

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

**FEE-TV TRIAL PROPOSAL** shunned by Senate Commerce Committee, which prefers to wait and ask FCC about issue at hearings; Commission action slated (p. 1).

**DEINTERMIXTURE FINALIZED**, except in Madison & Hartford, including surprise shift of GE's WRGB, Schenectady, to uhf. Now for the litigation (p. 2).

**PUBLIC SERVICE PROGRAMMING** explored in 3-day meeting sponsored by Westinghouse; "Showmanship" called vital (p. 3).

**FEATURE FILMS ON NETWORKS?** CBS & Paramount confirm negotiations for backlog; NBC reported eyeing movies; NTA Network gets second sponsor (p. 4).

**HEAVY SALES ACTIVITY**—deals moving toward consummation covering WPFH, Wilmington; Bitner stations; WNEW, N. Y. Storer Atlanta deal dead (p. 6).

**TV PRICE INCREASES** due by midyear, say leading set manufacturers. Philco to be first target of union demands for guaranteed annual wage in industry (p. 10).

**TUBE COUNTERFEITING** crackdown intensified under RETMA prodding. Worn-out receiving tubes being destroyed. Former Bruno sales official indicted (p. 11).

**RECORD MOTOROLA SALES** of \$227,600,000 reported for 1956, though profit declined to \$4.12 per share; \$10,000,000 sales increase for 1957 predicted (p. 12).

**NEW STATION** in Casper, Wyo. starts, taking advantage of 6000 TV homes built by community antenna system. Reports on other near starters (p. 7).

**RESURGENCE OF RADIO** keeps rolling, with NBC and ABC reporting new sponsorships, CBS disclosing rate adjustment. Culligan gives reasons for boom (p. 9).

**SENATORS BALK, LEAVE FEE TV TO FCC:** Senate Commerce Committee refused to buy its staff's report urging trial of subscription TV (Vol. 13:7) -- preferring to wait at least until FCC appears before it next Tue. & Wed. March 5-6. Coincidence or not, FCC plans to tackle pay-TV issue March 4, with no decisive action foreseen.

Senate staff report looks dead -- victim of sharp disagreement among members of the Committee -- much to the embarrassment of Chairman Magnuson (D-Wash.), who told TV-radio audience Feb. 24 on CBS's "Face the Nation" that it would be approved by a majority of the Committee, if not unanimously.

Staff's fee-TV report will be used as "basis for questioning" Commission in next week's open hearings, Magnuson told press immediately following closed Committee session Feb. 27. He said Committee took no action because "some members hadn't digested the report" and others "disagreed with some parts of it." But he added his opinion that "toll TV is a matter that should be brought to a head soon."

Closed committee session was hot and argumentative, despite Sen. Magnuson's gentlemanly way of putting it. Though no vote was taken, it's unlikely the report would have garnered majority support after the 90 minutes of warm discussion. It's understood that active opponents of a pay-TV trial were Sens. Butler (R-Md.), Potter (R-Mich.), Thurmond (D-S.C.) & Blakley (D-Tex.).

But the fiery Sen. Pastore (D-R.I.) was credited with administering the coup de grace. Pastore, who has not taken a stand on subscription-TV issue itself, argued that Committee shouldn't jump the gun on FCC, that it was Commission's duty and prerogative to make pay-TV decision and Senate Committee had no right to usurp it.

It's possible the report "died of leakage," as suggested by some observers. Staff's draft, intended for Committee members only, was summarized by trade press 2 weeks ago (Vol. 13:7). Then the pro & anti forces got busy -- the anti-subscription groups admittedly running scared.

CBS prepared detailed 11-page analysis of the unreleased Senate staff report, concluded that Congress -- not FCC -- should decide on fee TV, that test wouldn't prove anything, that FCC doesn't have enough facts to decide on basic factors. NARTB pres. Harold Fellows told Manchester (N.H.) Chamber of Commerce that fee TV would violate rights of millions of Americans. And movie exhibitor-dominated Joint Committee Against Pay-As-You-See TV urged public to write Senators to reject report.

Commission will be grilled twice next week on fee TV -- first at Senate Commerce Committee's March 5-6 session, then at general "briefing session" March 7 before House Commerce Committee, where issue is certain to come up again. There reportedly is some sentiment on House Committee in favor of Congress' taking pay-TV ball away from FCC -- but both Chairman Harris (D-Ark.) and Rep. Wolverton (R-N.J.) this week denied reports they intended to introduce legislation to that effect. Only subscription-TV bill currently pending is one by Rep. Celler to ban all pay TV.

**DEINTERMIXTURE FAVORED IN FINAL ACTIONS:** "Inconsistency" -- that's the cry you'll hear from now on, as the wounded parties in deintermixture cases fight to reverse FCC's final actions this week. Commission's decisions were little changed from its tentative votes of a few weeks ago (Vol. 13:3,6). It voted to take vhf channels out of Albany-Schenectady area; Springfield & Peoria, Ill.; Evansville, Ind.; Fresno, Cal.; Elmira, N.Y. Vhfs will stay, it concluded, in Madison, Wis. and Hartford, Conn., while it voted tentatively to add another vhf to New Orleans.

There was one real shocker -- the decision to totally deintermix Albany-Schenectady not only by removing Ch. 10 from nearby Vail Mills but by shifting 17-year-old WRGB from Ch. 6 to Ch. 47, moving Ch. 6 to Syracuse. Commission also voted to move Fresno's KFRE-TV (Ch. 12) and Evansville's WTVW (Ch. 7) to uhf -- but these had been considered possible, though unlikely.

Speculation immediately arose that there had been a "deal" in the WRGB case; that owner GE had given FCC off-the-record assurance it wouldn't fight shift. But this was dispelled when WRGB mgr. R.W. Welpott issued statement asserting intent to contest decision, saying "we have no intention of voluntarily abandoning" audience which would lose service if station shifted to uhf.

It's no secret that GE v.p. Dr. W.R.G. Baker (whose initials form station's call letters) has long favored deintermixture generally, leans toward moving all TV to uhf -- and he restated that to us this week, though refraining from comment on WRGB's case. There was even a rumor that Chairman McConnaughey had previously sounded out GE pres. Ralph Cordiner, was assured GE wouldn't object to shift. But no one at GE or FCC would confirm the report.

FCC decisions considered same factors in each case, whether final action was to deintermix or not. Where deintermixture was ordered, Commission stated that area was already predominately uhf; that addition or retention of a vhf station would jeopardize operating uhfs, with potential loss of service to public; that vhf in the area would cover no significant "white area" that uhfs don't reach or wouldn't be able to reach with more power & height.

Where vhfs were retained -- in Hartford and Madison -- Commission concluded that deletion of the channels would deprive people of existing or potential service; that areas would be invaded by vhf signals from other cities, anyway; that the vhf channels couldn't be used efficiently elsewhere.

The really tough choices involved the definition of "white areas." The Commission finally stated that vast number of imponderables, unknowns, etc. were to be weighed -- then picked the measurements and arguments it considered most reasonable. Sometimes this produced deintermixture, other times not. Briefly, here are the final decisions rendered by FCC, all effective April 15 except those which require operating vhf stations to shift to uhf (which involve hearings):

\* \* \* \*

(1) Shift Ch. 6 from Schenectady to Syracuse, ordering WRGB to show cause why it should not go to Ch. 47. Delete Ch. 10 from Vail Mills. Comrs. Doerfer & Mack dissented; Comr. Hyde concurred in result.

(2) Shift Ch. 2 from Springfield, Ill. to St. Louis and Terre Haute. Give Springfield Ch. 2 CP-holder a uhf. Permit KTVI, St. Louis (Ch. 36) to operate temporarily on Ch. 2 pending hearing on competitive applications for the channel. Add Ch. 26 & 36 to Springfield. Reason for giving KTVI Ch. 2 temporarily, FCC said, is to keep St. Louis supplied with the station's service, inasmuch as Ch. 36 is being deleted. Comrs. McConnaughey & Doerfer dissented in part, concurred in part. Comr. Mack dissented; Comr. Craven abstained.



(3) Shift Ch. 8 from Peoria to Davenport-Rock Island-Moline, replacing it with Ch. 25 & 31. Give Peoria Ch. 8 CP-holder WIRL-TV a uhf. Comrs. Doerfer & Mack dissented; Comr. Craven abstained.

(4) Shift Ch. 12 from Fresno to Santa Barbara, replacing it with Ch. 30. Order KFRE-TV to show cause why it should not go to Ch. 30. Comrs. Doerfer & Mack dissented; Comr. Craven abstained.

(5) Shift Ch. 7 from Evansville, Ind. to Louisville, replacing it with Ch. 31. Move Ch. 9 from Hatfield, Ind. to Evansville, reserving it for educators. Order WTVW to show cause why it should not go to Ch. 31. Doerfer & Mack dissented.

(6) Substitute Ch. 30 for Ch. 9 in Elmira, N.Y.

(7) Retain Ch. 3 in Hartford, Ch. 3 in Madison. Comrs. Hyde, Bartley & Lee dissented in both cases.

Commission also announced tentative decision in New Orleans case -- adding Ch. 12, also adding Ch. 12 to Beaumont-Port Arthur, Ch. 3 to Lake Charles-Lafayette, Ch. 11 to Houma. This is expected to be finalized shortly. Vote was unanimous.

All the foregoing are final -- except that the "show cause" orders obviously have to go through hearings. In Hartford case, in fact, grantee WTIC-TV is free to start construction immediately, as far as FCC is concerned, and its goal is to begin operating within 90-120 days.

Commissioners' dissents expressed their long-known views. Opposing deintermixture, Comr. Doerfer said that he couldn't see how creating a few vhf islands would help uhf nation-wide; that removal of vhfs would deprive some people of their only service; that Congress meant FCC to promote service, not equalize competition.

Comr. Mack failed to see how deintermixture would help uhf generally, either. He suggested FCC go further -- delete more operating vhfs, in such cities as Utica and Binghamton, perhaps turning their channels over to safety & special services.

Comr. Hyde, pro-deintermixture, couldn't see how Commission could shift vhf operators to uhf in some markets while refusing to shift a non-operating vhf as in Hartford. Comr. Bartley, also dissenting in Madison & Fresno cases, charged that "the decision which the majority has reached...is clearly inconsistent with the other actions taken this day in similar proceedings."

Balance of current allocations cases, mostly involving vhf drop-ins in Miami, Norfolk, etc. (Vol. 12:26), may not be considered for several weeks.

Emboldened by Commission's actions this week, CP-holder WOCN, Atlantic City (Ch. 52) asked that Ch. 3 be shifted from Philadelphia to Atlantic City. Channel is now occupied by NBC's WRCV-TV. WOCN asserted that New Jersey has no TV stations; that WATV (Ch. 13) is only nominally a Newark station.

The litigation now resumes, and Commission is gearing for it. For example, it plans to assign attorney John Harrington to head hearing activities -- with plenty anticipated from now on.

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A long-term study of allocations by group of top professional experts -- almost forgotten in the recent allocations hurly-burly -- is now nearing an end, according to Chairman Magnuson (D-Wash.) of Senate Commerce Committee. The ad hoc allocations committee headed by MIT's Prof. Edward Bowles -- selected 20 months ago by Senate group (Vol. 11:24-26) -- is "almost finished," Magnuson told us after he conferred with Bowles March 1. Committee was originally picked to look into engineering aspects of allocations, later was broadened to include all phases of the situation. Senator told us ad hoc group's report probably would be issued as Committee document, separate from final Committee report on allocations. Best guess is that it will be released in couple months.

**NATIONAL LOOK AT LOCAL PUBLIC SERVICE:** First national conference on public service programming by local stations, held this week in Boston under Westinghouse Bestg. Co. auspices, was no holiday junket. It turned into a 3-day workshop -- in shirt-sleeves -- for 200 invited participants from 100 TV & radio stations across country.

"Showmanship" became theme of Feb. 27-March 1 meeting on subjects which Westinghouse pres. Donald H. McGannon said had become "rather dull, lukewarmly-regarded"

in industry. Conferees stayed up late in Hotel Statler sessions and caught 8:30 a.m. buses to studios of WBC's WBZ-TV & WBZ 6-mi. away to talk about them.

There were 14 panel programs -- some running simultaneously -- in 3 days, ranging from "Freedom" & "Religious Programming" to "Making the Most of Informational Film." Question for panelists, as posed by host McGannon, was how to "display showmanship, excitement & enthusiasm" in non-entertainment program for public which is "more interested in being entertained" than "inspired or instructed."

Consensus of conference was that there's nothing wrong with public service programming that bigger & better "showmanship" can't fix, although definitions of term varied. For example, James T. Aubrey Jr., ABC-TV v.p. for programming, thought it was "making the ordinary seem like the extraordinary," while NBC public service mgr. Edward Stanley said it was "imaginative marriage of technique & content."

"Showmanship" theme pervaded series of panel discussions. Even on such strait-laced topics as civil rights and basic liberties, programs can be made more palatable to audiences by "showmanship," said Jerome R. Reeves, KDKA-TV, Pittsburgh. Panelists agreed, but cautioned that "good taste" must be maintained. Same holds true for religious programming, remarked Rev. Walter L. Flaherty, Boston Archdiocesan TV Center. "You have to make them listen to you; you have to entertain them," he said. Bruce Wallace, WTMJ, Milwaukee, appealed for "simple" religious shows.

Conference started out to be caucus limited to 10 Westinghouse stations to implement slogan that "public service is good business." It was idea of Richard M. Stack, WBC v.p. for programming, to bring in other stations -- including competitors -- and networks to have a look at some common public service programming problems.

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**S**ALE OF PARAMOUNT'S 700-feature pre-1948 backlog is imminent—but a report that sale to CBS is virtually consummated was denied by both parties. The report in Feb. 27 *Variety* stated flatly that directors of CBS & Paramount had "agreed in principle" to deal for all rights to the features at \$50,000,000.

Paramount pres. Barney Balaban told us story was "not correct in the sense that the deal had been submitted to the boards of directors." He added: "We have been having discussions with every company, large and small, including CBS."

CBS-TV pres. Merle Jones branded story "absolutely untrue." He declared: "Sure, we have had casual meetings with Paramount and others, just as other people in the industry have had. But there's no truth in the statement that there has been any deal, or that anything at all has gone to the top board level of CBS."

Neither president specifically precluded the possibility that there might be a deal between CBS and Paramount—which would almost certainly mean CBS would take the plunge into network showings of top-notch feature films. Among the other networks, ABC-TV has option on RKO's "finest 52" package, and even NBC-TV has been reported in negotiation with United Artists for group of independently released post-1948 features ("Moulin Rouge," "African Queen," "Barefoot Contessa," etc.) as possibility for summer network screenings.

Meanwhile, "the fourth network"—NTA Film Network, owned half-&-half by National Telefilm and 20th Century-Fox—announced second sponsor for its 90-min. weekly feature film show on 128 stations beginning April 1. Sponsoring 30-min. weekly will be P. Lorillard Co. (Old Golds), thru Lennen & Newell, for 39 weeks—joining Warner-Lambert Pharmaceutical, sponsoring remaining 60 min. Total revenue from joint sponsorship for 39 weeks "will approximate \$4,000,000," NTA Network said. Pictures will be new-to-TV features supplied by 20th Century.

With tremendous supply of features now on market, demand for films and the prices asked and paid—have gone up, paradoxically. Even old-to-TV features are now

commanding stiffer prices than formerly. A new feature film distributor—Signet TV, headed by Nat Gassman—Jan. 1 took over Paramount's 35 Pine-Thomas features (not considered Class A), and has already sold them in 14 major markets.

Meanwhile, Republic Pictures pres. Herbert J. Yates told stockholders his company's TV sales of pre-1948 features have already grossed more than \$11,000,000 and that he anticipates \$15-\$20,000,000 from 210 post-1948 films.

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Wired pay-TV movie system for Bartlesville, Okla., planned by Video Independent Theatres and Jerrold Electronics Corp. (Vol. 12:42, 48), is featured in TV-radio section of March 4 *Time Magazine*. Principals aim for start of operations in June, expect to begin wiring up town in a few weeks. Jerrold spokesman says company has received inquiries from many other exhibitors anxious to start similar systems in their areas. Project will go ahead regardless whether FCC authorizes tests of telecast toll TV, he said, reiterating that Jerrold welcomes comparison of the 2 techniques. Jerrold was also subject of cover story in Feb. 25 *Electronic Week*.

Investigation of "conspiracy by TV & radio networks to deny the public a free choice of music" was urged by delegation of 5 songwriters headed by ASCAP v.p. Otto Harbach in March 1 visit to Senate Commerce Committee Chairman Magnuson (D-Wash.). Representing "Songwriters' Protective Assn.," they presented brief urging full probe, were assured that request would be given "full study."

Community antenna operators have hands full nowadays, putting out regulatory brush fires—latest being introduction of bill in Arizona legislature to put systems under state utility regulation. So far, operators have been extremely successful in preventing adoption or implementation of such measures in about a dozen states.

TV film commercial production represented \$35,000,000 gross in 1956, according to Ross Reports-Television Index, 551 Fifth Ave., N. Y., based on production reports in its 1956 *Survey of TV Film Commercials* (84 pp., \$7.50).



**Personal Notes:** Wm. H. Hylan reassigned as CBS-TV v.p. in charge of sales administration, succeeded by Thomas Dawson as v.p. in charge of network sales; Wm. B. Lodge, v.p. in charge of general engineering, reassigned as v.p. of station relations & engineering; Edward P. Shurick named v.p. & director of station relations; Jay Eliasberg promoted to research director, succeeding Oscar Katz, now v.p. in charge of daytime programs . . . Don Durgin, v.p. in charge of ABC Radio, joins NBC-TV March 11 as v.p. & director of sales planning, reporting to Walter D. Scott, v.p. & national sales mgr. for TV . . . Maurice E. McMurray, representing WJBK-TV, Detroit & WJW-TV, Cleveland, in Storer's N. Y. sales office, promoted to national sales director of Storer stations, succeeding late Robert Wood and continuing to headquarter in N. Y. . . . Arnold Kaufman elected a v.p. of RKO Teleradio Pictures . . . John T. Griffin named chairman of KTVX, Muskogee-Tulsa and KATV, Pine Bluff-Little Rock; James C. Leake succeeds him as pres. of stations; managing director Mike Shapiro succeeds Leake as exec. v.p. . . . Ralph W. Nimmons, ex-WFAA-TV, Dallas, named gen. sales mgr. of upcoming WFGA-TV, Jacksonville (Ch.12), due in spring . . . Richard L. Geismar promoted to exec. asst. to Bernard Goodwin, pres. of DuMont Bestg. Corp. (WABD, N. Y., and WTTG, Washington) . . . Stacy W. Norman, chief of Inspection & Examination Div. of FCC's Engineering & Monitoring Bureau, retired Feb. 28 after serving Commission and predecessor agencies since 1929 . . . Robert D. L'Heureux, asst. to FCC Chairman McConaughy and liaison with Congress, will establish private law practice in Washington Sept. 1 . . . Stanley H. Pulver resigns as Lever Bros. TV-radio adv. mgr., due to be succeeded by Howard Eaton, ex-Young & Rubicam . . . Lynn E. Knox, ex-WHAS-TV, Louisville, named sales mgr. of WINT, Ft. Wayne . . . John P. Sholar promoted to sales mgr. of WNOK-TV, Columbia, S. C. . . . Wm. J. Taylor, gen. mgr. of radio KSLR, Oceanside, Cal., named director of So. Cal. Bcstrs. Assn., replacing Frank Crane, now with radio KPOP, Hollywood . . . Peter Kalischer, ex-*Collier's* Far East correspondent, joins CBS News for N. Y. & Washington assignments before reassignment overseas . . . Ed Wallis, adv. & promotion mgr. of KYW-TV & KYW, Cleveland, named sales mgr. of KYW . . . Frank Young, ex-Screen Gems & NBC, named publicity director of NTA Film Network . . . Charles Heaton, ex-Bell Syndicate,

named promotion director of WTTG, Washington . . . W. J. Carter resigns as chief engineer & engineering director of CKLW-TV & CKLW, Windsor, Ont., after 25 years to join architectural firm of Pennington & Carter; Stewart Clark succeeds him as engineering director . . . Tex Schramm, onetime sports editor of *Austin (Tex.) Statesman*, serving since 1948 as gen. mgr. of Los Angeles Rams football team, joins CBS as asst. sports director . . . Norman Prevatte promoted to asst. TV production mgr., WBTV, Charlotte; Dan Givan promoted to TV program development supervisor.

John J. Sirica, head of trial dept. of Hogan & Hartson, was nominated to be a Federal District judge in Washington, D. C. He began his law career 30 years ago and in 1944 served as general counsel for a House select committee which investigated FCC. He quit after 6 months, denouncing investigation as a "whitewash."

Promotions in CBS-TV legal dept., announced by Thomas K. Fisher, v.p. & gen. attorney: Leon R. Brooks (Washington), Richard A. Forsling, Richard W. Jenks, Charles C. Woodward named asst. gen. attorneys; E. Thayer Drake and Robert V. Evans named senior attorneys.

J. L. Van Volkenburg, who retired Jan. 1 as CBS-TV pres., was presented with cabin cruiser Feb. 21 as gift of CBS-TV affiliates. Meeting of affiliates executive committee in N. Y. watched his acceptance at nearby CBS studio on closed-circuit hookup.

Former Sen. Burton K. Wheeler (D-Mont.), onetime chairman of Senate Commerce Committee now in law practice with son Edward, celebrated 75th birthday this week. Gift from his 6 children was establishment of scholarship in his name at U of Montana Law School.

### Obituary

John C. Spearman, 55, of Washington law firm Spearman & Roberson, died Feb. 25 in a St. Petersburg, Fla. hospital following heart attack. He retired from active practice last year after being treated for heart ailment for several years. Surviving are his widow, his mother, 2 brothers, 3 sisters.

Gene Buck, 71, noted song writer, founder and pres. of ASCAP from 1924 to 1941, died Feb. 24 in North Shore Hospital, Manhasset, N. Y.

Freedom Foundation's TV awards, presented Feb. 22: top award, WTVJ, Miami, for "Listen to the People," public service program for Independence Day. TV series—WBKB, Chicago, for *Father Rigney Speaks*; WBZ-TV, Boston, for *History for Small Fry*; WFIL-TV, Philadelphia, for *Benjamin Franklin—The Compleat Man*. Single telecasts: CBS, for "The History of American Political Parties" on *Bandwagon '56*; NBC, for "The Bill of Rights," on *Open Mind*; WTOP-TV, Washington, for "Blessings of Liberty"; Campbell Soup, for "Local Election" on *Lassie* (CBS-TV); The Christophers, for "Knock on Every Door" syndicated program; E. I. duPont de Nemours, for "The Boy Who Walked to America," on *DuPont Cavalcade Theatre* (ABC-TV); Firestone Tire, for "Springtime, U. S. A." on *Firestone Hour* (ABC-TV); General Motors, for "Birth of an American" on *Wide World* (NBC-TV).

AWARE Inc. lost a round in legal battle when appellate div. of N. Y. Supreme Court upheld libel suit brought against the anti-communist pamphletting group by WCBS commentator and AFTRA New York v.p. John Henry Faulk (Vol. 12:27, 32). Appellate div. dismissed AWARE's defense of "fair comment," clearing case for Supreme Court hearing this year.

National Brotherhood Media Awards of National Conference of Christians & Jews: "Noon on Doomsday" on *U. S. Steel Hour* (CBS-TV); *Medical Horizons* (ABC-TV); "Brotherhood Week Salute" on *Kukla, Fran & Ollie* (ABC-TV); "What's Happening in This Country Now?" on *Dean Pike* (ABC-TV); "Tragedy in a Temporary Town" on *Alcoa Hour* (NBC-TV); "The Man With the Beard" on *Telephone Time* (CBS-TV); "The Gift" on *Frontiers of Faith* (NBC-TV); "Report from Africa" on *Sec It Now* (CBS-TV); *The Open Mind* (WRCA-TV, N. Y.).

Some of educational programs to be transmitted by NBC-TV to non-commercial stations starting March 11 (Vol. 12:50) will also be shown via kine on WRCA-TV, N. Y., first commercial station to announce such plans. The 5 separate 13-week series will cover American literature, geography, mathematics, American govt., music.

Educational TV got \$8,000,000 last year from its No. 1 benefactor—Ford Foundation. Annual statement revealed that funds went to Educational TV & Radio Center at Ann Arbor for direct grants to educational stations for programming improvement, for technical and professional assistance and to citizens groups promoting educational TV stations and programming.

**S**TATION SALES activity burgeoned this week, along with spring weather here and there—and the prices don't get smaller. The latest:

(1) Storer's application to purchase WPFH, Wilmington (Ch. 13), with radio WIBG and subsidiary National Wired Music Corp., for \$5,626,312 and assumption of about \$1,000,000 liabilities (Vol. 12:51), was filed with FCC this week. To keep within Commission's ownership limits, Storer said it would sell either WAGA-TV & WAGA, Atlanta, or WBRC-TV & WBRC, Birmingham.

(2) Storer's proposed sale of Atlanta properties for \$6,500,000 to *Washington Post* (Vol. 12:42) fell through when agreement expired Feb. 15. Sale had been contingent on FCC approval of Storer's acquisition of WMUR-TV (Ch. 9)—but Commission has questioned plans to move station closer to Boston.

(3) Time Inc. purchase of Bitner stations for \$15,750,000 (Vol. 12:50-52) was formalized this week after Bitner stockholders approved deal in meeting Feb. 25.

(4) Radio WNEW, N. Y., was persistently reported to have been sold to DuMont Broadcasting Co. for \$7,750,000—despite assertions of principles that things were still in negotiation stage. In 1954, station went for \$2,100,000; about year later, present owners got it for \$4,100,000.

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Unique sale approval by FCC this week resulted in 4-3 vote giving Herman M. (Hank) Greenspun, controversial Las Vegas publisher (*Las Vegas Sun*), control of KLAS-TV (Ch. 8). Comrs. McConnaughey, Doerfer & Lee dissented, Doerfer noting that Greenspun had pleaded guilty to violation of Neutrality Act by shipping load of arms from California to Mexico with Israel as destination; that he'd been fined \$10,000 for it July 17, 1950; that he'd lost civil rights as result—including right to vote, serve on jury, hold public office. Doerfer asserted that Communications Act's requirements regarding licensees' citizenship and character should disqualify Greenspun; that broadcasters' participation in Conelrad and other defense activities requires "extraordinary caution" in choosing licensees. Comr. Lee said that although there appeared to be "mitigating circumstances" regarding Greenspun's violation of Neutrality Act, he should not have control of station unless his civil rights are restored. Greenspun increases holdings from 22.77% to 67.5% by acquiring 124½ shares from R. G. Jolley for \$50,000. Jolley also sells his remaining shares back to company for \$270,000 (shares to be cancelled) and gets payment on \$20,000 promissory note (Vol. 12:25).

Sale of 50% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) to George T. Hernreich under option obtained from late H. S. Nakdimen (Vol. 13:7) was approved this week by FCC. Hernreich becomes partner in stock subscription agreement, buying half of 1500 shares to be issued at \$100 each, in addition assumes half of obligations under agreement to advance \$150,000 to station, if needed. Approval of transfer is subject to any action FCC may be required to take when Court of Appeals comes to decision on suit filed by Donald Reynolds, owner of KFSA-TV, Ft. Smith (Ch. 22). Claiming he had contract to buy KNAC-TV, Reynolds argued FCC erred in extending CP and approving transfer of control to Nakdimen estate.

Radio station sales and transfers approved this week by FCC: WSMB, New Orleans, 50% by Paramount Gulf Theatres Inc. to Founders Corp., Bankers Securities Corp. retaining 50%. (Vol. 13:3). WJQS, Jackson, Miss. by D. W. Gavin to Milner Enterprises Inc. for \$75,000 (Vol. 12:50). KWIK, Pocatello, Ida. by Pocatello TV Corp. (Robert S. Howard, pres.) to owners of KOIL, Omaha, Neb. (Don W. Burden & John D. Buchler, principals) for \$33,000 plus \$9600 5-year building lease (Vol. 13:1).

Radio station sales and transfers reported this week: KLBS, Houston, by Howard Bestg. Corp. (Howard W. Davis, pres., also owner of KMAC & KISS-FM, San Antonio) for \$525,000 to McLendon Investment Corp., which dismissed Houston AM application. McLendon also owns KLIF, Dallas and KTSA, San Antonio. WCTC, New Brunswick, N. J. & WCTC-FM by Chanticleer Bestg. Co. (James L. Howe, pres., also owner of WIRA, Ft. Pierce, Fla.) for \$215,000 to group headed by Joseph L. Rosenmiller Jr. and Peter A. Bordes—also included with buying group is Louis J. Appell Jr., pres. of WSBA-TV & WSBA, York, Pa. Rosenmiller-Bordes interests control WESO, Southbridge-Webster, Mass. KIOA, Des Moines, by Town & Farm Co. Inc. (Don Searle, pres., also 6% of KOA-TV & KOA, Denver) for \$185,000 to Houston adman Lester Kamin's Public Radio Corp., owner of KAKC, Tulsa. Kamin also has minority interest in KCIJ, Shreveport, WMRV, New Orleans and CP for WCKG, New Orleans (Ch. 26). Town & Farm stations are KMMJ, Grand Island, Neb.; KXXX, Colby, Kan.; WFNF, Shenandoah, Ia. WHKK, Akron, O. 50% by Jackson B. Maurer for \$54,000 to parent corp., making Philip R. Herbert 100% owner. KBIF, Fresno, 51% by John Poole for \$40,800 to David T. Harris and Ephram Bernstein, both from KMJ, Fresno. Poole Bestg. Co. retains 49% along with "certain assets with long term lease." Poole also owns off-air KBID-TV, Fresno (Ch. 53), radio KBIC, Avalon, Cal. and CP for KBIC-TV, Los Angeles (Ch. 22). KMLW, Marlin, Tex. by KMLW Inc. (Charles E. Reagan, pres.) for \$47,500 to M-L Radio Inc.—buying principals being Louis F. Leurig, San Angelo adman, and Peter Miller, publisher of *LaSalle (Ill.) News-Tribune* (WPLO). Miller is also buying \$38,000 of preferred stock.

Sale of KEYT, Santa Barbara (Ch. 3) for \$1,640,000 was announced by pres.-gen. mgr. Colin M. Selph (Vol. 12:52). Buyer is new Key TV Inc., headed by Richard C. D. Bell, ex-v.p. of KPIX, San Francisco, with 16% %; his cousin Wm. F. Luton, 41% %; Robert H. Dunlap, Pasadena attorney, 41% %. Sellers include Selph; rancher C. H. Jackson Jr.; actor Ronald Colman; Chicago adman Arthur F. Marquette, who will serve as a director of Key TV Inc.; Maj. Gen. P. M. Hamilton; Harry C. Butcher, ex-CBS v.p. and now owner of radio KIST, Santa Barbara; Cecil I. Smith, and others. According to transfer application, KEYT has been edging toward the black, having cut \$100,662 deficit as of June 30, 1955 to \$41,212 by June 30, 1956 and in 5 months since then has reduced it to \$18,768. Balance sheet for 5 months ending Nov. 30, 1956 lists \$190,264 fixed assets, \$133,221 current assets out of \$365,198 total assets.

Loan of \$425,000 to Glenn H. McCarthy from Houston investment banker Milton R. Underwood included option for Underwood to buy KXYZ, Houston, with CP for KXYZ-TV (Ch. 29), for \$600,000, with loan to be applied to purchase price if option was exercised, it's revealed this week in transfer application filed with FCC. Exercising option is new Houston Bestg. Corp., owned by Underwood, his wife and son. Underwood, Neuhaus & Co. (M. R. Underwood, pres. & 45%; Philip R. Neuhaus, v.p. & 25%), has agreed to dispose of 3.75% interest in Houston radio KTHT, but will retain 9.9% in radio KRYS, formerly KRIS, Corpus Christi, sold for \$255,000 by T. Frank Smith family, which retained KRIS-TV on Ch. 6 (Vol. 12:43).

McLendon Investment Corp. had surplus of \$239,391 as of Dec. 31, according to balance sheet filed with application to sell KILT, El Paso (Ch. 13) & radio KERP to owners of KXLY-TV, Spokane, Wash. (Vol. 12:49). Its balance sheet also lists \$433,852 in investments (stocks and leases), \$204,784 in accounts receivable, \$344,235 in land, buildings and equipment, out of \$976,073 total assets.



**T**HANKS TO CATV SYSTEM, new KTWO-TV, Casper, Wyo. (Ch. 2) began test patterns March 1 with some 6000 TV sets in use, plans March 8 program debut with NBC-TV & ABC-TV, also will carry CBS-TV on per program basis. Community antenna system there, operated since Dec. 23, 1953 by Bill Daniels, pres. of National Community TV Assn., gets live network programs from Denver via phone company microwave. City also has another CP—KSPR-TV (Ch. 2), which hasn't reported target date. This week's starter is year's 4th, brings on-air box score to 497 (95 uhf).

KTWO-TV starts interim operation with 500-watt RCA transmitter and 1-bay antenna, has ordered 5-kw DuMont transmitter, will shift to 116-ft. self-supporting Ideco tower with 3-bay antenna. It hopes to establish own microwave link with Denver, according to principals.

Grantee Harriscope Inc., Beverly Hills TV packager, is also applicant for Ch. 9, Sheridan, Wyo., to be operated as KTWO-TV satellite. Owners are Burt I. Harris, ex-gen. mgr. of defunct XELD-TV, Matamoros, Mex. (Ch. 7), pres., 40%; Irving B. Harris, v.p., 40%; Don Paul Nathanson, v.p., 20%. Personnel: Lawrence S. Burger, ex-Standard TV (TV film distributor), exec. v.p.; C. Van Haaften, ex-KOA-TV, Denver, gen. mgr.; Pete Bennett, ex-KVOC, Casper, sales mgr.; Robert Lebsock, ex-KREX-TV, Grand Junction, Colo., chief engineer. Base hour is \$150. Reps are Meeker and John L. McGuire (Denver).

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

WSOC-TV, Charlotte, N. C. (Ch. 9) has ordered 50-kw RCA transmitter for March 5 delivery, plans April 28 start with NBC-TV, reports pres.-gen. mgr. E. J. Gluck. It will be second vhf there, WBTV (Ch. 3) having started in mid-1949 as basic CBS-TV affiliate. Transmitter building near Newell, N. C., also housing temporary studio, is 75% ready; permanent studios will be in city at 1925 N. Tryon St. RCA 12-bay antenna is scheduled for installation on 1000-ft. Ideco tower April 20. Base hour will be \$900. Rep will be H-R Television.

WPSD-TV, Paducah, Ky. (Ch. 6) has ordered 10-kw RCA for early April delivery, plans May 1 start with NBC-TV, reports pres.-gen. mgr. E. J. Paxton Jr., for grantee

*Paducah Sun-Democrat.* Studio-transmitter building on south edge of town is nearly ready and foundations are being poured for 500-ft. Ideco tower due to arrive in early April. Base hour will be \$400. Rep will be Pearson.

KTVC, Ensign, Kan. (Ch. 6) hasn't definite target, although it's signed agreement to pick up programs of ABC-TV affiliate KAKE-TV, Wichita (Ch. 10), reports v.p.-gen. mgr. & 5.65% owner Wendell Elliott. Raytheon microwave is due by mid-March and station hopes to have hook-up with Stafford, Kan. ready in 30 days. Studio-transmitter building is ready and 5-kw GE transmitter is being installed. It has 6-bay GE antenna on hand, but 600-ft. custom-built tower isn't due to arrive until April 3. Base hour will be \$100. Rep not chosen.

WRLP, Greenfield, Mass. (Ch. 32) plans mid-May test patterns, June 1 programming start as satellite of WWLP, Springfield (Ch. 22), reports WWLP mgr. Wm. L. Putnam. It has 12-kw RCA transmitter ordered for delivery in about 2 weeks. Walls of new studio-transmitter building are up at Bolton Rd., Winchester, N. H.; 620-ft. Ideco tower is scheduled to be ready by end of April. WWLP plans to raise base hour from \$600 to \$700 when WRLP begins. Rep is Hollingbery.

KPLO-TV, Reliance, S. D. (Ch. 6) has ordered 10-kw RCA transmitter for March-April delivery, plans June test patterns, reports principal N. L. Bentson. It will operate as semi-satellite of parent KELO-TV, Sioux Falls (Ch. 11), also operating satellite KDLO-TV, Florence, S. D. (Ch. 3). Butler steel building to house entire operation is about 25% complete on Medicine Butte. It will use 700-ft. Stainless tower with 6-bay antenna. Still to be built is microwave to Sioux Falls. KELO-TV base hour is \$450. Rep is H-R Television.

Order for 25-kw Standard Electronics amplifier by WORA-TV, Mayaguez, P. R. (Ch. 5) is reported by Visual Electronics Corp.

Gates ships 500-watt transmitter with 2-ring antenna March 8 to upcoming CFCR-TV, Kamloops, B.C. (Ch. 4), without target as yet.

Pagosa Springs, Colo. translator K74AD began tests Feb. 25, repeating KOB-TV, Albuquerque, consulting engineer John Morgan has informed FCC.

British Commonwealth International Newsfilm Agency has been established jointly by BBC, Rank Film Organization, CBC & Australian Broadcasting Commission to supply newsfilm for TV and theatres. New agency "will provide service with international news on film for subscribers anywhere in the world who may operate TV services, produce cinematograph newsreels or who require news film for other purposes, as for example universities," the newsfilm trust announced this week. Trust was formed, according to announcement, to "ensure that the company remains under British control and that newsfilm is supplied impartially without restrictions as to the way it is cut or presented." Organization began operations Feb. 27 from headquarters at Acton, England, in studios vacated by British Paramount News which recently went out of business. BCINA has been established as a trust similar to Reuters news agency. It will be controlled by board of trustees consisting of 3 representatives each from BBC & Rank, one each from CBC & Australian Broadcasting Commission. Lord Radcliffe, wartime director-general of British Ministry of Information is chairman of board and CBC gen. mgr. Alphonse Ouimet represents Canada on board. Kenneth Dick, ex-asst. head of BBC's TV news dept., is managing editor in charge of company, and CBC chief news editor W. H. Hogg is Canadian director.

Call letters of KDWI-TV, Tuscon (Ch. 9) change to KGUN-TV, effective March 14.

TV newsfilm will be shown in Los Angeles' Newsreel Theatre because of shortage of theatrical newsreel programming following demise of Warner-Pathe and Paramount newsreels. Theatre has made deal with Cleve Roberts' World Reports TV Service for weekly newsfilm and is negotiating with CBS-TV for daily newsfilm coverage. Newsreel Theatre features large-screen projection TV in lobby as added attraction to patrons. Meanwhile, another of nation's 3 remaining newsreel theatres—New York's Embassy—has scheduled March 6 showing of "Drew Pearson's Report on the Holy Land," 60-min. documentary originally presented Jan. 27 on NBC-TV. Film has been acquired by Joseph Brenner & Assoc., which is aiming at further TV & theatrical showings.

Emphasizing that uhf can succeed under proper circumstances, Wm. L. Putnam, gen. mgr. of WWLP, Springfield, Mass. (Ch. 22) reports station had net profit of \$133,444 on income of \$923,001 in 1956. Income breakdown: NBC, \$134,451; ABC, \$26,181; national spot, \$344,547; regional spot, \$48,249; local, \$291,434; miscellaneous, \$78,136. Agency commissions were \$73,755. Expense breakdown: engineering, \$194,440; program, \$236,403; sales, \$152,755; administration, etc., \$132,019.

Third anniversary of NBC-TV's *Home* was celebrated March 1 with 778th consecutive show. Plans for coming year include Arlene Francis film interviews in London and Paris, plus remotes from U. S. educational centers.

**NEW STATION** equipment was described this week by RCA at a special seminar for consulting engineers in Washington. Among highlights—though there's not much demand for it at present—was new 5-megawatt uhf package. This consists of 150-kw transmitter TTU-150A and high-gain antenna. Heart of transmitter is A2335 triode—2 used in visual section, one in aural section. RCA officials said 5-megawatt station package would be priced somewhere between \$500,000 & \$750,000, depending on timing and quantity of orders. RCA's 1-megawatt package is \$165,500 for 25-kw transmitter and \$59,500 for 46-gain antenna.

Among other new equipment discussed in all-day seminar:

(1) New traveling wave vhf antenna, claimed to be simple, provide nearly ideal pattern, have low wind loading and high power handling capacity. Cost of new type antenna was said to be roughly parallel to superturnstile—approximately \$33,000 for 8-gain, \$55,000 for 16-gain high-band antenna.

(2) "Precise carrier frequency control" for TV stations, markedly reducing co-channel interference (Vol. 12:37), is now ready to be offered commercially by RCA. Tested for several months on co-channel (Ch. 4) WRCA-TV, N.Y. & WRC-TV, Washington, use of equipment was said to be "equivalent to a tenfold power increase at nominal investment" for stations suffering from co-channel interference. Gear maintains precise station frequency with tolerance of plus-or-minus 2½ cycles, as proposed to current tolerance of 10 kc either way.

(3) New color monitor, to be priced at \$3500-\$4000, completely new slide projector at \$2450 and stabilizing amplifier at \$1250, were also described.

Multiple antenna installations were described by broadcast antenna equipment mgr. I. T. Newton, who stated that RCA has supplied stacked or candelabra antenna installations in 8 U. S. cities and 4 in Cuba and Canada. He gave us some details of KRON-TV's proposed 15-antenna tower in San Francisco (Vol. 12:32-33), which would employ both the candelabra and stacked approaches. Platform at top would accommodate several antennas above, several hanging below. Remainder would be built

around sides of tower. Tower would cost about \$1,000,000. Why 15 antennas for San Francisco? Newton said this number would cover any eventuality—for example, if FCC should some day order move of all stations to uhf, there would be room for enough antennas to permit simultaneous vhf-uhf operation by stations.

Technical presentation was capped by non-technical pitch for stations to convert to color, by TV studio equipment sales mgr. G. W. Bricker. Taking tax depreciation into consideration, he said cost of converting station for local color in 1957 would be only about \$25,000. "Color is the growth dimension" in TV, he stated, pointing out that if stations help dealers sell color sets by providing plenty of color programming, it will hasten the day when advertisers will be willing to pay premium prices for color shows. He forecast industry-wide sales of 400,000 color sets in 1957, 1,200,000 in 1958 and 1,800,000 in 1959. Next year, he added, "more than 5% of the TV homes will be color in better than 2 out of 3 markets." He termed 5% color saturation the figure at which stations can begin charging premium for color.

GE announced "price adjustment" for its complete line of TV-radio broadcasting equipment at week's end—first general price change for its broadcast gear. Broadcast equipment marketing mgr. Paul L. Chamberlain estimated revised price schedules will add "in the order of 10% to over-all equipment costs for new stations going on the air." He emphasized that move was not a general increase but involved "reductions in some products and increases in others." Biggest price increases were understood to be in studio equipment—studio image orthicon camera chain going from \$15,000 to \$16,800, though vidicon camera chains (live \$6300, film \$5200) and film scanners are unchanged. Prices of antennas have been "readjusted somewhat," transmitters are "virtually unchanged," a GE spokesman said. Amplifiers, power supplies, cabinets, etc. have gone up about 10%.

Assured of no local vhf competition by FCC's decision to delete Ch. 8 from Peoria (p. 2), WTVH (Ch. 19) announced it's shooting for power hike to 1000 kw as soon as possible, will use RCA 25-kw transmitter with present 50-gain antenna. It's also aiming for more height.

**Telecasting Notes:** "You can control TV programming by writing to the networks," advises Feb. 24 *Parade Magazine* in article titled "What's Wrong with TV?" Article complains about "the sameness of current video offerings, the excess of quiz and juvenile programs, the seemingly endless commercials, the general lack of creative programming." It attacks overdependence on ratings and concludes with plea to public: "If you like a program, say so; if not, say that. The networks are sensitive to public opinion. [So] let the networks know how you feel. In the long run, where TV goes from here is to a large extent *your* decision" . . . "Hardy perennials" of TV comprise 29 shows still going strong in the time periods they occupied in 1953—out of some 140 programs making up evening network TV fare—reports A. C. Nielsen Co. The "durable 29" still average a healthy 25.6 average audience rating or 40% share of audience—down from 32.4 and 51% in 1953 . . . If you follow the overnight Trendexes you know that NBC-TV's *Twenty-One* (Charles Van Doren) beat out CBS-TV's *I Love Lucy* 33.3-to-26.9 this week . . . CBS-TV has turned down request by Warner Bros. to postpone *Playhouse 90* drama, "Helen Morgan Story," until Warner movie on same subject is completed . . . Metropolitan Opera and Ed Sullivan have agreed to terminate their TV contract March 10—Sullivan expressing dissatisfaction with ratings of shows featuring opera segments and Met gen. mgr. Rudolph Bing reportedly unhappy with the way

Sullivan "was handling the opera presentations" . . . Albert McCleery, exec. producer of successful *NBC Matinee Theatre*, has agreed with network on new 5-year contract, said to make him one of highest paid production executives in TV . . . First-run syndication successes: NTA announces its *Sheriff of Cochise* series is now telecast in 174 markets; TPA's *Hawkeye & the Last of the Mohicans* now sold in 74 markets, with worldwide gross totaling \$1,600,000 (including CBC-TV network showing and airing on British TV . . . TV film production costs are 20-40% higher this year than last, reports Ziv, "while the price outlook is for no more than 10-15% increase by this fall." Ziv also reports new TV film purchases by networks and stations in Britain, Italy, Germany & Japan, accompanied by stepped up program of foreign language soundtrack dubbing for Ziv shows . . . TV Key, program preview-review service distributed to newspapers by McClure Syndicate, adds new service—"TV Key Movie Previews"—rating more than 9000 movies released for TV showing . . . Magicular: NBC-TV's *Producers' Showcase* schedules 90-min. magic show May 27, featuring 7-(count 'em)-7 magicians from all over world . . . Hillbilly music invades early morning TV beginning April 8 when CBS-TV presents daily *Country Style*, featuring Jimmy Dean, 7-7:45 a.m.—originating from (of all places) Washington, D. C.—replacing *Good Morning with Will Rogers Jr.*



**R**ADIO'S UPSURGE continues to roll in high gear, with NBC and ABC reporting significant sponsorships and CBS announcing new rate adjustments designed to reflect network radio's changing patterns in programming and listening habits.

R. J. Reynolds (Camels) will spend \$1,000,000 on ABC Radio starting in mid-March for 20 five-min. news-casts a week, extending perhaps into week end, thru Wm. Esty Co. At same time, Camels also invested estimated \$168,000 net in *News of the World* on NBC Radio Mon.-thru-Fri. 7:30-7:45 p.m. for 26 weeks as part of \$500,000 net billings racked up by NBC this week from 7 advertisers. Other purchases were for *Monitor*, *One Man's Family* and several daytime dramatic programs.

CBS Radio, while not reporting additional sponsorships, adjusted its rates this week. Effective March 10, night rates were cut by 33%, while daytime rates were raised 5%. Cut was designed to put CBS evening shows on more competitive basis, while daytime increase was apparently intended to soften impact on affiliates. John M. Rivers, pres. of WCSC-TV & WCSC, Charleston, S. C., chairman of CBS Radio affiliates board, said that even with the whopping price cuts, CBS rates are "at a level significantly higher than those of competitors." Spokesmen for ABC Radio and NBC Radio said, on the contrary, that CBS rates would be lower than theirs.

ABC Radio had previously announced rate increase, effective April 1. Next to adjust rates is likely to be NBC Radio, Feb. 27 *Variety* reporting that plans there are for establishment of an all-day base rate, with variations by time periods. It said that 7-9 a.m. time period might be

20% higher than rest of day. Separate 20% increase on week-end *Monitor* rates is also due shortly.

NBC Radio v.p. Matt Culligan, meanwhile, took stock of radio's comeback in Feb. 25 address to Chicago's Broadcast Advertising Club. He listed 6 basic reasons for the resurgence: (1) Stability of audience. (2) Improved research, showing value of network radio as supplementary buy to other media. (3) Return of merchandising "excitement" from TV to radio. (4) High cost of TV advertising. (5) Better and smaller radio receivers. (6) More attractive purchase terms for sponsors on network radio. Culligan commented:

"One business truth all of you will recognize is that the most difficult single task in business is to arrest a downward trend, hold a plateau of stability, then claw your way back up. That is precisely what I suggest is now in progress in network radio. And I should like now to publicly pay tribute to the stout-hearted men of network radio—in our network and at CBS and ABC—who stood firm in the face of the TV onslaught and waited out the passing of the storm.

"This miraculous turnabout in the fortunes of network radio is definitely not a matter of luck, the failure of the competition, or the charity of advertisers and agencies. It is the result, we think, of identifiable, measurable causes, all of which contribute in varying degrees."

Note: Apropos of radio boom, we received this quoteworthy comment from an old school friend now with a mid-west advertising agency: "In my travels around the Central West I gain the impression that radio really has taken a new lease on life—and TV is pricing itself right out of this world. Still, who knows where the saturation point is?"

**ADVERTISING AGENCIES:** Humboldt Greig, ex-pres. & gen. mgr. of WHUM-TV & WHUM, Reading, Pa., most recently v.p. of WPFH-TV & WIBG, Philadelphia, named head of timebuying dept. of C. J. LaRoche & Co. (Revlon) . . . H. L. (Hay) McClinton, onetime TV-radio v.p. of N. W. Ayer, resigns as pres. of Calkins & Holden, announcing "basic differences of opinion as to management policies" with chairman J. Sherwood Smith . . . Roger A. Pardon, ex-Bryan Houston, named McCann-Erickson v.p. & group head of Chrysler account in N. Y. . . . Woodrow Benoit joins J. Walter Thompson TV-radio dept. as group head . . . John G. O. Webster, mgr. of J. Walter Thompson's office in Santiago, Chile, named mgr. of new office in Lima, Peru, its 8th Latin American office and 38th international office . . . Thomas A. Wright Jr., ex-NBC & BBDO TV-radio dept., named media mgr. of Leo Burnett Co., Chicago . . . Lloyd Gaynes, ex-WTVJ, Miami, named TV-radio production director of newly formed John S. Allen & Assoc., Miami . . . Sherman Slade, ex-Foote, Cone & Belding, where he was supervisor of Hoffman Electronics account, named a director of Dan B. Miner Co., Los Angeles . . . Wm. D. Stroben, serving on Westinghouse TV-radio div. account, resigns from McCann-Erickson, will announce plans following vacation.

Ten top agencies of 1956, out of 70 which did \$10,000,000 or more business each, are ranked in Feb. 25 *Advertising Age* in this order (in millions): J. Walter Thompson, \$255 vs. \$220 in 1955; McCann-Erickson, \$219 vs. \$166; Young & Rubicam, \$200 vs. \$182; BBDO, \$194.5 vs. \$162.5; N. W. Ayer, \$97 vs. \$92; Benton & Bowles, \$92 vs. \$68; Kenyon & Eckhardt, \$83 vs. \$68; Foote, Cone & Belding, \$81 vs. \$76; Leo Burnett, \$79 vs. \$71; Grant Adv., \$78.5 vs. \$67.9.

California National Productions, NBC subsidiary, appoints Grey Adv. for its 4 divs.—NBC-TV Films, NBC theatrical, merchandising, film services.

Rate increases: WKY-TV, Oklahoma City, March 1 raised base hour from \$920 to \$950, 20 sec. from \$225 to \$240. WHBQ-TV, Memphis, March 1 raised hour from \$800 to \$900, min. \$175 to \$200. KSLA-TV, Shreveport, April 1 raises hour from \$400 to \$500. WDAY-TV, Fargo, N. D. March 1 raised hour from \$400 to \$450, min. \$80 to \$90. KBAK-TV, Bakersfield, Cal. March 1 added Class AA hour (7-10 p.m. daily) at \$350, min. at \$70, Class A hour going from \$300 to \$280. KCEN-TV, Temple, Tex. March 1 raised hour from \$300 to \$350, min. \$60 to \$70. KTTS-TV, Springfield, Mo. March 1 raised hour from \$250 to \$325, min. \$62.50 to \$81.25. Spot increases: KPIX, San Francisco, March 1 raised base min. from \$425 to \$500. KFJZ-TV, Ft. Worth, has raised min. from \$180 to \$225. WREC-TV, Memphis, March 1 raised min. from \$175 to \$200. WMCT, Memphis, has raised min. from \$180 to \$200. Note: WFIE, Evansville, Ind. has withdrawn Rate Card No. 7; base hour remains \$350, min. \$70.

NBC-TV affiliates grossed over \$1,000,000 from local co-op sales of network shows in 1956, second straight year such sales topped \$1,000,000 mark. Analysis reveals 133 stations sold 12,797 partic. in NBC-TV co-op programs. Largest single co-op revenue producer was *Meet the Press*, with 48 stations selling aggregate of 1270 such programs.

ABC-TV bagged another star this week in signing Gary Cooper to hour filmed show starting in fall, probably Thu. 8-9 p.m. Allied Artists, thru subsidiary Interstate TV, starts production in April on 39-week series.

New edition of ANA survey, "Magazine Circulation & Rate Trends" of 64 publications, 1937-1955, is available from ANA, 155 E. 44th St., New York 17, N. Y., free to members, \$15 to non-members.

Article on ABC's drive for competitive network status is now in preparation for April *Fortune Magazine*.

Blair TV Assoc. named rep for WPTV, Palm Beach, replacing Venard, Rintoul & McConnell.

**TV PRICE INCREASES DUE IN NEXT FEW MONTHS:** There's widespread industry support for Motorola pres. Robert W. Galvin's "anticipation" that industry-wide price increase of \$10 to \$20 a set will take effect "within the next 3 or 4 months." Galvin made the statement in address to N.Y. Society of Security Analysts Feb. 26 -- and our informal canvass of TV industry's pace-setters drew unanimous agreement.

Robert A. Seidel, RCA exec. v.p. for consumer products, said that "it's quite likely TV prices will go up in view of the continuing problem faced by the industry in the form of rising costs and steadily declining list prices."

Wallace Johnson, Admiral sales v.p., said "I agree with Mr. Galvin that TV prices will have to be raised. It just has to happen. We can't go on at this rate, despite the fact that in units our TV business is ahead of last year."

GE and Philco spokesmen expressed complete agreement. A GE official, who did not wish to be quoted by name, authorized following statement to us: "The TV market is under constant surveillance by GE in order to keep our marketing policies current with economic changes. It is academic that all products are subject to price change under the influences of a competitive market and the fluctuations in the cost of labor and materials. We anticipate that TV prices will tend to increase, but it is impossible at this time to predict the extent of such price change in the event such price change is determined as necessary."

Philco "will go along with price increases," said spokesman, recalling that recently introduced portables averaged \$10 higher than counterparts in old line.

Galvin's estimate of "3 or 4 months" for price increases would embrace the traditional midyear introduction of new models -- and it seems manifest that he had that in mind. But it would take only one manufacturer to raise prices before then to set an industry-wide trend in motion, so determined are set makers to reverse a downward price skid which had begun to assume the aspect of a psychological complex. To some, the downward trend almost appeared irreversible -- to say nothing of the attitude of consumers, who have come to expect nothing but lower TV prices.

Galvin's statement thus came as welcome relief to manufacturers, who have been belaboring necessity for raising prices in private sales meetings for some time. The young Motorola president has now communicated that need to the public.

**Labor Rumbings:** As if it didn't have enough trouble (see financial statement, p. 12), Philco now faces disquieting prospect of being first TV manufacturer to come to grips with an IUE intent on pressing for guaranteed annual wage as means of off-setting enforced furloughs at electronics plants. Four IUE contracts with Philco expire in May -- and union officials are talking in terms of package demands to include guaranteed annual wage, shorter work week with no loss of pay and improved severance benefits. If accepted by Philco, union officials left no doubt that they would regard settlement as a pattern for entire TV-radio-electronics industry.

Philco has never recovered fully from crippling 45-day strike at 10 plants in 1954 (Vol. 10:25) and, at least on surface, would appear to be in position of being unable either to yield to demands of labor or of risking another strike by refusing to yield. Company spokesman said no strategy had been worked out yet. Only other major TV manufacturer facing IUE wage demands this year is Emerson, which recently reported profit of \$84,852 (4¢ per share) in fiscal year ended last Oct. 31, way down from profit of \$2,468,063 (\$1.28) in preceding fiscal year.

Big test will come in negotiations with RCA, whose contract does not expire until June 1, 1959. Union spokesmen have made no secret of their intention to go all-out in their drive for full acceptance of their demands, plans to step up their membership campaign at 2 unorganized RCA plants in Harrison and New Brunswick, N.J. A union conference board was recently created at RCA, representing about 20,000.



**Production:** TV output totaled 117,891 week ended Feb. 22, compared with 123,225 preceding week and 138,861 in corresponding week of 1956. It was year's 8th week and brought TV production for year to date to about 909,000, compared with 1,164,629 in corresponding period year ago. Radio production totaled 344,507 (131,108 auto) week ended Feb. 22, compared with 307,909 (126,450 auto) preceding week and 278,271 (92,648 auto) in same 1956 week. Radio output for first 8 weeks totaled 2,359,000 (1,041,000 auto), as against 2,172,130 (957,259 auto) in same period of 1956.

**Topics & Trends of TV Trade:** Tube and set manufacturers are now destroying worn-out receiving tubes returned on warranties as part of cooperative effort to dry up one of the sources for tube counterfeiting, RETMA gen. counsel Glen McDaniel disclosed this week prior to his Feb. 27 testimony before Bronx grand jury investigating the problem. He also revealed that RETMA has established special committee to alert all segments of industry and public to fraudulent tube practices and is encouraging its members to cooperate with law enforcement agencies in tracking down tube counterfeiters. He said:

"Thousands of old and worn out receiving tubes inevitably become available for purchase. Some of them come into the hands of the service technician when he removes worn out tubes from your set and replaces them with new tubes. Others are taken from old sets which are traded in for new ones and cannibalized—that is, stripped of their tubes. Others are turned in to distributors or set manufacturers for replacement under the terms of warranties applicable to their original sale.

"Certain persons make a practice of purchasing these old tubes by the thousands for a few pennies per tube. Some legitimate operators cull out the tubes that are still useful, and sell them as used tubes. This practice, so long as it does not involve misrepresentation, is a legitimate one, and should be distinguished from the fraudulent practices."

Day after McDaniel's testimony, Bronx grand jury indicted a former parts sales mgr. of RCA distributor Bruno-N. Y. and 2 associates on charges of conspiracy to defraud RCA. Bronx District Attorney Sullivan said that the alleged conspiracy may involve merchandise with total value of \$400,000.

Named in indictment were Sidney Pressler, former parts sales mgr. of Bruno-N.Y.; Murray Frankel, pres. of Television Maintenance Corp., and Robert Mintz, v.p. of that company. According to indictment, the 3 defendants met in N. Y. hotel in April 1953 and Pressler "suggested and discussed with Frankel and Mintz a plan and scheme so they could all make money . . . by cheating and defrauding RCA."

Indictment said Pressler supplied the other defendants with defective TV and radio tubes which were rebranded with new warranty dates and forwarded to RCA for good ones, which were then sold to various dealers for cash. Pressler took 50% of profits, said indictment. Defendants pleaded innocent, and Pressler was released in \$5500 bail, other 2 defendants in \$3000 bail each.

\* \* \* \*

Whirlpool-Seeger will acquire Birtman Electric Co., major manufacturer of vacuum cleaners and electric housewares for Sears Roebuck, subject to approval of stockholders of both companies March 29 in Chicago. Effective date of merger is proposed for April 1. RCA and Sears Roebuck each owns about 20% of Whirlpool-Seeger. Birtman reported 1955 profit of \$430,415 on sales of \$17,572,731.

Admiral signed agreement this week to place its full major appliance line in 106 Western Tire & Auto stores in 9 midwest states. Items to be handled are refrigerators, freezers, ranges, room air conditioners & dehumidifiers.

**Trade Personals:** Wm. Balderston, Philco chairman, re-elected a director of National Industrial Conference Board . . . Mulford M. Brandt, RCA mgr. of govt. sales administration for commercial electronic products, awarded citation by alma mater Drexel Institute of Technology for achievement in electronics . . . R. W. Frisbee promoted to industrial sales coordination mgr., RCA tube div.; A. K. Mallard promoted to entertainment sales coordination mgr., succeeded by R. K. Joslin as Dallas district mgr. . . . R. A. Moe promoted by RCA Service Co. to mgr. of west coast facilities, systems engineering operations, govt. service dept. . . . M. M. (Pete) Elliott, ex-gen. mgr. of Motorola Canada Ltd. & onetime gen. sales mgr. of Canadian Marconi, named pres. of Caldwell A-V Equipment Co. Ltd., 400 Jarvis St., Toronto, newly formed subsidiary of S. W. Caldwell Ltd. . . . Frank M. Viles Jr. appointed v.p. in charge of semiconductor manufacturing of IT&T's Federal Telephone & Radio . . . Francis E. Abt promoted to sales coordinator of DuMont receiver div. . . . Howard B. Jansen, ex-DuMont, named midwest district mgr. of Hoffman Electronics . . . J. Calvin Affleck, ex-DuMont receiver adv. mgr., joins Monogram Art Studios . . . Irving Jerome, N. Y. district sales mgr. of Capitol Records, named v.p. & national sales mgr. of newly formed subsidiary Prep Records Inc., with headquarters at 1730 Broadway, N. Y.; Prep's first single-record release is due about April 1 . . . Cliff Knoble, ex-Raytheon TV-radio merchandising mgr., appointed gen. sales mgr. of Coroire Heating Corp., Cleveland . . . Wm. W. Price named public relations director of Bendix Radio . . . Murray Baird, ex-Gerald O. Kaye Assoc. (Crosley-Bendix), named gen. sales mgr. of Granco Sales Corp. . . . Daniel S. Reed rejoins Packard-Bell as contracts administrator of technical products div., having served last 2 years with Pacific Mercury.

—■—  
Tribute to RCA chairman David Sarnoff, published by N. Y. City's *East Side News* on his 66th birthday, was inserted in Feb. 26 *Congressional Record* by Rep. Farberstein (D-N. Y.).

Gershon Fishbein, *Television Digest* trade reports editor, resigns, leaving next month to enter medical writing field in Washington.

### Obituary

Jesse W. Lewis, 76, who retired in 1947 as treas. of GE, having previously served as asst. to pres., died Feb. 26 in N. Y. after brief illness.

—■—  
**DISTRIBUTOR NOTES:** Philco Distributors Inc. abolishes Newark branch, replacing it with Fineburgs', Trenton, which will set up E. Orange branch; move reduces Philco factory branches to 5—N. Y., Philadelphia, Detroit, Chicago, Los Angeles . . . DuMont appoints Sunset Electric Co., N. 703 Division St., Spokane (Raleigh M. Spiger, v.p.) and Hogan Vickair Sales Co., Dearborn, Mich. (Detroit) . . . Hotpoint Appliance Sales Co., Newark, appoints Richard C. Dahlman sales mgr. . . . Krich-N. J. (RCA Whirlpool) names Daniel Pliskin as adv. mgr., replacing James Cohan, resigned . . . Graybar Pittsburgh appoints Edward A. Grimes as district mgr. of major appliance div.; Melvin Schloss promoted to sales mgr. of appliances.

**Financial & Trade Notes:** Motorola had net profit of \$7,970,000 (\$4.12 per share) on record sales of \$227,600,000 in 1956, compared with \$8,490,539 (\$4.39) on \$226,653,953 in 1955 and \$7,572,024 (\$3.91) on \$205,226,077 in 1954. Pres. Robert W. Galvin revealed the figures in Feb. 26 address to N. Y. Society of Security Analysts, also disclosing that 4th quarter profit was \$3,149,000 (\$1.63) on sales of \$64,900,000, compared with \$3,604,691 (\$1.87) on \$72,675,721 in corresponding 1955 quarter.

Galvin attributed earnings decline to expenses entailed in activating transistor manufacturing operations, low prices and short profit margins on TV, conversion from subsidiary manufacturing to licensing arrangement in Canada, lower volume of auto radio sales. He predicted a \$10,000,000 sales increase in 1957.

Referring to bitter competition in TV industry last year, which caused several manufacturers to leave business, Galvin said some of larger TV manufacturers "are now performing more in the interests of their stockholders than to satisfy the vanities of their own managements." He said that TV market conditions have become more stable as result of drop-outs.

\* \* \* \*

Philco's net profit in 1956 fell sharply to \$398,690 (1¢ per share) from \$8,423,329 (\$2.13) in 1955 and \$6,768,965 (\$1.69) in 1954. Sales last year totaled \$347,901,014, compared with \$373,359,297 in 1955 and \$349,278,998 in 1954. Chief reasons for Philco's decline, said pres. James M. Skinner Jr., were heavy inventory liquidations by companies leaving TV & appliance business, low average unit price of TV receivers and 6-week strike at Connerville, Ind. appliance plant which sharply reduced shipments last Oct. & Nov. But he added: "The record of earnings does not reflect the many positive steps taken during the year to strengthen Philco's position in the industries in which it is engaged and the substantial economics which were effected in the cost structure of all divisions." He cited purchase of Bendix laundry div., installation of automation equipment, expansion of govt. business. Philco has been operating on profitable basis thus far in 1957, with inventories "in balance," he said. Reflecting steep drop in earnings, Philco board deferred action on dividend until late spring when "working capital requirements and earnings may be more definitely indicated than at present." It was second straight quarter that dividend action had been deferred.

GE's successful Edison Award program, honoring nation's outstanding amateur each year, climaxed with dinner in Washington's Mayflower Hotel Feb. 28. Winner Mrs. Mary (Mae) Burke accepted kudos from speakers including Rear Adm. H. C. Bruton, director of naval communications. Since 1949, Mrs. Burke has sent 312,000 free messages, (CW, at 30 words a minute) mostly to overseas servicemen, running up to 10,000 monthly and including one stretch of 1825 days without vacation or day off.

Radio shipments to dealers, excluding auto sets, totaled 8,422,823 in 1956, compared with 7,076,722 in 1955, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. Auto radio production, regarded as equivalent to retail sales, totaled 5,057,409 in 1956, compared with 6,863,676 in 1955. Excluding auto sets, radio shipments in 5-week Dec. totaled 1,544,987 compared with 797,011 in Nov. and 1,273,181 in Dec. 1955.

**More appliance layoffs:** Westinghouse furloughs 650 workers (out of 5000) at Mansfield, O. laundry equipment and range plant; Whirlpool-Seeger lays off 239 (out of 2500) at Clyde, O. washer-ironer factory. GE and Frigidaire had previously announced appliance furloughs.

RCA's annual report, released this week, spelled out earlier estimates by chairman David Sarnoff in detailed year-end statement (Vol. 12:52). Sales came to \$1,127,774,000 last year, second straight year that volume has topped \$1 billion, 7% over 1955's \$1,055,265,655. Profit before taxes was \$80,074,000, after taxes \$40,031,000 (\$2.65), comparing with \$100,107,000 and \$47,525,000 (\$3.16) in 1955. Taxes last year totaled \$87,803,000. Company currently has 80,000 employes, including 8500 overseas. Wages and salaries paid to domestic employes in 1956 amounted to \$390,000,000, or 35 cents out of each sales dollar. Last year was company's second highest in black-&-white sales, with phono sales more than double 1955.

**Dividends:** Sylvania, 50¢ payable April 1 to stockholders of record March 11; Hoffman Electronics, 25¢ March 30 to holders March 15; Wells-Gardner, 20¢ March 15 to holders March 6; Sprague Electric, 30¢ March 14 to holders Feb. 28; Amphenol Electronics, 30¢ April 26 to holders April 12; Sperry Rand, 20¢ March 29 to holders March 8; General Precision Equipment, 60¢ March 15 to holders March 8; Gabriel Co., 15¢ March 15 to holders March 11; Canadian GE, \$2 April 1 to holders March 15; General Dynamics, 50¢ May 10 to holders March 25; RCA, 25¢ April 29 to holders March 18; Radio Condenser Co., 5¢ March 20 to holders March 1.

Olympic Radio sales in 1956 exceeded \$23,000,000, an increase of 26% over 1955, reports parent Unitronics Corp. Indicated net profit also set record in 1956, reports Unitronics, though no figures were revealed. Olympic's 1956 military sales were up 17% over 1955, and entered 1957 with military backlog of more than \$7,000,000. First 6 weeks of 1957 showed sales increases over comparable period of 1956, with inventories in a "well-balanced position."

Republic Pictures reports consolidated net income of \$758,401 (18¢ per share on 2,004,190 common shares outstanding, after preferred dividends) on gross revenues of \$42,236,306 in fiscal year ended last Oct. 27, compared with \$919,034 (26¢ on 1,908,753 shares) on \$39,621,099 in preceding fiscal year.

Consolidated TV & Radio Broadcasters, the Bitner station chain sold to Time Inc. last Dec. for \$15,750,000 (Vol. 12:50-52), reports consolidated net income of \$767,370 (\$1.21 per share) in fiscal year ended Nov. 30, compared with \$701,940 (\$1.11) in preceding fiscal year.

Closed-circuit TV will be bonanza for TV serviceman in future, says Sylvania marketing v.p. B. F. Wickstrum in talk to group of Phoenix servicemen in connection with TV Servicemen's Week. "Some people predict that closed-circuit TV will eventually involve more electronic equipment than entertainment TV," he said. "Every system is going to require maintenance—specialized, expert TV maintenance. It's up to each and every serviceman to keep sharp technically, to be on hand to meet the demand with proper know-how."

Plamondon Magnetics Co., manufacturer of permanent magnets for electronic equipment and headed by onetime RETMA pres. A. D. Plamondon Jr., this week filed petition under Chapter XI of Bankruptcy Act. Partial schedule filed in Chicago Federal Court listed assets of \$659,384, liabilities of \$862,329.

Japanese manufacturers produced 312,000 TV sets last year, compared with 134,700 in 1955, reports Ministry of International Trade & Industry. Radio production last year totaled 2,965,000, compared with 1,784,000 in 1955.

**Americanization via TV:** Sylvania has provided several TV and hi-fi sets to Camp Kilmer, N. J. reception center for use in teaching English to Hungarian refugees.



Electronics Investment Corp., specialized mutual investment fund organized in 1954 by ex-San Diego broadcaster Charles E. Salik, its pres., reports total net assets increased by 23% to \$13,466,893 in quarter ended Jan. 31. New holdings added during Oct. 31-Jan. 31 quarter were 5000 shares of American Machine & Foundry; 5000 Amp Inc.; 4800 Amphenol Electronics; 2000 Fischer & Porter; 2000 Friden Calculating Machine; 2700 Minnesota Mining & Mfg.; 2000 Collins Radio pfd.; 3500 Eastern Industries conv. pfd.; \$250,000 U. S. Industries 5½% bonds due 1971. Sold during quarter were 1000 AT&T; 1000 Corning Glass; 2000 Eastman—entire holdings; 3500 Minneapolis-Honeywell, 500 retained; 3900 No. American Aviation, 100 retained. These portfolio increases were also reported; 3000 Airborne Instruments, now holds 4000; 2000 Allis-Chalmers, now 5000; 5000 American Bosch Arma, now 10,000; 475 Babcock & Wilson, now 5200; 600 Bendix Aviation, now 5000; 1000 Burroughs, now 9000; 3500 Combustion Engineering, now 9000; 4000 General Tire, now 4160; 900 IT&T, now 8000; 4900 Litton Industries, now 5400; 5000 Glenn L. Martin, now 5250; 2000 Motorola, now 5000; 50 Philips Gloeilampenfabrieken, now 400; 4000 Speer Carbon, now 5000; 1000 Sperry Rand, now 10,000; 300 Storer Broadcasting, now 10,300; 1000 Worthington Corp., now 4080. [Note: For full list of holdings and Jan. 31 market values, request latest report from fund's headquarters, Bank of America Bldg., San Diego.]

Standard Coil has proposed a liberalized conversion rate on its 5% convertible subordinated debentures, due Sept. 1, 1967. Under new proposal, debentures will be convertible into common stock at \$12 per share if converted on or before Dec. 1, 1957; at \$13.50 per share through Dec. 1, 1962; at \$15.25 thereafter. This compares with present conversion prices at \$18.50, \$20 & \$21.75, respectively. In letter to debenture holders, who must approve amendments at meeting March 7, pres. James O. Burke explained: "The proposed amendment will give you a more valuable conversion privilege by reducing the conversion prices to levels more closely related to present market values of the company's common stock."

Texas Instruments expects first-quarter profits & sales to be "well above" the \$540,000 (17¢ per share) earned on \$8,853,000 sales in first quarter of 1956, pres. J. E. Jonsson told stockholders. He had previously predicted full 1957 earnings of about \$1 per share on sales of about \$65,000,000. In 1956, earnings were about \$2,100,000 (70¢) on sales of \$45,500,000.

General Precision Equipment Corp. earned \$2,394,729 (\$1.73 per share on 1,125,806 common shares outstanding) on record sales of \$153,261,864 in 1956, compared with \$2,530,758 (\$2.05 on 1,031,644 shares) on \$133,337,819 in 1955. Pres. Hermann G. Place said backlog of unfilled orders totaled \$167,660,000 as of Dec. 31, compared with \$127,192,000 year earlier.

Collins Radio is called attractive "growth" firm, with annual sales of more than \$125,000,000, in report by brokers Kidder, Peabody & Co., 17 Wall St., N. Y. It estimates 1956 earnings of \$3,130,000 (\$1.92 per share) on sales of \$125,100,000, compared with \$3,470,000 (\$2.32) on \$108,200,000 in 1955.

New compromise board of directors, headed by pres. Joseph R. Vogel, was elected unanimously by Loew's stockholders Feb. 28. Vogel told stockholders in New York that MGM's pre-1948 feature film library has been leased to 32 TV stations, representing gross revenue to Loew's of more than \$34,000,000 over 5-7 year period.

Capitol Records earned \$1,515,331 (\$3.18 per share) on sales of \$17,374,924 in 6 months ended Dec. 31. No direct comparison with same 1955 period is available because close of fiscal year has been changed from Dec. 31 to June 30.

## Network Color Schedules (March 3-16, 1957)

- March 3—NBC: *Alcoa Hour*, 9-10 p.m.  
 March 4—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Romeo and Juliet," 8-9:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.  
 March 5—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *March of Medicine*, "Monganga," 9:30-10:30 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 March 6—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Maurice Chevalier's Paris* (film), 8-9 p.m.; *Kraft TV Theatre*, 9-10 p.m.  
 March 7—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.  
 March 8—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.  
 March 9—NBC: *Perry Como Show*, 8-9 p.m.  
 March 10—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Washington Square*, 4-5 p.m.  
 March 11—NBC: *Club 60*, 1:30-2:30 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.  
 March 12—NBC: *Club 60*, 1:30-2:30 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 March 13—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m.  
 March 14—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.  
 March 15—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.  
 March 16—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "TV Emmy Awards," 9-10:30 p.m.

After testing color commercials for 2 years, researcher Horace Schwerin states that "the average color commercial has been about 1½ times as effective as its black-&-white counterpart." He asserts that color will "enormously advance the effectiveness of mood commercials by adding another emotional dimension."

Co-op color *Club 60*, 1:30-2:30 p.m., originated daily by NBC's WNBQ, Chicago, and originally scheduled for NBC's 7 o-&-o stations, is now being carried by total of 46 stations.

Kansas City color set sales were 205 in Jan., bringing total to date to 1662, according to city's Electric Assn.

Annual roundup on color is featured in Feb. *Television Age Magazine*.

Defense Dept. moved further from basic scientific research in favor of heavy emphasis on military research on specific technological projects this week as it placed all weapons development under supervision of a production engineer. Secy. Wilson announced appointment of former asst. secy. of defense for engineering Frank D. Newberry, 76-year-old retired Westinghouse v.p., to new post of asst. secy. of defense for research & engineering. Wm. M. Holaday, former acting asst. secy. for research & development, becomes Newberry's deputy in move combining the research & development and engineering posts.

First commercial pocket-sized FM receiver for mobile communication service was announced by RCA as in advanced stage of development—and as forerunner of pocket 2-way sets, and even "wristwatch 2-way radios." Planned for production later this year, tiny receiver measures 1x2¼x6½-in., weighs 10 oz., operates in 150-mc band, with range of "several miles."

General Transistor Corp., Jamaica, N. Y., acquires 80% interest in Magne-Head Electronics Co., 6110 Venice Blvd., Los Angeles, which changes name to General Transistor Western Co. and manufactures recording heads for electronic computers, automation equipment, tape recorders, etc.

Dr. Marshall G. Holloway, ex-director of MIT's Lincoln Lab, named pres. of nuclear products div., ACF Industries, replacing Rudolph Furrer, who becomes staff v.p. of manufacturing & engineering for all ACF divs.



Equal access of TV with other media in covering proceedings of N. Y. City Council will be debated by Council subcommittee March 5, at request of TV and newsreel representatives. Long-smoldering dispute flared up last week when TV and newsreel cameras were excluded from Council deliberations on fitness of a Councilman to hold office. At that time, sergeant-at-arms was ordered to clear room of all equipment. Meanwhile, ranks of those opposing admission of TV to cover court trials were joined by Telford Taylor, former FCC gen. counsel & ex-chief prosecutor at Nuremberg war crimes trials. In letter to *N. Y. Times*, he said true test is whether public is a "rightful participant" in a trial, then went on to say public isn't. "That is why trials are not held in Madison Square Garden or Yankee Stadium, and that is why they should not be 'staged' before a TV audience. The same considerations apply to legislatures when they are acting in a judicial capacity, as in impeachments." He went on to say that only "the most sensational trials would be attractive to commercial TV." Note: U. S. Supreme Court this week affirmed a Pa. decision forbidding photographers right to take pictures in courthouse corridors of persons on trial.

Two applications for TV stations were filed this week with FCC, bringing total pending to 120 (23 uhf). Applications were for Ch. 11 satellite in Garden City, Kans., by KCKT, Great Bend (Ch. 2) and for Ch. 9 in Manchester, N. H. by Television For New Hampshire Inc., local group with insurance man Robert P. Burroughs and businessman Richard S. Robie each owning 38.45%. Latter group states it has offered to purchase WMUR-TV, Manchester (Ch. 9) and that if offer is refused, this application should be considered in any license renewal hearing for WMUR-TV following its expiration April 1. There were no applications for translators, leaving 20 on air, 55 applications pending.

Investigation of TV-radio-electronics patent pooling is planned by Senate Judiciary Committee's subcommittee on patents, trademarks & copyrights, headed by Sen. O'Mahoney (D-Wyo.). Subcommittee's report on its investigation of patent system made no recommendations with regard to pools, but noted that staff had conducted investigation of "the electronics patent pool." In paragraph reviewing govt. & private suits involving RCA's licensing system, subcommittee stated: "In view of the importance of the electronics industry to the welfare of the United States in both peace and war, the subcommittee will make further inquiry into the patent system and determine if legislation is appropriate and necessary."

Vehement rebuttal by WGN-TV, Chicago, to complaints to FCC against station for cancellation of "Martin Luther" film (Vol. 13:8) was filed March 1. WGN-TV said FCC should deny petition by Action Committee for Freedom of Religious Expression seeking "drastic action" against it. Station said FCC "is not set up to blue pencil particular programs, nor does it have authority to deny a license or designate a license application for hearing on the allegation that a licensee has refused to carry a particular program."

TV saved one viewer from possible electrocution but nearly cost life of another this week. Alwyn Barnett, 44, stayed motionless in car when Brooklyn trolley pole broke and fell on it. He remembered episode 2 weeks earlier in *Loretta Young Show* in which couple escaped shock from fallen high tension wire. In Dallas, Gilbert Noble, 39, was knocked unconscious when portable antenna fell in his bath. Wife tugged him from tub and revived him.

Two CP's were granted by FCC this week—Ch. 3, San Angelo, Tex. to banker Lowell Smith and auto dealer-rancher Joe N. Weatherby; educational Ch. 7, Jacksonville, Fla., to Educational TV Inc., headed by Heywood A. Dowling.

Modification of equal-time rule (Sec. 315 of Communications Act) is provided in S-1369, reintroduced this week by Chairman Magnuson (D-Wash.) of Senate Commerce Committee. Identical to his S-4250, introduced last July, it would provide that equal TV-radio opportunities must be granted to presidential & vice presidential candidates (1) of parties whose presidential candidate received at least 4% of national popular vote in preceding election or (2) whose candidacy is supported by petitions bearing signatures equal to at least 1% of total popular vote cast in preceding presidential election.

NBC-TV fought back this week in "battle of ratings," reporting that latest Nielsen pocketpiece covering 2 weeks ended Jan. 26 shows NBC-TV daytime adult entertainment programs "now lead those of the closest competitor by 9% in average ratings, making this the first time NBC has topped its competition since complete daytime programming was started by the opposition in July 1954." NBC says it leads closest competitor by 12% in 2:30-5:30 time period and has scored 20% gain in average audience ratings in 11 a.m.-1 p.m. time period.

Application by Louisville's WHAS-TV (Ch. 11) for 1818-ft. tower 14 mi. east of city will require hearing, FCC notified station in McFarland letter this week. FCC noted that Airspace Panel had rejected proposed tower as "unacceptable hazard to aviation" and had stated that maximum acceptable height at that location would be 1318-ft. Commission also listed issue of impact on uhf WLEX-TV, Lexington (Ch. 18), stating that new site would provide Grade A coverage to Lexington.

"Equal access" suit will be filed by KING-TV, Seattle, in attempt to bring its viewers the Apple Cup hydroplane race May 5 at Chelan, Wash., v.p.-gen. mgr. Otto Brandt announced this week. Noting that race will be held on public property, Brandt accused sponsors of "attempting to exclude all TV stations but one from televising the race."

Is FCC encouraging "monopolistic network practices" through "arbitrary decisions"? Sen. Hennings (D-Mo.) wants to know—in fact, has written FCC letter asking a number of questions about its policies. At week's end, Commission had replied but spokesman for Hennings said he had not yet read the reply.

Sir Thomas Beecham thinks movies started good music on road to ruin, radio made it "a public nuisance," TV is "most terrifying experience in mass communication." What bothers him most about TV, 77-year-old British conductor said during lecture in Washington Feb. 25, is looking down throats of singers while they "howl."

Proposal to let TV-radio stations share in state election advertising was rejected this week by Judiciary Committee of Maryland House of Delegates. Committee turned thumbs down on bill which would have required supervisors of elections to broadcast as well as publish in newspapers required of notices of elections and lists of candidates.

Change in membership of Senate Commerce Committee is due in April, when Sen. Blakley (D-Tex.) resigns. Blakley this week announced that he would not be candidate to succeed himself in April 2 special Texas election. Best guess as to his successor on Committee: his Texas successor in Senate (assuming a Democrat wins).

ANA spring meeting March 13-16 at Holmstead, Hot Springs, Va. will include presentation by Teleprompter pres. Irving Kahn on "Group Communications—A New Dimension in Advertising" and interim report on ANA study of agency services & compensation methods.

Anti-trust complaint was filed against jukebox maker Rudolph Wurlitzer Co. this week by Justice Dept., charging company conspired with its distributors not to compete with each other in sale of Wurlitzer machines.



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

**DISAGREEMENT ON ALLOCATIONS** among legislators and Commissioners stands out in hearings (p. 1). Celler network probe report completed at staff level (p. 9).

**FEE-TV DECISION BY FCC** due in month, but there's increasing conjecture that problem may be tossed to Congress. Senate questioning due next week (p. 2).

**WIRED SYSTEM FRANCHISES** in 25 Texas cities sought by Interstate Circuit, as theatre owners weigh "insurance" of Bartlesville-type systems (p. 3).

**NBC EDUCATIONAL PROJECT** starting March 11 represents \$300,000 investment in prestige, offering 23 educational stations top programming fare (p. 4).

**CANADA'S 38th TV** goes on air in Quebec as English-language adjunct to operating French station; reports on plans of upcoming stations (p. 7).

**STABILITY OF TV market** reflected in lower inventories, absence of widespread dumping. Appliance makers retrench. Consumer spending plans remain high (p. 10).

**RETMA TO BE HOST** to quarterly meetings March 13-15 in Washington. Congressmen, other Govt. officials to celebrate 50 years of military electronics (p. 11).

**RCA STOCK OPTION** plan, covering issuance of maximum of 300,000 shares, up for approval May 7. Burns' salary \$150,000 first year as pres. (p. 13).

**CROSLY WINS INDIANAPOLIS' Ch. 13** in 4-3 vote. St. Louis & Seattle decisions due soon. Share-timers favored in Parma-Onondaga initial ruling (p. 8).

**NBC CUBAN STATION** ownership under consideration. Network invited to acquire 25% of \$3,000,000 six-station setup sparked by Mestre brothers (p. 14).

**CONGRESS, FCC FLOUNDER ON ALLOCATIONS:** FCC appeared before 2 committees of Congress this week. The hearings proved one thing: There's still plenty of disagreement among lawmakers and Commissioners on allocations -- and probably always will be.

Allocations and uhf problems took up most of the 2-hour Senate Commerce Committee hearing, while "briefing" on functions and actions of FCC by Chairman McConaughy occupied major part of one-hour House Commerce Committee session -- both hearings being cut short by floor debates on Middle East situation. Commissioners return for more quizzing by House group March 12, by Senators March 14.

Free give-&-take among Senators and Commissioners marked harmonious session this week. Committee counsel Kenneth Cox didn't get to ask any questions, but is expected to do so next week. Presumably, subscription TV will be a prime topic at next Senate Committee session -- it was barely touched upon this week (see p. 2).

Excise tax exemption for all-channel sets is still Chairman Magnuson's prime prescription for uhf's ills, he made clear, asking the FCC to redouble its lobbying efforts on that project and indicating he'll never say die. But 2 other Senators -- Pastore (D-R.I.) and Potter (R-Mich.) -- have just about given up after 2 unsuccessful attempts to convince House Ways & Means Committee. "There's not much chance," Potter conceded. And Sen. Pastore added:

"We've tried twice and I don't think we have a chance. We're kidding ourselves, and I say, as grown men let's just stop it." Without tax exemption, he stated, uhf is a "pretty cooked industry unless FCC does something."

To save uhf, only alternative to tax relief would be "artificial stimulation by Govt.," McConaughy said under questioning by Pastore. As example, he cited "deintermixing great areas of the United States," quickly adding that no such step could be taken until there's much more technical knowledge about uhf. These opinions on allocations and uhf were volunteered by the Senators:

Butler (R-Md.): Cautioned FCC against "rushing into deintermixture if you don't know where you're going; there are too many imponderables."

Bricker (R-O.): Indicated he felt Govt. will some day need vhf channels for defense, so "we must utilize the uhf spectrum."

Magnuson: "I can't conceive that we would sit idly by with uhf channels avail-

able and not utilize them. Surely something can be done since this vhf [military] situation is going to get worse and worse."

Potter: "If you're going to make a [selective deintermixture] move into the uhf band, you might as well make it a big one and move everything at once."

Commissioners disagreed with one another along their traditional patterns. Craven presented separate statement, urging abandonment of allocation plan and the institution of vhf-uhf simulcasting in big cities. Doerfer recommended vhf drop-ins in top 100 markets, and suggested rule barring multiple-network affiliations by outlets in 3-station intermixed markets. Mack expressed opinion that "uhf will continue despite everything" and asked for more deintermixture.

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At House hearing, Congressmen asked questions reflecting conditions in their home districts. Rep. Beamer (R-Ind.) complained of absentee ownership, saying all Indianapolis stations are owned by "New York interests," and promised to re-submit his newspaper "anti-discrimination" bill on which hearings were held last year.

Deintermixture is "very unsuccessful," volunteered Rep. Mack (D-Ill.), of rural Carlinville, 40 mi. from Springfield. He said he is forced to view St. Louis vhf stations instead of "home town" outlet, and voiced objection to "the trend toward bigness and big business" which he said involved giving vhf allocations to the bigger cities, leaving small towns with only uhf assignments.

"Network monopolies" are killing uhf, Rep. Macdonald (D-Mass.) charged, saying that Boston area's only uhf died because it couldn't get programs.

For report on Celler network investigation and blast by Sen. Hennings (D-Mo.) at "network monopolies," see story on page 9.

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FCC finalized a couple of deintermixture actions which it had announced tentatively last week (Vol. 13:9): Adding Ch. 12 to New Orleans and to Beaumont-Port Arthur, Ch. 3 to Lake Charles-Lafayette, La., Ch. 11 to Houma, La.

It denied requests by 3 uhf stations in those areas to move to newly assigned vhf channels, arguing that their present channels haven't been removed -- unlike the case of St. Louis' KTVI (Ch. 36), which will be permitted to operate on new Ch. 2 there. The 3 uhf stations turned down for shifts to vhf channels were New Orleans' WJMR-TV, Lake Charles' KTAG-TV and Beaumont's KBMT. Commission also removed the restrictions from New Orleans Ch. 4 grant to WWL (Loyola U), leaving it free to build.

Decision on week's allocation changes was unanimous, Comr. Lee issuing "concurring statement" saying he would have preferred to make New Orleans predominantly uhf market by moving one vhf channel out instead of adding one.

Retention of allocations table pending TASO's collection of propagation data was urged this week by AMST, in report on action taken at its Feb. 21 board meeting. It expressed concern lest present service be degraded and uhf harmed if table is to be abandoned without adequate technical information.

**SUBSCRIPTION TV HEADED FOR CONGRESS?** There's not a man alive who can safely predict what FCC will do about pay TV -- certainly the Commissioners themselves don't know yet -- but there's increasing evidence FCC may toss problem in Congress' lap.

FCC examined issue again at March 4 meeting, hopes to study it some more in next 2 weeks, with the aim of some kind of action by mid-April. Last week end, at Westinghouse broadcasters' public service seminar in Boston (Vol. 13:9), Chairman McConnaughey told press conference decision would come "in about 30 days."

Only reference to fee TV in this week's Senate hearing was in McConnaughey's prepared statement -- the "hope" for decision "in the near future." On House side, during questioning of McConnaughey, Commerce Committee Chairman Harris (D-Ark.) expressed impatience with FCC for attempting to pass such "hot potatoes" back to the Congress, while not seeking aid on other "policy matters," such as allocations.

McConnaughey had just outlined to Committee the "policy" questions involved in pay TV on which "we may have to come to you." He specifically mentioned: "Whether



[TV] is free or paid; to what extent it may be; whether it is a common carrier; whether it is practical; whether it must be regulated."

There are so many facets to fee-TV question that some observers think it's extremely likely Commission will find one angle on which its authority is uncertain. For example, it could decide it has authority to give go-ahead to subscription TV, but decide it hasn't power to limit tests as recommended in Senate Commerce Committee staff's recommendations (Vol. 13:7). If FCC should go to Congress -- even to ask for right to set strict limits on experimental pay-TV tests -- it would cause great jubilation among toll TV's opponents, since such a request for legislation would almost certainly mean delays stretching into years, possibly into eternity.

As Senate Commerce Committee prepares to question Commissioners on pay-TV issue next week, lobbying -- both pro and con -- continues at almost frantic pace. For example, Theatre Owners of America exec. committee this week sent out emergency call for support of Rep. Celler's bill to ban subscription TV and requested immediate contribution of \$10 from every theatre in country for anti-pay-TV war chest.

**THEATRES EYE 'INSURANCE' IN WIRED SYSTEMS:** "Home Theatre" idea being pioneered in Bartlesville, Okla. (Vol. 12:42,48) is beginning to catch on -- at least the bigger theatre operators are moving to protect themselves. That's what's behind action this week by AB-PT subsidiary Interstate Circuit and Texas Consolidated Theatres -- which asked city councils in the 25 cities where it operates theatres to give it franchises, constituting permission to string cables along streets to homes.

"Early planning stage" is Interstate's posture at the moment, according to v.p. John Q. Adams. "We're busy educating ourselves," he told us. "We've been in touch with people engineering such systems, and they tell us they cost about \$3000 a mile. We're interested in anything dealing with movies. This looks like an extension of the movies. We don't yet know whether it's likely to be economical, but an awful lot of people seem to be excited about it."

Adams said he didn't believe producers had been contacted for permission to feed current features through system, but he implied expectation that go-ahead would come by saying: "We've been getting film ever since we've been in business. We got it for 'hard-top' theatres, then we got it for drive-ins."

That Interstate is anxious to protect itself was evident in statement by its attorney Van Holloman, who said: "If someone is going to pipe movies in Dallas, we want to do it. After all, movies are our business." Thus, Interstate is apparently serious about it -- but in no desperate hurry to start stringing cable.

Interstate operates theatres in following Tex. cities: Abilene, Amarillo, Arlington, Austin, Brownwood, Brownsville, Corsicana, Dallas, Denison, Denton, El Paso, Ft. Worth, Galveston, Harlingen, Houston, McAllen, Mercedes, Paris, Pharr, San Antonio, Temple, Tyler, Vernon, Waco, Wichita Falls. In Little Rock, Ark. this week, Rowley United Theatres went to city council with similar request, said it wants to nail down franchise before someone else does.

Upshot of Interstate's action may well be precipitation of fantastic rush of theatre owners all over the nation -- to glom onto franchises, certainly inexpensive insurance if economics of such systems are right. Furthermore, exhibitors have an exceptionally well-developed psychology of follow-the-leader.

\* \* \* \*

The Bartlesville proposal, meanwhile, has stirred up so much fuss that Henry Griffing, head of Video Independent Theatres, was constrained to give his colleagues a fill-in during convention of United Theatre Owners of Okla. in Okla. City March 7.

"Telemovies," he said, "are the hope for the future of the motion picture business. The biggest mistaken idea is we're involved in some kind of subscription TV. We are still in the motion picture business. This is not toll TV but TM -- telemovies, made by motion picture producers and shown by motion picture exhibitors. As a matter of fact, TM is the best weapon the exhibitor has to fight toll TV and restore the audience we have lost in the last 10 years."

Video Independent Theatres has no monopoly on the wired concept, he said, adding that anyone can jump in without payment of royalty or fees. "We're not try-

ing to keep people out of it," he said. "We want them to get into it, because we feel it's the hope for the future of the motion picture business."

Griffing said VIT expects to break even in Bartlesville (pop. 28,000) with 1500 subscribers at \$9.50 monthly, get its capital investment back when it reaches 3000 homes. Plan is to feed 13 first-run pictures monthly, running each day's programs continuously 8-9 hours to "get away from the disadvantage of TV movies -- that you have to be in front of your set at a given hour."

**NBC-TV's MANY-SIDED CULTURAL INVESTMENT:** For total outlay of mere \$300,000, NBC-TV launches an ambitious venture in educational programming March 11 that seems certain to return it dividends many times over in form of programming experience & prestige. And, if it's successful, look for other networks to follow suit in some form.

NBC-TV's educational project consists of transmitting 5 series of live 13-week programs, each covering a different subject on a different day, to 23 educational stations. But there's also evidence that commercial stations see an opportunity to increase their audiences as well. WRCA-TV, N.Y., & WRC-TV, Washington, have announced plans to carry the programs via kine on a delayed basis -- and chances are that other commercial stations will do likewise.

Educators are pleased as punch with developments since plan was announced at NBC's 30th anniversary party last Dec. (Vol. 12:50). Educational TV & Radio Center at Ann Arbor, financed by Ford Foundation, is matching NBC's outlay of \$300,000, and regards the investment as well-spent. One educational station, WYES, New Orleans, pushed up its starting date to March 12 to take advantage of the series. Jubilant attitude of educational groups was thus summarized by JCET's Ralph Steetle:

"It's a wonderful venture. It will give the networks and the educational stations excellent programming experience. The stations particularly will benefit from the added know-how, and as a result of it, will be in a position to improve their own programming schedules. It all adds up to a very plus deal."

\* \* \* \*

Each program will be transmitted from N.Y. 6:30-7 p.m. EST, and will be conducted by a distinguished leader in his field. Dates and subjects: Mon., American literature; Tue., world geography; Wed., mathematics; Thu., American govt.; Fri., music. Each series will run same day for 13 weeks. New series starts in fall.

NBC is going all out to make first week a big one. As guests, it has lined up such figures as Dr. Charles Malik, Lebanese Foreign Minister; Dr. Karl Menger of Illinois Tech; author Walter Edmonds; actor Ed Begley; actress Julie Harris.

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FTC action to stop TV commercials it regards as "misleading" (Vol. 13:8) is imminent, FTC Chairman John W. Gwynne said March 8 in House Commerce Committee hearing. Describing 4-month monitoring investigation of TV & radio commercials by special FTC unit, Gwynne said "in very near future" it "could result in complaints against illegal claims, including visual misrepresentations." It's a "significant undertaking," he said. Rep. Jarman (D-Okla.) observed that one commercial promoted dentifrice for people who can't brush teeth after every meal. "I have wondered many times while watching TV advertisements what possible justification the advertisers could have for some of the claims they make for their products," he said. Gwynne assured him the FTC was investigating "the same type of thing."

Sale of TV rights to title bouts has been monopolized by International Boxing Club of N. Y., Federal Judge Sylvester J. Ryan ruled March 8 in convicting it of violating anti-trust laws. He held that IBC, its Chicago affiliate, Madison Square Garden and officers James D. Norris & Arthur M. Wirtz were guilty of conspiracy "to exclude competitors from the promotion of championship contests." In suit started in March, 1952 (Vol. 8:10, 12), Govt. said defendants conspired to control "sale of radio, TV and motion picture rights," including theatre-TV rights.

Legislative "watchdog" subcommittee was appointed March 6 by Chairman Harris (D-Ark.) of House Commerce Committee to investigate govt. agencies, including FCC, but no plan for any immediate inquiry was in sight. Subcommittee is composed of Reps. Moulder (D-Mo.), chairman; Williams (D-Miss.), Flynt (D-Ga.), O'Brien (D-N. Y.), Moss (D-Cal.), O'Hara (R-Minn.), Hale (R-Me.), Heselton (R-Mass.), Bennett (R-Mich.). It is assigned "to review, study & examine the execution of laws" by govt. agencies.

Salaries average \$28,742 for chief executives of ad agencies whose billings total \$1,000,000-\$5,000,000 annually, March 8 *Printers' Ink* reports. Survey by Ira Rubel shows \$14,000-\$52,000 range for top executives, \$7500-\$24,750 (average \$12,927) for account executives, \$5,000-\$15,000 (average \$8964) for copy writers. Top chief executive's pay among 116 agencies surveyed was \$65,000, lowest \$8000.

Agency contests for station promotion mgrs. "should be actively discouraged by all stations," David Partridge, pres. of Broadcasters Promotion Assn. and Westinghouse Bestg. adv.-sales promotion mgr., told Ohio Assn. of Radio & TV Broadcasters March 8 in Dayton. He denounced contests in behalf of specific advertisers as "not-too-subtle attempt to unduly influence" promotion mgrs. at expense of other advertisers.



**Personal Notes:** J. English Smith, from Hollywood office, promoted to new position of mgr. of ABC-TV network programs, N. Y.; Sandy Cummings, ABC-Disney coordinator, promoted to mgr. of TV network programs, Hollywood, both reporting to James T. Aubrey, v.p. in charge of programs & talent . . . J. Milton Lang, ex-gen. mgr. of tube dept., appointed gen. mgr. of GE's broadcasting station operations (WRGB & radios WGY and WGFM, Schenectady), succeeding Robert B. Hanna, now gen. mgr. of industrial heating dept., Shelbyville, Ind.; station operations, as well as Maqua Co., wholly owned affiliate which is one of largest printing companies in nation, are transferred to adv. & sales promotion dept. of apparatus sales div. . . . Karl Lambertz promoted to asst. to Alex Keese, managing director of WFAA-TV & WFAA, Dallas . . . Richard Campbell, ex-KOTV, Tulsa, named acting gen. mgr. of KNAC-TV, Ft. Smith, Ark., replacing Cecil M. Sansbury, who becomes gen. mgr. of WSEE, Erie, Pa.; Roger Garrett also resigns from KNAC-TV to become asst. gen. mgr. of WSEE . . . Stephen Willis promoted to gen. mgr. of WPTV, Palm Beach, succeeding Theodore A. Eiland . . . Donald P. Menard resigns as station mgr. of KMGM-TV, Minneapolis-St. Paul, to become mgr. of new Minneapolis branch of Guild Films . . . Walter C. Johnson promoted to v.p. of Travelers Bestg. Service (CP for WTIC-TV) and gen. mgr. of radio WTIC, Hartford; Leonard J. Patricelli to programs v.p.; Bernard Mullins to public relations v.p. . . . Wm. P. Mullen promoted to sales mgr. of ABC-TV's new Detroit div., will continue to headquarter in N. Y. . . . Wm. Carlisle promoted to mgr. of NARTB station relations dept., succeeding Jack Barton, who becomes southeast rep of new station brokerage firm of Hamilton, Stubblefield, Twining & Assoc., headquartering in Atlanta . . . Kenneth I. Tredwell Jr., v.p.-managing director of WBTV, elected to board of Charlotte Chamber of Commerce . . . Robert C. Jones, partner of Jones, Kreeger & Hewitt, Washington investment firm, elected a director of DuMont Bestg. Corp. . . . George Rice, program director of WABC-TV, N. Y., trans-

ferred in same capacity to KGO-TV & KGO, San Francisco . . . John Curtis, ex-WABD, named mgr. of sales development & research, WABC-TV, N. Y. . . . Sam Gifford named program director of WHAS-TV, Louisville, succeeding Ralph Hansen, now program director of KYW-TV, Cleveland, is in turn succeeded by George Walsh as radio WHAS program director . . . Mrs. Edward H. Butler, pres. of *Buffalo Evening News*, elected v.p. of WBEN-TV & WBEN . . . Joseph K. Fletcher, ex-WCAU-TV, Philadelphia, joins N. Y. office of reps Peters, Griffin, Woodward Inc. . . . John W. Meaney promoted to director, TV-radio-film center of educational KUHT, Houston, following resignation of station mgr. Paul Owen, now program director of upcoming KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational), due shortly; Ray Yelkin, promoted to TV operations director of KUHT; Jim Bauer named film operations director, taking over from Richard Uray who remains news director . . . Francis C. (Bob) Wood Jr., production v.p. of Sound Masters Inc., elected pres., replacing Harold E. Wondsel, who will form own N. Y. film production company, to be joined by Tom Dunphy as v.p. in charge of TV . . . Richard Dinsmore promoted to mgr. of Screen Gems' Los Angeles office . . . Walter Pierson promoted to director of production facilities planning, CBS-TV operations dept.; Charles G. Barkley promoted to assoc. production mgr. of program dept. . . . Robert G. (Bud) Weston moves from FCC Rules & Standards Div. to engineering asst. to Comr. Robert E. Lee, succeeding Wm. B. Campbell who joins network study group . . . George L. Kenyon elevated to promotion & merchandising mgr., WJBK-TV, Detroit.

Obituary

Mrs. Arthur Stringer, 59, widow of NARTB's promotion director who headed NARTB's convention exhibits as a consultant for several years after his retirement, died March 6 after illness of several months. She is survived by a son, Arthur C. Stringer of Blair TV, and a daughter, Tippy, "weather girl" of WRC-TV, Washington.

Right of Jesuits to own TV stations was challenged March 3 in widening controversy over cancellation by WGN-TV, Chicago, of "Martin Luther" movie (Vol. 13:9). In "counterattack" on Catholic pressure blamed for Chicago action, Protestants & Other Americans United for Separation of Church & State urged FCC to deny licenses to Loyola U & St. Louis U on ground they are controlled by Jesuit Order whose superior general is alien. Similar issue was rejected by Commission in granting WWL-TV, New Orleans (Ch. 4) to Loyola last July (Vol. 12:28), FCC holding that school is operated locally under state charter. (Protestant Radio & TV Center, Atlanta, recently cited Loyola's WWL for fairness in presenting religious radio programs.) St. Louis Telecast Co., 60% owned by Jesuit-operated St. Louis U, was applicant for Ch. 11 there which FCC decided in Jan. to give to CBS (Vol. 13:3). In contest for St. Louis license, competitor 220 TV Inc. also had raised Jesuit question. Meanwhile, "Martin Luther" was scheduled for Chicago showing after all. ABC's WBKB set it for April 23 under sponsorship of Robert W. Kendler, Chicago builder. A Christian Scientist whose wife & daughter are Catholic, brother-in-law Jewish, Kendler said: "All I want to sell is tolerance." WISN-TV, Milwaukee, planned to show movie March 8.

What is "local" and what is "national" advertising is an uncertain thing, FCC Chairman McConnaughey stated this week, answering query of GOP Congressional chairman Richard M. Simpson, who questioned why House candidates were sometimes charged national rates for political time. Communications Act, McConnaughey said, doesn't permit FCC to require uniformity—hence "categorical" answers can't be given.

New directors of NARTB radio board, each for 2-year terms: Dist. 1, Daniel W. Kops, WAVZ, New Haven; Dist. 3, Donald W. Thornburgh, WCAU-TV & WCAU, Philadelphia; Dist. 5, Hugh M. Smith, WCOV-TV & WCOV, Montgomery, Ala.; Dist. 7, Robert T. Mason, WMRN, Marion, O.; Dist. 9, WPLO, LaSalle, Ill.; Dist. 11, Ray Eppel, KORN, Mitchell, S. D.; Dist. 13, Alex Keese, WFAA-TV & WFAA, Dallas; Dist. 15, J. G. Paltridge, KROW, Oakland, Cal.; Dist. 17, Tom Bostic, KIMA-TV & KIMA, Yakima, Wash. At-large (2-year terms): Harold Hough, WBAP-TV & WBAP, Ft. Worth; J. Frank Jarman, WDNC, Durham; Wm. C. Grove, KFBC-TV & KFBC, Cheyenne; Ben Strouse, WWDC, Washington. At-large (1-year terms): John M. Outler, WSB-TV & WSB, Atlanta; Todd Storz, KOWH, Omaha; J. R. Livesay, WLBH, Mattoon, Ill.; Merrill Lindsay, WSOY-FM, Decatur, Ill.

Ten-year religious plan for TV & radio, including \$10,000,000 capital fund, \$300,000 for initial surveys & promotion, national 3-faith programs, was proposed this week by S. Franklin Mack, exec. director of Broadcasting & Film Commission of National Council of Churches. As first step, Commission agreed to explore possibilities of joining with Catholics & Jews to make NBC-TV's *Frontiers of Faith* a joint undertaking. Dr. Mack said long-range project could demonstrate "real potential of TV & radio for the spiritual undergirding of American life." He denied assertions by "fundamentalist" National Religious Broadcasters (Vol. 13:5, 8) that "modernist" National Council is trying to control religious broadcast time. Commission elected Rome A. Betts, exec. director of American Heart Assn., as chairman.

**Network Accounts:** E. I. duPont will sponsor ten 90-min. special shows on CBS-TV starting in fall, thru BBDO; no details of new shows are available, but it's known that plans call for dropping *duPont Theatre* on ABC-TV . . . Ford is reported preparing to spend \$4,000,000 for 10 spectaculars this fall to support introduction of its new Edsel auto line. Only program definitely announced is "Annie Get Your Gun" in late Oct. or early Nov. on NBC-TV, but company is dickering with CBS-TV as well as NBC-TV for additional shows. Unconfirmed reports had ex-NBC chairman Sylvester L. (Pat) Weaver Jr. serving Ford as consultant on big TV splurge . . . Lever Bros., out of daytime TV for 4 years, returns this fall with purchase of four 15-min. segments of *Tic Tac Dough* Mon.-thru-Fri. 12-12:30 p.m. and *It Could Be You* 12:30-1 p.m., both NBC-TV, starting in May, thru BBDO . . . L&M Cigarettes to sponsor *Spike Jones Show* as replacement for *Do You Trust Your Wife?* on CBS-TV starting April 2, Tue. 10:30-11 p.m., thru Dancer-Fitzgerald-Sample . . . Mennen Co. to sponsor *O.S.S.*, 30-min. filmed series based on wartime adventures, on ABC-TV this fall, probably Fri. 9:30-10 p.m., thru McCann-Erickson . . . Gillette renews *Cavalcade of Sports* boxing bouts on NBC-TV Fri. 10-10:45 p.m. for 2 years, paying reported \$10,000,000 to International Boxing Club, thru Maxon; bouts are currently in 13th year on air . . . Speidel and Purex to cancel *Big Surprise* on NBC-TV, but will retain Tue. 8-8:30 p.m. time period for replacement . . . Pet Milk to drop out as alt. sponsor of *George Gobel Show* on NBC-TV, Sat. 10-10:30 p.m., Armour remaining as sole sponsor; future status of show is undetermined, but it definitely won't return this fall as weekly program . . . Johnson & Johnson and Sweets Co. of America cancel *Heckle and Jeckle* on CBS-TV Sun. 1-1:30 p.m. and General Mills cancels *Tales of the Texas Rangers* on CBS-TV Sat. 11:30-noon . . . General Foods to cancel *Roy Rogers Show* on NBC-TV Sun. 6:30-7 p.m. at end of current season . . . Singer Sewing Machine Co. drops out as alt. 30-min. sponsor of *Playhouse 90* on CBS-TV, Thu. 9:30-11 p.m. . . . Sterling Drug to sponsor *True Story* on NBC-TV starting March 16, Sat. noon-12:30 p.m., thru Dancer-Fitzgerald-Sample.

TV is on 7 hours a day in average home, reports TvB pres. Norman E. (Pete) Cash in citing "universality" of the medium. Based on Pulse study for TvB, in which 3000 homes were sampled, he said that the amount of time spent by all households on TV is 3 times amount spent with newspapers. In presentation at Miami Beach March 5, he stated further that educational level or income of viewer had little effect on time spent in viewing TV. "The study demonstrates the universality of TV," he said. "This can well be defined in terms of education-income levels, and time spent with the medium. The advertiser who wants to reach everybody, and the advertiser whose market consists of specific income or educational groups, both find TV the ideal way to create more sales faster."

Partic. schedules totaling \$1,500,000 from 13 sponsors on *Today*, *Home & Tonight* are reported by NBC-TV: International Swimming Pool Corp., thru Wilson, Haight, Welch & Grover; McKesson & Robbins, thru Dancer-Fitzgerald-Sample; Wash. State Potato Commission, thru J. Howard Ryan & Son; Midas Inc., thru Bozell & Jacobs; Juvenile Shoe Corp. of America, thru Storm Adv.; General Time, thru BBDO; Insurance Co. of North America, thru N. W. Ayer; Yardley of London, thru N. W. Ayer; Sloane-Delaware Inc., thru E. T. Howard Co.; Cal. Packing Corp., thru McCann-Erickson; Olin Mathieson Chemical, thru Van Sant, Dugdale & Co.; Quality Courts United, thru Larrabee Assoc.; Beltone Hearing Aid Co., thru Olian & Bronner.

**ADVERTISING AGENCIES:** Robert L. Foreman, TV-radio v.p. of BBDO, elected an exec. v.p. . . . Robert M. Watson elected chairman of Ruthrauff & Ryan, replacing Paul E. Watson, who retired but will remain as a director . . . H. B. Groseth named exec. v.p. in charge of Ruthrauff & Ryan Chicago office; R. W. Metzger promoted to chairman of exec. committee, succeeding F. B. Ryan Jr., retiring April 1; W. D. Watson appointed v.p. in charge of client services . . . Lee M. Montgomery named TV-radio mgr., N. W. Ayer, Honolulu . . . J. Taggart Simler, ex-Adam Young, joins TV sales staff of Joseph Katz Co., Chicago, replacing Charles Dwyer, now with WTVN-TV, Columbus, O.; Thomas H. Belviso Jr., ex-CBS, joins Katz in N. Y. . . . Rollin C. Smith named recording director, Ted Bates TV-radio dept. with Jack Ringstad as asst. . . . Arnold Benson, ex-CBS, joins copy dept. of Dowd, Redfield & Johnstone.

CBS-TV raised rates this week, in releasing to agencies and advertisers its new Rate Card No. 13 and Production Manual No. 13, both effective March 10. New rates call for increase of 7.1% for basic required and optional group of 106 stations, bringing Class A hour rate to \$98,975 from previous \$92,385 for 107 stations. Basic required group is raised from 55 to 56, while basic optional group is reduced from 52 to 50. Class C time is extended to include Sun. 1-2 p.m., formerly Class B time. Also under new card, Class A hour rate for basic required group of 56 is \$75,825, with 30-min. rate \$45,495. Hour rate for 50-station basic optional group is \$23,150, 30-min. \$13,890. Hourly rate for WCBS-TV, N. Y., has jumped to \$8000, a \$500 increase. On production, charges were increased all along the line for first time in 2 years. Charge for 3-camera rehearsals was increased to \$500 an hour. New rate card resulted from recent Nielsen Coverage Service No. 2, CBS-TV sales administration v.p. Wm. Hylan explaining: "Until the recent release of this new NCS report, we had withheld a considerable number of rate adjustments." He said increases affected less than 50% of CBS-TV affiliates and "are in general long overdue."

Rate increases: WNEM-TV, Bay City-Saginaw, March 1 raised base hour from \$690 to \$800, min. \$138 to \$160. KTVX, Muskogee-Tulsa, March 15 raises hour from \$500 to \$600, 20 sec. \$100 to \$120. WIS-TV, Columbia, S. C. March 1 raised hour from \$400 to \$450, min. \$100 to \$110. KDAL-TV, Duluth-Superior, March 1 raised hour from \$400 to \$450, min. \$80 to \$101.25. WNCT, Greenville, N. C. March 1 added Class AA hour (7:30-10:30 p.m. Mon.-Sat., 6:30-10:30 p.m. Sun.) at \$400, min. at \$100, Class A hour going from \$350 to \$300. WDXI-TV, Jackson, Tenn. April 1 raises hour from \$200 to \$250, min. \$40 to \$50.

Revision of program & sponsor lineups on NBC-TV this fall: Chevrolet to sponsor *Chevy Show* starring Dinah Shore alt. Sunday. 9-10 p.m., dropping her once-a-month series and Thu. 15-min. program. Alcoa and Goodyear will drop out of *Alcoa Hour* and *Goodyear Playhouse* Sun. 9-10 p.m., with Alcoa buying Mon. 9:30-10 p.m. time period for undetermined show. Goodyear hasn't disclosed fall TV plans, but may alternate with Alcoa Mon. night.

TV on the diamond: NBC-TV will carry 26-game schedule of N. Y. Yankees, N. Y. Giants & Brooklyn Dodgers on 130 stations each Sat., blacking out stations within 50 miles of major league park. CBS-TV also plans continuance of its major league baseball game-of-the-week on Sat.

General Mills will be second only to Chrysler as top spender on ABC-TV next fall, buying alt. 30 min. of *Disneyland* Wed. 7:30-8:30 p.m., alt. Wed. & Fri. of *Mickey Mouse Club* Mon.-thru-Fri. 5:30-6 p.m., alt. Sat. 5:30-6:00 p.m. of *Lone Ranger*.

Katz rep firm opens St. Louis office at 915 Oliver St., Alan Axtell, mgr. (Central 1-1868).



**CANADA'S 38th TV station—CKMI-TV, Quebec City (Ch. 5)**—began test patterns March 5 as English-language adjunct to CFCM-TV (Ch. 4).

New Quebec outlet—which begins programming March 17—marks first dual French-English operation by a private owner, though CBC operates French & English station pairs in Montreal & Ottawa. Principal owner (50%) of new station is Famous Players Canadian Corp., which also owns 50% of CKCO-TV, Kitchener, Ont. CKMI-TV has 2-kw RCA transmitter and will diplex into CFCM-TV antenna on 400-ft. tower. Executives are Gaston Pratte, pres.; A. C. Picard, exec. director; J. A. Pouliot, gen. mgr.; A. P. Fitzgibbons, CKMI-TV operations director; E. W. Miller, CFCM-TV operations director. CKMI-TV base hour is \$250; CFCM-TV hour \$460. Reps for both stations are Weed (N. Y., Chicago); Jos. A. Hardy (Montreal, Toronto); John N. Hunt (Vancouver).

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

**WIIC, Pittsburgh (Ch. 11)**, plans to resume construction as soon as FCC approves change to 316-kw, with 842-ft. tower, Court of Appeals having dissolved stay order March 4. It's hoped to get station going within couple months. Litigation holding up construction was dropped by WENS (Ch. 16) as result of agreement whereby it gets \$500,000 for expenses and sale of building and land to WIIC. WIIC is owned by *Pittsburgh Post-Gazette's* WWSW, with Pittsburgh Radio Supply House holding option for 50%, contingent on sale of its radio WJAS. For years, city's sole commercial vhf has been KDKA-TV (formerly WDTV). Third commercial vhf channel, Ch. 4, is still in hearing status, with KQV holding initial decision. FCC this week turned down request of Ch. 4 contestant WLOA that declaratory ruling favoring trusteeship for station be issued, Commission saying that proceedings were in advanced stage; that there's no assurance all parties would go along with trusteeship proposal.

**WNYT-TV, Buffalo (Ch. 59)** this week asked for change to Ch. 29, now allocated to Niagara Falls—and if FCC approves switch, station hopes to be on air by Aug. 1, reports v.p. & 1/2 owner Dick Levy, an officer of W. Bergman Co., Buffalo Philco distributor. Owners are buying WBUF's old studio-transmitter building and tower at 2077 Elmwood Ave., adjacent to WBUF's new plant. Equipment would require only change of antenna, filter-plexer and crystals for station to begin tuning up for operation on Ch. 29. Rep not chosen.

**KGEZ-TV, Kalispell, Mont. (Ch. 9)** began construction March 4 at Flathead site, hopes to begin with CBS-TV June 1, reports Richard K. Vick, v.p.-gen. mgr. and 2.4% owner. It has 5-kw RCA transmitter, hopes to have it installed by May 1. Construction of 300-ft. Ideco tower with

6-bay antenna is delayed until ground thaws. Base hour will be \$125. Rep will be Donald Cooke.

**WYES, New Orleans (Ch. 8, educational)**, now testing 5-kw DuMont transmitter into dummy load and installing 12-bay RCA antenna on roof of Hibernia Bank Bldg., is aiming for March 12 start with NBC-TV live half-hour educational programs as well as about 2 hours of films daily from Educational TV-Radio Center, Ann Arbor. Local live programming won't begin until mid-May when studio is scheduled to be ready at Isaac Delgado Central Trades School. Duff Browne, ex-educational WUNC-TV, Chapel Hill, N. C., is gen. mgr.

**KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational)** began factory service tests of 25-kw DuMont transmitter Feb. 28, plans mid-March test patterns, reports chief engineer Berten A. Holmberg for Twin City Area Educational TV Corp. It plans Sept. 1 programming; work on studio building on St. Paul farm campus of U of Minnesota hasn't begun. However, temporary slide & film facilities are almost ready at transmitter site, a mile north of farm campus. Installation of 6-bay RCA antenna on 450-ft. Stainless tower is under way.

**WETJ, Jacksonville, Fla. (Ch. 7, educational)**, granted CP Feb. 27, expects to start next July-Sept., reports Heywood C. Dowling, pres. of Educational TV Inc. It will use 5-kw GE transmitter donated by WMBR-TV, Jacksonville (Ch. 4), with antenna on 900-ft. Ideco tower of upcoming WFGA-TV (Ch. 12), due on air this spring. It will use studios of WMBR-TV, but transmitter and film equipment will be in WFGA-TV transmitter house.

**KUED, Salt Lake City (Ch. 7, educational)**, call changed from KUTA, has advanced target to Aug. 12, reports consultant C. Richard Evans, ex-KGMB-TV, Honolulu, due to become mgr. when station gets on air. Grantee U of Utah plans to use 5-kw RCA transmitter, other equipment not specified.

**WMUB-TV, Oxford, O. (Ch. 14, educational)**, reporting Feb. target earlier, now hasn't specific date, reports S. C. Hathaway, director of TV-radio for Miami U, stating "We will go on as soon as possible . . ."

**KDSJ-TV, Deadwood, S. D. (Ch. 5)** has requested an extension of CP, telling FCC that heavy snows and sub-zero weather have prevented all outside construction. It has completed half-mile road to transmitter site near White Rocks elevation, has also cleared way for construction of track to haul equipment up steep incline. Tower and antenna are at hand.

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Equipment shipped this week by RCA: 50-kw transmitter March 5 to upcoming WSOC-TV, Charlotte, N. C. (Ch. 9); used 2-kw transmitter March 7 to upcoming KHVH-TV, Honolulu (Ch. 13); custom-built 12-section superturnstile antenna to upcoming WFGA-TV, Jacksonville (Ch. 12).

**Poland has ordered full TV station from British Marconi in order valued at about \$560,000.** Station will be built at Katowice in southern Poland with 200-kw ERP. Transmitting equipment comprises two 7 1/2-kw visual transmitters, two 2-kw sound transmitters, 2 combined units and 16-stack high-gain quadrant antenna. Studio equipment includes one complete 2-camera studio, master control room, 2 vidicon telecine channels, test gear.

Italy's TV & radio networks have been placed under jurisdiction of new Ministry of State Participations, charged with revamping and streamlining the hundreds of business enterprises controlled by Govt. New ministry is headed by Giuseppe Togni, leader of right-wing faction of dominant Christian Democratic Party.

Call letters of **KBST-TV, Big Spring, Tex. (Ch. 4)** changed to **KEDY-TV**.

**Armed Forces TV Station at Seoul, Korea**, has been tentatively approved by Defense Dept., contingent upon Korean Govt. approval. Equipment is nearly ready or being shipped for Armed Forces TV's first 3 uhf stations at Ramey Air Force Base, Puerto Rico (Ch. 21), Bitburg Air Base (Ch. 24) & Landstuhl Air Base (Ch. 20), Germany. All 3 have April 1 target date. Equipment is also available for shipment to Whittier, Alaska for Ch. 8 station there, due May 1. All equipment for the new stations is supplied by Dage.

**Help in setting up translators** is offered by KTVT, Salt Lake City, now that state law has been enacted permitting municipalities to use tax funds for stations (Vol. 13:7-8). Engineering facilities and staffs will be provided.

Britain had 6,570,097 licensed TV sets at end of 1956.

**B**REAKTHROUGH in log-jam of big vhf decisions, continuously predicted, is again expected, following this week's grant of Ch. 13, Indianapolis, to Crosley. Reportedly, final votes are due next week on St. Louis' Ch. 11 (with CBS still in lead) and Seattle's Ch. 7 (KIRO holding edge).

Crosley won 4-3 decision in Indianapolis, Commission concluding that its experience is so great that it overwhelms local ownership merits of competitors WIRE, WIBC, Midwest T.V. Corp.

Commission had been deadlocked 3-3, so Comr. Craven voted for Crosley, tipping scales. He said he'd intended to abstain because WIRE had been client of his engineering firm before he joined Commission. However, he added, Commission informed him it was "hopelessly deadlocked" and its general counsel had advised that he was "authorized, if not legally obligated" to participate.

Comr. Hyde dissented because majority gave "scant attention" to local ownership and he noted that WIRE was "practically disqualified" because of newspaper affiliations (*Indianapolis Star*, et al), yet Crosley wasn't given demerit for its ownership of 3 TV stations in the area—WLWT, Cincinnati; WLWD, Dayton; WLWC, Columbus. Comr. Bartley said he'd favor WIBC; furthermore, he said, court decisions indicate that Commission should have permitted Midwest T.V. to amend application and show resignation of 37.7% stockholder George Sadlier. Majority's decision said Midwest suffered "some demerit" because of Sadlier's failure to file income tax returns in 1941-45.

In initial decision for Ch. 10, Parma-Onondaga, Mich. (Jackson area), examiner Annie Neal Huntington favored share-time proposals of TV Corp. of Mich. Inc. and State Board of Agriculture (Mich. State U)—in 224 pages, one of the fattest such documents in Commission history. The favored applicants, she said, looked as if they had best program proposals and would be most responsive to community needs. TV Corp. of Mich., headed by John C. Pomeroy, once operated WILS-TV, Lansing (Ch. 54), now off air. State Board runs educational WKAR-TV, E.

Radio station sales & transfers reported this week: WAFB, Baton Rouge, by WAFB-TV (Ch. 28), controlled by WDSU-TV, New Orleans, for \$175,000 to group of 14 local businessmen, headed by Louis Prejean, who has sold 2% interest in WAFB-TV and resigned as secy. KMOD, Modesto, Calif. by Radio Modesto Inc. (Don C. Reeves, pres.-gen. mgr.) for \$170,000 to owners of Radio KSRO, Santa Rosa (Mrs. Ernest L. Finley, pres.). KOWB, Laramie, Wyo. by John Alexander and George Dent for \$75,000 to Richard P. McKee, ex-WINS, N. Y. and recently instructor at Berkshire School, Sheffield, Mass. WLDL, LaCrosse, Wis. by Lyons Bcstg. Co. (Lyle D. Lyons, pres.) for \$35,000 to LaCrosse Radio Inc., headed by 51% owner Joseph H. Rohrer, once 51% owner of KRDO-TV, Colorado Springs (Ch. 13) & KRDO. Blackburn & Co. was broker for WAFB; Hamilton, Stubblefield, Twining & Assoc. for KMOD; Allen Kander & Co. for KOWB.

Radio station sales approved this week: KNEW, Spokane, by Inland Empire Bcstg. Co. (Burl C. Hagadone, pres.) to co-owners Lester M. Smith & Lincoln Dellar for \$422,648 (Vol. 13:5). WACR, Columbus, Miss. by J. W. Furr to J. W. Eatherton, ex-sales mgr. of WCBI, Columbus, for \$60,000 (Vol. 13:6). WPTX, Lexington Park, Md. by Patuxent Radio Inc. (Wm. J. Thomas, pres.) to Arthur Snowberger, gen. mgr. of WOOK, Washington, and Washington adman James S. Beattie for \$35,000 (Vol. 13:3).

Lansing (Ch. 60), which it would have to drop if decision becomes final. Losers: Triad TV Corp., headed by C. Wayne Wright, from sales dept. of WBCK, Battle Creek; WIBM, Jackson; WKHM, Jackson.

In Miami, National Airlines' Public Service TV Inc. is now clear to build on Ch. 10, Court of Appeals this week denying petitions of WKAT and Eastern Airlines requesting stay of construction.

Two petitions for channel changes were filed this week: (1) WNOW-TV, York, asked that Ch. 33 be shifted from Reading and that station be permitted to move from Ch. 49. (2) WNYT-TV, Buffalo (Ch. 59 CP) asked for allocation of Ch. 29, to which it seeks to move.

**Fight to protect educational channels** in any allocations changes was pledged this week by convention of audio-visual education dept. of National Education Assn. Resolution adopted by convention said the group would "participate in public hearings before the FCC in support of the continuation of TV channels already allocated for educational purposes." Second resolution recognized "the need for experimentation" on subscription TV to determine if it offered educational possibilities. In address supporting preservation of educational reservations, Charles F. Schuller, director of Audio-Visual Center at Michigan State U, said: "We do not feel that education, by and large, has had the opportunity it needs to effectively experiment with and find out how best to make a go of TV." Another speaker was Richard B. Hull, director of broadcasting at Ohio State U and former mgr. of WOI-TV, Ames, Ia. He said "educational TV is here to say . . . Its aim is to contribute to the improvement of instruction." Note: Educational TV drew bouquets and brickbats at National Conference for Higher Education, meeting in Chicago. John W. Taylor, exec. director of Chicago's educational WTTW, said educational TV saves classroom space and increases productivity of teachers. But Earl C. Kelley, professor of secondary education at Wayne U, Detroit, said "TV is a real and present menace to the freedom of the teacher and learner," and that widespread use of educational TV threatens to destroy human element and individuality of classroom.

Independent KLOR, Portland, Ore. (Ch. 12) has been sold for \$2,500,000 to Detroit attorney George Haggarty, who also has Michigan manufacturing interests and is part owner of Adams & Haggarty oil firm in native Texas. Selling principals are Julius L. Meier, of Meier & Frank dept. store; Henry A. White, retired banker & shipbuilder; Stephen E. Thompson, lumber & paper businesses; estate of Wm. A. Healy, furniture manufacturer. Broker was Hamilton, Stubblefield, Twining & Assoc.

Merger of WGR Corp. with Transcontinent Television Corp. will be voted on March 25 by stockholders of both firms. WGR Corp. operates WGR-TV, Buffalo (Ch. 2) & WGR. Seymour H. Knox III, J. Fred Schoellkopf IV and Paul A. Schoellkopf Jr., board members of WGR Corp., also are officers of Transcontinent, which owns 100% of WROC-TV, Rochester, N. Y. (Ch. 5) and 50% of WSVA-TV, Harrisonburg, Va. (Ch. 3) & WSVA.

TV studio planning problems—and solutions here and in England—are discussed in detail by Feb. *Architectural Design* in special section edited by Sol Cornberg, director of NBC studio & plant planning. Features in the British magazine (26 Bloomsbury Way, London W.C. 1) cover NBC commercial & news facilities in N. Y., BBC & ITA facilities in London & Manchester.

"Still negotiating" was word this week on expected purchase of radio WNEW, N. Y. for \$7-7,500,000 by DuMont Bcstg. Co. (Vol. 13:9).



**REP. CELLER'S** anti-trust subcommittee report on its investigation of network practices has been completed at staff level, and copies probably will be circulated among subcommittee members next week. Action—or at least discussion—on the report could also come next week, since subcommittee has cancelled its scheduled hearings on non-TV matters, thus could arrange time to consider report in executive session. Printed record of subcommittee's TV hearings are due within couple weeks.

On Senate side of Capitol, Sen. Hennings (D-Mo.) this week released exchange of correspondence with FCC on "network monopoly" question. In letter to Commission dated Feb. 12, Hennings expressed concern over "monopolistic developments in the critical field of broadcasting," and especially "the position of the dominant networks in the United States and particularly their ownership of broadcast stations."

"I feel strongly," said the Senator, "that it would be improper for your Commission to defeat the results [of investigations by Congressional committees, FCC network study group and Justice Dept.] by expanding the monopolistic position of the networks through their ownership in broadcast stations until these related studies have been terminated . . ." He asked FCC whether it intends to continue to act on applications by networks for "increased broadcast facilities." He also announced he intends to attend March 14 hearings of Senate Commerce Committee to question Commission on the subject.

Reply to Hennings' letter—dated Feb. 28—by Comr. Hyde as acting chairman, cited FCC rules and procedures on multiple ownership, adding: "The Commission has no present plans to modify or deviate from the rules or procedures explained above."

Comr. Bartley dissented, sending separate letter explaining his views, at Hennings' request. Bartley said he felt Commission's letter "was not sufficiently responsive" to questions raised in original letter. He expressed opinion that "such increasing concentration of ownership by networks and other multiple owners, particularly in major markets, could have a serious impact on our present competitive broadcast structure . . ." Such applications by multiple owners, he said, should be set for hearing.

Patent infringement suit has been filed against Jerrold Mid-Atlantic Corp., Jerrold Electronics subsidiary, by Entron Inc., Bladensburg, Md. manufacturer of community antenna equipment, in Baltimore Federal Court. Civil complaint charges Jerrold violated 2 Entron patents "basic to coaxial cable distribution systems." The patents allegedly cover devices which tap coaxial cable and connect subscribers' homes to community systems. Suit asks that Jerrold "cease & desist" alleged infringement. Suit is docketed as Civil Action 9308 in Md. District Court. Entron is represented by Wm. D. Hall of Moore & Hall, Washington.

Panels of TV Allocations Study Organization—the FCC-inspired group conducting "crash research" program on uhf—were announced this week by TASO exec. secy. George R. Town. There are 92 names on the 5 panels, chairmen & vice chairmen of which were announced previously (Vol. 13:5). Members represent good cross section of stations, manufacturers, networks, consulting engineers.

NBC will televise NCAA college football games next fall for sixth time in 7 years. Football TV plan, formally approved this week by NCAA member colleges, is essentially same as last year's (Vol. 13:8). NBC reportedly paid about \$1,250,000—same as last year—for TV rights.

New Bob Dore Assoc. TV-radio rep firm, 250 Park Ave., N. Y. (Yukon 6-6899) has been formed by Bob Dore, ex-Forjoe and Edmond & Dore ad agency.

**Telecasting Notes:** First network to announce American feature film series on regular basis is ABC-TV, which this week officially disclosed it had acquired 26 RKO pictures, to be slotted Sun. 7:30-9 p.m., beginning April 7. The other networks will be watching public reaction, as ABC televises such pictures as "Abe Lincoln in Illinois," "Gunga Din," "Enchanted Cottage," "King Kong," "Mr. Blandings Builds His Dream House," "Top Hat," "Story of Vernon & Irene Castle," etc. . . . MGM is breaking its 725-feature library up in smaller packages for lesser markets, having made whole-hog sales in 32 markets. Features will soon be available in 3 separate packages of 100 each and package of 300 . . . Which trade paper do you read? Headline in March 9 *Billboard*: "Answer to Who Gets Para's Movies Is Any Man's Guess." Headline in March 6 *Variety*: "Par-CBS-TV Is Still Pending." Latter story says \$50,000,000 deal for 700 features "should be wrapped up some time in April" . . . NTA said to be negotiating for independently produced features "High Noon," "Cyrano de Bergerac" and "The Men" . . . A credit to TV was NBC-TV's Old Vic production of "Romeo & Juliet" (*Producers' Showcase*)—which received greater praise from professional reviewers than any TV show we can remember. It averaged "only" a 13.8 Trendex (to CBS-TV's 29.6 for same time segment), but even that is a tremendous audience—more than 5,000,000 families watching Shakespeare! . . . Broadway musical "Wonderful Town" on next season's NBC-TV spectacular schedule, possibly with original star Rosalind Russell . . . Screen Gems enters live program packaging field with *The Brain & You*, quiz in which live contestants compete against electronic brain . . . Commentator's right to editorialize is subject of upcoming CBS-TV *Studio One* drama, "The Commentator," written by ABC Washington news bureau chief John Secondari . . . Barry & Enright, packagers of NBC-TV's hit *Twenty-One*, will gross \$5,000,000 this year on their 4 network TV properties (others being *You're on Your Own & Winky Dink* on CBS and *Tic Tac Dough* on NBC), reports March 6 *Variety*, which says team is peddling 3 or 4 new quiz and panel shows . . . Number one show in ARB's first Feb. ratings is a sleeper—NBC-TV's *Perry Como Show*, which also ranked first in number of viewers per set . . . "Vigorous and creative efforts" of NBC-TV in planning future programming were unanimously endorsed by recent NBC-TV Affiliates Executive Committee meeting, network reported this week . . . CBS-TV Film Sales has sold *Phil Silvers Show* to BBC-TV . . . New Columbia Pictures package of 50 pre-1948 features has been put on TV market, first sale being to New York's WABC-TV, at reported price of \$750,000.

Top European ad agencies in 10 countries have formed new American joint representative agency—Continental Adv. & Marketing Agencies Inc., 60 E. 56th St., N. Y. Job is to advise European advertisers on U. S. markets and vice versa. Agency was organized by United European Marketing & Advertising, 2-year-old group of major agencies in Belgium, Denmark, Finland, France, Germany, Netherlands, Norway, Sweden, Switzerland, United Kingdom. Officers of Continental: Werner Gabler, pres.; Sterling R. Wheeler, exec. v.p.

Charles Van Doren, spectacular *Twenty-One* performer on NBC-TV, remarked in luncheon speech at Westinghouse Bcstg. Co.'s local public service programming conference last week in Boston (Vol. 13:9) that he didn't even own TV set. He did by time he got back to N. Y. apartment, compliments of Westinghouse.

Contempt citation for taking TV pictures outside court is faced by cameraman Jack Murphy of WTVT, Tampa. Municipal Judge John Rudd instructed Murphy to appear before him March 11 to answer charge.

**LOWER INVENTORIES REFLECT TV STABILITY:** Though it's still predominantly low-end, with portables still getting the biggest attention, TV market is beginning to show some signs of stability. Production is being curtailed in line with demand, thereby reducing inventories at all levels. Factory and distributor sales in first 2 months ran behind same period of 1956 (though Feb. showed encouraging pickup) while retail sales kept pace with last year. It's too early to tell about March yet.

Feb. factory sales of estimated 525,000 were only slightly below Feb. 1956 and showed excellent increase over 450,000 in Jan. (compared with 622,741 in Jan. 1956). At distributor level, sales to dealers totaled 510,000 in Feb. (vs. 529,226 in Feb. 1956), up nicely from 425,000 in Jan. (vs. 623,790 in Jan. 1956).

Increase in distributor sales to dealers was especially gratifying, indicating that retailers had cut deeply into their inventories with excellent Jan. and were once again in a buying mood. If so, distributors welcomed opportunity to cut into their own high stockpiles. Layoffs and production cutbacks have pretty well taken care of that problem at the factory level.

Net effect of this internal readjustment in inventories is to eliminate problem of dumping. While there's no doubt that a customer can pick up real bargains in TV at below list virtually anywhere in the country, there has been little dumping of the type that has flooded market with distress merchandise in past years.

There hasn't been a single drop-out among TV manufacturers of consequence so far this year, pointing up still further the element of stability. To be sure, TV market has stabilized itself at lower levels than 1956 -- but you can get bets that sales will pick up by midyear, even allowing for near-certain price increases.

**Appliance Cutbacks:** Like their TV brethren, white goods manufacturers are instituting some sharp retrenchments because of high inventories. Plant layoffs, cutbacks in production have become commonplace as part of the over-all readjustment. Westinghouse plans to shut down its appliance plant in Mansfield, O. for week beginning March 18, an action announced only one week after 665 workers were laid off there -- all because of high inventories. Maytag says it has cut first-quarter output 10% below last quarter of 1956, dropping 210 workers in process. Kelvinator had previously announced furloughing of 1700 workers, GE dropped 800 temporarily. Only refrigerators and air conditioners are due for production increases this month -- but that sort of seasonal build-up is proving scant solace to manufacturers.

**Consumer Finances:** Important to all marketing men, 1957 Survey of Consumer Finances, conducted by Federal Reserve Board in cooperation with U of Michigan Survey Research Center and released March 11, shows little slackening in consumer plans to buy major home appliances and furniture. Conducted in Jan., survey indicated 28.8% of 3000 sample interviewees said they planned to make such purchases this year, compared with 28% year ago. Median expenditure for purchase of major home appliances and furniture was placed at \$300, compared with \$290 year ago. About 41% of respondents report total incomes of at least \$5000 in 1956, compared with 36% in 1955 and 26% in 1952. About 17% reported incomes in excess of \$7500 in 1956, somewhat higher than 1955 and twice as large as in 1952. About 40% expect further increases in income in 1957, a slightly higher percentage than in 1956 or 1955.

**Production:** TV output, reflecting plant layoffs, dwindled to 97,949 week ended March 1, compared with 117,891 preceding week and 145,143 in corresponding week of 1956. It was year's 9th week and brought TV production for year to date to about 1,007,000 compared with 1,300,630 in corresponding period year ago. Radio output totaled 345,342 (135,700) week ended March 1, compared with 344,507 (131,108 auto) preceding week and 286,004, 112,780 auto) in corresponding week year ago. For 9 weeks, radio output totaled 2,705,000 (1,176,000 auto) vs. 2,444,152 (1,052,913).



**Topics & Trends of TV Trade:** RETMA will show off its new 4-floor headquarters building in Washington as host to quarterly meetings March 13-15, with members of Congress and other govt. officials as guests. Business meetings will be at Sheraton-Park Hotel, but RETMA will welcome guests at a "house warming" in its headquarters March 14.

Another special highlight will be March 13 dinner celebrating "Fifty Years of Military Electronics" for members of military products division. Defense Dept. and Congressional leaders will attend, and Western Electric's Fred R. Lack, director of div., will review history of military electronics and its importance today.

RETMA board meets final day to act on committee reports and recommendations, including nomination of 1957 recipient of RETMA "Medal of Honor." In addition, board will receive special report by RETMA manpower committee to Albert Kay, director of Defense Dept. Office of Manpower Supply, covering activities of electronics manufacturers designed to ease shortage of electronic engineers and technicians.

Progress report on industry-sponsored closed-circuit educational TV project at Hagerstown, Md. will also be given. RETMA industrial dept. meeting March 13 will feature addresses by BDSA Administrator Horace B. McCoy and Asst. Commerce Secy. Harold McClellan.

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How Admiral became No. 1 set maker in Australia, despite early difficulties with Govt. there, is told in highly interesting story in March 2 *Business Week Magazine*. Its troubles began shortly after organizing Admiral of Australia Ltd. in 50-50 combination with General Industries Ltd., a leading Australian appliance manufacturer. Article says: "The 'established' radio and electronics companies . . . had already decided they would make 17-in. TV sets. Likewise the Australian Broadcasting Control Board had already set up certain standards for transmission and reception. But Admiral, drawing on its U. S. experience, thought 21-in. sets would be the big seller, also settled on an 'intermediate frequency' for reception—different from that selected by the Canberra government but achieving the same technical results." Then Admiral raised a new furor by introduction of printed circuits. "Members of Parliament who hardly knew the difference between a transistor and a vacuum tube rose up to deliver denunciations of Admiral's 21-in. sets," says article. "Government ministers, egged on by purebred Australian TV makers, gave the impression Admiral was trying to dump a second-rate product on the Australian TV market." Because of criticism, Admiral issued unconditional guarantees on its sets, forcing competitors to make similar guarantees. Even after an official inquiry found Admiral not guilty of unfair competition, the Postmaster-General withdrew import licenses for Admiral products—a step later reversed because of pressure from press and public. At long last, says article, things have quieted down and Admiral has plans for expanding Sydney plant.

Support for independent dealers will be emphasized in CBS-Hytron sales promotion program this year, says distributor sales mgr. John H. Hauser. Initial plan includes localized ads in 44 regional editions of *TV Guide*, listing independent dealers "who elect to participate," emblems identifying independents, "don't-do-it-yourself" consumer pamphlets.

False claims for radios promoted under trade names of Transi-Mite Labs & Electronic Miniature Labs were charged March 7 in FTC complaint against Edward Earl McGowan Jr., 9533 12th St., E. Ocean View, Norfolk. FTC said he operates no labs and misrepresented price & operation of miniature radio kits.

**DISTRIBUTOR NOTES:** DuMont appoints Albuquerque Music & Appliance Co., 2624 Central Ave., S. E., Albuquerque (Thomas W. Ewing & Earl M. Andrews, partners) . . . Whirlpool-Seeger appoints Radio & Appliance Distributors Inc., E. Hartford, Conn. (Louis K. Roth, pres.) . . . Olympic Radio transfers Lew Jesser from Los Angeles to San Francisco as sales administration mgr. of factory branch, replacing Ed Davis, resigned . . . Westinghouse Electric Supply Co., San Antonio, names A. B. LeCrone, from Lubbock branch, as TV-radio-appliance mgr. . . Hoffman Electronics appoints Thompson & Holmes Ltd., San Francisco & Sacramento, replacing factory branches.

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Westinghouse's first appointees to its newly formed Westinghouse Appliance Sales distribution organization for TV-radio-appliances, and to its factory field sales organization, which will market directly to independent distributors, were announced this week. Under gen. mgr. Louis G. Berger, following will serve as regional mgrs. for Westinghouse Appliance Sales, all transferring from Westinghouse Electric Supply Co. branches: Middle Atlantic, Leo M. Cronson, headquartering in Philadelphia; southeast, L. G. Hardy, Atlanta; central, Jess W. Haynes, Cleveland; northwest, W. A. Douglass, Chicago; southwest, J. J. Eagan, St. Louis; Pacific Coast, Martin B. Sauer, San Francisco. Under gen. mgr. George H. Meilinger, following will be regional mgrs. for factory field sales organization: east, Wm. H. Loeber, N. Y.; Middle Atlantic, Elmer M. Binns, Philadelphia; southeast, M. E. Lanning, Atlanta; Pacific Coast, Walter T. Baker, San Francisco. Also this week, Westinghouse announced opening of a Pacific Coast regional distribution center at Ogden, Utah, as a warehousing operation "to provide faster service and shorter delivery for Westinghouse customers." It will handle consumer products as well as apparatus, and will be headed by Joseph C. Belloni, Pacific Coast order service mgr. More distribution centers will be set up elsewhere.

Grand jury probe of international patent licensing in radio-electronics began this week in New York, with officials of several companies and their records reportedly subpoenaed. Although Justice Dept. officials declined to comment on investigation, it apparently is centered on patent licensing agreements between American and European radio producers. Among those reportedly subpoenaed are officials of North American Philips, Siemens New York Inc., American Elite Inc. (sales agent for Telefunken radios) and Emerson Radio.

Consumer products accounted for 65% of Philco's \$347,000,000 gross sales in 1956, pres. James M. Skinner Jr. estimating that TV sales in 1957 will be about same level as last year. As result of acquisition of Bendix laundry line, he said he anticipated over-all 10% increase in company's sales this year.

Excise tax collections on TVs, radios & phonos totaled \$69,467,000 in 6 months ended Dec. 31, compared with \$76,117,000 in corresponding 1955 period, reports Internal Revenue Service. Collections in quarter ended Dec. 31 were \$42,865,000, compared with \$42,634,000 in same quarter of 1955.

Majestic International has acquired 50% interest in Shelbern Industries Canada Ltd., Montreal radio manufacturer. Shelbern will manufacture and distribute Grundig line of radios and hi-fi consoles for Majestic in Canada, continuing to make own Shelbern radio line.

National Assn. of Music Merchants (NAMM) schedules annual convention and trade show June 22-25 in New York's Hotel New Yorker.

DuMont Labs international div. moves South American and Caribbean regional office to 7000 NE 4th Court, Miami.

**Trade Personals:** Joe Marty Jr., with Admiral 11 years, resigns as gen. mgr. of electronics div., will announce future plans shortly . . . R. H. G. Mathews, director of Magnavox public relations and asst. to Leonard F. Cramer, v.p.-gen. mgr. of TV-radio-phono div., joins Westinghouse as mgr. of new hi-fi radio-phono dept., Metuchen, N. J.; TV-radio gen. mgr. Edward J. Kelly said appointment marks "serious entry" of Westinghouse into hi-fi . . . Dr. Leslie J. Woods, Philco exec. v.p. for research & engineering, left March 4 on business trip to Australia, stopping off at San Carlos, Cal., for dedication of new plant of Philco subsidiary Sierra Electronics Corp. . . . John F. Myers, Westinghouse consumer products v.p., assumes additional duties of gen. mgr. of distribution subsidiary Westinghouse Electric Supply Co., replacing Victor D. Kniss, who resigned as pres. "to pursue other fields of business activity" . . . Wm. R. Patton, ex-Argus Cameras, new Sylvania subsidiary, appointed director of purchases for Sylvania . . . Stanley J. Koch promoted to gen. mgr. of DuMont tube divs., in over-all charge of TV tube div. (formerly CR tube div.) and industrial tube div. (formerly tube research div.); Joseph P. Gordon promoted to mgr. of industrial tubes, Alfred Y. Bentley continuing as mgr. of TV tubes . . . Raymond W. Andrews promoted to mgr. of finished goods planning & tube industry sales for Westinghouse electronic tube div. . . Herbert Kabat resigns as gen. sales mgr. of new consumer products div. of Emerson's Jefferson-Travis Inc. subsidiary after 2 months in position; he's ex-sales v.p. of Olympic Radio . . . Harry G. Marpole, secy. of RCA Victor Co. Ltd., Montreal, elected a v.p.; F. T. Nyles, distribution operations mgr. for Toronto area, becomes treas., succeeding R. C. Ludlow, who joined Canadian Aviation Electronics Ltd., Montreal . . . Reginald A. Young Jr., manufacturing supt. of Sylvania's radio tube feeder plant in Houtzdale, Pa., named mgr. of receiving tube plant in Mill Hall, Pa., succeeding Michael Balog, now gen.

manufacturing mgr. of new semiconductor div. . . M. E. Krumrey promoted to mgr. of Quam-Nichols jobber div. . . James J. Parks elected sales v.p. of Fisher Radio . . . Max H. Kraus, Jerrold, appointed chairman of RETMA's newly formed closed-circuit and TV distribution systems committee, to operate as part of broadcast & closed-circuit TV equipment section of technical products div.; Ben Edelman, Western Electric, appointed chairman of new RETMA educational coordinating committee . . . Victor A. Monner resigns as sales mgr. of Majestic International . . . Ed Rutledge, ex-Hallicrafters, named sales mgr. of Videola-Erie Corp., Brooklyn, importers of Tonfunk & Fonovox hi-fi radios and combinations from Germany.

Dr. France B. Berger promoted to research planning director of General Precision Lab's Avionic div., Ivan A. Greenwood to asst. director, in realignment in which G. Stavits heads radar research; A. Block, systems analysis; J. W. Gray, computer research.

Carl W. McCardle, who recently resigned as Asst. Secy. of State for Public Affairs, joins Penn-Texas as special asst. to chairman Leopold D. Silberstein, headquartering in Washington. Penn-Texas is industrial giant which number Hallicrafters among its subsidiaries.

Max Enderlin promoted to chief engineer of semiconductor div. of IT&T's Federal Telephone & Radio Co., James Conto to sales mgr.

**Obituary**

Harold C. Tipping, 43, industrial relations director of Avco's Crosley div., died of heart attack March 2 in Charleston, W. Va., en route to his Cincinnati home from Fla. vacation. Before joining Avco in 1953, he was with Cincinnati law firm of Pruitt, Desvernine & Coursen, where he handled Avco labor relations functions. He is survived by his widow, 2 daughters, mother, 2 brothers.

**Network Color Schedules**  
(March 10-23, 1957)

- March 10—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Washington Square*, 4-5 p.m.
- March 11—NBC: *Club 60*, 1:30-2:30 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- March 12—NBC: *Club 60*, 1:30-2:30 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 13—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- March 14—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- March 15—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 16—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "TV Emmy Awards," 9-10:30 p.m.
- March 17—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Hallmark Hall of Fame*, "There Shall Be No Night," 7:30-9 p.m.; *Alcoa Hour*, 9-10 p.m.
- March 18—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.
- March 19—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 20—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Bell System Science Series*, "Hemo the Magnificent," 9-10 p.m.
- March 21—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- March 22—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *The Chevy Show*, 9-10 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 23—NBC: *Perry Como Show*, 8-9 p.m.

Sylvania raised color prices by \$50 on its table and console models, bringing table model to \$645, console to \$745. RCA, Admiral and Hoffman had previously announced color price hikes.

Fashionable housing project of 99 homes near Ft. Lauderdale, Fla., with prices \$25,000-\$45,000, will be equipped with RCA color sets as standard equipment, along with RCA Whirlpool major appliances.

Elaborate medical color TV facilities of Walter Reed Hospital, Washington, are described in excellent feature in RCA's Feb. *Broadcast News*.

RCA's "Bizmac" computer—first entry by company in electronic data processing field and billed as "world's largest"—went into operation March 7 at Army Ordnance tank-automotive command headquarters, Detroit (Vol. 11:19, 50). Big system cost \$6,000,000 installed, weighs 217 tons, covers 20,000 sq. ft., frees 200 employes. Maj. Gen. Nelson M. Lynde Jr., commander of center supplying 10 depots in U. S. & 2 overseas, estimated Bizmac will save "many millions of dollars" on \$2 billion inventory of 1,000,000 parts. It takes minutes for processing procedures that have required months.

Lamme Gold Medal of AIEE will be presented June 24 at Montreal summer meeting to Dr. Harold H. Beverage, RCA Communications v.p. and director of RCA Labs' radio research lab. He's co-inventor of wave antenna & diversity system for high frequency reception and holder of more than 40 patents in radio communications.

Kollsman Instrument Corp., Elmhurst, N. Y., subsidiary of Standard Coil, has received \$26,000,000 Air Force contract for production of new Automatic Astro Compass, bringing Kollsman's order backlog to nearly \$60,000,000.

Complete Philco CineScanner studio package has been purchased by KVOO-TV, Tulsa, including 16mm film transport equipment, dual slide changer, color switching equipment, etc. It's 7th station to install CineScanner gear.



**Financial & Trade Notes:** RCA has proposed new stock option for issuance of maximum of 300,000 shares to key employes who will be required to give assurance that options will be exercised for investment only and that they will remain with RCA or its subsidiaries for at least 5 years or the term of the option, whichever is longer. Proposal is key issue up for approval of stockholders at annual meeting May 7.

John L. Burns, who took office March 1 as RCA pres., will have salary of \$150,000 for first year, increasing by \$12,500 each year until he reaches \$200,000. In addition, it's proposed to grant him an option to buy 50,000 common shares at \$33.75 per share, the closing price on March 1. His option can be exercised over 10-year period, but no more than 10,000 shares can be picked up in each of first 5 years.

Burns was proposed for stock option plan, said proxy statement, "in consideration for leaving his former employment to become president of the corporation." Before joining RCA, Burns was a partner in management consulting firm of Booz, Allen & Hamilton. No other key employes eligible for stock options were named. In fact, RCA took extraordinary step of issuing formal statement denying March 8 *New York Times* story that unspecified amounts of stock are being reserved for chairman David Sarnoff and retiring pres. Frank M. Folsom.

RCA said that Sarnoff was granted a restricted stock option July 1, 1955, in consideration of signing 10-year employment contract, and that Folsom would be ineligible for new stock option plan because he plans to retire June 1, 1959 and thus would serve less than the 5-year employment minimum.

Proxy statement revealed 1956 compensations to these key executives: Sarnoff, \$200,000; Folsom, \$165,000; Elmer W. Engstrom, senior exec. v.p., \$110,000; Charles B. Jolliffe, v.p. & technical director, \$72,500.

\* \* \* \*

Whirlpool-Seeger, in its first full year of operation, had net profit of \$4,330,804 (74¢ per share) on sales of \$368,220,975 in 1956. Annual statement noted that in 1955, the sales of Whirlpool Corp. and Seeger Corp. aggregated \$301,695,814, with earnings equivalent to \$2.40 per share. The 1956 earnings, noted chairman Walter G. Seeger and pres. Elisha H. Gray II, were reduced by "extraordinary pre-production and make-ready costs" amounting to \$4,330,804 after taxes. Statement also revealed that name of company will be changed to Whirlpool Corp. if stockholders approve merger with Birtman Electric Co. March 29 (Vol. 13:9). Of Whirlpool-Seeger's 1956 sales, \$218,401,467 went into products shipped to Sears Roebuck, which owns about 20% of company (RCA also owning about 20%). Birtman Electric had 1956 net sales of \$22,755,950, of which \$21,446,027 were to Sears.

Canadian Marconi had net loss of \$176,991 in 1956, compared with profit of \$1,007,065 in 1955, but pres. Stuart Finlayson noted that company had profit on its broadcast & TV receiver div., but that profits of tube & components div. were adversely affected by heavy expenses.

Clevite Corp. earned \$3,971,593 (\$2.06 per share) on sales of \$74,581,604 in 1956, compared with \$4,854,753 (\$2.54) on \$71,935,883 in 1955. Electronics sales in 1956 were up 20% from 1955, biggest increases in oscillographs, amplifiers, transistors, diodes.

WJR, The Goodwill Station, Detroit, earned \$478,112 (88¢ per share on 542,130 shares outstanding) on sales of \$3,516,764 in 1956, compared with \$247,738 (50¢) on \$2,759,802 in preceding year.

International Resistance Co. earned \$523,416 (39¢ per share) in 1956, compared with \$533,296 (39¢) in 1955.

Officers-&directors stock transactions reported to SEC for Jan.: CBS—Clarence Hopper bought 100 'A,' holds 202; Sig Mickelson bought 100 'A,' holds 485; Harold C. Lang bought 100 'B,' holds 202. General Dynamics—Robert C. Tait bought 7500, holds 16,425. GE—W. R. G. Baker exercised option to buy 683 in Dec., holds 10,152; Wm. A. Mann sold 100, holds 610; Francis K. McCune bought 1468, sold 782, holds 5594; W. V. O'Brien sold 600, holds 4010; C. K. Rieger bought 1725, sold 2250, transferred 600 to trust for mother, holds 2332. Hoffman Electronics—C. E. Underwood bought 500, holds 4000. Litton—Roy L. Ash sold 246 in partnership, holds 19,976 in partnership, 47,415 personally; Lewis W. Howard sold 3503 and 1095 more from trusts, holds 5762 personally, 900 in trusts; H. W. Jamieson sold 247 in partnership, holds 19,976 in partnership, 48,490 personally; Richard Loewe exercised option to buy 1050, holds 2500; Norman H. Moore bought 1000, sold 100, holds 7900; Charles B. Thornton sold 542 in partnership, holds 43,948 in partnership, 115,098 personally. Magnavox—Richard A. O'Connor sold 1500, holds 55,619. Philco—John M. Otter bought 501, holds 8658. RCA—Elmer W. Engstrom bought 100, acquired 83 more in compensation, holds 1266; Frank M. Folsom acquired 128 in compensation, holds 13,310. Skiatron—Kurt Widder bought 1500, made gift of 1500, sold 200, holds 9550. Westinghouse—John M. Schiff bought 1000, holds 12,500. Zenith—Hugh Robertson bought 150, holds 1518; Leonard C. Truesdell sold 200, holds none; Joseph S. Wright bought 100, holds 310.

National Telefilm Assoc. seeks up to \$8,000,000 in new financing (Vol. 13:8) in plan to be proposed at special meeting of stockholders April 4. It seeks authorization to increase common shares from 1,000,000 (664,825 now outstanding) to 2,000,000 and to confer conversion rights on notes or debentures that may be issued up to \$8,000,000. Proceeds would be used to retire short-term debt, buy movies and increase working capital, according to pres. Ely Laundau. NTA earned \$225,619 in 3 months ended last Oct. 31, compared with \$60,531 in same 1955 period, while film exhibition contracts increased from \$1,050,832 to \$3,040,783.

Dividends: DuMont Labs, 26¢ payable April 1 to holders of record March 15; Speer Carbon, 25¢ March 20 to holders March 8; AT&T, \$2.25 April 10 to holders March 11; Collins Radio, 50¢ April 1 to holders March 21; Cornell-Dubilier, 30¢ March 22 to holders March 8; General Precision Equipment, 60¢ March 15 to holders March 8; 20th Century-Fox, 40¢ March 30 to holders March 15; Corning Glass, 25¢ March 30 to holders March 15; Decca Records, 25¢ March 29 to holders March 18; Standard Radio 'A', 15¢ April 10 to holders March 20.

American Electronics filed SEC registration statement March 4 for 190,000 shares of \$1 par common stock—60,000 to be sold to present stockholders & officers, 130,000 to public to raise working capital, reduce borrowings, provide for expansion. Offering is thru Van Alstyne, Noel & Co. and Crowell, Weedon & Co.

Litton Industries showed 78% increase in sales and 83% in earnings in 6 months ended Jan. 31, compared with similar period in last fiscal year. First half of current fiscal year showed \$12,462,000 sales, \$311,000 earnings.

Admiral directors deferred action on dividend at Chicago meeting March 4 until next meeting, usually held in second quarter. Company paid 25¢ quarterly in 1956.

Kay Lab earned \$227,673 (29¢ per share) on sales of \$3,017,245 in 1956, compared with net loss of \$6254 on sales of \$1,343,894 in 1955.

Electronic Associates earned record \$929,800 (\$3.23 per share) on peak sales of \$8,800,000 last year, compared with 1955 net income of \$491,500 (\$1.71) on \$5,500,000.

NBC'S FOREIGN expansion plans moved a step toward realization this week with announcement that it had been invited to acquire 25% of new \$3,000,000 organization embracing 6 Cuban stations.

Sparked by Cuba's dominant TV-radio figures, the Mestre brothers, new CMBF Cadena Nacional S. A. is being formed to take over assets of Radiotelevision Nacional—including CMUR-TV (Ch. 4), Havana; satellites in Santa Clara & Camaguey; satellites under construction in Mantanzas & Santiago—plus 16-hop microwave. To these will be added CMBF-TV, Havana (Ch. 7), part-owned by Mestres; it's an all-film station, running 11 hours daily, reportedly very successfully.

New organization will be owned 25% each by former owners of Radiotelevision Nacional (RCA distributors Miguel Humara & Julian Lastra and Jose I. de Montaner, editor of daily *Havana Informacion*); Mestre family; Havana contractor Alberto Vadia; NBC, if it chooses to come in. It's considered highly probable that NBC will join group, make decision known shortly.

CMQ-TV pres. Goar Mestre says that purpose of revitalizing Radiotelevision Nacional in this fashion is "to create new competition from which everyone will benefit"; he says that the organization had been losing heavily during last few years, shut down in Feb. He expects new capital and NBC participation to do the trick.

NBC has long had foreign expansion aspirations. Last year (Vol. 12:44), it had to drop plans to participate in British commercial TV when Independent TV Authority ruled against non-British ownership of commercial program contracting organizations. NBC had 5% interest in Wales & West TV, which holds contract to program new station due to begin serving Wales and West England late this year.

Plans for NARTB's convention April 9-12 at Chicago's Conrad Hilton Hotel unfolded in greater detail this week. Gen. Alfred M. Gruenther, pres. of American Red Cross and former Supreme Allied Commander in Europe, will deliver opening address preceding presentation of 1957 Keynote Award to former President Herbert Hoover. FCC Chairman McConaughy will speak at luncheon following award ceremony. FCC members will hold open forum on broadcasting problems April 10, with NARTB pres. Harold E. Fellows delivering annual report at luncheon same day. Axel G. Jensen, noted engineer and director of visual & acoustics research for Bell Labs, will address luncheon session April 8 preceding convention. Luncheon speaker final day of convention will be Arch N. Booth, exec. v.p. of U. S. Chamber of Commerce.

Another monthly folded with suspension this week of *Omnibook*, pocket-size book abridgement, after 19 years of publication. Cancellation was blamed by publisher Maxwell M. Greffen on rising costs, declining ads, "static" circulation around 125,000. Books Abridged Inc., also controlled by Greffen, assumes unfulfilled subscriptions. Meanwhile, some mass-circulation magazines began raising ad rates & newsstand prices. *Saturday Evening Post* and *Sports Illustrated* already have posted higher ad schedules. Feb. *True Story* went from 20¢ to 25¢, *Time* has announced same increase, *Life* is testing it in some cities, *Newsweek* is weighing move.

Wyatt Earp's speed on draw is no faster than her husband's, Mrs. Harry Lee De Marr, 21, testified March 4 in Washington, D. C. municipal court. She complained that De Marr, also 21, practiced with .38 pistol in living room when Dodge City marshal was on TV screen, then threatened her in argument over going to movies. Judge Armond W. Scott dismissed case after De Marr protested he didn't draw on her.

Time Inc.-Bitner deal, whereby former acquires TV-AM-FM properties in Indianapolis, Minneapolis & Grand Rapids for \$15,750,000, is due to be filed with FCC early next week. Overall corporation will be TLF Broadcasters Inc. New WOOD Broadcasting Inc. will be formed to acquire WOOD-TV & WOOD, Grand Rapids, Willard Schroeder to remain gen. mgr., become v.p. Wayne Coy, coming from Albuquerque, where he has headed KOB-TV & KOB (being sold to principals of KSTP-TV, St. Paul), will be pres. of new corporation covering Indianapolis & Minneapolis properties, will headquarter in Indianapolis. Eldon Campbell, currently on temporary assignment at KDYL, Salt Lake City, will become v.p.-gen. mgr. of WFBM-TV & WFBM, Indianapolis. Phil Hoffman, v.p.-mgr. of KLZ-TV, Denver, will be v.p.-gen. mgr. of WTCN-TV & WCTN, Minneapolis. Time Inc. officials express hope that satisfactory arrangements can be worked out to retain Wm. F. Kiley and Miller Robertson, currently v.p.-gen. mgrs. of Indianapolis & Minneapolis properties, respectively. Similar intentions regarding other top personnel are expressed.

TV newsmen demonstrated equipment and argued Constitutional rights March 5 at N. Y. City Council hearing on their demand for full press rights at all sessions (Vol. 13:9), but Councilmen appeared unconvinced. TV advocates included Julian C. Anthony, ABC; Tom Costigan, CBS; Gabriel Pressman, WRCA-TV. They stressed quietness of cameras, cited use at President Eisenhower's news conferences, pleaded freedom of press. No vote on issue was taken following hearing, for which closed-circuit TV transmitted proceedings to room adjoining Council chamber. But prevailing opinion was that Council wouldn't change policy of barring cameras on ground they might disrupt proceedings. TV reporters now may cover meetings by taking notes.

Quoteworthy quotes: "While TV has progressed greatly in its relatively few years of existence, it must still be regarded as being basically in its formative stages. It is both our blessing and our curse as broadcasters that we can never progress faster than the public's readiness to accept our progress, and to demand even greater strides. We must run as fast as we can merely to stay where we are in terms of public acceptance and of our competitive position."—Donald H. McGannon, pres. of Westinghouse stations, to Kansas City Advertising & Sales Executives Club.

One application for TV station and 2 for translators were filed with FCC this week. Application for station was for Ch. 9 in Rome, Ga. by TV-Rome Inc., local group headed by James H. Scarborough of First National Bank of Rome. Translator applications were for Greenville, Cal., Ch. 70, by Indian Valley TV Co., to rebroadcast KCRA-TV, Sacramento; Madras, Ore., Ch. 77, by Jefferson County TV Inc., to rebroadcast KGW-TV, Portland. Total applications for stations stood at 117 (23 uhf); for translators, 57. [For details, see *TV Addenda 24-I* herewith.]

Fight over microwave to serve community antenna systems in Sterling, Colo. and Sydney & Kimball, Neb.—between system operator Collier Electric Co. and AT&T—moved another step this week when Collier asked FCC to suspend AT&T's recently filed tariffs for on-the-air pickup service (Vol. 13:6). Collier asserted that new tariffs would prejudice it in current hearing over who should build the microwave system.

Following Utah's lead, Arizona legislature is considering new bill which would permit municipalities to levy tax for purpose of building uhf translators—but Arizona measure is given little chance of passage, because legislature is due to adjourn March 16.



**THE AUTHORITATIVE**  
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# Television Digest

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

SENATE COMMERCE COMMITTEE'S effectiveness as goad to more deintermixture is sharply diminished as partisan squabble blocks questioning of FCC (pp. 2 & 4).

MIAMI Ch. 7 GRANT to WCKT tossed back to FCC by court in strong opinion ordering reconsideration because of Niles Trammell's NBC connections (p. 3).

CLOSED-CIRCUIT TELECASTS of its stockholders meetings opposed unequivocally by directors of AT&T; other companies may adopt idea (p. 5).

TV IN 79% OF HOMES as of Jan., compared with 78% last Oct., reports new market research survey. Northeast continues to lead in ownership (p. 6).

IMAGINATIVE ENGINEERING, aggressive merchandising with less emphasis on price seen keys to improving TV outlook. International operations burgeon (p. 11).

MANUFACTURERS ATTACKED for delivering poor-quality equipment in Hagerstown closed-circuit educational experiment. RETMA's Secrest defends industry (p. 10).

RETMA NAME CHANGE to either EMA or EIMA, as reflection of growing importance of electronics, seems certain this year. Other RETMA activities (p. 12).

AFTERMATH OF DEINTERMIXTURE decision brings battles over Ch. 2, St. Louis; Ch. 12, New Orleans. GE affirms plans to fight WRGB shift to uhf (p. 8).

**BUYERS & SELLERS ASSESS STATION MARKET:** Seeking to pin down trends in station sales, both TV & radio, we talked to a lot of brokers, purchasers, etc. in last couple weeks. They agree on some points, differ on others, and we think their experiences and observations are worth comparing with your own -- whether you're interested in buying or selling or neither. Most prefer not to be identified, so we'll simply pass along their comments.

One eager prospective purchaser, who has just about given up trying to find satisfactory TV buys, puts it this way: "It's still a seller's market. The prices are high. Even losing stations are asking a lot of money, in fact there's a story going around that one station has pegged its price at '8 times losses.' Many stations just aren't for sale, apparently at any price. Other operators, who don't want to sell, are exploring public stock issues to ease the inheritance tax bite while still retaining control."

A highly successful broker sums up: "The major markets have had it, for the big outfits have already bought. Look over the top markets and look who owns the stations; they aren't going to sell. Buyers are becoming more selective, more price conscious. Prices are slipping off a bit. Many stations can't be bought. For many operators, stations are their whole life. Furthermore, if they sold they'd have more worries investing their proceeds than keeping the stations."

A top-grade Washington attorney, who has handled a lot of substantial transactions, tells why TV-radio is attractive to investors not now in the business: "A lot of financial people are happy with 5-10% on their money, but when they see stations doing 30% or better they're ready to bid very heavily -- more heavily than existing broadcasters are inclined to do. Then there's the fast depreciation, including network contracts. And it's a rapidly growing business; a man can get his money out in 3-4 years, frequently. But broadcasters often hold on because their stations give them a lot of side luxuries -- letting them operate yachts, planes, etc. and charging them off to the stations."

Another broker's summary: "There are more people than ever in the market. Prices continue to edge up in the top 30-40 markets. I believe the investors will begin to see better buys in smaller markets. After all, 2 good earners in small markets are better than one fair earner in a big market -- and they'd cost less to get. Investors are also waking up to radio stations, which in some cases are much better buys than TV. I wish the banks and other lenders would begin to realize this and make the purchase of radio stations easier."

Still another veteran broker makes this observation: "Stations are going into stronger hands. Such organizations as Time Inc., Transcontinental, Whitney, etc. run good stations, giving excellent public service."

We're particularly impressed with the one broker's notation that the big markets "have had it" and that their stations are set for years, with only an occasional exception. Activity certainly has been brisk in last few years. We count 60 TV station sales in last year -- well over 10% of total operating stations. Radio stations change hands at rate of about one a day, about same percentage as TV, since there are about 3000 radio stations.

Interesting sidelight in sales, primarily radio, is fact that station employees are figuring prominently. Usually it's station gen. mgr., sales mgr. (and surprisingly large number of chief engineers) who buy or apply -- seldom program personnel. Actually, small-market stations can be bought or built so inexpensively that many men can save or promote enough to get "something of their own."

**SENATE TV PROBE ENDS IN PARTISAN SQUABBLE:** Senate Commerce Committee ended its all-out investigation of TV industry problems, and to observers at this week's 2 days of hearings it was obvious that the Committee's effectiveness as a goad to further deintermixture by FCC was sharply diminished if not totally debilitated.

Just as Committee's members failed to agree on subscription-TV report 2 weeks ago (Vol. 13:9), they were unwilling to agree on virtually anything this week -- particularly on which topics were fit items for questioning the members of FCC.

Republican Committee members, headed by Sen. Bricker (R-O.), came into the March 14 session loaded for bear. Almost from moment hearing opened they objected to line of questioning by counsel Kenneth Cox. Bricker insisted that Committee had no authority to query commissioners on past individual allocations actions.

"This Committee does not sit as a court of appeals," said Bricker, adding that it was "highly improper to go into any specific case which is now in a position to be taken to court." He was joined in his objections by Senators Butler (R-Md.), Purtell (R-Conn.) and in part by Lausche (D-O.).

Under the hammering of Bricker & Butler, Sen Pastore (D-R.I.) -- acting as chairman in absence of Sen. Magnuson (D-Wash.) -- finally agreed to "admonish the attorney" to bring forth "only facts within the purview of this Committee." The wind taken out of his sails, Cox was forced to reduce area of questioning.

Sen. Butler took over for Republicans at next day's hearing, and again, in opening minutes, he strongly objected to questioning "these fine men" about specific allocations decisions. "I think it is outrageous!" he shouted. "I am not going to sit here and listen to it!" Whereupon he walked out, leaving the hearing in hands of freshman Senators Blakley (D-Tex.), Cotton (R-N.H.) & Lausche.

Much of first day's questioning by Cox was devoted to attempt to get on the record the "criteria" used by FCC in deciding whether to deintermix an area -- with FCC Chairman McConnaughey insisting no rigid formula can be applied, that areas must be considered on case-to-case basis. It was Cox's reference to FCC decision not to deintermix Hartford which keyed Republicans' sharpest blast. Actually, most of the allocations questions-&-answers had been heard before. These are highlights:

Co-channel separations: Under questioning by Cox, Comr. Craven declared he favors retention of current co-channel spacings until TASO comes up with technical data. "But an interim step may be necessary if TASO takes 2 or 3 years," he added. "I wouldn't wait forever." FCC chief engineer Edward Allen said he has looked into RCA's new "precise frequency control" equipment for Ch. 2-6 (Vol. 12:37, 13:9), but no study has been made to determine whether it would permit needed vhf channels to be squeezed into key markets. He said he thought "if we were starting from scratch with a new allocation, on a blank piece of paper," this could be accomplished.

Educational reservations: Here Comr. Craven bore brunt of questioning, and he insisted his plan's educational provision "exceeds by far the possible desires" of educators. Sens. Monroney (D-Okla.) & Blakley queried Craven and McConnaughey about possibility of reserving educational channels "in perpetuity," were told that would require act of Congress.



Uhf equipment: Commissioners agreed that best way to insure development of better uhf transmitters and receivers was to encourage uhf telecasting. Sen. Potter (R-Mich.) wanted to know if special govt. research grant might be needed to encourage development of better uhf gear. Comr. Craven agreed this might be necessary some day, but McConnaughey reiterated that "the best way to get the set business off the ground" is excise tax exemption for all-channel receivers. Sen. Monroney suggested that manufacturers be required to manufacture all-channel sets only.

Subscription TV: McConnaughey told Committee he thinks FCC has power to permit fee TV -- most positive statement he's made on Commission's jurisdiction in this area. He refused to be pinned down on timetable for ultimate decision, but said Commission has met on subject twice, will hold another session next week. In written statement, Comr. Lee said pay TV may be best solution to uhf problem.

FCC members also appeared before House Commerce Committee this week in second "briefing session." For details on this and other Congress developments, see p. 4.

**COURT BLASTS FCC ON WCKT DECISION:** FCC took real beating from Court of Appeals this week when 3 judges voted unanimously to send back for reconsideration final decision which awarded Ch. 7, Miami, to Cox-Knight-Trammell combination (Biscayne TV Corp.) over 3 competitors last year (Vol. 12:3). Judges were Miller, Fahy and Washington -- Fahy writing the decision.

Decision indicated court was extremely close to telling Commission which application not to grant -- closest in years. Ruling turned on fact ex-NBC pres. Niles Trammell, who is pres. of Biscayne (which has operated WCKT since last July), held \$25,000-per-year consultant contract with NBC at time of decision.

FCC clearly erred, court said, by failing to weigh this contract adversely against Biscayne: "Though Biscayne was not necessarily disqualified by this conflict of interest of its President, the error in refusing to consider it as adverse to Biscayne cannot be said to be insubstantial."

Commission's failure to hold Trammell's NBC consultancy against Biscayne, court declared, "was a departure from the Commission's established policy that it is desirable for local TV stations and network organizations to be independent of each other, and thus to assure that networks can freely compete for affiliation with local stations, and local stations freely compete for network affiliation...Mr. Trammell's relationship with NBC is of a character that is not unlikely to affect Biscayne's choice of network affiliation, and NBC's choice of a local outlet."

Court then threw a fast pitch on "diversification." This was because Biscayne's competitors owned no communications media, while Biscayne's principals owned Miami News, Miami Herald, radio WIOD and WQAM -- though it agreed in advance to sell WQAM, later did. "The comparative qualifications of the competing applicants," the court said, "made the choice between them a close one. This is emphasized by the decided advantage of the other applicants with respect to diversification of media of mass communication, long considered important...In any event we cannot say that had the Commission also considered adversely to Biscayne the Trammell arrangements with NBC the decision would have been the same."

After court decision, Trammell issued statement pointing out that no "stay" is involved; that WCKT will continue operating normally.

Lawyers' speculation about next step ran all over the place. Some say that Commission will take case back, reconsider it, come up with decision declaring that Biscayne's qualifications are so great that they still outweigh Trammell's contract and diversification demerits. Others think that Trammell will cancel contract with NBC; that this will help "cure" the demerit; to still others, this technique is considered of very little value. At any rate, all agree it will be tougher to overcome court's objections to Commission's decision than in almost any case in recent years.

Biscayne won originally on 5-2 vote of Commission. Comr. Hyde argued that diversification should be given "realistic consideration." Bartley didn't comment on merits of applicants, dissented on grounds that no vhf decisions should be rendered in Miami until deintermixture rule-making was concluded. Biscayne's 3 competitors were non-broadcasters, each including variety of businessmen (Vol. 12:3).

**S**UBSCRIPTION TV and allocations were subjected again to scrutiny on Capitol Hill this week, as FCC appeared before 2 Congressional committees (see p. 2). Congressional mail on fee-TV issue was said to be picking up, and this week Rep. Radwan (R-N. Y.) felt called upon to reiterate his opposition—in no uncertain terms—to “scrambled phony vision.” In remarks in March 12 *Congressional Record*, he assailed “the greedy promoters of pay TV,” praised free TV programming and called subscription TV “a cure for which there is no disease.” He urged public to keep writing to legislators about issue. “Together,” he said, “we can lick this thing.”

In contrast, Comr. Lee filed statement with Senate Commerce Committee, urging trial of fee TV as “best solution” to uhf problem. He said if fee TV were established, production of all-channel receivers would be stepped up “almost overnight” and applications for uhf channels in top 50 markets would be received “in weeks.” Reviewing his allocations philosophy, Lee continued to express some slight hope that more vhf channels could be obtained from the military. He called deintermixture “a puny solution” which merely “insures that the patient will not die.” He endorsed Comr. Craven’s proposal to permit vhf-uhf simulcasting in large cities as possible help in increasing all-channel set production.

Meanwhile, MIT’s Prof. Edward Bowles, chairman of ad hoc committee on allocations—created 20 months ago by Senate Commerce Committee—was planning to call meeting of group in next 2 weeks to consider his proposed draft report (Vol. 13:9). The 270-page document consists mainly of historical review of allocations—from legal & economic as well as technical standpoint—highly critical of FCC, but with no reflections on Commission’s motives. Commission is characterized as failing to exercise sound judgment or to establish any continual policy with regard to allocations. No recommendations are made in report as it stands.

FCC lottery ruling against “Play Marko”—TV bingo game promoted by Caples Co. adv. agency and telecast in 1955 on KTLA, Los Angeles—was reversed 2-1 March 14 by Court of Appeals. Majority decision by Judges Bazelon & Fahy held that “undesirability of this type of programming is not enough to brand those responsible for it as criminals.” FCC had ruled program illegal because game required players to obtain number cards from sponsoring stores. This constituted lottery “consideration,” FCC said, although no purchases by players were required. Court said FCC was stretching anti-lottery broadcast rule too far. Dissent by Judge Danaher held that owner & sponsors of game provided lottery “consideration” by putting up prizes for which viewers played.

Extension of licenses of TV & radio stations from 3 to 5 years was recommended March 15 by FCC Chairman McConnaughey in letter to House Speaker Rayburn. He said owners have “come of age,” are capable of “self-discipline,” can get better lease, loan & contract terms for longer licensing period—which is proposed in bill (HR-5935) introduced March 13 by Chairman Harris (D-Ark.) of House Commerce Committee. Commission also is asking Congress for legislation giving FCC jurisdiction over abandoned towers, clarifying its power to regulate certain radiating devices, authorizing it to levy small fines for rules infractions by non-broadcast licensees.

Repeal of “protest” section of Communications Act is sought by Sen. Potter (R-Mich.) in S-1577, introduced March 14.

At March 12 House Commerce Committee briefing, full Commission turned out to answer questions—with Chairman McConnaughey handling most of them. Majority of questions were on various allocations angles—deintermixture, Craven plan, etc., with no new information developed in the replies. Rep. Mack (D-Ill.) again questioned McConnaughey about the “disgraceful” deintermixture of Springfield, terming FCC’s deintermixture action “a program of patchwork instead of a broad policy.” He demanded that Commission set down criteria for deintermixture of future areas, was told by McConnaughey that each case depends upon its own peculiar factors and no specific over-all policy could be laid out.

Question of charging fees for FCC services was raised by Rep. Younger (R-Cal.), who insisted that taxpayers shouldn’t have to pay costs of hearings, grants, etc. McConnaughey replied that he was personally opposed to charging fees and he felt majority of Commission concurred, but matter is now in hands of Budget Bureau.

Rep. Beamer (R-Ind.) was worried again about FCC “discrimination” against newspapers in favor of out-of-town “monopolies,” and urged Commission to consider “uniform formula” as guide to how much weight should be given to such factors as newspaper affiliation, local ownership, experience, etc.

Rep. Rogers (D-Tex.), interested in Craven plan and its effect on educational reservations, was assured by Craven that his proposal is “generous” with reserved channels. Rogers asked McConnaughey if Congress should pass legislation to “nail those assignments down.” McConnaughey replied that while he didn’t think those channels should “lie fallow forever” he believes reservations will be maintained if educators give any indication they plan to use them.

Rep. Dingell (D-Mich.) complained that FCC “ignored its own policies” in its informal decision to award Boston’s Ch. 5 to WHDH-*Herald Traveler*, asserting that grant would increase concentration of media. McConnaughey refused to comment on case, which still officially is in process of adjudication, and was upheld by Chairman Harris (D-Ark.).

New Middle East radio station, with 100-kw transmitter, will be built within year at cost of \$250,000 by National Council of Churches. Project for Arabic world is under Radio, Audio-Visual Education, Mass Communications Committee (RAVEMCCO) of Council, whose Broadcasting & Film Commission last week proposed \$10,000,000 domestic TV-radio religious program (Vol. 13:10). Middle East station will broadcast 7 days a week, 6-10 a.m. & 6-10 p.m., in Arabic, Persian, Armenian & Greek, featuring music, drama, light entertainment, special features, as well as Protestant programs. Exact site is not yet set by RAVEMCCO, which now operates radio stations in Philippines & Korea and is building TV-radio facility in Brazil. It will provide “really adequate Christian voice in the Near East and the Moslem world for the first time,” according to exec. secy. Dr. W. Burton Martin.

FCC budget cut of 13% below the \$8,950,000 requested by President Eisenhower was recommended this week by House Appropriations Committee. Total would still be \$427,000 more than Commission got last year. Committee report noted rapid growth of communications industry and increased FCC load but said Commission could get by with “prudent” management.

Strict adherence to TV code was urged by Wm. Fay, v.p.-gen. mgr. of WROC-TV, Rochester, N. Y., in address to BMI’s TV program clinic in San Francisco. He stated that many viewers, press & govt. officials are convinced that stations are paying only lip service to provisions of code.



**DIRECTORS OF GIANT AT&T**, which presumably would itself provide the circuits, have taken an unequivocal stand against either closed-circuiting or open-telecasting of its annual stockholders meetings—but pro & con arguments, as set forth in proxy statement for next annual meeting (April 17 at N. Y. offices), point to what may very well be one of closed-circuit TV's most important and profitable eventual functions.

The 1,500,000 holders of AT&T's 62,902,419 outstanding shares (nearly 2½ times the number of stockholders of any other corporation and about 100,000 more than any other 3 corporations combined), are again asked this year to vote on a proposal of Federation of Women Shareholders in American Business Inc. "to provide for televising our annual meetings over closed or open TV circuits or to use a combination of radio and telephone facilities to broadcast the annual meeting to stockholders in regions where AT&T has the largest concentration of owners—such as Chicago, San Francisco and Los Angeles, Cal., Florida and/or other centers . . ."

In support of proposal, favored last year by 60,370 stockholders owning nearly 2,000,000 shares, it's stated: "Management has refused either to rotate our annual meeting or hold regional meetings despite the widespread ownership of AT&T. As a communications company, we should enable more owners to witness or hear, not just read about our annual meeting. Continental Can's annual meeting was successfully filmed and televised by a major network to show corporate democracy at work."

You may or may not agree with the position of AT&T's directors—but today's germ of an idea often leads to tomorrow's reality in the fast-moving and readily adaptable TV arts—and it's our guess that this one, or

practicable variations of it, particularly its closed-circuit aspect, will be taken up by more corporations for annual stockholders meetings. Closed-circuiting is already commonplace, of course, for far-flung sales meetings, political affairs and the like. The official AT&T stand against the proposal is this:

"Your directors consider this proposal impractical. In the last 6 years our meetings have taken on an average nearly 5 hours. To use 'closed' circuits to theatres or other meeting places would tie up revenue-producing facilities for at least that time in order to enable a small proportion of the stockholders to see or hear distant proceedings. Also, under the law those attending such meetings would have no right to take part in the proceedings, and this might well lead to misunderstanding and disappointment.

"At last year's meeting 95% of the votes cast were voted against a similar proposal to use 'closed' TV circuits.

"To broadcast the meeting over 'open' circuits would not only tie up the circuits for hours, but TV or radio stations as well. Moreover, it would be necessary to ask the sponsors of other programs to give up their regular program time to us. This would not be good public relations. Furthermore both the difficulty and expense would outweigh any benefits . . ."

Note: That AT&T is cognizant of the value of closed-circuit TV for business meetings is demonstrated by announcement this week that it will hold 60-city closed-circuit telecast to launch its 1957 "Yellow Pages Directory Emblem Campaign" March 22. Telephone directory advertisers have been invited to attend show, featuring address by AT&T pres. Frederick R. Kappel and entertainment cast headed by Walter Pidgeon. Program is under supervision of Cunningham & Walsh agency, with closed-circuit facilities handled by TNT Tele-Sessions Inc.

TV engineering papers & panels at NARTB's 35th annual convention April 7-11 at Conrad Hilton Hotel, Chicago: April 8, afternoon: Charles Ginsburg, Ampex, and Howard A. Chinn, CBS-TV, video tape; Rollo G. Williams, Century Lighting, and Wm. J. Wagner, KRON-TV, San Francisco, color; a 5-man panel on color test signals. April 10, afternoon: John H. Roth, Philco, special color programming effects; Howard T. Head, A. D. Ring & Assoc., field intensity measuring; Benjamin Wolfe, WAAM, Baltimore, standby facilities; Wendell C. Morrison, RCA Labs, precision offset for co-channel interference; Raymond L. Day, FCC, TV station monitoring. April 11, morning: M. H. Diehl, GE, color film; V. R. Hatch, AT&T, video switching; Richard T. Silberman, Kin Tel, vidicons & low power; A. F. Inglis & L. E. Anderson, RCA, color studios; James L. Middlebrooks, KING-TV, Seattle, 316-kw ERP with 100-kw transmitter; F. Cecil Grace, Visual Electronics, "retired" image orthicons. April 11, afternoon: A. H. Lind, RCA, program automation; J. Roger Hayden & Orville Pelkney, Dresser-Ideco, towers; Peter K. Onnigian, KBET-TV, Sacramento, auxiliary antennas; Irl T. Newton Jr. & Dr. M. S. Siukola, RCA, multiple antennas on single structure.

Labor unions' right to spend dues funds directly for political TV programs will be tested in Federal Court trial of United Automobile Workers on charges it violated Corrupt Practices Act by paying \$700-\$2500 per telecast to WJBK-TV, Detroit, in 1954 campaign. In 6-3 Supreme Court ruling March 11, test case was returned to Detroit District Court for trial on govt. appeal from dismissal of indictment against UAW. Majority opinion by Justice Frankfurter did not pass on Constitutionality of ban on Federal election spending of general funds by unions as well as corporations, but said trial was needed to establish issues. Justice Douglas dissented.

"America's only closed-circuit TV rate card" has been issued by East-West TV Network, 2924 Auburn Ave., Toledo, which says it handles closed-circuit telecasts in most key markets, using specially designed 9x12-ft. projection equipment. Rate card lists 9 & 11-city package deals, which include origination from any listed city, long lines and local video & audio loops, TV projection, supervision at each location, hotel liaison, tests and reports. Package rate for "9 major industrial markets" (Chicago, South Bend, Pittsburgh, Columbus, Cincinnati, Cleveland, Detroit, Indianapolis, Huntington) is \$9746 for an hour, compared to "average" one-hour cost of \$13,531. For 11 "key farm belt markets" (Minneapolis, Omaha, Wichita, Mason City, Quincy, Sioux Falls, Des Moines, Peoria, Kansas City, Madison, Davenport), East-West lists one-hour package rate of \$11,965 vs. "average" hour cost of \$17,400.

Foreign radio sets now total 130,498,400—up 20% in less than 2 years—USIA reported March 15 in survey which also counted 24,747,500 wired radio speakers, most of them in Eastern Europe. Report showed 6,100,000 receivers & 20,000,000 speakers in Soviet Union. Sets by areas: Western Europe, 64,737,100; Eastern Europe, 17,200,000; Arabic countries, 2,141,500; non-Arabic Asia, 4,295,600; non-Arabic Africa, 1,158,100; Far East, 19,488,000; Latin America, 21,478,100.

New off-air TV pickup tariffs filed by AT&T and objected to by Colo. microwave applicant Collier Electric Co. (Vol. 13:10), will go into effect, FCC ruled this week, but it said it would start investigation of the tariffs—and permitted Collier to intervene.

News source protection by law for TV, radio & press has been rejected by North Dakota Senate in 29-18 defeat of bill forbidding official questioning of newsmen. Measure was endorsed by N. D. Bestg. Assn. and N. D. Press Assn.



**T**ELEVISION PENETRATION reached 79% of nation's households as of Jan. 1957, compared with 78% in Oct., 76% in July 1956 and 75% in April 1956, reports Market Research Corp. of America, 122 E. 42nd St., N. Y., in its latest quarterly tabulation released this week. Northeast continued to lead all regions, with 90% penetration, followed by north central, with 81%. TV ownership also predominated in cities of more than 500,000 population, among families in upper fourth of income brackets, where head of family had high school education; among families of 4 and 5 members, including children 12 and under. MRCA's detailed breakdowns:

TELEVISION OWNERSHIP					
Percent of Families in Each Group With Television Sets	Group				
	April 1956	July 1956	Oct. 1956	Jan. 1957	
<b>UNITED STATES TOTAL</b>	75%	76%	78%	79%	
<b>Regions:</b>					
Northeast	88%	88%	88%	90%	
South	63	64	68	68	
North Central	77	79	80	81	
Mountain & Southwest	60	62	65	68	
Pacific	74	76	77	77	
<b>City Size:</b>					
Farm	53%	54%	57%	61%	
Under 2,500	64	67	69	69	
2,500 to 50,000	62	65	66	68	
50,000 to 500,000	80	82	83	84	
500,000 & Over	89	89	90	90	
<b>Total Family Income:</b>					
Upper Fourth	86%	87%	89%	90%	
Next Fourth	82	85	86	87	
Next Fourth	75	76	77	78	
Lowest Fourth	56	58	59	61	
<b>Education of Family Head:</b>					
Grade School	68%	70%	71%	73%	
High School	82	83	85	86	
College	79	79	81	82	
<b>Size of Families:</b>					
1 & 2 Members	67%	69%	70%	71%	
3 Members	78	81	83	83	
4 & 5 Members	84	85	86	87	
6 Members & Over	74	74	74	76	
<b>Age of Housewife:</b>					
Under 35 Years	81%	82%	84%	85%	
35 Thru 44 Years	79	82	84	85	
45 Years & Over	68	70	71	72	
<b>Presence of Children:</b>					
5 Years & Under	80%	81%	84%	85%	
6-12 Years	82	83	84	85	
13-20 Years	76	78	80	81	
No Children	68	70	71	72	

**KLOR**, Portland, Ore. (Ch. 12) sale application filed this week includes letters to Storer Bestg. Co. by buyer George Haggarty, revealing he holds Feb. 11 option to buy NBC-affiliated KPTV, Portland (Ch. 27) for \$1,183,921, plus assumption of film and other service contracts. Haggarty is paying \$1,794,865 for KLOR stock and assuming liabilities of \$425,000. Application states that KLOR is being sold because deaths of Huntington Malarkey & Wm. A. Healey made it impossible for other owners to operate station with capital originally committed and that additional working capital is required. Jan. 31 balance sheet shows KLOR had \$10,249 net profit during 4-month period, enabling it to cut deficit to \$384,460. Long-term liabilities totaling \$704,079 include \$425,000 in notes due U. S. National Bank of Portland, \$167,933 due DuMont & RCA for equipment, \$108,047 film rentals. Current liabilities of \$332,549, include \$152,434 due on film contracts within year, \$108,578 due on equipment within year. Plant and equipment represent \$458,259, current assets \$309,224, out of \$917,167 total assets.

Sale of **WKJG-TV**, Ft. Wayne (Ch. 33) and **WKJG** for \$1,925,000 (Vol. 13:5) was approved by FCC this week. Principal owner with 60% now is Truth Publishing Co., publisher of *Elkhart* (Ind.) *Truth* and owner of **WSJV**, Elkhart (Ch. 52) & **WTRC**. Other two owners are Miles labs pres. Walter R. Beardsley, with 25% (also 49.5% owner of Truth Publishing) and Chicago adman Geoffrey Wade, 15%. Selling principals are Clarence L. Schust, 28.5%; H. Leslie Popp, 28.5%; Edward G. Thoms, 18.8%; Walter L. Thoms, 18.8%. Purchasers state that gen. mgr. Edward Thoms and other key staff members will be retained.

**KERO-TV**, Bakersfield (Ch. 10) owners keep cash, bank accounts, trade accounts and receivables, according to application seeking transfer of station for \$2,150,000 to Wrather-Alvarez Bestg. Inc., operator of **KFMB-TV**, San Diego (Ch. 8) & **KFMB** (Vol. 13:2). The **KERO-TV** Jan. 31 balance sheet shows nearly \$300,000 in cash and accounts receivable, also lists \$223,339 earned surplus. It lists \$129,050 current liabilities, with largest item being \$104,456 Federal income tax. It has \$304,163 in current assets, \$125,542 fixed assets, out of \$446,044 total assets. **KFMB-TV** reports \$409,983 net 1955 income after federal taxes, \$399,672 net in 1956 after estimated taxes. **KFMB-TV** Dec. 31 balance sheet (projected to include **KERO-TV**) shows station had \$414,319 in retained earnings. A \$1,500,000 note on which payments started Feb. 1, 1957 and other notes amounting to \$2,267,500 (including **KERO-TV** payments) account for most of \$5,769,766 liabilities. It had \$1,798,648 in cash, \$370,473 accounts receivable, \$3,066,401 in TV equipment, out of \$6,917,419 total assets. **KERO-TV** pres.-gen. mgr. Gene DeYoung has 6-year contract to remain as gen. mgr. at \$39,000 a year. Arthur Mortenson, sales mgr. of **KFMB**, will be **KERO-TV** station mgr.

**Bitner's** Jan. 31 balance sheets filed with Time Inc. application to purchase 3 TV-AM outlets, reveal that **WFBM-TV**, Indianapolis (Ch. 6) & **WFBM** had \$2,800,318 in retained earnings, and profit for fiscal year to date was \$88,003. It lists \$4,519,300 in investments and other assets, \$849,091 in property, plant & equipment, \$771,017 current assets (\$265,387 accounts receivable) out of \$6,894,508 total assets. **WOOD-TV**, Grand Rapids (Ch. 8) & **WOOD** had \$1,624,064 earned surplus, \$87,720 profit for fiscal year. It shows \$1,153,883 in cash, \$1,429,317 current assets (\$274,749 accounts receivable), \$542,565 in property & equipment, out of \$3,250,786 total assets. **WTCN-TV**, Minneapolis (Ch. 11) & **WTCN** lists \$700,302 loss, \$51,714 during Dec.-Jan. It shows \$232,527 in property & equipment, \$186,147 current assets (\$141,493 accounts receivable), out of \$606,850 total assets.

**WNOV-TV**, York, Pa. (Ch. 49) & **WNOV** owners will be M. E. Cousler & Lowell W. Williams, according to application filed with FCC. The 30.4% held by estate of H. J. Williams is being acquired by licensee Helm Coal Co. for \$125,731 under partnership agreement. Cousler's holdings will go from 43.5% to 62.5%, Williams' from 26.1% to 37.5%. Helm Coal Co. Dec. 31 balance sheet lists TV-radio fixed assets at \$236,158 (\$104,607 in TV equipment), TV-radio current assets at \$40,517 (\$40,109 accounts receivable).

Sale of 75% of **KTXL-TV**, San Angelo, Tex. (Ch. 8) for \$82,288 was approved this week by FCC. New owners are Lewis O. Seibert (radio **KGKL**, San Angelo), 50%; Brownwood businessman Roy H. Simmons, 25%. Sellers: A. D. Rust, selling 50%; B. P. Bludworth, selling 25%, retaining 25% (Vol. 13:7). Seibert also owns 10% of **KEDY-TV**, Big Spring, Tex. (Ch. 4), formerly **KBST-TV**; 20% of radio **KBST**; 45% of radio **KPLT**, Paris, Tex.

Stanley E. Hubbard's purchase of **KOB-TV**, Albuquerque N. M. (Ch. 4) with **KOB**, for \$1,500,000 (Vol. 13:2) was approved by FCC this week. Hubbard's **KSTP** Inc., operator of **KSTP-TV**, St. Paul (Ch. 5) & **KSTP**, also 23% owner of **KWK-TV**, St. Louis (Ch. 4), pays \$1,025,000 for stock and facilities, assumes \$475,000 note held by First National City Bank, N. Y.

Non-title TV fights under International Boxing Club control can continue despite its conviction on charges it monopolized championship bouts and TV-radio-movie rights to them (Vol. 13:10), IBC said March 12. Regular Wed. **ABC-TV** & Fri. **NBC-TV** fights aren't disturbed, although any court-ordered IBC breakup might complicate contracts for shows.



**Personal Notes:** Howard L. Letts, v.p. & operations mgr. of RCA Victor record div., joins NBC-TV as head of business affairs dept. of programs & sales, is slated to become a v.p. at next board meeting; he succeeds Carl M. Stanton, who is promoted to coordinator of all color operations . . . Gene Accas and Jason Rabinovitz, both administrative officers of ABC-TV, elected v.p.'s, along with Donald W. Coyle, who becomes v.p. in charge of sales development & research; Stephen Riddleberger elected administrative v.p. of ABC Radio, George Comtois v.p. in charge of radio sales, Dean Shaffner, v.p. in charge of radio sales development & research . . . Bertram Berman named director of CBS-TV network daytime program development; Edwin S. Friendly Jr. appointed daytime program director; both report to Oscar Katz, v.p. in charge of daytime programs . . . John Wall, sales mgr. of GE broadcast equipment in Cincinnati area, promoted to national sales mgr. of broadcast equipment, headquartering in Syracuse . . . Robert Forrest, program mgr. of WCAU-TV, Philadelphia, named director of west coast program planning & development of NBC subsidiary California National Productions . . . Wm. P. Rosensohn, closed-circuit pioneer who formerly headed closed-circuit operations of Sheraton Corp. of America, named communications v.p. of Teleprompter Corp. . . . Wm. E. Kelley promoted to N. Y. sales mgr. for WJW-TV, Cleveland, in realignment of Storer sales personnel, succeeding Maurice E. McMurray, now national sales director; Lewis Johnson, midwest TV sales mgr., moves to N. Y. as rep for WJBK-TV, Detroit; Paul Evans, midwest radio sales mgr., also moves to N. Y. to represent WSPD, Toledo, WJW, Cleveland and radio WJBK; Robert Flanigan succeeds Evans as midwest radio sales mgr. . . . Donald J. Foley promoted to mgr. of NBC-owned stations adv.; Edwin T. Vane promoted to mgr. of audience adv. & promotion; Charles A. Henderson to mgr. of publicity, NBC-owned stations, spot sales & radio network . . . Thomas M. Lufkin promoted to service mgr., ABC-TV program dept., Hollywood; Louis F. Sanman promoted to production supervisor; Robert Adams, ex-CBS-TV, named exec. pro-

ducer . . . E. Berry Smith named v.p.-gen. mgr. of WFIE, Evansville, Ind., succeeding Ted Nelson, who remains as consultant until end of month . . . P. B. (Buck) Hinman, ex-mgr. of radio WROX, Clarksdale, Miss., named mgr. of WCBI-TV, Columbus, Miss., succeeding Chris Everson, now full time sales mgr. . . . Wm. Witt, ex-WKY-TV, Oklahoma City, joins WTVT, Tampa-St. Petersburg, as chief engineer; Robert Doty, ex-WSFA-TV, Montgomery, becomes program mgr. of WTVT . . . Ralph Davison Jr., ex-KGMB-TV, Honolulu, & KUTV, Salt Lake City, named sales mgr. of KTVR, Denver . . . Thomas J. Severin, program mgr. of WMAR-TV, Baltimore, promoted to director of public service, serving as liaison between station and city's civic, religious & charitable groups . . . Richard C. Block, ex-KCRA-TV, Sacramento, named sales promotion & merchandising director of KRON-TV, San Francisco, replacing John W. Reavis Jr., resigned . . . Jean A. Pouliot, ex-Famous Players Canada, named gen. mgr. of English-language CKMI-TV & French-language CFQM-TV, both Quebec City; Arthur P. Fitzgibbons, former commercial mgr. of CFQM-TV, becomes CKMI-TV operations director . . . Fred V. Davis, ex-*Collier's* and *Time*, appointed mgr. of new office of TNT Tele-Sessions, Fisher Bldg., Detroit . . . Jack Masla, ex-Burke-Stuart, N. Y., forms Jack Masla & Co. rep firm, 551 Fifth Ave., N. Y., Allan Kerr moving from Burke-Stuart Chicago office to N. Y. to become national sales v.p. . . . Everett Henry, FCC engineer, moves from Safety & Special Radio Services Bureau to Office of Opinions & Review . . . Max E. Buck, director of adv.-merchandising-promotion, named director of sales by WRCA-TV & WRCA, N. Y., which announces these other promotions in staff realignment: Tony Kraemer to mgr. of adv. & promotion, Joseph E. Murphy to mgr. of merchandising, Gabe Pressman to mgr. of news, Al Perlmutter to mgr. of special events, Mrs. Patricia Farrar to mgr. of religious & educational programs . . . Hubbard Hood, gen. mgr. of radio WKRC, Cincinnati, elected pres. of Ohio Assn. of Radio & TV Bcstrs. . . . John Kent promoted to director of public affairs of WDSU-TV, New Orleans.

**ADVERTISING AGENCIES:** Harold L. McClinton, who recently resigned as pres. of Calkins & Holden, elected pres. & chief executive officer of newly formed Reach, McClinton & Co., which absorbs personnel, offices & accounts of Reach, Yates & Matoon Inc.; Charles D. Reach becomes chairman of new agency, which plans large-scale expansion . . . Wm. H. Gantt named TV-radio production mgr., N. W. Ayer, N. Y. . . . Harry H. Maus, exec. v.p. of Russel M. Seeds, promoted to vice-chairman; Harry B. Goldsmith Jr., v.p.-gen. mgr., becomes senior v.p.; Russ Young, TV-radio director, among 11 officers named to new management council . . . George B. Bogart elected v.p. in charge of Chicago office of Calkins & Holden.

Harry J. Skornia, exec. director of National Assn. of Educational Broadcasters, appointed to U. S. National Commission for UNESCO. Other appointees: Howard Hanson, director of Eastman School of Music, Rochester U, Rochester, N. Y.; Herman Finkelstein, ASCAP general attorney; Joseph Dainow, law professor, Louisiana State U; Very Rev. Msgr. Francis J. Lally, editor of *The Pilot*.

AB-PT pres. Leonard H. Goldenson is profiled in March 10 *N. Y. Times* business section. Story traces career from a steel mill hand in his native Scottsdale, Pa. to engineer of the "marriage of TV to movies" in merger of ABC and United Paramount Theatres.

Ell Henry Jr., director of publicity & promotion of ABC's central div., Chicago, appointed chairman of Broadcasters' Promotion Assn. 1957 convention Nov. 1-2 at Sheraton Hotel, Chicago.

Radio station sales approved this week: WKNK, Muskegon, Mich. by Nicholas W. Kuris to Music Bestg. Co. (Paul F. Eichorn, pres.), owner of radio WGRD, Grand Rapids, for \$150,000 (Vol. 13:8). WHIE, Griffin, Ga. by John A. Boling and associates to Telerad Inc. (equally owned by station employees W. C. Courson & Fred L. Watkins) for \$100,000 (Vol. 13:7). KVWO, Cheyenne, Wyo. by W. J. Harpole, Troyce Harrell, Kermit Ashby & Arthur Kline to Great West Co. Inc. for \$57,000 (Vol. 13:8); new owners are A. C. Etter, E. L. Thornton, W. P. Wright, Norman E. Jorgensen. WHKK, Akron, O. 50% by Jackson B. Maurer to parent corp. WHKK Bestg Co. for \$54,000, making Philip R. Herbert 100% owner (Vol. 13:9).

Radio station sales reported this week: WELL, Battle Creek, by Federated Publications Inc. (R. B. Miller, pres.) for \$100,000 to new Southern Michigan Bestg. Corp. (Frederick A. Knorr, pres.). KBYE, Oklahoma City, by co-owners Frank J. Lynch & Kenyon Brown for \$90,000 to Great Empire Telecasting Corp., in which they have stock, with Lynch continuing as mgr. Other stockholders are Arthur B. Hogan, John D. Feldmann, Frank Oxarart, Albert Zugsmith & Ashley Robison. WELL's broker was Allen Kander & Co.; KBYE's was Albert Zugsmith Corp.

Suit for \$5000 has been filed by WBAP-TV photographer Kenneth Martin against Dallas Power & Light Co. for alleged interference when he tried to take shots of electrocuted lineman. Martin charged 2 linemen held him, took camera.

Roy V. Smith Assoc. is new name for Wagner-Smith rep firm.

**R**EPERCUSSIONS of FCC's deintermixture decisions (Vol. 13:9) are beginning to roll in, first of a wave. One of sharpest focal points is St. Louis, where Commission has given KTVI (Ch. 36) temporary authority to operate on Ch. 2. One prospective applicant for Ch. 2—Louisiana Purchase Co., 407 N. 8th St., St. Louis (Lon Hocker, pres.)—served notice it will protest this, says it will file for Ch. 2, using old site of off-air KACY, Festus, Mo. (Ch. 14).

From New Orleans, WJMR-TV (Ch. 20) again sought temporary operation on newly assigned Ch. 12, despite Commission's rejection of similar request last week (Vol. 13:10).

GE has finally clarified position on FCC's ruling proposing to shift its WRGB, Schenectady, from Ch. 6 to Ch. 47—issuing statement from pres. Ralph Cordiner declaring it will "vigorously protest" shift. He also said no one from FCC had ever approached him with query as to whether GE would go along with shift in advance.

Boston Ch. 5 struggle gets more involved. Justice Dept. and House Judiciary Committee Chairman Celler (D-N. Y.) are looking into "anti-trust implications" in connection with WHDH-Boston *Herald-Traveler's* application, centering on charges by *Boston Globe* that the rival paper sought to force it into merger by indicating it would use TV station to drive it out of business (Vol. 13:5). Since record in hearing case is closed—WHDH had FCC majority on its side in tentative vote—it's expected Commission won't hold up grant unless it acts favorably on *Globe's* petition to reopen record, or Justice Dept. itself asks that record be reopened. Celler has written FCC asking that his anti-trust subcommittee be "kept advised of all pertinent developments."

Meanwhile, Sen. Hennings (D-Mo.)—who didn't show up at Senate hearing as he had announced he would (Vol. 13:10)—sent list of questions to FCC, also inserting them in Senate Committee hearing record. They were specifically aimed at FCC's tentative decision to award St. Louis' Ch. 11 to CBS (Vol. 13:3). Among his questions: "Are there any applications pending by a network for a new station other than the CBS application at St. Louis? Do you not feel there is at least a possible anti-trust violation involved in granting another station to a network? Is it not true that the Justice Dept. is conducting a full-scale investigation of possible anti-trust violations in broadcasting itself?"

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Reaffirmation of Ch. 11 CP in Pittsburgh for WIIC will come through soon. Commission instructed staff to draft final decision to that effect, now that WENS (Ch. 16) has withdrawn opposition (Vol. 13:10). One CP was granted this week, Ch. 5, Glendive, Mont. to KXGN.

Move of WPFH, Wilmington (Ch. 12) to site 26 mi. nearer Philadelphia was granted this week. Still pending is Storer's deal to buy station for \$6,500,000 (Vol. 12:51).

One uhf station channel shift was authorized, WARD-TV, Johnstown, Pa., authorized to go from Ch. 56 to Ch. 19.

Following allocations petitions were filed: (1) Eureka, Cal., addition of Ch. 6, sought by KHUM-TV, which wants to move from Ch. 13. (2) Keene, N. H., addition of Ch. 11, requested by off-air WKNE-TV, seeking shift from Ch. 45. Ch. 11 is now designated educational in Durham. (3) Wausau, Wis., addition of Ch. 9, substituting Ch. 8 for Ch. 9 in Iron Mountain, Mich., sought by prospective applicant Alvin E. O'Konski.

Four translators were granted to Idaho Power Co.—Ch. 70 & 74 for Homestead, Ch. 72 & 76 for Cambridge—to serve employes of its power plants.

### Network Color Schedules (March 17-31, 1957)

- March 17—NBC: *Hallmark Hall of Fame*, "There Shall Be No Night," 7:30-9 p.m.; *Alcoa Hour*, 9-10 p.m.
- March 18—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.
- March 19—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 20—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Masquerade Party*, 8-8:30 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Bell System Science Series*, "Hemo the Magnificent," 9-10 p.m.
- March 21—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- March 22—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *The Chevy Show*, 9-10 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 23—NBC: *Perry Como Show*, 8-9 p.m.
- March 24—NBC: *Goodyear TV Playhouse*, 9-10 p.m.
- March 25—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- March 26—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 27—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Masquerade Party*, 8-8:30 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- March 28—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- March 29—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 30—NBC: *Perry Como Show*, 8-9 p.m.
- March 31—CBS: *Cinderella*, 8-9:30 p.m. NBC: *Alcoa Hour*, 9-10 p.m.

Closed-circuit color system, field-sequential, has been ordered from GE for observation of missile launching at Army's Cape Canaveral, Fla. Missile Test Center.

Packard-Bell introduces 2 color consoles, both 21-in. with all-hardwood cabinets, priced at \$595 & \$695.

Attempts by citizens' group to intervene as "Friends of Good Music" in sale of radio WGMS & WGMS-FM, Washington, to RKO Teleradio Pictures (Vol. 13:2,5) were rebuffed March 13 by FCC, which upheld examiner's rejection of party-of-interest plea. Committee of 9 led by AFL-CIO staffer Gardner Jackson argued it had economic stake in case because value of radio sets would be reduced if WGMS stopped broadcasting "good" music. Commission said it couldn't give party-of-interest status to "every member of the listening public who feels himself aggrieved" by changes in station ownership.

TV goes to prison: Inmates of Statesville State Penitentiary near Chicago will take college courses under plans worked out with warden Joseph E. Ragen by educational WTTW, Chicago. Prisoners with high school education will be eligible for Municipal Junior College study programs, will get academic credit, tuition-free. Last fall, WTTW began offering courses in English, social science, biology & political science to Chicago residents.

RCA shipped 12-section superturnstile antenna March 14 to upcoming KETV, Omaha, Neb. (Ch. 7); 12-section superturnstile March 14 to upcoming WSOC-TV, Charlotte, N. C. (Ch. 9); used 6-section superturnstile March 6 to upcoming KHVH-TV, Honolulu (Ch. 13); 2-kw standby transmitter March 11 to KOMO-TV, Seattle (Ch. 4).

WGBI-TV, Scranton (Ch. 22), now controlled by WCAU-TV, Philadelphia, on April 1 increases to 1 megawatt, changes call to WDAU-TV.

News intern training is provided by CBS News this spring for 9 students of Columbia U School of Journalism.

New U.S.-Mexican AM treaty, signed Jan. 29 at Mexico City (Vol. 13:5), was sent to Senate March 12 by President Eisenhower, who urged ratification.



**Network Accounts:** Unique "standby sponsorship" plan, whereby Prudential Insurance is buying *The 20th Century* public affairs series on CBS-TV starting in fall, Sun. 6:30-7 p.m., and is also agreeing to substitute news shows whenever conditions warrant, was disclosed this week. In effect, it gives CBS news dept. access to 30 min. of prime commercial time for special programs, with "built-in" sponsor. There's speculation it may set pattern for sponsors of other public affairs programs . . . Chevrolet, epitomizing anticipated big splurge of auto manufacturers in network TV this fall, spending estimated \$10,000,000 to sponsor Sun. 9-10 p.m. weekly color variety shows on NBC-TV starting in fall, thru Campbell-Ewald; 26 of shows will feature Dinah Shore, with top variety stars sharing other 26 . . . Reynolds Metals to sponsor alt. 30 min. of *Disneyland* on ABC-TV starting Sept. 18, Wed. 7:30-8:30 p.m., thru Buchanan & Co. and Clinton E. Frank; other *Disneyland* sponsors are Swift, General Foods & General Mills . . . Chesterfields to sponsor upcoming comedy-variety show on NBC-TV this fall starring Eddie Fisher and George Gobel, Tue. 8-9 p.m.; it will be full or alt. sponsor depending on current negotiations with Armour for alt. sponsorship . . . Wildroot Co. to be alt. sponsor of *New York Confidential*, filmed series starring Lee Tracy, on CBS-TV starting Sept. 28, Sat. 10:30-11 p.m., thru BBDO . . . Associated Products Inc. (5-Day Deodorant Pads) to be alt. sponsor of *Masquerade Party* color series on NBC-TV starting March 13, Wed. 8-8:30 p.m., thru Grey Adv. . . . Sweets Co. of America to sponsor *Gumby Show*, animated children's program, on NBC-TV starting March 16, Sat. 10:30-11 a.m., as replacement for *I Married Joan*; it will also switch *Tales of the Texas Rangers* from CBS-TV to ABC-TV starting in May, probably Sun. 5:30-6 p.m. . . . Shulton Inc. to sponsor new live series starring Gisele McKenzie, network undetermined, thru Wesley Assoc.; it's packaged by Jack Benny's J&M Enterprises . . . R. J. Reynolds Tobacco to sponsor major league "game of the week" on NBC-TV starting in April, Sat. 2 p.m. to conclusion, thru Wm. Esty Co. . . . Williamson-Dickie Mfg. Co. to be partic. sponsor alt. weeks in *Ozark Jubilee* on ABC-TV starting March 23, Sat. 10-10:30 p.m., thru Evans & Assoc., Ft. Worth.

ABC-TV's new Rate Card No. 7, effective March 1 for evening advertisers and Sept. 1 for daytime advertisers, establishes new Class D daytime rate, Mon.-thru-Fri. sign-on to 5 p.m., at 33.3% of evening rate. New card also offers 5% discount for 52-week sponsors, with additional flexibility to earn maximum 32½% discount. A maximum of \$5,200,000 of gross billing during 52 weeks qualifies advertisers for maximum discount. Class A rates are Mon.-thru-Fri. 6-11 p.m., Sat. 5-11 p.m. Class B rates are Sat. 2-6 p.m., Sun. 1-5 p.m.

CBS-TV stole a march on ABC-TV this week, announcing 3-year contract with Ashton Productions for weekly hour-long adventure series starring Gary Cooper starting in fall of 1958. Hubbell Robinson Jr., exec. v.p. of CBS-TV, said new show will be "one of our major programs" in 1958 season. ABC-TV had previously announced that Cooper was expected to be a mainstay of its program lineup this fall.

Daytime TV spots have become biggest beneficiary of TV's continuing expansion, notes new booklet, *1957's Greatest TV Value*, released by reps Edward Petry & Co. It says that station daytime rates have been relatively stable since 1953, base year for its comparisons.

Texas TV Network has been formed by W. D. (Dub) Rogers' Texas Telecasting Inc. to link KDUB-TV, Lubbock; KPAR-TV, Sweetwater-Abilene, and KEDY-TV, Big Spring.

Rate increases: WTCN-TV, Minneapolis-St. Paul, March 1 raised base hour from \$800 to \$1200, min. \$200 to \$250. KCRA-TV, Sacramento, March 1 raised hour from \$750 to \$800, min. \$150 to \$200. KTVT, Salt Lake City, March 1 raised hour from \$600 to \$700, min. \$150 to \$180. WCDA, Albany, March 1 raised hour from \$500 to \$625 and added Class AA min. only rate (7:30-10:30 p.m. daily) at \$130. KREM-TV, Spokane, has added Class AA hour (7-10 p.m. daily) at \$600, min. at \$120, Class A hour remaining \$450. KTBC-TV, Austin, Tex. April 1 adds Class AA hour (8-10 p.m. daily) at \$525, min. at \$105, Class A hour going from \$400 to \$450. WSBT-TV, South Bend, April 1 adds Class AA hour (6:30-10 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. WTHI-TV, Terre Haute, March 1 added Class AA hour (6:29-10 p.m. daily) at \$500, min. at \$100, Class A hour going from \$400 to \$350. WCAX-TV, Burlington, Vt. April 1 adds Class AA hour (7:30-10:30 p.m. daily) at \$450, min. at \$90, Class A hour going from \$350 to \$360. KSYD-TV, Wichita Falls, April 1 raises hour from \$300 to \$350, min. \$60 to \$70. WTOK-TV, Meridian, Miss. April 1 raises hour from \$250 to \$275, min. \$50 to \$55. KFBB-TV, Great Falls, Mont. March 15 added Class AA hour (7:30-10 p.m. daily) at \$200, min. at \$40, Class A hour going from \$150 to \$175.

National Assn. for Better Radio & TV (NAFBRAT) voted Edward R. Murrow (CBS) "man-of-the-year" for 1956 as it did for 1955 (Vol. 12:7). CBS-TV's "Our Mr. Sun" and NBC Radio's 1955 winner, *Biographies in Sound*, were named "programs-of-the-year" for 1956. Specialized TV program winners: drama, *Playhouse 90* (CBS); adventure & travel, *Wide, Wide World* (NBC); family situation, *Father Knows Best* (NBC); comedy, *Jack Benny Show* (CBS); news, *NBC News* (Chet Huntley & David Brinkley); interviews, *Person to Person* (CBS); popular music, *Perry Como Show* (NBC); classical music, *Voice of Firestone* (ABC); quiz, *\$64,000 Question* (CBS); children's, *Lassie* (CBS); teenagers', *Youth Wants to Know* (NBC); daytime, *Matinee Theatre* (NBC). Jack Gould of *N. Y. Times* won citation for efforts to encourage more TV network coverage of UN sessions.

Improved magazine position, despite recent foldings (Vol. 13:7), is claimed by investment advisor Arnold Bernhard & Co. in recent report. Most hopeful signs for magazine field, it says, are that increased space rates (Vol. 13:7) "do not drive advertisers to other media" and "previous estimates of TV audiences erred on high side." Survey also notes that some publishers such as Time Inc. are diversifying in TV (Vol. 13:9, 10) and newsprint manufacture. It predicts that higher space rates will hold down lineage gain this year but that they will more than cover higher expenses—so "profit margins will probably widen."

CBS-TV made additional changes in its new Rate Card No. 13, released last week, creating new classification of Class D time, covering from sign-on until 9 a.m. and pegged at 37.5% of new Class A rate. It has also changed Sun. 5-6 p.m. from Class A to Class B. Until new Class D time was created, the lowest rate was Class C, set at 50% of Class A.

MBS shifts news headquarters from N. Y. to Washington, appointing Robert F. Hurleigh, director of Washington operations, as network director of news & special events. George R. Brown, director of news & special events for WOR, N. Y., is promoted to N. Y. network bureau chief.

New reps: KRGV-TV, Weslaco, Tex. to Raymer (from Pearson); WJAR-TV, Providence, to Petry, effective next June (from Weed).

NTA opens office for midwest booking & shipping at 612 N. Michigan Ave., Chicago, headed by Tom Carey, transferred from N. Y.



**B**LAST AT MANUFACTURERS for what he called "their appalling failure to deliver first-class equipment" to closed-circuit school project in Hagerstown, Md. came from John Weiss, treas. of Ford Foundation-backed Fund for Advancement of Education. Speaking at RETMA quarterly meetings this week in Washington, Weiss lit into the manufacturers with remark that "this is rotten TV and rotten education," added that "people who go there know the difference and it is not helping you or education."

He urged them to go back to their companies with idea that Hagerstown project is very important to their concerns and to RETMA, which is co-sponsor of project with Fund for Advancement of Education. "It is evident that too much old stuff has been taken out of company warehouses," he said. "In addition to the antiquated equipment, there are some serious shortages. In some classes at Hagerstown, 60 kids are watching on one 21-in. receiver."

RETMA exec. v.p. James D. Secrest gave us this comment: "I would be the first to defend Mr. Weiss' right to criticize the manufacturers, and I have no doubt that much of it is justified. But I would also add, in defense of the manufacturers, that a great deal of the equipment required at Hagerstown is equipment which must be

especially designed for school needs. Some of that equipment has simply not been available. There was also a great urgency about shipping equipment to Hagerstown, and consequently manufacturers had to ship what they had on hand. As fast as they can replace it, they are doing so."

Weiss mixed in plenty of bouquets with his brickbats, however. He said that out of all the educational projects in which his group is involved, none is more exciting or potentially rewarding as Hagerstown. "This could be one of the most significant educational developments of the 20th century," he said.

To manufacturers eager to cash in on equipment sales, he provided some eye-openers. Of an estimated \$4 billion a year to be spent for new classroom construction in next several years, about 10-12% will go for equipment, including a big expansion in TV. His group, he added, expects to make an additional \$1,000,000-\$2,000,000 available to other cities for closed-circuit experiments in near future.

Speaking at same luncheon was Wm. Brish, Supt. of Schools in Washington County, Md. (Hagerstown). He was lavish in his praise of TV's contribution to education in Hagerstown, saying "we don't realize ourselves yet how important TV is to us." He said that all 48 schools in system will be hooked up by Sept., getting programs from 3 studios. "TV is not merely a supplement to education," he said. "It has become a primary part of education."

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**Telecasting Notes:** Universal Pictures' backlog of feature movies—one of the last 2 major libraries still withheld from TV (the other being Paramount)—will be leased, not sold, for TV use, pres. Milton Rackmil told stockholders at annual meeting. He suggested 7-year lease period, a la MGM, stressing that outright sale deprives company of possibility of theatrical or TV remakes based on stories of old features. He said that by not selling to TV in the last year, value of Universal's backlog had increased \$5-10,000,000 . . . Two nationwide feature film shows beginning next month have announced titles: ABC-TV's Sun. evening series of first-run RKO pictures will be titled *Hollywood Film Theatre* and will premiere April 7 with "Rachel and the Stranger"; NTA Film Network's 128-station 20th Century-Fox show will be called *Premiere Performance* and will begin week of April 1, with Hollywood's Debra Paget & Jeff Hunter as hostess & host in specially filmed sequences . . . United Artists plans to begin taking orders from stations next month on new package of post-1951 features said to include "Moulin Rouge," "African Queen," "Purple Plain," "Return to Paradise" . . . All 7 N. Y. stations now feature first-run movies . . . RKO is financing and gaining 50% ownership in 3 Ben Fox TV production ventures—two 30-min. film series and one 90-min. spectacular—with plans to adapt all 3 as theatrical features after their TV runs . . . Apparently following lead of *Time Magazine's* new emphasis on TV trade news, March 18 *Newsweek* features special report on Steve Allen-Ed Sullivan ratings rivalry under title "Television's Biggest Battle" . . . More quiz notes, in case you missed the voluminous publicity in daily press: NBC-TV's *Twenty-One* out-Trendexed CBS-TV's *Lucy* for third time in row this week, and by greatest margin (34.7-26.1). Charles Van Doren has retained MCA to represent him in negotiations for future TV appearances. And CBS-TV's *\$64,000 Question* has boosted possible winnings of single contestant to \$256,000—to be paid out over 3-year period (to lessen tax bite) . . . Producers Leland Hayward and Paul Gregory have signed contracts with CBS-TV to produce spectaculars . . . Monday night spectaculars (*Producers' Showcase*) will be dropped next season by NBC-TV . . . Albert Payson Terhune's 6000 animal stories and syndicated features have

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been acquired by TV film producer Michael Kraike (ex-TCF-TV) as basis for independently produced TV film series . . . Recipes introduced on NBC-TV's *Home* are compiled in new soft-cover book, "Cooking at *Home*," just published by Dell Publishing Co.

TV featured dramatically in unsuccessful last-ditch attempt to save life of convicted kidnap-slayer Burton W. Abbott, who died March 15 in San Quentin gas chamber while Cal. Gov. Knight was attempting to stay his execution. Governor had granted temporary stay from 10 to 11:15 a.m. same day after Abbott's attorney George T. Davis made coast-to-coast plea to him on NBC-TV's *Today*. Plea for second stay to make new appeal to court was made by telephone to Knight aboard aircraft carrier Hancock, but radiotelephone troubles delayed call, and reprieve reached prison minutes too late.

Judy Garland filed suit for \$1,393,333 against CBS in N. Y. Federal Court this week—asking \$1,000,000 for libel, \$393,333 for breach of contract. She charged CBS with inducing publication of "false and defamatory matter" about her, and she alleged CBS canceled her contract to do one show a year during 1956-60 without ever giving her a script. CBS spokesman said Miss Garland has rejected half dozen script ideas.

New TV film producer—Dallas Film Industries Inc., Dallas, Tex.—plans 26 half-hour TV programs and 2 features for theatres this year. Wylie Stufflebeme, exec. v.p. of First National Bank of Grand Prairie, Tex., is chairman; Joe Graham, ex-ABC, pres.; Ray L. Miller, Dallas banker, treas.

Lure of TV is so strong in Tittori, Japan, that parents who once had to inveigle children into local bathhouse complain now that they can't keep them away since sets were installed.

Expanded 3rd edition of *Audio-Visual Equipment Directory*, listing film & recording products, manufacturers & prices, has been published by National Audio-Visual Assn., Fairfax, Va., manufacturers & distributors association.

"Viewers' Popularity Poll" will be started March 17 by Sunday N. Y. *Herald Tribune* TV-radio magazine, weekly ballots to be tabulated by Bruce Richards Corp.



**LIFTING TV OUT OF DOLDRUMS—SOME IDEAS:** We got the impression at RETMA quarterly meetings this week in Washington that there's nothing wrong with TV trade that some imaginative engineering and aggressive merchandising can't cure. As we circulated among the manufacturers, large and small, prevalent view was that TV is in dire need of Something New -- more than just a merchandising fillip, but something that would give a TV receiver a New Look in engineering and design, so new that it could be promoted as a feature to invigorate replacement and second-set markets.

TV's estimated penetration of nearly 80% of U.S. households doesn't worry set makers nearly as much as fear that TV merchandising may be stalled on dead center in this important transition period while color warms up. Many manufacturers commented that auto industry's knack for stimulating product obsolescence with addition of new features and ideas, all the while deemphasizing consistent price increases, is worth acquiring. But they emphasize that this requires a consistent flow of imaginative ideas, solid consumer research and courage to raise prices to make it profitable.

Motorola chairman Paul V. Galvin, drawing on more than 30 years' experience in TV-radio-electronics industry, put it this way to us:

"Each manufacturer must search his own operations to make TV realistic in terms of price and the capacity of the consumer market to absorb his product. The manufacturer who overproduces or who engages in a competitive race to market sets at the lowest possible price, regardless of profit, is hurting the entire industry."

Industry's emphasis on lower prices, motivated largely by swing to portables, evoked many a caustic comment. Here again envious allusions were to auto industry. Robert S. Bell, pres. of Packard-Bell and chairman of RETMA set div., said: "Who ever heard of General Motors or any other auto manufacturer boasting that he sells the lowest-price product on the market? They're raising prices all the time, never mention it in their ads, and keep the customers flocking back every 2 years or so. Talk about selling in a replacement market, brother, that's it!"

Is TV being merchandised as a traffic appliance, rather than as furniture to be blended into decor of a living room or den? Some manufacturers fear it is, but they also are convinced that the higher-end market can be recaptured by aggressive merchandising. Larry F. Hardy, Philco exec. v.p. for consumer products, said his company is steadily increasing mix of higher-end units, and has recently raised prices of portables. Like other major manufacturers, Philco expects to increase TV prices in new lines to be introduced in midyear.

(For other news of RETMA meeting, see pages 10 & 12.)

**International Expansion:** There's considerable bounce in overseas operations of leading set makers these days, and the talk is all of expansion. RCA reports its international operations are moving ahead generally in all regions, though here and there some "streamlining" of personnel has taken place on specific projects which have been concluded. Philco International this week opened office at 420 Lexington Ave., N.Y., and spokesman commented that its biggest expansion will be in Europe in form of new licensees, some of them former Crosley manufacturing outlets. Admiral reports its subsidiaries in Mexico, Australia and Italy are proving very profitable, and that new foreign operations in unspecified areas will be undertaken shortly. Other set manufacturers with overseas licensees report similar expansion plans.

**Production:** TV output totaled 121,927 week ended March 8, compared with 97,949 preceding week and 144,566 in corresponding week year ago. It was year's 10th week and brought TV production for year to date to about 1,422,000, compared with 1,436,361 in same period of 1956. Also this week, RETMA placed official Jan. production at 450,190, compared with 626,984 in 5-week Dec. and 588,347 in Jan. 1956. Of the Jan. 1957 production, 67,079 were equipped at factory with uhf tuners. Radio pro-

duction totaled 343,054 (135,937 auto) week ended March 8, compared with 345,342 (135,700) preceding week and 310,026 (99,760) in corresponding week year ago. Radio output for 10 weeks totaled about 3,048,000 (1,312,000) vs. 2,716,174 (1,148,567) in same 1956 period. Jan. production was placed at 1,085,529 (521,624 auto), compared with 1,715,209 (840,359) in Dec. and 1,078,624 (519,648) in Jan. 1956.

**Retail Sales:** Though TV production is lagging behind 1956 (see above), retail sales are running way ahead of output -- and once-heavy dealer inventories are being cut substantially as a result. Retail sales in Jan. were placed officially by RETMA at 611,359, only slightly under the 614,213 of Jan. 1956, though substantially under the 957,193 sold in 5-week Dec. When the Feb. figures are released in about month, they're expected to show retail sales roughly equivalent to the 530,554 sold in Feb. year ago. Radio sales at retail, excluding auto sets, totaled 563,363 in Jan., up from 531,206 in Jan. 1956, though way down from 1,691,950 sold in Christmas month.

**Topics & Trends of TV Trade:** Change of RETMA's name to Electronics Manufacturers Assn. (EMA) or Electronic Industry Manufacturers Assn. (EIMA), as reflection of growing importance of electronics membership and as a more inclusive term covering entire industry, seems certain sometime this year. RETMA board, at quarterly meetings this week in Washington, referred change of name to organization committee headed by Motorola's Paul V. Galvin, who will report to RETMA convention May 15-17 at Chicago's Sheraton Hotel. It will then be submitted to membership for vote.

Its acceptance seems foregone conclusion in view of fact that set div. is supporting the change of name. It had been anticipated that TV set manufacturers, though many of them are heavily in other phases of electronics, might object to change of name on grounds that they would be left out of title. RETMA pres. Dr. W. R. G. Baker said he personally favored EMA.

Set div., in fact, is considering changing its designation to consumer products div. This week it took over phonograph manufacturers, who formerly were in sound equipment div.

Arthur L. Chapman, new pres. of CBS-Hytron, was elected a RETMA director, representing tube div. and replacing Charles F. Stromeyer, whom he succeeded at CBS-Hytron. Also elected to board were C. B. (Tex) Thornton, pres. of Litton Industries, and W. F. Joyce, v.p. of Texas Instruments, both from military products div.

Fall quarterly meetings will be held in Los Angeles Sept. 17-19. In addition, RETMA was invited to nominate 10-15 young executives for training in Commerce Dept.'s Business & Defense Services Administration electronics div. and will nominate deputy directors of electronics div., each to serve 6 months without compensation. Donald Parris is expected to be designated as full-time director.

\* \* \* \*

Kudos for TV-radio-appliance makers, from NARDA exec. v.p. A. W. Bernsohn: "I've seen these companies in action for many years now. They're fighters, and their managements are just the sort of people I'd like to have on my side if ever I get into trouble. You can count on these boys being around for a long time to come . . . No really important brand name in the appliance field will collapse in the immediate future. They are strengthening their distribution teams, weeding out their deadwood and getting rid of their operational burden." He spoke to Consumer Bankers Assn. in Chicago March 15.

Sylvania's TV sales in Feb. set new record for that month, double Feb. 1956 level. Robert L. Shaw, gen. sales mgr. of TV-radio div., attributed record to demand for new 110-degree sets and its "Promotion-of-the-Month" plan.

Olympic Radio adds 4 new TV models, all open list: 14-in. & 17-in. portables, two 17-in. table models.

Special teacher-training seminar is being offered by RETMA to all teachers in TV courses in public and private schools as part of its effort to upgrade training of service technicians. Seminar will be held July 8-26 at N. Y. Trade School, 304 E. 67th St., N. Y. Tuition for the 3-credit, 90-hour class will be \$37.50 for out-of-state instructors, \$30 for permanent residents of N. Y. State. Applications for enrollment should be sent to Donald H. Stover, RETMA Service Coordinator, 1721 DeSales St., NW, Washington, and should include brief description of teacher's experience and qualifications, accompanied by check or money for tuition, payable to Bureau of Accounts, N. Y. State Educational Dept.

Kelvinator is pushing expansion plans, adding almost \$4,000,000 in tools and equipment this year to its main appliance plant in Grand Rapids. One piece of equipment, a special automated line for production of refrigerator outer shells, costs \$725,000 alone. All of the new equipment will be in operation by Sept., reports Joseph W. Lelivelt, mgr. of refrigerated products. Company spokesman said that, contrary to many other appliance manufacturers, Kelvinator has kept production and employment steady, denied published reports of widespread layoffs there.

New market study by Census Bureau (Series P-20, No. 73) reports that every year about 20% of the nation's population changes residence. It notes that in year ending March 1956, movers reached highest level since period of economic reconversion and military demobilization shortly after World War II. Of 33,100,000 who changed residence, 22,200,000 moved within same county, 5,800,000 to different county in same state, 5,100,000 to another state. Report is available from Census Bureau for 10¢.

Canadian TV production totaled 33,426 in Jan., compared with 58,556 in Jan. 1956, reports RETMA of Canada. Of Jan. 1957 output, 17,771 were consoles, 14,081 table models, 1574 combinations. Distributor sales to dealers in Jan. totaled 39,426, of which Ontario took 15,577; Quebec, 8649; British Columbia, 3239; Alberta, 3067; Manitoba, 2759; Nova Scotia, 2339; Saskatchewan, 2119; New Brunswick & Prince Edward Island, 1404; Newfoundland, 273.

Picture tube sales by manufacturers in Jan. totaled 760,860, valued at \$13,594,525, reports RETMA. They compare with 795,476 sold in 5-week Dec. at \$13,423,197 and 892,385 at \$17,016,391 in Jan. 1956. Receiving tube sales in Jan. 1957 totaled 37,571,000, worth \$31,170,000, compared with 34,340,000 at \$29,111,000 in Dec. and 40,141,000 at \$31,314,000 in Jan. 1956.

CBS-Hytron signed 3-year contract with IUE this week on behalf of 3000 production workers, thus ending 2-week threat of strike at Newburyport, Mass. plant. Contract provides for 6% wage increase ranging 6-14¢ per hour, improved vacation pay, fringe benefits.



**Trade Personals:** Max F. Balcom, ex-chairman of Sylvania, now serving as its consultant and as a director, selected as recipient of RETMA's 1957 "Medal of Honor" to be presented during RETMA convention May 15-17 at Chicago's Sheraton Hotel; he is former RETMA president and chairman . . . Ross D. Siragusa Jr., sales mgr. of Admiral TV receivers, assumes additional duties of gen. mgr. of electronics div., replacing Joe Marty Jr., resigned . . . James Conto promoted to sales mgr. of Federal semiconductor div. . . Wm. R. Crotty, mgr. of Erie Resistor's TV-radio sales, promoted to sales mgr. of electronics div.; E. S. Willis promoted to sales mgr. of electro-mechanical div. . . Lester Krugman, ex-Emerson marketing v.p., joins Getschal Adv., N. Y., as exec. v.p. . . Edward Bland, ex-Philco adv. & sales training coordinator, joins Maxwell Assoc., Philadelphia ad agency handling Philco account . . . Harry Estersohn resigns as Jerrold products sales mgr. to form manufacturers' rep for Middle Atlantic states, with offices at 424 E. Allens Lane, Philadelphia . . . Gerald L. Hartman, ex-Coolerator div. of IT&T, joins Whirlpool-Seeger as product mgr. of electronic, gas & built-in ranges; Karl R. Hake promoted to product mgr. of electric ranges . . . James M. Hufnagel, mgr. of home laundry sales for Philco since it bought Avco's Bendix div., resigns . . . Ken Blake, ex-Philco & Admiral, joins Symphonic Radio as sales promotion mgr.; Michael Melack, ex-Westinghouse, becomes chief designer.

Stuart F. Louchheim, pres. of Stuart F. Louchheim Co., Zenith distributor in Philadelphia, presented with first NBC Public Service Award for services as pres. of Philadelphia Academy of Music in staging Centennial Concert and Ball.

GE pres. Ralph J. Cordiner was presented with first Gold Medal Award of N. Y. Economic Club for "excellence in management," at club's 50th anniversary celebration March 12.

**Obituary**

James A. Taylor Sr., 71, founder and ex-pres. of Taylor Electric Co., big RCA distributor in Milwaukee, died of heart attack March 12 at home in Ft. Lauderdale, Fla. He founded Taylor Electric in Madison in 1919, moved to Milwaukee in 1929. He served as pres. until 1949, when he turned busines over to son James A. Taylor, Jr., though he remained active as chairman. He is survived by his widow, son, 2 sisters, 3 grandchildren.

Sylvania-Corning Nuclear Corp., newly organized for atomic research, development & production with headquarters at Bayside, L. I. (Vol. 12:46), names these directors in addition to Dr. Lee L. Davenport, slated to be pres. (Vol. 13:6), and Walter E. Kingston, slated to be exec. v.p. (Vol. 13:8): From Sylvania—Don G. Mitchell, chairman & pres.; W. Benton Harrison, v.p. for finance; Dr. Bennett S. Ellefson, v.p. for engineering & research. From Corning—Wm. C. Decker, pres.; Dr. Wm. H. Armistead, v.p. of research & development div.; Amory Houghton Jr., mgr. of components dept. of electrical products div.

Jerrold Electronics Corp., manufacturer of community antenna system equipment, forms new instruments & test equipment div. under v.p. Caywood C. Cooley, producing new line of sweep generators, coaxial switches, field strength meters, oscilloscope preamplifiers, RF attenuators & accessories, coaxial components.

Motorola will spend \$10-\$12,000,000 this year in adv. & sales promotion, up from estimated \$8-\$9,000,000 spent in 1956, using all media.

Packard-Bell now marketing radio-operated garage door opener at \$200 installed.

**ELECTRONICS PERSONALS:** Capt. Marshall B. Gurney, USN (Ret.), ex-General Bronze Corp., named mgr. of govt. relations dept., Raytheon lab, Santa Barbara, Cal. . . . R. Floyd McCall named v.p. & mgr. of railroad radio product sales, Motorola communications & electronics div. . . . Warren F. Morgan elected v.p. in charge of customer relations for IT&T's Federal Electric Corp. . . . Orville M. Dunning, director of Airborne Instruments Lab's engineering & production div., elected v.p.

Gordon Gray was confirmed by Senate March 14 as director of Office of Defense Mobilization.

**Obituary**

Maj. Gen. James B. Allison, 84, retired Army Signal Corps chief who promoted first application of radar—then called "radio location"—to track airplanes in 1936, died March 13 at his home in York, S. C. He obtained funds from other military research & development projects to perfect radar. Surviving is a sister.

International Resistance Co. reports 1956 income of \$17,106,246, including \$16,787,913 in sales, \$274,780 in royalties, \$43,553 miscellaneous. In 1955, total income was \$15,985,448, including \$15,684,722 sales, \$289,967 royalties, \$10,759 miscellaneous. Net profit, previously reported, was \$523,416 (39¢ per share) in 1956, compared with \$533,296 (39¢) in 1955.

Emerson had consolidated net profit of \$196,509 (10¢ per share on 1,953,373 shares outstanding) for first fiscal quarter ended Feb. 2, compared with \$163,825 (8¢) in similar period year ago. Earnings included \$125,000 arising from recent change in sales & billing arrangements with distributing subsidiaries.

Indiana Steel Products earned \$764,336 (\$2.61 per share) on sales of \$11,329,592 in 1956, compared with \$766,945 (\$2.70) on \$9,402,753 in 1955. Pres. Robert F. Smith explained that heavy investments were made in facilities and diversification and that Canadian plant had loss of \$76,516 in 1956.

Electronics Corp. of America reports net loss of \$476,467 on sales of \$6,973,305 in 1956, compared with profit of \$446,840 (59¢ per share) on \$11,302,456 in 1955. Pres. Arthur Metcalf told stockholders that loss resulted from 62% decrease in military sales, and expenditures for plant expansion.

**Dividends:** Motorola, 37½¢ payable April 12 to stockholders of record March 29; American Broadcasting-Paramount Theatres, 25¢ April 20 to holders March 26; Packard-Bell, 12½¢ April 25 to holders April 10; Universal Pictures, 25¢ March 29 to holders March 23; Dynamics Corp. of America, 10¢ March 31 to holders March 18.

AAP Corp. (formerly PRM Inc.), parent of Associated Artists Productions, which grossed \$22,000,000 on sale of old Warner films to TV since last June, has split 342,000 shares of common 4-for-1. At time of split March 8, it was selling for \$47 a share.

Famous Players Canada, in preliminary statement, reports net income of \$2,738,455 (\$1.58 per share) in 1956, compared with \$2,933,112 (\$1.69) in 1955. Statement notes earnings included profits on sale of govt. bonds & assets of \$376,307 last year and \$378,998 year earlier.

Decca Records reports consolidated net income of \$4,543,902 (\$2.84 per share) on net sales & royalties of \$26,842,460 in 1956, compared with \$3,794,585 (\$2.37) on \$22,610,809 in 1955. Figures include income from undistributed earnings of 80%-owned Universal Pictures.

Discussions of merger of Airborne Instruments Labs and Aircraft Radio Corp. have been discontinued.

Talk by priest was barred by CBS Radio from March 10 *Church of the Air* because its discussion of "growing tensions" between Roman Catholics & Protestants (Vol. 13:10) "did not fit in with the program, which is inspirational & devotional," according to network spokesman. Sermon was to have been delivered by Rev. Thurston N. Davis, editor in chief of *Jesuit America*, who wrote in current issue of weekly that he wanted to blame deterioration in inter-faith relations on misunderstandings of Catholic attitudes on censorship, parochial schools, birth control. Father Davis said CBS suggested rescheduling of broadcast in "less controversial form." CBS decision was protested by Martin H. Work, exec. director of National Council of Catholic Men, which supplies portion of *Church of the Air*. Work lauded CBS for "magnificent contribution to religion" but told CBS Radio pres. Arthur Hull Hayes that discussion of "important moral & religious issues of our time" should be permitted on program.

Protests by Protestants over "Martin Luther" cancellation by *Chicago Tribune's* WGN-TV (Vol. 13:10) subsided March 14 when Action Committee for Freedom of Religious Expression voted in Chicago to withdraw FCC petition for "appropriate action" against station (Vol. 13:8). Committee said "immediate goal" of getting film telecast there was reached when ABC's WBKB scheduled it for April 23, making "substantial contribution" to religious freedom. Committee said it may ask FCC to take a firmer policy position on "controversial issues," but it doesn't seek "punitive measures" against WGN-TV.

One application for TV station and 2 for translators were filed with FCC this week. Application for station was for Ch. 19 in Nacogdoches, Tex. by local businessmen Joe D. Prince, T. Gillette Tilford & Lee Scarborough, who owns KELS-FM, Nacogdoches. Translator applications were for Yosemite National Park, Cal., Ch. 70, by Yosemite Park & Curry Co. to rebroadcast KSBW-TV, Salinas, Cal.; Rawlins, Wyo., Ch. 73, by Rawlins Bcstg. Co. to rebroadcast KFBC-TV, Cheyenne. Total applications for stations stood at 116 (23 uhf); for translators, 54. [For details, see *TV Addenda 24-J* herewith.]

Mandatory one-hour sentence was given cameraman Jack Murphy of WTVT, Tampa, by City Judge John Rudd in Tallahassee March 11 for contempt of court in taking movies outside courtroom (Vol. 13:10). Murphy actually stayed in technical custody 3½ hours while his attorney obtained habeas corpus writ to test Judge Rudd's contention that corridor in which films were shot was within court's jurisdiction because it is used as witness room. Murphy also was sentenced to pay \$100 fine or serve 30 days for contempt.

Labor union drive to organize TV-radio broadcasting fields is "intensified" goal of AFL-CIO, TV-radio management consultant Richard P. Doherty told national labor relations conference sponsored by U. S. Chamber of Commerce March 14 at Shoreham Hotel, Washington. He also said employers should prepare for increased collective bargaining emphasis by labor on effects of automation ("a scare word which instinctively spells unemployment to the average worker & union leader") and on demands for guaranteed annual wages.

Videotape recording will highlight TV sessions of SMPTE's 81st semi-annual convention at Washington's Shoreham Hotel April 29-May 2. Papers on TV tape at April 30 session will cover: (1) Prospective advances in the art; (2) factors affecting splicing; (3) processing of video signal in Ampex recorder; (4) impact of videotape recording on TV management. Other TV papers will deal with: (1) reduction of TV picture line structure; (2) wide-screen TV; (3) theoretical aspects of recording color on black-&-white film; (4) teaching by closed-circuit TV.

New Canadian community antenna systems reported for Quebec by Benco TV Assoc., Toronto (number of subscribers in parentheses): Bagotville—G. H. Duchesne Ltd. (40); Cap Chat—L'C.A.T.V. du Cap Chat (25); Ferme Neuve—Girouard & Girouard (115); Lac Des Isles—Girouard & Girouard (20); St. Justine—St. Justine Distribution TV (35); Ste. Anne de la Perade—Berube Radio & TV (50). All started last year. From British Columbia, Jerrold distributor Fred Welsh reports these previously unreported systems: Penticton—South Okanagan TV Distributors Ltd. (200); Youbou—Youbou TV Ltd. (50); Kamloops—Home-Vue Theatre of Kamloops Ltd. and Black Knight TV Ltd. (neither yet operating); Kimberly—Kootenay Enterprises Ltd. (500).

Biggest community antenna sale to date was consummated this week when Fox, Wells Co. (investments) subsidiary Barnes Engineering sold Clarksburg (W. Va.) TV Cable Corp. to NWL Corp. for \$879,000. NWL Corp. with offices at 100 Park Ave., N. Y., is controlled by noted financial and philanthropic Rosenwald family, which has large interest in Sears, Roebuck, among other holdings. System started operating July 15, 1953; latest report to us (*TV Factbook No. 24*, p. 440) lists 7200 subscribers, potential of 11,500. Sale agreement provides for \$550,000 cash payment, balance out of earnings over next 5 years.

Jerrold Electronics denied all charges of anti-trust law violations in answer to Govt.'s civil anti-trust suit (Vol. 13:7) filed in Philadelphia Federal Court. Answer declares Jerrold discontinued "tie-in sales" features of its contracts with customers in 1954, adding that such service packages formerly were necessary to protect company's goodwill and limit its obligations. In letter to stockholders this week, Jerrold pres. Milton J. Shapp said that even if Govt. should win suit, neither present conduct of business nor future plans would be affected in any way.

Dismissal of libel suit by Washington state educator against Fulton Lewis Jr. (Vol. 13:1) was won March 8 by the MBS commentator on ground he no longer lives or does business in Md., where \$500,000 action was filed. Left pending in Baltimore Federal court were libel claims by Mrs. Pearl A. Wanamaker against MBS and radios WCMB, Baltimore, WBOC, Salisbury, and WJEJ, Hagerstown, which carried Lewis broadcast alleging she had Communist connections.

Lifting of China ban on U. S. newsmen by State Dept. was urged March 11 by Radio-TV News Directors Assn., which said policy is opposed to "American tradition of free access to all the news." Letter to Secy. of State John Foster Dulles by pres. Ted Koop, public affairs & news director for CBS in Washington, said permitting "trained American reporters to tour the country" would be "best way to expose the weaknesses & dangers of the Red China regime."

Unlawful boycott by NABET against WNBF-TV & WNBF, Binghamton, is charged by Triangle Publications Inc. in suit for \$100,000 damages & injunction against union. NABET Local 46 is accused of distributing appeals to other unions in Binghamton area urging them to join in secondary boycott. Stations have been operated by supervisory and other non-union employees since 34 workers represented by NABET went on strike 3 months ago.

### Outgrown

MOVING to larger quarters April 1, *Television Digest* remains in Wyatt Bldg., Washington, retains present phone number. We're shifting from sixth to fourth floor.



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

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# Television Digest

with **ELECTRONICS REPORTS**

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

"TRUE PORTABLE" TV—cordless and transistorized—now technically possible, but economic factors may delay marketing for about 5 years (p. 1).

DEFENSE OF NETWORKS voiced by Robert Sarnoff, answering charges of monopoly; Los Angeles speech divides network service into 4 categories (p. 2).

SUBSCRIPTION TV gets first tentative action by FCC, nothing definite apparent. Exhibitors jumping to nail down "wired theatre" franchises (p. 3).

ALLOCATIONS ACTION popping at FCC. Ch. 8 to be added to Providence. Craven plan given 50-50 chance. Vhf drop-ins due shortly in 4 cities (p. 4).

FEATURE FILM ANTI-TRUST probe aims at "block booking" practices and alleged advantages to large TV stations over small ones, in preliminary inquiry (p. 5).

BROADCASTING INNOVATIONS at IRE show: Single-side-band broadcast gear, TV test signal transmission with program, 2 advances in long-distance microwave (p. 7).

FINAL CPs awarded in Pittsburgh & Port Arthur. Local group favored by examiner for Ch. 11, Toledo. Site moves granted, but Manchester's blocked (p. 8).

ECONOMIC EFFECTS of new stations beyond FCC authority, Commission rules in Cleveland, Tenn. radio case. First ruling squarely on subject (p. 8).

TV PRODUCTION MIX due to be altered in favor of higher-priced units as another means of increasing profits. Consumer credit study released (p. 11).

PATTERN OF UNION demands in TV-radio-electronics industries discerned in IUE's call for guaranteed annual wage, other benefits at Westinghouse (p. 12).

EXECUTIVE COMPENSATIONS in TV-radio-electronics and related companies tabulated for 1956, based on proxy statements recently released (p. 13).

PROFITABILITY OF WJIM-TV & WJIM, Lansing, disclosed in detail in Gross Telecasting Inc. annual report. Revenues, expenses & earnings up (p. 14).

ADMIRAL SALES DECLINE in 1956 to \$182,046,168 from 1955's \$202,361,797, profits also drop to 44 cents per share. Book value placed at \$24.03 per share (p. 14).

CHALLENGES TO ELECTRONICS engineers in next 10 years seen by Fink as radio spectrum conservation, machines that think, nuclear power (p. 15).

24th EDUCATIONAL station begins; KLSE, Monroe, La. starts with 1½ hours daily. WTWV, Tupelo, Miss. goes regular after long tests (p. 9).

NETWORK JAN. BILLINGS 11.9% above Jan. 1956, somewhat down from Dec. CBS gain over Jan. 1956 is 13.5%; NBC 13.3%; ABC 4.1% (p. 16).

**THE 'TRUE PORTABLE' TV—WHEN AND HOW?** Two major and radical changes in the design of TV receivers are clearly visible on today's horizon -- "picture-on-the-wall" TV and the "true portable" cordless set. The former is still solely a scientific challenge, but introduction of the latter now depends more on economics than invention.

Major and radical changes in receiver design have been few in TV's 11-year history -- and by "major and radical" we mean striking innovations which are immediately apparent and perfectly obvious to the buying public. To date, there have been perhaps 3 such innovations of sufficient impact to create symptoms of true "wantfulness" on the part of consumers: (1) Increase in screen from cameo (7-12 in.) to life (16-24 in.) size. (2) Color TV, whose wide acceptance has been hampered almost solely by high price. (3) Portable sets, made possible by development of series-string filament circuits, decrease in parts and lighter weight materials.

Next major change -- "true portable" transistorized cordless set -- could have greater across-the-board impact on TV industry than any other innovation of design with exception of color. For the manufacturing and distributive trade it could open up a second & third-set field almost as vast as did portable radios. In telecasting industry, it may well restore to the vocabulary the phrase "out-of-home viewing," which has hardly been heard since the days when folks used to frequent bars primarily to watch boxing and Berle and only incidentally to guzzle.

Cordless receiver is next logical step in TV's trend toward portability and compactness; what's more, it probably could be built right now on basis of present knowledge and technology. Stumbling block for some time to come will be cost.

Though every major TV maker is actively working toward cordless set, only one

has been willing to make a public prediction: RETMA pres. & GE v.p. Dr. W.R.G. Baker who last December forecast it would be "on the market" in 1958.

We could find no manufacturers or engineers willing to predict a popularly priced cordless set in 1958 as we queried them at this week's IRE convention in New York. If goal is portability at any price -- "sure," say the set makers, "somebody might be able to offer a super-priced set in '58." But stung by their color experiences, set makers this time seem determined to remain cautious until they can see a "true portable" at a price which will appeal to the general public.

Not that all technical problems are solved -- far from it. But the major scientific hurdles have been jumped -- thanks to extensive research & development on complex self-powered military electronic gear, such as guided missiles.

"By the end of 1957," one engineer told us, "experimental transistors will be available in sufficient variety (though not in large quantity) to build a sample transistor TV receiver. Probably 10 manufacturers are now virtually at the point of being able to construct a good sample battery set. It will give a good picture, though not the equal of a good plug-in set."

There is now a transistor in sight for every socket of the cordless portable (with exception of picture tube, which would be transistor-driven). On the basis of present knowledge, a battery portable could be built using about 22 transistors plus cathode ray tube. It would be very light in weight, extremely compact.

The rub, of course, is price. Even when all required transistors become available, it will still be some time before any manufacturer will have opportunity to proceed with the true portable. Historically, price of newly developed transistors has been prohibitive at first for consumer items. Add to this the involved job of freezing designs and circuits, tooling, etc. While it's conceivable that a battery portable could be produced within the next 2 years to sell at \$250-\$300, it's good guess that no manufacturer will be in the mood to produce such an item on the off-chance that it will catch on with the "Cadillac trade."

Not that transistors pose the only problem -- take the power source, for example. Because of huge current demands of picture tube, batteries won't last long, and therefore must be rechargeable by plugging set into outlet at home -- or possibly in the car -- when not in use. How long should a set operate on one battery charge? One logical answer: At least long enough to permit viewing of a full baseball game before picture fades out.

What type batteries should be used? Rechargeable wet cells are out of the question; no matter how well protected, nobody wants acid around the house. Best bet is rechargeable dry cell, now produced mainly in Germany, but commercially available, at a price. Sufficient cells to operate transistor TV for a ballgame-length of time would now cost manufacturer about \$30. This cost obstacle isn't considered insurmountable, since there's no reason why price couldn't eventually be brought down to a few dollars through automated production fostered by large demand.

When will a true portable be available at a price roughly comparable (perhaps \$25-\$50 above) to today's plug-in "transportable" TV? Nobody has definitive answer. But a good guess might be: About 5 years -- or so.

Assuming that 5-years-plus is reasonable timetable for practical saleable outside-the-home TV, what will inside-the-home TV look like at that time? Best guess: About the same as it does today, but with more compact cabinet, far more emphasis on color. And engineers are doubtful whether, even 5 years from now, they will be as far advanced in development of picture-on-the-wall TV as they are today on the true portable cordless TV receiver.

**SARNOFF'S VIGOROUS DEFENSE OF NETWORKING:** Against charges of monopoly, pressure on affiliates and independent film producers, favoritism toward sponsors, et al, NBC pres. Robert W. Sarnoff this week entered eloquent plea of not guilty and, in ringing speech, proceeded to spell out what a network is and isn't.

"The networks have been investigated from Dan to Beersheba, and still the investigations and studies continue," he told Los Angeles Rotary Club March 22. "It is my earnest hope that they will not be sidetracked by claims of self-interested



groups, but that they will test these claims by the one basic issue: will the public interest be advanced if network service is curtailed or crippled? The question must be weighed in terms of today's service compared with the program service that would be left if the network structure were dismantled. I am confident of the verdict when all the facts are in."

He separated network service into 4 broad categories: (1) Entertainment programs which form bulk of schedule. (2) News, special event & public information services. (3) "Public service" programs such as "Romeo and Juliet." (4) Direct aid to worthy public causes and Govt. by donation of millions of dollars of air time. He said networks were not monopolies, not the playthings of a few exhibitionists, nor are they public utilities, as some have contended. He added:

"Each advertiser, outside producer or film supplier is interested primarily in his own program, not in an overall program structure. That is why networks must be free to produce and to select programs for their own schedules. If they were prohibited from doing so, they would be unable to program for the varied tastes of 165,000,000 highly selective Americans. The concept of a balanced service would disintegrate and the networks, as we know them, would cease to exist.

"Our clearance arrangement with stations -- known as 'option time' -- is the very thing which enables simultaneous national broadcast of the network programs. Through it, a network can give advertisers assurance of national circulation for the programs they sponsor. Through it, our affiliated stations can rely on a regular schedule of network programs to increase their total audience."

Sarnoff also took crack at subscription TV, calling it "pay-or-you-don't-see-TV." He said subscription proponents were among most persistent critics of networks, added: "They seek to erect toll booths on broadcasting's electronic freeways and exact tribute for the programs which advertising now supports."

**TOLL TV RUNS ANOTHER FEVER AS FCC BROODS:** FCC made its first move on subscription TV this week -- but no one, including Commission, knows what it amounts to. What Commission did was simply this: Debated subject March 18, then told staff to draft up "something" that seemed to encompass thinking of commissioners, something to serve as a starting point for more discussion.

About only concrete thing out of this week's talk that we can gather is Commission's general agreement that it needs more specific information on how pay-TV might operate. There's also agreement that FCC's only point of control is the station -- not patent holders, distributors, etc.

Here's one possibility: Ask stations to come up with specific ideas on how to operate -- then determine whether a hearing or other proceeding is necessary to conclude whether or how "experiments" might be conducted.

Foregoing would seem to add up to a Commission leaning toward "tests" -- but everyone at Commission assures us it doesn't. What it means, they say, is that commissioners "are willing to take a look at something on paper," nothing more. We're told Commission could agree on something in week or 2 -- or take all summer. One commissioner says: "There doesn't seem to be a majority for turning the whole business over to Congress -- but I think it will end up there." Rep. Harris (D-Ark.), chairman of House Commerce Committee, has indicated he wants his committee in on the policy determination. Chances are he'll get his way.

N.Y. Herald-Tribune has gone all-out for toll TV. March 18 issue carried long feature on subject; on March 20, editorial declared "Give Toll TV a Fair Try-out," while business & financial editor Donald I. Rogers also climbed aboard.

There was mounting fever, meanwhile, in a totally different field of pay TV -- wired "home theatre" systems to be operated by exhibitors. Following Texas' Interstate Circuit action in seeking city franchises to wire homes (Vol. 13:10), more exhibitors are piling in. Video Independent Theatres, which is gearing for pioneer tests in Bartlesville, Okla., this week obtained franchise for Oklahoma City. It's seeking franchises in many other cities, including Enid, Okla. & Carlsbad, N.M. -- to mention 2 that have been publicized.

In Austin, Tex., 4 competitors are vying for franchise. One is Interstate.

Another is Capital Cable Corp., organized by Midwest Video Corp., which operates community antenna systems in Victoria, Paris & Bryan, Tex., Clovis, N.M., Greenville, Miss. Latter told city council it has given stock option to KTBC-TV, Austin (Ch. 7), owned by wife of Senate majority leader Lyndon Johnson.

Jerrold Electronics Corp., which sparked whole wired-pay system concept among exhibitors, is most active in corralling equipment market among them. The other community antenna equipment makers are beginning to call on theatre owners, too. RCA is in solid with Midwest Video. Should wired systems catch on in major cities, equipment business would make past CATV market look like peanuts -- for it costs some \$3000 a mile to feed homes.

One movie producer, 20th Century-Fox's Spyros P. Skouras, doesn't give a hoot for any kind of pay-TV technique, including wired. This week, he said that new features should be kept in theatres; that giving them to TV in any form will cause exhibition industry to deteriorate. We wouldn't be surprised, however, to see him go along with the Bartlesville tryout. Paramount Pictures pres. Barney Balaban, a pay-TV proponent, disagrees emphatically with Skouras. Pushing wired theatre concept at press conference in Los Angeles this week, he said he'd rather deal with "progressive" exhibitors, added that it's been estimated "electronic theatres" will give movie producers 2½ times the revenues they get from conventional exhibition.

**ALLOCATIONS HOT; CRAVEN PLAN GAINS SPEED:** Allocations picture had some fast-breaking features this week. FCC pulled one out of its sleeve by issuing proposal to shift Ch. 8 from New Haven, Conn. to Providence-Fall River-New Bedford area, giving New Haven's WNHC-TV Ch. 6 and deleting Ch. 6 from New Bedford. In addition, Commission instructed staff to draft Comr. Craven's plan to eliminate allocations table in form for further consideration. Beyond that, Commission announced tentative votes (virtually final) affecting 5 important proposed vhf channel drop-ins.

That New Haven-Providence deal is presumed to account for Sen. Pastore's strange mildness, in recent hearings (Vol. 13:10-11), about FCC's failure to shift Ch. 3 from Hartford to Providence. Everyone now assumes he knew Commission had another plan for getting one more vhf channel for Providence. Commenting on fact Triangle's WNHC-TV would have to shift channels, Triangle v.p. Roger W. Clipp said: "If it is practicable and feasible and can provide additional service to the people of Connecticut & Rhode Island, Triangle will not object despite the additional costs which are apparent." Fact is, since WNHC-TV would get a low-band channel and have to use site nearer Hartford, Triangle isn't likely to cry at all. However, swap is dependent on shift of WRGB's Ch. 6 from Schenectady to Syracuse -- and GE has said it intends to fight. Thus, matter won't be resolved quickly.

Chances of Craven plan adoption are considered 50-50 at FCC. Proponents see it offering more vhf channels for more major cities. Opponents envision it as fore-runner of mileage cuts, directionals, power-height variations -- reduced coverage.

The five cities affected by tentative vhf drop-in actions this week were: Miami, where FCC plans to add Ch. 6; Charleston, S.C., add Ch. 4; Norfolk area, add Ch. 13 by substituting Ch. 12 for Ch. 13 in New Bern, N.C.; Duluth-Superior, add Ch. 10 by deleting it from Hibbing, Minn. & Hancock, Mich. In Columbia, S.C. case, Commission is declining to add Ch. 5 because it thinks uhf WNOK-TV (Ch. 67) can do all right against existing vhf competitor but not against another, and because of site problems. In Duluth-Superior case, Commission gets educators off its neck; it had previously proposed to make Ch. 8 commercial.

Some of foregoing vhf drop-ins have definite disabilities as they stand, because of site problems. For example, mileage separations mean that Miami's Ch. 6 has to go 20-30 mi. south of Miami. There are some tremendous pressures to grant waivers, move such channels close in. Many observers believe it inevitable that the moves will be granted, even if grantees build initially with current spacings. There will be plenty of demand for the new channels, anyway. Ch. 12, New Orleans, is already being sought by new Crescent City Telecasters, organized by E. Newton Wray, pres.-gen. mgr. of KTBS-TV, Shreveport (Ch. 3) -- stockholders including Shreveport & New Orleans residents. WDSU-TV, New Orleans, seeks Ch. 12, Port Arthur, Tex.



Litigation following deintermixture actions continues to gather momentum.

Ch. 2 St. Louis applicant Louisiana Purchase Co. (Vol. 13:11) went to Court of Appeals in effort to block shift of KTVI from Ch. 36 to Ch. 2 but stay was denied this week. KTVI plans shift to Ch. 2 by mid-April, in time for opening of Cardinals baseball season. Vhf CP-holders in Peoria & Springfield, Ill., whose channels have been taken away, are said to be readying appeals.

**F**EATURE FILM anti-trust investigation by Justice Dept.—latest phase of Govt.'s multi-pronged probe of TV industry practices—is aimed primarily at distributors of movies to TV, rather than at TV networks or stations. Still in its infancy, inquiry is being pursued actively by Justice Dept. field investigators and FBI agents, who are visiting station operators to gather information on feature film TV distribution practices.

Allegations of "block booking" practices—whereby TV stations must purchase features in packages, taking the bad with the good—are among principal charges under investigation. Former Asst. Attorney General Stanley N. Barnes announced this phase of investigation more than year ago (Vol. 12:9), centering on whether the film majors are violating their 1949 consent decree in which they agreed to discontinue block booking from practices in sales to theatres.

But current inquiry takes in some other angles which differentiate it from the charges in theatrical film prosecution of the 1940's—for example: (1) Time span of contracts between movie distributors and stations, some running as long as 10 years, deprives other stations in same area of use of these films for that period. (2) Huge size of feature film library sales and possibility that this limits purchase of good TV movies to financially strong stations, barring small outlets from market.

FCC's network study committee was authorized to hold hearings, subpoena witnesses and documents, etc., in order to get information from recalcitrant firms and individuals. In statement accompanying order for "investigatory proceedings," Commission noted that most persons and groups contacted supplied the requested information voluntarily. "However," it added, "certain persons, firms and companies have ignored the request or have expressed reluctance to provide voluntarily information which is essential to the study. Also, preliminary evaluation of some of the data and information indicates that in some areas it may be necessary to obtain further information of a more specific character." Order authorizes hearings by any of the 4 commissioners who are members of study committee "and such other employees of the Commission as the committee may designate." Network study group director Roscoe Barrow told us that he had met "considerable reluctance" on the part of some "non-network program producers" to supply some portions of requested information. He said no dates had been set for any hearings, but they could be held "within a relatively short time." He added that it had not yet been decided whether hearings would be open to public. Mere existence of order for hearings could well convince some reluctant parties to supply information voluntarily; therefore, it's not certain whether there actually will be any hearings at all.

FCC appropriation of \$8,300,000 for fiscal 1958—13% under Administration's budget request but \$427,000 more than current year—was approved March 20 by House with no debate. Rep. Vanik (D-O.) made speech urging that FCC and other regulatory bodies collect licensing & service fees from industries they supervise, but proposal evoked no response on floor. Similar budget-reducing suggestion was made last week at House Commerce Committee hearing (Vol. 13:11) by Rep. Younger (R-Cal.).

Report on spot TV expenditures for 1956, amounting to \$397,498,000, was released this week by TvB, which had previously covered much of the information in its Feb. report on 4th quarter expenditures (Vol. 13:7). New report contains list of top 200 spot TV advertisers in 1956; top 25 advertisers by brands; expenditures of leading brand in each sub-product classification; top 10 agencies in 1956 spot spending. The top 10 agencies (leading spot TV brand, and amount spent on that brand, in parentheses): Ted Bates (Viceroy cigarettes, \$5,373,290); McCann-Erickson (Bulova, \$4,298,650); Young & Rubicam (Piel's Beer, \$1,485,300). Leo Burnett (Kellogg Cereals, \$4,810,530); Benton & Bowles (Maxwell House, \$5,461,900); Dancer-Fitzgerald-Sample (Bayer Aspirin, \$3,012,640); BBDO (Lever Bros. Wisk, \$1,874,410); J. Walter Thompson (Ford autos, \$2,981,590); Compton Adv. (Procter & Gamble's Dash, \$1,693,880); Wm. Esty & Co. (Colgate's Brisk, \$1,412,400). By April 9, TvB will release list of 1200 advertisers investing at least \$20,000 in 1956 spot TV, with breakdown by brands.

No action from Federal Trade Commission this week on its long-awaited complaints against advertisers of questionable TV commercials—but there's plenty of press comment in advance of complaints. Jack Gould wrote in March 17 *N. Y. Times* that a great deal of progress has been made in improving taste of TV commercials but that the "larger problems" of irritating, hard-sell commercials remain. His conclusion makes good reading and good sense: "In the last analysis responsible advertisers have far less to fear from the Federal Trade Commission than from the average viewer's good sense. The truly powerful force in TV advertising—and the one advertisers should fear the most—is almost automatically invoked in the case of the commercial that defies reasonable credibility. It is the power of the consumer's drooping eyelid, that heaven-sent knack of looking directly at the screen and never seeing a thing."

TV & movie stars may incorporate themselves after all to escape 91% individual income tax levies, Treasury Dept. has decided. Responding to protests by performers that they'd be ruined financially by proposed new ruling against personal corporations (Vol. 13:4), Internal Revenue Service said regulation will be modified. Companies set up by stars to sell own services will be charged regular 52% corporate rate if more than 20% of income goes to supporting staffs & players. They'll be assessed 91% for personal holding companies only if stars take 80% or more for themselves.

Motivation Analysis Inc., 215 Hollywood Ave., West End, N.J., is new TV-radio research service formed by Dr. Philip Eisenberg, a CBS research psychologist for 12 years. New technique used by his firm, says Dr. Eisenberg, takes into consideration program's popular appeal, relative strength of competition, appeal of personalities on show, atmosphere in homes of viewers during time period, success of promotion. On basis of these factors, his new service advises sponsor or producer on what's wrong with program and what can be done to correct it, he says.

Closed-circuit TV committee to define engineering terms & recommend operating specifications is expected to be formed May 1 by SMPTE during convention in Shoreham Hotel, Washington.

**Personal Notes:** George Klayer promoted to CBS-TV network sales mgr., replaced by Sam K. Maxwell Jr. as eastern sales mgr.; Roland Blair succeeds Maxwell as mid-west sales mgr.; Robert Hoag succeeds late Thomas D. Connolly as mgr. of program sales; Theodore F. Shaker, sales mgr. of WXIX, Milwaukee, switches to N. Y. as account executive, succeeded by Richard P. Hogue, from CBS-TV Spot Sales . . . Carl Lindemann Jr. promoted to director of NBC-TV daytime programs, David W. Tebets to mgr. of special programs, John N. Calley to mgr. of program services, Leroy Passman continuing as mgr. of program administration . . . Thomas C. McCray, v.p.-gen. mgr. of KRCA, Los Angeles, due back week of March 25 from month's European vacation . . . George Greaves, ex-staff exec. of KRCA, Los Angeles, named station mgr. of KBET-TV, Sacramento . . . Robert Adams, ex-CBS-TV, joins ABC-TV as exec. producer for Hollywood program dept.; Rowe S. Giesen, ex-C. J. LaRoche & Co., named ABC-TV coordinator with Walt Disney Productions, headquartering at Disney studios in Burbank, Cal. . . . Sam Fuller resigns as director of special projects, NBC-TV, Hollywood . . . James H. Keachie transferred from Cleveland to be mgr. of RCA's broadcast sales office in Washington, succeeding C. D. (Jim) Pitts, now mgr. of RCA Radiomarine sales in San Francisco . . . Charles J. Simon, sales mgr. of GE's broadcast equipment, named sales mgr. of industrial TV in technical products dept., Syracuse . . . Lewis C. Radford Jr., ex-DuMont transmitter dept., named southeast sales rep of Visual Electronics Corp., headquartering in Atlanta . . . Ira Laufer, ex-radio KFWB, Los Angeles, named gen. mgr. of KSHO-TV, Las Vegas & radio KBMI, Henderson, Nev.; he and Morton Sidley, gen. mgr. of KLAC, Los Angeles, have purchased minor interest from Zugsmith group . . . Claude R. Scott, ex-KNAC-TV, Ft. Smith, Ark., moves to KTBS-TV, Shreveport, La., as chief engineer . . . Joseph D. Lamneck named gen. mgr. of Warner Bros. TV commercial & industrial film dept. . . . Howard Eaton Jr. named TV-radio mgr., Lever Bros. . . . Richard Soule resigns as head of NBC-TV optional station sales to become asst. brand mgr. of Procter & Gamble . . . Wm. Crumley promoted to research v.p. & director of rep Young Television; James F. O'Grady, asst. sales mgr. and ex-ABC-TV & DuMont, also elected to board . . . Anthony Liotti promoted to TV-radio research supervisor of NBC Spot Sales, replacing John Scanlan, now project supervisor in corporate planning for NBC Research & Planning . . . Charles Henderson, publicity mgr. of NBC Radio, assumes additional publicity duties for NBC's owned-&-operated

stations and NBC Spot Sales . . . Ben Ludy promoted to adv. sales director of Capper-Stauffer stations, headquartering in Chicago; Thad Sandstrom, from radio KSEK, Pittsburg, Kans., succeeds Ludy as gen. mgr. of WIBW-TV, Topeka . . . Paul Law, ex-Midwestern Broadcasting School, Chicago, named program director of WLWD, Dayton . . . Charles E. Larkins, ex-WFAA-TV, Dallas & KMBC-TV, Kansas City, named sales promotion, publicity & merchandising director of KTVX, Muskogee-Tulsa . . . Walter Ross, ex-Warner Bros. publicity & press relations director, named public relations director of BMI . . . Howard F. Magwood named TV production v.p., Sound Masters Inc. . . . George F. Sparks, asst. controller, promoted to asst. v.p. in charge of personnel, AT&T long lines dept. . . . C. G. Gunning promoted to gen. news editor of CBC, D. J. Macdonald to gen. supervisor of TV news, Laurence Duffey to mgr. of national TV news . . . Harry H. Foster, ex-gen. mgr. of WFPG-TV & WFPG, Atlantic City, N. J., joins Leotta & Parcher, N. Y. industrial designers.

Top newsreel prize in 14th annual "News Pictures of the Year" contest sponsored by National Press Photographers Assn. & *Encyclopaedia Britannica* goes to INS-Telenews cameraman Gordon Yoder of Dallas bureau. He'll get "Newsreel Cameraman of the Year" citation March 26 at NPPA banquet in Washington for best news film, story of Mansfield, Tex. segregation violence, and first & second sports awards.

New Advertising Council directors include Merle S. Jones, pres. of CBS-TV; Niles Trammell, pres. of WCKT, Miami & ex-pres. of NBC-TV; John B. Poor, pres. of MBS; Lawrence Valenstein, chairman of Grey Adv.; Robert Kenyon, pres. of Magazine Publishers Assn. All officers were re-elected.

Appointment of 2 FCC examiners was formalized this week: Charles J. Frederick, from Office of Opinions & Review; Millard F. French, from Renewal & Transfer Div.

Mrs. Geraldine B. Zorbaugh, v.p. & gen. attorney for CBS Radio, received alumni achievement award from New York U at reunion this week.

Martin Agronsky, ex-ABC, joins NBC's Washington news staff April 7.

### Obituary

Charles A. Schenek, 56, original producer of *March of Time* radio series, later producing such TV series as *Search for Tomorrow* and *Love of Life*, died March 15 of heart attack in Tucson.

DuMont's purchase of WNEW, N. Y., for approximately \$7,500,000 was announced this week, highest price yet for a radio station, eclipsing the \$5,300,000 paid by Westinghouse for WIND, Chicago, last year (Vol. 12:45). Cash involved is \$4,815,407 (including payment of \$750,000 WNEW owes Bankers Trust, N. Y.), remainder being 281,889 shares of DuMont Bestg. stock, with shares fixed at 8¼. Selling principals are Richard D. Buckley, pres.-gen. mgr.; J. D. Wrather Jr., chairman; John L. Loeb of Loeb, Rhoades & Co., brokers. Buckley's \$561,740 loan to WNEW is to be repaid in cash. He also gets token \$2 and 151,696 shares of DuMont stock for his 25% of WNEW and is slated to become pres. of WNEW div. and a DuMont v.p. Wrather-Loeb interests, owners of remaining 75%, also have \$387,500 loan to WNEW, for which they get \$290,628 cash, 11,742 DuMont shares. For WNEW stock, they get \$2,932,085 cash and 118,451 DuMont shares. DuMont Bestg. is financing purchase by borrowing \$3,500,000 from 2 N. Y. banks (\$500,000 to liquidate DuMont loan from Bank of N. Y.) and offering some 300,000 additional shares to stockholders (at rate

of 1 share for every 3 held) to raise additional \$2,000,000. Largest single DuMont stockholder is Paramount Pictures Corp., holding 251,400 shares (26.6%), and if it exercises rights for additional shares, it could get 83,000 more. DuMont stock offering will be underwritten by Kuhn, Loeb & Co. and/or Carl L. Loeb, Rhoades & Co. WNEW was purchased by Buckley-Wrather-Loeb for \$4,000,000 in 1955, at that time a record (Vol. 11:51). WNEW 1956 gross is reported to be in neighborhood of \$5,500,000, with net being \$1,500,000.

Sale of KILT, El Paso (Ch. 13) with radio KELP for \$750,000 to owners of KXLY-TV, Spokane, Wash. by McLendon Investment Co. (Vol. 12:49) was approved this week by FCC. New owners are Joseph Harris, chairman & 40% stockholder; Norman Alexander, pres. & 40%; Richard E. Jones (ex-Storer v.p. & onetime mgr. of DuMont stations), v.p.-gen. mgr. & 20%. Joe Roddy will remain as KILT station mgr., reporting to Jones.

Bill to extend radio licenses to 5 years, leaving TV license period at 3 years (HR-6216), was introduced this week by Rep. Tewes (R-Wis.).



**F**UTURE BROADCASTING innovations were foreshadowed in several groups of technical papers at this week's annual Institute of Radio Engineers convention. Though TV is no longer the darling of the huge engineering session—having yielded spotlight to military electronics, computers, transistors, etc.—there were still enough papers and exhibits with broadcast implications to keep TV-radio engineers hopping. These were broadcasting highlights of New York convention as we saw them:

(1) Compatible single-sideband AM. Greatest interest by broadcast engineers was generated by paper by Leonard Kahn, Kahn Research Labs, on this new transmission technique as applied to standard broadcasting. Describing tests using VOA's Munich transmitter and New York's WMGM, Kahn said CSSB technique—which uses only half the spectrum space occupied by regular double-sideband signals—sharply reduces co-channel & adjacent channel interference, increases nighttime coverage by reducing fading and results in great increase in fidelity.

Being compatible, these improvements are manifest without any change in AM receivers, he said. Transmitters must use an adapter which "currently costs about \$10,000 but should be considerably less in production." In the future, said Kahn, "it is conceivable that specially designed receivers taking full advantage of CSSB could allow double the present number of AM broadcast stations."

(2) Dynamic operational video test signals. TV engineering interest was focused on broadcast seminar headed by Westinghouse Broadcasting's Ralph N. Harmon and featuring engineers from the 4 U. S. & Canadian TV networks, RCA, Telechrome, AT&T and FCC. Novel topic of session was what to do with the 11-12 lines in TV transmission which are currently relatively unused during the vertical blanking period (between pictures).

Proposals centered on several test signals that could be transmitted continually, but would not be seen by home viewer unless vertical hold control is detuned, exposing black space between bottom of one picture and top of next. Among suggestions for new content of portions of blanking interval: Color reference checks; phase, transient & frequency response standards; linearity checks; reference white & reference black levels. Speakers suggested these potential uses for information transmitted during blanking period: To keep constant check on quality of broadcast

at all levels, from studio to AT&T circuits; to permit automatic electronic devices to detect & correct degraded transmission; to provide receiver servicemen with standard monochrome & color signals at all times; for automatic cueing of network-to-local switches by local stations; for special network-to-station communication, with teletype signals transmitted during blanking interval.

(3) "Obstacle gain" propagation. It is now possible to put into widespread practical use new methods of making mountain peaks serve as boosters for radio signals in vhf, uhf & microwave frequencies, according to description by Signal Corps' R. E. Lacy of series of tests made at 40 different locations in California, which verified that sharp mountain peaks blocking transmission paths "will actually strengthen the signal on the other side by as much as 100,000,000 times compared to what it would be with no mountain in the way."

Information gained from the tests—using frequencies from 43.5 to 1865 mc—now makes it possible to compute the "obstacle gain" accurately and to locate transmitting and receiving sites to take advantage of the phenomenon. Tests showed that obstacle gain is in order of 70-80 db in comparison with smooth-earth paths, and "the most interesting phenomenon observed was the relative lack of fading." For microwave communications—if mountains are properly sited between transmitting and receiving stations—"obstacle-gain" has this big advantage over "scatter" communication: it can use relatively conventional radio relay equipment, as opposed to super-high-powered gear required for "scatter" networks.

(4) "Scatter" TV communication: "World's first commercial over-the-horizon microwave system to utilize a frequency band broad enough to carry TV signals" was shown at IRE show by IT&T subsidiary Federal Telecommunication Labs. While Federal officials didn't say where equipment will be used, they stated it "will span a 185-mi. distance" and is designed to handle simultaneously at least 120 telephone channels and a TV program. AT&T and IT&T are now jointly constructing over-the-horizon link between Florida & Cuba (Vol. 13:6), and though AT&T has stated it will be used only for telephone at first, there was no doubt that it is being constructed with TV in mind. Fact that distance between the Florida & Cuba points is same as distance announced by Federal for its new broad-band microwave led to speculation that the equipment shown at IRE show was slated for installation at Guanabo, Cuba, terminal of the international microwave link. IT&T is handling Cuban installation, AT&T the Florida end.

Fascinating narrow-band TV system for industrial use, capable of transmission through ordinary telephone wires with 250-kc bandwidth (vs. regular TV's 4-mc, which requires special cable or microwave), was described before Philadelphia's Franklin Institute March 20 by C. R. Kraus, engineer for Bell Telephone Co. of Pa. Experiments were conducted with equipment supplied by General Precision Lab and Dage, ended up with 2 preferred systems: 15 frames, 185 nominal lines of picture quality; 30 frames, 128 nominal lines. Kraus said the range is currently limited to 10-15 mi. but that it probably can be extended. Advantages: ordinary telephone pairs are inexpensive & ubiquitous (250,000,000 mi. of conductors vs. only 15,000 mi. of video conductors); ease & speed of installation; adequacy for many industrial uses. Copies of speech & pictures may be obtained from GPL, Pleasantville, N. Y.

Closed-circuit "TV station" — including complete studios, origination facilities, etc.—will be inaugurated April 1 by Armed Forces TV Service at Port of Whittier, Alaska. It will be first closed-circuit "station" established by AFTV.

Assembled glass envelope for vidicon tubes was displayed for first time by Corning at IRE show in New York this week. Industrial bulb sales mgr. A. W. Dawson said uncoated assembled envelopes are currently being made and bulbs with electrically conductive coating will be produced early in fall. Availability of ready-assembled envelopes, he said, will enable tube makers to "release hard-to-get production space and valuable engineering personnel to other important tube manufacturing needs."

TV for New Zealand by 1959—a 10-station network—is envisioned in proposal made to Govt. by Philips (New Zealand) Ltd. Philips director Dirk Hudig said firm had advised authorities that it could establish network of 4 major stations and 6 "country" outlets at cost equivalent to 1% of country's wool export receipts.

Probe of China ban imposed on American newsmen by State Dept. (Vol. 13:11) was voted March 19 by Senate Foreign Relations Committee, with hearings to start in 2 weeks.

Nielsen radio coverage will be panel subject at RTES round table luncheon March 26 in Hotel Roosevelt, N. Y.



**PITTSBURGH'S** second commercial vhf station, long delayed by litigation, is now free to build—FCC making effective immediately grant of Ch. 11 for WIIC, now that WENS (Ch. 16) has dropped opposition (Vol. 13:10). Comr. Bartley dissented, frowning on “pay-off” to WENS. Commission also finalized, immediately, grant of Ch. 4, Port Arthur, Tex. to KPAC. In Ponce, P. R., Ponce TV Partnership is clear for CP with withdrawal this week of Portorican-American Bestg. Co. One translator was authorized, Ch. 70 to City of Boise City, Okla.

Initial decision by FCC examiner J. D. Bond in 7-way contest for Ch. 11, Toledo, favors Great Lakes Bestg. Co., chiefly because 7% owner & exec. v.p. Seymour N. Siegel (WNYC, N. Y.) is “career broadcaster with a background of nationally & internationally recognized achievements in broadcasting.” He is considering moving to Toledo to become full-time station mgr. Great Lakes also is favored for ownership-management integration and local ownership. Major stockholders, each with 14.7%, include adman Arthur W. Reichert, pres.; lawyer Wayne E. Shawmaker, secy.; insurance executive Wellington E. Roemer, v.p.-treas.; grain operator Harold Anderson, v.p. Architect John N. Richards, v.p., has 14.5%.

Toledo losers, *Toledo Blade*, whose Block ownership operates radio WWSW, Pittsburgh, and shares CP for WIIC (Ch. 11) there; Edward Lamb's Unity Corp., whose interests include radio WTOD, Toledo, and whose license for WICU, Erie, Pa., is due for renewal after long hassle

**SIGNIFICANT** decision by FCC this week, with long-range repercussions, came in little Cleveland, Tenn. AM-CP case. For first time, Commission ruled flatly that it has no authority to consider economics in granting new stations. WCLE had been granted in Cleveland, then protested by existing WBAC. Commission said: “We take this opportunity now to disclaim any power to consider the effects of legal competition upon the public service in the field of broadcasting. We say ‘legal competition’ to distinguish it from unfair competition, practices in restraint of trade, or conspiracies to monopolize, against which there are specific statutory directives.”

Another salient quote: “If we must protect every existing broadcast service when it is shown that the public may be injured if the provider of an existing service is injured, free competition will not be the rule in this industry; it will be the exception. In any event, such consequences of competition are not so unexpected, remote or rare for us to assume that Congress was unaware of these possible results when it decided that free competition should exist in the broadcast industry.”

Concurring, Chairman McConnaughey stated: “I seriously doubt the Commission has power to consider matters involving ‘economic injury’ except perhaps in 307(b) cases, in which the question of comparative need among communities is weighed.”

Comrs. Hyde & Bartley concurred in this particular case but asserted belief Commission does have authority to consider economic impact of grants and effects on public interest.

Transfer of KLTW, Tyler, Tex. (Ch. 7) to The Channel 7 Co., whereby gen. mgr. Marshall Pengra gets 20% interest for \$7460, plus assumption of 20% of obligations (Vol. 13:8) was approved this week by FCC. Mrs. Lansing and husband Gerald Hall Lansing each holds 40% in new firm and Mrs. Lansing remains sole owner of radio KGKB, Tyler.

ABC-TV & Radio networks will carry NARTB pres. Harold E. Fellows' speech 3-3:30 p.m. April 10 during NARTB convention in Chicago April 7-11.

over alleged Communist associations (Vol. 13:3); Citizens Bestg. Co. (UAW Local 12); Anthony Wayne TV Corp., whose Harold Gross controls WJIM-TV, Lansing, Mich. (see p. 14); radio WTOL, Toledo; Maumee Valley Bestg.

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It was also “site-move” week among FCC's actions. WRCV-TV, Philadelphia (Ch. 3) was granted shift to 4 mi. from present location; it will share new tower with WFIL-TV. WHBF-TV, Rock Island (Ch. 4) can now move to point about 15 mi. northeast of city. WJBF, Augusta, Ga. (Ch. 6) was given permission to shift to point near Beech Island, S. C., about 10 mi. from present site.

Proposed move of WMUR-TV, Manchester (Ch. 9) to point about 20 mi. from Boston appears blocked by competing application for Ch. 9 in Manchester—TV for New Hampshire Inc.—which asked to be considered in comparative hearing with WMUR-TV when latter's license renewal comes up April 1. FCC seems obligated to conduct hearing.

Channel shift proposed by FCC this week, in addition to New Haven-Providence Ch. 8 deal (p. 4), was to swap Ch. 29 & Ch. 31 between Kokomo & Marion, Ind., sought by WINT (now WANE-TV), Ft. Wayne (Ch. 15) so that it can use site in Ft. Wayne.

New channel changes sought: (1) Waycross, Ga., add Ch. 8, by prospective applicant John H. Phipps. (2) Carbondale, Ill., add Ch. 3, by WCIL. (3) Brookings, Ore., add Ch. 6, by KPIC, Roseburg (Ch. 4).

Option for WEAT-TV, W. Palm Beach (Ch. 12) & WEAT is being exercised by Palm Beach TV Co. Inc., acquiring properties for approximately \$600,000 from RKO Teleradio Pictures, it's revealed by application filed this week. RKO, which acquired stations for \$194,000 from J. Robert Meachem in 1955 (Vol. 11:27, 31), gave option to Bertram Lebhar, exec. v.p. of Cole, Fisher & Rogow adv. N. Y. and one time sales mgr. of WATV, Newark-New York, as part of agreement whereby he became gen. mgr. of stations in Oct. 1956. Palm Beach TV is 80% owned by Rex Rand's WINZ, Miami, 20% by Lebhar, who has option for additional 5% from Rand. Sale agreement provides that all current assets and liabilities are to be transferred to RKO prior to closing. Combined Dec. 31 balance sheet lists \$485,338 current liabilities (including \$299,816 advanced by RKO), \$67,498 current assets. Deficit for 1956 was \$104,200; deficit up to 1956, \$136,667. It has \$247,602 fixed assets out of \$413,470 total assets.

Present owners of KVDO-TV, Corpus Christi (Ch. 22) also own stock in South Texas Telecasting Co. Inc. which is buying the station for \$94,000, also assuming \$100,000 in obligations, it's revealed in application filed with FCC this week. They are Gabriel Lozano, Joe Garza, Celso Guzman (each with 9%) and chief engineer Nestor Cuesta Jr., with 13%. E. J. Healey, chairman of South Texas, owns 17%; Hubert J. Schmidt, pres. and former KVDO-TV employee, 17%; Dr. Jose A. Garcia, 9%; and 4 other local residents, 4% each. Lozano group also has holdings in Corpus Christi radio KCCT. Dec. 31 balance sheet shows \$14,104 deficit for year, total deficit being \$54,718. It has \$92,598 fixed liabilities (\$55,396 due RCA), \$29,400 current liabilities. Also shown are \$128,806 fixed assets, \$24,251 current assets, out of \$156,440 total assets.

Bureau of Broadcast Measurement, 96 Eglinton Ave. E., Toronto, estimates 2,400,600 TV households in Canada as of Nov. 1956—60% of 4,033,200 total. Breakdown: Ontario, 1,025,700; Quebec, 712,000; British Columbia, 195,200; Alberta, 122,700; Manitoba, 112,300; Nova Scotia, 89,000; Saskatchewan, 67,100; New Brunswick, 54,500; Newfoundland, 16,200; Prince Edward Island, 5900.



ONE EDUCATIONAL outlet began in Louisiana and a commercial station began regular programming in neighboring Mississippi. KLSE, Monroe (Ch. 13), 24th non-commercial, started program tests, mostly live, March 9, 10-11:30 a.m., 5 days weekly. WTWV, Tupelo, Miss. (Ch. 9), began with NBC-TV after being on air with test pattern since Feb. 5 (Vol. 13:5). In addition, KTVI, St. Louis (Ch. 36), notified FCC it had ceased operation March 20 in order to convert to Ch. 2. On-air boxscore now stands at 497 (94 uhf).

KLSE has 5-kw RCA transmitter in plant of defunct KFAZ (Ch. 43) on outskirts of Monroe, also has 6-bay antenna on 300-ft. KFAZ tower. KFAZ plant was acquired by State Dept. of Education for undisclosed price after former owner J. O. Willett had converted to Ch. 13 and placed it in operating condition nearly year ago. Operations are under direction of Gordon Canterbury & Robert Rousse, from State Dept. of Education, reporting to State Supt. Shelby M. Jackson. Students from Northeast State College and Ouachita Valley State Trade School, both Monroe, are helping operate station.

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

WLWI, Indianapolis (Ch. 13), awarded to Crosley Bcstg. Corp. by recent final decision, will begin construction immediately, according to chairman James D. Shouse and pres. Robert E. Dunville, who didn't estimate starting date, placed cost at \$2,000,000. Transmitter will be at Ditch Rd. and 96th St., studios at 1401 N. Meridian St.

WFGA-TV, Jacksonville, Fla. (Ch. 12), which hasn't a set target, has ordered 50-kw RCA transmitter for shipment March 18, reports station mgr. Jesse H. Cripe. Grant was protested by WPDQ, Jacksonville (Vol. 13:4), but FCC has taken no action on request to stay grant and reopen record. WFGA-TV is now constructing second floor of studio-transmitter building, also is working on foundation for 900-ft. Ideco tower, which will have 12-section superturnstile antenna. Network affiliation hasn't been signed yet and rates haven't been set. Rep will be Peters, Griffin, Woodward.

WINR-TV, Binghamton, N. Y. (Ch. 40) has ordered 25-kw RCA transmitter and plans mid-July test patterns, programming by mid-Aug., writes gen. mgr. Dale Taylor, ex-mgr. of radio WENY, Elmira. Owner is *Binghamton Press* (Gannett), which acquired CP along with radio WINR from group headed by Mayor Donald W. Kramer (Vol. 13:2). It's building new studios, to be ready by mid-June, also is putting TV addition on AM transmitter house. It has RCA pylon 52-gain antenna due July 1 to be used on 200-ft. tower. Base hour not set. Rep is Hollingbery.

Subcommittee on Daytime Radio Broadcasting, of Senate Small Business Committee, is now headed by Sen. Wayne Morse (D-Ore.) who succeeds Sen. Kennedy (D-Mass.). Also appointed was Sen. Alan Bible (D-Nev.); Sen. Schoepel (R-Kan.) is third member. Announcing appointments, full committee chairman Sen. Sparkman (D-Ala.) said: "There is increasing evidence that the regulatory agencies . . . are discriminating against small business . . . There may be some question as to whether the discrimination is deliberate or simply inherent in the procedures established by the agencies . . . It is difficult, for example, to understand why the FCC has been unable to give consideration to the petition of the daytimers which has been pending before it for over 10 years."

KUAM-TV & KUAM, Guam, open sales office in Bishop Bank Bldg., Honolulu.

KTVC, Ensign, Kan. (Ch. 6) is installing 5-kw GE transmitter but hasn't definite target, reports Wendell Elliott, v.p.-gen. mgr. & 5.65% owner. It will pick up programs of ABC-TV affiliate KAKE-TV, Wichita (Ch. 10), also has signed with CBS-TV under Extended Market Plan as non-interconnected affiliate, is seeking similar contract with NBC-TV. Custom-made 600-ft. Liberty tower is due mid-April; 6-bay antenna is expected by March 30. Raytheon microwave to Stafford, Kan. is due momentarily. Ben Karr, ex-KAKE-TV, is chief engineer. Base hour will be \$100. Rep not chosen.

CFCR-TV, Kamloops, B. C. (Ch. 4) aims for test patterns by March 25, programming April 1, reports mgr. Ian G. Clark, also mgr. of radio CFJC, licensed to *Kamloops Sentinel*. Gates 500-watt transmitter and studios will be housed in new concrete block building, into which CFJC moved year ago. It already has Gates 2-ring antenna, and 70-ft. tower is en route. Coming from radio CFJC are Walter Harwood, commercial mgr.; Gordon Rye, program mgr.; J. Fred Weber, chief engineer. Base hour will be \$75. Rep is All-Canada.

CBC Board of Governors March 15 recommended grant of Ch. 2, Kelowna, B.C., with satellites at Penticton, B.C. (Ch. 13) and Vernon, B.C. (Ch. 7), to Okanagan Valley TV Co. Ltd., owned by radio stations CKOV, Kelowna (Mrs. J. W. B. Browne, pres.); CKOK, Penticton (Maurice P. Finnerty, managing director); CJIB, Vernon (Charles Pitt, pres.). Also approved was CKSO-TV, Sudbury, Ont. (Ch. 5) power increase to 30-kw visual using directional antenna.

Control of CHCT-TV, Calgary, Alta. (Ch. 2) goes to Frederick Shaw, CBC board at March 15 meeting having approved sales of 1/3 by CFCN (H. G. Love, pres.) for undisclosed price to Shaw's CKXL, already 1/3 owner (Vol. 13:7). Owner of other 1/3 is CFAC, affiliated with Southham newspapers' *Calgary Herald*.

Uhf satellite concept has so impressed Wm. L. Putnam, mgr. of WWLP, Springfield, Mass. (Ch. 22), who is also building WRLP, Greenfield, Mass. (Ch. 32), that he plans to file for Ch. 64 satellite in Pittsfield. He also reports that WRLP sales mgr. will be Philip J. Renison, from WWLP; that WWLP has declared another 10¢ dividend.

WBZ-TV, Boston, completed 1349-ft. multiple-antenna Ideco tower in Needham Heights March 13, plans "weeks" of tests. Other vhf Boston stations have been invited to locate antennas on tower (Vol. 12:45).

WINT, Fort Wayne, changes call to WANE-TV April 1, when it also changes rep to Petry (from H-R Television).

Omaha's primary ABC-TV affiliate will be KETV (Ch. 7), due to begin programming in Sept.

City of Butte, Mont. told FCC it wants to build translator because local KXLF-TV (Ch. 4) offers mostly film, adds it will go off air when Ch. 6 station starts if Commission feels translator "is detrimental to the primary TV station service." City supplied explanation in response to FCC's letter which said it had doubts about giving city a translator grant. The Commission also frowned on City's operation of unlicensed vhf booster—to which City replied: "We were merely attempting to serve the people of this area by providing them with live TV through that means until the translator could be authorized."

Canadian TV has pierced Iron Curtain, according to UP dispatch from Ottawa, which reported March 22 that Canadian TV stations have been picked up on TV screens in Estonia. It didn't say how.

**Network Accounts:** Average network TV advertiser has been on air for nearly 4 years, reports TvB pres. Norman E. Cash in connection with Bureau's upcoming annual compilation of network advertisers, which also reports that 321 companies used network TV last year, of which 86 were new to network. It represents all-time high in number using network, Cash saying "it is one more sign, among others, that the medium's continuing growth is of increasing importance in the overall economy of the nation." . . . Lever Bros. and Procter & Gamble spend \$6,500,000 in gross billings for partic. on 4 NBC-TV daytime programs: *Price Is Right*, *Truth or Consequences*, *Tic Tac Dough*, *Comedy Time* . . . Buick, out of network TV since dropping *Jackie Gleason Show*, buys alt. Fri. 8:30-9 p.m. time period on ABC-TV starting in fall, for undetermined show, thru Kudner . . . RCA and Whirlpool-Seeger buy alt. sponsorship (with Chesterfields) of upcoming Eddie Fisher and George Gobel variety show, still untitled, on NBC-TV starting Sept. 24, Tue. 8-9 p.m., thru Kenyon & Eckhardt . . . R. J. Reynolds to be one-fourth sponsor of 26 Sat. major league baseball games on NBC-TV starting April 6, thru Wm. Esty Co. . . . Drackett Co. (Windex glass cleaner) buys one-third sponsorship of 6 consecutive *Steve Allen Show* programs on NBC-TV, Sun. 8-9 p.m., starting May 5, thru Young & Rubicam . . . Evinrude Motors buys one partic. per week on *Hollywood Film Theatre* on ABC-TV starting April 7, Sun. 7:30-9 p.m., thru Cramer-Krasselt Co., Milwaukee . . . Campbell Soup and Lever Bros. to cancel *On Trial* on NBC-TV Fri. 9-9:30 p.m. . . . GE cancels alt. sponsorship of *Broken Arrow* on ABC-TV, Tue. 9-9:30 p.m., Miles Labs continuing as alt. sponsor for rest of season.

TV quiz shows on business & finance topics should be among best bets for "Big Business" to teach public "a little more about the capitalistic system and what makes it work," business & financial editor Donald I. Rogers says in March 22 *N. Y. Herald Tribune*. He thinks that popularity of such shows as NBC-TV's *Twenty-One* is due to "vicarious interest in human avariciousness," not to subject matter of questions, but that format could be put to "good use" by business to explain free enterprise.

ABC-TV signed 2-year agreement with International Boxing Club this week for continuance of Wed. night fights 10-11 p.m. Mennen Co. will continue as co-sponsor, though Pabst is dropping out shortly. About \$9,000,000 is involved in 2-year pact for talent, time, production & line charges. IBC will continue to receive \$18,500 per week for promoting fights, and each fighter will receive \$4000 as his share of TV revenue, apart from percentages of gate receipts.

"Real trouble could be in the making" unless costs of advertising on TV are reduced, Young & Rubicam pres. Sigurd Larmon told Omaha Ad Club following dedication of cornerstone for new building of KETV there. He said that "maintaining effective continuity at today's TV prices presents a real problem to many advertisers." He added that 25% of Young & Rubicam's TV billings last year went into spot.

Hot personnel rumor making rounds this week had ABC-TV v.p. John Daly, famed as newsman and moderator, switching to NBC-TV as v.p. Rumors were unverifiable, but it was acknowledged that "talks have been held." If he makes the shift, he would be 6th ABC v.p. to join NBC since Robert E. Kintner became exec. v.p. there.

**Telecasting Notes:** Widely publicized "frontal attack" on TV was launched this week by 20th Century-Fox, which embarked on heaviest movie-making schedule attempted by any film company since 1940—with 65 pictures slated to go into production within next 12 months, 55 to be released during that period . . . "I'm taking the biggest chance of my career," announced 20th Century-Fox pres. Spyros P. Skouras. "But TV is here and we can coexist profitably only by giving the people better entertainment and getting them away from easy entertainment. We must produce more and more important pictures to get people away from their home sets" . . . Barry & Enright Productions, owners of *Twenty-One* & *Tic Tac Dough* (NBC-TV) as well as *Winky Dink* (CBS-TV), is on verge of being sold to NBC in deal reportedly amounting to over \$1,000,000 . . . Official Films to re-enter field of first-run syndication, drawing on new revolving fund of "several millions of dollars" to finance production. Company plans to offer first-run series for syndication next year—one made in England, 2 made in U. S. . . . Like old times: With Charles Van Doren gone but not forgotten, CBS-TV's *Lucy* out-Trendexed NBC-TV's *Twenty-One* this week . . . TV quiz whiz Robert Strom, 11-year-old science authority on *The \$64,000 Question*, is sought by producer Nicholas Nayfact for lead role in Metro's science-fiction movie "The Invisible Boy" . . . John Crosby, *N. Y. Herald Tribune* Syndicate TV-radio columnist, has been approached by CBS-TV as possible host for next season's educational spectacular series, *7 Lively Arts* . . . State Dept. will distribute for overseas TV & motion picture use a documentary film on Hungarian situation made by Boston's WNAC-TV; titled "Welt-schmerz," film was made in Austria, contains shots of Hungarians escaping over border, interviews with refugees.

TOP "EMMY" award honors voted by Academy of TV Arts & Sciences in annual poll of 2500 members, announced March 16 in N. Y. & Hollywood on NBC-TV's *Saturday Color Carnival*, were split by *Playhouse 90's* "Requiem for a Heavyweight" (CBS) and *Caesar's Hour* (NBC).

Best new program series of 1956 was *Playhouse 90*, whose "Requiem" took 5 awards: single show; single performance by actor, Jack Palance; teleplay writing, hour or more, Rod Serling; direction, hour or more, Ralph Nelson; art direction, hour or more, Albert Heschong.

"Emmy" for best series, hour or more, went to *Caesar's Hour*, which had 4 individual citations: continuing performance by comedian, Sid Caesar; continuing performance by comedienne, Nanette Fabray; supporting performance by actor, Carl Reiner; supporting performance by actress, Pat Carroll.

Other major awards: public service series, *See It Now* (CBS); news coverage, "Years of Crisis" (CBS); commentator, Edward R. Murrow (CBS); single performance by actress, Claire Trevor, "Dodsworth" (NBC); male personality, Perry Como (NBC); female personality, Dinah Shore (NBC); musical contribution, Leonard Bernstein (ABC); series, half hour or less, and comedy writing, *Phil Silvers Show* (CBS); continuing performance by actor in series, Robert Young (NBC); continuing performance by actress in series, Loretta Young (NBC); engineering or technical achievement, videotape (Ampex & CBS).

Survey of community antenna operators by NCTA disclosed 11 operating closed-circuit channels, 7 with definite plans for such operations, 59 investigating possibilities. NCTA also found that 62 of the 165 respondents receive 3 stations; 25, four; 51, five; 6, six; 6, seven; 2, eight. Only 3 reported getting one station, 9 getting two.

New reps: WDIX-TV, Jackson, Tenn. to Venard, Rintoul & McConnell (from Headley-Reed); upcoming KETV, Omaha, due by fall, names II-R Television.



**PRODUCTION MIX—ANOTHER KEY TO TV PROFITS:** Two major trends in TV trade in final 6 months of 1957 seem sure to come out of industry's quest for greater profits: increases in prices, and a greater concentration on output of higher-priced units.

Altering production mix to emphasize 17-in. portables & 21-in. sets, with corresponding de-emphasis of portables 14-in. and under, is definitely in the works, leading TV manufacturers agree. When accompanied by price increases, they believe it will have the desired effect of restoring profitability to TV.

Reaction of Philco pres. James M. Skinner Jr. typified attitude of all major set makers, with this comment to us: "We're going to try like the devil to put our major selling effort on the higher-priced receivers. It's always been our policy, as I'm sure it has been with other manufacturers, to achieve the highest possible margin on our TV sales, though sometimes competitive forces have been too strong."

It's obvious that a selling job has to be done on public, whose appetites for low-end units have been whetted by determination of some in trade to push price-appeal alone. That goes for retailers and distributors, as well as manufacturers.

RETMA statistics for Jan., latest available for 1957, show how far downward spiral has gone. Receivers 21-in. and larger accounted for 62% of Jan. 1957 output, way down from 85% in Jan. 1956. Biggest factor, of course, has been huge gain in portables, which advanced from 7% of TV output to 32% in the year. Non-portable table models declined from 47% to 34%, consoles and combination from 46% to 34%.

Color represents another possible source of higher-end sales -- though one must be chary about predictions on size of this market in 1957. Even RCA officials are mum, but it's known that a 10% increase in sales this year has been targeted.

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TV movement may be sluggish at moment, pending big merchandising thrust in final 6 months of year, but there's nothing languid about radio. Sparked by trend to miniaturization, popularity of portable and clock sets, sales of home radios at retail in first quarter seem certain to exceed the 1,513,722 units sold in first 3 months of 1956. There's also 10-15% increase in auto radio output so far in 1957.

**Consumer Credit:** It's no secret that TV-radio-appliance manufacturers solidly oppose reimposition of credit controls -- and Federal Reserve Board's long-awaited comprehensive study of consumer credit, released this week, bears it out. Of TV-radio-appliance manufacturers queried by FRB, only Whirlpool-Seeger favored any form of controls -- and it suggested that controls be used only at banks and that a type of Federal Reserve System be established for finance companies. Those opposing controls were RCA, Philco, Sylvania, Zenith, Westinghouse, Stromberg-Carlson, GE, Avco. Among TV-radio-appliance retailers, there was more sentiment for controls.

Sales of TV-radio-appliances were stimulated by consumer credit extension, said report. But it also noted that lenders are now likely to give more liberal terms for financing refrigerators than for TV sets. Lenders also reported to FRB that 36-month payment contracts were often granted on higher-priced TV sets.

FRB's 5-volume study estimated that consumer credit may grow by 5-6% per year, and that by 1965 families may be putting 13-14% of their spendable income into installment buying, as against 11% in last 2 years and 7% in 1940.

**Production:** TV output totaled 129,754 week ended March 15, compared to 121,927 preceding week and 131,963 in corresponding week year ago. It was year's 11th week and brought TV production for year to date to about 1,259,000, compared with 1,572,632 in same period of 1956. Radio production totaled 328,540 (126,352 auto) week ended March 15, compared with 345,342 (135,700) preceding week and 276,983 (95,245) in corresponding week year ago. Radio production for 11 weeks totaled 3,376,000 (1,439,000) vs. 2,988,196 (1,244,221 auto) in same 1956 period.

**Topics & Trends of TV Trade:** First outlines of pattern that may become general in labor negotiations with TV-radio-electronics manufacturers began to take shape this week in IUE conference board's proposals for Westinghouse talks. Union spokesman said that policies on automation and guaranteed annual wage worked out at Westinghouse may be applicable elsewhere though program would be subject to modification in each company.

Demand for guaranteed annual wage to minimize impact of automation is major point in IUE-Westinghouse conference board program. IUE board says Westinghouse should put aside a "fixed sum" based on hours worked so the "employee alone does not bear the responsibility for temporary displacements by enduring a lowered standard of living."

IUE spokesman said the proposals may now be applied by locals where new plants are organized or become automated. He said the board and international officials will try to get proposals adopted on a national level in contract negotiations this fall and in next year's general reopening for employment security.

Other points in the proposal: (1) guarantee of no layoffs due to automation; (2) development of joint plan for job evaluation, taking into consideration automated operations; (3) job training opportunity based on seniority; (4) at least 2 weeks per year severance pay for displaced workers; (5) reduced work week and increased vacations without cut in hourly pay to avoid widespread layoffs under automation.

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Kelvinator expansion plans were revealed this week by George Romney, pres. of parent American Motors Corp., who told newsmen: "It is the company's intention to strengthen and expand the Kelvinator appliance business, already a full-line leader in the industry, by the addition of new products through our own research and development and by acquisitions." He gave no details. His comment followed talks with financier Louis E. Wolfson, who has become a major stockholder.

Admiral claims second position among freezer manufacturers, says it's one of 5 largest refrigerator makers and produces one appliance every 10.6 seconds at Galesburg, Ill. Appliance City manufacturing center. B. H. Melton, national sales mgr., appliance div., told 159 mid-west dealers the plant can produce 500,000 appliances a year, has annual payroll of more than \$7,000,000. TV sets are produced at Harvard, Ill.

Plamondon Magnetics Co., which recently filed Chapter XI petition in Chicago Federal court, lists assets of \$762,149, liabilities of \$926,826 in schedules made public this week. It offers unsecured creditors 100% payment in monthly installments of 5% each. Among unsecured creditors are pres. A. D. Plamondon Jr., \$136,500; Motorola chairman Paul V. Galvin, \$75,000.

Business failures in Feb. among TV-radio-appliance retailers totaled 41, representing liabilities of \$1,273,000, according to Dun & Bradstreet monthly report. They compare with 36 failures & \$1,905,000 liabilities in Jan. and 28 failures & \$794,000 liabilities in Feb. 1956.

Philco closed factory service branch this week in Silver Spring, Md., suburb of Washington, announcing that "adequate independent service was found to be available." It reduced Philco's factory service branches to 15.

New monthly promotion plan for RCA Whirlpool appliances has been started, with factory providing distributors full promotional kits. Each month distributor picks appliance he wishes to feature.

Westinghouse adds two 14-in. portables, with vinyl finish cabinets and 90-degree tubes, both at \$150.

Color TV received less attention at this week's IRE convention than at any in recent years. The one session on color brought out no transcendental new developments, but was devoted to improvements in systems which have already been described—Philco's Apple and Chromatic's Chromatron. Session began with review of proposals for color TV in Europe, by Hazeltine's Charles J. Hirsch, chairman of CCIR's TV Preparatory Committee. While jumble of different standards makes European TV situation a "mess," he said there is hope that all or most countries will get together on single color system—modified version of America's NTSC system. Improvements in Philco's beam indexing color system—which was described at last year's convention (Vol. 12:12)—were subjects of 3 technical papers, which revealed: (1) Brightness of tube has been increased from 40 to 60 ft.-lamberts and color saturation improved by use of unequal color line widths. (2) New receiver circuit has been designed around Apple tube. (3) "Intensive study" using electronics computer has proved accuracy of color reproduction in Apple system. Chromatic engineers gave paper indicating that "brightness enhancement techniques" can increase brightness of presently available Lawrence single-gun tubes to 50-60 ft.-lamberts.

First local live color program on regular schedule in Michigan is claimed by WJBK-TV, Detroit, for 6-year-old *Ladies' Day*, Mon-thru-Fri. audience participation show which shifts to color March 25.

"Color Cartoon Carnival," one-shot 90-min. local show of Warner Bros. & "Popeye" cartoons, is scheduled by WFIL-TV, Philadelphia, for April 7.



Delmonico International Corp., N. Y., importer of German and Japanese radios & hi-fi, reorganizes with heavy sprinkling of former Olympic Radio officials in top command. Adolph A. Juviler, first pres. and chairman of Olympic, becomes chairman; Al Friedman, ex-Olympic v.p., is pres.; Herbert Kabat, ex-Olympic sales v.p., exec. v.p. Friedman says firm has been refinanced with about 4 times previous capital and plans to expand selling operations.

DuMont is redesigning production facilities at E. Paterson, N. J. TV-radio-hi-fi plant, making extensive use of mechanization and material handling, leading to "complete flexibility of production" to meet changing demands. Production during April will be interrupted but company says it will result in economies insuring dealers "highest quality at competitive prices."

Ampex forms new subsidiary, Ampex Audio Inc., aimed at hi-fi consumer field. Philip Gundy, v.p. of Ampex audio div., is pres. of new firm, now building 40,000-sq. ft. plant at Sunnydale, Cal. By July it expects to start shipping product line which Gundy says will include combination record player-tape recorders at \$380-\$1470.

Admiral moves into components field, with first products—4-speed automatic record changer and dot generators—being made available to jobbers. Special products mgr. Willis L. Wood says 2 models of the record changer are being offered, plus optional base.

Japanese "Parrot" pocket portable radio, priced at \$25 with case & earphone, is being imported by Polyrad Co., Cincinnati, with E. T. Conrad & Assoc., Canton, O. as national sales agency.

New 110-degree CR tube (RCA-17CDP4), for use in series heater-string operations, was added to RCA's tube line this week. It has 16 9/16-in. diagonal, length of 12 9/16-in., weighs 10 lbs.

Special uhf antenna, designed specifically for its portable sets, is offered by Motorola at no extra cost. It's loop type, rotatable.



**Trade Personals:** Joseph B. Elliott, ex-RCA exec. v.p. for consumer products, now exec. v.p. of Raymond Rosen & Co., received "Share Your Knowledge" award at dinner of Philadelphia Club of Printers and Craftsmen . . . James H. Carmine, ex-Philco pres., vacationing at Bal Harbour, Fla. where his yacht *Miljata II* is berthed . . . Ray Durst, ex-Hallicrafters exec. v.p., currently on homeward lap of world cruise on Cunard liner *R.M.S. Caronia*, is due to dock in Honolulu April 18, San Francisco April 24, may be addressed at ship in those ports via air mail up to April 14 . . . Edmour F. Giguere, ex-Clevite v.p., named to new post of mgr., new market coordination, RCA components div., Camden . . . Edward W. Allen Jr. promoted to mgr. of DuMont public relations, replacing Benjamin C. Bowker, who joins U. S. Plywood Corp. . . . Paul J. Weber promoted to marketing mgr., Ampex instrumentation div., succeeding John Jipp, now div. mgr.; Thomas E. Davis becomes national sales mgr., Al Sroka acting southwest district mgr. at Los Angeles . . . Samuel Olchak resigns as gen. sales mgr. of DeWald Radio . . . R. O. Richards named to new post of Westinghouse mgr. of advertising for company-built kitchen dept. . . . Byron C. Wagner promoted to Frigidaire air conditioning sales mgr., Fred E. Lehman to mgr. of commercial sales . . . Lee Palmer promoted to mgr. of Am-Par Record Corp., Hollywood, AB-PT's record manufacturing subsidiary . . . Ralph B. Austrian, ex-DuMont, named sales mgr. of Ling Electronics . . . Ivan R. Saddler appointed mgr. of materials & modules planning, RCA components div. . . M. Ross Yeiter promoted to sales mgr. of Sylvania special tube operations, Woburn, Mass.

Cohu Electronics Inc., headed by Kay Lab chairman & pres. La Motte T. Cohu, has been organized with offices in San Diego to buy electronics manufacturing & development companies, provide financial & business management for others.

**COMPENSATIONS** paid in 1956 to officer-directors of TV-radio-electronics and related companies, as reported in proxy statements issued thus far, are summarized below (figures in parentheses indicate shares of common stock held at time of proxy notices):

RCA—David Sarnoff, chairman, \$200,000 (15,000); Frank M. Folsom, pres. in 1956 (now chairman of exec. committee), \$184,993 (13,369); Elmer W. Engstrom, senior exec. v.p., \$123,993 (128); Charles B. Jolliffe, v.p. & technical director, \$79,730 (1093); John T. Cahill, gen. counsel, \$3150 (500) out of \$425,000 legal fees paid to firm of Cahill, Gordon, Reindel & Ohl, of which Cahill is senior partner. In addition, directors receiving compensation and holding stock were Harry C. Hagerty, \$16,650 (100); John Hays Hammond Jr., \$1000 (none) out of \$60,000 paid for lab services to Hammond Research Corp., of which he is pres.; George L. Harrison, \$8150 (1000); Mrs. Douglas Horton, \$6400 (300); Harry C. Ingles, \$12,850 (100); Edward F. McGrady, \$17,350 (200); Wm. E. Robinson, \$600 (100); Walter Bedell Smith, \$15,900 (100). In addition, John L. Burns, who succeeded Folsom as pres. on March 1, was listed as holding 200 shares of common as of that date.

Philco—Wm. Balderston, chairman, \$75,000 (5296); James M. Skinner Jr., pres., \$57,689 (9767); John M. Otter, exec. v.p., marketing, \$50,000 (8658); Larry F. Hardy, exec. v.p., consumer products, \$40,000 (6922); Leslie J. Woods, exec. v.p. research & engineering, \$40,000 (7244); Joseph H. Gillies, exec. v.p. operations, \$40,000 (5886). Sums do not include any compensation received from Philco Profit Sharing Plan, company's biggest single stockholder, holding 519,209 shares of common as of Dec. 31, 1956. In addition, under 1950 stock option plan, which is subject to revision at stockholders meeting April 5, following are options pending: Balderston, 19,428 shares; Skinner, 1396; Hardy, 6778; Otter, 5962; Woods, 6778; Gillies, 4423; v.p. Robert F. Herr, 2987.

Zenith—E. F. McDonald Jr., pres., \$165,446 (44,193); Hugh Robertson, exec. v.p., \$160,396 (1528); Leonard C. Truesdell, sales v.p., \$81,622 (none); Joseph S. Wright, v.p. & gen. counsel, \$54,649 (310).

Emerson Radio—Benjamin Abrams, pres., \$60,008 (231,245); Max Abrams, secy.-treas., \$48,065 (83,209); Dorman D. Israel, exec. v.p., \$38,458 (1377). In addition, Benjamin Abrams held 27,539 shares as trustee for members of his family; his wife owned 19,594 shares. Max Abrams held 6655 shares as trustee for members of his family, wife owned 2828 and 2 sons owned 18,860. Louis Abrams, an Emerson director and pres. of subsidiaries Plastimold Corp. & Jefferson-Travis Inc., owned 47,878 shares personally, 1059 under trusteeship, wife held 1822 and son 26,333. Finally, aggregate of 63,801 shares was owned by 3 charitable corporations, of which Mr. & Mrs. Benjamin Abrams and Mr. & Mrs. Max Abrams were members. Also, Mr. & Mrs. Louis Abrams were members in corporation which held 2828 shares.

Tung-Sol—Louis Rieben, pres., \$49,955 (12,166); Donald A. Harper, v.p., \$35,663 (4643); Milton R. Schulte, exc. v.p., \$34,261

**DISTRIBUTOR NOTES:** Motorola appoints Penn Distributors Inc., 825 S. 26th St., Harrisburg (Elmer A. Groene, pres.) . . . DuMont appoints Moore-Fischer Distributing Co. Inc., 25 Ann St., Charleston, S. C. (Herbert L. Moore, pres.) . . . Muntz appoints Delta TV Inc., 2525 Natural Bridge Blvd., St. Louis (Philip Pagano and Jerome Norber, partners) replacing Don Adams Inc. . . . Thompson & Holmes Ltd., San Francisco (Hoffman Electronics) appoints Ed Faust sales mgr.; he's ex-Sacramento branch mgr. of Hoffman . . . Emerson Radio of Pa., Philadelphia, appoints Edward Addis, ex-Delaware Valley Distributors (ex-Crosley-Bendix) as sales mgr., replacing Samuel Raker, resigned . . . Olympic Radio appoints David Schwartz, ex-midwest regional mgr., as Boston factory branch mgr.; Richard B. Dreazan promoted to v.p. in charge of N. J. branch, 155 Washington St., Newark . . . Hotpoint Appliance Sales Co., Philadelphia, appoints E. M. Carpenter as TV sales mgr., replacing Samuel Grabois, returning to former duties as Hotpoint district rep . . . Stuart F. Louchheim Co., Philadelphia (Zenith), promotes Robert J. Higgins to adv. mgr., replacing Herb Lieberman, resigned . . . Yancey Co. Inc., Atlanta (RCA) appoints W. J. Iredale Jr. adv. & sales promotion mgr. . . Standard Electric Supply Co., Milwaukee (DuMont), appoints Ervin Graff as regional mgr. . . Westinghouse Electric Supply Co. appoints Robert W. Stewart as national sales mgr. of new specialty products dept., in charge of radios & housewares.

A. John Hinck and Albert Steadman, the first employees of DuMont Labs, who joined with Dr. Allen B. DuMont in research and development work on CR tube in basement of Dr. DuMont's home in Upper Montclair, N. J., receive 25-year service pins from pres. David T. Schultz. Hinck is now section head of quality assurance lab for TV picture & industrial tubes; Steadman is consultant to chemistry lab for tube divs.

(3093). Chairman Harvey W. Harper, with 85,050 shares (no direct compensation) was listed as largest single stockholder.

Hazeltine—Jack Binns, chairman, \$50,872 (4100); W. A. MacDonald, pres., \$65,323 (2562); L. B. Dodds, v.p., \$51,845 (510); J. B. Dow, exec. v.p., \$35,416 (615); P. F. LaFollette, pres. of Hazeltine Electronics, \$47,763 (2000); W. M. McFarland, v.p., \$35,926 (519).

Raytheon (covering 7 months ended Dec. 31)—Charles F. Adams, pres., \$50,350 (13,440); Percy L. Spencer, v.p.-gen. mgr. of microwave & power tube operations, \$38,683 (1313); David L. Hull, v.p.-gen. mgr. of equipment operations, \$38,333 (none).

Texas Instruments—J. Erik Jonsson, pres., \$64,300 (444,608); Patrick E. Haggerty, exec. v.p., \$63,462 (142,159); Cecil H. Green, v.p., \$53,364 (350,851); Fred J. Agnich, pres. of subsidiary Geophysical Service Inc., \$39,038 (32,905); Carl J. Thomsen, v.p. control & finance, \$30,600 (15,497). In addition, Jonsson holds 1725 shares in trust for associate. Chairman Eugene McDermott, receiving no compensation for 1956, held 371,743 shares.

Whirlpool-Seeger—Walter G. Seeger, chairman, \$75,000 (39,946); Elisha H. Gray II, pres., \$107,219 (30,000); Donald W. Alexander, v.p., \$68,620 (none); John S. Holl, \$68,620 (54,912); John A. Hurley, v.p., \$68,620 (none). In addition, Gray Realty Corp., of which Mr. Gray is pres. & 50% owner, holds 50,000 shares.

Avco—Victor Emanuel, chairman, \$125,000 (26,000); James D. Shouse, chairman of Crosley Stations, \$75,000 (4050); Chester G. Gifford, v.p., \$70,000 (none); E. R. Ploere, v.p., \$47,277 (none); Arthur R. Kantrowitz, v.p., \$45,000 (11,000); Kendrick R. Wilson Jr., \$43,958 (none).

Electronics Corp. of America—Arthur G. B. Metcalf, pres., \$43,333 (136,999); John A. Long, senior v.p.-treas., \$40,000 (137,000); Alfred H. Avcry, v.p., \$36,666 (17,000).

Indiana Steel Products—Robert F. Smith, pres., \$53,250 (1085); Charles A. Maynard, \$31,000 (none).

**Officers-&directors stock transactions reported to N. Y. Stock Exchange for Feb.:** General Dynamics—J. V. Naish sold 3550, holds 200. General Telephone—Donald C. Power exercised option to buy 1000, holds 16,000. Raytheon—Ernest F. Leathem exercised option to buy 5775, holds 5838; N. B. Krim exercised option to buy 3500, holds 3500. American Stock Exchange: International Resistance—Charles Weyl made gift of 1000, holds 91,800.

P. R. Mallory earned \$3,065,108 (\$2.60 per share) on sales of \$68,356,203 last year, compared with \$2,225,649 (\$1.90) on \$63,931,811 in 1955.



**P**ROFITABILITY OF TV stations, prime reason why venture capital is so eagerly moving into the field (Vol. 13:11), and enhanced lately by much-improved business being done by associated radio stations, is pointedly illustrated in 1956 annual report of Gross Telecasting Inc., operator of 7-year-old pre-freeze WJIM-TV, Lansing, Mich. (Ch. 6) and radio WJIM (250 w, 1240 kc). This was first single TV-radio operation to place stock on open market (Vol. 11:13, 17-18), a la Storer group (Vol. 9:45) and Bitner group (Vol. 12:48)—being traded over-the-counter at latest quotations (March 22) of 19¾ asked, 18¾ bid.

Just 2 years ago, Harold Gross family group's WJIM Inc., through underwriters Paine, Weber, Jackson & Curtis, was reorganized into Gross Telecasting Inc., registering 600,000 shares of \$1 par common stock (400,000 not to be issued) and 200,000 Class B common, also \$1 par and convertible into common as of March 31, 1958. Public was offered 193,000 common at \$15.75, Gross group retaining all Class B and pres. Harold Gross acquiring 7000 common. Gross group thus collected nearly \$3,000,000 for capital gains income while retaining operating control by virtue of equal voting power of B shares.

Latest annual report shows 1956 broadcasting and other revenues (not broken down as between TV & radio) totaling \$2,815,408 as against \$2,607,530 in 1955. Net earnings on the 400,000 shares outstanding were \$741,926 (\$1.85 per share) after provision of \$827,000 for Federal taxes, up from \$724,947 (\$1.81) in 1955 after \$775,000 taxes. Operating expenses went up to \$567,381 (including \$113,966 for salaries & wages, \$106,831 for depreciation &

amortization) from \$532,779 in 1955. Selling & administrative expenses totaled \$717,462 (including \$348,244 commissions, \$159,149 salaries & wages), up from \$620,876.

Common stock paid 30¢ quarterly dividend until fourth quarter, when it was raised to 40¢; Class B common paid 5¢ quarterly until upped to 7½¢ in fourth quarter. After payment of dividends, \$506,926 was added to earnings retained in the business, which aggregated \$2,588,287 at end of 1956. The Dec. 31, 1956 balance sheet shows current assets of \$3,009,024, current liabilities \$1,026,961 as against \$2,377,356 & \$787,129 at end of 1955.

Bearing out the harder-to-get thesis we expounded last week in report on how buyers & sellers are assessing station market, it's revealed Gross has negotiated for additional properties but was "unable to conclude any negotiations which in our opinion were to the best interests of our shareholders and within the financial means of the company."

Note: The rising scale of revenues, earnings and taxes in TV station operations, the relative position of radio—and the inevitably bigger tax bites—were illustrated in tabulation of the old WJIM Inc. figures for 1950-54 as disclosed in its SEC prospectus of 2 years ago, compiled after taking into account Harold Gross' 1950 salary-bonus of \$46,304 (\$15,000 being salary); 1951, \$68,312; 1952, \$132,282; 1953, \$166,753. In 1954, bonus would have scaled up to \$207,070 but was restricted to maximum of \$60,000:

Year	Gross Revenues Television	Gross Revenues Radio	Income Before Taxes	Net Income
1950	\$ 194,070	\$321,247	\$ 177,391	\$107,149
1951	575,615	330,909	387,100	196,508
1952	1,114,939	337,592	749,599	357,077
1953	1,539,951	317,375	927,933	419,891
1954	1,973,031	268,558	1,320,464	639,464

**Financial & Trade Notes:** Admiral's consolidated net sales in 1956 amounted to \$182,046,168, compared with \$202,361,797 in 1955 and \$219,565,089 in 1954. Profits also continued decline, totaling \$1,037,274 (44¢ per share) in 1956, compared with 1955 earnings, before special charges, of \$3,932,144 (\$1.66) and after special charges, of \$2,282,144 (97¢). In 1954, Admiral earned \$6,547,974 (\$2.77).

Current assets as of Dec. 31 were \$72,728,747, compared with \$76,191,391 on Dec. 31, 1955. Current liabilities were \$32,764,119 vs. \$30,706,754; net working capital, \$39,964,628 vs. \$45,484,637.

Significance of international operations to Admiral is highlighted in report. Pres. Ross D. Siragusa commented: "The growth potential [of Admiral subsidiaries] in Australia, Italy and Mexico is substantial as indicated by 1956 sales (not consolidated in financial report) of \$9,000,000 and profits before taxes of \$1,200,000. The bulk of this sales volume was recorded in the last 4 months of the year. Sales target for these subsidiaries in 1957 is \$20,000,000 with proportionately higher profits expected. Additional foreign manufacturing operations will be undertaken in the next 2 years." He also noted that Canadian Admiral had grown from a total investment of \$1,000,000 in 1946 to current net worth of more than \$8,000,000.

Unit sales of TV sets in 1956 exceeded 1955, contrary to industry as a whole. Siragusa also predicted that color sales will increase substantially this fall and "should be on a profitable basis." He also said that "distress selling" by some manufacturers will continue for a while, but added that both TV and appliance business should improve considerably in last 6 months of 1957.

Note: Though Admiral stock closed at 11 on March 22, it's interesting to note that book value of stock was \$24.03 per share on Dec. 31, 1956, only slightly down from \$24.59 on Dec. 31, 1955. Net worth was \$56,720,127 vs. \$58,074,948.

Zenith's 1956 net earnings of \$6,178,717 (\$12.55 per share) represented company's second best year, ranking only behind 1955's \$8,034,491 (\$16.31) and ahead of 1954's \$5,676,264 (\$11.53). Sales in 1956 totaled \$141,529,855, compared with \$152,905,005 in 1955 and \$138,608,360 in 1954. Operations in 1956, said pres. E. F. McDonald Jr., were adversely affected by "excessive industry inventories of competitive TV receivers which became apparent in the summer of 1956, continued throughout the year and were not successfully brought into balance with sales despite the vital importance of this problem." Another adverse factor, he said, was marketing of small-screen portables "priced without practical regard to manufacturing costs." In apparent reference to GE, he criticized "the attempt by one of the largest companies to obtain unit leadership . . . by unrealistic pricing." He said Zenith would enter color "when we feel the product and merchandising environment are right," added that hi-fi offered greatest opportunity for gain in immediate future.

Hazeltine's gross 1956 income from sales was \$6,918,475, consolidated net income after taxes and all known charges being \$1,873,162, comparing with 1955 gross of \$5,947,166 and net of \$1,604,825. Chairman Jack Binns and pres. W. A. MacDonald reported to stockholders that total govt. contract and sub-contract billings amounted to \$42,708,480, highest volume in any wholly peacetime year. Assets as of Dec. 31, 1956 were \$25,325,395, liabilities \$13,352,147. Earned surplus was \$10,355,844, with 716,586 no par value capital stock shares issued and outstanding carried at \$2,796,520. Major TV-radio-electronics development, manufacturing and licensing concerned paid 35¢ quarterly dividend through 1956 plus 2½% stock dividend Dec. 14 which required issuance of 16,586 additional shares.

National Co. had net loss of \$36,296 on sales of \$6,856,734 in 1956, compared with net loss of \$380,965 on \$5,125,607 in 1955.



**Electronics Reports:** "The next decade has more promise for engineers in electronics and the allied arts than any similar period of history." So said Philco research dir. Donald G. Fink, IRE editor, who looked 10 years into electronics' and IRE's future in March 18 address opening engineering group's convention in New York. Key words for the next decade, he added, are "communications, automation and atomic power." He outlined the challenges in each of these fields:

**Communications**—"In radio, [the fundamental] need is the growing shortage of space in the spectrum, the urgent need to find better ways of using the spectrum space we now have. What is needed is a really potent technique of compressing the information content of radio signals, a technique which information theory gives us every hope to achieve. When it is achieved, we can expect the wholesale abandonment of many forms of existing communications and a vast market for new equipment."

**Automation**—"The big challenge of electronimation . . . lies a step ahead of automatic production and inspection. The big step ahead is to automatic reasoning and the making of decisions . . . We can be sure that the next decade will bring us a much better understanding not only of the principles of rapid and flexible programming of computers, but also of the processes employed by the brain in the higher levels of mental activity. This understanding will set the stage for a whole new chapter in automation—the reduction of the waste and inefficiency which results from faulty planning and ill-advised execution of business activity."

**Nuclear power**—Noting that present power sources are "not likely to meet the demands of civilization a century hence," Fink said "the production of power from

fusionable materials such as deuterium (by the 'hydrogen bomb' reaction) is not only potentially much cheaper in energy per pound of fuel, but the reserves of deuterium in the oceans are so vast as to meet the foreseeable demands for a billion years."

**ELECTRONICS PERSONALS:** Wm. H. Doherty, asst. v.p. of merchandising of AT&T, named asst. to pres. of Bell Labs . . . Eubert F. Taggart, mgr. of market planning & development of GE's apparatus sales div., appointed director of electrical equipment div. of Commerce Dept.'s Business & Defense Services Administration . . . E. A. Link, chairman of Link Aviation, named vice chairman and member of exec. committee of parent General Precision Equipment Corp. . . . Dr. Arthur O. McCoubrey, ex-Westinghouse, named head of National Co. physics dept. . . . Willard A. Giddens and James F. Rowe elected v.p.'s of Hupp Corp.

**Development light amplifier panel**, capable of increasing visible brightness of projected light up to 1000 times, was described at IRE convention by RCA Labs' Benjamin Kazan. Capable of converting X-rays into bright visible light, new device may have important applications in fields of slow-scan industrial TV & radar display, Kazan said.

**Allocations table**—or FCC itself—should be consulted by developers of electronic equipment before they try to select operating frequencies, Commission warned in public notice (Mimeo 41972) issued March 21. Otherwise, it said, "considerable investment of time & money may be wasted."

**Military electronics convention** sponsored by IRE will be held June 17-19 in Sheraton-Park Hotel, Washington.

**Texas Instruments**, amplifying earlier estimates, reports 1956 net income of \$2,349,103 (72¢ per share on 3,008,275 common shares), up 44% from 1955's \$1,581,790 (50¢ on 2,987,013). Sales last year amounted to \$45,699,358, compared with \$28,685,000 in 1955. Military sales accounted for \$12,850,247 (28%) of last year's volume, and military backlog totaled \$25,000,000 on March 15. Company has achieved extraordinary growth in its 7 years of operation, rising from net profit of \$348,000 (12¢ per share) on sales of \$7,583,000 in 1950, when data included companies under common control with Texas Instruments prior to their acquisition as subsidiaries. Pres. J. E. Johnson told stockholders that no dividends on common stock would be declared in effort to finance building expansion and research. Company plans to open marketing offices this year in Washington, Dayton, northwest region and eastern Canada.

**Barnes Engineering Co.**, Stamford, Conn., which in 1955 was spun off old Olympic Radio (now Unitronics Inc.), reports 6-mo. sales to Dec. 28, 1956 amounting to \$664,776, which compares with \$696,499 for full year ended June 30, 1956. Pres. R. Bowling Barnes states 6-mo. consolidated profit of \$152,579 was best yet, deriving mostly from dividends of Clarksburg Television Cable Corp., W. Va. community antenna subsidiary recently sold to NWL Corp. for \$879,000, of which \$550,000 was cash (Vol. 13:11). Balance sheet as of Dec. 28 shows total current assets of \$736,519, current liabilities \$530,434.

**Corning Glass**, with no breakdown by products, reports record consolidated sales of \$163,053,557 for 1956, compared with \$157,663,837 in 1955. Profits declined to \$18,432,753 (\$2.72 per share) from \$18,626,671 (\$2.76) in 1955. Taxes were \$19,300,000 in 1956 vs. \$20,270,000 year earlier.

**Aircraft Radio** earned \$581,784 (\$1.96 per share) on sales of \$8,685,054 in 1956, compared with \$134,994 (\$1.47) on \$7,479,731 in 1955.

**Sylvania's over-all sales** so far this year are "a little better" than 1956 rate, but profits are "not quite as good as last year," Sylvania chairman-pres. Don G. Mitchell told *Wall Street Journal*. In first quarter of 1956, Sylvania earned \$4,323,086 (\$1.28 per share) on sales of \$83,288,726—highest first quarter in company's history. He said Sylvania's TV operations, including sets & tubes, are at "top speed," added that his company would join others in raising TV prices (Vol. 13:10). Sylvania also plans to introduce more compact 21-in. receiver—"the closest thing yet to a 21-in. portable." On color: "We've now tested the 'magic price' of \$495 and found it isn't the answer." He also revealed that Sylvania had been studying white goods field for last 3 years but hasn't entered it because of what he calls "a cut-throat competitive situation."

**DuMont Labs** lost \$3,887,000 on sales of \$47,401,000 last year after tax carryback of \$1,262,000 and setting up \$1,688,000 reserve, compared with loss of \$3,674,000 on \$66,378,000 sales in 1955. Lower 1956 sales reflect spin-off of DuMont Bcstg. Co. in Dec. 1955; reserve covers write-off of balance of TV transmitter inventory. Despite losses, pres. David T. Schultz said "we believe we have a solid foundation on which to build for the future," in which DuMont will concentrate on "highest quality" TV receivers, increase participation in other electronics areas, work with Chromatic TV Labs toward development of "profitable volume market for color TV sets."

**Dividends:** Packard-Bell, 12½¢ payable April 25 to stockholders of record April 10; IT&T, 45¢ April 15 to holders March 22; General Dynamics, 50¢ May 10 to holders March 25; Howard W. Sams & Co., 10¢ April 25 to holders April 15.

**Collins Radio** had net income of \$2,345,035 (\$1.48 per share on 1,504,317 shares outstanding) on sales of \$64,283,279 in 6 months ended Jan. 31, compared with \$2,197,271 (\$1.38) on \$67,103,794 in first half of preceding year.

## Network Television Billings

January 1957 and January 1956

(For Dec. and full 1956 report see *Television Digest*, Vol. 13:7)

**N**ETWORK BILLINGS in Jan. ran 11.9% above Jan. 1956—\$43,522,551 vs. \$38,897,617—though seasonally somewhat down from Dec.'s \$44,761,571, according to Publishers Information Bureau. CBS's gross charges for Jan. were 13.5% above year ago; NBC's 13.3%; ABC's 4.1%. The complete PIB report for Jan.:

NETWORK TELEVISION			
	January 1957	January 1956	% Change
CBS .....	\$20,231,474	\$17,820,455	+13.5
NBC .....	16,645,496	14,695,116	+13.3
ABC .....	6,645,581	6,382,046	+ 4.1
<b>Total</b> .....	<b>\$43,522,551</b>	<b>\$38,897,617</b>	<b>+11.9</b>

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.

Success of quiz shows, notably \$64,000 *Question* and \$64,000 *Challenge*, has contributed substantially to Revlon's big sales spurts in last few years—but company notes, in prospectus filed with SEC March 14, that it's difficult to say how much. Revlon's sales zoomed from \$28,306,898 in 1953, to \$85,767,651 in 1956. Accompanying prospectus was copy of production contract with Louis G. Cowan Inc. (now Entertainment Productions) revealing that Revlon has right to consider another time period on CBS-TV for \$64,000 *Question* if Trendex dropped below 35 for 5th or 6th telecasts in 13-week series beginning Dec. 7, 1956 or same shows in 13-week series beginning March 5, 1957, or if program dropped out of top 6 shows. Revlon sets aside \$15,300 per week as total prize money for show, plus contingency fund of at least \$25,000 at all times. If money given away on any one program is below \$13,500, Revlon receives rebate. Contestants must not appear on any program lampooning \$64,000 *Question* for one year, or on any program in same time period for 6 months. Revlon also had right to drop out of co-sponsorship (with Kent cigarettes) of \$64,000 *Challenge* if show's Trendex dropped below 21 by 7th program in first 13-week cycle. Note: March 18 *Broadcasting-Telecasting* devotes lead story to roundup of quiz shows on TV, pointing out that sponsors are reaping a windfall in sales from comparatively small investments, whereas lucky winners are taking a wallop from tax collectors.

Three applications for TV stations and 4 for translators were filed with FCC this week. Station applications were: (1) For Ch. 2, St. Louis, by local group headed by attorney Lon Hacker and including major leagues baseball coordinator Wm. O. DeWitt and chancellor Eathan A. Shepley of Washington U. (2) For Ch. 45, Youngstown, O., by radio interests in Campbell, O. and Erie & Titusville, Pa. (3) For Ch. 12, Port Arthur, Tex., by owners of WDSU-TV, New Orleans; WAFB-TV, Baton Rouge, and WDAM-TV, Hattiesburg, Miss. Translator applications were for Newport, Ore., Ch. 74, by Radio Center, to rebroadcast KOIN-TV, Portland; Rock Springs, Wyo., Ch. 78, by Translator T. V. Bestg. Co., to rebroadcast KSL-TV, Salt Lake City; Rock Springs, Wyo., Ch. 74 & Ch. 70, by Translator T. V. Bestg. Corp., to rebroadcast KTVT & KUTV, Salt Lake City. Total applications for stations stood at 117 (24 uhf); for translators, 57. (For details, see *TV Addenda 24-K* herewith.)

Highly successful public service conference conducted by Westinghouse Bestg. Co. in Boston Feb. 27-March 1 (Vol. 13:9) will be repeated next year, date & place not yet set.

Highlights of NARTB convention April 7-11 at Chicago's Conrad Hilton Hotel: Mon. (April 8)—TV film panel; labor clinic; seminar on "FM's Expanding Future"; Tue.—Joint session of management & engineering conferences featuring address by Gen. Alfred M. Gruenther and presentation of Keynote Award to Herbert Hoover (to be accepted by pioneer engineer C. M. Jansky Jr.); address by FCC chairman McConaughy; TV management conference featuring address on TASO by exec. director Dr. George R. Town, discussions on color TV and code observance, panel on TV management organization planning & direction; radio management conference featuring panel on "This Business of Radio—Inventory 1957"; Wed.—Joint session of TV and radio management conference, with panel of all FCC commissioners and film presentation on "Electronic Journalism in the Courtroom"; luncheon address by Fellows; presentation by Radio Advertising Bureau; Radio Pioneers' dinner; Thu.—TV management conference featuring all-industry TV music license session and presentation by TvB on "TV—1957's Salesman."

Two new packages of post-1948 feature films are expected to be placed on TV market at NARTB Chicago convention April 7-11: The 83 features in Matty Fox's C&C TV Corp. 1949-55 RKO library and 52-picture package owned by United Artists. Fox has already settled with talent unions on payment formula (Vol. 12:51) and UA is currently in negotiations with unions on domestically produced features in the package. No union repayments are required on foreign-made pictures. Fox is expected to release 75 of his films for immediate showing; other 8 must await completion of their theatrical showings.

NBC-TV's educational program series, being fed live to 18 non-commercial outlets (Vol. 13:10), has drawn rave notices from leading newspaper critics, who generally hailed stimulating effect of cultural programs. Another commercial station, WRCV-TV, Philadelphia, this week announced plans to carry series via kine, revamping week end program schedule to make room for it. Philadelphia's uhf educational outlet WHYY, is not yet on the air.

Baseball TV rights will yield \$9,300,000 to 14 major clubs in upcoming season—up 50% from \$6,200,000 estimated for 1956 (Vol. 12:9)—according to March 25 *Television Age*. And advertisers will pay total of \$31,800,000—increase of \$5,600,000 from last year—for all costs involved. All clubs but Milwaukee in National League & Kansas City in American League will be on TV regularly.

Newsstand prices doubled for *World-Telegram & Sun* and *Journal-American* in N. Y. this week, both going to 10¢, leaving only *Post* at 5¢ in afternoon. *Times* (which raised out-of-town Sunday editions to 35¢ from 25¢ recently) and *Herald Tribune* stayed at 5¢ daily but were considering joining general trend up in wake of \$4 per ton newsprint rise.

Highest magazine ad rates—\$25,275 for black-&-white page, \$37,975 for 4-color—were posted this week by *Life* in 9% increase effective with Sept. 9 issue. Accompanied by 7% circulation-base increase to 6,000,000, new prices put *Life* rates ahead of *Readers Digest's* (\$35,000 for 4-color page). *Newsweek* and *Time* increase single-copy price from 20¢ to 25¢ with April 1 issue.

Kenneth Cox, chief counsel of Senate Commerce Committee's TV investigation, plans to leave Capital about April 1 to resume his law practice in Seattle. He is now completing 2 draft reports—on Committee's network investigation and its allocations study. Former is expected to be completed next week.

Film Producers Assn. of N. Y. will conduct industry-wide TV advertising workshop April 2 in Avon Theatre, N. Y., with theme "New Horizons for the TV Commercial—New Techniques, New Ideas, New Film."



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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — March 30, 1957

**PAY-TV PROGRESS** slow at FCC. Two proposals up for discussion next week—more evidence-gathering or permitting experimental start (p. 1).

**"BLOCK-BOOKING" ANTI-TRUST** suit against Loew's in library sales to TV seen as first of series of Justice Dept. actions against feature distributors (p. 2).

**TV COMMERCIAL COMPLAINTS** filed by Federal Trade Commission against 3 pharmaceutical concerns fail to indicate broadcasters are to blame (p. 3).

**STORER SALES & PROFITS** hit new highs, continuing consistent rises since 1950. Stockholders now exceed 5000, with aggregate equity of \$21,794,712 (p. 3).

**CBS AWARDED ST. LOUIS Ch. 11**, FCC defending network practices against "monopoly" charges; KMOX-TV slated to be on air in 4 months (p. 4).

**TV INVENTORIES CUT 10%** in first 3 months of 1957, as result of production cutbacks, steady unit sales. Step-up in 110-degree tube output (p. 10).

**CBS INTERNATIONAL**, only 2 years old, now markets variety of TV-radio-appliance products abroad, promises to be sizeable trade entity (p. 12).

**ABC INCREASED INCOME** in 1956 to \$98,759,306, from \$81,116,634 in 1955; total AB-PT earnings were \$8,476,716 vs. \$8,373,000 (p. 13).

**END OF CANADIAN** gov't. TV monopolies, new broadcast regulatory body, limit on foreign investment in stations, start of colorcasting urged by Royal Commission (p. 5).

**TOP 100 ADVERTISERS** list for 1956 shows Procter & Gamble far-&-away biggest network TV spender, putting 80% of its investment into TV (p. 6).

**GRADUAL PROGRESS ON PAY TV AT COMMISSION:** FCC gave toll TV another whirl March 26, got a little closer to "something," will take crack at it again April 2. Two alternative proposals will be up for consideration: (1) Seek more specific data through comments and/or hearings. (2) Authorize tests by non-affiliated stations, limiting them to 15% of stations' operating time.

First proposal is for revision of document considered this week. It was draft by staff which had been instructed to come up with something encompassing the ideas of all commissioners. It didn't satisfy majority this week. Second proposal was tendered by Comr. Doerfer, will contain amendments suggested by Comr. Craven.

It's doubted that either will be adopted as is. They contain such suggestions as: seek more authority from Congress; establish specific deadline for end of hearings to avoid dragging on; ask licensees for ideas on hours, franchise agreements, whether or not rates can or should be regulated; set test periods for the remainder of stations' present licenses -- after which Commission will determine whether to authorize pay TV finally or summarize experimental results through evidentiary hearings, etc., etc.

It's a grand melange, as you well can see. Almost anything previously discussed may be found in the proposals. Chairman McConnaughey says: "You can't realize just how complex it is, but the commissioners are really working hard to come up with a reasonable answer." He says he'd planned to pose some of the questions during NARTB convention speech April 9 but changed his mind when CBS asked to carry the address, stating: "The public isn't interested in these technicalities."

Strongest pay-TV proponent on Commission, Comr. Lee, isn't able to get anywhere with his idea that subscription be limited initially to uhf. And there seems to be little support for permitting it in one-station or 2-station markets -- and facing the howl from viewers who could get little or no TV during scrambled periods without plunking down cash for it.

The movie exhibition industry is scratching its collective head with a puzzled look on its face. After opposing telecast pay TV so violently for so long, it is now getting excited over wired TV systems in which it may become a happy partner. The rush is now on to buy inexpensive insurance in form of city franchises to string cable along streets -- and wait out next developments.

**MORE MOVIE-TV ANTI-TRUST SUITS COMING?** Govt.'s civil anti-trust action against MGM parent Loew's Inc. almost certainly presages further Justice Dept. attempts to break up practice of selling feature films to TV stations in fixed "packages." It's the second anti-trust action to come out of Justice's continuing TV investigation.

Chief trust-buster Asst. Attorney General Victor Hansen told us at week's end: "Our investigation of feature film sales is continuing. This just happens to be the first case where we believe we have the necessary evidence. We can't file all of them at once; we are still gathering evidence with regard to other distributors to determine whether further action is warranted."

Justice Dept. is proceeding with its all-out TV probe, he said, "exactly as I indicated in my statement in New York" before Celler anti-trust subcommittee -- in which he hinted at possibility of anti-trust action covering almost the entire telecasting waterfront (Vol. 12:37). "Our first step was the NBC-Westinghouse action" challenging swap of Philadelphia & Cleveland stations (Vol. 12:49 et seq.), he told us. "This one happened to come along next; there's no timetable."

Suit against Loew's Inc., filed March 27 in N.Y. Federal Court, charges violation of Sherman Act in Loew's "package" leasing of full library of 723 MGM feature films to TV stations on alleged take-it-or-leave-it basis. This is block booking, says Justice -- declared illegal by Supreme Court in 1948 Paramount case.

Effects of MGM's full-library-sale practices, Govt. charges, have been: "(1) TV stations have been forced to purchase large numbers of feature films not desired by them. (2) The playing time of TV stations has been arbitrarily preempted, thus preventing them from securing film from other producers and distributors. (3) TV stations which are financially unable to take feature films in the large quantities required by the defendant have been prevented from obtaining any of the features... (4) TV stations have exhibited many feature films that are inferior in quality, which...they would not [otherwise] have exhibited."

Govt. asks injunction to bar Loew's from refusing to license feature films on "picture-by-picture, station-by-station basis," and also seeks order requiring company "to offer to renegotiate the existing contracts" so as to give any station an opportunity to take only the films it wants.

"Such relief would not prevent TV stations from licensing a large number of pictures at one time for administrative convenience," said Attorney General Brownell in press statement explaining suit. "The only requirement would be that the distributor must permit the station to select the pictures making up the group and permit negotiations picture-by-picture."

Rule established in Paramount case with regard to sales to theatres "applies in TV," said Hansen statement. "The present action should be especially helpful to unaffiliated TV stations which, not having access to network programs, must place their main reliance on films, particularly feature films."

Loew's TV station purchases are mentioned in complaint thus: "In at least 3 instances, corporations owning TV stations have issued or transferred 25% of their voting capital stock to defendant in exchange for licenses to exhibit said films on TV" (Loew's has acquired 25% of Los Angeles' KTTV, Denver's KTVR and Minneapolis' KMGM-TV). However, suit doesn't ask court action with regard to station ownership.

\* \* \* \*

Loew's says it will fight, pres. Joseph R. Vogel stating: "Our company has never engaged in this practice and I foresee no difficulty in persuading the Govt. or anyone else of this fact. We have made our TV deals at arm's length and, I am confident, to the satisfaction of the buyer as well as the seller. We have no hesitancy in cooperating with the Govt. in its objective of establishing the principle of non-forcing deals, since that is the only way we have conducted...ourselves."

MGM's pre-1948 features are licensed to stations on 7-year lease basis. To date, 35 TV outlets have leased complete 723-picture library. Aiming now at smaller markets, MGM recently offered to split library into smaller packages, has already sold group of 650 films to one station, 350 to another -- and now reports at least "another dozen" stations are negotiating smaller-package deals.



**FIRST GOVT. COMPLAINTS ON TV COMMERCIALS:** Federal Trade Commission this week filed long-awaited complaints against alleged false advertising on TV and radio, but apart from mentioning networks involved and saying that they were the first complaints brought as result of its TV-radio monitoring setup, gave no indication that broadcasters were in any way responsible. They were not made parties to complaints, and are not required to answer. Furthermore, the same ads also appeared in newspapers.

NARTB code officials declined to comment on FTC complaints pending further study. It was known that FTC did not contact NARTB before filing complaints, which were against 3 national manufacturers of arthritis and rheumatism medicine. Two of them, Mentholatum Co. and Whitehall Pharmacal, used TV and radio; the third, Omega Chemical Co., used radio and newspapers. Mentholatum used NBC-TV and CBS-TV; Whitehall used CBS-TV and Mutual; Omega used local radio outlets.

Final decision on how seriously broadcasters regard complaints must await any possible action by networks against sponsors or agencies. And that isn't likely until ruling is handed down on complaints. Respondents must answer by June 7.

**STORER BROADCASTING Co.**, prodigy of the independent station operators (5 vhf, 2 uhf, 7 radio), enjoyed another record year in 1956, reporting operating revenues of \$28,313,383 and net profit of \$5,517,207 (\$2.23 per share) after taxes of \$5,935,684. This compares with \$24,051,726 revenues, \$4,330,428 profit (\$1.73) after \$4,462,449 taxes in 1955.

Comparative figures since 1950, when its operations were primarily radio and it had only the one pioneer TV station it founded in Toledo, show "how Storer has capitalized on the nation's expanding economy," the 1956 report states, and how "careful selection of markets, and progressive policies in serving them, have resulted in a steady growth of profits from both radio and TV operations."

In 1950, revenues of the then family-owned firm totaled \$6,657,114, net profit \$926,475 (39¢ per share); 1951, \$9,560,086 & \$1,464,776 (63¢); 1952, \$11,475,618 & \$1,594,956 (69¢); 1953, \$14,901,078 & \$2,186,415 (94¢); 1954, \$17,736,531 & \$3,680,779 (\$1.62), including \$897,655 non-recurrent profits on sale of broadcasting facilities.

Firm is one of few in telecasting-broadcasting other than the networks (in which station ownership is part of other big corporate operations) whose stock is traded publicly. It placed an issue on the market in 1953 and is now listed on N. Y. Stock Exchange.

At present, 973,610 shares of \$1 par common are issued, after deducting 6000 held in treasury, out of 3,600,000 authorized, along with 1,501,140 shares of \$1 par Class B common, convertible share for share into common, out of 2,314,460 authorized. All Class B is held by founders, pres. George B. Storer and his brother-in-law, senior v.p. J. Harold Ryan, or their families and trusts. Their aggregate percentage of total voting stock is 52.67% (George Storer's being 44.16%). In Oct. 1956, for estate purposes, Mr. Storer sold to underwriters 14,640 shares of common and 185,360 Class B, which were converted to an equal number of shares of common prior to public sale.

Report reveals 62% of common is held by 4967 individuals, 27% by 200 corporations, institutions, trusts, fiduciaries & brokers, 11% by 24 officers & directors (for remunerations and stockholdings of top officers-directors, see p. 12).

Stated policy is to retain about two-thirds of earnings for planned expansion, and amount retained at end of 1956 was \$3,645,886. Dividends totaled \$1,481,390 on the common, \$389,931 on Class B. Annual rate on common went up to \$1.80 with 10¢ extra at year's end, and on the B to 24¢ with extra of 2¢.

Financial position at end of 1956, as summarized in

report: current assets, \$7,422,203; current liabilities, \$3,131,884; working capital, \$4,290,319; net fixed assets, \$9,711,503; all other assets, \$11,400,890; invested capital, \$25,402,712; long-term debt, \$3,608,000; shareholders' equity, \$21,794,712.

WBRC-TV, Birmingham (Ch. 6), with AM & FM adjuncts, are the stations being sold by Storer Bestg. Co. to comply with FCC limitations, now that Commission has approved Storer's purchase of WPFH, Wilmington, with radio WIBG & WIBG-FM, Philadelphia. Birmingham buyer is Taft family (Hulbert Taft), deal due to be consummated shortly, with price \$6-\$6,500,000. In filing for the Wilmington purchase (for \$5,626,312 plus about \$1,000,000 liabilities), Storer had told FCC it would sell its Birmingham or Atlanta outlets. Storer is still seeking purchase of WMUR-TV, Manchester, N. H. (Ch. 9) and move of its transmitter to site about 20 mi. from Boston. Westinghouse Bestg. Co., operator of WBZ-TV, Boston (Ch. 4), this week filed comments in Manchester case, bitterly attacking Storer for "trafficking in licenses," also asserting new site wouldn't comply with Commission rules. Storer had deal, contingent on Manchester approval, to sell its WAGA-TV, Atlanta (Ch. 5), with WAGA & WAGA-FM, to *Washington Post* for \$6,500,000 but it fell through when FCC failed to approve Manchester plan.

Transfer of WAPA-TV, San Juan, P. R. (Ch. 4) to new firm in which Winston-Salem Bestg. Corp. (James W. Coan, pres.) holds 80%, is understood to involve about \$1,000,000. Winston-Salem operates WTOB-TV, Winston-Salem (Ch. 26) and radios WTOB; WSGN, Birmingham, Ala.; WLOW, Portsmouth, Va. Transaction doesn't include radio WAPA. Goar Mestre group, operator of Cuba's CMQ TV & radio network, retains its 20% of WAPA-TV through holdings in new firm, with Jose Ramon Quinones interests dropping out.

Key TV Inc.'s purchase of KEYT, Santa Barbara (Ch. 3) for \$1,400,000 (Vol. 13:9) was approved by FCC this week. Heading Key TV is Richard C. D. Bell, ex-v.p. of KPIX, San Francisco, who owns 16%; his cousin Wm. F. Luton owns 41%; attorney Robert H. Dunlap, 41%. Selling group includes Colin M. Selph; Harry C. Butcher, ex-CBS v.p. who owns radio KIST, Santa Barbara; actor Ronald Colman; Chicago adman Arthur F. Marquette, who will serve as a Key TV director.

FCC asked Congress to amend Communications Act to require that "abandoned or unused radio towers" meet same painting & lighting requirements that would be applicable if they were in use. This legislation was recommended in tall tower study by Joint Industry-Govt. Tall Structures Committee (JIGTSC).

**CBS RECEIVED GRANT** for St. Louis Ch. 11 this week, FCC upholding hearing examiner Thomas H. Donahue and reaffirming its earlier informal decision. The 4-3 decision culminated 3½-year battle among 5 applicants. Decision is notable in that it reveals definite show-me attitude on part of Commission with regard to charges of network "monopoly."

In reply to accusations by CBS's opponents that network violates anti-trust laws through station ownership, spot sales organization, film & live program control, talent contracts, etc., FCC majority stated: "There is no showing on the record of this proceeding which persuades the Commission that CBS has attained the position of dominance urged by its opponents through its various broadcast and other activities or that these activities, coupled with its station holdings, are adverse to the public interest. Rather, as indicated on this record, they are facets of network and business operation as it has developed under the American system of broadcasting wherein only licensees are subject to direct Commission regulation and the greater public benefit deemed to flow from the permitting of network operations free from direct operation through this Commission."

CBS was judged superior to its opponents—Broadcast House, St. Louis Amusement Co., St. Louis Telecast Co. & 220 Television Inc.—in background & experience, record of its local radio KMOX in satisfying community needs, availability of network programming, superiority and reliability of programming proposals, color broadcasting and staff.

Comrs. Hyde, Lee & Bartley dissented, latter issuing statement favoring grant to 220 Television and saying majority didn't give sufficient weight to its programming proposals.

CBS lost no time in making preparations for putting station on air, announcing programs would begin from interim studios in 4 months, with permanent installation to be completed by end of 1958, at total investment of \$4,500,000. Radio KMOX gen. mgr. Gene Wilkey was named gen. mgr. of new KMOX-TV.

In another case involving grant worth millions—fight over Boston's Ch. 5—FCC reportedly instructed staff to draft ruling denying petition of *Boston Globe* which asked case be reopened. *Globe* had charged that *Herald-Traveler* (WHDM), which holds FCC majority in tentative voting, threatened to drive *Globe* out of business unless it consented to merger (Vol. 13:5). If *Globe* petition is turned down, it's assumed Commission will go ahead and finalize grant to *Herald-Traveler*.

KFDM-TV, Beaumont, Tex. (Ch. 6), on air since April 24, 1955, lost another round in litigation (Vol. 12:18) to keep permit. Following court-ordered FCC hearing, examiner Annie Neal Huntting said in initial decision March 26 that permit held by Beaumont Bestg. Corp. should be rescinded and given instead to Enterprise Co.

(*Beaumont Enterprise-KRIC*) because of deal with W. P. Hobby (*Houston Post-KPRC-TV*) by which he would gain largest single interest (32½%) in KFDM-TV.

Commission had granted Ch. 6 application of Beaumont Bestg. Corp. on Aug. 6, 1954, in contest with *Enterprise* and KTRM, which won stay on Dec. 3. In effort to settle issue, licensee negotiated agreement Dec. 15 with KTRM and Hobby providing for payment of \$55,000 to KTRM for expenses in case, from which KTRM withdrew 2 days later. *Enterprise* was denied rehearing by FCC Jan. 28, 1955, but carried appeal to D. C. Circuit Court, which returned case to Commission Dec. 29 to reconsider status of ownership of KFDM-TV. Examiner Huntting concluded that Hobby deal constituted "substantial change" in Beaumont's status during proceedings. She acknowledged KFDM-TV "is faced with a dilemma; but it is a dilemma of its own making."

FCC's authority to weigh diversification of media ownership was again affirmed this week, when Supreme Court declined to review Court of Appeals unanimous decision sustaining Commission's denial of McClatchy Bestg. Co. competitive application for Sacramento's Ch. 10 (Vol. 12:4). FCC had granted KBET-TV, turning down McClatchy on grounds of too-heavy concentration of newspaper-radio ownership. Court of Appeals had ruled that "the Commission is free to let diversification of control of communications facilities turn the balance, if it reasonably concludes that it is proper to do so."

\* \* \* \*

Both Commission and Court of Appeals are really getting loaded up with petitions challenging FCC's de-intermixture decisions. Among them: WIRL, Peoria, which had held conditional CP for Ch. 8 before channel was shifted to Rock Island, went to court; GE asked FCC to hold up on proposal to add Ch. 6 to New Haven, Ch. 8 to Providence, while it argues that its WRGB, Schenectady, not be shifted from Ch. 6 to ulf; Capitol TV Corp., Providence (Harry Pinkerson, pres.), asked Commission to go back to original proposal to shift Ch. 3 from Hartford; WTVW, Evansville, which is losing Ch. 7 to Louisville, asked for reconsideration and stay; WNOK-TV, Columbia, S. C. (Ch. 67), citing serious financial conditions, urged that Ch. 5 be added to city as originally proposed.

There was one final allocations change—addition of Ch. 3 to Ainsworth, Neb. Following changes were proposed by Commission: (1) Add Ch. 12 to Lamar, Colo. (2) Add Ch. 10 to Presque Isle, Me. (3) Shift KTVX's Ch. 8 from Muskogee to Tulsa. (4) Shift Ch. 10 from Pullman, Wash. to Moscow, Ida. or shift Ch. 12 from Coeur d'Alene to Moscow. (5) Shift KYAT's Ch. 13 from Yuma, Ariz. to El Centro, Cal. (6) Add Ch. 12 to Farmington, N. M. (7) Shift Ch. 33 from Reading to Harrisburg, Pa. or to York.

Another uhf CP was cancelled—KCOA, Corona, Cal. (Ch. 52)—while Commission granted Ch. 82 translator to serve Romeo, La Jara & Manassa, Colo. to San Luis Valley TV Inc.

FCC Chairman McConnaughey still says he hasn't made up mind about accepting reappointment when term expires June 30, repeats that Administration urges him to stay. Though there's prevalent belief he'll leave, some of his closest associates predict he'll confound prognosticators by taking reappointment.

New WIIC, Pittsburgh (Ch. 11), with mid-July on-air target, will become NBC-TV basic affiliate, Westinghouse's KDKA-TV retaining CBS-TV plus some ABC-TV programs. Westinghouse spokesmen says no affiliation shifts are in prospect for its other stations: WBZ-TV, Boston (NBC); KYW-TV, Cleveland (NBC); KPIX, San Francisco (CBS).

Another victory for community antenna operators in their fight against 8% Federal excise tax on "wire & equipment services" was won in Appeals Court for Third Circuit in test case brought by National Community TV Assn. Court ruled community antenna charges aren't subject to tax since CATV service is "supplied as an aid to reception only" and does not constitute wire communication from point of origin to point of reception. Last November, NCTA won similar case in Appeals Court for Fourth Circuit.

CBS TV Affiliates Assn. meets April 5-6 at new studios of WBBM-TV, Chicago. Frank Stanton, pres. of CBS Inc., and Merle S. Jones, pres. of CBS-TV, head speakers.



**E**ND OF CBC's TV station monopolies and of its broadcast regulatory functions are recommended in Fowler Report on Canadian TV & radio, in works for year and likely to be translated into law at next session of Parliament.

Prepared by 3-man Royal Commission headed by chairman Robert M. Fowler of Canadian Pulp & Paper Assn., 150,000-word report was released March 28 and tabled next day by House of Commons in Ottawa, where Parliament session is near end. Any action will be delayed until at least after general election expected in June, but Canada generally adopts Royal Commission recommendations.

Fowler report calls for:

(1) Abandonment of single-station TV policy by which privately-owned stations can't compete in same cities with CBC. Second stations in CBC areas would be permitted so long as they "substantially" meet standards of national CBC network.

(2) Abolition of present CBC Board of Governors, and replacement of it by new Board of Broadcast Governors, distinct from CBC. New Board would be responsible for all TV & radio, partly separating CBC from over-all control of private broadcasting.

(3) Direct financing of CBC through Parliamentary grants instead of present system earmarking 15% excise tax on TV sets, radios & parts to CBC for operating expense. New formula would continue excise, but turn revenue from it into capital budget. Urging Parliamentary appropriations for CBC operations based on percentage of consumer spending, Commission said excise system is "unsatisfactory"—it "yielded too much" in early TV years, "too little" recently. No direct license fees on TV or radio receivers are contemplated, Commission criticizing them as poor source of revenue, expensive to collect, disliked by

public. It estimated that CBC would get about \$170,000,000 from public funds by 1963 in proposed formula.

(4) Restriction of foreign ownership in Canadian stations to maximum of 20% in the future, but no sell-off would be required in cases where current foreign investment is greater than 20%.

(5) Introduction of color TV by CBC stations on "conservative and gradual basis," with perhaps 50% of CBC-TV programming in color by 1963. Private TV stations would be free to make own decisions whether or when to begin colorcasting.

(6) Rejection of subscription-TV concept—at least for time being—since a pay system might siphon many popular programs away from free TV.

Commission strongly backed principle of state-supported TV & radio, stating that only publicly-owned system paid for by taxpayers can sustain Canadian national identity. Private system would soon be engulfed by U. S. broadcasting wave from across border, report said, adding that there is little hope now that national Canadian network can be operated profitably.

Canadian Assn. of Radio & TV Broadcasters, holding annual meeting at Quebec City, hailed report for recognizing position of private broadcasting in face of monopoly. It particularly welcomed recommendations for creation of new governing body and licensing of competitive TV stations.

At press conference after report was issued, Fowler said Commission had found no evidence of any attempt by Govt. to exercise political influence on broadcasting. Fowler also said general level of TV & radio programming is good, that Canadians do not feel they're getting second-best fare compared with U. S. Other Commission members were pres. James Stewart of Canadian Bank of Commerce and Edmond Turcotte, former newspaperman, recently Canadian ambassador to Colombia.

**Telecasting Notes:** Paramount is asking \$50,000,000 for its 700-feature pre-1948 backlog, pres. Paul Raibourn confirmed in address this week to N. Y. Society of Security Analysts. He also conceded that CBS was among active negotiators for the movie package (Vol. 13:9) . . . Universal Pictures' 550-film library of pre-1948 features reportedly is subject of hot negotiations—involving some \$23,000,000—with group of telecasters headed by KMGMTV pres. Sy Weintraub, who also is partner in Flamingo Films, with Westinghouse & Storer reportedly represented in group . . . Columbia's Screen Gems announced new sales div., specializing in distribution of "B" features and starting out with new pre-1948 batch of 52, sold under name of "Hollywood Value Parade" . . . TV film production & distribution have become a worldwide business. This week's examples: TPA reports on first anniversary of founding of TPA International div. that its foreign business has grossed \$2,700,000 on 12 series in 12 countries, predicts that within 2-3 years international revenues will compose 40%-50% of company's business. Screen Gems announces 23rd sale of a film series to Latin American TV. March 27 *Variety* reports 30 pilot films now rolling in Britain and that "London and its environs have emerged as the second telefilm production capital of the world, outdistanced only by Hollywood, with the made-in-Britain stake in American TV growing by millions of dollars yearly" . . . NBC spectaculars (they're now called "specials") will be spotted irregularly throughout program schedule next season, ending 3-weeks-out-of-4 pattern; 28-32 of the 60 & 90-min. shows are planned . . . Producers: Movie & theatrical team of Norman Panama & Melvin Frank have been signed by NBC-TV to produce 2 spectaculars next season; Broadway producer Norman Erskine signed to long-term pact by CBS; Talent Associates Inc.

(Dave Susskind-Al Levy), has been released from exclusivity clause of 5-year NBC pact to produce at least 6 duPont spectaculars for CBS-TV . . . Ten TV film series are in the works by Four Star Films and its new production arm Dayton Productions—biggest schedule in Four Star's history . . . Three-part live series, *All About Music*, will be presented on ABC-TV April 7, 14 & 21, Sun. 10-10:30 p.m., with individual shows devoted to calypso, country music & jazz—following March 31 demise of *Omnibus* in Sun. 9-10:30 p.m. period . . . Two shows the critics liked were dropped by CBS-TV after last Sunday's showings: *Boing Boing Show* (color) and *Mama*; no sponsors . . . Mrs. America Pageant finals will be televised by ABC-TV May 11, 10:30-11 p.m.

Compendium of feature film available for TV, listing 6965 movics, together with information about packages, price ranges, color films and brief plot outlines—684-page *TV Directory of Feature Film*—has just been published by Broadcast Information Bureau, 535 Fifth Ave., N. Y.

New ABC Chicago headquarters on top 3 floors of 190 N. State St., designed for quick conversion to color, will be dedicated May 16 by AB-PT pres. Leonard H. Goldenson. ABC offices & WBKB studios provide 60% more space, cost \$1,500,000.

Permanent TV-radio coverage facilities should be built into Chicago City Council chambers, city's TV-radio stations urged Mayor Daley. Chambers were recently destroyed by fire, will be rebuilt shortly.

Young & Rubicam is installing special closed-circuit system for transmitting pilots of shows and commercials from N. Y. headquarters to clients throughout nation.

NBC Opera Company will give 70 performances in 57 cities in 10 weeks during tour starting next fall.



**T**OP 100 national advertisers list, released this week by Magazine Advertising Bureau on basis of Publishers Information Bureau figures, shows Procter & Gamble far and away the biggest user of network TV, with expenditures of \$43,457,339, or nearly 80% of its total investment of \$55,477,411 in general and farm magazines, Sunday newspaper-magazine supplements, and network TV.

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 time; also, figures do not embrace talent, production & other costs, usually equated at 1.75 times net cost of time. Here are PIB rankings of top 100 advertisers in 1956, with their total expenditures for network TV-magazines-newspaper supplements, and for network TV alone:

Company	Total Expenditures	Network Television
1. Procter & Gamble Co.	\$55,477,411	\$43,457,339
2. General Motors Corp.	48,981,798	19,086,646
3. Colgate-Palmolive Co.	29,566,513	19,880,282
4. General Foods Corp.	27,646,261	15,688,789
5. Chrysler Corp.	26,923,885	18,198,264
6. General Electric Co.	25,026,555	8,106,204
7. Ford Motor Co.	21,793,953	10,316,421
8. American Home Products Corp.	18,979,916	15,758,019
9. General Mills Inc.	17,930,233	9,891,113
10. Gillette Co.	17,221,804	15,257,871
11. American Tobacco Co.	16,108,798	9,387,768
12. R. J. Reynolds Tobacco Co.	15,662,104	11,424,421
13. Lever Brothers Co.	15,000,143	11,322,643
14. Bristol-Myers Co.	14,422,347	9,132,455
15. Campbell Soup Co.	13,684,134	4,415,970
16. National Dairy Products Corp.	10,836,340	5,628,107
17. Westinghouse Electric Corp.	10,773,594	8,598,023
18. American Telephone & Telegraph	10,753,125	2,285,036
19. Liggett & Myers Tobacco Co.	10,341,277	7,786,114
20. Pillsbury Mills Inc.	8,871,283	4,897,601
21. Distillers Corp.-Seagrams	8,188,824	635,010
22. Kellogg Co.	8,059,547	6,101,919
23. Radio Corp. of America	7,939,230	3,353,358
24. Goodyear Tire & Rubber Co.	7,509,807	2,281,203
25. Standard Brands Inc.	7,404,552	2,899,611
26. Swift & Co.	7,011,380	4,091,533
27. E. I. Du Pont de Nemours	6,918,970	1,404,990
28. Revlon Inc.	6,853,191	5,002,528
29. Helene Curtis Industries	6,630,266	4,302,168
30. Quaker Oats Co.	6,574,062	2,908,511
31. Armour & Co.	6,504,523	3,085,325
32. Sterling Drug Inc.	6,292,292	2,638,741
33. P. Lorillard Co.	6,116,852	5,324,843
34. Pharmaceuticals Inc.	6,083,920	5,803,715

Company	Total Expenditures	Network Television
35. Borden Co.	6,042,121	3,722,931
36. Scott Paper Co.	5,833,412	3,856,325
37. Coca-Cola Co.	5,754,512	3,631,999
38. Johnson & Johnson	5,720,715	1,471,867
39. Carnation Co.	5,565,228	2,509,406
40. Miles Labs Inc.	5,495,745	4,485,467
41. Sperry Rand Corp.	5,486,217	3,139,404
42. National Biscuit Co.	5,415,390	1,810,052
43. Eastman Kodak Co.	5,413,905	2,211,599
44. Warner-Lambert Pharm. Co.	5,383,727	2,265,660
45. Brown & Williamson Tobacco	5,361,682	3,987,901
46. National Distillers Products Corp.	4,948,603	
47. Firestone Tire & Rubber Co.	4,854,808	1,874,773
48. Sunbeam Corp.	4,847,943	3,014,261
49. S. C. Johnson & Son Inc.	4,716,167	3,412,804
50. Nestle Co.	4,492,570	2,892,319
51. Armstrong Cork Co.	4,470,494	1,890,933
52. American Motors Corp.	4,400,086	2,218,142
53. Corn Products Refining Co.	4,386,802	1,855,366
54. Philip Morris Inc.	4,370,713	586,315
55. Philco Corp.	4,343,997	2,539,257
56. Prudential Insurance Co.	4,224,120	3,070,155
57. Aluminum Co. of America	4,037,084	2,285,215
58. Kimberly-Clark Corp.	3,956,712	1,273,706
59. Joseph Schlitz Brewing Co.	3,704,570	2,544,207
60. Studebaker-Packard Corp.	3,609,856	1,322,888
61. Schenley Industries Inc.	3,587,242	
62. Rexall Drug Co.	3,580,706	
63. Texas Co.	3,541,821	884,304
64. Ohio Match Co.	3,506,430	
65. H. J. Heinz Co.	3,438,832	1,673,820
66. Reynolds Metals Co.	3,393,745	2,085,629
67. Wesson Oil & Snowdrift Co. Inc.	3,381,096	1,266,658
68. U. S. Steel Corp.	3,369,957	2,033,971
69. Best Foods Inc.	3,330,401	2,419,882
70. Schick Inc.	3,271,913	2,609,425
71. Avco Manufacturing Corp.	3,173,842	1,052,491
72. Mennen Co.	3,141,221	2,655,631
73. Chesebrough-Pond's Inc.	3,035,220	1,718,344
74. U. S. Rubber Co.	2,991,387	1,264,972
75. B. F. Goodrich Co.	2,955,567	1,064,679
76. Andrew Jergens Co.	2,935,665	1,285,353
77. Purex Corp. Ltd.	2,865,735	2,372,814
78. Hiram Walker-Goodham & Worts	2,831,203	
79. Pepsi-Cola Co.	2,826,028	
80. American Dairy Assn.	2,789,369	1,842,219
81. Norwich Pharmacal Co.	2,765,184	1,000,334
82. Monsanto Chemical Co.	2,669,849	723,006
83. Hazel Bishop Inc.	2,644,770	2,523,950
84. American Cyanamid Co.	2,620,847	
85. Borg-Warner Corp.	2,602,168	
86. Gulf Oil Corp.	2,599,797	2,268,375
87. Sylvania Electric Products Inc.	2,592,519	2,010,959
88. California Packing Corp.	2,551,651	516,891
89. Amer. Radiator & Standard San.	2,548,024	886,750
90. Doubleday & Co. Inc.	2,455,139	
91. Atlantis Sales Corp.	2,410,897	
92. Lehn & Fink Products Corp.	2,395,777	788,824
93. Admiral Corp.	2,383,151	1,767,202
94. New York Life Insurance Co.	2,379,084	
95. Union Carbide & Carbon Corp.	2,370,760	620,043
96. Singer Manufacturing Co.	2,353,023	1,256,610
97. Pet Milk Co.	2,346,238	2,334,816
98. Outboard Marine Corp.	2,298,428	376,068
99. Cluett, Peabody & Co. Inc.	2,241,619	241,350
100. Whirlpool-Seeger Corp.	2,172,238	924,391

**Network Accounts:** Daytime sponsorship splurge continues at NBC-TV, with \$3,100,000 in new business reported this week, to add to the \$6,500,000 invested last week by Lever Bros. and Procter & Gamble. New sales were to SOS Cleanser, Standard Brands, Dixie Cups & Drackett Co. (Windex Cleaner) for *Tic Tac Dough*, *Tennessee Ernie Ford Show*, *Queen for a Day* . . . General Foods to replace Armour and Kleenex as sponsor of *Danny Thomas Show* and will move program from ABC-TV to CBS-TV starting in fall, Fri. 8-8:30 p.m. . . . Johnson's Wax to be alt. sponsor of *Steve Allen Show* on NBC-TV starting July 12, Sun. 8-9 p.m., thru Needham, Louis & Brorby . . . Scott Paper to sponsor *Gisele MacKenzie Show* on NBC-TV starting in fall, Sat. 9:30-10 p.m., thru J. Walter Thompson . . . American Dairy Assn. buys re-runs of *I Love Lucy* for 39 weeks on CBS-TV starting in Sept., time undetermined; status of new *Lucy* series is in doubt, will probably go bi-weekly . . . Sunbeam to sponsor 20 min. of *Perry Como Show* on NBC-TV next fall, Sat. 8-9 p.m., thru Perrin-Paus . . . Joe Lowe Corp. (ice cream) to sponsor *Popsicle 5 Star Comedy Party* on ABC-TV starting May 18, Sat. 5:30-6 p.m., thru Parris & Peart . . . Plymouth to sponsor *Date With the Angels* as replacement for *Ray Anthony Show* on ABC-TV starting May 3, Fri. 10-10:30 p.m. . . . Speidel and Purex to sponsor *Arthur Murray Dance Party* as replacement for *Big Surprise* on NBC-TV starting April 9, Tue. 8-8:30 p.m. . . . Colgate cancels alt. sponsorship of *Bob Cummings Show* and *Mr. Adams and Eve*, both on CBS-TV.

Rate increases: KABC-TV, Los Angeles, March 15 raised base hour from \$2000 to \$2300, 20 sec. \$500 to \$600. WXYZ-TV, Detroit, April 1 raises hour from \$1800 to \$2200, min. \$450 to \$550. WGAN-TV, Portland, Me. April 1 raises hour from \$400 to \$500, min. \$80 to \$100. WHIS-TV, Bluefield, W. Va. April 1 raises hour from \$200 to \$240, min. \$40 to \$60. Spot increase: WSPA-TV, Spartanburg, S. C. adds Class AA min. only rate (7:30-10 p.m. daily) at \$112.50. Rate decrease: KOVR, Stockton, March 1 cut base hour from \$800 to \$650, min. \$175 to \$135.

Network TV topped all media in terms of improvement in Jan. over Jan. 1956, rising 13%, according to *Printers' Ink* National Advertising Index. Business papers' ad volume rose 12%; network radio, 9%; magazines and outdoor, 6% each; newspapers were down 4%. Newspapers showed 10% gain in Jan. over Dec. 1956 while TV was down 1%.

Tribute to NTA Film Network, which begins weekly sponsored feature film series next week, was inserted in March 28 *Congressional Record* by Rep. Dollinger (D-N. Y.), who praised "vision and courage" of the NTA-20th Century-owned organization in launching "a new film network, one dedicated to provide outstanding film programming to the American viewing public."

"TV Grabs Off the Growth Prizes" headlines lead story in March 30 *Business Week*, delineating growth of TV as advertising medium and pinned to 1956 *Printers' Ink*-McCann, Erickson ad spending figures (Vol. 13:6).



**Personal Notes:** Robert Eastman, exec. v.p. of rep Blair-TV, named v.p. in charge of ABC Radio, replacing Don Durgin, now v.p. of NBC-TV . . . Morris Rittenberg named NBC-TV special program sales mgr., George A. Graham Jr. NBC Radio sales planning director . . . Wm. H. Brennan Jr. promoted to western div. mgr. of station relations for CBS Radio, covering 11 states and Columbia Pacific network . . . Wm. B. Quarton promoted to exec. v.p. of WMT-TV, Cedar Rapids; Lewis Van Nostrand to v.p. in charge of sales; Douglas B. Grant to v.p. in charge of TV operations . . . Donald R. Powers, mgr. of radio WRDO, Augusta, Me., named mgr. of Maine Bcstg. System stations (WCSH-TV & WCSH, Portland; WLBZ, Bangor & WRDO) . . . C. Roger Bower promoted to gen. mgr. of WNAO-TV & WKIX, Raleigh . . . Ted Nelson, resigned as v.p.-gen. mgr. of WFIE, Evansville, owns 75% of firm buying WKTL, Kendallville, Ind. for \$47,500, with Howard G. Percy, sales mgr. of WILO, Frankfort, Ind., owning remaining 25% . . . Vic Ludington promoted to station mgr. of WOAY-TV, Oak Hill, W. Va. . . Al Hollander, ex-Edward Kletter Assoc. & DuMont Bcstg. Co., appointed program director of WABC-TV, N. Y., succeeding George Rice, who joins KGO-TV, San Francisco . . . Ted Eiland, ex-WPTV, Palm Beach, appointed local sales mgr. of WTVJ, Miami . . . Robert B. Marye resigns as v.p.-chief engineer of KARD-TV, Wichita, to join Vandivere, Cohen & Wearn, Washington consulting engineers . . . Fred V. Davis, ex-*Collier's*, Detroit, named mgr. of TNT Tele-Sessions office there . . . John F. Screen, asst. commercial mgr. of WDSU-TV, New Orleans, promoted to mgr. of radio WDSU . . . Robert Doyle, ex-NBC, named Washington office mgr., Teleprompter Corp. . . . Jay L. Schiller, ex-Atherton & Currier Adv., N. Y., named research director of NTA Film Network . . . Vern Dallim, CNQC, Saskatoon, elected pres. of Canadian Assn. of Radio & TV Broadcasters, succeeding F. A. Lynds, CKOW-TV, Moncton; Geoff Stirling, CJON-TV, St. John's, Nfld., elected TV v.p. . . . Stanley Whitaker, ex-southern div. mgr. of UP, joins Atlanta office of broker Blackburn & Co. . . . Milton P. Kayle, ex-Stone Assoc., joins TPA as N. Y. resident counsel; he was special White House asst. in 1951-1953 . . . Joan Frankel, ex-Ted Bates, named librarian of CBS reference dept., replacing Agnes Law, retired after 30 years with network . . . John F. Watter promoted to mgr. of GE's new district sales office in Washington, D. C. (Wyatt Bldg.) for TV-radio broadcast equipment.

Alfred I. duPont awards for 1956, presented at March 29 banquet at Washington's Mayflower Hotel: NBC's Chet Huntley for "consistently authoritative, intelligent and responsible reporting and analysis of public affairs"; CBS's KNXT, Los Angeles, for "scope and generally high quality of programs"; independent WFMT (Bernard Jacobs, pres.), Chicago, for broadcasts "to enlarge and enrich community experience." Each received plaque and check for \$1000.

Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, whose plans have been subject of incessant speculation (none of it confirmed), will reveal scope of his operations in address to Seattle Ad Club April 10.

Twenty-year look-ahead by RCA chairman David Sarnoff, delivered at dinner celebrating his 50 years in communications (Vol. 12:39), is reprinted and amplified in April *Reader's Digest*.

Thomas F. O'Neil, pres. of General Teleradio and chairman of Mutual, elected a director of Mutual of Omaha and Companion Life Insurance Co. of N. Y.

Radio & TV Executives Society publishes 1956-57 roster yearbook listing nearly 950 members, available from RTES headquarters, Biltmore Hotel, N. Y.

**ADVERTISING AGENCIES:** Wilfred F. Howard, v.p. of J. Walter Thompson, Detroit, elected chairman of AAAA's east central region . . . Lou Jacobson, ex-Leo Burnett Co., named TV-radio production mgr., Ruthrauff & Ryan, Chicago . . . C. W. Christenberry Jr., ex-N. W. Ayer TV-radio dept., joins Guild, Bascom & Bonfigli, N. Y., on Galen Drake network show . . . Albert W. Reibling, ex-gen. mgr. of Kudner TV-radio dept., joins Ted Bates TV-radio dept. as asst. business mgr. . . . Jorge Cardoze, from Mexico City office, named mgr. of Young & Rubicam's new Caracas office.

Nielsen Coverage Service No. 2—how effective is it? That was subject of lively pro-&-con debate at Radio & TV Executives Society luncheon March 26 in N. Y., with Nielsen v.p. John K. Churchill defending the recently released study against criticism by Robert Kibrick, Kenyon & Eckhardt; Daniel Dannenholz, Katz Agency; Ward Dorrell, John Blair & Co.; Robert M. Hoffman, WOR. Churchill said NCS provided important data on TV-radio set ownership, coverage characteristics of stations, efficiency of TV-radio spectrum allocations and trends in public acceptance, and added that next report will be even more precise. Kibrick said main deficiency of NCS is that it doesn't spell out what advertising delivers and has caused confusion among timebuyers. He urged formation of special industry committee to study and report on NCS No. 2 methods and findings. Dannenholz sharply criticized NCS methodology, particularly the provision that a station must have at least 50% of audience in a given market to be included. Hoffman said that report unintentionally favored TV in its questionnaire by giving detailed instructions on how to fill out forms for TV data.

Big magazines fared well as group in 1956 despite casualties (Vol. 13:11), March 26 *Wall Street Journal* says, reporting these net profit margins: New Yorker Magazine Inc., 10.26%; McGraw-Hill Publishing Co., 8.88%; Meredith Publishing Co., 8.73% (last 6 months); Time Inc., 6.04%; Macfadden Publications Inc., 3.48%; Curtis Publishing Co., 3.34%. However, McCall Corp.'s profit margin was down to 1.16%, lowest in 18 years; Conde Nast, publisher of *Vogue*, lost \$83,000. Meanwhile 623 severance-seeking former employes of Crowell-Collier Publishing Co., which lost estimated \$2,500,000, were balked by N. Y. Supreme Court in move for appointment of receiver for sale of Springfield, O. printing plant, judge holding financial condition "is sound."

Monthly religious debate between Catholic & Protestant spokesmen was proposed last week to pres. Arthur Hull Hayes of CBS Radio by Protestants & Other Americans United for Separation of Church & State following network's turndown of *Church of the Air* talk by Jesuit priest (Vol. 13:11). Protestant group said debate would provide "dignified hour," promote tolerance between faiths. Suggestion drew no support from Rev. Thurston L. Davis, editor of Jesuit weekly *America* whose script on Catholic doctrine had been rejected by CBS. He said POAU, which has asked FCC to bar Jesuits from owning TV stations (Vol. 13:10), isn't "capable or even desirous" of promoting tolerance.

Educational WQED, Pittsburgh, on air Mon.-thru-Fri., will add Sun. to its regular program schedule starting April 7 to receive live 6 NBC-TV programs not available on any commercial station there. The programs, all to be unsponsored on WQED, are *Zoo Parade*, *Outlook*, *Youth Wants to Know*, *Mr. Wizard*, *Meet the Press*, *Frontiers of Faith*.

Peabody Awards for 1956, administered by U of Georgia's Henry W. Grady School of Journalism, will be presented April 16 at Radio & TV Executives Society luncheon in Hotel Roosevelt, N. Y.



**Radio Station Sales Reports:** KOWH, Omaha, by Todd Storz group for \$822,500 to bi-monthly magazine *National Review* (Wm. F. Buckley Jr., publisher) . . . KFAB, Omaha, 48.86% by Sidles Co. (Harry B. Sidles, pres.) for \$372,000 to May Bestg. Co., operator of KMTV, Omaha (Ch. 3); Journal Star Printing Co. retains 48.86% of KFAB, 2 employes other 2.28% . . . KODY, North Platte, Neb. by John Alexander, George B. Dent Jr. & Townsend E. Dent for \$210,000 to Hartley Samuels, ex-ABC exec. . . . KUDU, Ventura, Cal. by Voice of Ventura Co. (Wm. H. Haupt, pres.) for \$162,500 to group headed by Wm. Rea Jr., ex-owner of CKNW, New Westminster, B. C. . . . WJAT, Swainsboro, Ga. by Mr. & Mrs. Jack A. Thompson for \$125,000 to co-equal owners James R. Denny, ex-mgr. of Grand Ole Opry, and Webb Pierce, Decca country music artist . . . KATZ, St. Louis, by Mrs. Cora L. Garrett & Bernice Schwartz for \$110,000 to Wayne Rollins, who with family owns WPTZ, Plattsburgh, N. Y. (Ch. 5) and 6 radio stations . . . WBOW, Terre Haute, by Banks of the Wabash Inc. (Alvin Eades, pres.) for \$108,000 to Radio WBOW, Inc., controlled by Jerome W. O'Connor, owner of WPFA, Pensacola and 50% of KLEE, Ottumwa, Ia . . . WLAY, Muscle Shoals, Ala. by Michael R. Freeland for \$69,000 to Robert G. Watson & John M. Latham, employees of WKTM, Mayfield, Ky. . . . WFBF, Fernandina Beach, Fla. by Marshall W. Roland for about \$64,000 to Edward W. Murray, Storer TV programming consultant . . . WJVB, Jacksonville Beach, Fla. by J. Lyle Williams Jr. & associates for \$60,000 to Andrew B. Letson, also owner of AMs in Ocala & Quincy, Fla. . . . KSTV, Stephenville, Tex. by Oscar H. Halvorson & Olaf Folkvord for \$55,000 to Dixie Bcstrs. (Cyril W. Reddock, 66%), interlocking with KREH, Oakdale, and KDLA, De Ridder, both La. . . . WALD, Walterboro, S. C. by group headed by R. M. Jefferies for \$45,000 to co-owners Robert S. Taylor (also 1/3 of WONN, Lakeland, Fla.) and Paul Gilmore . . . WSTN, St. Augustine, by James D. Sinyard for \$44,000 to new firm controlled by Carmen (Jim) Macri, also owner of WQIK, Jacksonville, Fla., holding CP for Ch. 30 . . . WPFDF, Darlington, S. C. by Robert R. Hilker (also owns

WCGC, Belmont, N. C.) for \$41,500 to Ralph W. Hoffman . . . KONG, Visalia, Cal. by radio KYNO, Fresno (L. E. Chenault, pres.) for \$35,000 to Harry C. Layman, ex-owner of WJOC, Jamestown, N. Y. . . . KSUB, Cedar City, Utah, 93% by KSL-TV, Salt Lake City (Ch. 5), for \$33,778 to following local residents who have held minority interest—Arthur Jones, Dorham Morris, Lenell N. Lunt & Lorin C. Miles . . . Brokers: KOWH & KONG, Hamilton, Stubblefield, Twining & Assoc.; KODY & KATZ, Allen Kander & Co.; WLAY & WJVB, Paul H. Chapman Co.; WFBF & WPFDF, Blackburn & Co.

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Radio station sales approved by FCC: KXYZ, Houston, with CP for KXYZ-TV (Ch. 29) by Glenn H. McCarthy to Milton R. Underwood & family for \$600,000—investment banking firm of Underwood, Neuhaus & Co. having agreed to dispose of 3.75% interest in Houston radio KTHT (Vol. 13:9). KLBS, Houston, by Howard Bestg. Corp. (Howard W. Davis, pres.) to McLendon Investment Corp. for \$525,000 (Vol. 13:9). KIOA, Des Moines, by Town & Farm Co. Inc. (Don Searle, pres.) to KAKC, Tulsa (Lester Kamlin, owner) for \$185,000 (Vol. 13:9). WCTC, New Brunswick, N. J. by Chanticleer Bestg. Co. (James L. Howe, pres.) to group headed by Joseph L. Rosenmiller Jr. & Peter A. Bordes (including Louis J. Appell Jr. of WSBA-TV, York, Pa.) for \$215,000 (Vol. 13:9). KRGI, Grand Island, Neb. by group headed by Robert L. Lester to James Stuart, owner of KFOR, Lincoln, Neb. for \$145,000 (Vol. 13:8). KUMA, Pendleton, Ore. by Mr. & Mrs. C. H. Fisher to new Pendleton Bestg. Co. (principals are 3 Fisher children) for \$60,000 (Vol. 13:8). KBMY, Billings, Mont. 50% by Don C. & John W. Foote to Billings Bestg. Co. (Horace S. Davis & Rockwood Brown Jr., principals) for \$59,000 (Vol. 13:8). WTOK, Meridian, Miss. by owners of WTOK-TV to New South Bestg. Corp. (J. W. Carson, pres.) for \$56,200 (Vol. 13:8). KMLW, Marlin, Tex. by KMLW Inc. (Charles E. Reagan, pres.) to M-L Radio Inc. (Louis F. Leurig, pres.) for \$47,500 (Vol. 13:9). WLDL, LaCrosse, Wis. by Lyons Bestg. Co. (Lyle D. Lyons, pres.) to LaCrosse Radio Inc. (Joseph H. Rohrer, ex-KRDO-TV, Colorado Springs, pres.) for \$35,000 (Vol. 13:10).

Quoteworthy quotes: "In 1949, the average evening [radio] network show reached 5,500,000 families; today, less than 1,000,000; daytime audiences in the same period have declined from 3,000,000 to 1,500,000. Does this mean that radio has lost its punch? Not at all. It simply means that no one network or individual station can deliver a king-size audience—but the right use of radio can amass tremendous audiences for an advertiser's commercials. Timid use won't do it; 5 or 10 spots a week won't do it, but for the advertiser who goes in aggressively with adequate frequency, radio can crowd plenty of the right people into his tent. Radio is a natural addition to an advertising program in other media—an addition capable of doing a perpetual, personal sort of selling job, leaving the bombast and the blockbusting to the others."—Arthur Porter, v.p. & media director of J. Walter Thompson, to Canadian Assn. of Radio & TV Broadcasters meeting in Quebec.

Hearings on complaints of daytime radio stations will be held April 29-30 in Washington, Chairman Morse (D-Ore.) of Senate Small Business subcommittee on daytime radio broadcasting announced this week. Referring to complaints by small daytimers that FCC "has failed to act on their request for extended hours of operation" (Vol. 13:12), Morse stated: "Changes in the functions performed by radio and in technology during the 30 years since the writing of FCC rules on radio frequency allocation may well warrant revision and modernization of those regulations."

Fellowship grants for study & training in fields related to broadcasting are among 53, totaling nearly \$250,000, which will be announced April 1 by Fund for Adult Education. Recipients in Ford Foundation-financed 1957-1958 leadership training awards program include (assignments in parentheses): Graydon L. Ausmus, U of Alabama, to NYU (educational broadcasting); Norman De Marco, U of Ark., to CBS-TV, N. Y., and WGBH-TV, Boston (TV research); Robert W. Clyde, WREX-TV, Rockford, Ill., to Rockford College (social studies); Milton W. Metz, WHAS-TV & WHAS, Louisville, to N. Y. (United Nations); Sister M. Annella, College of St. Scholastica, Duluth, to Cal. (TV training); Wm. T. Pettit, Continental Films & WCCO-TV, Minneapolis, to Ia. State U (communications & humanities); Clarence E. Flick, U of Neb., to U of Cal. at Los Angeles (writing & productions, NBC & CBS internship); Roswell C. Williams, Creighton U, to U of So. Cal. (movies, TV); Ben L. Yablonky, NYU, to unselected school (TV journalism); Nazaret Cherkezian, NYU, to Boston, Philadelphia, Washington (public service TV); Shelby Gordon, CBS-TV, to U of So. Cal. (movies); Gerald H. Elliott, WCBT, Weldon, N. C., to U of N. C. (press agencies & WPTF, Raleigh).

Madras, Ore. translator K74AB began Jan. 29, repeating KOIN-TV, Portland, with Louis Kinkade in charge. Mohave County Board of Supervisors' 3 Kingman, Ariz. units began Dec. 15, with Ernest Scott in charge. K70AC repeats KLRJ-TV, Henderson-Las Vegas; K74AA, KTVK, Phoenix; K82AA, KOOL-TV, Phoenix.



**New and Upcoming Stations:** Educational WYES, New Orleans (Ch. 8), delayed from March 12 start by bad weather, took down scaffolding March 28, after installing 12-bay RCA antenna on roof of Hibernia Bank Bldg., planned to begin programming April 1, carrying NBC education series as well as about 2 hours of film daily from Educational TV-Radio Center, Ann Arbor. On-air box score now stands at 498 (94 uhf), with 25 being educational. Not included in count this week, though it aired first test patterns March 8, is educational KTCA-TV, St. Paul-Minneapolis (Ch. 2)—because it won't be programming for months.

WYES, with offices at 4920 Canal St., has 5-kw DuMont transmitter. Studio at Isaac Delgado Central Trades School, 916 Nevarre St., is scheduled to be ready in mid-May when station begins live programming. Duff Browne, ex-educational WUNC-TV, Chapel Hill, N. C., is gen. mgr.; Walter Ryan, production mgr.; John Haney, producer-director; W. S. Hart, chief engineer.

KTCA-TV has 25-kw DuMont transmitter and 450-ft. Stainless tower with 6-bay antenna at site 1 mi. N of U of Minnesota's St. Paul Agricultural Campus. Programming with films and slides isn't expected to start until summer, although temporary facilities are about ready at transmitter. Live programming is scheduled for Sept. 1, when studio building on farm campus is to be ready. John C. Schwarzwald, ex-director of educational KUHT, Houston, is station director; Harold O. Bergman, asst. to director; Paul Owen, ex-KUHT, program director; Berten A. Holmberg, ex-engineer of U of Minnesota radio KUOM, chief engineer.

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

WWL-TV, New Orleans (Ch. 4) has ordered RCA transmitter and plans Aug. 15 debut, writes W. H. Summer-ville, gen. mgr. of radio WWL, licensed to Loyola U, which has held Ch. 4 CP since July 13, 1956, but couldn't build until FCC concluded deintermixture rule-making. It will use 750-ft. Ideco tower. Rep will be Katz.

KPAC-TV, Port Arthur, Tex. (Ch. 4), granted March 20 to Port Arthur College, hasn't ordered equipment, but plans start next fall, reports pres. Floyd G. Betts. It will be second outlet in Port Arthur-Beaumont area, where KFDM-TV (Ch. 6) has been operating since April 1955. KPAC-TV will use 602-ft. tower. Port Arthur College got grant after 2 competitors dropped out—Jefferson Amusement Co. (Julius M. Gordon, pres.) getting option for 50%, radio KPBX (Joe B. Carrigan & James K. Smith) being reimbursed \$75,000 for expenses. Rep not chosen.

KSPR-TV, Casper, Wyo. (Ch. 6) has new studio-transmitter building nearly ready, plans May start with CBS-TV, reports owner Donald Lewis Hathaway. It has ordered 5-kw DuMont transmitter, will use GE antenna on 300-ft. tower of radio KSPR. It will be second outlet in town where Ktwo-TV (Ch. 2) began March 1. Rep will be Walker.

KPLO-TV, Reliance, S. D. (Ch. 6), planned as semi-satellite of parent KELO-TV, Sioux Falls (Ch. 11), 146 mi. away, expects to begin programming in June, reports principal N. L. Bentson. Butler steel building to house operations is nearly ready, and 10-kw RCA transmitter is due May 1. Although work hasn't started on base, 6-bay antenna is scheduled to arrive shortly and 700-ft. Stainless tower is due in mid-April. Still to be built is microwave to Sioux Falls. KELO-TV, which also operates satellite KDLO-TV, Florence, S. D. (Ch. 3), has \$450 base hour. Rep is H-R Television.

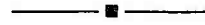
WIPR-TV, San Juan, P. R. (Ch. 6, educational) has changed target to May 30, reports R. Delgado Marquez, gen. mgr. of TV-radio for Puerto Rico Dept. of Education,

building elaborate TV-radio plant with \$882,000 appropriation. It expects to have 25-kw RCA transmitter ready by April 30. It has first section up of 200-ft. Blaw-Knox tower, and 6-bay antenna is due in mid-April. Dept. of Education also is competitor for commercial Ch. 3, Mayaguez.

KSPS, Hot Springs (Ch. 9) hasn't completed road to mountain transmitter site but hopes to start in Aug., reports Larry Boggs for owner Video Independent Theatres. It has 250-watt Tarzian transmitter on order, will use Prodelin antenna on 200-ft. Andrews tower. VIT also owns 12½% of KWTW, Oklahoma City (Ch. 9), holds CP for Kvit, Santa Fe, N. M. (Ch. 2), which plans site change to Sandia Crest, where Albuquerque stations have towers. Reps not chosen.

WGTV, Athens, Ga. (Ch. 8, educational) hopes to begin next Nov., reports Gerard L. Appy, assoc. director of communication services, for grantee U of Georgia. It has 25-kw RCA transmitter on order, but construction hasn't begun at Jacks Creek Mt., where 1000-ft. Stainless tower will be located. Studios will be in Athens, in \$2,500,000 Center for Continuing Education, being built under Kellogg Foundation grant and state funds. Closed-circuit programming at Center (Vol. 12:46) is due to start in April.

CJOX-TV, Argonia, Nfld. (Ch. 10) plans May 15 test patterns, programming as satellite of parent CJON-TV, St. John's (Ch. 6) by May 30, reports Don Jamieson, CJON-TV v.p. & program director. It has 500-watt RCA transmitter due April 15, wavestack antenna by April 30. Road to transmitter site, adjoining U. S. Naval & Air base, is under construction and pre-fabricated transmitter house is ready in St. John's. CJON-TV base hour is \$200. Reps are Weed and All-Canada TV.



RCA shipped 50-kw transmitter March 18 to upcoming WFGA-TV, Jacksonville, Fla. (Ch. 12); 10-kw March 22 to upcoming KBTX-TV, Bryan, Tex. (Ch. 3); 10-kw March 25 to upcoming WPSD, Puducah, Ky. (Ch. 6); 6-section superturnstile antenna March 25 to upcoming KPLO-TV, Reliance, S. D. (Ch. 6); 6-section superturnstile antenna (replacement) to WMT-TV, Cedar Rapids, Ia. (Ch. 2).

Crosley's upcoming WLWI, Indianapolis (Ch. 13) is due to become primary ABC-TV affiliate, effective Sept. 14.



TV-radio court coverage should be permitted at judge's discretion, not banned arbitrarily by American Bar Assn.'s Canon 35, W. D. (Dub) Rogers Jr., pres.-gen. mgr. of Texas Telecasting Inc. told Lubbock, Tex. Bar Assn. March 23. Rogers demonstrated that coverage "can be completely unobtrusive" by having meeting televised over closed circuit and speech recorded without knowledge of audience.

Foto-Video Labs reports recent shipments of color test equipment packages (including keyed signal generators, amplitude linearity testers & high-pass filters) to WHEN-TV, Syracuse; WLVA-TV, Lynchburg, Va.; WKNO-TV, Memphis; WLOS-TV, Asheville, N. C.; WCKT, Miami; WPIX, New York; WTTG, Washington; WGBH-TV, Boston.

NARTB deleted color discussion from permanent agenda for its convention in Chicago April 7-11, spokesman explaining that subject will be covered by other TV and engineering sessions.

Brisk sales in daytime color *Club 60*, now carried by 62 stations, are reported by NBC—ranging 40-78% sponsored in its owned-&-operated stations.

Two-day color seminar for telecasters in Chicago's Blackstone Hotel is set by RCA for April 12-13.

Latest show switching to color is NBC's *Life of Riley*, starting April 12.

**TV INVENTORIES CUT 10% IN FIRST QUARTER:** With TV production running about 20% under the first quarter of 1956, and with retail sales approximately equal to the 1,689,-178 sold in first 3 months year ago, total inventories were reduced from 2,500,000 to about 2,250,000 in first quarter of 1957. Though the decrease was accompanied by some drastic personnel layoffs, it resulted in clearing industry's decks for big merchandising push in final 6 months of year and also held dumping to bare minimum.

TV inventories as of March 31 were only slightly higher than the 2,200,000 in pipelines at same time year ago -- and nobody was crying then about high inventories. Retail stockpiles are considered in best shape of all, with NARDA managing director A.W. Bernsohn telling us "I know of very few dealers with excess TV inventory."

Industry leaders are inclined to the view that worst is over, insofar as TV market glut is concerned. They confidently expect modest improvement in output and sales in second quarter, really big pickup after introduction of new lines in mid-year. At that time, they also anticipate higher profits through price increases and greater concentration on production of higher-end receivers.

RETMA retail statistical service is given credit by industry, incidentally, for preventing what could have been chaotic condition in inventories. By alerting trade to level of consumer demand, production and sales were restored to balance.

\* \* \* \*

Public's extraordinary demand for hi-fi, whose market dimensions seem as difficult of definition as the term itself, has prompted speculation as to whether many consumers are now channeling their big home-entertainment dollars into hi-fi and are accordingly contenting themselves with low investments in TV sets. Thus, is there a connection between boom in hi-fi and decline in higher-end TV?

We put the question to several manufacturers, noted in both TV and hi-fi and hi-fi only, and they agreed almost unanimously that there was very little relationship, that the appeals were basically to different groups of consumers.

James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & Victrola div., said the "premise that the consumer has set aside a fixed sum for home entertainment is wrong. Hi-fi actually gives him something he never had before, but that doesn't mean that he has neglected TV as a result. I'm confident that both will prosper."

Hi-fi is now going through "show-off" phase reminiscent of TV's early days, when first families on block with a TV set staged parties to demonstrate it. But nowadays the hi-fi parties are given mainly by young folks for their friends, to show off a finished product they bought, or the set they built themselves.

Joseph Benjamin, pres. of Pilot Radio, which quit TV production 6 years ago to concentrate on radios & hi-fi and is now one of bigger hi-fi producers, also says he doesn't believe slump in higher-priced TVs is attributable to hi-fi. "The people who can afford hi-fi generally can also afford higher-priced TV sets," he said. "The boom in hi-fi is really only the reflection of a desire to listen to music reasserting itself. That desire began 20 years ago and was interrupted by the war."

Benjamin has been leader of a RETMA group trying to arrive at definition of hi-fi and standardization of various components. He added that he had "no regrets" about leaving TV field, saying "it's interesting to note that a lot of big TV set makers are now discovering hi-fi for the first time and are getting into the field."

**110-degree Plans:** The 110-degree tube is fast on its way to being adopted by all TV manufacturers as the standard for 17 & 21-in. black-&-white sets to be introduced in midyear. Purpose is to provide more compact, lighter-weight sets, which will permit the industry to give greater emphasis to 17-in. portables. The weight advantage seems destined to move 17-in. tables into the truly portable category.

Nearly all major tube makers have announced that they're now producing or



plan to produce the 110-degree tube. Sylvania, in production several months, said the 110-degree tube will be used in its entire 1958 line. RCA, also in production, brought newsmen to Marion, Ind. plant this week, announced all of its 17 & 21-in. black-&-white sets will have 110-degree tubes and expects 24-in. tube in June. G.W. Duckworth, mgr. of planning, CR tube marketing operations, said RCA intends to push 110-degree tube "aggressively." He said plant now turns out 1000 of the new tubes daily, will double that figure in a month and hit 3500 daily rate in June.

RCA spokesmen said price of 110-degree tube will be about \$2 higher than for 90-degree in 21-in. size, plus another \$1.50 for chassis, saw little saving in reduced size of cabinet. Also, they said, new tube needs 15% more deflection power, meaning sets with marginal power need added circuitry. RCA engineers said their tests have shown the 110-degree tube to have longer life than 90-degree tube.

**Graybar Looking?** Nation's largest independent electrical distributor, with 134 branches, Graybar is currently reported in negotiations with several white goods manufacturers for production of own private-label appliance line. Most prominently mentioned name is "White Star." Company refused to comment officially, but trade gave significance to report because of 3 major recent developments: (1) Graybar has lost Hotpoint line in 15 branches due to creation of Hotpoint Appliance Sales Co. (2) Whirlpool was dropped in 11 Graybar branches as a result of Whirlpool-Seeger merger and distribution tieup with RCA outlets. (3) Discontinuance of Crosley-Bendix div., with subsequent sale of Bendix to Philco, meant loss of appliance line in 14 Graybar branches. Rather than subject itself further to vagaries of appliance business, it has apparently taken first steps toward securing brand of its own. Handling its own private-label brand would not be new experience with Graybar; it handled various appliance products under "Graybar" label from 1928 to 1933.

**Production:** TV output totaled 11,601 week ended March 22, compared with 129,754 preceding week and 131,224 in corresponding week year ago. It was year's 12th week and brought TV production for year to date to about 1,376,000, compared with 1,708,633 in same period of 1956. Radio production totaled 299,075 (104,385 auto) week ended March 22, compared with 328,540 (126,352) preceding week and 258,394 (84,845) in corresponding week year ago. Radio production for 12 weeks totaled 3,666,000 (1,546,000 auto) vs. 3,260,218 (1,339,875 auto) in same 1956 period.

**Trade Personals:** Marvin J. Spath, ex-RCA, named mgr. of new product development, Sylvania international div. . . . Morgan Greenwood promoted to Philco-Bendix sales mgr. for home laundry equipment, succeeding James M. Hufnagel, resigned; Robert C. Digges succeeds Greenwood as special sales rep . . . C. J. Urban promoted to radio sales mgr. of Westinghouse, succeeding Kimball A. Reyher, named radio sales mgr. for mid-Atlantic states, Philadelphia . . . Carroll V. Roseberry elected Westinghouse v.p. & midwest mgr., Chicago, succeeding A. M. Fisher who becomes Minneapolis district mgr. following sick leave . . . Ernest H. Ulm promoted to gen. sales mgr. of Sylvania semiconductor div., Woburn, Mass. . . . Robert F. Sim Jr., ex-CBS-Hytron, appointed mgr. of Raytheon distributor order service dept. for CR & receiving tubes, Newton, Mass.; James M. Igoe promoted to distributor sales coordinator for operations sales services dept. . . . Edward H. Kelly promoted to adv. mgr. of RCA Victor custom record div., succeeding Frank J. O'Donnell, devoting full-time to Camden Records line . . . Arthur H. Jones, engineering director of Motorola national defense dept., promoted to mgr. of Chicago Area Military Electronics Center . . . Leo Pierson named industrial relations director of Kin Tel (formerly Kay Lab); Tom Sheffrey named sales coordinator . . . Orgain E. McCullough Jr. promoted to assistant to Clevite pres. Wm. G. Laffer.

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Magnavox moves west coast office to new 20,000-sq. ft. quarters at 6480 Corvette St., Los Angeles (Elwood Rceves, western zone mgr.).

**DISTRIBUTOR NOTES:** Emerson Radio of Pa., Philadelphia, reports resignation of v.p.-gen. mgr. Samuel Jacobs, forming local distributorship for Blaupunkt radios & hi-fi . . . Hotpoint Appliance Sales Co., Newark, names John I. Marge as sales mgr., replacing Wm. F. Carolan . . . Elliott-Lewis Corp. (Motorola) appoints v.p. Tim Lewis Jr. to additional duties of appliance sales mgr., succeeding Laurence C. Phister, resigned . . . Muntz appoints Picture Tube Center as exclusive dealer within 25-mile radius of downtown Los Angeles, exclusive of Long Beach, replacing Don Adams Inc. . . . DuMont appoints Standard Electric Supply Co., 1045 No. 5th St., Milwaukee (Morris Stern, pres.) . . . Whirlpool-Seeger appoints Carter-Johnson Inc., 820 W. Ash St., San Diego (E. S. Carter, pres.), replacing Jerry Achtenhagen & Sons Inc.

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Three long-time Philco executives are due to be replaced as directors at stockholders meeting April 5 in Philadelphia. James H. Carmine and James T. Buckley, both ex-presidents, and Larry E. Gubb, who like Buckley has been ex-chairman of Philco, will not be candidates for re-election. To replace them, management has proposed treas. Wm. R. Wilson; Gaylord Harnwell, pres. of U of Pa.; Richard C. Bond, pres. of John Wanamaker. Buckley had been director since 1932, Carmine and Gubb since 1942.

Robert McKenna, director of Chilton Co., becomes publisher of *Electronic Industries & Tele-Tech*, succeeding M. Clements, who remains as consultant; Clements, pres. of Caldwell-Clements Manuals Corp., founded McGraw-Hill's *Electronics* in 1930 and was its first mgr.

**Topics & Trends of TV Trade:** Promising dark horse in TV-radio-appliance marketing is little-publicized 2-year-old CBS International Div., already handling diversified line of products abroad, with good growth prospects foreseen by its pres. Lewis Gordon, ex-Sylvania. Actual dollar volume is unrevealed but it went up 80% last year, and profits tripled, according to annual report of CBS Inc. (see p. 13), which reveals in part scope of its operation.

Besides CBS's own manufactured products—tubes, records, phonos—CBS International has also arranged to handle export sales of other companies manufacturing TV and radio receivers (Trav-Ler), washers & dryers (Apex), kitchen ranges (Magee); also handles, under own brand name, line of recording tape, air conditioners, refrigerators & freezers of undisclosed manufacture. It's recalled that Trav-Ler bought tools and dies of discontinued CBS-Columbia last year (Vol. 12:28).

It's also selling special TV-radio station equipment such as microphones, low-power transmitters and mobile radio equipment, and recently signed export agreement with Adler Communications Inc.

During 1956 new distribution channels were established in Argentina, Aruba, Bolivia, Chile, Denmark, Finland, Iceland, Iran, Lebanon, Norway, Peru, Sweden, Thailand, Uruguay. "Despite increased competition from Europe and Japan," states report, "the gains established for CBS International in 1956 will be maintained and expanded in 1957 through further broadening of markets, product & personnel."

Note: Foto-Video Labs Inc., manufacturers of broadcast & closed-circuit TV equipment, this week announced its entry in export sales field, with CBS International div. as exclusive representative outside U. S. & Canada.

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Irrepressible Sol Polk, big Chicago TV-radio-appliance dealer whose off-beat merchandising tactics have made him one of industry's most unpredictable (and most publicized) figures, broke into news again this week by purchasing \$105,885 worth of movie tickets to "Around the World in 80 Days." Producer Mike Todd said Polk will receive 100 tickets for each performance for one year, and said Polk plans to give tickets away to his customers. It's said to be largest block purchase of tickets in show business history.

Australian TV production totaled 43,600, retailing at \$450 up, in final 6 months of 1956.

**MORE REMUNERATION** reports on officers-directors for 1956, as disclosed in proxy statements for annual meetings (figures in parentheses indicate shares of common stock held at time of proxy notices):

Columbia Broadcasting System Inc.—Wm. S. Paley, chairman, \$300,000 (122,604 A, 708,357 B); Frank Stanton, pres., \$300,000 (108,266 A, 31,917 B); Edward R. Murrow, v.p., \$177,233, not including his and family shares of \$151,800 royalties from Person to Person Corp. Inc. (no stock); J. L. Van Volkenburg, pres. CBS-TV, now retired, \$134,961 (8277 A, 636 B); Arthur Hull Hayes, pres. CBS Radio, \$65,000 (124 A, plus option on 7803 A); Henry C. Bonfig, ex-pres. of CBS-Columbia, \$56,346 (option on 7803 A); Goddard Lieberon, pres. Columbia Records, \$48,000 (option on 7650 A). Newly elected pres. of CBS-TV Merle S. Jones and pres. of CBS-Hytron Arthur L. Chapman, both directors whose remunerations are not yet reported, held no stock at end of 1956 but each holds options on 7500 A. Director Ralph F. Colin (3061 A shares) is member of firm of Rosenman, Goldmark, Colin & Kaye, general counsel of the corporation, to which \$204,400 was paid for 1956 legal services. (Annual meeting, April 17, N. Y.)

Storer Broadcasting Co.—George B. Storer, pres., \$75,350; (1,092,890 B common); J. Harold Ryan, senior v.p., \$20,200 (5500 common, 100,000 B); Lee B. Wallis, excc. v.p., \$69,292 (13,000); Stanton P. Kettler, operations v.p., \$59,771 (11,200); Wm. E. Rine, district v.p., \$54,903 (10,000); George B. Storer Jr., district v.p., \$37,951 (2000). Profit-sharing trust plan set up in 1952 has these accruals: Messrs. Storer, \$65,968; Wallis, \$52,716; Kettler, \$41,908; Rine, \$38,090; Storer Jr., \$22,066. (Annual meeting, April 9, Miami.)

Admiral—Ross D. Siragusa, pres., \$125,300 (252,667); John B. Huarisa, exec. v.p.-trcas., \$125,300 (98,131); Vincent Barreca, v.p., \$60,250 (435); Wallace C. Johnson, v.p., \$52,800 (2200); Edmond I. Eger, \$50,250 (none). In addition, Mrs. Siragusa owned 421,520 shares directly, and Mr. and Mrs. Siragusa owned 241,480 in trust for 4 children. Mrs. Huarisa owned 13,294 directly, and with Mr.

Battery-operated portable TV could be manufactured in 1957 to retail in \$150 price range, says pres. Nicholas Glyptis of Multi-Tron Lab Inc., Chicago—taking issue with our story last week reporting consensus of engineers and manufacturers that "true portable" TV at moderate price may be about 5 years off (Vol. 13:12). Glyptis, whose company currently is demonstrating to manufacturers the "pure signal" or "multiple-beam" picture tube which eliminates video amplifier (Vol. 13:8), says Multi-Tron intends to show set makers soon its own version of a practical cordless portable. As described by Glyptis, it would be "hybrid" set, using transistors which are available today, with tubes in applications for which transistors aren't yet ready. It would use new flat projection "pure signal" picture tube—"which doesn't operate on the principle of optical projection." He said such a set could be constructed and shown within 60 days, and added that his firm—being in the tube research & development business—is actively seeking to make arrangements with a circuit company for planning and construction of demonstration models of hybrid portable using "pure signal" principle.

National Assn. of Purchasing Agents, in monthly economic report released March 31, describes business conditions in first quarter of 1957 as "a floating plateau." Production and new orders varied little between the 3 months. Among other significant developments: upward price spiral is being arrested, inventory paring continues, employment remains high, lead time on production is about "as short as can be expected," materials in generally good supply.

Russians have hit 21—21 inches, that is. Newest Soviet-made TV receiver, Temp-4, has "American look," with U. S.-style cabinetry, 21-in. rectangular tube—and it also incorporates FM radio tuner, phonograph and 3-speaker sound system. Details of pricing are not available.

"Five Star TV Specials" sales promotion is being offered dealers by RCA's TV div. giving "extremely attractive trade-in allowances and other excellent values" on five 21-in. sets—2 table models, 3 consoles.

New replacement parts program for all consumer products was instituted by Philco this week, providing for "emergency" service to distributors for parts on 24-hour basis and maintenance of 90-day inventory of service parts in each distributor territory.

Huarisa, 7200 in trust for daughter. Mrs. Barreca owned 400. Mrs. Johnson owned 120. (Annual meeting, April 11, Chicago.)

Sylvania—Don G. Mitchell, chairman & pres., \$150,000 (3731); Barton K. Wickstrum, v.p., \$56,319 (264); Frank J. Healy, v.p., \$56,077 (824); Arthur L. Chapman, v.p. (now pres. of CBS-Hytron), \$56,077 (none); Max F. Balcom, consultant, \$36,000 (3700). (Annual meeting, April 30, N. Y.)

Note: For similar reports on other TV-radio and related electronics companies, see Vol. 13:12.

Teleprompter Corp. reports consolidated net income of \$206,841 (\$1.45 per share on 142,652 shares outstanding) on gross revenues of \$1,784,607 in 1956, compared with \$96,743 (81¢ on 120,000 shares) on gross revenues of \$1,215,559 in 1955. Balance sheet lists current assets of \$683,239 as of Dec. 31, 1956, compared with \$465,204 year earlier; current liabilities were \$179,750, as against \$526,823 at end of 1955. Company "now has reached a stage of solid growth," said pres. Irving B. Kahn, citing formation of group communications div. for closed-circuit servicing. Teleprompter has "realized more than \$500,000" in closed-circuit business since Dec., he said.

Bureau of Labor Statistics reports Dec. average of \$82.41 per week for electrical appliance production workers, amounting to \$2.05 hourly for 40.2 hours compared with \$84.25 for 40.7 hours in Nov.



**Financial & Trade Notes:** ABC division of American Broadcasting-Paramount Theatres increased gross income in 1956 to \$98,759,306, from \$81,116,634 in 1955, but fell below expectations in fourth-quarter TV network sales, according to annual report released this week. No breakdown was given for TV revenues alone.

AB-PT pres. Leonard H. Goldenson noted that returns for final quarter last year were below those in similar 1955 period, singling out failure of *Mickey Mouse Club* to win full sponsorship. "While efforts are being continued to improve TV sales during the current broadcast season, a materially broadened and straightened program schedule is being set for the 1957-1958 season," Goldenson told stockholders.

Consolidated AB-PT report showed over-all 1956 earnings of \$8,476,716 (\$1.96 per common share) compared with \$8,373,000 (\$1.93) in previous year. Of total net income last year, \$7,734,545 (\$1.78) came from operating earnings, \$742,171 (18¢) from capital gains. This compared with \$8,218,017 (\$1.89) in operating earnings and \$155,356 (4¢) in capital gains in 1955. Gross AB-PT income was at new high—up \$198,350,068 to \$206,915,705 from 1955.

"To implement the development of the ABC program structure," Goldenson said, "a plan to expand the physical facilities of the TV network is . . . under way. Our company has maintained a strong financial position, with additional funds having been arranged for this year in order to meet all of these requirements. Working capital at the year end was \$41,200,000 compared with \$30,238,000 in 1955.

Goldenson cited "fine progress" in subsidiaries Am-Par Records and ABC Film Syndication, and in other AB-PT interests including Disneyland Park (35%), Wind Tunnel Instrument Co. (25%), Microwave Assoc. Inc. (33½%), Technical Operations Inc. (25%).

Movie production by AB-PT Pictures Corp., formed last Nov., "is being undertaken on a limited basis at the outset," Goldenson said. Theatre income in 1956 was \$100,565,000 compared with \$110,503,000 in 1955, partly reflecting disposition of 32 properties last year under anti-trust consent decree. AB-PT holds full or part interest in 550 theatres.

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Hoffman Electronics earnings in first quarter of 1957 will be about 10% ahead of the 64¢ per share in first 3 months of 1956, though sales will be down slightly from the \$12,100,000 of first quarter year ago, v.p. C. E. Underwood told *Wall Street Journal*. Earnings increase this year resulted from higher profit per sale on TV receivers. Sales decline, he said, was due to conclusion of TACAN contract for Air Force. He also said that Hoffman has borrowed more than \$4,000,000 against some govt. contracts since Jan. 1, expects to clear all short-term loans by July 1. Hoffman financial report for 1956, released this week, detailed earlier report by pres. H. L. Hoffman (Vol. 13:8). Earnings were \$1,601,974 (\$2.19 per share on 730,295 common shares) on sales of \$46,580,279, as against \$1,560,596 (\$2.15 on 724,760 shares) on \$44,416,673 in 1955.

RCA's first-quarter earnings "probably" will approximate the \$12,727,000 (85¢ per share) earned in first quarter of 1956, reports *Wall Street Journal*. No comparison was made with sales of \$274,848,000 in first 3 months year ago. RCA's unit TV sales thus far were said to be keeping pace with 1956, with its factory and distributor inventories under last year. Radio sales were running ahead of 1956 levels, phonos up 25%, hi-fi sales "substantially" above 1956.

Sprague Electric reports sharp drop in earnings to \$2,176,297 (\$1.75 per share) in 1956 from \$3,003,128 (\$2.42) in 1955.

CBS Inc. 1956 report distributed to stockholders this week verifies previously disclosed all-time peaks in consolidated sales and earnings (Vol. 13:5, 7)—but its division reports are especially revealing. Though divisional balance sheets are never shown, it's no secret that telecasting is CBS's biggest volume item and CBS-TV ("the largest advertising medium in the world") increased its advertising revenues by 18.3% while CBS-Radio "continued to be profitable and to lead all competitors."

Columbia Records sales volume rose 50% to new peak, LPs alone increasing by 120% and accounting for "almost 60% of the record industry's total volume."

Consolidated revenues and sales went up 12.1% to \$354,779,843 and, despite contrary industry trends, after-tax profits went up 21.5% to \$16,283,462 (\$2.17 per share)—an achievement all the more remarkable in light of liquidation of unprofitable CBS-Columbia TV-radio manufacturing div., discontinued in July and representing loss of 41¢ per share, and in the face of the undisclosed losses of CBS-Hytron.

Yet CBS-Hytron tube and semiconductor business tripled in dollar volume over 1955, tube sales being severely hampered by shrinkage of TV-radio set manufacturing as result of 22 companies quitting field or merging and because "market for color tubes did not develop as expected and a general excess capacity in the industry caused unprofitable price levels." Yet factory sales of transistors went up tenfold in year and diode sales more than doubled.

CBS Laboratories rechanneled its efforts from TV-radio receiver work to research for the Air Force in solid-state physics, guided missiles and photographic devices—though in TV it contributed to improved reception with its Highlight Aperture Equalizer for sharpening the transmitted image. (For report on CBS International, see p. 12.)

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Sylvania proposes increase in authorized common shares from 4,000,000 to 6,000,000, will also ask stockholders at annual meeting in N. Y. April 30 to approve increase in directors from 10 to 12. Proxy statement noted that only 341,667 shares were outstanding or "reserved for issue" as of March 11, and said there were no plans for issuance of additional shares under authorization. But, it adds, directors believed additional shares "should be available for any corporate purposes, including, but not limited to, the refinancing of outstanding indebtedness and raising of additional capital." Sylvania last year called off announced plans to raise \$25,000,000 by sale of 30-year debentures because of "unsatisfactory conditions in the money market."

Avco's consolidated earnings for 3 months ended Feb. 28 totaled \$3,119,876 (34¢ per share) on sales of \$83,194,479, compared with \$665,300 (7¢) on \$88,763,084 in corresponding period of preceding fiscal year. Earnings improvement, noted chairman Victor Emanuel, resulted from elimination of unprofitable Crosley-Bendix TV-radio-appliance lines, income tax credit, continued growth of industrial & defense businesses, specialized farm equipment and broadcasting operations.

Canadian Westinghouse earned \$1,801,734 in 1956 vs. \$1,514,915 in 1955 despite fall-off in TV market, "depressed prices" of electrical equipment and effects of last year's strike at 30 Westinghouse plants in U. S. which curtailed supplies of components, pres. George L. Wilcox reports. Good year in radio & hi-fi helped set records in orders.

RCA's 3½% convertible subordinated debentures, being issued in exchange for temporary debentures issued in Dec. 1955, will be available for exchange at Irving Trust Co., 1 Wall St., N. Y. Permanent debentures will have coupons representing interest payments from June 1, 1957 to Dec. 1, 1980, the due date.



**S**TILL ANOTHER study of allocations is being proposed by MIT's Prof. Edward Bowles, chairman of ad hoc committee on allocations created nearly 2 years ago by Senate Commerce Committee. Proposal has been circulated to other members of committee—all of them engineers and most of them from TV industry—but group has not yet met to consider recommendations.

Proposal is contained in Bowles' 282-page "supporting brief," which reviews history of allocations, with sections on networks, color, educational TV, Communications Act, etc. This is the report which Bowles submitted to Chairman Magnuson (D-Wash.) of Senate Commerce Committee several weeks ago (Vol. 13:9, 11). Though Bowles said he would submit his own formal recommendations later, his study—highly critical of FCC—does make this proposal:

Establish an "independent audit," working separately from FCC through a responsible professional agency of national standing free of commercial or political interests. Audit group would be financed directly by Congress, watched over by Commerce Committees of both houses, study "public interest" from both engineering and economic standpoint—and presumably work out an allocations plan, as well as details about how proposed allocations changes might best be effected, etc. As a pattern, Bowles points to specialized MIT Radiation Lab set up by Govt. during World War II to develop and accelerate radar on an independent no-govt.-interference basis.

"Unwarranted grab" by aviation interests for sole use of airspace was sharply attacked by v.p.-director Victor Sholis of Louisville's WHAS-TV in letter urging FCC to toss whole matter of his station's tall-tower plans back into the hands of Washington Airspace Panel. Replying to McFarland letter which raised "aviation hazard" issue, Sholis reviewed station's 5-year effort to find tall-tower site acceptable to Airspace Panel, revealing that 25 different sites had been analyzed, 5 of them placed under option, and 79 conferences held with Airspace Panel members and technicians, which culminated in Panel's ruling that "there is no site within approximately 20 mi. of [Louisville] where a tower of the height requested can be approved." Sholis charged Panel's action in "kidnaping all airspace over and around Louisville as aviation's private preserve" violated Commission's goal of providing nationwide TV service, as well as joint CAA-FCC-industry agreement for "cooperation" in solving airspace problems. He urged FCC to "insist the Panel find a site within a reasonable and practical distance from Louisville for a 2000-ft. tower to bring TV service to rural areas of Kentucky."

Emphasis on Washington news coverage is pointed up by establishment of Washington news bureau by Westinghouse Bcstg. Co., headed by Rod MacLeish from WBZ, Boston; he plans to add assistant shortly. Move follows MBS's shift of news headquarters from N. Y. to Washington; news director Robert Hurleigh says he has go-ahead for "definitely enlarged news staff." Among other networks, ABC's John Scandari says "we are definitely going to expand"; CBS's Ted Koop reports addition of one man; NBC's Julian Goodman points to increase in news originations from Washington by NBC.

Dave Beck got full live coverage by WTOP-TV, Washington, at McClellan Committee hearings on Teamsters Union this week in Senate Caucus Room. CBS affiliate dropped all commercial schedules for nearly 11 hours March 27-28 for exclusive show, reminiscent of 1954 Army-McCarthy hearings and Kefauver crime investigation in 1952.

Big closed-circuit apartment house TV project is expected to be in operation within a month, linking 1672 apartments in 4 cooperatively owned buildings on New York's lower east side. If it proves successful, system is slated to be extended to thousands of additional apartments in other buildings in area. Program is being initiated by East River Housing Corp., independent agency operating under aegis of International Ladies' Garment Workers Union (AFL-CIO), which sponsored and helped finance apartment development. Closed-circuit hookup will be fairly simple and inexpensive, merely linking master antennas of the 4 buildings to "studio" at development's offices. Ch. 6 will be employed for closed-circuit transmissions, which will be initiated with rented cameras, lights, sound equipment, etc. Initially, programs will last one hour once or twice monthly, featuring discussions of problems affecting residents of the co-op apartments; later they will be extended to entertainment, debates, etc., put on by residents. New program service, under direction of East River Housing Corp. educational director Donald Martin, will involve no additional expenditure on part of tenants using master antenna system.

Broadcasting industry's stepped-up public relations program bears first fruit in the unprecedented network TV-radio coverage planned for NARTB convention at Chicago's Conrad Hilton Hotel April 7-11. Highlight will be live telecast by CBS-TV of FCC Chairman McConnaughey's 2:30-3 p.m. April 9 luncheon address. CBS radio will rebroadcast his talk at 10:05-10:30 p.m. Formal opening address by Gen. Alfred M. Gruenther April 9 will be recorded by NBC & CBS radio broadcast at 8:30 & 10:30-11:00 p.m., respectively. ABC radio & MBS will carry NARTB pres. Harold Fellows' principal convention address live 3-3:30 p.m. April 10, CBS radio rebroadcasting it 10:05-10:30 p.m.

One application for new TV station, 2 for translators, were filed with FCC this week, bringing total to 113 for stations (25 uhf) and 58 for translators. Station application was for Globe, Ariz., Ch. 34, by local KWJB, which also operates AMs in Safford, Coolidge, Winslow & Clifton, Ariz. Translator applications were filed for Center, Colo., Ch. 80, by Central TV Assoc., to rebroadcast KCSJ-TV, Pueblo, and for Truth or Consequences, N. M., Ch. 80, by municipal govt., to rebroadcast KGGM-TV, Albuquerque. [For details, see *TV Addenda 24-L* herewith.]

Florida-Cuba microwave which can accommodate TV program and 120 telephone conversations simultaneously (Vol. 13:6, 12) is due for shipment to Florida next week by Federal Telecommunication Labs—with start of service on first commercial broad-band "scatter" relay due to begin by summer. AT&T is silent as to when first TV programs will be exchanged between the 2 countries—but it's safe guess that relay will be used to bring World Series to Cuban viewers.

More long-distance TV: J. Sestak, Czech TV-radio amateur, is receiving British TV programs at his home in Mihalovice, eastern Czechoslovakia—1000 mi. from London—according to Czech news agency Ceteka.

TV-radio and movie coverage of state courts, commissions and other tribunals would be authorized by bill submitted this week by rules committees of N. Y. legislature.

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