys 2 partic. on *Afternoon Film Festival* on ABC-TV starting March 23, Mon.-thru-Fri. 3-5 p.m., thru Olian & Bronner, Chicago . . . Lehn & Fink to cancel *Lucy Show*, re-runs of *I Love Lucy*, on CBS-TV in April, Sat. 6-6:30 p.m. . . . Maytag & Sheaffer Pen to cancel *Navy Log* on CBS-TV in June, Tue. 8:30-9 p.m. . . . Heinz to switch *Captain Gallant* on NBC-TV from Sun. 5:30-6 p.m. to Sat. 12-12:30 p.m., as of May 5.

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Katz Agency, one of top TV-radio rep firms, is subject of 2-page sketch in March 17 *Editor & Publisher*, devoted mainly to its promotional & selling operations, its history (started in 1888) by father and grandfather of present father-&-son combination heading it: George R. Katz, chairman; Eugene Katz, pres.

Australia's MacQuarie Broadcasting Co. has obtained from NBC the rights to title and format of *Monitor*.

Rate increases: WBKB, Chicago, raises base hour from \$2200 to \$2400, 20 sec. from \$400 to \$525. KABC-TV, Los Angeles, raises hour from \$1750 to \$2000, min. \$400 to \$500. WMAL-TV, Washington, raises hour from \$900 to \$1200, min. \$180 to \$240. WRGB, Schenectady, raises hour from \$950 to \$1100, min. \$190 to \$200. WAVE-TV, Louisville, raises hour from \$925 to \$1025, min. \$190 to \$215. KGUL-TV, Galveston, raises hour from \$700 to \$1000, min. \$165 to \$200. WSLs-TV, Roanoke, Va., April 1 raises hour from \$600 to \$675, min. \$120 to \$135. WATE, Knoxville, has raised hour from \$500 to \$600, min. \$100 to \$120. WTVT, Tampa-St. Petersburg, April 1 raises hour from \$500 to \$600, min. \$100 to \$120. WTVH, Peoria, April 1 adds Class AA hour (7-10 p.m. daily) at \$450, min. at \$90, Class A hour going from \$350 to \$400. WGAN-TV, Portland, Me., April 1 adds Class AA hour (7:30-10:30 daily) at \$400, min. at \$80, Class A hour going from \$350 to \$300. WJTV, Jackson, Miss., April 1 raises base hour from \$300 to \$360, min. \$60 to \$80. WBRZ, Baton Rouge, has added Class AA hour (7-10 p.m. daily) at \$300, Class A remaining \$250. WRDW-TV, Augusta, Ga., raises base hour from \$250 to \$300, min. \$50 to \$60. KIDO-TV, Boise, Ida., April 1 raises base hour from \$200 to \$225 and adds Class AA min. only rate (7:30-9:31 p.m. daily) at \$45.

Douglas D. Kahle, gen. mgr. of KNTV, San Jose, Cal. (Ch. 11) and once principal owner of KCSJ-TV & KCSJ, Pueblo, is buying radio KWIN, Ashland-Medford, Ore. (250-watts, 1400 kc, MBS) for \$50,000, according to application filed with FCC this week. Seller is W. D. Miller, also owner of KFJI, Klamath Falls.

Storer's Cleveland TV-radio operations are now moving to 1630 Euclid Ave., will complete move in April when WXEL call letters will change to WJW-TV.

NBC-TV projects goal of \$5,300,000 in time billings for Steve Allen's *Tonight* this year, with \$2,983,000 on books so far. Show grossed \$3,290,000 last year.

GE CHALLENGES WITH 9-in. 13-lb. PORTABLE: GE uncorked a real surprise at its press party in N.Y. March 23 -- a 9-in. portable set weighing mere 13 lb. It's lightest set in industry's history and gives portability its truest meaning so far. RCA's 8½-in. receiver, introduced few weeks ago (Vol. 12:9), weighs 22 lb. and GE's own 14-in. models weigh 26 & 32 lb. In addition to the 9-in., anticipated last week (Vol. 12:11), GE also introduced a 17-in. portable weighing 32 lb.

GE put no price tags on its sets, in accordance with new policy of permitting each distributor to set own list price according to local market conditions. Sales mgr. Joseph F. Effinger said, however, that he "expected" the 9-in. to retail at "slightly under \$100" and the 17-in. at about \$150.

Anchor Hocking Co., Lancaster, O., a newcomer to TV industry, is making glass bulbs for the 9-in. sets, it was learned. Primarily a manufacturer of glassware, Anchor is said to be making the bulbs on regular bottle-producing machinery.

The 9-in. will be shown to dealers at June furniture marts in Chicago and will be shipped starting in midsummer. It measures 8½-in. high, 9½-in. wide, 13¼-in. deep, has 12 tubes, 2 rectifiers, 5 semi-conductor diodes. Tuning controls are on top, along with aluminum carrying handle. It's in aluminum cabinet, has 2-tone enamel finish in Bermuda brown & ivory and Peacock blue & ivory.

"The set is as complete in every detail as a conventional receiver," said GE, adding that semi-conductors were used as substitute for vacuum tubes in 4 positions. A rabbit-ear antenna, secured to back of set, can be folded out of way when set is being carried and will be marketed as optional equipment.

Deliveries on 17-in. receiver, currently being produced in Syracuse, will begin immediately. It uses 90-degree tube, has side tuning controls and rests on 3 supports -- 2 in front and one in rear. Front supports are in fixed position while single back support can be used to adjust viewing angle by raising or lowering set.

The 17-in. chassis has 15 tubes, plus 5 semi-conductor diode rectifiers. Like the 9-in., it has tinted safety screen over picture tube.

Discounts to distributors weren't disclosed, but Effinger told us that on the 17-in. set they would be more than 30% -- which in effect would be comparable to the discount granted by RCA to its distributors on 8½-in., which will retail for \$125, cost distributor \$80.36 (Vol. 12:11).

To round out GE's line of portables, Effinger said production of 14-in. sets would be expanded to meet "consumer demand." He asserted that more than 250,000 of the 14-in. sets had been sold (at \$99.95, \$120 & \$130) in first year on market. He said:

"TV is more and more becoming a necessity and less and less a luxury item. We are dependent on TV for a ready source of entertainment and relaxation as well as on-the-spot pictorial coverage of current events. Following the pattern of radio, TV has reached the era of a set for every member of the family."

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The portable receivers already introduced -- and certainty of more to come in next few months from virtually every manufacturer -- have led to wide industry support for our thesis that lightweight sets may mean record sales years (Vol. 12:10).

Admiral pres. Ross D. Siragusa, addressing installment credit conference of American Bankers Assn. March 19 in St. Louis, predicted record-breaking sales of 10,000,000 TV sets next year, about 50% of them lightweight receivers.

"The new lightweight portable TV models will make it possible for the first time for the average family to have not just one set, but 3 or 4 sets, making TV as accessible and convenient in the average home as radio has been for years. These TV models will also find a ready market in hospitals, hotels, institutions and in

offices. By using printed circuits and automation, extremely compact TV sets can now be made at only a fraction of the weight of the lightest conventional set now in production. Their cost will be appreciably lower than that of family size sets."

Admiral's portable set, for which he gave no introductory date, will be almost 100% automated, he said -- adding that 75% of each Admiral set is currently produced by automation. He also said that Admiral plans to increase TV output by 20%.

Previously cool to color, Siragusa said "the psychological adjustment to color" will be completed this year, and 1957 will see sales of 500,000 color sets. He also predicted annual market of 5,000,000 color sets a year in 5 years. As to receiver costs, he said they wouldn't come down until industry "begins to sell a half million to a million color sets a year."

A marketing expert for another major TV manufacturer, who wouldn't permit use of his name, also said he anticipated big TV sales volume for years to come because of portables. Currently analyzing Census Bureau data on households, he says "I feel it's not at all unreasonable to believe that one out of every 2 TV households today is a potential customer for a second set." He added:

"Remember, this is strictly a plus business. It won't affect the sale of 21-in. consoles & 24-in. receivers as 'primary' sets in the household. Very few people will replace their 'primary' sets with a 'personal' portable. They still want a big-screen set for their living room or den -- but they also want a lightweight receiver to carry with them wherever they go in the home."

Brief highlights of other major trade developments this week:

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Westinghouse Returns: Full-scale production at Westinghouse's 30 consumer products plants, including TV-radio factory at Metuchen, N.J., will be resumed in 30 days, it was announced this week following settlement of crippling 156-day strike, longest major walkout in nation in more than 20 years. Edward J. Kelly, gen. mgr. of TV-radio div., said employes would resume work March 26 and would be in full production within month. It was estimated that 14,000 TV sets & 25,000 radios are now in factory inventory and deliveries will begin immediately.

How many TV-radio employes took other jobs during strike, which cost company \$290,000,000 in lost production and strikers \$74,000,000 in wages, could not be accurately figured immediately. At time of walkout Oct. 17, TV-radio div. had about 2200 factory workers and 225 salaried employes.

"Every effort is being made to step up production considerably beyond pre-strike levels at all consumer products plants in order to satisfy the pent-up consumer demand for Westinghouse products and to replenish the inventories of Westinghouse dealers and distributors as quickly as possible," said Chris J. Witting, v.p. & gen. mgr. of Westinghouse consumer products divisions.

Five-year contract was signed by IUE, calling for wage increases ranging from minimum of 25¢ an hour over 5-year period. It also provided for pension and insurance improvements, arbitration of grievances and of any work standards set as result of company time studies of certain workers' jobs.

Shallow Tube: First showing of new 110-degree picture tubes and associated components was made by RCA at IRE convention this week. On display were shallow tubes in 17 & 21-in. sizes, together with newly designed yoke, deflection coil, and horizontal amplifier tube for each. An RCA spokesman said cost of new tube and components will be higher than for 90-degree equivalents, but "not out of line" when compared to cost differential between 90 and 70-degree systems. Tube and components aren't yet in production, but the RCA official said they would appear in "1957 TV lines." Corning Glass displayed sample 110-degree bulbs, and representatives stated they are ready to turn them out in production quantities as soon as industry -- through Joint Electron Tube Engineering Council -- standardizes on such specifications as neck and faceplate contours (Vol. 12:3).

Production: TV output totaled 131,963 for week ended March 16, compared to 144,566 preceding week and 145,143 week ended March 2. It was year's 11th week and brought production to that date to about 1,560,000, as against 1,600,000 in first 11

weeks of 1955. Radio production totaled 276,983 (95,245 auto) week ended March 16, compared to 310,026 preceding week and 286,004 week before. Radio production for 11 weeks was about 3,120,000, compared to about 3,000,000 in corresponding 1955 period.

Retail Sales: RETMA report this week placed Jan. retail TV sales at 614,213, as compared to 933,467 in 5-week Dec. and 647,585 in Jan. 1955. It is believed that Feb. retail sales were also roughly equivalent to Feb. 1955 sales of 626,613. Radio sales at retail in Jan., excluding auto sets, were placed officially at 531,206, as against 1,388,801 in Dec. and 474,945 in Jan. 1955.

Trade Personals: S. R. Herkes, v.p.-gen. mgr. of Motorola Chicago factory branch, named sales v.p. of parent company in series of promotions announced by Edward R. Taylor, merchandising v.p. & asst. to pres. Paul V. Galvin; Allan G. Williams, asst. to Taylor, is promoted to gen. sales mgr., reporting to Herkes; Charles P. Lloyd, N. Y. regional sales mgr., named to new post of national TV sales mgr., reporting to Williams; David H. Kutner named merchandising mgr., continuing duties as adv. director; J. B. (Kip) Anger promoted to national radio sales mgr.; John W. Carroll, regional mgr. in north central states, succeeds Herkes as gen. mgr. of Chicago factory branch; T. H. Ellis, ex-Western Auto Supply, named special accounts mgr., reporting to Kutner . . . W. M. Chamard, financial v.p. of Canadian Aviation Electronics Ltd., Montreal (DuMont), appointed v.p. for contracts & consumer products div. . . . George Etkin, ex-partner in N. Y. law firm of Gale & Falk, joins DuMont as gen. counsel . . . Stanley E. Rendell promoted to factory engineering mgr., Raytheon TV-radio div.; Norman Teifeld named material control & traffic mgr. . . . Louis B. Calamaras resigns as exec. v.p. of National Electronic Distributors Assn. . . . Sanford L. Cahn named exec. secy., Institute of High Fidelity Manufacturers . . . Paul C. Ketchersid promoted to Capehart-Farnsworth personnel mgr., replacing John W. Guilfoyle, now personnel mgr. of IT&T's Federal Electric Corp. . . . John F. Gilbert Jr. promoted to CBS-Hytron midwest district sales mgr., Overland Park, Kans., succeeding Donald E. Smith, now central district sales mgr. . . . Austin E. Rankin promoted to mgr. of GE klystron & traveling wave tube product engineering, Schenectady, reporting to engineering mgr. Charles M. Young . . . Raymond Buivid, GE radio sales mgr. prior to split of TV-radio functions (Vol. 11:49), named TV-radio district sales rep for Cleveland area . . . Paul B. Lovegren promoted to Magnavox sales mgr. of capacitors & speakers . . . Wm. R. Campbell named Zenith southwestern district sales rep, Los Angeles, replacing Jack Dalton, resigned . . . Jack Smith, ex-pres. & partner of Quality Distributors Inc., San Diego, named Packard-Bell district merchandiser there . . . L. O. Johansson promoted to Canadian Westinghouse TV product mgr., Sesto Sinibaldi to radio product mgr., both reporting to TV-radio market mgr., W. A. Dewar . . . Peter H. Whelan, adv. & sales promotion mgr. of Motorola Canada Ltd., elected v.p. of Canadian Sales Promotion Executive Assn. . . . Harry B. Wilson, mgr. of electronic components marketing, RCA tube div., appointed Chicago district sales mgr. of equipment sales.

Failures among TV-radio-appliance retailers totaled 28 in Feb., representing liabilities of \$794,000, according to Dun & Bradstreet's monthly report released this week. They compare with 30 failures, \$1,125,000 liabilities in Jan., 34 failures & \$998,000 liabilities in Feb. 1955. There were 344 failures, \$10,294,000 liabilities, in full 1955.

Sonora Radio introduced a 30-lb. 17-in. portable in N. Y.-N. J. market this week, listing at \$120. It's 15-in. wide, 14-in. high, 12-in. deep.

DISTRIBUTOR NOTES: Hoffman Electronics appoints B. M. Tower Co. Inc., Bridgeport, Conn.; Barre Distributing Co., Wilkes-Barre; Progress Distributing Corp., Buffalo . . . Motorola appoints C&E Distributors Inc., Birmingham, Ala. (Clyde H. Box, president); Southernaire Distributors Inc., 834 East Bay Street, Jacksonville, Fla. (Walter E. Ware, president) . . . Sonora Radio appoints Appleton Radio Supply Co., Appleton, Wis.; Washington Wholesalers, Washington, Pa.; Western Republic Co., Denver; Missco Inc., Osceola, Ark.; Louisiana Wholesale Distributors, Alexandria, La. . . . Emerson Radio of Florida names Edward S. Maucher mgr. of Jacksonville branch . . . Canadian Westinghouse Supply Co. appoints Earl Duvall as sales mgr. of Ottawa branch, replacing Clarence Murray, resigned . . . Abraham & Strauss, big Brooklyn dept. store, promotes Judd Bricker to asst. TV buyer . . . Dorfman-Endel Inc., N. Y., which recently relinquished Capehart-Farnsworth line, named regional sales agent for German Braun line of hi-fi radios & radio-phonos . . . Philco Distributors Inc., N. Y. reports resignation of Leonard Kanter as radio-phono sales mgr. . . . Canadian GE opens branch at 505 Woodward Ave., Hamilton, Ont.

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Amendment of Zenith Radio charter, to permit company to expand its electronics activities and perhaps diversify into other fields, is requested of stockholders in notice of annual meeting April 10 in Chicago. Proposed amendment would add to company's purposes "to construct, manufacture, develop, assemble, buy or otherwise acquire, own, mortgage, sell, assign or transfer or otherwise dispose of, distribute, trade in or deal with, use and experiment with products, goods, wares and merchandise of every kind, nature and description." Pres. E. F. McDonald Jr. called attention to new electronics research lab at Redwood City, Cal., added: "It is anticipated that this newly initiated research in the electronic field may lead to a desirable diversification of the company's activities."

Big master antenna equipment contract, covering 22,000 TV sets in 3 big N. Y. apartment developments, was awarded RCA this week. Installations will be in River-ton, Parkchester & Stuyvesant Town developments controlled by Metropolitan Life Insurance Co. Installations, using RCA's specially-designed "Mastertenna," should be completed within 18 months.

Delmonico International Corp., 654 Madison Ave., N. Y., is new radio import company formed by Martin L. Scher, onetime v.p. of Capehart-Farnsworth's N. Y. branch & gen. sales mgr. of Motorola-N. Y., and business consultant Dr. Otto W. Brodnitz. First German radios, under Kaiser brand, are expected about April 1, with first Japanese radios due in July.

Big expansion of hotel TV market is foreshadowed in survey by Hotel Assn. of N. Y. showing that virtually all of its 170 members, including some of biggest hotels in city, plan to have TV sets in their rooms by year's end. Air conditioning is also receiving top priority in \$30,000,000 improvement plan this year.

Topics & Trends of TV Trade: Tighter rein on bank credit for financing of consumer products, including TV-radio-appliances, is foreseen in *Wall Street Journal* survey of delegates to installment credit conference of American Bankers Assn. in St. Louis this week. Consensus was that one-third down, 30 months to pay should be maximum terms for any auto or appliance loan.

Bankers indicated they planned to stiffen loan terms even though their loan volume was declining and merchants were pressuring them to liberalize terms. As one example, Mercantile Trust of St. Louis boosted interest charges on installment loans at first of year, says it plans to resist all pressures to make loans easier.

Story also reports that banks plan to urge finance companies to join them in tightening credit. It quotes Joseph J. Kaberna, v.p. of First National Bank of Chicago, as recommending that his finance company customers hold to 30-month maximum on auto loans. "If a finance company is reluctant to tighten up, it may get a gentle shove from its bank—one of its chief sources of funds," says story.

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RKO Teleradio Pictures, whose operations include MBS & RKO Radio Pictures, this week entered phono record field with purchase of 25% interest in Unique Records, pres. Thomas F. O'Neil stating that the new affiliation "represents the first step toward actively entering the recording and music publishing field." It's expected to announce affiliation shortly with European company as next move in record field. O'Neil said current Unique management, headed by pres. Joseph Leahy, will continue to operate firm and its 2 music subsidiaries, Britton Music Corp. & Lamas Music Corp.

New receiving antenna, claimed to make possible reception of adjacent-channel and co-channel stations in same area, is being offered by Holloway Electronics Corp., Ft. Lauderdale, Fla. Antenna, called "Expo Iris" (the "Iris" meaning "infinite rejection interference system"), sells from \$20.95 to \$61.75. Device comprises 2 sections, upper portion of which may be rotated to reduce interference. Pres. Roland O. Holloway states antenna "unquestionably gives the FCC greater freedom and latitude in allocation of station licenses in the present TV bands or any revision thereof."

TV shipments to dealers totaled 623,790 in Jan., when production was 588,347, according to RETMA state-by-state tabulation released this week (county-by-county tables available to members on request to RETMA). Total compares with 637,479 shipped in Jan. 1955, when production was 654,582. New York led in shipments, with 68,459; Pennsylvania second, 42,482; California third, 42,184.

Sylvania purchased Formatic Machine Co., Naugatuck, Conn., manufacturer of eyelet machine parts, for undisclosed sum this week and will operate it within its parts div. Carl J. Albrecht, resident mgr. of Sylvania parts plant at Nelsonville, O., will be mgr. of 20,000-sq. ft. Formatic plant. Sylvania parts div. also plans to build new 110,000-sq. ft. plastics factory at Warren, Pa.

Capehart's first Canadian-made TVs, produced by Canadian Westinghouse and distributed by its subsidiary Electrics Ltd., will be introduced in Toronto week of March 26—a 21-in. table model at \$315 & a 21-in. console at \$380.

Emerson introduces 1-lb. transistorized portable radio priced at \$28, which it claims is industry's lowest, plus conventional portable radio at \$18, and 3-way radio at \$28. Transistorized radio measures 6-in. wide, 1¼-in. deep, contains 2 transistors, 3 sub-miniature tubes.

Financial & Trade Notes: CBS sales and earnings again rose to new records in 1955, according to annual report released this week showing consolidated net revenues of \$316,600,000, up 12.9% from the \$280,290,731 in 1954. Consolidated net income in 1955 was \$13,400,000, equivalent to \$1.83 on 7,331,111 common shares outstanding after giving effect to 3-for-1 stock split in April 1955, up 17.4% from the \$11,400,000 (\$1.62) earned in 1954.

Total assets were \$180,089,502 as of Jan. 1, 1956, up from \$169,298,915 year before; earned surplus was \$51,911,299, as against \$51,084,775.

Report doesn't break down financial operations by divisions, though it discloses 29% increase in gross time sales over 1954 for CBS-TV, which it says "maintained and strengthened its unique position as the largest advertising medium in the world." Though radio "did not attain its pre-TV volume," said radio pres. Arthur Hull Hayes, "there are indications that CBS Radio turned the corner in 1955; in the last quarter, for example, CBS Radio earnings exceeded those for the 4th quarter of 1954."

Record business was at all-time high in 1955, said report. Tube and receiver operations of CBS-Hytron and CBS-Columbia, respectively, did not show a profit in 1955.

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DuMont Labs is showing "small profit" currently, notes pres. David T. Schultz in reporting net loss in 1955 of \$3,674,000, equivalent to \$1.56 per share. Gross income last year, exclusive of income from broadcasting operations, was \$58,801,000. In 1954, earnings were \$870,000 (32¢), plus capital gain of \$6,727,000 from \$9,750,000 sales of WDTV, Pittsburgh (now KDKA-TV) to Westinghouse; gross income was \$71,458,000. Annual report points out that the 1955 loss includes \$2,859,000 deficit from broadcasting operations, which were spun off from company Dec. 2, plus special inventory reserve of \$1,400,000. Schultz said that over-all operating figures since he took over as pres. in Jan. show company is currently in black, but noted that "the results have been adversely affected by the present weakness of the TV receiver business."

Hazeltine earned \$1,604,824 (\$2.29 per share) after taxes of \$1,927,000 on sales of \$5,947,166, compared to \$2,666,263 (\$3.81) after taxes of \$3,067,000 on \$8,525,768 in 1954. Annual report disclosed that proposed projection system for color "suffered a timing setback" because of flood damage last year to American Optical Co. plant, where optical portion was designed. However, it said new optical design should be completed by midyear and should be available to manufacturers in last half of 1956.

Raytheon earned \$2,110,000 (75¢) on sales of \$126,128,000 in 9 months ended Feb. 29, down from \$3,592,000 (\$1.29) on \$139,761,000 in same period of preceding fiscal year. Taxes were \$2,270,000 vs. \$4,065,000. For quarter ended Feb. 29, net earnings were \$742,000 (26¢) on sales of \$42,958,000, compared to \$1,197,000 (43¢) on \$46,545,000 in same period year ago.

Sentinel Radio, purchased recently by Magnavox (Vol. 12:8), reports net loss of \$100,352 on sales of \$9,658,528 in 9 months ended Dec. 31. No comparison with corresponding 1954 period was available, but in full fiscal year ended Feb. 29, 1955, earnings were \$83,422 (22¢ per share) on sales of \$12,415,185.

Olympic Radio earned \$474,626 (\$1.05 per share on 453,552 common shares) on sales of \$18,363,391 in 1955, up from \$256,836 (57¢ on 431,925 shares) on sales of \$18,350,454 in 1954. Taxes were \$456,726 vs. \$204,296 in 1954.

Dividends: Emerson Radio, 15¢ (increased from 10¢) payable April 16 to stockholders of record April 5; Magnavox, 5% stock April 15 to holders March 24.

Color Trends & Briefs: Commercial use of color magnetic tape is expected by fall of 1957, RCA v.p. O. B. Hanson stated during IRE convention in N. Y. this week. He said that tape would be on air experimentally this fall, after which engineers would start designing commercial equipment.

Color tape was subject of 5 RCA papers in March 20 evening session at convention. Among current facts reported:

(1) A 15-min. program can be stored on 20-in. reel of tape ½-in. wide.

(2) Six signals are recorded—red, blue, green, mixed highs, sync, audio.

(3) Speed has been reduced from 30 to 20 ft. per sec.

(4) New system of regulating tape speed is accurate within one-50 millionth of an inch per second.

New head for magnetic tape recorder was described by Otto Kornei, Clevite Research Center, Cleveland, who said heads "have been in experimental use for over 2 years and have consistently yielded a resolution of over 15,000 cycles per inch at tape speeds up to 400-in. per second." He estimated average useful life of head at about 100 hours.

Another progress report on recording color via black-&-white film was given by Wm. L. Hughes, Iowa State College—his third at 3 consecutive IRE conventions. He cited areas of improvement, notably in resolution.

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Though color is seldom mentioned by newspaper TV critics, largely because few of them see color shows, *New York Times'* Jack Gould went overboard on impact of color in NBC-TV's *Richard III*, writing: "The sense of vivid spectacle could not be fully appreciated in parlor monochrome, and the court doings seemed remote and distant. Color TV was ever so much better. The introduction of hues immensely aided identification of the characters, who on the sound track frequently became mislaid in a bewildering babble of voices. Also, color imparted an almost incredible sense of added dimension and depth."

Corning Glass has designed a new color bulb factory and construction will begin "as soon as it is needed," chairman Amory Houghton told stockholders this week in connection with annual report listing highest earnings and sales in its 104-year history in 1955. Earnings were \$18,626,671 (\$2.76 per share) on sales of \$157,663,837 vs. \$17,490,191 (\$2.59) on \$147,938,842 in 1954.

Skiatron Electronics & TV, developer of Subscriber Vision pay-TV system, this week registered 470,000 shares of 10¢ per common with SEC, covering warrants issued or authorized to major stockholders Matthew M. Fox, James M. Landis & Philip A. Reisman. Fox owns 72,500 common shares bought at \$1.75 per share and has Class B warrants to purchase 52,500 shares, exercisable by April 6, and Class C warrants for 75,000 shares, exercisable by April 6, 1957—all at \$1.75. He is also entitled to receive warrants to buy additional 125,000 common shares at \$3 by Jan. 31, 1958. Landis owns 5000 common shares bought at \$1.87½ and has warrants to buy 25,000 shares at same price by Feb. 1957. Reisman owns 4000 shares bought at \$1.87½, has warrants to buy 11,000 shares at same price by Feb. 15, 1957. Company now has outstanding 1,133,817 common shares (including unissued reserve shares). Skiatron closed at 4½ on American Stock Exchange March 23.

Consolidated TV & Radio Broadcasters Inc. (Bitner group) earned \$281,482 (46¢ per share) on gross revenues of \$2,154,941 in 3 months ended Feb. 29, compared to \$235,456 (39¢) on \$1,586,903 in corresponding period of preceding fiscal year. Bitner stations are WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids; WTCN-TV & WTCN, Minneapolis.

Network Color Schedules (March 26 - April 8, 1956)

- March 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- March 27—NBC: *Matinee Theatre*, 3-4 p.m., *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- March 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Climax*, 8:30-9:30.
- March 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- March 31—NBC: *Texaco Star Theatre*, starring Jimmy Durante, 9:30-10 p.m.; CBS: *Gene Autry Show*, 7-7:30 p.m.
- April 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "The Barretts of Wimpole Street," 8-9:30 p.m.
- April 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- April 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 7—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "Twentieth Century," 9:30-11 p.m.
- April 8—NBC: *Zoo Parade*, 3:30-4 p.m.; NBC-TV *Opera Theatre*, "The Trial at Rouen," 4-5:30 p.m.

The \$150,000 promotion planned by WNBQ, Chicago, to herald April 15 all-color debut includes: \$90,000 worth of TV-radio spots, 2750 car cards, 14,000 lines of newspaper ads, full-page ads in TV fan magazines and other regional publications, 3-color sky writing, 4-page color insert in trade publications. Much of promotion will feature "Tommy Tint" cartoon character.

Compatibility feature of color is excellent now, though there may have been some degradation in first colorcasts, RCA v.p. O. B. Hanson told press conference at IRE convention this week. "I've been fooled sometimes," he said, "after watching a program on a black-&-white set to find later that it was telecast in color and that I didn't know it."

All-electronic color converter, "just out of the lab," was demonstrated at IRE convention by Tech-Master Corp., 75 Front St., Brooklyn, N. Y. As yet unpriced, converter is complete set except for RF section, uses 21-in. shadow-mask tube. Only other converter announced was disc-type selling for \$200 installed (Vol. 11:51).

Color-wise Raymond Rosen & Co., Philadelphia RCA distributor, is sending weekly newsletter on color to area dealers and set owners.

Now equipped with live color camera, Miami's WTVJ plans closed-circuit demonstrations for sponsors beginning next month.

Gross Telecasting Inc. (WJIM-TV & WJIM, Lansing) earned \$724,947 (\$1.81 per share) on revenues of \$2,607,530 in 1955 vs. \$639,464 (\$1.60) on \$2,241,589 in 1954. Taxes were \$775,000, as against \$681,000 in 1954. Working capital increased to \$1,590,227 at year's end, from \$1,163,103 at end of 1954. Annual report says that successful start has been made on color programming and that locally-originated color films and slides "will be scheduled as regular features" in last half of 1956, when balance of its color equipment is installed.

Motorola's employee savings & profit-sharing fund was valued at \$26,102,206 on Dec. 31, 1955—including \$3,362,514 contributed by the company out of its 1955 earnings. Company's 1955 contribution amounted to \$2.70 for each dollar contributed by employe participants, who are allowed to invest up to 5%, but not in excess of \$200, of their annual income. Motorola said that an employe who had invested \$200 a year in fund since its inception in 1948 would now have \$10,170 on total investment of \$1600.

Canadian Westinghouse earned \$1,514,915 (\$2.48 per share) in 1955 vs. \$1,381,010 (\$2.32) in 1954. Sales were highest in company's history, said pres. George L. Wilcox, but exact figures weren't given.

Electronics Reports: Earth satellite—its electronic instrumentation and potential scientific information it could provide—was top attraction at this week's IRE convention in New York. Packed evening session March 20 heard top scientists of satellite program explain telemetering project for obtaining data by radio and tracking the 20-in. sphere in its orbit. It also heard GE v.p. Dr. W. R. G. Baker predict that "new communications techniques will be derived" through design of new equipment for the satellite and from new knowledge of ionosphere gained in the experiments.

At IRE show held in conjunction with convention, many exhibits highlighted advancement in transistors and associated circuits, printed wiring, miniaturization and automation. Among new products shown:

Texas Instruments Inc., Dallas, announced new "grown-diffused" technique of transistor production, which it regards as "its most significant transistor 'industry first' to date." New transistors are already in production, in both germanium and silicon. Technique permits amplification at usable power levels to over 100 mc and oscillation to over 250 mc—another step toward such items as transistorized TV sets and all-wave long-distance radios.

Among new commercially available transistorized items on display were Gates transistorized remote broadcast program amplifier; GE-Telechron Cordless electric clock, which picks up 60-cycle impulses from power line by induction (\$175 plus tax); Dietz flasher lantern for railroad and road construction work.

Other "firsts" in components shown: New line of Federal selenium rectifiers for TV, made by "entirely new process," reduced nearly 50% in size and weight; tiny new Sprague capacitors designed for use with transistors, including a 12 microfarad unit the size of the head of a kitchen match; new versions of GE's micro-miniature tubes and a working demonstration of the micro-miniature uhf amplifier in which snowy TV picture is cleared up when amplifier tuner is switched into circuit in place of conventional tuner.

Closed-circuit TV systems were shown again by manufacturers, most elaborate display being devoted to General Precision Lab's new line, designated "ii-TV" (industrial & institutional TV). Line features uniquely designed teardrop-shaped camera units, with new remote control of focus, iris and pan & tilt, new camera switching unit, weatherproof camera shelter, etc.

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Electrodata Corp., Pasadena, Cal. digital computer manufacturer, would be acquired by Burroughs Corp. under plan announced by Electrodata chairman Philip Fogg and Burroughs pres. John S. Coleman. Electrodata shareholders would receive one share of Burroughs for 2 shares of Electrodata. Directors of Consolidated Electrodynamics Corp., which owns 325,000 of Electrodata's 910,000 common shares, have expressed approval of the consolidation.

Flight Laboratory for air and ground testing of airborne electronic equipment has been established by RCA at New Castle County Airport, New Castle, Del. Manager is Charles L. Sharp, ex-supervisor of flight operations for Great Lakes Carbon Co.

FCC's new "Radio Equipment List, Part C," covering acceptable transmitters for non-broadcast services, has been updated as of Jan. 12, may be inspected at Washington & field offices. List covers these services: maritime, public safety, industrial, land transportation, citizens.

Experimental vhf "scatter" tests have been started in England by British Marconi Co., renewing speculation that transatlantic TV transmissions may eventually come through the new long-distance transmission technique (Vol. 11:32).

International electronics "merger"—resulting in new Intercontinental Electronics Corp., Mineola, Long Island—received heavy play in financial sections this week, keyed to fact that J. P. Morgan and Rockefeller money is involved. New company unites big French Compagnie Generale de Telegraphie Sans Fil (CSF) and Airborne Instruments Lab, Long Island, principally for purpose of adapting and merchandising CSF products (radar, microwave, computers, etc.) in U.S. Intercontinental has issued 250,000 shares at \$1 each, with another \$1,250,000 authorized but unissued. Airborne Instruments and CSF each holds 40% of issued stock, American Research & Development Corp. (principal owner of Airborne) 5%, Bank of Paris (major source of CSF's credit) 5%, J. P. Morgan & Co. 10% on behalf of U. S. interests. David & Laurence Rockefeller own substantial amount of Airborne. New company's president will be an American, yet to be named; v.p. is Arnold A. Haase-Dubosc, ex-CSF. Other board members are from Airborne, CSF and the Morgan firm.

Shortage of engineers is "very nearly a national emergency," Dr. Allen B. DuMont told conference of mathematics & science teachers at Fairleigh Dickinson College, Teaneck, N. J. "Our scientists and engineers are now faced with the gigantic task of keeping our country abreast or ahead of a foreign ideology in missile development, in nuclear weapons, and in automatic electronically controlled defense systems," he said. "Should we fall behind in these developments, the free world would be in a position of real danger. Our actual existence may depend upon the number and quality of men dedicated to scientific development in areas of offensive and defensive weapons."

Data-Vision system of slow-scanning industrial TV which uses telephone wires instead of cable or microwave (Vol. 11:45, 50) will incorporate Skiatron "Dark Trace" tube, which makes possible retention of material on receiving screen as long as desired. Skiatron said Dage TV div. of Thompson Products has contracted for delivery of at least \$426,000 worth of the tubes.

Altec Service Corp., 161 Sixth Ave., N. Y., has entered into agreement with General Precision Lab whereby its 175 field engineers throughout U. S. take over contract servicing of GPL closed-circuit TV systems.

RCA leases 20,000-sq. ft. plant of New England Industrial Center at Needham, Mass. for advanced ferrite development lab for electronic products, with occupancy scheduled in April.

La Motte T. Cohu, member of exec. committee of General Dynamics, chairman of Kay Labs & ex-pres. of Avco, named a director of Eastern Industries (X-ray tubes, lamps).

Dr. Harold Goldberg elected Emerson v.p. in charge of research, succeeded by Dr. Donald P. Burcham as director of Emerson Research Labs, Washington.

T. R. Hays, ex-district sales mgr. for equipment sales, RCA tube div., named gen. sales mgr., RCA semiconductor div., Harrison, N. J.

Stromberg-Carlson (General Dynamics) forms nucleonics research section under Robert L. Deming, ex-Los Alamos Scientific Lab.

Wilfred M. McFarland, secy. of Hazeltine Corp. & exec. v.p. of subsidiary Hazeltine Electronics, elected v.p. of parent company.

J. R. Burns named director of electronic & defense products div., Westinghouse International, succeeding Charles I. Shuff, now director of licensee-integrated sales.

Frederick W. Gifford promoted to finance mgr. of GE semi-conductor products section, Syracuse.

Melvin B. Kline promoted to mgr. of DuMont's new missile engineering dept., headquartering in Los Angeles.

Annual "Emmy" awards, presented by Academy of Television Arts & Sciences on NBC-TV March 17: best children's series, *Lassie* (CBS-TV); daytime programming, *Matinee Theatre* (NBC-TV); news commentator, Edward R. Murrow (CBS-TV); documentary, *Omnibus* (CBS-TV); audience participation, *\$64,000 Question* (CBS-TV); action or adventure series, *Disneyland* (ABC-TV); specialty act, Marcel Marceau; comedy series, *You'll Never Get Rich* (CBS-TV); variety series, *Ed Sullivan Show* (CBS-TV); music series, *Hit Parade* (NBC-TV); drama series, *Producers' Showcase* (NBC-TV); best single program, "Peter Pan" on *Producers' Showcase*; supporting actor, Art Carney in *The Honeymooners* (CBS-TV); supporting actress, Nanette Fabray in *Caesar's Hour* (NBC-TV); m.c. or program host, Perry Como in *Perry Como Show* (NBC-TV); comedian, Phil Silvers in *You'll Never Get Rich* (CBS-TV); male singer, Perry Como; female singer, Dinah Shore; comedienne, Nanette Fabray; actor in single performance, Lloyd Nolan in "Caine Mutiny Court Martial" on *Ford Star Jubilee* (CBS-TV); actress in single performance, Mary Martin in "Peter Pan"; actor in continuing performance, Phil Silvers; actress in continuing performance, Lucille Ball in *I Love Lucy* (CBS-TV). In addition, CBS-TV received special award for coverage of atomic bomb blast last May.

Two former Democratic chairmen of Senate Commerce Committee are among purchasers of independent radio KTLN, Denver (5-kw, 1280 kc) for \$300,000 from Leonard Coe, according to application filed this week with FCC. The buying group: Colorado Gov. Edwin C. Johnson (16.67%); ex-Sen. Burton K. Wheeler of Montana (22.33%); Johnson's son-in-law Robert L. Howsam, who is pres.-gen. mgr. of Denver Bears baseball team (16.67%); Wheeler's sons Richard B. & John L. (22.16% each). Richard Wheeler, to be pres.-treas., was gen. mgr. of now off-air WTRI, Albany (Ch. 35) and sales mgr. of Washington's WTOP before that; John Wheeler, to be v.p.-secy., is Pacific coast counsel for Sears, Roebuck & Co. Coe, who also owns 12% of radio KVLC, Little Rock, has agreed to keep out of Denver radio for next 4 years in return for additional \$50,000 to be paid in installments.

Purchase of 3 more community antenna systems was announced this week by Jerrold Electronics Corp. Systems are in Dubuque, Ia. (3300 subscribers), Flagstaff, Ariz. (1100), Pocatello, Ida. (700). Previously purchased were systems in Key West, Fla. and Ukiah, Cal. Jerrold pres. Milton J. Shapp reports that total subscribers of the 5 systems is approximately 7000 and that he's "actively negotiating" for additional systems. Shapp and his wife had owned 30% of Dubuque system as individuals, donated holdings to Jerrold.

FCC clamped down on 3 more unlicensed boosters in Washington State this week, ordering hearings May 3, 6 & 10 on proposed cease-&-desist orders. They are: Apple Valley TV Assn., Wenatchee; Brewster-Pateros TV Assn., Brewster; EOA-TV Co., Entiat. Pilot case—that of C. J. Community Services, Bridgeport, Wash.—now pends in Appeals Court, which stayed FCC's cease-&-desist order while it considers case (Vol. 12:10).

Application was filed this week for Elmira, N. Y., Ch. 9, by local group of businessmen including owners of radio WELM and J. Fred Shoellkopf, Jr., 20% owner of Buffalo's WGR-TV & WGR—bringing total applications to 133 (19 uhf). [For details, see *TV Addenda 22-K* herewith.]

NARTB hired research firm of Crossley, S-D Surveys Inc. to conduct further tests in next phase of its continuing effort to establish long-awaited uniform measurement of sets-in-use on county-by-county basis (Vol. 12:5).

KULA-TV, Honolulu (Ch. 4) changes to KTCA June 1.

BBC's TV service was staunchly defended by director general Sir Ian Jacob in March 21 address to Radio & TV Executives Society in New York—in direct answer to NBC pres. Sylvester Weaver's London speech last fall (printed as Special Report with Vol. 11:43). Said Sir Ian: "I challenge anyone to show that there is anywhere in the world, including the United States, a TV service that exceeds, in range of material, in enterprise for new program ideas and techniques, in technical quality and in general standard, that of the BBC." In good-natured address, he disputed Weaver's contention that commercial TV can do better job of uplifting public because BBC does not reach mass audience simultaneously: "Do you suppose that the people of Britain [would] have continued giving their support and paying their licenses if the BBC had failed to serve all the people and had merely given them what they want group by group? The main criticism levelled at us [is] that we have tried too hard to follow the policy which Mr. Weaver advanced as that which commercial TV should follow." While commercial TV apparently has achieved some success in England, he added, "the permanent nature and shape of so-called independent TV in Britain remains to be seen."

Catholic Legion of Decency has no plans to pass judgment on moral suitability of TV programs, but will continue to do so on movies, says Rev. Timothy J. Flynn, TV-radio director of Roman Catholic Archdiocese of N. Y. He said the volume of TV program production makes it impractical to warn Catholics in advance of any programs it might regard as morally unsuitable. He added that Catholic Church hopes TV industry enforces its own code more stringently.

Carl O. Hansen, 5.33% owner and board member of KOOK-TV & KOOK, Billings, said he was "fired" by U. S. Agriculture Dept. March 21 from post of director of Farmers Home Administration in Montana, same day columnist Drew Pearson accused him of helping to manage the stations, serving as a wool-buyer for a Boston firm and charging personal and political phone calls to Govt., all on govt. time. He denied misconduct, blamed untrue "allegations by disgruntled former govt. employees."

East West TV Business Conferences is new closed-circuit firm with headquarters at 3009 Goddard Rd., Toledo, Ohio. Working with other closed-circuit entrepreneurs, it handled March 20 Packard coast-to-coast conference, and shows this week for National Tire & Retreaders Assn. and Grand Union grocery chain. East West is headed by John Hurst, formerly affiliated with now-defunct Fleetwood Corp., closed-circuit equipment manufacturer.

Moscow TV & radio were employed this week in unprecedented speech by British Ambassador Sir William Hayter, who told Russian people he hoped current visits to England by Soviet leaders would improve relations. It was first time any ambassador had broadcast in Russia. Soviet stations are also preparing to broadcast series of programs prepared by BBC.

Success of TV log magazines, notably *TV Guide*, has stimulated publication of 2 more Sun. newspaper TV supplements. On March 25, *Washington Star* begins including 10¼x7-in. special section in color, first issue running 22-pp. On April 1, *St. Louis Post-Dispatch* will begin printing pocket-size supplement, with slick cover in color, first running 52-pp.

Televised high school courses are being kinescoped by Pittsburgh's educational WQED for U. S. Armed Forces Institute under \$37,000 Defense Dept. grant. Total of 48 filmed programs will be collected for showing at Armed Forces bases—16 kinescopes each of WQED's courses in English, algebra and "Challenge of Democracy."

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — March 31, 1956

ANTI-NETWORK DRIVE to eliminate option time, 'must-buy' lists—spearheaded by KTTV's Richard Moore—stirring Senators to deeper inquiry (p. 1).

EXCISE TAX EXEMPTION for all-channel color sets, as aid to uhf, being pushed hard by Senate Commerce Committee, which sees chance of success (p. 2).

AGENCY HEAD ATTACKS TV as ineffective sales medium for durable goods, claims 'the public's honeymoon with TV is over.' TvB's Treyz replies (p. 3).

ANALYSIS OF APPLICATIONS filed in last 6 months shows 22 vhf, 13 uhf; 15 from cities under 25,000 population. Construction costs down (p. 3).

NETWORKS TESTIFY ON ALLOCATIONS before Senate probers, differing widely in approach; ABC proposes exploration of DuMont's share-the-networks plan (p. 5).

FOUR GRANTS ISSUED by FCC, while Supreme Court refuses to review appeal in Petersburg, Va. Ch. 8 case. FCC declines to block second Yuma station (p. 8).

LAS VEGAS' KSHO-TV starting with unique 24-hour all-film programming aimed at tourists, unusual rate card, 150-watt transmitter (p. 9).

TV SALES DOWN 10%, home radios up nearly 30% from first 1955 quarter. RCA starts 8½-in. TV shipments. Confusion rampant on screen-size ad rule (p. 11).

'YEAR OF THE TRANSISTOR' is here, production due to reach 12,000,000 this year; 25% of battery radios transistorized, car radios next (pp. 12 & 15).

TOP 100 ADVERTISERS, 88 using TV, accounted for 87% of total network TV billings during 1955, according to PIB tabulation. General Motors tops list (p. 10).

NATIONWIDE CLOSED-CIRCUIT network for technical education—financed by Govt.—proposed to end shortage of teachers & engineers (p. 10).

ABC SHOWED PROFIT IN 1955 for first time since 1953 merger with Paramount Theatres. AB-PT earnings rose 74% over 1954, with record total income (p. 14).

NETWORK COLOR now available to 197 stations in 137 cities via AT&T facilities, with 52,000 out of 73,000 channel miles color-equipped (p. 15).

'LINCOLN-DOUGLAS' DEBATES on TV appear out for 1956, at least in form recommended by CBS. Johnson bill passage seems assured (p. 16).

ATTACK ON NETWORKS STIRS SENATORS: Entire course of "network phase" of the Senate Commerce Committee's TV investigation probably was altered by the stinging 50-page testimony of pres. Richard A. Moore of Los Angeles' independent KTTV, slashing at 2 of the foundations of TV network operating practices -- network option time and the "basic" or "must buy" affiliate groupings.

That Senators were impressed is putting it mildly. That Committee will invite -- even demand -- far more testimony than originally planned on the subject, from advertisers, agencies, TV film syndicators, independent & affiliated stations, now seems almost certain. That networks have been put on the defensive for their next innings before the Committee is beyond question.

Impact of Moore's testimony seems to have some Senators feeling pay dirt is in sight in network part of the investigation. It follows by a few weeks chief trust-buster Stanley Barnes' testimony that network practices are "under investigation," backs up Plotkin Report recommendations that option time be abolished and comes hard on the heels of Congress' second appropriation for what is billed as the FCC's "over-all reappraisal" of network regulations.

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"Restrictive agreements imposed by the network companies on the stations affiliated with them" were seen by Moore as more serious limitations on free TV competition than scarcity of available channels. Both he and Prof. Donald Turner of Harvard Law School, who accompanied him, called option time and "must-buy" practices "clear violations" of the anti-trust laws.

Citing numerous examples and incidents, Moore argued that network affiliation agreements: (1) Restrict affiliate "from exercising its own judgment in programming and from discharging its non-delegable responsibility to serve the needs of its own community." (2) Restrict opportunity of advertisers "to utilize TV on a freely com-

petitive basis." (3) Restrict opportunity "of American creative talent to present the results of their creative efforts on TV," because of network control of programming. (4) Restrict "opportunity of unaffiliated TV station to serve the public interest in its community by presenting the finest possible program service."

He said he will ask FCC's network study committee to back changes in Commission's regulations to: (1) Outlaw network "must-buy" practices. (2) Eliminate option time. (3) Bar any station from taking more than 75% of its programming from any single "outside source" in various segments of broadcast day over 52-week period.

Concept of regulating networks as public utility was injected again by Sen. Bricker (R-Ohio), author of pending bill to establish FCC's authority over networks. "Give attention to public utilities aspects of TV," he urged Prof. Turner, who replied this was "dangerous ground," preferring "primary reliance on competition."

Calling Moore's statement "one of the best submitted to our Committee," Sen. Potter (R-Mich.) commented that some network practices, as described by Moore, sound "like economic blackmail." Sen. Pastore asked Moore's & Turner's views on network ownership of stations, was told such control should be "watched carefully."

Moore's campaign is being handled by Washington law firm of Cox, Langford, Stoddard & Cutler (not in communications practice), of which Prof. Turner is former member. While Moore made presentation in behalf of his own station only, other TV stations and some film syndicators are understood to be taking active part in the crusade. Moore told us he hopes to gain more support "as we go on," but that he represents no formal organization.

Though networks get their chance at rebuttal at a later date -- possibly in May -- reaction of one network is in hearing record already. Following Moore to the stand to present ABC's views on allocations problems (see p. 5), v.p. Ernest Lee Jahncke Jr. preceded his prepared testimony with this remark: "I disagree completely with Mr. Moore's statement. He is citing effects, not causes. It all stems from the scarcity of stations. The Committee's job is to eliminate that scarcity."

ALL-OUT PUSH FOR UHF-COLOR TAX RELIEF: Senate Commerce Committee has now dedicated itself to no-holds-barred lobbying effort to get Administration and Congressional approval of excise tax exemption for all-channel color sets -- as uhf-vhf phase of Committee's hearings came to an end amid conflicting evaluations and proposals by representatives of the 3 TV networks.

Having failed to obtain the universally recommended exemption of all-channel black-&-white TV sets because of Administration opposition (Vol. 11:27), Committee has seized on next-best thing, is making all-out effort to secure the vital Administration stamp of approval of RCA-NBC proposal to exempt from Federal 10% excise tax all color sets which can tune to all uhf stations (Vol. 12:11). In RETMA poll, all color set makers agreed this would mean every future color receiver would be all-channel -- for the uhf-vhf sets would be sold more cheaply than vhf-only.

This new proposal may have good chance, if enough pressure is applied, for these reasons: (1) It would mean virtually no tax revenue loss to Govt., since color set production to date has been insignificant from tax standpoint. (2) It is govt. policy to go easy on taxes on "new products" and "new industries."

Uhf-color tax exemption plea was renewed this week by Joseph V. Heffernan, NBC v.p., in testimony before Committee. Sen. Pastore (D-R.I.), acting as chairman at the time, expressed extreme interest and pointed out that Treasury Dept. backing is vital if plan is to get Congressional support.

"We have already directed a communication to the Treasury Dept.," he said, adding that Sen. Magnuson "has made it his responsibility and his business to have a talk with [Treasury Secy.] Humphrey about the matter. We are now talking to the various members of Congress who have the responsibility of deciding whether or not this should be -- but I think our position would be fortified if we had [network and station officials] come and say, 'Look, this is not a frivolous suggestion, and unless you do this the likelihood of saving uhf will wane' . . ."

FCC has gone on record as favoring tax exemption for all-channel sets, but it could be far more influential in Administration's decision if it wrote strong

letter to Treasury Dept., he said. He singled out FCC representative in hearing room -- Chairman McConnaughey's administrative assistant, Robert L'Heureux -- and gave him "urgent message" to galvanize Commission into letter-writing action.

Network allocations proposals presented to Committee this week were mostly repetitions of their filings in FCC's rule-making proceeding (Vol. 11:51-52). For summaries of their presentations, see p. 5. Hearings have been recessed until April 23 when subscription-TV presentations, pro & con, will begin.

TV QUESTIONED AS 'DURABLE GOODS' MEDIUM: Heavily-publicized speech downrating TV as an effective sales medium for manufacturers of durable goods, delivered March 29 by pres. of an ad agency with estimated \$7,800,000 in TV billings for clients that include Pontiac & Cadillac, drew hot retort from TvB pres. Oliver Treyz and set industry wondering whether it foreshadowed curtailment of network TV sponsorship by auto manufacturers, its biggest dollar-volume category of advertisers.

Ernest Jones, pres. of MacManus, John & Adams, told Pittsburgh Council of AAAA: "We are convinced that TV is not the fundamental medium if you have substantial [durable goods] products to sell. I think it is significant that even the top-rated shows simply aren't moving cars for their sponsors."

Auto manufacturers might "deemphasize TV as they did radio" unless conditions change, he warned, claiming that "the public's honeymoon with TV is over." He hit at what he called TV's "lack of selectivity," declaring: "In TV you've got to entertain them all. That's well and good when you're selling a 30-cent product. When you are attempting to sell a product that costs from \$3000 to \$5000, then you must have selectivity. And I say you can only get that from print advertising -- newspapers and magazines." He added that 60-sec. TV commercial is "too fleeting."

"Programming attitudes have never been more arrogant with less justification," he went on. "Class A time is being auctioned off to the highest bidder and the results don't justify it. The day of the big smash hit is over."

He could not be accused of prejudice against TV, Jones asserted, because "we at our agency work both sides of the street." In addition to GM divs., his agency represents such clients as Dow Chemical & Minnesota Mining and shares in billings for Wide World, Playwrights '56, Medic, Richard III, among others.

TvB's Treyz promptly took up challenge, declaring: "If the public's honeymoon with TV is over, it certainly has matured into the happiest marriage with the public that any medium has ever enjoyed." He cited recent Nielsen figures showing that the average TV home views more than 6 hours a day, adding:

"We wonder if Mr. Jones is qualified to testify as to TV's effectiveness as the 'prime' medium when his TV experience in the 'durable goods' field appears to have involved its use as a supplementary medium, with TV expenditures less than that allocated print. If Mr. Jones' problem lies with the use to which he has put TV, we at TvB -- as the industry's business league -- stand ready to provide any and all services of which we are capable."

Regardless of pros & cons of debate, it's a fact that some auto makers are planning retrenchments in network TV next fall, though plans in some cases haven't been finalized. It's regarded as quite certain that Pontiac won't return on its Playwrights '56 (NBC), Chrysler is all but out of Climax (CBS), while Oldsmobile & Ford are wavering about continuing on color shows.

SURPRISES IN CURRENT CROP OF APPLICATIONS: If demand for TV service may be gauged by applications filed with FCC -- and we know no better way -- analysis of recent filings ought to be illuminating. With almost exactly 4 years of tough post-freeze experience as a guide, with many uhf operators fighting desperately to keep going, with FCC and Congress going 'round and 'round on "solutions" to economics and allocations -- current crop of applicants should be a savvy and realistic group. Therefore, we have examined all applications filed within last 6 months, come up with this:

(1) Total filed: 35 -- 22 of them vhf, 13 uhf.

(2) Eight ask for channels once granted, later dropped. Six of these are newcomers seeking CPS abandoned by others. The other 2 are taking a second chance.

(3) Nine have been granted. One is now on air.

(4) Eleven are competitive, scheduled for hearing.

(5) Fifteen are for communities under 25,000 population, 10 for those with 25-50,000, four for those with 100-250,000, five for those with more than 250,000.

* * * *

Factors that stick out most are prevalence of uhf applications and the great number of small communities for which facilities are sought.

Uhf channels were applied for in the following: Birmingham, Ala.; Anderson, Ind.; Brownwood, Tex.; Victoria, Tex.; Hagaman, N.Y.; Sacramento, Cal.; Rochester, N.Y.; Ellensburg, Wash.; Coos Bay, Ore.; Buffalo, N.Y.

Vhf was the quarry in: Ponce, P.R.; Agana, Guam; Pocatello, Ida.; Dickinson, N.D.; St. Paul, Minn.; Athens, Ga.; Prineville, Ore.; Elmira, N.Y.; Bishop, Cal.; Ensign, Kan.; Provo, Utah; Montrose, Colo.; Clovis, N.M.; Roswell, N.M.; Deadwood, S.D.; Yuma, Ariz.; Ironwood, Mich.; Casper, Wyo.

There are special reasons behind some of these applications -- different from those prompting "normal" filings. For example: 2 Rochester uhf applications came from share-time WHEC-TV & WVET-TV which sought hedge against being forced off Ch. 10 by protest; Hagaman, N.Y. uhf station was obtained by WROW-TV (changing to WCDA), Albany, which needed fill-in satellite; the St. Paul, Minn. and Athens, Ga. applications are for educational stations. And it's true that many of the small-town applicants propose to be little more than satellites, initially.

An unusual stimulus behind several applicants is fact that community antenna systems contributed to building receiver circulation to point that TV station seems worth the risk. Such is the case in: Victoria, Tex.; Ellensburg, Wash.; Coos Bay, Ore.; Pocatello, Ida.; Clovis, N.M.; Casper, Wyo. Casper provides most striking example. KSPR once held CP for Ch. 2, dropped it in 1954. Community system has since built circulation to some 4000 by microwaving signals from Denver; this week, KSPR decided to try it again, is asking for Ch. 6. Towns with community systems, therefore, bear watching for new filings. (Complete directory of systems, with number of receivers served by each, is included in TV Factbook No. 22, pp. 375-387.)

Noteworthy, too, is decline in estimated cost of construction. Of the 35, 12 propose to build for \$50,000-\$75,000, four under \$50,000. Competitive vhf applications, on other hand, run as high as ever. For Elmira's Ch. 9, proposed costs are \$247,749, \$501,850 & \$614,487 for the respective 3 applicants.

[Full data on all pending applications is included in TV Factbook No. 22 and weekly supplementary Addenda -- blue sheets.]

The 50% purchase of KBTB, Denver (Ch. 9) by Wm. Zeckendorf's Webb & Knapp realty firm and 100% acquisition of WIRI, Plattsburgh, N. Y. (Ch. 5) by Rollins Broadcasting Inc. were approved by FCC this week. Webb & Knapp obtains the 50% of KBTB owned by insurance man Frank R. Leu, paying him \$100,000 cash, \$50,000 for note owed him by station and buying up \$700,000 in debenture bonds (Vol. 11:50). John C. Mullins retains his 50%. He and Zeckendorf have announced intentions of acquiring full complement of TV-radio stations. FCC conditioned approval on resignation of Artemus Gates as officer-director of either Webb & Knapp or Time Inc.; latter owns KLZ-TV, Denver. In buying Plattsburgh station, Rollins obtains stock of Carl F. Stohn group for \$48,750, redeems \$117,000 of preferred stock, assumes all liabilities—for total of more than \$500,000 (Vol. 12:7). O. Wayne Rollins owns 50%, brother John W. 45%; latter is Delaware lieutenant-governor. Firm operates string of eastern AM stations, owns Rollins Electronics, Lewes, Del.

Sale of KGUL-TV, Galveston-Houston (Ch. 11) to J. H. Whitney investment group for approximately \$4,000,000 is still in negotiation stage. Whitney organization owns KOTV, Tulsa (Ch. 6), operates several community antenna systems.

Tall tower compromise worked out by Joint Industry-Govt. Tall Structure Committee last year (Vol. 11:41) moved step toward implementation this week when FCC proposed amendment to rules to encourage joint use of single structures or "antenna farms" by all stations in each area. Specifically, rule would provide that all new antennas higher than 500 ft.—by new grantees and by existing stations moving to new sites—should use common structure or antenna farm unless they can satisfy Commission that compliance is impossible. Proposal is Notice 56-284, Doc. 11665, available from FCC or we'll get you copy. Industry's comments are due May 31, replies thereto 20 days later.

Two more unauthorized boosters in state of Washington were ordered to stop operations in final decisions issued by FCC this week. Operators in Quincy and Nespelem were told to "cease-&-desist" for same reasons given in bellwether Bridgeport, Wash. case (Vol. 12:10). As in Bridgeport case, it's expected latest 2 operators will go to Court of Appeals and obtain stay of FCC decision, thus continue to operate pending court's consideration of appeals' merits.

New reps: WLEX-TV, Lexington, Ky. to Bolling (from Forjoe); upcoming KAVE-TV, Carlsbad, N. M., due in June, names Branham.

NETWORKS' allocations proposals were received this week by Senate Commerce Committee in its last hearing go-round on vhf-uhf problems—but for the most part they covered same ground as their presentations in FCC allocations proceeding. Still striving for outlets competitive to NBC & CBS, ABC v.p. Ernest Lee Jahncke Jr. threw one of few "new" ideas into hearing with a share-the-networks proposal for markets suffering from too few stations.

He urged Committee to look into old DuMont plan to require vhf stations in markets with less than 3 "competitive" outlets to share their service equally among the 3 networks. He endorsed deintermixture, drop-ins and commercial use of some reserved vhf educational channels.

He assailed FCC hesitation and vacillation, asked if FCC intended to repeat in TV "the same restrictive pattern of inaction, indecision and delay" which has prevailed for decade in Commission's radio clear-channel case. He then turned his vitriol on Senate Committee: "Inaction, however, is not the exclusive province of the FCC," he said. "Failure by this Committee to take affirmative action and to supply the FCC with guidance, is unquestionably a major factor in the present allocation crisis." He revealed that ABC's representative on Senate Committee's ad hoc allocations engineering group—engineering v.p. Frank Marx—has resigned because group held only one meeting and had "utterly failed to discharge its responsibilities." He urged "Congressional mandate" to FCC to issue re-allocation plan by June 1, prevent new vhf stations from going on air in proposed all-uhf deintermixture areas.

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CBS engineering v.p. Wm. B. Lodge, assisted by network economic advisor Sidney Alexander, plumped for the 2 previously advanced CBS allocation proposals—Plan I involving 37 new vhf assignments to 31 markets, through "controlled drop-ins," Plan II involving procurement of 7 additional vhf channels for TV, which he has said "would provide a long-run solution for just about the entire allocation problem."

Goldmine of feature films now available to TV is mostly fool's gold, in opinion of Ziv TV's Frederic W. Ziv. In special statement this week "to get the picture clearly in focus," he makes this analysis of the feature film flood: Features now being offered were produced before 1948, only 10% of them "first-rate," possibly another 10% "better than average," the rest little better than the oldies they replace. Many of them are keyed to "sex, violence and thrills," can't be considered living room fare. They're not coming from bottomless reservoir, and once they're used up, "where is the next supply coming from?" From backlog of films made especially for TV, answers Mr. Ziv—films created for the living room, for sponsor identification and for convenient insertion of advertising message. He says movies generally are destined for "late night showings and other marginal time slots," and quotes ratings showing TV films outdrawing features where they are shown in same time segments on competing stations. "From a dollars-&-cents standpoint," he concludes, "we breathe a sigh of relief that this feature film backlog is no longer hanging over our heads. But from a qualitative standpoint of TV fare, we feel it necessary to warn TV stations and advertising agencies that they are in danger of short-changing the video medium, as well as themselves, and an indiscriminate use of feature film may set TV back 5 or 10 years."

Allen Kander & Co., station-newspaper brokers, moves Chicago office to 1310 Pure Oil Bldg. (Randolph 6-3688).

He virtually wrote off uhf, and under stiff questioning by Pastore and chief counsel Kenneth Cox stoutly maintained that uhf could never, under any circumstances, equal vhf in coverage or service.

NBC v.p. Joseph V. Heffernan disagreed—at least in part—thought next few years of development could see strong improvement in "relative performance" of uhf. He saw selective deintermixture as a "holding operation," excise tax relief for uhf color sets as "offering the uhf people what they are looking for, the light at the end of the tunnel." Among his significant proposals:

Congress should "declare as national policy the goal of maintaining and strengthening the uhf service," and, if necessary, enact legislation to permit vhf CP-holders to get uhf channels without hearings if their vhf channels are wiped out in deintermixture proceedings. His other proposals followed closely those of RCA senior exec. v.p. Elmer W. Engstrom 2 weeks ago—selective deintermixture, encouragement of multiple ownership, boosters & translators, higher uhf power (Vol. 12:11).

During Heffernan's testimony on deintermixture, Sen. Pastore (D-R.I.) again criticized FCC's policy of making vhf grants in areas where deintermixture petitions pend. Said he: "If you are going to keep on intermixing because the problem is now academic—and we know that this intermixing is actually destroying uhf—aren't we actually kidding ourselves by at least maintaining a hope that uhf is going to survive?"

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Uhf grass-roots lobbying campaign continued this week, meanwhile, as new Committee for Competitive TV took to the road in first of series of state meetings to be climaxed by mass meeting of uhf telecasters in Chicago April 15 during NARTB convention. This week's meeting was in Harrisburg March 28, drew attendance and pledges of support from these Pennsylvania uhf stations: WHP-TV & WCMB-TV, Harrisburg; WNOW-TV & WSBA-TV, York; WBRE-TV, Wilkes-Barre; WSEE, Erie. Pittsburgh's WENS and Reading's WHUM-TV, while unable to attend, pledged support. All Ohio uhf telecasters have been invited to April 5 meeting at Pick-Ohio Hotel, Youngstown.

Special program marking demise of WTAO-TV, Cambridge (Ch. 56) March 30 (Vol. 12:11) was grim novelty to focus public attention on "recent trends in the actions of the FCC which have plowed under hometown community TV, opportunities for the small businessman to use this mighty medium and have fostered a dangerously significant growth of monopoly in the broadcasting industry." Featured guest on 8:30 p.m. program was Lt. Gov. Sumner G. Whitter. Following his address, station projected special film of U. S. Air Force Band playing Star Spangled Banner and station went dark—"until further notice."

Uhf translator idea proposed by Jerrold Electronics Corp. (Vol. 12:10-11) was followed up this week when Jerrold conducted one-day test in North Bend, Wash., using 100 microvolt signal on Ch. 82. In Hawthorne, Nev., meanwhile, Mt. Grant TV Booster Service Corp. proposes to test translator, filing experimental application with FCC this week. It proposes 10-watt Adler transmitter, Raytheon parabola antenna, doesn't designate channel—total cost \$25,000, funds to be raised by voluntary contributions. James E. Roembke is chairman; engineer Louis Dellamonica will conduct tests.

Special dubbing and translating service for American TV film distributors has been established by Productores Independientes de Dibujos Animados S.R.L., P. O. Box 1678, Buenos Aires, Argentina.

Ohio State U's Institute for Education by Radio-TV will be conducted in Columbus April 17-20.

Personal Notes: Edward L. Saxe, CBS-TV v.p. & asst. to pres. Frank Stanton, named v.p. in charge of operations, succeeding Frank Falknor, retiring May 7 after 23 years with network . . . Jay W. Wright, administrative v.p. of KSL-TV & KSL, Salt Lake City, promoted to exec. v.p., succeeding Ivor Sharp, now v.p. in charge of corporate developments . . . Wm. C. Grove appointed exec. v.p. of Frontier Bestg. Co., continuing as gen. mgr. of its KFBC-TV & KFBC, Cheyenne & KSTF, Scottsbluff, Neb. . . . Clarke A. (Fritz) Snyder, ex-CBS-TV director of station relations, serving for last year as v.p. of *Television Magazine*, joins rep Hellingbery as director of sales development, research & promotion . . . David J. Bennett resigns as gen. mgr. of WTPA, Harrisburg, to become director of regional sales development for Triangle Publications stations (WFIL-TV & WFIL, Philadelphia; WNBFTV & WNBFTV, Binghamton; WFBG-TV & WFBG, Altoona, Pa.); Clark Pollock, production mgr. of WNBFTV & WNBFTV, named program director, succeeding Edward M. Scala, now program director of WFBG-TV & WFBG . . . Robert M. McGredy & John S. deRussy, sales directors of WCAU-TV & WCAU, respectively, elected v.p.'s of WCAU Inc. . . . John F. Horstman Jr. promoted to operations mgr., WCAU-TV, Philadelphia, succeeding Mel Levine, now asst. mgr. of program dept. . . . Mitchell Wolfson, pres. of WTVJ, Miami, leaves in early April for 2-months around-the-world trip, plans to shoot color film in Asia & Middle East for quick air shipment back to station . . . F. A. Lynds, pres. of CKCW-TV & CKCW, Moncton, elected pres. of Canadian Assn. of Radio-TV Bestrs.; H. A. Crittenden, CKCK-TV, Regina, elected v.p. for TV, D. A. Gourde, CKRN, Rouyn, Que., v.p. for radio . . . Wm. P. Robinson resigns as Crosley stations v.p. in charge of specialized sales plans to become sales v.p. of Land-Mark Corp., Washington (highway signs); Tom Diskin resigns as national publicity director of Crosley stations to become asst. publicity director for State of Kentucky . . . John H. Bachem, onetime gen. mgr. of DuMont Network, returns to CBS Radio as account exec. . . . Leonard J. Ostrow, ex-radio WINS, N. Y., named sales mgr. of DuMont's Electronicam system; Henry Humphrey named film production coordinator . . . Hank Warner, ex-CBS, named ABC press information director; Al Seton, ABC publicity mgr., promoted to asst. press information director . . . Frederick P. Laffey,

ADVERTISING AGENCIES: John R. Sheehan resigns as v.p. & TV-radio director of Cunningham & Walsh . . . Don Francisco, 42-year veteran of advertising business who helped organize Voice of America, retires as v.p. of J. Walter Thompson . . . David O. Nyren, exec. asst. to TV-radio director, Dancer-Fitzgerald-Sample, elected a v.p. . . . Michael W. Gradle, TV-radio producer of Needham, Louis & Brorby, promoted to mgr. of Hollywood office, replacing Frank Pittman, resigned . . . Stuart D. Ludlum named mgr. of new Hollywood office, C. J. LaRoche & Co., handling Walt Disney account, including ABC-TV's *Disneyland* . . . Leonard White promoted to TV program coordinator, J. Walter Thompson, Hollywood . . . Ralph W. Smith, ex-gen. mgr. of Franklin Simon retail chain, named personnel director of McCann-Erickson, N. Y. . . . Phipps Rasmaussen promoted to mgr. of McCann-Erickson's San Francisco office and member of its operations committee . . . Thomas R. Vols promoted to exec. v.p., Anderson & Cairns Adv. . . . Waldo H. Hunt, pres. of W. H. Hunt & Assoc., Los Angeles, becomes v.p. of Compton Adv., which has merged Hunt agency with its own Los Angeles TV production office; Alvin Kabaker, Compton v.p., continues to head TV operations . . . Robert Bergmann resigns as TV-radio production director, Norman, Craig & Kummel, to join Transfilm Inc. as production supervisor . . . L. O. Holmberg, Compton v.p., Chicago, elected central region

ex-WBZ-TV, Boston, named ABC-TV closed-circuit program mgr. . . . George F. Milne promoted to ABC traffic coordinator . . . Edward Justin resigns as merchandising director of NBC licensing subsidiary Kagran Corp. to become Screen Gems merchandising director . . . Robert Shoaff named program director, KBTB, Denver . . . Ralph H. Davison Jr. resigns as sales mgr. of KGMB-TV & KGMB, Honolulu, to join Intermountain Network (AM), headquartered in Salt Lake City . . . Emerson S. Coatsworth appointed asst. gen. mgr. of MPTV (Canada) Ltd., reporting to gen. mgr. T. A. Metcalfe . . . Wm. Walker promoted to asst. treas. of NARTB . . . James S. Dugan, ex-KVOO-TV, Tulsa, named sales mgr. of KOOL-TV, Phoenix . . . Paul Talbot joins TPA as mgr. of its new international div., continuing as pres. of Fremantle Overseas Radio & TV . . . Gordon L. Gray, ex-NBC Chicago & WKAR-TV, E. Lansing, joins Educational TV & Radio Center at Ann Arbor as program assoc. . . . James Baker promoted to mgr. of station services, Radio Advertising Bureau, reporting to station service director Arch L. Madsen . . . Jack D. Ellison, ex-gen. mgr. of KENI-TV, Anchorage, joins KPTV, Portland, Ore., reporting to local sales mgr. D. Donald Lonie . . . Roger S. Littleford Jr. promoted to gen. mgr. of *Billboard's* music-radio div., replacing K. (Haps) Kemper, who joins Young & Rubicam . . . David Savage, ex-Guild Films, elected pres. of new Theatrical Enterprises Inc. . . . Gene Dailey, ex-radio WBBM, Chicago, appointed director of Crosley's "Com-ex," Cincinnati, in charge of coordinating news, weather & sports programming for TV-radio, reporting to v.p.-gen. mgr. Al Bland . . . Byron (Barney) Ogle, ex-radio KRGV, Weslaco, Tex., named NARTB midwest field rep, reporting to station relations mgr. Jack Barton.

Margaret Truman's contract will be renewed by NBC following her marriage in April. Her first TV appearance after her marriage, according to NBC-RCA v.p. Emanuel Sacks, will probably be on *George Gobel Show* in May.

Frieda B. Hennock, ex-FCC commissioner, to marry Wm. H. Simons, head of Washington real estate firm, wedding date not yet set. She plans to continue law practice.

James D. Shouse, chairman of Crosley Broadcasting Corp., and Katherine Fox, director of WLW special broadcast services, married March 27.

chairman of AAAA, replacing Vincent R. Bliss, pres. of Earle Ludgin & Co.; Arthur G. Rippey, of Rippey, Henderson, Kostka & Co., Denver, elected vice-chairman . . . S. Ramsey Lees, ex-Ruthrauff & Ryan, named TV-radio director of BBDO's new Toronto office; Ralph G. Draper, ex-All Canada TV & Leo Burnett Co. of Canada, named print media mgr.; Ronald N. Cross, ex-MacManus, John & Adams, named production mgr. . . . Donald S. Hillman & Robert Wilbor, both ex-NBC-TV, join TV-radio production dept., N. W. Ayer, N. Y., along with Ronald L. Buebendorf, ex-Sullivan, Stauffer, Colwell & Bayles and Wallace R. Magill, free-lance director.

Colin Bednall, managing dir. of General TV Corp., one of 2 licensees for commercial TV stations in Melbourne, Australia, was due to arrive in San Francisco April 1 for 3-month visit to U. S. to study transmitting equipment and telecasting techniques. His tentative itinerary: San Francisco, April 1-7; Los Angeles, April 7-14; New York, April 14-June 15. He may be contacted through U. S. Commerce Dept. field offices in those cities.

Willis H. Pratt Jr., film mgr. of AT&T, named chairman of films committee, Assn. of National Advertisers, succeeding John Flory, Eastman Kodak, who continues as committee member.

Telecasting Notes: Networks are looking for new movies to give the "U. S. premiere" treatment a la NBC-TV's "Richard III" (Vol. 12:11). Seeking an American picture, it's understood NBC has made offer to MGM for one-time "first performance" presentation of "Invitation to the Dance," all-dancing picture starring Gene Kelly and Tamara Toumanova. Meanwhile, British producer Harry Alan Towers is now in New York talking with networks for possible TV premiere of his forthcoming "Capt. Horatio Hornblower," to be shot this summer with Michael Redgrave slated to star . . . "Feature-length" TV films are coming into their own, March 28 *Variety* estimating 190-244 of the 60 & 90-min. film shows projected by networks for next season, breaking down to 143-182 hour-long films and 47-62 of the 90-min. shows. This will bring Hollywood's full-length-for-TV production within spitting distance of its current 250-a-year production rate of theatrical movies . . . Partial breakdown of *Variety's* census of full-length TV pictures (total doesn't include 100 filmed 60-min. *Mickey Mouse Club* episodes): ABC, one series of 90-min. filmed dramas, 2 hour-long series plus possibly one 60-min. western, in addition to 60-min. *Disneyland & Warner Bros. Presents*. CBS will put 13 of its projected *Playhouse 90* dramas on film, 8 of them to be produced by Columbia Pictures' Screen Gems, plus a 60-min. *Perry Mason* mystery series. NBC is discussing series of 8 or 10 filmed 90-min. spectacles with 20th Century-Fox . . . Situation comedy still reigns as king of ratings, *Billboard* finds on basis of perusal of Niensens for second half of Jan. In March 31 issue it analyzes ratings by show format and reports the 21 evening network situation comedies pulled average rating of 28.7, the 7 westerns 28.4, the 23 "general dramas" 25.8, the 4 mysteries 25.3, the 18 quiz and audience participation shows 25.1, the 11 general variety shows 22.7, and 17 non-categorized other shows 18.1. Average half-hour network evening show earned 24.8 rating . . . First local telecast of complete opera direct from theatre will be made April 5 by Westinghouse's

KDKA-TV, Pittsburgh, when it picks up entire performance of "Madame Butterfly" by Pittsburgh Opera Society from stage of Syria Mosque during regular performance, 8:15-11 p.m. at cost of \$10,000, included preempted commercial shows and production cost, as station's contribution to Society's public relations and fund-raising campaign. Radio KDKA will carry audio . . . RKO oldie "King Kong" did so well on WOR-TV's *Million Dollar Movie*—drawing a claimed 9,386,000 viewers on cumulative basis—that parent RKO Teleradio is reported planning to withdraw it from TV use and rerun it in theatres for umpteenth time . . . Social work is next field to be dramatized in TV film series. Worthington Miner (*Medic, Frontier*) plans *Angel of Hell's Kitchen* for NBC-TV, based on career of N. Y. welfare worker Mrs. Bernice Tepper . . . Celluloid should burn in new TV film series being offered by MCA-TV; it features series of unrehearsed debates between commentator Fulton Lewis Jr. and columnist Drew Pearson . . . Moviemaker Pine-Thomas Productions sets up TV dept. under TV writer Paul Monash, to produce 2 series of 30-min. TV films . . . Another ABC-Disney promotion: Nationwide juvenile "Talent Round-Up" for *Mickey Mouse Club*, beginning this spring, featuring local auditions at dept. stores, movie theatres, public schools, with regional winners starring in "junior spectaculars," top winners appearing on *Mickey Mouse Club* . . . Leaving the studio, WRCA-TV, N. Y., plans to use remotes in most of its local shows, using Cadillac limousine mobile unit which covered President Eisenhower's inauguration parade for NBC-TV and now belongs to the station . . . British TV—both BBC & ITA—has spent nearly \$4,000,000 on filmed U. S. TV shows since July 1954, House of Commons was told last week . . . Another new overnight national rating service, the third now available, is Pulse's 22-city personal coincidental interview survey for special programs, giving program ratings and composition of audience for minimum of 1500 homes across the country.

Network Accounts: Ten ad agencies buy more than 50% of evening network TV time, reports April 5 *Sponsor Magazine*, based on special study of network time purchases for week of March 5. Of those 10 agencies, 7 bought time on all 3 networks, 3 bought 2 networks, says Sponsor. Young & Rubicam was CBS-TV's biggest customer, J. Walter Thompson was tops on NBC-TV, Biow on ABC-TV. The top 10 agencies, in order of total time purchases: Young & Rubicam, J. Walter Thompson, BBDO, Wm. Esty, Biow, Benton & Bowles, Kenyon & Eckhardt, Compton, McCann-Erickson and Sullivan, Stauffer, Colwell & Bayles . . . **Top-flight bowling**, big TV hit in Chicago and other midwestern cities, achieves network status April 8 when weekly Chicago-originated *National Bowling Champions* starts on NBC-TV, Sun. 10:30-11 p.m., with General Cigar as alt. sponsor, thru Young & Rubicam . . . Procter & Gamble to sponsor *As the World Turns* on CBS-TV Mon.-thru-Fri. 1:30-2 p.m., and *Edge of Night* on CBS-TV Mon.-thru-Fri. 4:30-5 p.m., both starting April 2, thru Benton & Bowles . . . Procter & Gamble, in \$5,000,000 annual gross package, renews Mon.-thru-Fri. 3:45-4 p.m. segment of *Matinee Theatre* colorcasts on NBC-TV for 52 weeks starting July 2 . . . Bulova & Mennen to be co-sponsors of new quiz show, *High Finance*, on CBS-TV starting in latter April, Sat. 10:30-11 p.m., thru McCann-Erickson . . . Hazel Bishop to be alt. sponsor (with Toni) of *Arthur Murray Party* on CBS-TV starting April 12, Thu. 10-10:30 p.m., thru Raymond Spector Co. . . Whitehall Pharmacal to cancel *Quiz Kids* on CBS-TV effective April 12, Thu. 10:30-11 p.m. . . Olympic tryouts from Los Angeles will be televised on NBC-TV Sat. June 30, 4-6 p.m.

Asserting jurisdiction over "electronically filmed" and taped TV and movie programs, Screen Actors Guild this week issued "definition" of motion pictures which will become part of its contracts with TV and theatrical film producers. SAG's definition of motion pictures includes "motion pictures whether made on or by film, tape or otherwise, and whether produced by means of motion-picture cameras, electronic cameras or devices, or any combination of the foregoing, or any other means, methods or devices now used or which may hereafter be adopted." AFTRA, which has jurisdiction over live and kinescoped TV shows, has been disputing with SAG over which union should represent actors in films made by such "electronic" methods as DuMont's Electronicam.

President Eisenhower congratulated Dr. Lee de Forest last week on 50th anniversary of his invention of grid audion, writing him: "In this 50th anniversary year of a great invention, I congratulate you on your many contributions to scientific progress. Through your long and distinguished career you must have experienced many moments of pride that your imagination and talent furthered the development of modern radio, television and radar. You must also feel great satisfaction in remembering your past decades of service and in anticipating future achievements that your handiwork has made possible. May you enjoy many more years in which to witness the fruit of your labors."

Complaint of too-loud commercials, by Rep. Craig Hosmer (R-Cal.), has brought response from neither FCC nor networks, he stated this week, adding he'd continue "campaign."

Station Accounts: Douglas Fir Plywood Assn., Tacoma (W. E. Difford, managing director) plans to spend \$150,000 on TV as part of \$435,000 all-media campaign to move fir plywood through nation's lumber yards this summer—a season when building supply business is normally slow. Big campaign is keyed to new series of ideas for home improvement contained in merchandise kit being mailed to 30,000 retail lumber dealers. Agency is Condon Co., Tacoma . . . Hotpoint Co., which recently announced plans to start marketing own-brand TV sets in July (Vol. 12:7-8), to use TV-radio spots in intensive 90-day "Swing Into Spring" promotion campaign for its appliances, thru Maxon Inc., Chicago . . . Swift & Co., pleased with tests of new pre-packaged frozen cooked & "red" meat line, plans big spot campaign backing extension of tests to other major markets, thru McCann-Erickson, Chicago . . . Lever Bros. to use TV spots for extension of market tests of its Imperial margarine starting April 2, thru Foote, Cone & Belding, N. Y. . . Western Conference of Teamsters to be co-sponsor of 108 Seattle Rainier baseball games this season on KTVW, Seattle-Tacoma, thru Ryan Adv., Seattle . . . Among advertisers currently reported using or preparing to use TV station time: Blue Coal Corp., Newark, N. J., thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Leed's Travelwear Corp., N. Y. (luggage), thru Hoffman-Manning, N. Y.; National-U. S. Radiator Co., Johnstown, Pa. (heating equipment), thru Ketchum, MacLeod & Grove, Pittsburgh; Kelly Food Products, Decatur, Ill. (po-

tato chips, pretzels), thru Grubb & Peterson Adv., Champaign, Ill.; W. O. Washburn Co., St. Louis (Balm Argenta hand lotion), thru Bozell & Jacobs, Indianapolis; Irwin-Willert Co., St. Louis (Flush-Clean tank tablets), thru Wesley K. Nash Co., St. Louis; Wilson & George Meyers & Co., San Francisco (agricultural & industrial chemicals), thru Foote, Cone & Belding, S. F.; Apex Electrical Mfg. Co., Cleveland, O. (washers, dryers, dishwashers), thru Meldrum & Fewsmith, Cleveland; Trio Chemical Works, Brooklyn, N. Y. (Amazon floor wax), thru Monroe Greenthal Co., N. Y.; Louis Aisenstein & Bros., N. Y. (Medana-Roamer-Hever watches), thru Marks-Aiken Co., N. Y.; Foley & Co., Chicago (honey & tar cough syrup), thru Olian & Bronner, Chicago; Health-Mor Inc., Chicago (Filter Queen vacuum cleaners), thru Westen Adv. Agency, Chicago; Wilson Sporting Goods Co., Chicago, thru Needham, Louis & Brorby, Chicago; Hancock Corp., Philadelphia (Quickie Speedway automatic mops), thru Gresh & Kramer, Philadelphia.

Transcontinental missive: KING-TV & KING, Seattle, in direct pitch for national advertisers, has purchased series of spots on *Klavan & Finch Show* on radio WNEW, N. Y., starting April 2, Mon.-thru-Fri. 6-9:30 a.m. "To our knowledge, this will be the first time a radio & TV operation has purchased broadcasting time to tell its story in the N. Y. market," commented KING v.p.-gen. mgr. Otto Brandt.

FCC'S GRANTS this week were heaviest in months—4 being awarded and initial decision issued for another. The CPs: Redding, Cal., Ch. 7, to Shasta Telecasters; Philadelphia, Ch. 29, to Philadelphia Broadcasting Co. and educational Ch. 35 to Metropolitan Philadelphia Educational Radio & TV Corp.; Agana, Guam, Ch. 8, to KUAM.

Redding group is partnership headed by attorney Laurence W. Carr and Mayor George C. Fleharty. Commercial Philadelphia grantee's pres. and major stockholder is Wm. L. Jones, who operates coal business. Garnering initial decision, shortly to be finalized, was WAGM, Presque Isle, Me., due for Ch. 8 grant now that competitor Thomas Friedman has withdrawn.

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Difficulty of bucking FCC's decisions was well illustrated this week, as Supreme Court declined to review Commission and Court of Appeals decisions awarding Ch. 8, Petersburg, Va., to WXEX-TV. Loser WSSV had appealed.

Economic protest of KIVA, Yuma, Ariz. (Ch. 11) against Ch. 13 grant there to Wrathier-Alvarez Broadcasting Co. was set for hearing May 23 by FCC, but Commission declined to stay effectiveness of grant and it expressed doubt KIVA would win the hearing. KIVA had charged that Wrathier-Alvarez was interested solely in financial gain; that Yuma couldn't support 2 stations. In meantime, Commission said, town needs a second service to meet "needs which remain unsatisfied in single-station communities."

"First major improvement on a motion picture camera since the Mitchell camera introduced the rack-over." That's description of DuMont's Electronicam TV-film system by pres. Arthur Miller of American Society of Cinematographers in current issue of *American Cinematographer*. "In general," says Miller, "this is a motion picture camera which has added all advantages electronics can provide."

DuMont Broadcasting Co. signs 2-year contract with matchmaker Teddy Brenner's new New York Boxing Club for Monday night fights from St. Nick's Arena, N. Y.

Foreign TV's increasing value in battle for ideas has keyed U. S. Information Agency's request for a greatly increased TV budget for year beginning July 1, 1956, USIA director Theodore Streibert told House Appropriations subcommittee in testimony made public this week. For all its services, USIA is asking Congress for \$135,000,000 for fiscal 1957, compared to \$85,336,000 appropriated for current fiscal year. Of \$24,148,000 requested for TV-radio, \$5,902,000 is for placement of programs on foreign TV stations—compared to \$376,000 in fiscal 1955, and about \$1,046,000 for fiscal 1956. Original USIA-produced TV film shows should cost about \$4,603,000 for next fiscal year, Streibert said. He added that in free world there are now 134 TV stations outside U. S. and about 7,000,000 TVs in use—increase of more than 2,000,000 in a year.

Bill to permit televising of all public committee meetings of House of Representatives was introduced this week by Rep. Martha W. Griffiths (D-Mich.). Her H. Res. 449 provides that "all public proceedings of committees of the House may be broadcast, live or delayed, by radio and TV, subject to such reasonable rules as the committee may prescribe to prevent such broadcasting from interfering unnecessarily with the business of the committee." House Speaker Rayburn (D-Tex.) has long-standing rule against TV-radio at committee hearings.

Fourth radio station owned by Plough drug firm will be *Boston Post's* independent WCOP (5-kw, 1150 kc), Harold Krelstein, v.p. in charge of radio operations for Plough, having announced purchase this week; price is said to be approximately \$500,000. Sale is subject to FCC approval, as is Plough's purchase earlier this month of WCAO, Baltimore (5-kw, 600 kc, CBS) from J. Walter Milbourne and associates for figure near \$600,000. Plough also owns WMPS, Memphis, and WJJD, Chicago, and reportedly plans to buy 3 more in markets over 500,000.

ABC-TV reports \$19,000,000 billings already signed for 1956-57 through renewal of all *Disneyland* sponsors and several on *Mickey Mouse Club*. Also this week, AB-PT's phono record subsidiary Ampar bought 93 partic. on *Mickey Mouse Club* starting in April.

UNIQUE LOW-POWER KSHO-TV, Las Vegas (Ch. 13) was all set to begin test patterns over weekend, aiming for April 15 start with round-the-clock film operation to buck conventional programming by KLRJ-TV (Ch. 2) and KLAS-TV (Ch. 8). Stations on air now number 465 (99 uhf). KSHO-TV has 150-watt Adler transmitter and Prodelin antenna atop new 13-story Hotel Fremont. Aimed at tourist trade, its programming is designed around 6-hour periods which will be duplicated 4 times each 48 hours. Owner is Moritz Zenoff, publisher of Nevada weeklies *Boulder City News* and *Henderson Home News* (KBMI)—application by Wilbur Clark (Desert Inn, Las Vegas) to acquire interest having been returned earlier this year by FCC for more information (Vol. 12:7). Unusual rate card is for spots only, highest one-time rate being \$200 for spot once an hour, 24 times daily—lowest being spot once weekly at \$15. Rep is Forjoe.

Equipment shipments reported this week: By DuMont—50-kw transmitter March 29 to upcoming WRVA-TV, Richmond (Ch. 12), due in April. By RCA—6-section superturnstile antenna March 22 to upcoming WRGP-TV, Chattanooga (Ch. 3), due in mid-April.

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

WAIQ, Andalusia, Ala. (Ch. 2, educational) Alabama Educational Television Commission's oft delayed 3rd outlet, has changed test pattern target to June 1, programming to June 15, writes R. D. Hurlbert, pres. Contract to build house for 35-kw GE transmitter is to be let early in April. Work on 500-ft. tower from Tower Structures Inc. hasn't begun yet, but 4-bay GE antenna is scheduled for installation May 1. Other Alabama educational outlets are WTIQ, Munford (Ch. 7) and WBIQ, Birmingham (Ch. 10).

WRGP-TV, Chattanooga, Tenn. (Ch. 3) has transmitter house ready for 100-kw RCA unit due March 25, plans April 20 test patterns, April 29 programming with NBC, reports Helen Patterson, v.p. & program director. It's working on foundation for 300-ft. Ideco tower, has 6-bay RCA antenna scheduled for installation April 15. It's owned equally by Ramon G. Patterson, who also is gen. mgr. & owns 20% of Chattanooga radio WAPO, and Judge Will Cummings. Harry S. Stone, ex-gen. mgr. of WSM, Nashville, will be station mgr. Base hour will be \$400. Rep will be H-R Television.

KAVE-TV, Carlsbad, N. M. (Ch. 6) plans start next June, has DuMont transmitter due 30-60 days before that, reports gen. mgr. John Battison, whose wife heads group which acquired CP and radio KAVE for \$150,000 (Vol. 11:39). RCA 3-bay antenna will be installed in May on existing 301-ft. Liberty tower. It's signed with CBS under Extended Market Plan. Base hour will be \$135. Rep will be Bränham.

Triumph of research: Checking on audience of competitive British commercial station, govt.-owned BBC's London street interviews recently asked viewers if they had seen program called *Around the Town* at 7:15-7:45 p.m. Of those interviewed, 3.7% said they saw the show Oct. 8, and 2.2% Oct. 15 & 22. Actually there's no such program, the show on the commercial channel at that time being (appropriately) British version of *People Are Funny*.

Annual meeting of CBS-TV affiliates, to be addressed by network executives headed by pres. Frank Stanton, is scheduled April 13-14 at Chicago's Conrad Hilton Hotel immediately preceding NARTB convention.

Spot increase: WRCV-TV, Philadelphia, April 1 added Class AAA 20 sec. rate (7:59-10:30 p.m. Mon.-Sat. & 7:30-10:30 p.m. Sun.) at \$825, Class AA 20 sec. going from \$650 to \$500.

KWGB-TV, Goodland, Kan. (Ch. 10) hopes to be in operation by late spring, writes owner-mgr. Jim Blair. Orders for equipment haven't been finalized, pending FCC approval of application for 780-ft. tower and power increase to 316-kw. It has new building ready for TV at 17th & Broadway, where radio KWGB has been installed. Base rate not set. Rep not chosen.

KICA-TV, Clovis, N. M. (Ch. 12) has ordered 5-kw GE transmitter but hasn't set target, construction plans still being in drawing board stage, reports 1/3 owner & gen. mgr. Garfield C. Packard, ex-gen. mgr. of Raymer rep firm. It will use 200-ft. guyed Stainless tower with GE antenna. Promoted from radio KICA are James W. Richardson, sales mgr.; James C. Self, program mgr.; M. S. O'Dell Jr., chief engineer. Rep not chosen.

WRVA-TV, Richmond, Va. (Ch. 12) has April 16 test pattern target, plans April 29 start as CBS basic, reports v.p.-gen. mgr. Barron Howard. Installation of DuMont 50-kw transmitter begins week of April 2. Pending construction of 790-ft. Truscon tower with 12-bay RCA superturnstile antenna, it will use 6-bay superturnstile which has been installed on 460-ft. FM tower of WRVB. Larus & Bro. Co. Inc., big tobacco firm, owns 60% of WRVA-TV and operates radio WRVA & WRVB and Norfolk's WRVC (FM). Other major stockholder is Neighborhood Theatres Inc. (Thalheimer) holding 14.32%. Base hour will be \$650. Rep will be Harrington, Righter & Parsons.

KVSO-TV, Ardmore, Okla. (Ch. 12) has ordered 5-kw DuMont transmitter for April 15 delivery, plans May 20 test patterns, programming 15-30 days later, writes gen. mgr. John Easley Riesen. Transmitter house and 317-ft. Ideco tower are ready and RCA 6-bay antenna will be installed in May. Downtown studios are 3/4 ready. Owner is John F. Easley, publisher of *Daily Ardmorette* (KVSO). Barbara Winkler will be sales mgr.; Galy Varnell, production mgr. & film buyer; Bill Kolb, from KVSO, chief engineer. Base hour will be \$150. Rep not chosen.

Newly affiliated with ABC-TV, WTRI, Albany, N. Y. (Ch. 35) aims to get back on air by July 1—one of the very few uhfs to make comeback. At same time, 50% owner Stanley Warner theatre interests moved to take over full ownership by buying out Col. Harry Wilder group. WTRI's outlook brightened when it got Court of Appeals to block utilization of Ch. 10 drop-in. It seeks to keep channel out permanently but will compete for it if efforts fail. WTRI had CBS-TV affiliation originally, lost it to WROW-TV (Ch. 41) which also had ABC-TV, quit air Jan. 31, 1955. Stanley Warner Corp. filed with FCC this week to obtain the 50% ownership held in escrow by National City Bank of Troy for Wilder group, proposing to pay \$74,000 for notes and claims amounting to \$350,000, plus \$1000 for stock.

No start of color in Canada this year is planned by CBC, National Revenue Minister J. J. McCann stated recently in Commons. Canadian RETMA has been urging start, pointing out that beginning may be made inexpensively simply through conversion of transmitters to handle color originated in U. S. (Vol. 12:10).

Go slow on color, Britain was advised recently by *London Times* editorial which stated: "Neither the engineers nor the public are ready for it. Any system introduced in the near future would be likely to be outdated in 10 years' time. And Britain will not be able to afford 2 color systems in one generation."

ABC and Walt Disney Productions have circulated 189,000 copies thus far of Disney of Television kit to elementary & junior high schools; included with guidebooks is special classroom material title "Tele-digests."

TOP 100 NATIONAL advertisers, of which 88 are using TV, accounted for \$343,926,118 (87%) of \$406,899,059 total network TV billings during 1955, according to latest Publishers Information Bureau tabulation. Data on network radio expenditures is eliminated for first time, PIB having discontinued release of monthly radio billings last Aug. (Vol.11:41). For full 1954 rankings, see *TV Factbook No. 21*, p. 24.

PIB figures are based on one-time gross rates, hence are discountable by at least 25% to arrive at more realistic estimate of outlays for TV time; also, figures do not embrace talent, production & other costs, usually equated at 1.75 times net cost of time.

Note: Monthly advertising index of *Printers' Ink*, based on McCann-Erickson research data, showed network TV billings in Jan. up 15% from Jan. 1955 but no gain over Dec. 1955. Network radio billings in Jan. were down 6% from Dec. 1955, down 31% from Jan. 1955.

Here are PIB rankings of top 100 advertisers in 1955, with their total expenditures for network TV-magazine-newspaper supplements, and for network TV alone:

Company	Total Expenditures	Network Television
1. General Motors Corp.	\$44,459,367	\$14,077,573
2. Procter & Gamble Co.	42,192,313	33,822,228
3. General Foods Corp.	30,236,642	13,839,211
4. Chrysler Corp.	27,794,038	17,272,769
5. Colgate-Palmolive Co.	25,507,021	18,698,318
6. General Electric Co.	19,866,586	7,402,582
7. Gillette Co.	19,073,085	15,740,246
8. Ford Motor Co.	18,615,968	8,648,800
9. American Tobacco Co.	17,318,843	10,703,825
10. R. J. Reynolds Tobacco Co.	15,254,201	12,230,666
11. Lever Brothers Co.	14,487,142	9,444,752
12. General Mills Inc.	14,321,807	9,456,259
13. American Home Products Corp.	11,914,669	9,249,054
14. Campbell Soup Co.	10,643,850	3,885,385
15. National Dairy Products Corp.	10,012,631	5,917,999
16. Bristol-Myers Co.	9,865,382	5,023,135
17. Liggett & Myers Tobacco Co.	9,358,157	7,430,797
18. P. Lorillard Co.	9,073,973	6,446,082
19. Distillers Corp.-Seagrams Ltd.	8,039,124	
20. Pillsbury Mills Inc.	7,729,511	5,291,324
21. Goodyear Tire & Rubber Co.	7,304,332	2,195,411
22. American Tel. & Tel. Co.	7,057,170	
23. Swift & Co.	6,530,844	3,910,214
24. Borden Co.	6,443,576	4,255,206
25. Kellogg Co.	6,416,384	4,669,869
26. Westinghouse Electric Corp.	6,389,597	4,392,870
27. Radio Corp. of America	6,349,987	1,734,456
28. E. I. du Pont de Nemours	6,349,687	790,609
29. S. C. Johnson & Son Inc.	5,657,231	3,524,450
30. Quaker Oats Co.	5,629,446	1,674,104

Company	Total Expenditures	Network Television
31. Standard Brands Inc.	5,570,036	1,551,016
32. Coca-Cola Co.	5,330,817	3,012,362
33. Johnson & Johnson	5,240,564	1,133,907
34. National Distillers Products Corp.	5,239,759	
35. Scott Paper Co.	5,194,408	3,573,004
36. Phillip Morris Inc.	5,149,104	1,256,250
37. American Motors Corp.	5,086,044	3,030,253
38. Sterling Drug Inc.	4,860,010	1,414,613
39. Armour & Co.	4,713,816	1,609,374
40. Eastman Kodak Co.	4,713,315	2,056,147
41. Carnation Co.	4,665,080	1,749,928
42. National Biscuit Co.	4,467,330	2,548,322
43. Helene Curtis Industries Inc.	4,414,962	2,129,197
44. International Cellucotton Prod.	4,364,365	914,648
45. Studebaker-Packard Corp.	4,331,765	1,547,854
46. Texas Co.	4,139,046	1,777,203
47. Serutan Co.	4,117,649	3,860,070
48. Nestle Co. Inc.	4,116,048	1,760,274
49. Warner-Lambert Pharm. Co.	4,058,123	2,102,590
50. Sperry Rand Corp.	3,959,909	1,910,957
51. Revlon Products Corp.	3,943,899	2,884,825
52. Miles Labs. Inc.	3,921,333	3,039,440
53. Firestone Tire & Rubber Co.	3,852,962	1,561,750
54. H. J. Heinz Co.	3,675,901	2,098,569
55. Avco Manufacturing Corp.	3,562,904	1,582,420
56. Schenley Industries Inc.	3,545,505	
57. Dow Chemical Co.	3,442,652	2,542,192
58. Joseph Schlitz Brewing Co.	3,348,831	2,272,776
59. Sylvania Electric Products Inc.	3,335,204	2,142,450
60. Philco Corp.	3,263,497	1,758,955
61. U. S. Steel Corp.	3,254,489	1,800,440
62. British-American Tobacco Co.	3,252,806	2,171,911
63. Armstrong Cork Co.	3,220,355	1,374,555
64. Best Foods Inc.	3,072,109	1,660,916
65. Andrew Jergens Co.	3,016,677	1,261,895
66. Rexall Drug Co.	2,840,865	43,284
67. Aluminum Co. of America	2,832,621	1,746,930
68. Corn Products Refining Co.	2,795,054	793,977
69. Lehn & Fink Products Corp.	2,787,975	2,111,419
70. Reynolds Metals Co.	2,764,911	1,805,609
71. B. F. Goodrich Co.	2,749,418	966,903
72. Hazel Bishop Inc.	2,733,680	2,733,680
73. Simoniz Co.	2,694,338	2,180,458
74. Chesebrough-Pond's Inc.	2,687,716	1,186,365
75. American Dairy Assn.	2,631,972	1,733,702
76. Hunt Foods Inc.	2,624,454	
77. Sunbeam Corp.	2,607,642	1,389,141
78. Gulf Oil Corp.	2,559,503	2,162,585
79. W. A. Sheaffer Pen Co.	2,531,270	2,284,582
80. Cluett, Peabody & Co. Inc.	2,453,116	216,203
81. Great Atl. & Pac. Tea Co.	2,436,497	
82. Admiral Corp.	2,410,503	1,403,989
83. California Packing Corp.	2,407,698	391,654
84. Pepsi-Cola Co.	2,381,776	518,775
85. Columbia Bestg. System Inc.	2,368,010	1,718,527
86. Hiram Walker-Goodham & Worts	2,358,725	
87. Olin Mathieson Chemical Corp.	2,310,486	604,611
88. Schick Inc.	2,286,905	1,694,843
89. Stanley Warner Corp.	2,151,734	
90. Prudential Insurance Co.	2,119,630	1,361,832
91. Pet Milk Co.	2,084,619	2,081,475
92. Doubleday & Co. Inc.	2,033,609	
93. Safeway Stores Inc.	2,030,288	
94. Monsanto Chemical Co.	1,988,440	489,894
95. Borg-Warner Corp.	1,931,079	
96. Simmons Co.	1,920,733	322,170
97. Atlantis Sales Corp.	1,891,824	526,325
98. Singer Manufacturing Co.	1,858,911	1,201,275
99. New York Life Insurance Co.	1,838,674	
100. Maytag Co.	1,818,464	1,472,680

TELEDUCATION—large-scale technical education via nationwide closed-circuit TV—can help end critical engineer shortage. So says veteran publisher-editor-inventor Hugo Gernsback, who has been plumping for large-screen classroom technical instruction for last 10 years. Along with letter prompted by our survey of closed-circuit potential in education (Vol. 12:10), Gernsback sends us advance proof of editorial to appear in May edition of his *Radio-Electronics Magazine*, giving his formula for overcoming bottleneck of technical teachers.

“Paradoxically, we have more good teachers than we actually need if we only will use their talents intelligently to fit present-day technical growth,” editorial states. “Why use an outstanding teacher to teach 100 students in a single instruction if the same teacher can instruct 500,000 or more simultaneously? We have the technical facilities today to achieve this via closed-circuit TV.”

Gernsback's program for immediate action to establish widespread TV teaching: “During the present educational emergency, only the Federal Govt. has the means to finance a National Teleducation Network. The Govt. would build the network just as it has built roads in the past, the cost to be pro-rated to the states over a span of years. The Govt. would not be in the teaching business, however, and would have no voice in any educational program. To guard against abuse, the teleducation closed-

circuit network could be supervised through a special commission or similar agency . . . Teleducation via the national closed-circuit network does not do away with the teacher in the classroom—supervision will still be needed. But why waste an Einstein type of educator on a 50-pupil class when a secondary teacher or qualified supervisor can do the paper work and all other necessary classroom routine?”

Motion Picture Assn. should pass on Hollywood-produced TV films for its production code seal just as it does for theatrical movies, Sen. Kefauver's Judiciary subcommittee on juvenile delinquency urged this week in report on motion pictures. NARTB's Code Review Board last Jan. was directed by TV Board to work with film producers to see that TV films comply with its code (Vol. 12:5).

Unique display at NARTB convention in Chicago will be Bell System's closed-circuit “see yourself” exhibit featuring 2 monitors—one showing picture that traveled 25 ft., other 2000 mi. Also to be shown: map indicating color-equipped routes, TD2 radio relay and L3 coaxial cable equipment.

Rep name change: The Meeker Co. Inc. is name of merged Meeker TV Inc. and affiliated radio rep Robert Meeker Associates Inc., effective April 1.

HOME RADIOS BOOM AS TV MARKET SOFTENS: Retail sales of TV sets declined in first quarter of 1956 by about 10% from first 3 months of 1955, according to preliminary estimates -- but home radio sales increased by nearly 30% in same period. The total radio sales were diminished, however, by a decline in auto radio sets.

TV sales in first quarter were estimated at 1,760,000, as against 1,950,000 in first 3 months year ago. Home radio sales were placed at approximately 1,600,000 compared to 1,246,000 in first quarter of 1955.

Softness in TV market apparently developed in last week of Feb. and continued generally throughout March, despite spirited promotions by nearly all manufacturers. Bad weather in many northern metropolitan centers in March played havoc with retail sales -- though TV obviously suffered far more than radio.

TV thus followed pattern of 1954, in which retail sales declined in first 5 months. Last year, by contrast, they picked up in March but decreased in April. It should also be noted that TV sales decline this year coincides with auto sales lag. Claims are often made, but never quite proven, that the 2 industries are parallel.

Radio sales boom continues apace, despite all the publicity surrounding more glamorous portable TVs. With average retail price of home radio down to about \$25, with high demand for portable & clock sets, radio trade continues to defy those who predict TV will make it a sick industry.

* * * *

RCA started "modest" shipments of its 8½-in. portables this week, even as GE continues to release information piecemeal about its projected 9-in. receiver shown to press last week (Vol. 12:12). An RCA spokesman stated emphatically that company saw no reason to change its portable production plans in the light of GE's announcement but declined to comment on reports that it would make 150,000 of the 8½-in. receivers this year. It weighs 22 lb., will retail for \$125 (Vol. 12:9).

J.M. Lang, gen. mgr. of GE tube dept., this week released further details on 9-in. tube, saying GE is now in pilot production and plans to make samples available to other manufacturers in early summer. He said no price will be disclosed before costs are determined by actual production experience. He added:

"One of the most interesting aspects of the 9-in. tube development, which has extended over about a year, is that we have found a way to use a one-piece funnel and face plate assembly made with high-speed glass-blowing machines similar to those used in manufacturing glass containers. This has resulted in a bulb design offering minimum weight and maximum viewing area for any given diagonal.

"A considerable amount of engineering time and effort has been required to adapt the process to TV picture tube manufacturing. One problem has been that the type of glass adaptable to this process does not have good electrical insulation characteristics. This was solved by using electrical grade lead glass in the neck and yoke region of the tube and taking the anode lead through the base -- a procedure made possible by the relatively low design center anode voltage of 6800 volts."

Tube has several other design innovations which Lang said couldn't be revealed at this time, but which "are important in that they could lead to radical changes in the methods used in making tubes of other sizes."

Anchor Hocking Glass Corp., Lancaster, O., which is supplying glass bulbs, has received requests from other manufacturers for bulbs but spokesman said GE is the only company sampled thus far. He said the procedure for making 9-in. bulbs has not been perfected to the point where mass production is now possible.

Raytheon meanwhile started production of 8½-in. tube, though brief announcement did not indicate whether it will produce its own set of that size. TV-radio v.p. Henry F. Argento likewise declined comment on all details.

Tube Measurement Hassle: "I've never seen so much confusion over any rule or regulation by the Government in my business career." That was one major set maker's comment to us on still-raging controversy with Federal Trade Commission over its Rule 9 prohibiting "deception as to size of picture" designation in ads. The rule specifies that horizontal measure of viewable area can be given, or diagonal measure if it's clearly stated that diagonal measurement is used, or in square inches. To date, industry hasn't been able to come up with any designation completely acceptable to FTC attorney H. Paul Butz. Many receiver manufacturers are holding up spring promotional ads pending clarification.

Economic Outlook: Leveling-off of 1955's record business boom was reported this week by Commerce Dept.'s March "Survey of Current Business" but Commerce Secy. Weeks told press conference that chances are "a little better than even" that 1956 will top last year in economic activity. He predicted an economic pickup in 2 or 3 months when construction contracts for new plant & equipment start operating, and said indications are that record 62,600,000 were employed in first quarter of 1956. The Commerce survey was somewhat less optimistic, declaring that in most major industries, production and sales have tended to level off, in contrast to last year, when most major industries showed gains.

Production: TV output totaled 131,224 for week ended March 23, compared to 131,963 preceding week and 144,566 week ended March 9. It was year's 12th week and brought production to that date to about 1,700,000, as against 1,750,000 in first 12 weeks of 1955. Radio production totaled 258,394 (84,845 auto) week ended March 23, compared to 276,983 preceding week and 310,026 week before. Radio production for 12 weeks was about 3,380,000, compared to about 3,200,000 in corresponding 1955 period.

1956--'THE YEAR OF THE TRANSISTOR': The long awaited "transistor revolution" has now arrived, with production likely to reach 12,000,000 in 1956 as compared to about 3,647,000 last year and 1,317,000 in 1954. Originally hailed as an electronics miracle, transistor's progress was disappointing for several years -- but with the gestation period about over, it now bids to fulfill much of its early promise.

"Market potential for semiconductor diodes in 1956 and beyond verges on the spectacular," says this week's annual report of Texas Instruments Inc., a leading maker of transistors and diodes. "Transistor prices now approach those of vacuum tubes. Increasing familiarity of engineers with advantages of transistorization bids fair to break down the last major barrier to common acceptance."

In the military and commercial fields -- missiles, computers, aviation electronics, etc. -- transistor has already made healthy progress. In consumer field, one product -- the hearing aid -- is now completely transistorized, with prices of aids starting at \$50, as cheap or cheaper than old vacuum tube hearing aids.

Next household product due for complete transistorization is the radio -- starting with portables and soon including all but the cheapest table models. Auto radios are sure to follow, most to be transistorized within 2 years.

More than 25% of portable battery radios now being made are wholly or partly transistorized. Some 2 dozen manufacturers are producing -- or getting ready to produce -- transistorized radios. Two manufacturers are making transistorized auto radios for 6 makes of cars, and every car radio maker has model under development.

TV is another matter. Advantages of transistorization are minimal so long as TV set is tied down to size and power limitations imposed by cathode-ray picture tube (though experiments are even under way to replace CR tube by bank of tiny photo-transistors). Even with CR tube, partially transistorized "portable" TVs aren't ruled out. Start in this direction was discernable last week when GE announced new line of TV portables using 5 germanium diodes -- kissing cousins to the transistor.

January factory sales of transistors totaled 979,880 -- nearly twice as high as next highest monthly figure available from RETMA (530,756 in Oct. 1955).

Who makes transistors? Virtually all the tube makers, plus some newcomers to electronics like Texas Instruments. More than a score of companies are now in the field, with some others due to start output soon. They're listed on page 15.

Topics & Trends of TV Trade: New industry attack, led by RETMA, will be waged on 2 bills introduced this week designed to overturn so-called "Frigidaire decision" giving warranty refunds to manufacturers of TV-radio-appliances (Vol. 12:4). The bills were introduced by Rep. Mills (D-Ark.) & Reed (R-N. Y.), both members of House Ways & Means Committee.

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 paying an excise tax on an article sold with a repair or replacement warranty is entitled to a tax refund on any amount he later spends to provide parts or service under the warranty. Since decision, many refund suits have been filed by TV-radio manufacturers.

Bills by Mills (HR-10173) and Reed (HR-10174) state that any amount paid for a compulsory warranty—one that must be bought with the product or that is automatically included in selling price of product—is subject to excise tax if product itself is taxable. Mills said he plans to include in Ways & Means committee report on his bill a declaration that bill merely reiterates what law has been all along—a move designed to void refund suits.

Treasury supports new bills, contending Frigidaire decision might result in loss of \$500,000,000 a year to Govt. in revenue. RETMA had joined several of its members in previously protesting Treasury's contention before Ways & Means subcommittee headed by Rep. Forand (D-R. I.). The Forand group did not include proposal to overturn Frigidaire decision in its recent recommendations on tax legislation to full committee.

* * * *

Distributor has no right to interfere with business of a discount house not authorized to sell his products, Federal Judge Letts ruled this week in important Washington decision dismissing suit by local air conditioner distributor. Wilson Supply Co., distributor for Chrysler Airtemp room air conditioners, sued Frank's of D. C., a discount house, for \$100,000 on charge that latter's sale of units at below authorized list had injured distributor's business. Frank's filed counter-suit charging "unlawful interference of business," saying firm had bought the air conditioners outside Washington. Frank's suit charged that 2 Wilson employes purchased 4 air conditioners from Frank's to determine whether Frank's fraudulently represented that sale included distributor warranty on parts. Units were paid for by check, payment was stopped following day and units themselves were returned 5 or 6 days later. This, ruled Judge Letts, "tortuously interfered" with Frank's business, calling distributor "clearly wrong."

Sentinel Radio stockholders voted overwhelmingly this week to approve sale of company to Magnavox (Vol. 12:8) for \$5,152,035, of which \$4,784,615 is in cash, \$367,419 in assumption of first-mortgage 4% sinking fund bonds. Current TV-radio inventory will be sold under Sentinel label, but company officials will announce shortly whether brand will be continued. In proxy statement to stockholders, Sentinel directors said: "The corporation has met substantial difficulty in distributing its products in competition with larger companies manufacturing full lines of household appliances, such as stoves and refrigerators, as well as radio & TV equipment. Both at wholesale and retail levels, many potential customers prefer to handle the merchandise of manufacturers having such complete lines." Sentinel had net loss of \$100,132 on sales of \$9,683,527 in 9 months ended Dec. 31, compared to profit of \$83,421 on sales of \$12,415,184 in fiscal year ended March 31, 1955.

RCA introduced new hi-fi tape recorder consolette, with 3 speakers in roll-around cabinet, priced at \$280 in mahogany, \$290 in light oak.

Trade Personals: Emanuel Sacks, v.p. of RCA-NBC, to devote full time to corporate staff matters, with Lawrence W. Kanaga promoted to succeed him as v.p.-gen. mgr. of RCA Victor record div., reporting to Robert A. Seidel, exec. v.p. for consumer products . . . E. P. Vanderwicken, Motorola v.p.-treas., named pres. & treas. of Motorola Finance Corp., new subsidiary created to administer distributor & dealer sales financing for consumer products under Motorola Bank Plan; E. J. McGowan, asst. treas. of Motorola, named v.p.-gen. mgr. of new subsidiary . . . Dr. Allen B. DuMont sailed March 29 for 2-month European visit to attend series of meetings on electronics . . . Robert C. Tait, pres. of Stromberg-Carlson, elected a director of Bausch & Lomb Optical Co. . . . Don G. Mitchell, Sylvania chairman-pres., elected a director of Corn Products Refining Co. . . . Matthew W. Cinelli, ex-Sylvania & DuMont, named Westinghouse TV-radio quality control mgr.; Kenneth H. Brown, ex-Bendix Radio & Raytheon, named service mgr., succeeding Al Kuttruff, who remains with div. . . . Austin R. Rising, gen. mgr. of Whirlpool-Seeger range & air conditioner divs. & ex-gen. mgr. of old RCA air conditioning dept., promoted to new position of Whirlpool-Seeger director of consumer relations . . . Richard R. Averill promoted to merchandising mgr. of Crosley-Bendix freezers & air conditioners . . . Leonard F. Cramer, v.p.-gen. mgr. of Magnavox TV-radio div., due to return to desk April 2 after suffering broken ribs & dislocated shoulder when thrown from horse . . . R. W. Reniers promoted to asst. sales mgr. of Standard Coil, headquartering in Los Angeles . . . John C. Wolke named to new post of DuMont asst. mgr. for CR tube replacement sales, reporting to replacement sales mgr. Edwin B. Hinck . . . Leonard M. Murchison, ex-Standard Coil, named CBS-Hytron west coast equipment sales mgr., Los Angeles . . . E. N. Phillips promoted to Los Angeles district sales mgr. for GE tube equipment sales . . . Dale Kelly named Magnavox district merchandiser for newly acquired Spartan line in No. Cal. & western Nev.; J. C. Nash to handle So. Cal. . . . Dave Van Winkle, from Los Angeles distribution subsidiary, named sales promotion mgr. of Hoffman Radio div., reporting to corporate adv. director E. A. Tischler; Wm. Baldwin promoted to adv. mgr. of Hoffman Radio div. . . . R. E. Carlson, mgr. of high-fidelity div., Fairchild Recording Equipment Co., appointed v.p.-gen. mgr. of parent company; Ray F. Crews resigns as exec. v.p. . . . Sol Goldin promoted to gen. mgr. of Whirlpool-Seeger range div., Lincoln M. Larkin to gen. mgr. of air conditioner div. . . . Ray S. Guichard, ex-Capehart-Farnsworth, joins Magnavox as asst. service mgr. . . . Oliver Read promoted to editorial director & asst. publisher of Ziff-Davis' electronics group, succeeded by Wm. Stocklin as editor of *Radio & Television News*.



GE's improved position in consumer products, notably TV, is reflected in 47% increase in 1955 sales financing by GE Credit Corp. over preceding year. The GE subsidiary, which provides financing for distributor & dealer time sales and inventory of GE products, last year had record volume of \$446,963,000, compared to \$305,081,000 in 1954. Pres. George F. Mosher said increase "is in line with GE growth in the consumer goods market and with the national growth in population and disposable income . . ."

Mitchell Mfg. Co. sold its radio-phono business this week to Esco Electronics Inc., which will continue to produce radio-phonos under Mitchell label. J. W. Alsdorf, pres. of Mitchell, said firm will concentrate exclusively on air conditioners, which it markets competitively with Cory Co., its parent company.

NARDA schedules 1957 convention Jan. 13-15 at Chicago's Conrad Hilton Hotel.

Financial & Trade Notes: ABC div. of American Broadcasting-Paramount Theatres operated at a profit last year for the first time since 1953 merger, increasing gross operating income to new high of \$81,116,634 from \$70,423,348 in 1954.

Annual AB-PT report released this week does not break down ABC profit-&-loss, but it notes that TV billings last year increased 53% over 1954 and that TV-radio operations last year accounted for all of company's increase in total income and most of the gain in profit.

Over-all, AB-PT showed consolidated net profit last year of \$8,373,000 (\$1.93 per share), including \$8,218,000 (\$1.89) from operations, \$155,000 (4¢) from capital gains. This was 74% increase over the \$4,932,000 (\$1.11) earned in 1954, when \$4,722,000 (\$1.06) were derived from operations, \$210,000 (5¢) from capital gains. Total income rose to record \$194,662,000 (\$110,503,000 from theatres) vs. \$188,796,000 (\$115,916,000 from theatres) in 1954.

Pres. Leonard Goldenson said ABC div. "made substantial progress during 1955 in forging a solid position for itself in the highly competitive broadcasting field . . . with the TV network in particular showing a marked improvement in billings, program ratings and advertiser acceptance." He said TV program schedule is being further strengthened and broadened, particularly in daytime, and should continue to show further improvement. He added:

"These very commendable results to date have been achieved despite ABC's inability to get full clearances for its programs in a number of large cities which still are limited to one or 2 TV stations. The clearance problem has been improving each year and the network now comprises about 215 affiliates. However, when the FCC does approve additional stations and ABC is able to get consistent program clearances and basic affiliations in such major markets as Boston, Miami, Pittsburgh and St. Louis, the network will be better able to compete on an equal basis with the other networks; revenues should show a corresponding increase; advertisers' needs will be better served; and the public will benefit by being given an opportunity to enjoy a greater selection of programs."

AB-PT had whole or partial interest in 605 theatres at year's end, down from 639 at end of 1954. Company has until June 3, 1956 to complete divestiture of additional 28.

* * * *

General Precision Equipment Corp. earned \$2,530,758 (\$2.05 per share) on sales of \$133,337,819 in 1955, compared to \$5,488,090 (\$5.54) on \$123,332,634 in 1954. Pres. Hermann G. Place said earnings in 1955 were adversely affected by sharp decline in sales of motion picture equipment and strikes at International Projector plant in Bloomfield, N. J., and Hertner Electric factory in Cleveland. He also noted that 1955 sales included those of subsidiaries Link Aviation & Griscom-Russell Co., whereas 1954 total included no sales of Griscom-Russell and only 7-month sales of Link.

Hoffman Electronics earned \$1,560,596 (\$2.15 per share) in 1955, up 5% from 1954 profit of \$1,485,513 (\$2.08) and second only to 1952's record \$1,756,272 (\$2.42). Sales last year were \$44,416,673, up from \$42,647,008 in 1954 and second to 1953's record \$50,415,146. In annual report, pres. H. Leslie Hoffman said increases in profits & sales were realized primarily in last half of year, compensating for reduced military volume in first 6 months. Expenditures for research & development were \$1,864,052, said Hoffman, adding that further expansion in electronics is anticipated in 1956. "The increase in dollar volume of the TV division indicates that the company obtained a good percentage of middle and higher priced units," he said. He predicted big expansion in color market on west coast in 1956, but said it would have no effect on black-&-white sales. "Each medium has its own special requirements and it is no more logical to expect color TV to replace black-&-white TV than it would be to expect color film to replace black-&-white snapshots," he said.

Teleprompter Corp. reports 1955 net earnings of \$96,743 (81¢ per share) on gross revenue of \$1,215,559. In 1954, earnings were \$38,583 (38¢) on revenue of \$533,661—but pres. Irving B. Kahn noted that 2 years are not totally comparable because of consolidation of parent corporation with Teleprompter Sales Corp. in 1955 and elimination of inter-company transactions. He attributed increase in earnings to company's entry into "multi-product and multi-service fields" such as Telemation service for industrial meetings, Telexecutive portable versions of Teleprompter, etc.

Standard Coil Products had net loss of \$320,313 after tax refund of \$202,000 on sales of \$60,472,454 in 1955, compared to profit of \$2,871,290 (\$1.95 per share) on sales of \$72,862,113 in 1954. Pres. Glen E. Swanson attributed loss to increased production costs of "inexpensive" TV tuners. He said "substantial" orders had been received for its new "Neutrode" tuner, which employs printed circuit wiring technique.

Oak Mfg. Co. earned record \$1,688,483 (\$2.57 per share) on peak sales of \$22,783,785 in 1955, compared to \$1,321,155 (\$2.01) on \$18,788,317 in 1954. Taxes were \$1,900,000 vs \$1,480,000 in 1954. Pres. Robert A. O'Reilly said Jan. 1956 shipments were "well ahead" of Jan. 1955.

Servomechanisms Inc. earned \$441,637 on sales of \$12,412,756 vs. \$503,926 on \$12,509,024 in 1954. Pres. Wm. W. Shannon told stockholders that additional contracts received in first 2 months of 1956 raised backlog of orders to \$21,000,000 on March 1, from \$14,000,000 at year's end.

Trav-Ler Radio earned \$222,982 (29¢ per share) on sales of \$17,497,351 in 1955, compared to \$241,349 (32¢) on \$16,347,813 in 1954. In 1955, company had no govt. business, which accounted for 11% of its 1954 billings.

Sprague Electric earned \$3,003,128 (\$2.42 per share) on sales of \$44,353,042 in 1955, compared to \$3,333,408 (\$2.68) on \$42,355,361 in 1954.

DISTRIBUTOR NOTES: DuMont appoints Fred Mayhew, ex-Moto Radio Distributing Co. Inc., Pittsburgh, as mgr. of its DuMont National Distributors Inc., new subsidiary formed recently to control factory distribution in markets where it's not currently represented or where independent distribution is regarded as inadequate . . . Olympic Radio appoints Cardinal Distributors Inc., as its St. Louis factory branch under new name of Olympic Television of Missouri Inc. . . . Hotpoint Appliance Sales Co. establishes branch in Grand Rapids, replacing B&W Distributing Co. . . . Bendix Radio appoints F. P. Pursell Inc., 1221 N. Washington Ave., Scranton . . . Kenrow Inc., Atlanta (Motorola) promotes R. B. Woodcox to sales v.p. . . .

Marshall-Wells Co., Duluth (Arvin) elects Gordon V. Mead, ex-Firestone Tire, as pres., succeeding John H. Moore, resigned . . . RCA Victor Distributing Corp., Chicago, appoints Erwin Arendt, ex-Deepfreeze, as sales mgr. of white goods . . . GE Appliances, Cincinnati, appoints Harold Burdakin dealer sales mgr., succeeding R. H. Nelson, transferred to Louisville headquarters of parent company . . . Lincoln Sales Corp., Baltimore (Bendix Radio) names Donald Mowen western Md. regional mgr. . . . Emerson Radio of Washington reports resignation of sales mgr. Murray Kantor . . . Raymond Rosen & Co., Philadelphia (RCA) reports resignation of sales promotion mgr. Cary Austin.

Color Trends & Briefs: AT&T certainly has been no slouch as far as expanding color is concerned—equipping its facilities to transmit color about as fast as NBC-TV and CBS-TV order it. As of this week, 52,000 out of AT&T's 73,000 channel miles of TV facilities are equipped for color, and 197 stations in 137 cities can now get color from Bell System facilities. In addition, handful of stations get color via their own private links. Total stations now getting network service—Bell or private, color or monochrome—is 392 in 265 cities.

Latest stations to which AT&T has extended color: KFDM-TV, Beaumont, Tex. Feb. 10; KWTX-TV, Waco, Tex., March 15; WDSM-TV, Duluth-Superior, and WTVO, Rockford, Ill., April 1. Next are WBAY-TV, Green Bay, and WMBV-TV, Marinette, Wis.

Next in line for black-&-white AT&T service, all in April: WRVA-TV, Richmond; KRIS-TV, Corpus Christi; WJDM, Panama City, Fla.; KPIC, Roseburg, Ore.

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Growth of color "can be even more spectacular than the growth that took place in black-&-white," Jules Herbeuoux, mgr. of WNBQ, Chicago, told meeting of Edison Electric Institute at Chicago's Edgewater Beach Hotel March 27. Previewing WNBQ's switch to all-color programming April 15, he told group: "If anybody doesn't think that color TV is here and ready, he ought to get back to cranking his automobile—or try to buy into a good harness shop."

Raytheon is miffed, and rightly so, because we neglected to include it among current producers of color tubes in last week's report (Vol. 12:12). Spokesman points out that company has been in pilot production of 21-in. since last fall; that it has produced 1000 of the 15-in.

TRANSISTORS are now being manufactured and sold on open market by 21 manufacturers (see p. 12), with several more companies planning to begin production and sales soon, according to Western Electric, which holds basic transistor patents. Another group of companies has taken transistor patent licenses to produce for their own use, to keep abreast of transistor technology for purposes of developing associated components or transistor materials. The following manufacturers are now making and selling transistors (though some are still in extremely limited production):

Amperex Electronic Corp. (North American Philips), 230 Duffy Ave., Hicksville, N. Y.; CBS-Hytron, Danvers, Mass.; Clevite Transistor Products Inc., Waltham, Mass.; GE, Syracuse; General Transistor Corp., 95-18 Sutphin Blvd., Jamaica, N. Y.; Germanium Products Corp., 26 Cornelison Ave., Jersey City; Hughes Aircraft Co., Culver City, Cal.; Lansdale Tube Co. (Philco), Lancaster, Pa.; Minneapolis-Honeywell Regulator Co., 2600 Ridgway Rd., Minneapolis; National Union Electric Co., Hatboro, Pa.; RCA, Camden, N. J.; Raytheon, Waltham, Mass.; Semiconductor Electronics Corp., Jamaica, N. Y.; Sprague Electric Co., North Adams, Mass.; Sylvania, Emporium, Pa.; Texas Instruments Inc., 6000 Lemmon Ave., Dallas; Transitron Electronic Corp., Melrose, Mass.; Tung-Sol Electric, Newark; Western Electric (AT&T), 195 Broadway, N. Y.; Westinghouse, Pittsburgh.

These other companies are transistor licensees of Western Electric; some plan to produce for the market, some are making them for own use only; others make diodes or associated transistor components, circuits or materials:

Allen-Bradley Co., 136 W. Greenfield Ave., Milwaukee; Arnold Engineering Corp. (Allegheny Ludlum), Marengo,

Network Color Schedules

(April 2-15, 1956)

- April 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "The Barretts of Wimpole Street," 8-9:30 p.m.
- April 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- April 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 7—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "Twentieth Century," 9:30-11 p.m.
- April 8—NBC: *Zoo Parade*, 3:30-4 p.m.; *NBC-TV Opera Theatre*, "The Trial at Rouen," 4-5:30 p.m.
- April 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- April 13—NBC: *Howdy Doody*, 5:30-6 p.m.
- April 14—NBC: *Max Liebman Presents*, "Marco Polo," 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30.
- April 15—NBC: *The Sunday Spectacular*, "Salute to Baseball," 7:30-9 p.m.

Color promotion at NBC's WRCV-TV, Philadelphia, includes April 7 inauguration of 4:45-5 p.m. *Color TV Digest*, in which Norman Brooks will review and preview color programs, discuss color generally.

Gauging color interest among dealers & distributors, *Retailing Daily* asked subscribers to tell whether they want program listings continued, reported it had been "deluged with requests to continue."

Live color schedule of KJEO, Fresno (Ch. 47) is being expanded to 8¾ hours weekly starting April 2, pres. J. E. O'Neill adding he plans eventually to extend schedule to 15 hours weekly.

Ill.; Automatic Electric (General Telephone), 1033 W. Van Buren St., Chicago; Baldwin Piano Co., 1801 Gilbert Ave., Cincinnati; Beckman Instruments Inc., Fullerton, Cal.; Bogue Electric Mfg. Co., 52 Iowa Ave., Paterson, N. J.; Bomac Labs Inc., Beverly, Mass.; Elgin National Watch Co., Elgin, Ill.; Federal Telephone & Radio Co. (IT&T), Clifton, N. J.; Gahagan Inc., 11 W. 4th St., Bethlehem, Pa.; Globe-Union Inc. (Centralab div.), 900 E. Keefe Ave., Milwaukee; Hanovia Chemical & Mfg. Co., 100 Chestnut St., Newark; International Business Machines Corp., 590 Madison Ave., N. Y.; International Rectifier Corp., El Segundo, Cal.; International Resistance Co., 401 N. Broad St., Philadelphia; Kemtron Electron Products Inc., 14 Prince Pl., Newburyport, Mass.; P. R. Mallory & Co., 3029 E. Washington St., Indianapolis; Microwave Associates Inc. (Western Union & AB-PT), 22 Cunningham St., Boston; Motorola, 4501 Augusta Blvd., Chicago; National Aircraft Co. (MarVelco div.), Burbank, Cal.; National Cash Register Co., Dayton; National Semiconductor Products, Evanston, Ill.; Pacific Semi Conductors Inc. (Ramo-Wooldridge Corp.), 6316 W. 92nd St., Los Angeles; Radio Receptor Co., Camden, N. J.

Storm warning radar system is proposed by Crosley Broadcasting Corp. which this week filed application with FCC for premission to install "Decca" equipment on 9320-9500-mc at studios of its TV stations in Cincinnati, Dayton & Columbus.

New line of receiving tubes for portable TV sets with series-string filaments was announced by GE. Drawing 450 milliamperes of heater current, they reduce heater power 50%, easing design problems for lightweight compact sets.

Eger V. Murphree, pres. of Esso Research & Engineering Co., was appointed special asst. to Secy. of Defense for guided missiles.

“LINCOLN-DOUGLAS” debates on TV probably won’t materialize this year—at least not in form proposed last year by CBS pres. Frank Stanton (Vol. 11:22). Chairman Harris (D-Ark.) of House Commerce subcommittee on communications & transportation, who had previously authored bill to amend Sec. 315 of Communications Act along Stanton’s recommendations (Vol. 12:5-6), this week introduced substitute measure (HR-10217), wording of which is identical to broadcasting proposals in Senate Majority Leader Johnson’s over-all political spending bill (Vol. 12:8).

Significance is that all equal-time bills other than Johnson’s appear dead for this session—despite network objections to his bill. Though his bill would permit debates between leading presidential candidates without letting minority parties in, networks see it as a wedge for virtually unlimited free time requests.

In other political developments, Sen. Neuberger (D-Ore.) proposed that Federal Govt. allot \$1,000,000 to each of the major political parties to buy TV-radio campaign time. He said he would offer his proposal as amendment to Johnson bill.

Also this week, CBS-TV announced it was cutting 5-min. rate for political broadcasts in evening to 1/6 of 30-min. cost instead of 30% of hour rate. It’s estimated to save national committees of political parties \$20,000 per 5-min. broadcast. NBC-TV indicated it would follow suit with similar program.

NARTB’s Freedom of Information Committee, meeting in N. Y. this week under chairmanship of Robert D. Swezey, WDSU-TV, New Orleans: (1) Voted to make state-by-state survey of TV-radio access to proceedings of public bodies. (2) Authorized NARTB to prepare brochure on techniques of covering court trials. (3) Moved to cooperate with other journalistic groups in achieving greater access. (4) Heard descriptions of efforts to increase freedom of coverage in Pennsylvania, Maryland & Tennessee.

The power of TV: In Bismarck, N. D., delegates to Nonpartisan League convention this week agreed to postpone vote on switching from Republican to Democratic affiliation until KFYR-TV, Bismarck, could get equipment there to telecast proceedings. In Barnesley, England, management of Wharnccliffe coal mines agreed to start late shift an hour earlier “so the men can get home in time to have a glass of beer, watch TV and see their children before they go to bed.” British TV signs off about 11 p.m.

Who wants to watch educational TV? Ford Foundation’s Educational TV & Radio Center would like to know, and has awarded 3 grants-in-aid totaling \$6675 to 3 universities for audience research to find out. The grants, to U of No. Carolina, Michigan State & Houston U (all 3 operating stations), will help finance research to determine who watches educational stations, who wants to watch them and what can be done to attract more viewers.

Radio WGTH, Hartford (5 kw, 1410 kc, MBS, ABC) is being sold for \$240,000 by General Teleradio to Tele-Broadcasters Inc., headed by H. Scott Killgore. Purchaser, which recently placed 200,000 shares on market (Vol. 12:9), owns WKXV, Knoxville; WKXL, Concord, N. H.; WARE, Ware, Mass. and is buying KDUL, Kansas City. General Teleradio is also reportedly buying WGMS, Washington (5 kw, 570 kc, MBS) for \$450,000.

Single application filed this week was for Casper, Wyo. Ch. 6, by KSPR, which once held Ch. 2 grant but dropped it July 16, 1954. Community antenna system in town has since built circulation to about 4000 receivers (see p. 3). [For details of application, see *TV Addenda 22-L* herewith.]

Quiz shows, Italian style: Program known as *Double It or Leave It or Leave It or Double It* (depending on which interpreter you patronize), has the unphlegmatic Italians in a substantial frenzy. Beautiful blonde 18-year-old Paola Bolognani came to final part in 5,000,000 lire (\$8300) question, couldn’t recall name of one reserve player on championship soccer team of 20 years ago, but master of ceremonies threw up his hands and cried: “You’ve done well enough without that last name. Everyone wants you to win. You’re too pretty to lose.” And all Italy beamed. Not so, however, in the case of the contra-fagotto. Mathematics professor Lando Degoli had reached \$4096 plateau when he was asked name of opera in which Verdi used the *controfagotto* (double bassoon). Prof. Degoli guessed “Falstaff,” was called wrong and informed answer was “Don Carlos.” Mt. Vesuvius re-erupted overnight when opera experts pointed out that Verdi also employed the *controfagotto* in “Macbeth.” TV network then appointed committee which ruled question misleading, gave Prof. Degoli option of retiring with \$2048 or facing new \$4096 question. “I am no hero,” he said. “I’m quitting.”

The critics: Reviewing movie version of “Patterns,” Rod Serling’s hit TV drama of last year, *N. Y. Times*’ A. H. Weiler saw a film triumph which “proves strikingly that fine drama is universal.” But *Herald Tribune*’s Wm. Zinsser said: “Its characters and story don’t seem quite real . . . It still has a TV look about it—something slightly makeshift.” Reviewing March 25 NBC-TV spectacular, “Heaven Will Protect the Working Girl,” *Herald Tribune*’s John Crosby found it “one of [Max Liebman’s] most successful efforts for this year.” On other hand, *N. Y. Times*’ Jack Gould said: “Mr. Liebman raised the curtain at 7:30, but was most circumspect about not letting any appreciable amount of entertainment appear until 8:55 . . . The commercial interruptions were numerous, fortunately.” Crosby and Gould were virtually at loggerheads again over *Studio One* play, “The Tale of St. Emergency.” Said Gould: “Not quite great, but oddly effective . . . If it missed, it was not by very much.” Said Crosby: “About all I can say of the whole bloody mess is that it was a serious mistake.”

Inroads of TV on radio audiences in Britain have caused BBC to consider shutting down one of its 3 radio networks, *London News Chronicle* reported this week. According to the plan, “Home” and “Light” programs would be merged, the highbrow “Third Program” continuing full-time under another name. Dropping of one radio service may help pave way for long-anticipated second BBC-TV network.

Sale of religious air time was definitely finalized this week by NBC Radio. Billy Graham Evangelistic Assn., thru Walter F. Bennett Adv., Chicago, has bought Sun. 10-10:30 p.m. time period starting April 22 for Billy Graham’s *Hour of Decision*. It’s first time network religious series has been sold commercially on regular basis.

Real down-to-earth programming should be specialty of new AM station in Savannah, Tenn.—which this week was assigned call letters WORM. That call wasn’t first choice of CP-holder Florence Broadcasting Co. Apparently a group of animal lovers, it first asked FCC for WCAT, then WBEE, then WCOW, before turning to WORM.

Critic of commercial practices on TV-radio, Federal Trade Commission member Lowell Mason speaks at luncheon of Federal Communications Bar Assn., at Washington’s Willard Hotel April 3. He’ll be introduced by another outspoken critic, FCC Comr. Robert E. Lee.

Call letter changes: On April 2, WROW-TV, Albany (Ch. 41) changes to WCDA, and satellite WAST, Haganman, N. Y. (Ch. 29) changes to WCDB, starting regular repeater schedule that day.