

**THE
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WEEKLY NEWS DIGEST
FOR EXECUTIVES OF THE
VISUAL BROADCASTING
AND ASSOCIATED
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with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — February 1, 1958

IDEA OF "7TH REPORT" mulled by some Commissioners, who seek to "do something about uhf." No majority view apparent yet, but talk spreads (p. 1).

REAL SHOWDOWN ON FCC "misconduct" charges due in hearings starting Feb. 3. Commissioners believe law sustains them on expenses, industry relations (p. 2).

1958 AM-FM DIRECTORY READY: 216-p. volume logs all No. American stations by states & cities and by frequencies, also shows all applications pending (p. 3).

TOLL-TV DECISION by House Commerce Committee deferred another week, as Congress gets more anti-pay-TV bills, resolutions and speeches (p. 4).

DO YOU KNOW THAT relatively few Senators and Congressmen own or control TV or radio stations. Stockholdings mostly minority. List from FCC records (p. 5).

NEW STATIONS START in Orlando, Fla.; Kennewick, Wash.; Ponce, P. R.—with WTVC, Chattanooga (Ch. 9), moved from Rome, Ga., about ready to go (p. 6).

FCC NETWORK HEARINGS to be protracted, as 32 groups ask to appear; networks have 25 witnesses (p. 6).

TV ADVERTISING JUMPED from zero 10 years ago to more than \$1.3 billion in 1957, or 12.6% of all media. Radio hits all-time high of \$648,000,000 (p. 8).

ED NOBLE BRANDS UNTRUE story he's lining up opposition to Goldenson's regime as pres. of AB-PT for showdown at stockholders' meeting in May (p. 9).

Manufacturing-Distribution

HUGE TV REPLACEMENT MARKET seen in latest Mansfield estimates: 12,000,000 small screen sets, 5 years old, among 46,120,000 in use at year end (p. 10).

WESTREX STEREO APPROVAL seen as go-ahead for fall marketing of both stereo records & players. Stereo fever spreading to radio, too (p. 11).

TRANSPARENT CR TUBE marketed by GE for military-industrial use; inexpensive mass production possible. TV potential: "outdoor portables" (p. 13).

A 'SEVENTH REPORT' ON TV ALLOCATIONS? Maybe it's only a trial balloon, but some FCC members are talking up the idea of another full-scale TV allocations go-around -- a rule-making proceeding leading to a "Seventh Report." ("Sixth Report" is term describing document which ended 1948-52 freeze and set up present vhf-uhf system.)

Chairman Doerfer, for example, had this to say about allocations, when needed on deintermixture by Rep. Mack (D-Ill.) during Moulder subcommittee hearing this week (see p. 2): "My view is that the whole problem may have to have another rule-making, which might lead to putting all TV into the uhf." Doerfer emphasized to us later that he said "might."

The talk is animated, at any rate, by a desire to "do something about uhf." This is nothing new, nor is there any clear-cut majority view, nor is it imminent (staff hasn't been told to draft anything) -- but there's certainly more strength behind discussion than there has been for some time.

Commissioners don't want to be quoted at this stage, but here's a sampling of their thinking at the moment:

"How long can we promise the public more service from 70 uhf channels? After almost 6 years, there are only 90 uhf stations. We have no consistency in deintermixture -- and if we make an area all-uhf, it still doesn't mean anything. I understand the manufacturers have stopped all research on uhf. Maybe we ought to make the east uhf, west vhf, give stations about 8 years to move to uhf. Or maybe we ought to cut vhf station service down so that uhf is competitive. Or maybe we ought to give all the uhf to the military in exchange for some vhf. But how long can we

keep things the way they are? And I don't think we need to wait for TASO's technical findings [due by June 30] to start. Rule-making might take a couple years."

Here's another: "We've got to do something to arrest the trend to a 12-channel system. It isn't enough."

But here's a dissenter: "We have no time for that now. We'll have to limp along with the present system right now. We don't have the tools. I don't anticipate much out of TASO, but we ought to give them a chance."

An even stronger dissenter: "Doerfer isn't speaking for the Commission on that. I'm waiting for TASO -- to see what the ground rules should be before we start thinking about changing things."

'THE FCC CORRUPTION STORY' (Cont.): It isn't possible to tell yet whether any FCC commissioner -- or anyone else, in fact -- is going to be hurt by the much-publicized charges of "misconduct" leaking from the Moulder subcommittee (Vol. 14:4). Next week may tell the story, for all commissioners and a flock of industry witnesses start testimony in open hearings beginning Feb. 3.

To a man, the commissioners insist they've violated no law, indulged in no improprieties. They feel their explanations will satisfy Congressmen and public. What disturbs them is the raw publicity generated by leaks from the Moulder investigating group -- including its confidential staff memo (Vol. 14:4) -- when they had no official bill of particulars to study and answer.

The charges garnering most publicity are those stating commissioners let industry pay their expenses for attending industry meetings while at same time taking per diem payments for the trips from Govt. Commissioners note that FCC is unique in that Communications Act specifically allows them to accept honorariums for speeches. Thus, the law leaves things fuzzy, at the very least, in their opinion. According to Moulder, U.S. Comptroller General Joseph Campbell says that charges of expense mishandling, if true, show impropriety and violation of law. But there's question whether Campbell was given full facts. On Jan. 31, Moulder sent each commissioner list of charges against him, along with copy of staff memo -- to study over week end in preparation for the hearings in New House Office Bldg., Rm. 1334.

Five members are being charged with "misconduct," most recent appointees Craven and Ford alone exempted. It's expected all the commissioners will stand fast on their interpretations of the law. And, unless some egregious wrongs are brought out, it's not expected there will be any pressure from White House to force Chairman Doerfer or any other member to resign.

* * * *

Witnesses called to date, besides all 7 commissioners: George McConnaughey, ex-chairman; Frieda B. Hennock and Edward M. Webster, ex-commissioners; Comptroller General Campbell; Harold E. Fellows, NAB pres.; Robert K. Richards, ex-NAB v.p.; Frank U. Fletcher, Washington counsel for KWTW, Oklahoma City, at whose tower dedication Doerfer spoke; Frank M. Russell, NBC Washington v.p.

A prime defense of Commission during 3-day schedule of testimony is bound to be an explanation that its function is primarily legislative, like that of Congress, hence imposes a duty to learn industry problems by every possible means, including field trips, informal discussions -- "fraternization," in a sense. Says one commissioner: "If Congress wanted to clothe us in judicial robes, it would have done so. But it recognized our legislative role."

As for expenses, here's another commissioner's reaction: "I think the basic thing is that you don't make money on these trips. I lost money on them last year -- and you can be sure I showed that on my income tax return." Charge is that industry usually picks up tabs for hotel rooms at conventions, yet commissioners put in for \$12 per diem room-&-board allowances (until recently \$9). How, argue the commissioners, could they possibly "make money" with expense costs what they are? Chairman Moulder has said personal financial papers will be inspected.

RCA's loan of color sets to the commissioners has been another hot publicity topic. Late Senator Tobey went through same thing about black-&-white sets in early days of TV, when he was fighting the late Maj. Edwin Armstrong's battle against RCA on FM. Nothing came of it, when it became apparent the Govt. itself was not providing sets even to the FCC -- and those then cost about what color sets do now.

RCA gave as its reason: To acquaint commissioners with set performance. It has also serviced color sets, replaced them from time to time, then sold used units to stations for monitors -- and says it still made money on them. These sets are on "loan" basis -- and among those having them are many other top govt. officials, newsmen, et al. There are 2 in the White House, to say nothing of 2 black-&-white and one DuMont black-&-white, perhaps others.

Among other subjects the subcommittee will probe in hearings: "Influence" in comparative TV cases (Congressional, too?); policy on anti-trust matters and patents. [For digest of staff memo on charges, see Vol. 14:4.]

Moulder subcommittee has its own problems. After arguing over its youthful investigator Prof. Bernard Schwartz's method of operating, over leaks, etc., it ordered staff not to give confidential reports to subcommittee members themselves! It released staffman Norman Gelman, a special fellowship student working for free -- on basis of "conflict of interest." Gelman is a reporter for the St. Petersburg (Fla.) Times, published by Nelson Poynter, a Ch. 10 applicant in St. Petersburg.

Full story must yet unfold -- but some newspapers have already editorialized, generally unfavorably toward the Commission. FCC commissioners appeared before the Moulder subcommittee in open hearing Jan. 29 but, under a "gentlemen's agreement," testimony and questions were confined to general functions of the FCC (see below).

1958 DIRECTORY OF AM-FM STATIONS READY: Our all-inclusive Radio Station Directory for 1958 will be off the presses next week -- an authoritative listing of the nearly 3300 AM broadcasting stations operating or authorized in the United States, and the nearly 600 FM stations. In addition, all aural stations in Canada, Mexico, Cuba and other North American countries are listed.

Six-part, 216-page log tabulates them (1) by states & cities, with company names, addresses, frequencies, powers, antenna heights (FM), network affiliations if any; (2) separately by frequencies; (3) by call letters. Applications pending as of Jan. 1, 1958 (more than 300 AM, about 50 FM) are also listed in separate logs (1) by states, and (2) by frequencies. And there's list of FCC-approved transmitters.

The AM-FM Directory can be kept up to date through the year with our weekly Addenda (yellow sheets) reporting FCC's current grants, additions, changes, etc., including station sales as reported and authorized and data on non-U.S. stations as reported by the radio regulatory authorities of Canada, Mexico, Cuba, et al.

Directory will be mailed next week to subscribers to the complete Television Digest services, with extra copies available at \$7.50 each (5 or more, \$5 each). Our recently-instituted AM-FM service, incidentally, provides the AM-FM Directory plus the 52 AM-FM Addenda at \$50 per year.

Note: The 26th edition of the semi-annual TV Factbook is now being readied for press, should be available in about 4 weeks. The standard reference of the telecasting and associated electronics industries goes to all our full TV and full TV-AM-FM subscribers, with extra copies available at \$5 each (5 or more, \$3.50 each).

Hearing on FCC procedures, conducted Jan. 29 by Moulder subcommittee under "gentlemen's agreement," with impropriety charges deferred (see above), elicited these points from FCC Chairman Doerfer: (1) Administration doesn't dictate FCC decisions, though Commission personnel and security activities come under executive branch. (2) "Clarification" of law is needed to restrict courts' interpretation of "protest rule"--so that cases

won't drag on for years. (3) A govt. commission above both FCC and Defense Dept. should be created to govern spectrum allocation--to weigh conflicting demands on frequencies, replacing present system of "negotiation" between FCC and govt. spectrum users. (4) Budget Bureau doesn't inhibit Commission from asking appropriation committees for funds to carry out any program it chooses. However, Bureau does set limit on total appropriation.

Toll Verdict Deferred: There was plenty of anti-pay-TV wind on Capitol Hill this week—but no action. Chairman Harris (D-Ark.), who last week promised that his House Commerce Committee would meet on issue Jan. 30 (Vol. 14:4), found Committee's schedule hopelessly snarled with other matters—notably the Moulder subcommittee meetings and hearings—and was forced to defer consideration of action to block subscription TV until Feb. 6.

Six members of 15-man Senate Commerce Committee introduced "sense of the Senate" resolution (S. Res. 251) urging FCC not to authorize any form of pay TV "without specific authorization by law." They were Democrats Smathers (Fla.), Thurmond (S. C.), Lausche (O.) and Republicans Butler (Md.), Potter (Mich.), Payne (Me.). After anti-toll speech on floor by Sen. Thurmond, they were joined in sponsorship of bill by Sen. Carlson (R-Kan.).

Fact that only 6 of the 15 members of Senate Committee joined in sponsorship of resolution is illustrative of split among that group. Stated views of other Committee members:

On record as leaning toward idea of fee-TV test—or at least leaving whole matter to FCC's discretion—are Chairman Magnuson (D-Wash.) and Sens. Pastore (D-R. I.), Monroney (D-Okla.), Bricker (R-O.), Schoeppel (R-Kan.). Not on record are Sens. Bible (D-Nev.), Yarborough (D-Tex.) & Purtell (R-Conn.). Sen. Cotton (R-N. H.) says he opposes pay TV on principle but doesn't think Congress should inject itself into issue now.

Following Jan. 29 closed Committee meeting, Chairman Magnuson said resolution had been referred to Sen. Pastore's communications subcommittee. As to whether hearings might be held on Senate side, he said "that's up to the subcommittee." He added he personally feels issue ultimately will be decided by courts. Meanwhile, Sen. Ervin (D-N. C.) said he had received "very heavy" mail against pay TV and pledged to support legislation denying FCC authority to license any form of toll TV. In recent weeks, 11 Senators have gone on record as opposing pay TV, of whom 8 are now sponsors of anti-subscription legislation.

On House side, 19 Congressmen have recently opposed

Medical Subscription TV: Dr. Leo L. Leveridge, director of Pfizer lab's medical film dept., who appeared on his own at last week's pay-TV hearings, filed supplemental views with the House Commerce Committee asking that Govt. take no action which would interfere with experimentation with scrambled signals directed at education of doctors. "TV offers the practicing physician a direct pipeline from his home or office to the medical teaching center," he told committee, but picture would have to be coded, being unsuitable for general public. Costs, he said, would be carried by pharmaceutical firms & doctors; schedule (around 7 a.m.) would not interfere with regular programs.

Note to readers: Reports on radio station sales and approvals, hitherto carried in the Newsletter, will henceforth be carried only in the *AM-FM Addenda* (yellow sheets) unless they are of transcendent importance. Reports on TV station sales will continue to be reported in the Newsletter.

Mutual Broadcasting System pres. Paul Roberts says 450-station radio network has enjoyed operational profit of \$24,000 since last Sept.; his group took over from Teleradio last Aug. 8, and he states network losses for first 7 months of 1957 were \$680,000.

fee TV, with 11 anti-pay bills now in hopper. This week's bills were introduced by Reps. Radwan (R-N. Y.), Burdick (R-N. D.), Rogers (R-Mass.) & Springer (R-Ill.), the latter a member of House Commerce Committee. Rep. Mack (D-Ill.), also member of Committee, says he plans to introduce anti-subscription bill, and Rep. Zelenko (D-N. Y.) say he'll introduce bill to levy 25% tax on receipts of pay-TV attractions.

Inserting anti-pay-TV remarks in *Congressional Record* this week were Sen. Mansfield (D-Mont.) and Reps. Beamer (R-Ind.), Lane (D-Mass.) and McIntosh (R-Mich.). Rep. Wilson (R-Cal.) told Advertising Assn. of West convention at Coronado, Cal. that "pay TV will have a tougher row to hoe [in Congress] than statehood for Alaska and Hawaii."

On pro-subscription-TV front, pres. Sol Sagall of Teleglobe Pay-TV System Inc. this week wrote all Senators and Congressmen in behalf of his proposed "International Television University" via pay TV, in which he pleaded that "application of the pay-TV principle to education cannot and should not be the subject of controversy." His view, as stated to lawmakers, is that "FCC should remove any restrictions from the use of pay TV, by whatever system, by any station—vhf or uhf, anywhere in the country—provided the station in question will use pay TV for teaching and education."

Nation's large newspapers continued their drumbeat in favor of fee-TV trial. As culled by subscription proponent Zenith, these major papers—in addition to those listed last week (Vol. 14:4)—plugged editorially for pay-TV tests within last 2 weeks: *Cleveland Plain Dealer*, *Chicago Daily News*, *Denver Post*, *Providence Bulletin*. And King Features Syndicate (Hearst) columnist George Sokolsky this week pleaded to leave toll-TV decision "to the consumer."

Paramount's International Telemeter this week announced week-long demonstrations of its pay-TV system at Chicago's Conrad Hilton Hotel beginning Feb. 10, to which midwestern theatre owners have been invited. Special showing Feb. 11 will be closed-circuit boxing exhibition to be witnessed by members of Ill. Boxing Commission, sports writers, promoters, etc.

Regional baseball TV bans, frowned on now by Justice Dept. but sought by minor leagues whose gates suffer from telecasts of major club games (Vol. 14:3), could be negotiated by majors under exemptions written into new bill (HR-10378) approved by House Judiciary anti-trust subcommittee this week. Measure by Chairman Celler (D-N. Y.) would bring commercial aspects of pro sports under monopoly regulation but permit "reasonably necessary" agreements between clubs in specific geographic areas. Subcommittee spokesman told us one purpose of proposed exemption in bill—not yet acted on by full Judiciary Committee—is to encourage majors to adopt rule banning telecasts from cities where minor leagues are playing.

P. K. Wrigley, chewing gum tycoon who has dabbled in radio properties occasionally, reported to his Chicago Cubs stockholders this week that \$100,000 fees from TV rights kept club from going into red again last year. It earned only \$357, however, as against \$145,712 in 1956. It kept in black despite gate decline of \$40,000 and drop in attendance to 676,000 from 720,000.

Youngstown's WFMJ-TV & WFMJ add twin-engine plane for newsgathering to mobile TV-radio unit and phone-equipped station wagon.

Do You Know That . . .

POLITICAL FIGURES on the national, state and local scenes crop up fairly frequently (along with kin) in the ownership records of TV and/or radio stations—though not many appear as full owners or even as majority stockholders.

Whether in the cases of Senators or Congressmen this betokens conflict of interest, at least when they're not members of committees directly concerned with the FCC and radio regulation, is subject of frequent debate—though it might be argued that any legislator holding stock in any govt.-regulated enterprise, or in a newspaper enjoying the second-class mailing privilege, could be suspect on that score.

From where we sit, and having watched the Washington lobbies for 30-odd years, there would seem to be nothing untoward about their holdings in TV or radio stations so long as they don't use their high offices to exert undue influence or inveigle special favors. That most Senators and Congressmen lean over backwards in that respect is a well known fact; that some have overtly and covertly sought special FCC consideration is also an open secret.

This summary will deal only with people on Capitol Hill identified with station ownerships, as disclosed in FCC files; a later column will list an even more surprising number of present and past national, state and local officials with TV-radio interests.

* * * *

Congressional holdings were pointed up last week when Rep. Oren Harris (D-Ark.) sold his 25% interest in hometown KRBB, El Dorado (Ch. 10) for what he paid for it (\$5000) in order, as he stated, to squelch any idea of conflict of interest with his chairmanship of the House Commerce Committee. Week earlier, Rep. Alvin O'Konski (D-Wis.) sold his radio WOSA, Wausau, and FM station WLIN, Merrill, for \$225,000 (Vol. 14:3).

Senator Magnuson (D-Wash.), who heads committee having same function as Rep. Harris', has frequently been questioned about his interest (slightly over 4%) in upcoming new KIRO-TV, Seattle (Ch. 7), chiefly owned by Saul Haas, onetime district Collector of Internal Revenue.

Sen. Magnuson's predecessor as chairman of Senate Committee on Interstate Commerce, Ernest W. McFarland, now Democratic Governor of Arizona, is 40% owner of KVTX, Phoenix (Ch. 3) which he helped found. Another ex-chairman of same committee, Burton K. Wheeler, now practicing law in Washington, owns 2 radio stations—KRIZ, Phoenix & KTLN, Denver—with his 2 sons.

Sen. Robert F. Kerr (D-Okla.), millionaire oilman, with his family controls WEEK-TV, Peoria (Ch. 43) with radio WEEK and satellite WEEQ-TV, LaSalle, Ill. (Ch. 35); also owns about 35% of KVOO-TV, Tulsa (Ch. 2). Sen. Clinton P. Anderson (D-N. M.), who was Pres. Truman's Secy. of Agriculture, holds slightly more than 5% of stock of KGGM-TV, Albuquerque (Ch. 13) with radio KGGM & radio KVSF, Santa Fe.

Mrs. Lyndon Johnson (Lady Bird), wife of the Senate majority leader from Texas, owns 94.4% of the L. B. J. Co. and really masterminds the operations of its highly profitable KTBC-TV, Austin, Tex. (Ch. 7) with KTBC; L. B. J. Co. also owns 50% of KRGV-TV, Weslaco (Ch. 5) with KRGV, and 29% of KWTX-TV, Waco (Ch. 10) with KWTX, which in turn owns 50% of KBTX-TV, Bryant, Tex. (Ch. 3).

Wife of Sen. Joseph A. O'Mahoney (D-Wyo.) is a di-

rector and owns about 1/2 of 1% of stock in Cheyenne Newspapers Inc., newspaper chain which controls KFBC-TV there (Ch. 5) with KFBC; owns satellite KSTF, Scottsbluff, Neb. (Ch. 10); and owns radios KRAL, Rawlins & KVRS, Rock Springs, both Wyo.

Wife of Sen. John Sparkman (D-Ala.) owns 49% of radio WAVU, Albertville, Ala. Wife of Sen. Olin Johnston (D-S. C.) owns 25% of radio WFGN, Gaffney, S. C.

Sen. Wm. F. Knowland (R-Cal.), minority leader, is voting trustee in his family newspaper, *Oakland Tribune*, which owns pioneer radio KLX there. And, it might be noted, that Sen. Prescott Bush (R-Conn.) sat on board of directors of CBS Inc. when he was a Wall Street banker.

* * * *

On the House side, it's noteworthy that Rep. Paul G. Rogers (D-Fla.) once owned less than 1% of WJNO-TV, Palm Beach, now WPTV (Ch. 5). Rep. Joel T. Broyhill (R-Va.) and family once had small shareholdings in radio WFTR, Front Royal, Va. And while putting into *Congressional Record* this week a denial that he owns any TV interest, FCC records show that Rep. Chet Holifield (R-Cal.) holds about 2% of preferred stock in radio KXLA, Pasadena.

No Congressman actually controls any TV station—but Rep. Alvin M. Bentley (R-Mich.) owns 33 1/3% of WKNX-TV, Saginaw (Ch. 57) with WKNX. Rep. Francis P. Bolton (R-Ohio) votes about 5% of stock of *Cleveland Plain Dealer*, which owns radio WHK there and has 40% of WKBN-TV, Youngstown (Ch. 27) with WKBN. Rep. J. Floyd Breeding (R-Kan.) holds one qualifying share in KTVC, Ensign, Kan. (Ch. 6). Rep. Wm. M. Tuck (D-Va.) is a director and owns qualifying shares in Jefferson Standard Life Insurance Co., owner of WBTW, Charlotte (Ch. 3) with WBT; WBTW, Florence, S. C. (Ch. 8); and 16% of WFMY-TV, Greensboro, N. C. (Ch. 2) with 100% of radio WBIG, Greensboro.

Small holdings in small radio stations are those of Rep. Alvin R. Bush (R-Pa.), about 5% of WARC, Milton & WWPA, Williamsport; Rep. Paul C. Jones (D-Mo.), about 25%, his son & wife smaller amounts, of KBOA, Kennett, Mo.; Rep. Lee Metcalf (D-Mont.), about 7 1/2% of KCAP, Helena; Rep. Albert Rains (D-Ala.), about 30% of WGSV, Guntersville, Ala. Reps. Dean P. Taylor (R-N. Y.) and Leo W. O'Brien (D-N. Y.) own about 3% each in Lowell Thomas-controlled company operating WTEN, Albany (Ch. 10) with radio WROW; satellite WDCD, Adams, Mass. (Ch. 19); and WTVD, Durham-Raleigh, N. C. (Ch. 11).

There may be others, but if so they've escaped our researchers. We might mention, though, that Rep. Porter R. Hardy Jr. (D-Va.) is a voting trustee for 61 stockholders in WAVY-TV, Norfolk, Va. (Ch. 10) with WAVY; that Sen. Bricker (R-Ohio) is a trustee of Ohio State U, which operates educational WOSU-TV, Columbus (Ch. 34) with WOSU; that Sen. McNamara (D-Mich.) is on board of Wayne State U, Detroit, operating WDET-FM; that the mother of Rep. Melvin R. Laird (R-Wis.) is a regent of the U of Wisconsin, operator of WHA-TV, Madison (Ch. 21) with WHA; that Rep. Thomas Curtis (R-Mo.) is a trustee of Dartmouth College, holder of a local radio CP.

In the House, too, is Rep. "Charlie" Brown (D-Mo.), who owns the *Ozark Jubilee*, hillbilly show seen on ABC-TV; he was program director of radio KWTO, Springfield, Mo., when he defeated the veteran GOP Congressional leader Dewey Short in 1955.

Note: Ownerships of all TV stations are shown in our semi-annual *TV Factbook*, the 1958 Spring-Summer edition of which is due off presses in early March.

New & Upcoming Stations: Three new starters this week bring on-air total to 529 stations (91 of them uhf)—and, in addition, we have word that WROM-TV, Rome, Ga. (Ch. 9), silent pending FCC-authorized move to Chattanooga, Tenn., 54 miles away, will start operating in latter city as ABC outlet WTVC Feb. 11. The new starters:

WLOF-TV, Orlando, Fla. (Ch. 9) was to begin Feb. 1 as ABC-TV outlet, second station in community which WDBO-TV (Ch. 6) has served since June 1954. KRTX, Kennewick, Wash. (Ch. 25) began Jan. 28 as independent, second outlet in area served by KEPR-TV, Pasco (Ch. 19), satellite of KIMA-TV, Yakima (Ch. 29). [For further details about these stations, their ownership, personnel, rates, reps, see Vol. 14:4.]

WRIK-TV, Ponce, Puerto Rico (Ch. 7) got FCC program authorization Jan. 30 for start over week end as island's 5th outlet. It's 35 mi. from Mayaguez, 46 mi. from San Juan, separated by mountains that preclude good coverage from stations in those cities. It has 500-watt DuMont transmitter, with Alford antenna on 100-ft. tower on El Vigia Mt., near Ponce. Owners (1/3 each) are George A. Mayoral, pres. & chief engineer, also operator of WJMR-TV, New Orleans (Ch. 20 with experimental Ch. 12) who also has minority interest in WORA-TV, San Juan; Wm. Cortada, gen. mgr.; Luis A. Ferre, part owner of *Ponce El Dia*. Base hour is \$150, rep Forjoe.

New Chattanooga outlet was acquired from Dean Covington group by Martin Theatres of Georgia (Vol. 13:40, 44), operator of WTVM, Columbus, Ga. (Ch. 28). Reeve Owen, ex-WTVM, will be gen. mgr. of new WTVC; Joe Windsor, national sales mgr. for both WTVC & WTVM; S. L. Brooks, local sales mgr.; Jack Sausman, program director; Leon Webb, chief engineer. Base hour will be \$425, rep Meeker.

Next starters due: WBPZ-TV, Lock Haven, Pa. (Ch. 32); KIRO-TV, Seattle (Ch. 8), aiming for Feb. 8 start.

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

WJCT, Jacksonville, Fla. (Ch. 7, educational) doesn't expect to have 5-kw GE transmitter, donated by WMBR-TV there, hooked up until late Feb., plans programming start about April 1, reports Heywood Dowling, pres. of grantee Educational Television Inc. It has Alford antenna on WFGA-TV tower at 843-ft. level. It will use WMBR-TV studios, but transmitter and film equipment will be located in WFGA-TV transmitter house.

KAYS-TV, Hays, Kan. (Ch. 7) plans start June 1 with ABC via private relay from KAKE-TV, Wichita (Ch. 10), reports mgr. & 49 1/3% owner Robert E. Schmidt. Make of transmitter isn't reported, but its antenna height will be 748-ft. above ground. Base hour will be \$150. Rep (on sales with KAKE-TV) will be Katz.

WJMS-TV, Ironwood, Mich. (Ch. 12) plans fall start as satellite when private microwave link with parent WDMJ-TV, Marquette, Mich. (Ch. 6) is completed, reports owner Frank J. Russell, publisher of *Marquette Mining Journal*. CP was acquired from owners of radio WJMS (Vol. 14:2), but new call letters haven't been requested as yet. It has ordered 500-watt RCA transmitter, will use 300-ft. Ideco tower with 6-section superturnstile antenna. WDMJ-TV base hour is \$200. Rep is Weed.

Barrow Report Response: Total of 32 telecasting industry entities notified FCC this week that they want to take part in hearings on recommendations by Dean Roscoe Barrow's staff for changes in network business practices and relationships—slated to begin March 3 with testimony of networks (Vol. 14:2). Most also filed brief—and usually very sketchy—outlines of territory their testimony would cover.

Biggest burden of rebutting Barrow Report will fall to the networks themselves, of course, and the 3 TV networks filed imposing lists of witnesses, CBS listing corporate pres. Frank Stanton, CBS-TV pres. Merle S. Jones and v.p.'s Richard Salant & Wm. B. Lodge. NBC will have contingent of 13 headed by pres. Robert Sarnoff and including top network executives and heads of o-&o outlets. ABC will be represented by AB-PT pres. Leonard Goldenson and 7 topkicks of network and owned stations.

Following extension of time granted last week by FCC to 2 CBS affiliate groups for filing of witness lists and outline of testimony (Vol. 14:4), Commission this week gave similar extension to Feb. 15 to NBC-TV Affiliates. At week's end, Select Committee of Affiliates of ABC TV Network asked 2-week extension for filing witness list and outline of testimony, and requested that its appearance at hearing be scheduled after April 15.

Industry associations filing intention of appearance were Station Representatives Assn. (7 witnesses) and Committee for Competitive TV (John W. English).

Stations and station groups (with witnesses) planning to testify: Storer Broadcasting Co. (George B. Storer); Corinthian Broadcasting Co. (C. Wrede Petersmeyer); Meredith Publishing Co. (Payson Hall); RKO Teleradio (Thomas F. O'Neil); KTTV, Los Angeles (Richard A. Moore); WKY-TV, Oklahoma City (P. A. Sugg); WWJ-TV, Detroit (Edwin K. Wheeler); KFDM-TV, Beaumont (C. B. Locke); WFLA-TV, Tampa (George W. Harvey); WCSH-TV, Portland, Me. (Wm. H. Rines); KVAR, Phoenix (Richard O. Lewis).

Also, WLAC-TV, Nashville (T. B. Baker Jr.); WAVE-TV, Portsmouth, Va. (Nathan Lord); WVEC-TV, Hampton, Va. (Thomas B. Chisman); KFRE-TV, Fresno (Paul R. Bartlett); Time Inc. stations (Weston C. Pullen Jr. & Hugh B. Terry); WAFB-TV, Baton Rouge (Dwight W. Martin); WMBD-TV, Peoria (Charles C. Caley); WDSU-TV, New Orleans (Edgar B. Stern Jr. and/or Robert D. Swezey); KUTV, Salt Lake City (George C. Hatch); KING-TV, Seattle (Mrs. A. Scott Bullitt & Otto B. Brandt); KFSA-TV, Ft. Smith, Ark. (Donald W. Reynolds); National Telefilm Assoc. (Ely Landau).

Formal transfer of KGEO-TV, Enid-Oklahoma City (Ch. 5) from former owners, headed by P. R. Banta, to L. E. Caster, new pres. & 75% owner, and Ashley L. Robison, secy.-treas. & 25% owner (Vol. 12:50), took place Jan. 22. Robison, also owner of 15% of WREX-TV, Rockford, Ill. (Ch. 12) and 100% of radio KOVO, Provo, Utah, is moving to Okla. to be gen. mgr. Caster is ex-pres. of WREX-TV, Rockford, Ill. (Ch. 12).

Facility changes: WSBT-TV, South Bend, Ind. (Ch. 34) switches to Ch. 22 Feb. 1; KEPR-TV, Pasco, Wash. (Ch. 19) boosted power to 143.6-kw Jan. 27.

Television Digest

with **ELECTRONICS REPORTS**

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Personal Notes: Edward Petry has recovered from mid-Jan. operation, returned to his desk this week after absence of about month . . . Emanuel (Manie) Sacks, NBC & RCA v.p., still seriously ill in Albert Einstein Memorial Hospital, Philadelphia, suffering from virus infection of bloodstream . . . Jack Barry promoted to operations mgr., WPST-TV, Miami; George Booker, ex-program director of WJHP-TV, Jacksonville, succeeds him as production mgr. . . . James W. Anderson, ex-WTTG, Washington, named national sales mgr. of NTA's KMGM-TV, Minneapolis-St. Paul, headquartering in N. Y., where he takes charge of national sales for other NTA stations as acquired . . . George Herro, ex-MBS, Chicago, named director of new midwest div. of Pulse Inc., headquartering in Tribune Tower, Chicago (phone, Superior 7-7140) . . . Morton A. Barrett promoted to secy. & sales development director, Geo. Bolling Co., reps . . . Bill Heaton named Chicago office mgr. of rep McGavren-Quinn Co. . . . Dean McCarthy promoted from program director to station mgr., WITI-TV, Milwaukee . . . Joe Boland, sports director of WSBT-TV & WSBT, South Bend, onetime Notre Dame All-American, named dir. of adv. promotion & press information, KGO-TV, Club . . . Lowell H. McMillan promoted to mgr. of radio WHEC, Rochester, reporting to Glover DeLaney, director of all Gannett TV-radio stations . . . George T. Rodman named dir. of adv. promotion & press information, KGO-TV, San Francisco . . . James Shannon, ex-Ketchum, MacLeod & Grove, Pittsburgh, named national sales rep of WIIC, same city . . . Charles C. Bevis Jr., gen. mgr. of WBUF, Buffalo, appointed to Gov. Averell Harriman's Citizens Council on Traffic Safety . . . Bill Tillery, from radio WHAS, Louisville, named WHAS-TV continuity director . . . Carl Loose promoted to promotion & merchandise mgr., WBOY-TV, Clarksburg, W. Va.; Dick Hustead succeeds him as mgr. of radio WBOY . . . Robert Harris named merchandising & promotion director of WSTV-TV, Steubenville, O., succeeding Wm. McClinton . . . Donald J. Kramer, ex-WKAR-TV, E. Lansing, named asst. program & production mgr., WWJ-TV, Detroit . . . George Crandall, ex-CBS, named dir. public relations for National Telefilm

Assoc. . . . Ned Smith, ex-Raymond Spector Co., named a creative director at Transfilm Inc., N. Y. . . . Jay Scott, ex-Sonnenberg, elected pres., Robert S. Taplinger Assoc. . . . Robert Coleman, National Assn. of Educational Broadcasters treas., is composer of "Spartan Toast," published by Michigan State U in *Songs of Michigan State* . . . Robert Blake to dir. of press information, CBS-TV, Hollywood; James Kane from New York to Hollywood to head new publicity unit . . . Lew Polen, ex-RCA field service rep, appointed engineer-in-charge of technical facilities at KCOP, Los Angeles . . . Walter Baker, ex-WSUN-TV, St. Petersburg, named production mgr. of new WLOF-TV, Orlando, Fla. . . . Ray Eichmann resigns as sales development & research director of ABN to join NBC-TV as sales promotion & presentations director . . . Jackson B. Maurer named head of new office of Hamilton, Stubblefield, Twining & Assoc., station brokers, in Cleveland Terminal Tower.

Ex-Texas Gov. W. P. Hobby, 79, chairman of *Houston Post* (KPRC-TV & KPRC), underwent emergency throat operation Jan. 27, is reported in satisfactory condition. His wife, Oveta Culp Hobby, was President Eisenhower's first Secy. of Health, Education & Welfare.

NAB has picked CBS pres. Frank Stanton for annual Keynote Award to be given at April 29 Los Angeles convention session which he will address. Past winners: Brig. Gen. David Sarnoff, Wm. S. Paley, Mark Ethridge, Robert E. Kintner.

J. P. (Pat) Williams, WING, Dayton, named chairman, ABN affiliates advisory board, at N. Y. meeting this week.

Obituary

Robert D. Levitt, 47, who resigned in Dec. as pres. of NBC's California National Productions, was found dead Jan. 26 in summer home at East Hampton, N. Y. Longtime Hearst promotion executive, he joined Columbia Pictures' Screen Gems in 1955 as national sales director, was mgr. of NBC-TV films & merchandising before he was named head of NBC-TV film producing organization. He was with Hearst organization more than 20 years, becoming publisher of *American Weekly* and *Puck*, v.p. & director of Hearst Consolidated Newspapers Inc. and Hearst Publishing Co. Surviving are third wife Barbara, and son & daughter by first wife Ethel Merman, from whom he was divorced in 1952. Second marriage also ended in divorce.

Wm. Steinke, 72, "Jolly Bill" of pioneer children's radio & TV shows, died Jan. 29 at Orchard Beach, Me. convalescent home. He inaugurated children's show on WOR, Newark, in 1924, moved to NBC network in 1927; handled show on WNBC-TV for several years. Surviving are son, 3 daughters.

ADVERTISING AGENCIES: Ralph W. Smith promoted to corporate operations v.p., McCann-Erickson . . . Ken Boucher, ex-adv. mgr., Hawaiian Pineapple, named west coast v.p., Assn. of National Advertisers, 1048 Marcussen Dr., Menlo Park, Cal. . . . Cal J. McCarthy Jr., ex-MacManus, John & Adams, named exec. v.p., Kelly-Nason . . . Lawrence Wisser, senior v.p., and Max Tendrich, exec. v.p., elected to board of Weiss & Geller . . . Richard Lockman, Emil Mogul v.p., & Revlon account supervisor, named gen. mgr. . . . James P. Ellis, ex-Kudner, son of J. H. S. Ellis, ex-Kudner pres., forms own Plandome Productions Inc. to specialize in films . . . Maitland Jones, ex-Sullivan, Stauffer, Colwell & Bayles, named v.p. & creative director of

Fletcher D. Richards . . . Robert R. Lindsey promoted to research director of BBDO, succeeding Ben Gedalia, who continues as research v.p. . . . Robert Widholm named senior broadcast buyer, Doherty, Clifford, Steers & Shenfield; Jack K. Carver & Samuel B. Vitt promoted to media supervisors . . . James Kaye, ex-Benton & Bowles, named TV-radio casting director of Grey Adv.; Richard S. Paige, ex-North Adv., named assoc. media director . . . Richard P. Jones promoted to media dept. mgr. of J. Walter Thompson, Ruth Jones to assoc. media director . . . David Hume named pres. of Hume, Smith, Mickelberry Adv., Miami, successor to August Dorr Assoc., with August J. Dorr, chm.; Bob Smith, v.p.-treas.; Wm. C. Mickelberry, v.p.-secy.

Phenomenal Rise of TV: From zero in 1948 (when statistics were too sparse to be gathered) to \$1.315 billion in 1957, or 12.6% of the nation's advertising budget—that's the story of TV's rise as an advertising medium. Its continuing rise is also pointed up in fact that 1957 figure, which embraces total expenditures by advertisers, not merely receipts by media, and therefore includes talent & production costs, is up 8.7% from the \$1,209,900,000 of 1956 and compares with a mere \$57,800,000 in 1949.

Figures for 1957 are the McCann-Erickson preliminary estimates, covering all media and prepared for the last 12 years for *Printers' Ink*. They're the work of the agency researchers under Robert Coen and are generally accepted as authoritative. They're carried as standard reference in the semi-annual *TV Factbooks* published by *Television Digest*, and the all-media tabulation in the forthcoming Spring-Summer Edition will date back to 1947 (though figures for TV are not given for 1947-48.)

Last year's TV expenditures broke down to \$667,000,000 for network, up 5.9% from 1956; \$367,000,000 for spot, up 12.9%; \$281,000,000 for local, up 10.1%. TV represents 12.6% of the take of all media, radio 6.2%—as against newspapers' 31.9%, direct mail's 14.4%, magazines' 8%.

Radio's total was \$506,400,000 in 1947, reached peak of \$624,100,000 in 1952, dropped steadily to \$544,900,000 in 1955, rose to \$567,000,000 in 1956 and jumped 14.3% to \$648,000,000 in 1957—an all-time high. Radio's 1957 revenue sources: local, \$380,000,000; spot, \$204,000,000; network, \$64,000,000. Here are 1956-57 comparison tables:

	1957		1956		% change in dollar volume 1957 vs. 1956
	Millions	% of Total	Millions	% of Total	
Newspapers					
total	\$3,325.0	31.9%	\$3,235.6	32.7%	+2.8%
national	825.0	7.9	788.9	8.0	+4.6
local	2,500.0	24.0	2,446.7	24.7	+2.2
Magazines					
total	830.0	8.0	794.7	8.0	+4.4
weeklies	469.0	4.5	439.5	4.4	+6.7
women's	165.0	1.6	165.6	1.7	-0.4
general	159.0	1.5	152.5	1.5	+4.3
farm, national.....	37.0	0.4	37.1	0.4	-0.3
TV					
total	1,315.0	12.6	1,209.9	12.3	+8.7
network	667.0	6.4	629.7	6.4	+5.9
spot	367.0	3.5	325.0	3.3	+12.9
local	281.0	2.7	255.2	2.6	+10.1
Radio					
total	648.0	6.2	567.0*	5.7	+14.3
network	64.0	0.6	60.5*	0.6	+5.8
spot	204.0	1.9	161.0*	1.6	+26.7
local	380.0	3.7	345.5*	3.5	+10.0
Farm publications					
regional	34.0	0.3	36.0	0.4	-5.6
Total farm publications** ..	(71.0)	(0.7)	(73.1)	(0.7)	-2.9
Direct mail	1,500.0	14.4	1,419.2	14.3	+5.7
Business papers	530.0	5.1	495.5	5.0	+7.0
Outdoor					
total	204.0	1.9	199.6	2.0	+2.2
national	138.0	1.3	134.7	1.3	+2.4
local	66.0	0.6	64.9	0.7	+1.7
Miscellaneous					
total	2,046.0	19.6	1,947.2	19.6	+5.1
national	1,179.0	11.3	1,116.4	11.3	+5.6
local	867.0	8.3	830.8	8.3	+4.4
Total national	6,304.0	60.4	5,925.6	59.8	+6.4
Total local	4,128.0	39.6	3,979.1	40.2	+3.7
GRAND TOTAL	\$10,432.0	100.0%	\$9,904.7	100.0%	+5.3

* Radio figures revised to agree with final financial figures reported by FCC for 1956. Detailed figures for TV have not yet been reported for 1956.

** Bracketed figures identify advertising directed to farm markets through national, regional & state farm publications. These figures are already contained in the other media total and are not to be added into national or local totals.

Increased use of TV in 1957 for retail advertising is noted in semi-annual survey of more than 2000 stores by National Retail Dry Goods Assn. Releasing results of study at N. Y. convention, executive v.p. J. Gordon Dakins said 53% of reporting stores used TV last year, 43% used more than in 1956; 23% used less, 34% made no change in budgets. Radio was used by 70% of reporting stores, of which 32% used more, 26% less, 42% no change. Note: Breweries are biggest user of syndicated programs, accounting for 16% of all markets, reports NBC subsidiary California National Productions v.p. H. Weller Keever; 1957 study shows they top all categories (though foods cumulatively run 31%) with 20 of 21 largest brewers, all in million-barrel class, sponsoring one or more NBC-TV film series. Of the 80 largest, 45 were sponsored; for all 218 in U. S., average is 33%. Study shows those not using TV film showed decline in output, including the one in million-barrel class.

Celebrated "Gaslight" case got hearing before U. S. Supreme Court this week as attorney for CBS, Jack Benny and sponsor American Tobacco Co. argued that TV parody on old MGM movie came under category of "fair use," just like literary criticism. Attorneys for Loew's Inc. had obtained injunction from lower court preventing showing of the filmed parody, arguing that the satire—entitled "Autolight"—was copyright violation. Representing appealing parties, Los Angeles attorney W. B. Carman stated that entire TV industry has stopped putting on parodies since Benny suit was filed. This prompted comment from Justice Frankfurter that TV is not a "brave industry."

NAB's proposed TV set census and station circulation audit (Vol. 13:38) was finally killed at last week's board meeting in Phoenix, its members obviously unwilling to support proposed \$1,000,000 annual program. Instead, TV board accepted TV audit circulation committee recommendation (Campbell Arnoux, WTAR-TV, Norfolk, chairman) merely to distribute findings on "new and superior standards of measuring TV circulation" resulting from 4-year committee study. Upcoming meeting of research committee (Hugh M. Beville, NBC, chairman) will decide what to reveal to member stations, networks, and recognized research organizations.

Strict regulation of TV commercials for medicinal products was urged this week by Dr. Morton J. Rodman of Rutgers U's College of Pharmacy—and he went on TV to make his arguments for controls. Speaking on *Report from Rutgers* from WATV, Newark, he said commercials for "many medicines" mislead viewers, presenting "distortion or outright lies." He insisted rules are needed "to prevent improper TV drug commercials [which] are as potentially dangerous as a loaded gun."

Newspaper ads were found most effective for movies by Opinion Research Corp., Princeton, N. J., reporting in survey for MPAA that 59% of persons queried recalled what they saw in newspapers vs. 40% recall for TV ads, 32% theatre signs, 30% magazine ads, 25% previews in theatres, 19% radio, 18% billboards. About 70% of \$65,000,000 spent annually on movie promotion now goes for newspaper space.

National Television Monitor Corp., 541 Lexington Ave., N. Y. (Plaza 3-3815), formed by Ken Jaffe, ex-adv. mgr. of Chunky Chocolate Co., offers reports on commercials at \$3 each in 72 markets, plans expansion to 150. More than 200 handicapped persons are employed.

Clips from the Current Press—

(Digests of Noteworthy Contemporary Reports)

“IT’S TOTALLY UNTRUE, and I should know,” was Edward J. Noble’s comment on story in Jan. 29 *Variety* reporting that the ex-chairman, now chairman of finance committee of American Broadcasting-Paramount, was lining up opposition to management policies of AB-PT pres. Leonard H. Goldenson for proxy battle at annual stockholders’ meeting in May. Showbiz journal reported he has backing of some large investment trusts with AB-PT holdings which object to Goldenson’s “overoptimistic statements of what the company will do” and to retention of “too many unprofitable theatres in the UPT circuit for too long a period.”

“I haven’t thought along those lines at all,” Noble told us. “There’s been criticism, it’s true, but nothing so serious but that it can be resolved. I know of no business where there isn’t some element of disagreement.” As for the substance of the story, he emphatically repeated: “It’s totally untrue, and I haven’t the slightest idea where it could have come from.”

Noble, also chief executive officer of Beech-Nut Life Savers Inc., is a director and still one of largest stockholders in AB-PT. Last reports showed he owns 225,028 shares of preferred, 8949 common, his Edward J. Noble Foundation owning 16,740 preferred, 337,304 shares common. Goldenson was holder as of last April 3 of 52,450 common, he and wife an additional 250 common, and he held option on 25,000 common. His AB-PT remuneration for 1956 was \$181,000.

Former AB-PT v.p. and ABC pres. Robert E. Kintner, who resigned in Oct. 1956 and became an NBC director and its exec. v.p., and who was a protege of Noble’s, is shown as having drawn \$125,000 salary in 1956 and as holder of employment agreement entitling him to an additional \$230,000 payable in 1957-60. He held option on 9500 shares of AB-PT stock, which was unexercised and has terminated.

Ft. Worth’s WBAP-TV claims its 1½ hours of local live color daily puts it ahead of all other stations in amount of such colorcasting; operation is subject of article in current *Direction*, publication of Dallas IRE.

Rate increases: WFBM-TV, Indianapolis, Jan. 1 raised base hour from \$1200 to \$1300, min. \$225 to \$300. WHBF-TV, Rock Island, Ill. Feb. 1 raises hour from \$800 to \$900, min. \$200 to \$225. KVAL-TV, Eugene, Ore., Jan. 15, hour \$300 to \$360, min. \$60 to \$86, with combination hourly rate with KPIC, Roseburg, Ore. going from \$382.50 to \$434, min. \$76.50 to \$99. WEAT-TV, W. Palm Beach, Jan. 1, hour \$250 to \$300, min. \$50 to \$60. WLEX-TV, Lexington, Dec. 1, hour \$218.50 to \$284.05, min. \$35.65 to \$46.35. WROC-TV, Rochester, N. Y., Feb. 1, hour \$700 to \$800, min. \$175 to \$200. WKJG-TV, Ft. Wayne, Feb. 1, hour \$450 to \$500, min. \$90 to \$100.

Daytime Broadcasters Assn., with main order of business preparation of comments on FCC rule-making to extend operating hours (Vol. 13:51), holds annual convention Feb. 28 - March 1 at St. Charles Hotel, New Orleans. Group reports stimulated interest in membership, now about 200, since rule-making started. Chairman is Ray Livesay, WLBH, Mattoon, Ill.; pres., Richard Adams, WKOX, Framingham, Mass.

Bartell stations’ success story—“The Money-Makers of ‘New Radio’”—is recounted in 5-p. article in Feb. *Fortune* reporting radio’s “astonishing comeback since the turn of the decade.” Writer Seymour Freedgood tells how pres. Gerald A. Bartell, of Madison, Wis., parlayed \$50,000 family investment in radio WEXT, Milwaukee, into 6-station \$5,000,000 chain in 10 years. Now, Bartell group (WOKY, Milwaukee; WYDE, Birmingham; WAKE, Atlanta; KCBQ, San Diego; KRUX, Phoenix; WILD, Boston) is billing at annual rate of \$3,000,000, according to article, which says Bartell’s wall motto is: “Let’s make nothing but money.” Founder Bartell had been production mgr. of educational radio WHA at U of Wis. for 10 years before he moved into commercial operations in 1947, using music-&-news format “slickly tailored” to local audiences. Top management includes brothers Lee, David & Mel, sister Rosa, her husband Ralph Evans. Says *Fortune*: Together they’ve made Bartell Stations “a leader among the independents now muscling network radio out of major markets.”

TV’s educational value is proven by WCBS-TV, N. Y., according to Jan. 21 *N. Y. Herald Tribune* editorial which noted that only 23 of original TV class of 177 students dropped out of NYU’s *Sunrise Semester* series—and more than 100,000 non-academic viewers followed 6:30-7 a.m. course in comparative literature (Vol. 14:2). Said editorial: “It makes you wonder whether TV hasn’t a more important job to do in these times than parading bopsters & quizters across the wide, wide screen.”

Background music boom—“one of the fastest growing enterprises in the nation today”—is delineated in lead story in Jan. 13 *Billboard*, which says more than 50,000,000 Americans hear it daily, that nearly 100 FM stations supply background service. This is in addition to wired systems and self-contained on-the-spot record systems.

TV’s hardy perennials: In commercial network’s first 10 years, 35 sponsors have stayed with TV from the beginning “and still provide the hard core of prime time sponsorship,” notes Jan. 13 *Billboard*. There are 20 programs on the networks, 17% of total network night shows, which have been running more than 5 years, says Jan. 15 *Variety*.

Harry Bannister, NBC v.p. for station relations, is author of article “Broadcasters and Educators” in Dec. *Journal of National Assn. of Educational Broadcasters*. He urges educators to use commercial TV’s potential.

KFBB-TV, Great Falls, Mont. (Ch. 5) and KFBB have been sold by pres. Joseph P. Wilkins and associates to E. B. Craney and Arthur Schwieder for approximately \$760,000. Craney operates KXLF-TV, Butte (Ch. 4); satellite KXLJ-TV, Helena (Ch. 12); Z-Bar Net, consisting of 5 Mont. AMs. Purchase of KFBB stations requires Craney to dispose of KXLK, Great Falls. Schwieder is pres. & 7.8% owner of KID-TV, Idaho Falls, Ida. (Ch. 3). Broker was Hamilton, Stubblefield, Twining & Assoc.

Transfer of CP for KWSL, North Platte, Neb. (Ch. 2) from Ray J. Williams, Franklin R. Stewart & Alvin E. Larsen Jr. to local business group headed by attorney Rush C. Clarke (Vol. 14:1) was approved this week by FCC. Consideration was \$5000.

New reps: WITI-TV, Milwaukee, to Blair (from Branham); WISE-TV, Asheville, N. C. to Broadcast Time Sales (from Bolling); WORA-TV, Mayaguez, P.R. to Inter-American Publications (from Intercontinental).

George V. Allen was confirmed by Senate Jan. 27 as USIA director.

HOW BIG THE REPLACEMENT MARKET: Sylvania research director Frank Mansfield, whose semi-annual statistical tables are becoming standard guideposts, tells us now that there were 46,120,000 TV sets-in-use in the U.S. at the end of 1957; that of these 11,233,000 were 16-18-in. models -- 9,718,000 of which were more than 5 years old; that 2,932,000 were 15-in.-or-smaller models -- nearly all more than 5 years old.

Assuming the 16-18-in. models have been obsoleted by later, larger and even cheaper units, and assuming that 5 years is a reasonable span of life for any TV receiver -- you can readily calculate that replacement market for these units alone could exceed 12,000,000. Say half the owners persist in clinging to most of their old small-screen sets -- it's still an enormous replacement market.

That's not all. There's scrappage, which Mansfield shows totaled 3,154,000 sets of all sizes in 1957, up from 1,915,000 in 1956 and 1,786,000 in 1955. If that rate of discard continues, some 3,450,000 may be junked in 1958.

Researcher Mansfield gives us the statistical base for this obvious conclusion in updating his estimates of TV sets produced, sold and in-use which have been a standard reference table in our semi-annual TV Factbooks, next edition of which will be ready in about 4 weeks. His tables cover 1955 through 1957 by quarters.

* * * *

The Mansfield tables show that 19-21-in. screen sizes increased their share of 1957's 6,621,000 production total to 60.8% from 58.3% in 1956; that 22-in.-&-larger sizes slipped to 5.6% from 8.6% in 1956; that 16-18-in. dropped to 2.6% from 5.8%; that color TVs increased to 3% of total production mix from 2%.

Portables make up the remainder -- totaling 28%, up from 25.3% in 1956. And within portable mix, a radical shift in screen-size dominance took place over the 2 years. The 16-18-in. portables jumped to 21% of total production in 1957 from 6.9% in 1956; the 15-in.-&-smaller portables dropped to 7% from 18.4%. Thus, it's apparent the 14-in. portable isn't dead yet -- though it certainly is dying.

Color statistics aren't very reassuring. Mansfield estimates that, of the 200,000 color sets produced in 1957, some 60,000 were still in dealers' hands at year's end as against only 20,000 at the end of 1956 (when 150,000 were produced.) Dealer color inventory thus amounted to 30% of production vs. 13.4% at end of 1956. Table also shows that distributors sold 170,000 color sets, suggesting additional 30,000 inventory at wholesale -- but table gives no indication of what inventory might also exist at manufacturing level at year end.

Over-all TV inventory at the dealer level is in good shape, according to the Mansfield tables -- total at end of 1957 being 860,000 (13% of year's production) vs. 1,105,000 at end of 1956 (14.6%). In 1957, dealers sold 6,764,000 sets compared to production of 6,621,000 (EIA's production estimate was 6,421,000); in 1956, they sold 6,925,000 compared to production of 7,537,000.

Note: NBC research department estimates 41,800,000 TV homes out of total U.S. 50,100,000 homes (83.5% saturation), with 3,800,000 secondary sets in these homes and 1,400,000 in public places -- for total of 47,000,000 sets-in-use at year's end.

* * * *

TV-Radio Production: TV set production was 103,444 in week ended Jan. 24 vs. 108,806 preceding week & 114,597 in 1957 week. Year's 3rd week brought production to 326,642 vs. 338,987 last year. Radio production was 232,845 (80,036 auto) vs. 239,133 (99,578 auto) in preceding week & 304,540 (139,673 auto) last year. For 3 weeks, production totaled 688,902 (266,184 auto) vs. 747,900 (379,070 auto).

Westrex System Okayed: TV-radio-hi-fi makers can now proceed in readying phono lines for coming of stereo records (Vol. 14:2) with assurance that all segments of industry have united in choice of a single system of cutting the new disc. Engineering study committees of both Record Industry Assn. of America, comprising all the major record labels, and Electronic Industries Assn., most of the major phonograph manufacturers, have recommended to their executive boards adoption of the Westrex system as industry standard. Although RIAA executive committee won't act finally until Feb. 7 meeting, ultimate approval is considered a mere formality since the engineers have already indicated their preference.

Until now the phono makers have had to guess (Vol. 14:4) which standard the record makers would choose in order to plan instruments on which stereo records could be played. Parts suppliers have had to guess, too, in order to supply fundamental cartridges to phono makers.

Next question is when stereo records will be brought to market by the major labels. Trade talk is that target dates for initial introduction will center on the National Assn. of Music Merchants Music Show in Chicago in July.

Though record firms have not released their plans, general belief is that stereo records will be arriving in the fall. The pioneer—Audio Fidelity Records—has followed up its first (Dec.) offering with 4 more for Feb. release priced at \$6.95, or \$1 more than its standard monaural LPs.

Now known officially as the "45-45 system," what the Westrex system attempts to do is bring stereophonic sound—until recently available on tape only—to the phonograph record. Once records are available, the phono industry presumably will have a new market for instruments. Time alone will tell whether the popularity of stereo records will open up a mass market.

Total 1957 TV sales for 7 of 8 regions reported by local electrical leagues & utilities were down 0.8% to 16%. Regions reporting: Chicago—Distributors sold 287,452 TVs in 1957 vs. 302,491 in 1956; 24,751 in Dec. 1957 vs. 38,350 in Dec. 1956. Washington, D. C.—Distributors sold 69,537 TVs in 1957 vs. 73,473 in 1956; 5930 TVs in Dec. vs. 7856; 99,850 radios in 1957 vs. 101,605 in 1956; 19,871 radios in Dec. vs. 17,697. San Francisco and 11 surrounding communities—Dealers sold 136,117 TVs in 11 months of 1957 vs. 146,104 in 1956 period; 99,328 radios vs. 89,794. San Francisco proper—Dealers sold 30,978 TVs in 11 months of 1957 vs. 34,079 in 1956 period; 24,687 radios vs. 25,210. East Bay—Dealers sold 29,692 TVs in 11 months of 1957 vs. 28,993; 12,929 radios vs. 9652. St. Louis—Distributor sales of black-&-white TVs for 11 months of 1957 were 57,915 vs. 54,655; color sales were 1994 vs. 912; Nov. TV sales were 8241 vs. 7903, color TVs 163 vs. 136. Denver—Distributors sold 73,362 TVs in 1957 vs. 73,814 in 1956; 8226 in Dec. vs. 8959. Philadelphia—Distributors sold 160,182 TVs in 1957 vs. 190,821 in 1956; 14,417 TVs in Dec. vs. 18,081. El Paso—Dealers sold 15,066 TVs in 1957 vs. 16,785 in 1956; 1781 TVs in Dec. vs. 1712. Western Pa.—Dealers sold 27,362 TVs in 1957 vs. 27,920 in 1956; 3255 TVs in Dec. vs. 3807; 23,281 radios in 1957 vs. 24,423 in 1956 period; 6286 radios in Dec. vs. 6962.

Two billionth electron tube produced by RCA came off Harrison, N. J. assembly line this week, consigned to Los Angeles for use in new Navy defensive system.

What the 45-45 system does is put 2 tracks of sound in a record groove. The familiar LP puts one track in the groove—the same sound on both legs of the groove's "V." When the needle (0.7-mil needle compared to the familiar 1-mil needle) traces stereo V, it picks up both tracks, sending one track through one amplifier and speaker, other through a second amplifier and speaker.

Now that the standard has virtually been set, secondary engineering standards must be established by both phono makers and record makers. However, these are felt to be design details which will be ironed out in time to get both records and playing equipment to market by fall.

Stereo Radio, Too: Another brand new equipment market seems to be shaping up as companion to anticipated stereo record-player development—stereo-multiplexed FM. Stereophonic radio transmissions are nothing new—more than a dozen stations already have regular stereo broadcasts using combination of AM & FM, and combination AM-FM tuners with 2-channel amplifiers to pick up these broadcasts have been on market for several years. But industry is now beginning to think seriously about multiplexed FM channels as best bet for stereo radio. Equipment industry is perking up its ears to reports such as the one by Capt. W. G. H. Finch's WGHF (FM), Brookfield, Conn., which for 7 months has been transmitting 2-channel hi-fi stereophonic programs and single channel of functional music, all on same frequency, using transmitting and receiving equipment developed by Multiplex Services Corp. (Vol. 13:29). Second station to use multiplexed stereo FM will be Fordham U's WFUV, which recently received FCC authorization for experimental multiplexing and plans 2 hours of stereo music daily (Vol. 13:52). Most conventional FM tuners can be converted for multiplex reception, manufacturers point out, quoting expected prices ranging from \$15 to \$100 for required filter circuits.

Belmont Radio Corp., 4937 W. Fullerton Ave., Chicago 39, onetime TV-radio branch of Raytheon, has been revived as manufacturers' rep for electronic equipment, emphasizing private-label selling for Symphonic Radio (phonos, tape recorders, hi-fi) which will soon also sell a private-label portable transistor radio. Belmont group includes Harold C. Mattes, pres.; L. R. O'Brien, v.p.; Allen Henry, secy.-treas.—all formerly with old Belmont Co. which handled Hallcrafters' private-label TV-radios until it recently went out of that field

"Fashions in Color Festival," joint duPont-RCA promotion, is 40-city dept. store tour by mobile color unit starting week of Feb. 2 at Watt & Shand store, Lancaster, Pa. RCA receivers and garments made of duPont fibers will be demonstrated 4 times daily for 4 days at each store—similar to the RCA-duPont-Allied Stores 1956-57 "color caravan" promotion (Vol. 12:38). Unit has master of ceremonies and 2 technicians, carries complete color camera chain, 6 sets.

Zenith ad account for TV-radio-hi-fi, said to be in excess of \$2,000,000 billings, goes to Foote, Cone & Belding from Earle Ludgin & Co.; hearing aids, estimated at \$1,000,000 billings, remain with MacFarland, Aveyard.

Advantages of luminous frames around picture tubes are described in *Philips Technical Review* by Dr. J. J. Balder, copies available from N. V. Philips, Eindhoven, Holland.

Trade Personals: Wm. Carlin promoted to mgr. of Du-Mont TV tube div., succeeding Alfred Y. Bentley, to be reassigned . . . Cole H. Pilcher promoted to Sylvania v.p.-industrial relations and George W. Griffin Jr. to v.p.-public relations . . . Charles M. Odorizzi, RCA exec. v.p.-sales & service, in Mexico City this week and next on factory inspection tour . . . Meade Brunet, RCA staff v.p.-sales & service, named chairman of U.S. executive committee of Business Council for International Understanding, which now has 80 U. S. member firms . . . A. D. Theil named Hot-point field service mgr. to head appliance-TV regional service organization now expanded 50% to include 16 field technical specialists and 6 product service regions. Regional field service mgrs.: F. V. Leeds, Philadelphia; E. L. Wilson, Atlanta; C. G. Dean, Cleveland; G. J. McCaffery, Chicago; E. E. Whitney, Dallas; P. F. Butler, San Francisco . . . Thomas J. Johnson promoted to district rep for hi-fi components, Stromberg-Carlson, with headquarters 1002 E. Chicago st., Valparaiso, Ind. . . Morton Mendes, asst. to Sidney Ludwig, pres. of Tenna Mfg. Co., Cleveland, promoted to exec. v.p.; Harvey Ludwig, automotive div. sales mgr., to sales & adv. v.p.; Stanley R. Goss to electronic distributors sales mgr.; Max Bauer, ex-*Jobber News*, named asst. sales mgr. . . Joseph Sherman named to handle artists & repertoire for Epic Records, Columbia subsidiary.

DISTRIBUTOR NOTES: GE combines supervision of N. Y. & Bloomfield appliances branches under G. R. Brownback, gen. mgr. of N. Y. branch. Joseph E. Horak, ex-mgr., Bloomfield, promoted to mgr. of distribution research of new sales & distribution dept. at Louisville; Wm. Hecox, ex-N. Y. TV sales mgr., succeeds him as Bloomfield branch mgr., John Young succeeding Hecox. Francis B. Hanlon, ex-TV factory rep in eastern territory, moves into N. Y. branch as mgr. of dealer sales . . . GE names Robert R. Strachan, ex-GESCO, as mgr. of new appliances sales district, Salt Lake City . . . All-State Distributing, Newark (Webcor, Majestic-Grundig) promotes Irwin Fink to v.p.-sales; names Milton M. Sarnoff controller . . . Majestic International appoints Sanford Electronics, N. Y., and All-State Distributing, Newark, for Majestic-Grundig radios & radio-phonos, both firms dropping Telefunken; American Elite, N. Y., names Mytelka & Rose, Newark, for Telefunken, and will service N. Y. dealers direct from its own offices there instead of replacing Sanford . . . American Geloso appoints Carell Distributing Co., Glen Ridge, N. J. for its Geloso (Italian) tape recorder . . . Mercury Records appoints Joseph M. Zamoiski Co., Washington-Baltimore (Zenith) replacing Schwartz Bros.; Herb Silverman will manage dept.

"Minute Man of 1958," its highest honor, will be bestowed at Feb. 8 Washington banquet of Reserve Officers Assn. on Brig. Gen. David Sarnoff, RCA's much-decorated chairman.

Dr. Lee DeForest, 84, was operated on for bladder tumor in Santa Monica (Cal.) hospital Jan. 29, is reported doing nicely. Present business address of the noted inventor: 1027 N. Highland Ave., Los Angeles 28.

Obituary

Otto H. Hofman, v.p. & secy. of General Magnetic Corp., died suddenly Jan. 27 in Detroit. Surviving are widow, 2 daughters, brother.

ELECTRONICS PERSONALS: Maj. Gen. Albert Boyd, USAF ret., elected Westinghouse v.p. & gen. mgr., defense products div. . . Rear Adm. Daniel F. J. Shea, USN ret., resigns as v.p. & director of Hazeltine Research Inc., which he left the service to join in 1948; he becomes v.p. of Traveler Radio Corp., Chicago . . . Victor Emanuel, Avco chairman, appointed by President Eisenhower to U. S. Air Force Academy board of visitors; he's trustee of Cornell U and U of Dayton . . . Dr. Franklin E. Lowance, ex-Westinghouse Air Brake, named engineering v.p. of Avco Crosley div., succeeding Clarence G. Felix, recently named to new post of marketing v.p. . . . Irwin A. Binder, ex-Thompson Products, named mfg. v.p. of Ramo-Wooldridge . . . Martin T. Zegel promoted to product planning mgr., Stromberg-Carlson special products div.; Wm. E. Cutler succeeds him as commercial products sales mgr. . . Donald R. Rogers named sales mgr. of GE missile & ordnance systems dept., Washington district; Richard Hardy & Frank Tiernan named sales engineers . . . Erik Hagglund elected pres. of Kanthal Corp. succeeding Hans Van Kantzow who continues as chairman . . . Bruce E. Vinckmulder promoted to asst. gen. sales mgr. of Centralab; Gerry Mills succeeds him as distributor div. sales mgr.

Latest FCC assignments to inter-agency groups (second-named is alternate): Telecommunications Coordinating Committee, Doerfer & Craven; Telecommunications Planning Committee, Craven & Hyde; Air Coordinating Committee, Lee & Ford; Radio Technical Commission for Marine Services, Bartley; Radio Technical Commission for Aeronautics, Lee & Bartley; Telecommunications Advisory Board, Hyde & Craven; Defense Commissioner, Lee & Bartley; Liaison with ODM, Craven & Ford. Telephone & Telegraph Committees comprise Hyde, Bartley & Mack, with Ford alternate.

Department of Commerce's Business & Defense Services Administration unit of National Defense Executive Reserve adds 7 from electronics industry to its 558 civilian membership. They're H. Myrl Stearns, Varian Assoc.; David L. Bell, P. R. Mallory; Richard T. Orth, Sanders Assoc.; Richard C. Lipps, Westinghouse, Buffalo; Arnold Malkan, General Transistor; Edwin W. Peterson, RCA Communications; Stanley E. Jarosh, Westinghouse, Washington.

New RCA engineering awards—David Sarnoff Outstanding Achievement Award in Science & Engineering—were bestowed for first time this week on Dr. Albert Rose of RCA Labs and David K. Barton of RCA Defense Electronic Products. Rose's citation is for basic contributions to photoelectronic phenomenon, including work on camera tubes; Barton's is for contributions to precise tracking radar.

Canadian distributors' TV sales for first 11 months of 1957 fell to 426,356 from 561,590 in same 1956 period—Nov. sales dipping to 60,481 from 63,250. The 11-mo. figures by provinces as reported by RETMA of Canada: Ont., 158,131; Que., 113,688; B. C., 37,877; Alta., 35,469; Man., 27,869; N. S., 18,166; Sask., 19,400; N. B. & P. E. I., 12,663; Nfld., 3093.

Tape recorder service manual, first of new series, is available from Howard W. Sams & Co., Indianapolis. Covering 7 basic tape recorder chassis & 2 tape players produced in 1956-1957, 148-p. TR-1 costs \$2.95. Also available is new automatic record changer manual, RC-10, at \$2.95.

Transparent CRT Ready: Another electronic breakthrough—with eventual TV implications—is GE's announcement this week that it is now marketing transparent-screen cathode ray tubes for industrial and military applications. Significance of new product is this: Unlike previously announced transparent phosphors (Vol. 13:17-18), GE's can be applied at relatively low temperatures on conventional CR tube glass.

Advantages of transparent phosphors: Vastly greater resolution than conventional picture tube phosphor material (20-1 theoretical improvement); no reflection from tube face, resulting in excellent contrast; resistance to phosphor screen burn-out; lack of snow caused by variation of light output by standard phosphors.

As to TV applications of new phosphor, GE industrial & military engineering mgr. Channing Dichter told us his company sees "no immediate need" for transparent home screens. Principal application, he predicted, would be in "true portable" sets, since transparent-screen tubes may be viewed outdoors without loss of contrast. Since "true portable" still awaits further transistor and battery development as well as considerable production and cost engineering, he saw development of transparent screens for TV as no rush job.

He pointed out that no white phosphor has been developed for the process—current models using yellow, green or blue—though he said job should not be too difficult. He added that inherently the transparent phosphor process needn't be expensive, could be engineered for mass output.

For radar and other military displays, GE is showing 2-color transparent tubes, the phosphors being applied in separate layers. Dichter himself was bearish on possibilities of using this type tube (called "Penetron" by GE) with current color system because of rapid switching rate required by NTSC system—color changes in transparent tube being produced by changing operating voltage of cathode ray beam.

CBS-Hytron sells Kalamazoo plant, originally built to produce black-&-white and color TV tubes, to Brunswick-Balke-Collender.

TV-Radio Reciprocal Trade: CBS-TV's celebrated *Facc the Nation* interview last June with Communist boss Nikita Khrushchev (Vol. 13:23 et seq) paid off this week in much-headlined major U. S.-Soviet accord. Cultural-scientific-agricultural exchange agreement, including "in principle" terms for TV-radio program exchanges (Vol. 14:4), was signed at end of 3 months' negotiations initiated as result of CBS-TV show. But there was little likelihood of any immediate implementation of TV-radio part of pact by either U. S. or USSR—it being left to "working level" diplomatic discussions with no date set for even starting them. When they are started, U. S. end will be handled by USIA, working with its Broadcast Advisory Committee, representing industry here. "Letter of understanding" accompanying U. S.-USSR agreement made it plain that either could veto any TV-radio program proposed by the other. Texts must be submitted in advance; they'll be kept off air if either side thinks "effect of any such broadcast will not contribute to a betterment of relations." USSR also said it will continue to jam Voice of America at will despite U. S. protests.

Foreign TV highlights: (1) Cumulative Canadian TV sales to dealers reached 3,000,000-mark this week. (2) Japan's 8 leading TV manufacturers reportedly are co-operating on plans to produce low-cost (around \$110) 14-in. "people's receiver" for which Govt. has offered to remove consumer taxes. Japanese TV production for year ending next March 31 is expected to total 600,000 sets; predicted output for 1958-59 is 900,000. (3) Australian TV production for 1957 is estimated at 200,000 vs. less than 50,000 in 1956. (4) Tiny El Salvador's TV imports were valued at \$17,100 in first half of 1957, U. S. supplying 83%, Netherlands 17%.

TV tube misrepresentation charge was filed by FTC this week against 4 Harrison, N. J. firms who allegedly advertise factory rejects, seconds and tubes taken from used TVs as "new stock of first quality Teltron tubes . . ." Complaint also charges that partners Sidney & Jack Fink, who trade as Major Brand Tube Co., Teltron Electric Co., Video Electric Co. & Solar Electronics—all of 428 Harrison Ave.—describe picture tubes as "brand new" while using used envelopes or shells. Hearing is set for March 13 in N. Y.

Ulysses A. Sanabria, TV pioneer and ex-mfr. of TVs and tubes, now operating as DeForest-Sanabria Corp., Chicago, proposes a sort of TV-appliances "stock exchange" through which brand products can be purchased by consumers at discounts, in page ad in Jan. 6 *Chicago Sun-Times* containing coupon for consumer membership (free) in projected Great Names Brand Exchange, 1522 W. Lawrence Ave., Chicago.

Another movie major moves into phono record business as 20th Century-Fox announces it's setting up subsidiary in next few months. MGM was first to enter record business 10 years ago; Paramount bought Dot Records early in 1957; United Artists set up own company late in 1957. Columbia Pictures this week reported it is buying Imperial Records for \$5,000,000, Lou Chudd, founder-pres. of Imperial, to head new Columbia div.

GE's annual Edison Radio Amateur Award for public service went to James E. Harrington, K5BQT, Lake Charles, La. Winning over 48 nominee "hams" from 25 states, 45-year-old Harrington was cited for providing sole means of communication in and out of devastated Cameron, La. during first 3 days of rescue operations following Hurricane Audrey.

Expansion of Mexican TV network is in the works, with site surveys now being conducted for location of 2 stations in Guadalajara (Ch. 2 & 4), to be connected with Mexico City by microwave. Interconnected stations are also due in spring at Ciudad Obregon and Hermosillo, both on Pacific Coast. Non-interconnected station in Torreon will use 1-kw Philco transmitter.

French-controlled commercial TV station Telesaar in Saarbruecken was shut down by German police after defying Bonn govt. order to go off air because it was interfering with German state-controlled stations. Operating on French 819-line standards, Telesaar frequency overlaps with new 625-line outlet recently built by German Saarländischer Rundfunk.

Cuban hazards for TV performers assigned to American programs originating there must be covered by \$300,000 life insurance policies, AFTRA notified networks this week. Due to political unrest & violence in Cuba, union's ruling calls for insurance compensating for loss of sight, limbs or other injuries as well as death. Disability coverage would provide actors \$200 per week for incapacitation.

Court Digs Into Docket: While FCC was preoccupied with Moulder subcommittee charges (see p. 2), thus handling light agenda this week, Court of Appeals managed to clear 2 cases:

(1) After agreement by parties, court dismissed appeal of Veterans Bcstg. Co., which had been fighting shift of WTEN from Ch. 41 to Ch. 10 in Albany. Veterans is applicant for the dropped-in Ch. 10, had protested FCC's grant of authority to WTEN (then WCDA) to operate temporarily on Ch. 10 pending comparative hearing; Commission dismissed protest and Veterans appealed.

(2) Court of Appeals dismissed appeal of Theodore Granik & Wm. H. Cook involving sale of WESH-TV (Ch. 2) & radio WMFJ, Daytona Beach (Vol. 13:5). They had protested sale of stations to other interests, asserting they had prior contract to buy. Commission had dismissed protest, and Granik & Cook had appealed.

WTVO, Rockford, Ill. (Ch. 9) this week appealed FCC's dismissal of its protest against sale of WREX-TV, Rockford (Ch. 13) [Vol. 13:44], asserting its pending de-intermixture petition might be prejudiced by change in ownership of its vhf competitor.

* * * *

Allocations activity: (1) Maximum Service Telecasters, alert to any attempt to cut station spacings, filed opposition to proposal of KCOR-TV, San Antonio (Ch. 41) to add Ch. 2 to San Antonio by cutting co-channel spacing with KPRC-TV, Houston, from required 220-mi. minimum to 183 mi. San Antonio Council for Educational TV opposed KCOR-TV's proposal to share educational Ch. 9. (2) FCC finalized substitution of Ch. 80 for Ch. 70 in Bradford, Pa., making Ch. 70 available for translator use in No. Warren, Pa.

Sole CP was for Ch. 73 translator in Palmerton, Pa. Commission decided to hold up Ch. 70 translator CP granted radio WHDL, Olean, N. Y., and it designated for hearing James E. Peaden's application for Ch. 74, Twenty-nine Palms, Cal., on question of finances.

Renewal of license of WMUR-TV, Manchester, N. H. (Ch. 9) was recommended by examiner Jay A. Kyle, after competitor TV for New Hampshire Inc. dismissed.

Two applications for TV stations were filed with FCC this week, bringing total to 122 (30 uhf). Applications: For Portland, Ore., Ch. 2, by *Oregon Journal*; for Lubbock, Tex., Ch. 5, by owners of KDAV there. No translator applications were filed this week. [For details, see *TV Addenda 26-A* herewith.]

Canon 35 was invoked against WDAU-TV and radio WGBI, Scranton, in refusal by Lackawanna County Court Judge Hoban to permit them to cover trial of suit involving city budget. Citing American Bar Assn.'s anti-broadcasting rule, judge said court "must adhere to our judicial standards," that courtrooms aren't adapted for broadcasting proceedings.

Among TV papers scheduled for special TV session Feb. 4 of American Institute of Electrical Engineers winter general meeting Feb. 2-7 at Hotel Statler, N. Y.: Live-pickup vidicon camera, by RCA's F. W. Millspaugh & J. H. Roe; effects of local conditions on TV receiver design, by Philco's Ernest Freeland; engineering for off-the-air TV service in southern Cal., by Pacific T&T's E. Dale Barcus; new industrial TV camera system, by RCA's J. E. Dilley & G. A. Senior; dial-selected industrial TV

Tower Rule-Making Postponed: Responding to plea by ABC that it has been working overtime preparing for Congressional hearings on pay TV and FCC's network study hearings, Commission this week extended to Feb. 10 the deadline for filing comments on its proposal to require location of towers on antenna farms and to incorporate Joint Industry-Govt. Tall Structure Committee (JIGTSC) criteria into rules (Vol. 13:22-23). Among comments already received: Favoring proposals, either totally or substantially, were CBS, FCBA & Meredith stations. Requesting that FCC wait for finalization of JIGTSC criteria next June were NBC, AFCCE, MST. Opposing proposals, either totally or substantially, were consulting engineer A. Earl Cullum; WTSP-TV, St. Petersburg; KHQ-TV, Spokane; WJTV, Jackson, Miss.; Miami applicant Publix TV Corp.; U of Ga.

Louisville's WHAS-TV, continuing its 5-year effort to find new tower site acceptable to aviation authorities (Vol. 13:9, 13, 26), has invited competitor WAVE-TV to share its new proposed tower. Proposal was made Jan. 25 by WHAS-TV v.p.-director Victor A. Sholis in letter to WAVE-TV gen. mgr. Nathan Lord, quoting statement by attorney for State of Kentucky filed with N. Y. airspace subcommittee stating WAVE-TV would be "required by the forces of competition" to relocate its tower if WHAS-TV receives permission to erect new tower. Airspace subcommittee last month recommended rejection of WHAS-TV's proposed 1860-ft. tower; Washington Airspace Panel will consider request Feb. 11.

Anti-trust suit for \$1,008,112 by Syracuse Bcstg. Corp. (radio WNDR) against Samuel I. Newhouse newspapers & radio WSYR in Syracuse, alleging conspiracy to restrain trade in advertising, has been dismissed for second time by District Court Judge Stephen W. Brennan. WNDR complained in 5-year-old action that *Syracuse Herald-Journal* and *Post-Standard* refused to accept advertising unless time on WSYR also was bought. Judge Brennan dismissed case in 1955, but year later Circuit Court ordered it returned for trial, although agreeing that WNDR's charges of monopoly and violation of anti-merger & interlocking directorate laws should be dropped. In second dismissal, Judge Brennan said WNDR had failed to substantiate restraint-of-trade complaint.

RCA shipped used 5-kw transmitter Dec. 31 to upcoming KHUM-TV, Eureka, Cal. (Ch. 6), due in March; 25-kw amplifier Jan. 15 to WSAU-TV, Wausau, Wis. (Ch. 7), planning power boost and move to new site; 24-gain antenna Jan. 13 to WSBT-TV, South Bend, holding authorization to shift from Ch. 34 to Ch. 22.

Compact new vidicon camera with electronic viewfinder, designed especially for one-man classroom or studio use, was introduced this week by GPL. It weighs 28 lbs., has 4-lens turret. Price wasn't announced.

New 2-kw RCA transmitter for Ch. 7-13 (TT-2BH) will be available in March at \$39,500 complete.

for ticket reservation (Pennsylvania Station system), by Dage's J. W. Alinsky; unusual closed-circuit applications, by GE's C. L. Ellis; wiring a town for closed-circuit movies (Bartlesville), by Southwestern Bell's Harvey J. McMains. There will also be session on scatter Feb. 5.

IRE banquet speaker at N. Y. convention March 26 will be Robert C. Sprague, chairman of Sprague Electric Co. and of Federal Reserve Bank of Boston—speaking on "The Federal Reserve and the Electronics Industry."

Financial Reports:

Emerson executive salaries were cut in fiscal year ended Oct. 31, 1957, according to proxy statement for Feb. 19 annual stockholders' meeting accompanying annual statement showing operating loss of \$11,177. Salary paid pres. Benjamin Abrams was down to \$33,866 from \$60,008 in 1956; secy.-treas. Max Abrams, \$33,482 from \$44,065; exec. v.p. Dorman D. Israel, \$33,077 from \$38,458. Despite operating loss before other income & taxes in 1957, Emerson had net profit of \$138,431 (7¢ per share) on sales of \$54,803,069 vs. \$84,852 (4¢) on \$73,882,029 year earlier. Company was "adversely affected" last year by TV industry overproduction, lessened demand, price cutting, pres. Abrams said. Radio & phono operations—particularly in transistor portables & hi-fi—were reported "generally satisfactory." He sees "improvement" in company's TV sales & profits this year, continuing advance in radio & phono sales.

Raytheon earned \$4,800,000 (\$1.70 per share) on 1957 sales of more than \$250,000,000, of which 80% were military business, pres. Charles F. Adams told N. Y. Society of Security Analysts this week. He also reported net non-recurring gain of \$2,031,000 (71¢) from sale of 40% interest in Datamatic Corp. (Vol. 13:25), making total profit for year \$6,831,000 (\$2.41). Comparison with calendar 1956 wasn't offered because company was on fiscal basis then, but in last 7 months Raytheon earned \$655,000 (23¢) on \$112,000,000 sales. Adams said current sales are at annual rate of \$300,000,000 and he anticipates further increase in volume & profits during 1958. Backlog of govt. business totals \$260,000,000.

Packard-Bell earned \$218,313 (32¢ per share) on sales of \$8,554,000 in first 1957 fiscal quarter ended Dec. 31, 1957 vs. \$259,950 (38¢) on \$8,897,000 year earlier, pres. Robert S. Bell attributing slight dip to lower Nov.-Dec. sales when major TV manufacturers engaged in year-end inventory clearances. Technical products div. surpassed anticipated sales volume in quarter by 103%, however, and Bell reported further expansion of missile and advanced electronics programs.

Reports and comments available: On electronics prospects, by TV-Electronics Fund, 135 So. LaSalle St., Chicago. On Hazeltine, in mid-monthly review, Sprayregen & Co., 252 W. 37th St., N. Y. On Raytheon, by J. R. Williston & Co., 115 Broadway, N. Y. On Paramount Pictures and on Emerson Electric, by Lawrence Lewis, Pershing & Co., 120 Broadway, N. Y. On General Transistor, on Previews, Paine, Webber, Jackson & Curtis, 25 Broad St., N. Y. On Hoffman Electronics, by Sutro Bros., 120 Broadway, N. Y.

Dividends: Westinghouse, 50¢ payable March 1 to stockholders of record Feb. 10; Tung-Sol, 35¢ March 3 to holders Feb. 10; P. R. Mallory, 35¢ March 10 to holders Feb. 14; Siegler, 20¢ March 3 to holders Feb. 17; International Resistance, 5¢ March 1 to holders Feb. 14; Stanley Warner, 25¢ Feb. 25 to holders Feb. 10.

Texas Instruments expects to report 1957 sales of more than \$67,000,000, net income of about \$1.10 per share vs. \$45,700,000 & 72¢ in 1956, according to pres. J. E. Jonsson of big transistor manufacturer. He predicts 1958 sales of \$80,000,000.

Howard W. Sams & Co., Indianapolis electronics publishing service, reports sales for 6 months to Dec. 31, 1957 rose to \$2,139,302 from \$1,961,200 in same 1956 period, before-tax profit amounting to \$281,266 vs. \$242,529.

Westinghouse's Upswing: Westinghouse earned \$72,652,000 (\$4.18 per share) on record sales of \$2.009 billion in 1957 vs. \$3,492,000 (10¢) on \$1.525 billion in strike-affected 1956. Earnings were second only to \$79,921,000 (\$4.78) in 1954. Fourth quarter net income last year was \$23,550,000 (\$1.36), including \$4,240,000 in federal tax refunds, on \$531,770,000 (highest sales for any quarter in company's history) vs. \$4,891,000 (26¢) on \$509,561,000 year earlier. Excluding last-quarter tax credit, earnings for 1957 period were \$1.11 per share. Orders last year were highest recorded, year-end backlogs were at "high levels," chairman Gwilym A. Price reported.

Loew's Inc. reports \$5,520,000 earnings before taxes from TV, radio, record & music business in fiscal year ended Aug. 31, 1957—but consolidated net loss of \$455,000 after before-tax losses from movie production & distribution totaling \$7,784,000. Consolidated report shows gross revenues of \$154,320,404. In fiscal 1956, Loew's earned \$4,837,729 (91¢ per share) on gross of \$172,355,933. Net loss in 1957 was ascribed by pres. Joseph R. Vogel to changes in accounting practices which he said would have shown \$745,000 profit under old system. Sept.-Dec. quarter showed estimated loss of \$1,290,849 on \$31,484,000 revenues, but Vogel said downward trend stopped in last 2 months, "resurgence" is under way and company now is in black. He credited sale of pre-1949 feature films to TV as "major source" of fiscal 1957 revenues, reporting licenses to date will yield \$50,200,000 gross over 7 years and that another \$15,000,000 worth of films will be licensed in next 3-4 years.

National Telefilm Assoc. earned record \$269,577 (26¢ per share on 1,020,350 shares outstanding) in first fiscal quarter ended Oct. 31, 1957 vs. \$236,920 (23¢ if based on same number of shares instead of 682,526 actually outstanding) year earlier. TV & theatre exhibition contracts written in quarter totaled \$4,310,604 vs. \$3,040,783 year earlier, film rentals amounting to \$3,519,942 vs. \$1,798,022. At annual stockholders' meeting this week, chairman Ely Landau said NTA expects to "maintain a steady growth"—but doesn't "anticipate a continuance of the phenomenal percentage increases that have marked our progress to date." Stockholders voted to increase authorized capital stock from 2,000,000 to 3,000,000 shares, but company said it has no plans now for additional issue.

Stanley Warner Corp., chain theatre operator whose interests also include WTRI, Albany, reports \$804,500 earnings (39¢) in first fiscal quarter ended Nov. 30, 1957 vs. \$969,600 (45¢) year earlier. Decline was attributed by pres. S. H. Fabian to "many factors, including competition from free movies on TV" which cut into attendance at Stanley Warner & Cinerama theatres. He noted "substantial increase" in sales of subsidiary International Latex Corp., however, crediting gain to "dynamic TV spot advertising programs which commenced a little over year ago."

National Theatres Inc. reports consolidated earnings of \$65,401 (2¢) in 13 weeks ended Dec. 24, 1957 vs. \$572,913 (21¢) year earlier, pres. E. C. Rhoden attributing decline to "severe decrease" in movie attendance. He said company, which is buying WDAF-TV & WDAF from *Kansas City Star* for \$7,600,000 (Vol. 13:47-48), hopes for improved returns in current fiscal quarter through "better attractions," including new "Cinemiracle Adventure" movie, "Windjammer," and additional sales of unprofitable theatre properties.

COMMON STOCK QUOTATIONS

Week Ending Friday, January 31, 1958

Electronics TV-Radio-Appliances Amusements

Compiled for Television Digest by

RUDD, BROD & CO.

Member New York Stock Exchange

734 15th St. NW, Washington 5, D. C.

120 Broadway, New York 5, N. Y.

NEW YORK STOCK EXCHANGE

1957-8		Stock and Div.	Wk. Close	Wk. Change	1957-8		Stock and Div.	Wk. Close	Wk. Change
High	Low				High	Low			
14%	6 1/2	Admiral.....	8 1/2	+ 1/2	37 1/2	27 1/2	IBM 2.40b.....	32 1/2	+2 1/2
27	16 1/2	AmBoschl.05g.	20%	- 1/2	37 3/4	25 1/4	IT&T 1.80.....	30 1/2	- 1/2
24 1/2	11 1/2	AmBcstg-Para.1	14 1/4	- 1/2	50%	33	I-T-E Cir81 1/2 d.	39%	- 3/8
43 1/2	29%	AmMach&F 1.60	36 1/2	+ 1/2	10%	7 1/2	List Indus 1/4e.	7%	- 1/2
179 1/2	160	AT&T 9.....	171 1/4	- 1 1/4	56%	29 1/2	Litton Ind.....	39%	- 1 1/2
33 1/2	19 1/2	Amphenol 1.20.	24 1/2	- 1/2	22	11 1/4	Loew's.....	14
36 1/2	28	Arvin 2.....	29 1/4	- 1/4	44	28 1/2	Magnavox 1 1/2 b.	33%	- 1 1/4
7 1/2	4 1/2	Avco .10g.....	6 1/4	- 1/4	50%	23 1/2	Mallory 1.40b.	28%	+ 1/2
47 1/2	21	Beckm Inst 1 1/4 f	23 3/8	- 3/8	131	73 1/2	Mpls. H'll 1.60a	82	+ 4
66 1/2	42	Bendix Av 2.40.	48	- 1 1/2	51 1/4	35 1/4	Motorola 1 1/2...	40 1/2	+ 1/2
52 1/2	27 1/2	Burroughs 1....	30 1/2	- 1 1/2	9 1/2	7	Nat'l Thea 1/2...	7%	- 3/8
25 1/2	15 1/2	Clevite 1.15g...	17 1/4	36 1/2	28	Paramount 2...	35 1/2	- 1/2
36 1/2	23 1/2	CBS "A" 1b....	27 1/2	+ 3/8	18 1/2	11	Philco 3/4 f....	14%	+ 1/2
35 1/2	22 1/2	CBS "B" 1b....	27 1/4	+ 1/2	40	27	RCA 1a.....	34 1/2	+ 1/2
20 1/2	11 1/2	Col Pictures 3/4 t	13 1/2	23 1/4	16 1/2	Raytheon.....	22 1/2	- 1/2
54 1/2	25 1/2	Cons Elec .40a..	29 1/2	- 1 1/2	8 1/4	4 1/4	Republic Pic....	6%	+ 1/4
35 1/2	18	Cons Electron...	20 3/4	- 1	39 1/4	29 1/4	Sang Elec 1.80.	34 1/4	+ 1/4
27 1/2	12 1/2	Cor-Dub 1.20....	15	- 1/2	18	12 1/2	Siegler .80.....	15 1/4	- 1/4
106 1/2	57 1/2	Corning Glass 1a	80 3/4	+ 1 1/4	6 1/4	2 1/2	Sparton.....	3 1/2	+ 1/4
6 1/2	3 1/2	Davega.....	3 1/2	+ 1/2	26 1/2	17 1/2	Sperry Rand .80	19%	- 1/2
47	27 1/2	Daystrom 1.20..	32	- 1 1/2	9 1/2	5 1/4	Standard Coil..	7%	+ 1/2
19 1/2	13 1/2	Decca 1.....	15 1/4	- 1/2	18 1/2	13 1/2	Stanley-War 1..	15%	+ 3/8
15 1/2	13	Disney .40b....	16 1/2	+ 1/2	41 1/2	27 1/4	Stor Warner 2b	30%	- 1
115	81 1/2	East Kod .90a..	103	+ 1 1/2	29 1/4	18 1/2	StorerBcstg 1.80	23	- 3/8
34	22 1/2	Emer Elec 1.60.	31	- 1 1/2	46 1/4	29 1/4	Sylvania 2.....	36 1/2	- 1/2
6 1/2	3 1/2	Emerson Radio.	4 1/2	- 1/2	31 1/2	15 1/2	Texas Instru...	28	- 1/2
10 1/2	6 1/2	Gabriel .60....	7 1/2	- 1/2	89 1/4	46	ThompProd 1.40	47 1/2	+ 1/4
68 1/2	46 1/2	Gen Dynamics 2	60 3/4	- 1	37 1/2	21 1/4	Tung-Sol 1.40b.	24 1/4	- 1/2
72 1/2	52 1/2	Gen Electric 2..	62 1/2	- 1	30 1/4	19%	20thC-Fox 1.60.	25 1/4	- 1/2
8 1/2	4	Gen Inst. .15g..	5 1/4	25 1/4	15	United Art 1.40.	17 1/4	+ 1/2
47 1/2	30 1/2	GenPrEquip 2.40	40 1/2	+ 1/2	30 1/2	18 1/2	Univ. Pict 1a...	20 1/2
30 1/2	22 1/2	General Tire .70	27 1/2	- 1/2	28 1/2	16 1/2	Warn Bros 1.20.	17	- 1/2
45 1/2	36 1/2	Gen Telephone 2	42 1/2	- 1 1/4	68%	52 1/2	Westingh El 2..	63 1/4	- 1/2
25 1/2	17 1/2	Hoffman Elec 1.	22 1/2	- 3/4	140	91 1/4	Zenith 3a.....	130	+ 2

AMERICAN STOCK EXCHANGE

4 1/2	2 1/2	Allied Artists..	3 1/4	44 1/2	29 1/4	Hazeltine 1.40b.	36 3/8	+ 1/2
52 1/2	19 1/2	Allied Con 1a..	38 1/4	- 1 1/2	3 1/2	2 1/2	Herold Ra .15g.	2%	+ 1/2
21 1/2	11	Amer Electro 1/2	14 1/2	- 1/2	6 1/2	3%	Int Resist 20...	4 1/2	- 1/2
11 1/2	6 1/2	AssocArtProd..	9	+ 1/2	8 1/4	4	Lear.....	5 1/2	- 1/2
12 1/2	4 1/2	Audio Dev .05d.	9 1/2	+ 1/4	1 1/2	1/2	Muntz TV.....	1/2
13 1/2	6 1/4	Belock Inst 1/4 t.	8 1/2	3 1/2	2 1/2	Muter Co. 1/4 t..	3
1 1/4	3/4	C & C TV.....	1/2	9 1/4	5 1/2	Nat'l Telefilm..	6 1/2	+ 1/2
5	2 1/2	Clarostat .15g..	3 1/2	+ 1/4	2 1/2	1	Nat Union El...	1 1/2	- 1/4
6 1/2	3	DuMont Lab....	4 1/2	+ 1/2	11 1/4	3%	Norden-Ketay..	3%	- 2 1/2
7 1/2	2 1/2	Dynam Am.....	3 1/2	- 1/2	5	3	Oxford El.10d..	3%	+ 1/2
12 1/2	8	Electronic Com.	12 1/2	- 1/4	20%	10 1/4	Philips El.....	14%	+ 3/8
12 1/2	5 1/2	Electronics Cp..	7 1/2	12%	6 1/2	Servomech .40.	7%	+ 1/2
28 1/2	16	Fairch Cam 1/2 g.	28 1/2	+ 2 1/2	9	3 1/2	Skiatron.....	5 1/4	+ 1/4
30	8 1/2	General Trans..	22 1/2	- 1 1/4	8 1/4	2 1/2	Technicolor....	4%	+ 1/2
28 1/2	17	Globe Un 1.20b.	16 1/4	- 1/2	5 1/2	3 1/2	Trans-Lux .20g.	4 1/2	+ 1/4
4 1/2	2 1/2	Guild Films....	3 1/2	+ 1/2					

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked		Bid	Asked
Advance Ind.....	2 1/2	2 1/2	Magna Theatre.....	2 1/4	2 1/2
Aerovox.....	3 1/2	4 1/2	Maxson (W. L.) .05	6 1/2	7
Airborne Inst.....	44	47	Meredith Pub 1.80a	30 1/2	32
Aitec Co .80.....	7 1/4	8 1/2	National Co. (4% stk)	10 1/4	12
BMP Inc .50.....	17 1/4	19	Oak Mfg. 1.40.....	15	16 1/2
Ampex.....	51 1/4	54	Official Films .10	1 1/4	1 1/4
Baird Atomic.....	11 1/4	12 1/2	ORRadio.....	18	19
Cinerama Inc.....	1 1/2	2 1/4	Pacific Mercury TV	5 1/2	6
Cinerama Prod.....	1 1/2	2 1/4	Packard-Bell .50.....	11 1/2	11 1/2
Cohu Electronics.....	7 1/2	8	Panellit.....	5 1/2	5 1/2
Collins "A" .35.....	12 1/4	14	Perkin-Elmer.....	23	24 1/2
Collins "B" .35.....	12 1/2	13 1/2	Philips Lamp (14% of par)	31 1/2	33
Cook Elec. .40d.....	21 1/2	23	Reeves Soundcraft (stock)	2 1/4	2 1/2
Craig Systems.....	4 1/4	5 1/2	Selectvision Inc.....	1 1/2	1 1/4
DuMont Bcstg.....	7 1/2	8 1/2	Sprague Electric 1.20.....	28 1/2	30
Eitel-McCullough (5% stk)	29 1/2	32	Taylor Instrument 1.20.....	28	30
Elec Assoc (stk).....	39	41	Tele-Broadcasters.....	2 1/4	3 1/2
Erie Resistor .40b.....	7 1/2	8	Telechrome .30.....	5 1/2	6 1/2
Friden Ind. 1.....	41	44	Telecomputing.....	4 1/4	4 1/4
Giannini, G. M.....	14 1/2	15	Teleprompter (stock).....	6 1/4	7 1/4
Granco Products .05.....	1 1/4	1 1/2	Time Inc. 3.75.....	62 1/4	64
Gross Telescoping 1.60.....	17	19	Topp Industries (stock).....	10 1/4	11 1/2
Hewlett-Packard.....	23 1/4	24 1/2	Tracerlab.....	4 1/4	5 1/4
High Voltage .10g.....	23 1/2	25 1/2	Trav-Ler.....	1	1 1/4
Hycor.....	2 1/2	2 3/4	United Artists.....	4 1/4	4 1/4
Indiana Steel Products 1.20a	19	19 1/2	Varian Associates.....	17 1/2	18 1/2
Jerrold.....	1 1/2	2 1/4	Victoreen Inst.....	4	4 1/2
Ling Industries.....	6 1/2	6 1/2	Webcor .25g.....	12 1/2	12%
Leeds & Northrup .60b.....	20 1/2	22	Wells-Gardner.....	7 1/4	8 1/2
Machlett Labs .25g.....	13	14	WJR Goodwill Station .50d.	12 1/4	12 1/2

Rates of dividends in table are annual disbursements based on the last quarterly or semi-annual declaration. Unless otherwise noted, special or extra dividends are not included. a Also extra or extras. b Annual rate plus stock dividend. d Declared or paid in 1957, plus stock dividend. e Declared or paid so far this year. f Payable in stock during 1957; estimated cash value on ex-dividend or ex-distribution date. g Paid last year. h Declared or paid after stock dividend or split-up. k Declared or paid this year, an accumulative issue with dividends in arrears. l Paid this year, dividend omitted, deferred or no action taken at last dividend meeting. r Declared or paid in 1958, plus stock dividend. t Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. y Liquidating dividend.

School TV Statistics: New 124-pp. Office of Education bulletin, *Television in Education*, reviews developments in field since 1952, discusses community planning and TV teaching methods, includes listing of foundations making grants to educational stations. Co-authored by Dr. Franklin Dunham, Dr. Ronald R. Lowdermilk & Mrs. Gertrude G. Broderick, it's available for 55¢ from Supt. of Documents, Govt. Printing Office, Washington 25. Other educational TV developments this week: (1) First open-circuit TV college credit classes in Va. will be started Feb. 3 over WVEC-TV, Hampton-Norfolk, by College of Wm. & Mary. (2) Prince Georges County (Md.) school board voted to join Greater Washington TV Assn. in sponsoring pilot TV science classes for 5th & 6th graders next fall. (3) Dept. of Telecommunications at U of So. Cal. scheduled June 24 - Aug. 1 educational TV workshop.

'All American Poll': TV winners in *Radio-TV Daily's* "All American Poll" of 454 TV-radio editors: man of year, Jack Paar (NBC); woman of year, Dinah Shore (NBC); dramatic show, "Green Pastures," *Hallmark Hall of Fame* (NBC); comedy show, *Tonight* (NBC); musical show, "Annie Get Your Gun" (NBC); commentator, Edward R. Murrow (CBS); documentary, "The Innocent Years" & "The Jazz Age," *Project 20* (NBC); quiz show, *Twenty One* (NBC); new program ideas, *Seven Lively Arts* (CBS); color program, "Annie Get Your Gun" (NBC); filmed series, *Disneyland* (ABC); variety show, *Steve Allen Show* (NBC); children's show, "Pinocchio" (NBC); westerns, tie, *Wagon Train* (NBC) and *Gunsmoke* (CBS); public service, Nikita Khrushchev interview, *Face the Nation* (CBS); producer, Martin Manulis (CBS); director, George Schaefer (NBC); vocalists, Perry Como (NBC) and Dinah Shore (NBC); new talent, James Garner (ABC) and Polly Bergen (NBC); sportscaster, Mel Allen; song, "Around the World in 80 Days." There were awards also for similar categories in radio.

Christopher TV awards—bestowed this week by Catholic lay order for using "God-given talents in a positive & constructive manner": "The Best Doggone Dog in the World," *Disneyland*, ABC (Walt Disney, exec. producer; Larry Lansburgh, producer-director; Robert Stevenson, director; Janet Lansburgh, Bill Walsh, James Algar, Lee Chaney, writers). "The Prince & the Pauper," *DuPont Show of the Month*, CBS (David Susskind, producer; Daniel Petrie, director; Leslie Slote, writer). "The Gaddy," *Telephone Time*, ABC (Jerry Stagg, producer; Robert Sinclair, director; David Evans, writer). "The Innocent Years," *Project 20*, NBC (Henry Solomon, producer-writer; Donald Hyatt, director; Richard Hanser, writer; Silvio D'Alisera, editor). "Guest from England," *Life of Riley*, NBC (Tom McKnight, producer; Jean Yarbrough, director; Dick Conway, Roland MacLane, writers). Oct. 13, 1957 "Edsel Show," CBS (Bill Morrow, producer-writers; S. R. Berns, director; Toots Camarata, musical director). "Dialogues of the Carmelites," *NBC Opera* (Samuel Chotzinoff, producer; Kirk Browning, director; Peter Herman Adler, music & art director; Francis Poulenc, composer). "Brainwashing," *20th Century*, CBS (Al Wasserman, producer-director-writer).

Three-time performance of 2-hour play, Percy MacKaye's *The Scarecrow*, is claimed as "first" in TV history by educational WGBH-TV, Boston (Ch. 2); staged by Boston U drama students, it's being carried evening of Feb. 1, afternoon and evening of Feb. 2.

Publishers Information Bureau reports 5 fewer magazines were published in 1957 than in 1956—but their advertising went up to \$741,434,426 from \$723,505,189 (based on 89 reporting publications).

**THE
AUTHORITATIVE**
WEEKLY NEWS DIGEST
FOR EXECUTIVES OF THE
VISUAL BROADCASTING
AND ASSOCIATED
RADIO & ELECTRONICS
ARTS AND INDUSTRIES

Television Digest

with **ELECTRONICS REPORTS**

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 14: No. 6

SUMMARY-INDEX OF THE WEEK'S NEWS — February 8, 1958

SUBSCRIPTION TV BLOCKED by House Commerce Committee resolution. FCC expected to call off tests or face legislation banning fee TV outright (pp. 1 & 7).

MOULDER FCC HEARING goes after "more serious" charges against Comr. Mack. Commissioners conduct vigorous defense; "honorariums" argued (pp. 3 & 5).

SEATTLE & CHATTANOOGA stations get going, U. S. total now 530. Saul Haas station replaces Tacoma Tribune outlet for CBS, Martin Theatres station is ABC (p. 6).

ZENITH NOW ALONE among influential backers of on-air pay TV. Newspaper ad blast at networks is sample of extensive campaign, despite setbacks (p. 7).

NETWORKS HIT RECORD YEAR again in 1957 but PIB figures indicate slowdown in rate of climb. Dec. billings were year's highest (p. 9).

PARAMOUNT MOVIE BACKLOG of 750 pre-1948 features sold to MCA for record \$50,000,000 (p. 16).

DO YOU KNOW THAT high Federal, state and local officials (other than Senators & Congressmen) are also prominent among TV-radio station owners (p. 10).

54 STANDARD & HI-FI PHONO manufacturers listed in new directory; all TV-radio majors except GE also make phonos (p. 1 & Special Supplement).

Manufacturing-Distribution

TV, RADIO, TUBE, TRANSISTOR output and sales figures for 1957 recapitulated by EIA, showing radio at 6-year high, TVs down about 1,000,000 (pp. 12 & 13).

49% OF RADIO PORTABLES now transistorized, 51% of auto radios. Japanese imports threaten spring market, with \$29.95 sets already offered (p. 12).

THE MAKERS OF PHONOS & HI-FIs: Because the \$500,000,000 phono business (Vol. 13:51) -- in all its burgeoning aspects, particularly hi-fi -- has become such an important factor in the so-called "electronic entertainment" business over the last few years, we've compiled a list of the leading manufacturers of standard & hi-fi phonos which we believe to be the most complete extant. It shows 54 firms now making complete phonograph "packages," whether as separate units or in combination with TVs and/or radios. Only GE among the major TV-radio manufacturers does not make phonos -- yet.

We compiled the company names, addresses, phone numbers, phono executives, brands from lists furnished by the Electronic Industries Assn., Phonograph Manufacturers Assn., other industry sources -- and checked them via questionnaires. We're including the list in our upcoming TV Factbook No. 26 along with our directories of TV, radio, tube, transistor and other manufacturers, and we hope later to compile similar lists of component makers, tape recorder makers, import-brand agents, et al.

Pending publication of the Factbook, we thought many of you would like to have the Directory of Leading Manufacturers of Standard & Hi-Fi Phonos for handy reference; accordingly, it is printed in advance as Special Supplement herewith.

SUDDENLY—TOLL-TV ISSUE IS ACADEMIC: House Commerce Committee's no-confidence vote on FCC's proposal to permit pay-TV trials is much more of a blow against fee TV than press reports would indicate. Actually, it means pay TV via the airwaves -- either a trial or regular operation -- is out the window for the rest of this year at the very least, and probably for a far longer time.

This is what Committee did: By unrecorded vote it decided to transmit to FCC a resolution requesting it to call off its scheduled trial of pay TV "unless and until the Communications Act of 1934 is amended so as specifically to empower the Commission to grant such authorizations" (for text, see p. 7). And Chairman Harris

(D-Ark.) now says his Committee hopes to hold hearings on the huge pile of anti-subscription-TV bills in the House hopper in summer or fall.

Will Commission abide by Committee's request, which is a "sense-of-the-Committee" resolution but actually has no legal standing? Though Commissioners will not talk for quotation, best guess is that FCC will -- in light of Senate precedent (similar resolution asked FCC to limit radio powers to 50 kw) and particularly in light of fact that FCC already is having enough trouble with "improper conduct" hearings by same Committee's legislative oversight (Moulder) subcommittee (p. 3).

What if FCC should ignore request? We asked 3 Committee members, got same reply, to this effect: "Then we'll go ahead and report out an anti-pay-TV bill without further hearings." Which is exactly what a strong faction on the Commerce Committee wanted to do at this week's meeting, anyway.

Commission couldn't act on pay-TV applications in reality, even if it did want to -- since none is pending. Only one station -- William L. Jones' uhf WSES-TV, Philadelphia (CP) -- has informed Commission it wants to test pay TV (Vol. 13:52), but FCC regards its letter as a "declaration of intent" rather than an application.

FCC is expected to consider Committee's request at next meeting. This had been set for Feb. 12 -- but date is up in the air because Commission is due to testify before Moulder subcommittee that day.

* * * *

Pro-subscription forces received more of a drubbing at closed Feb. 6 Committee meeting than would appear at first glance. Debate centered only on question of how best to block pay TV. As Rep. O'Brien (D-N.Y.) put it, "No resolution was offered commending the FCC and urging that they go ahead." Chairman Harris did say there was "some support" for letting FCC go ahead with test, but "obviously a very small minority." Best guess: a minority of one Congressman.

Here's what actually happened behind closed Committee doors: After preliminary discussion, Rep. Springer (R-Ill.) moved that Committee approve his bill to ban charging of fees for home TV. Then the "moderate" forces, led by Rep. Harris, offered resolution prepared by Committee staff as substitute for Springer bill. A roll call vote showed 17 members favoring resolution, 7 favoring Springer bill, one -- Rep. O'Brien -- merely voting "present," probably because of his minority stockholding (3%) in group owning WTEN, Albany & WTVD, Durham-Raleigh (Vol. 14:5).

Resolution was then passed by voice vote, with a few "No's" heard. Of the Committee's 33 members, 25 were present at time of vote.

Resolution approach was taken, Harris explained after meeting, for these reasons: (1) Imminence of Commission's announced March 1 consideration of pay-TV trial applications virtually precluded possibility of full Congressional action, and (2) Committee didn't want to give appearance of "closing the doors on development of new types of broadcasting which might benefit the public."

* * * *

Exerting most influence on Committee's decision was tremendous volume of mail on pay TV -- which members agreed was largest they ever received on a single issue. Rep. Springer told us he received 8200 letters and 450 telegrams, most from lower-income households -- far exceeding the letters & telegrams inspired by the controversy over President Truman's firing of Gen. MacArthur.

Rep. Harris displayed some 50,000 letters and petitions received by or referred to Committee -- and he said opponents outnumbered proponents 1000-to-1.

Full-dress pay-TV hearings -- when the Committee gets to them -- will also include testimony on other methods of extending TV service, Harris said, and he specifically enumerated wired pay TV, community antennas, unlicensed boosters.

Prospect of pay-TV hearings on Senate side dimmed this week toward vanishing point -- as Pastore communications subcommittee tossed back to full Senate Commerce Committee without recommendation the 7-Senator anti-pay-TV resolution which was handed to it by full Committee last week (Vol. 14:5). With pressure off now because

of House Committee action, best guess is that Chairman Magnuson (D-Wash.) -- a proponent of fee-TV trials -- won't call hearings on touchy issue this session.

Blocking of broadcast pay-TV trials now opens clear path for closed-circuit as the only pay-as-you-see system -- and comments of most of the fee-TV proponents reflected it. Skiatron TV pres. Matty Fox said almost gleefully that he was "not in the least disappointed," and that Committee's resolution "simplifies things." He added: "It was awfully confusing and complicated to find the possibility of station broadcasting and closed-circuit TV in the same community."

Skiatron Electronics pres. Arthur Levey called action "only a momentary and minor gain" for networks and theatre owners "and their powerful lobby," predicting reversal by Committee after hearings. Then he turned his attention to closed-circuit pay systems and said "Skiatron is moving ahead."

International Telemeter Chairman Paul Raibourn told us: "This has not changed our plans at all because we expected it to happen. We decided that the most logical way to proceed, in view of network opposition, is by wire."

Comment from Zenith wasn't available to us at week's end. But fact is that, except for Zenith, major pay-TV proponents have done little more than perfunctory lobbying in behalf of broadcast subscription TV, preferring to devote energies to wired systems. In last-minute attempt to stem tide, Zenith inserted large ads in Washington papers just before Committee vote -- heaping scathing abuse on "network lobbies" for trying to influence Congress on issue. [For story on how Zenith is trying to influence Congress, see p. 7.]

More anti-pay-TV bills were introduced in Congress this week, meanwhile -- S-3201 by Sen. Thye (R-Minn.), HR-10544 by Rep. Morrison (D-La.), HR-10562 by Rep. Bray (R-Ind.); also, 2 bills by Rep. Dingell (D-Mich.) -- HR-10536 to ban subscription TV completely and HR-10537 to terminate any fee-TV trials by March 1, 1961.

* * * *

In post-mortems on fee-TV dispute, one mystery crops up repeatedly in discussions with FCC staffers and Congressmen: Why had no applications been filed for pay-TV trial? There's strong feeling that Zenith made serious tactical error in failing to push for applications using its system. If it had done so, reasoning goes, it would have something concrete to point to during House hearings -- and FCC would have had a couple of applications to be busily processing, making issue of calling off the trials somewhat less academic.

'FCC IMPROPRIETY'—MACK NEXT TARGET: A bruised and bitter FCC rose up to defend itself this week in the front-paged Moulder subcommittee "misconduct" hearings (Vol. 14:4-5) -- but nothing at all has been decided. Uncertainties multiplied at week's end, however, as Rep. Moulder stated that Comr. Richard A. Mack, Florida Democrat, faces charges "more serious" than those leveled at Chairman Doerfer.

Hearings resume Feb. 11-12 after Feb. 10 closed session of subcommittee for briefing on charges against commissioners. Commissioners will be called in order of seniority, which means, in addition to Chairman Doerfer -- Hyde, Bartley, Lee, Mack, Craven, Ford. Moulder had said, earlier, that Craven & Ford weren't being charged with "improper conduct."

Charges against Mack, said Moulder Feb. 7 after 3-hour closed session of his subcommittee, involve Mack's role in decision awarding Ch. 10, Miami, to National Airlines (WPST-TV) -- and he said Mack testimony may be taken in secret session under House rule requiring secrecy if "evidence or testimony at any investigative hearing may tend to defame, degrade or incriminate any person." Moulder said that he was studying charges to see whether rule applies; that charges against Mack differ from those against Doerfer in "a matter of degree."

Stating hearings may go on "for several months", Moulder told newsmen that commissioners will be given statements of specific instances of questionable conduct 3 days in advance of their appearances before subcommittee. He insisted this pro-

cedure won't produce postponement or dropping of charges against commissioners.

With much of its \$250,000 appropriation spent, with little time left in this session of Congress, subcommittee seems hopelessly sidetracked in what the "father" of the group, House Speaker Sam Rayburn, has termed a "fly-specked" affair.

FCC Chairman Doerfer hasn't been shown guilty of a "felony," as implied by charges raised. He stuck by his interpretation of law covering acceptance of "honorariums" for making speeches to industry groups, and he gave examples to show that "fraternization" with industry hasn't influenced his decisions, insisting that he be judged in context of his whole public record. From public relations standpoint, much of his own testimony hurt him, some helped.

U.S. Comptroller General Joseph Campbell finally conceded, under questioning, that law isn't "entirely clear" about honorariums. As for acceptance of industry's payment of hotel bills and travel expenses, he said he has "serious doubts as to their propriety" -- though he acknowledged that Attorney General has given more liberal interpretation. [For detailed coverage of hearings, see pp. 5-6.]

Never have we seen commissioners at such white heat. For example, the usually gentle Rosel Hyde, whose deep sense of propriety impresses everyone who knows him, rose from audience, voice thickened with fury, to attack subcommittee and its counsel Bernard Schwartz for leaking to press charges of improper conduct. And newest Comr. Frederick Ford, though facing no allegations, resorted to sarcasm. Answering query about "fraternization" with communications users, he said:

"I have attended a number of social gatherings given by telephone users who have been long time friends and neighbors, but it's my understanding that you are not interested in matters of that kind, nor in stock which may be owned by my church."

* * * *

What really hurts official & unofficial Washington is that intent of Congress in setting up Moulder group -- which was to discover whether intent of Congress is being carried out by administrative agencies -- seems likely to be frustrated totally. Nobody doubts FCC procedures need overhauling, not even FCC itself -- but conduct of probe by Dr. Schwartz, 34-year-old New York U law professor, has thus far generally displayed a cat-&-mouse aspect.

One of most perceptive comments on whole affair, ironically, came from man whom Moulder had tried to draft as chief counsel before Dr. Schwartz was hired -- Prof. Leo A. Huard, of Georgetown U Law School.

Sitting beside Moulder during D.C. Bar Assn. panel discussion of subcommittee's work Feb. 4, he said: "The course of action of the subcommittee can't produce lasting results. It might turn up some petty chicanery and isolated knavery."

"It should examine the law first. Then, agency rules and decisions. Then, judicial decisions. Only by this unglamorous, pedestrian action can you fulfill the objectives. I know Mr. Moulder is a capable and sensitive man -- and I'm sorry to say this. Time is being frittered away on work that could be done by a Grade B private eye. Bernard Schwartz is one of the most imaginative and perceptive students of administrative law. But he's cast in the role of a quizmaster for a group of administrative delinquents."

When Moulder later protested that group did indeed plan to go into matters Huard suggested, latter said: "I hope you can do it, but there isn't much time."

* * * *

Are commissioners going to be hurt seriously before this is through? Still can't tell. Some Democrats are trying to build a "mink coat" or "deep freeze" scandal against the Administration, though not all the Democratic committeemen are very pleased about time wasted on petty detail -- and nobody condones the news leaks which virtually condemned commissioners before they were heard.

There's no question of this: The public that reads-&-runs thinks somebody is getting something-for-nothing. For example, mere mention of color receivers loaned

by industry arouses resentment, though it's common practice not only here but in more tradition-bound England's public service.

Unless something is uncovered more heinous than a few dollars saved out of travel costs, lunches, cabs, tips, etc., unless the wording of the Act permitting honorariums for speeches and articles is otherwise interpreted by Justice Dept. and courts, close observers don't think young Dr. Schwartz has built up much of a "corruption" case -- yet.

* * * *

President Eisenhower, so far, isn't disposed to look down his nose. Here's what he said in news conference this week: "One of my lawyer groups brought in the law which says specifically that members of regulatory commissions may not engage in other businesses, but that they are, in making speeches or addresses or presentations before trade associations and other people interested...entitled to take reasonable honorariums." Sen. Proxmire, Democrat from Doerfer's home state of Wisconsin, said he's "shocked and disappointed" by President's attitude and will introduce bill to prohibit acceptance of honorariums and expenses from industry groups.

The FCC Petty Cash Story: "Worse than medieval torture." That's how FCC Chairman John C. Doerfer described "trial by innuendo" he'd suffered from newspaper reports of charges against him, as he started testimony in the Moulder subcommittee hearings this week. Here are facts brought out:

Doerfer spoke at dedication of tower of KWTW, Oklahoma City, Oct. 15, 1954. From there he went to Spokane to speak at NARTB district meeting, then returned to Washington. Mrs. Doerfer accompanied him at invitation of both hosts.

KWTW gave him airline tickets for trip to Oklahoma City, paid his \$34.47 Hotel Skirvin bill. NARTB paid his \$141.15 hotel (\$50 per day) and \$24.13 cafe bill at Hotel Davenport, Spokane.

When Doerfer returned to Washington, NARTB v.p. Robert K. Richards asked how much was owed him. They agreed upon \$575, testified that he considered this an honorarium.

Doerfer charged Govt. for his Oklahoma City-Spokane-D. C. air transportation, paid for Mrs. Doerfer's travel himself. For the 5 days he was gone, he drew from Govt. \$45 per diem (\$9 a day then, now \$12) plus \$10.50 miscellaneous expenses.

Doerfer's explanation: He was on official business, thus justifying drawing travel expenses and per diem for expenses incurred in addition to hotel. The \$575 honorarium is authorized under the Communications Act—and, to clinch his interpretation of it—he reported it in 1954 income tax return.

After returning from trip in 1954, he received \$165.12 from KWTW—described by its promotion mgr. as reimbursement for unused ticket for return from Oklahoma City to Washington. Doerfer deposited it. This week, he testified that he made a mistake, and thought he paid for trip to Oklahoma City—and said he returned sum to KWTW recently, Jan. 20, 1958. Reason for mistake, he said, is that he lets confidential asst. Patricia Siemien handle "99.99%" of his personal financial matters, failed to note what the \$165.12 was for.

Doerfer's reporting the \$575 on income tax saves him some real tough going. His belated return of the \$165.12 hurts him.

Subcommittee counsel Bernard Schwartz began questioning Doerfer about other trips. Considerable wrangling developed, Republicans trying to protect Doerfer. Upshot was that Doerfer was given 30 days to collect data on all trips. He later told reporters he has accepted honorariums of about \$100 each for about 15-20 speeches at industry meetings.

Schwartz questioned Doerfer about fact he & Mrs. Doerfer had been guests of George B. Storer in Miami for a week. Doerfer reported Storer had uhf station in Miami, wanted to persuade Doerfer uhf signal was so good there that area ought to be deintermixed in favor of uhf. He wasn't convinced, Doerfer said, and voted against deintermixture. Another example of "non-influence," he noted, was fact he voted for pay-TV tests despite NAB's vigorous opposition.

Rep. Oren Harris (D-Ark.), chairman of full House Commerce Committee, asked Doerfer whether he'd thought about a code of conduct for Commission. Doerfer said Commission had discussed it, noted Congress is considering it, adding: "I believe the American concept of an administrative agency is that the members are not judges. I understand that a govt. official can take per diem but doesn't have to spend it. I believe the comptroller general's testimony substantiates that."

Color sets? Doerfer said that it is common practice for industry to loan new and developmental sets to Commission to acquaint them with state of the art; that Senate Commerce Committee gave practice tacit approval after hearing in 1948.

Subcommittee, which will also hear CAB members, pricked up ears when Doerfer said that CAB chairman James R. Durfee (a fellow Wisconsinite) and he took Pinehurst, N. C. golfing trip as guest of airlines.

* * * *

Comptroller General Joseph Campbell didn't clarify situation much. He said govt. officials shouldn't accept industry payment of expenses on official trips, but that it's hard to tell where official business starts and stops. He also opined that Congress didn't intend honorariums be accepted for addresses to groups comprising those regulated by agency involved—rather, that they be for "commencement addresses," etc. There was considerable argument about definition of "honorarium"—nothing settled.

Other commissioners read into record their responses to subcommittee's original Oct. 3, 1957 letter requesting

full list of gifts, loans, trips, etc. at expense of industry. They all told of getting promotional gadgets, perishable edibles ("some of which had already perished when I received them," said Ford), in addition to attending dinners, meetings and conventions—with travel & hotel bills sometimes paid in full or in part by industry groups. None spoke of drawing govt. per diem or travel money for industry-paid affairs. Committee asked no questions of commissioners other than Doerfer, presumably will do so next week.

The strains within Moulder group are exemplified by fact that Schwartz, when asked about foregoing letters, resentfully stated he'd never seen them—that they were locked in Moulder's safe.

Reps. Bennett (R-Mich.), O'Hara (R-Minn.) and Heselton (R-Mass.) led efforts to curb Moulder and Schwartz—challenging chairman's rulings & procedures, asserting hearing was "criminal proceeding," demanding Doerfer have right to cross-examine. But Moulder got tougher as hearing proceeded, gaveled down objections. From Democratic side, Rep. Moss (D-Cal.) called Republican efforts "a filibuster."

United Press report caused raised eyebrows when it related that Comr. T. A. M. Craven confirmed he'd rejected \$60 payment for hotel bill by industry group because he'd already billed Govt. for \$12 per diem "and I didn't think I should get it twice"; that he'd attended other industry meetings but always at his own and govt. expense.

Craven told us later: "I'm embarrassed. This UP

reporter had got this leak somewhere. I'm on no crusade. I'm not criticizing the other commissioners' interpretation of the law. I'm no paragon of virtue. I had never given a thought to accepting payment of my hotel bills, etc.; it never occurred to me. You can't tell me these men are dishonest. I like them. It's ridiculous."

Craven showed us letter he'd written to Fred Houwink (WMAL-TV, Washington), secy.-treas. of Md.-D. C. Radio & TV Bcstrs. Assn. It said he was returning \$59.41 which Assn. had paid for his hotel bill during Ocean City, Md. convention last June. Letter stated he'd already been reimbursed by Govt.

* * * *

Columnist Drew Pearson has been having field day with investigation, has a good leak source from subcommittee or staff—but frequently goes off half-cocked. As one example of his frequent misstatements of fact and misconstructions of policy: He implied that former FCC chairman Paul Walker, a Democrat, favored Senate Majority Leader Lyndon Johnson (D-Tex.) and other Democrats by pushing through "unfair," "quickie" CP for Mrs. Johnson's KTBC-TV, Austin, after freeze ended in 1952.

Fact is, as everyone in industry knows, that Republican Rosel Hyde was chairman and originator of "quickie" grant rule—publicly adopted—designed to get TV stations granted and built. Applications such as Mrs. Johnson's had been on file for months or years, and Hyde's rule was designed to frustrate insincere last-minute applications designed to block growth of TV. And it worked.

New and Upcoming Stations: You can add 2 more stations to roster of on-the-air TV operations, total now standing at 530 (91 uhf). KIRO-TV, Seattle (Ch. 7) was all set to start operating Feb. 8, becoming 6th outlet in Seattle-Tacoma area and taking over CBS affiliation from *Tacoma Tribune's* KTNT-TV (Ch. 11). WTVC, Chattanooga (Ch. 9) starts Feb. 11 as ABC-TV affiliate after completion of move from Rome, Ga. where it operated as WROM-TV.

In addition, satellite KDUH-TV, Hay Spring, Neb. (Ch. 4) got FCC authorization for program tests this week, but actual programming must await further FCC grant for intercity relay connection with parent KOTA-TV, Rapid City, S. D. (Ch. 3), 100 mi. distant. Grant is expected as matter of routine; construction of private relay is expected to take no more than 2 weeks.

KIRO-TV has 50-kw GE transmitter and 2-bay helical antenna on 500-ft. Truscon tower at studio-transmitter site, 1530 Queen Anne Ave. Principal owners are Saul Haas, onetime district commissioner of internal revenue, pres.-gen. mgr., 62.05%; U. N. Banks, 9.24% (as trustee for Ruth Cooper Lear & Nancy Lear Thompson); Senator Warren G. Magnuson, 4.01%. Miller C. Robertson, ex-WTCN-TV, Minneapolis, is station mgr.; Fred Kaufman, ex-WTCN-TV, program mgr. Base hour is \$1100. Rep is Peters, Griffin, Woodward Inc.

WTVC has 50-kw RCA transmitter and 8-section superturnstile antenna on 226-ft. guyed tower. Owner Martin Theatres of Georgia, operator of WTVM, Columbus, Ga. (Ch. 28), took over station from Dean Covington and associates after they took it off air in Rome, Ga. Dec. 5, 1957 (Vol. 13:40, 41, 49). Reeve Owen, from WTVM, is

gen. mgr.; Joe Windsor, national sales for WTVC & WTVM; S. L. Brooks, local sales; Jack Sausman, program director; Leon Webb, chief engineer. Base hour is \$425. Reps are Meeker and James S. Ayers (South).

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Final Ch. 2 CP in St. Louis is in the works, after KTVI, now operating temporarily on the channel, and competitor Louisiana Purchase Co. came to agreement this week. Examiner Herbert Sharfman granted amendment whereby KTVI issues 135,190 shares in addition to present 1,230,000, and Louisiana Purchase stockholders buy them at 10¢ a share, latter also getting \$41,000 for expenses of prosecuting application. KTVI will hold option to buy back that stock within 3 years at \$1.20 per share; Louisiana Purchase pres. Lon Hocker testified he hopes option isn't exercised, because group wants to remain in TV. KTVI principals Paul Peltason and Harry Tenenbaum, each owning 614,000 shares, also agree to sell to *Globe-Democrat* 310,000 shares at 10¢ per share. Latter is disposing of its 23% in KWK-TV (Ch. 4), sale of which to CBS is still being litigated (Vol. 13:43-44, 48; 14:1-2).

Week's only TV applicant was Lincoln Dellar, 14.2% owner of KOVR, Stockton, Cal. (Ch. 13), who seeks uhf Ch. 17 in Bakersfield, Cal. Veteran broadcaster Dellar also is owner of radio KXOA, Sacramento; 50% owner (with wife) of radios KJR, Seattle; KXL, Portland; KNEW, Spokane—all now in process of being sold (Vol. 13:48, 52 & 14:2). [For further details about Bakersfield applicant, see *TV Addenda 26-B* herewith.]

Allocations petition filed this week by KBAK-TV, Bakersfield, Cal. (Ch. 29), seeks assignment of Ch. 8 to city and show-cause order permitting it to switch to the new channel. KMJ-TV, Fresno (Ch. 24) asked that KFRE-TV be shifted from Ch. 12 to a uhf channel or that Ch. 5 & 9 be shifted to Fresno from Goldfield & Tonopah, Nev.—with KMJ-TV to get Ch. 5 through show-cause order.

Zenith's Great Crusade: Zenith pres. E. F. McDonald was at it again this week—and in rare form—with newspaper ads blasting the network “organizations in New York City” and their “terrible power.” Ads were placed in the Washington papers which would accept them and directed to House Commerce Committee in futile last-ditch attempt to head off anti-pay-TV action (see pp. 1-3).

If Cmdr. McDonald's pay-TV crusade gets him nothing else, it's bound to pay off in publicity—and he's proved in past that controversial publicity sells goods. As a rival Chicago manufacturer once put it to us: “I wish I knew how to turn it on and off in the newspapers as Gene does. I could save millions on my ad budget.”

McDonald suddenly finds himself virtually alone as single influential proponent of broadcast pay TV—his former co-proponents Skiatron & Telemeter having turned busily to wired TV systems and, except for some testimony before House Committee hearings, having virtually abandoned broadcast pay-TV lobbying activities in Washington.

Zenith's ad, signed by McDonald himself, was offered to all 3 Washington newspapers. Only Scripps-Howard's evening *News* accepted it outright. *Morning Post* refused to accept it until certain words were eliminated (example: “phony,” as applied to networks' anti-toll-TV arguments) along with references to presidents of ABC, CBS & NBC. *Evening Star* said it turned down ad because it was “more of a personal attack than a statement of position.”

Original 2-page ad, as it appeared in tabloid *Washington News*, was headlined “They're All Scared to Death of You, the Public! . . . Who Is So Afraid? The president of CBS and the president of NBC and the president of ABC and the president of the National Assn. of Broadcasters.” And, according to Cmdr. McDonald: “This is what wakes them up shaking in the middle of the night. They are afraid you will find out how good [pay] TV can really be.”

Ad accuses networks of tremendous lobbying campaign, wining & dining Senators & Congressmen and using their TV facilities to promote “phony” charges that

Crowell-Collier Publishing Co., whose plans to buy the Bitner TV-radio stations for \$16,000,000 came a cropper last year due to tightened money market (Vol. 13:3, 12:47), this week announced plans to expand its radio station holdings—appointing Stephen B. Labunski, ex-ABC v.p. and ex-radio stations in Minneapolis & Kansas City, to newly created post of director of radio operations. In 1956, while it was still publishing *Collier's* and *Woman's Home Companion*, since discontinued, it purchased radio KFWB, Los Angeles, for \$2,350,000 from Harry Maizlish (Vol. 12:22). It's now exploring radio field for possible additional acquisitions. Since dropping losing magazines, income of Crowell-Collier (W. D. Cole, chairman; Sumner Blossom, pres.) has come mainly from an encyclopedia subsidiary and in first 9 months of 1957 earned \$2,787,739 vs. loss for all of 1956 of \$4,421,943.

Hearings on ASCAP—specifically whether “a small clique of representatives of the large publishing houses has gained control” (Vol. 14:4)—set for Feb. 25 by Rep. Roosevelt's (D-Cal.) House Small Business subcommittee.

Anti Toll-TV Resolution: Text of resolution by House Commerce Committee requesting FCC to call off its pay-TV trials until further action by Congress:

Resolved, that it is the sense of this Committee that the public interest would not be served by the granting of authorization for subscription TV operations as contemplated by the FCC in its First Report, adopted Oct. 17, 1957 in Docket No. 11,279, because:

(1) It has not been established to the complete satisfaction of this Committee that authority to license such operations comes within the power of the Commission under the provisions of the Communications Act of 1934, and

(2) Such operations might lead at least to a partial blacking out of the present system of television operations with possible injury to such present system in particular communities if not throughout the United States.

Section 2: For the reasons stated above, it is the sense of this Committee that the FCC should not grant authorizations for subscription TV operations as contemplated in such First Report unless and until the Communications Act of 1934 is amended so as to specifically empower the Commission to grant such authorizations.

pay TV would destroy free TV. “But the most astounding, shocking and amazing thing of all is that 3 organizations in New York City could have amassed such terrible power,” concludes McDonald's ad. “The question is no longer whether subscription television will benefit the public. The question is whether our democratic institutions and processes can co-exist with such tremendous concentrations of unbridled and irresponsible power.”


While networks and other opponents of subscription TV undeniably have been conducting heavy lobbying campaigns, McDonald's organization is no slouch at the art, either. Among those spreading the pay-TV story to lawmakers for Zenith are Washington attorneys ex-Sen. Burton Wheeler and Ted Pierson, as well as onetime *Washington Post* columnist and Capitol Hill veteran Carlisle Barger. In and out of Washington during pay-TV campaign have been Zenith's ubiquitous public relations director Ted Leitzell and his assistant Norman Page (assigned almost fulltime to capital during the recent period of heavy lobby activity), plus Paul Mowrey, onetime ABC executive, and now consultant, and Zenith v.p.-gen. counsel Joseph S. Wright.

Feb. 5 *Washington News* with Zenith's big double-truck ad was delivered to Senators and Congressmen with sticker pasted across front page, reading: “Important Announcement. See pages 20-21.”

Despite setback, Zenith's lone campaign for on-the-air toll TV can be expected to continue—even accelerate.

Robert H. Hinckley, American Broadcasting-Paramount Washington v.p., an AB-PT director since 1953 and onetime colleague of Edward Noble on original Civil Aeronautics Authority (1938-40), which he served one year as chairman, is being boomed for the Democratic nomination for U. S. Senator from his native state of Utah. He's 67, may run against 72-year-old Sen. Watkins (R). Independently wealthy, Hinckley once had various radio station interests, was largely responsible for persuading ABC to get into TV early. He served as youngest member of Utah Legislature in 1918 at age of 25. During Roosevelt Administration, he served first as director of emergency relief for western states, then with WPA, then CAA and as Asst. Secy. of Commerce (1940-42) and director of contract settlement (1944-46).

Mexico City will be site of annual meeting of Assn. of Federal Communications Consulting Engineers April 25, pres. Robert E. L. Kennedy stating it was decided on as favorable stopover on way to NAB convention in Los Angeles, April 27 - May 1.

 <p>Television Digest with ELECTRONICS REPORTS WYATT BUILDING, WASHINGTON 3, D. C.</p>	<p>MARTIN CDEEL, Publisher ROBERT CADEL, Bus. Mgr. ALBERT WARREN, Senior Ed.</p>
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Personal Notes: Wm. R. McAndrew, NBC news director, promoted to v.p. . . . Philip G. Lasky, gen. mgr. and once part owner of Westinghouse's KPIX, San Francisco, winds up 6-week cruise to Africa and South America on *S. S. Gripsholm* in N. Y. Feb. 13; stopover in Africa enabled him to do some big-game hunting . . . Dale L. Moudy, special station services director of ABN, appointed asst. to pres. Robert E. Eastman; Irv Lichtenstein named promotion & exploitation director; Henry W. Levinson, sales development director; Lawrence J. Pollock, research director . . . Neil J. Murphy, from NBC's WNBC & WKNB, New Britain-Hartford, named business mgr. of WBUF, Buffalo, replacing Wm. L. Callaway, assigned to o-&o stations div., N. Y. . . . Don Petty, ex-NAB gen. counsel, until recently practicing in Los Angeles with ex-NAB pres. Justin Miller, joins Darling, Shattuck & Edmonds, 523 W. 6th St., Los Angeles (Trinity 8104); Miller firm changes name to McClean, Salisbury, Greenwald & McClean, 2975 Wilshire Blvd., Los Angeles (Dunkirk 1-1131) . . . James Hendrick, ex-Standard Brands, joins CBS Inc. as systems & procedures director in new services dept. . . . Frank Paris promoted to CBS Radio program coordinator, Hollywood . . . Robert T. Carson, asst. to Henry J. Kaiser, the industrialist, whose firm owns 50%, named gen. mgr. of KHVH-TV, Honolulu, succeeding Hal Lewis . . . John Leslie named sales mgr. of WEEK-TV, Peoria, succeeding Bill Flynn, now sales mgr. of WWL-TV, New Orleans . . . Edwin J. Fitzsimmons elected exec. v.p. of rep Weed Radio Corp. . . . Charles E. Pike Jr., ex-WTAL, Tallahassee, Fla., named station mgr. of WPTV, Palm Beach, succeeding late Stephen Willis . . . Bob White named public service director of WJBK-TV, Detroit, replacing George W. Cushing, resigned . . . Ernie Leiss promoted to news director of WRCV-TV & WRCV, Philadelphia . . . Sherril W. Taylor, RAB v.p. & promotion director, assumes new post of sales administration v.p.; Miles David, ex-exec. editor of *Sponsor*, joins RAB as promotion director . . . Leonard S. Holstad, ex-Northwest Airlines, named comptroller of National Telefilm Assoc. . . . James E. Goldsmith, ex-KWK-TV, St. Louis, named gen. mgr. of radio WAMV, E. St. Louis, Ill. . . . Wm. Fineshriber Jr., international operations director of Screen Gems, left this week on 5-week Latin America business tour . . . Walter V. Marxmeyer Jr., ex-Cresap, McCormick & Paget management engineering firm, named Sindlinger & Co. v.p. in charge of new N. Y. office at 441 Lexington Ave. . . . Herbert L. Golden, United Artists TV Inc. pres., elected director of parent United Artists . . . Clinton B. Hatcher promoted to financial v.p. of Wilding Picture Productions, Chicago; Florian Palac to treas., Lorraine A. Backey to secy. . . . Walter R. McCurdy assigned by AB-PT to be pres. of American Bcstg. Co. Merchandising Inc., new TV merchandising subsidiary; Jack Convery named v.p.

Network Hearing Lineup: Order of witnesses in network study hearing was released by FCC this week, covering 75 representatives of 33 organizations who start testimony 10 a.m., March 3. Networks get 2 days each, time of others to be determined later—and "night sessions will be held if necessary." Each party is to submit 15 copies of direct testimony at least 5 calendar days before witness appears. Networks lead off—ABC, CBS, NBC in that order. Then come group stations: Corinthian (Whitney), King (Bullitt), Meredith, Modern (Edgar Stern), RKO Teleradio (O'Neil), Southwestern (Reynolds), Storer, Time-Life, Utah Bcstg. (Glassman), Westinghouse, WKY group (Gaylord). Then the affiliate committees of ABC, CBS, NBC, respectively. Then: National Telefilm Assoc.; KTTV Inc., Los Angeles; stations represented by CBS Spot Sales; stations represented by NBC Spot Sales (WAVE Inc., Louisville); Station Representatives Assn.; Committee for Competitive TV. Finally, individual stations are scheduled in this order: WVEC-TV, Norfolk; KFRE-TV, Fresno, Cal.; KFDM-TV, Beaumont, Tex.; KVAR, Mesa-Phoenix, Ariz.; WCSH-TV, Portland, Me.; WDSU-TV, New Orleans; WFLA-TV, Tampa; WLAC-TV, Nashville; WMBD-TV, Peoria; WWJ-TV, Detroit.

Full text of Barrow Report on network practices, prepared by FCC network study staff (Vol. 13:40), has been printed by House Commerce Committee, copies now available from Supt. of Documents, Washington, at \$2 each. Official title of printed version: *Network Broadcasting Report of the Committee on Interstate & Foreign Commerce, House Report No. 1297*. FCC won't distribute copies.

FCC Chairman Doerfer and Eric Sevareid, chief CBS News Washington correspondent, are slated to speak at Feb. 19 luncheon of NAB's 3rd annual Conference of State Assn. Presidents at Shoreham Hotel, Washington. Dr. Gabriel Hauge, special asst. to President Eisenhower for economic affairs, speaks at session following luncheon. Keynote address of 2-day meeting will be delivered by NAB pres. Harold Fellows at Feb. 18 luncheon.

J. M. Clifford, NBC exec. v.p.-administration, named chairman adv., publishing and entertainment section, 1958 N. Y. Red Cross campaign; Frank Silvernail, BBDO mgr. of station relations, named chairman, radio-TV section, public information committee.

Donald H. McGannon, Westinghouse stations pres., keynotes Western Radio & TV Conference at Bellevue Hotel, San Francisco, Feb. 14.

Albert Floersheimer Jr., ex-Walter Reade Theatres v.p., on Feb. 1 becomes public relations director, Theatre Owners of America.

Obituary

Henry Salomon, 40, director of NBC-TV special projects who created *Victory at Sea* and other notable TV documentaries, died in his N. Y. home Feb. 1 of cerebral hemorrhage. He recently announced plans for new series on democracy vs. communism and at time of death was working on program based on Walt Whitman's *Leaves of Grass*, also a history of musical comedy. Surviving are mother, sister, brother.

James B. Hudders, 31, director of 20th Century-Fox's TV research lab, currently developing Eidophor large-screen theatre TV, died Feb. 3 in N. Y.

Louis Salant, 78, onetime prominent N. Y. trial lawyer, father of CBS v.p. Richard S. Salant, died in N. Y. Feb. 3.

Network Television Billings

December 1957 and January-December 1957
(For Nov. report see *Television Digest*, Vol. 14:3)

FULL PICTURE of 1957 network TV billings was given this week by Publishers Information Bureau as it released Dec. figures, highest on record. Clearly shown is how rate of increase for combined networks eased off last year. It shows another record year—1957 total being \$516,201,566 vs. \$488,167,634 in 1956, up 5.7%. This compares with 1956 increase of 20% from 1955's \$406,899,059, and 1955's jump of 27% from 1954's \$320,154,274.

CBS-TV's total for year was \$239,284,899, NBC-TV's \$193,845,383, ABC-TV's \$83,071,284. Respective increases from 1956 were 7.1%, 3.2%, 8.3%.

Dec. 1957 total was \$49,741,736, up 11.1% from previous year. Breakdown: CBS-TV, \$21,980,607 (up 7.8%), NBC-TV, \$19,146,483 (up 8.4%), ABC-TV, \$8,614,646 (up 28.6%). Here's the detailed PIB report for Dec. and all 1957 (for preceding years, see *TV Factbook No. 25*, p. 29, or forthcoming *No. 26*):

NETWORK TELEVISION						
	Dec. 1957	Dec. 1956	% Change	Jan.-Dec. 1957	Jan.-Dec. 1956	% Change
CBS	\$21,980,607	\$20,395,400	+ 7.8	\$239,284,899	\$223,520,382	+7.1
NBC	19,146,483	17,666,721	+ 8.4	193,845,383	187,921,123	+3.2
ABC	8,614,646	6,699,450	+28.6	83,071,284	76,726,129	+8.3
Total	\$49,741,736	\$44,761,571	+11.1	\$516,201,566	\$488,167,634	+5.7

1957 NETWORK TELEVISION TOTALS BY MONTHS				
	ABC	CBS	NBC	Total
Jan.	\$ 6,715,581	\$ 20,231,474	\$ 16,554,941	\$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872	38,760,437
Aug.	6,134,380	18,240,823	14,473,677	38,848,880
Sept.	5,704,888	19,935,115	15,286,270	40,926,273
Oct.	8,093,724	22,421,673	18,752,891	49,268,288
Nov. *	8,079,932	21,407,125*	18,511,686	47,998,743*
Dec.	8,614,646	21,980,607	19,146,483	49,741,736
Total	\$83,071,284	\$239,284,899	\$193,845,383	\$516,201,566

* Revised as of Feb. 4, 1958.

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.

General Motors, says Jan. 5 *Variety*, has been quietly sounding out top network executives for new post of "TV czar" at 6-figure salary to supervise its program buying & planning. At present, its accounts are divided among the McManus, John & Adams, D. P. Brother and Campbell-Ewald agencies, with successor to Kudner for Buick still hanging fire. *Variety* says job has been turned down by 2 top TV figures "both of whom have held higher-than-v.p. posts at the networks."

New tax threat: Possibility of 2% state tax on TV-radio and other advertising in W. Va. arose this week following 49-46 House of Delegates approval of proposal to bring intangibles under existing consumer sales tax. Unlike Baltimore's municipal levy (Vol. 14:4), proposed W. Va. tax is not aimed specifically at advertising, but would accomplish the same purpose by removing sales tax exemptions. Legislature seeks to raise \$3,200,000 additional revenue.

Marshall Rothen, Kenyon & Eckhardt, elected chairman of National TV Film Council.

Subliminal Flop: Experiment with "hidden sell" techniques on Canadian TV apparently didn't influence anybody, CBC announced Feb. 7, in news release on results of its test staged Jan. 19 by Subliminal Projection Co., N. Y. During 30-min. program, viewers were subjected to subliminal message flashed on screen 352 times, and were asked to report reactions—but they weren't told content of message. CBC received replies from more than 500 viewers, 50% of whom said they felt compelled to "do something"—many saying they felt compelled to drink tea, coffee, beer, scotch or water; others felt like eating, standing up, removing their shoes, driving safely, smoking, buying electric frying pans, writing to CBC. Subliminal message actually said: "Telephone Now." Only one viewer said she felt compelled to telephone, but she resisted the urge and wrote a letter. Meanwhile, Paramount's KTLA, Los Angeles, which had announced plans to use subliminal public service messages (Vol. 14:4), postponed its experimentation indefinitely after extremely adverse mail reaction and a message from FCC. Subliminal promoter Precon Process & Equipment Co. is sending officials to Washington Feb. 13 to confer with staff of Commission, now completing investigation of subliminal TV techniques.

Storer's 52-Week Guarantee: All Storer TV stations have instituted 12-month rate protections in lieu of usual 6-month, as result of success which greeted policy when first announced last Nov. by Storer's WJBK-TV, Detroit. "Response from agencies and advertisers," says Storer statement, "was both immediate and overwhelming," and it lists 16 of largest agencies conveying endorsements. Hold-the-line policy also stems from fact that most TV time purchasing lately has been on short-term basis, leading to general condition that George B. Storer recently described thus (Vol. 13:47): ". . . our forward commitments from advertisers are of a short term duration rather than the long term 52-week contracts which we formerly enjoyed. We hope this situation will change, but until we have a restoration of general commercial confidence, I am afraid we will have to be content with this day-to-day existence."

"Lestoil" TV commercials were cited by FTC this week in charges (Complaint 7056) that Adell Chemical Co. Inc., Holyoke, Mass., manufacturer of detergent, failed to identify product as "dangerously flammable."

ADVERTISING AGENCIES: Wm. A. MacDonough, James F. Black, Andrew Diddel, Rodger S. Harrison promoted to Kudner v.p.'s . . . Wm. H. Kennedy, ex-J. Walter Thompson, Chicago, joins McCann-Erickson there as TV-radio timebuying supervisor . . . Arthur A. Kron elected pres. of Gotham-Vladimir Adv., succeeding Irwin A. Vladimir, who becomes chairman . . . Wm. A. Foxen & E. Wyatt Hicks promoted to v.p.'s of Benton & Bowles . . . Walter M. Heymann Jr., ex-Foote, Cone & Belding, named sales development director of North Adv.

Eldridge Peterson resigns as publisher of *Printers' Ink* after more than 31 years service, to be succeeded March 1 by associate publisher Robert T. Lund, exec. v.p. of Vision Inc., which bought 70-year-old trade journal last July (Vol. 13:28). Peterson said he has no immediate plans.

Pat Weaver's new show, *Make Me Laugh*, comedy program produced in association with Mort Green & George Foster, starts on ABC-TV March 20, Thu. 10-10:30 p.m., sponsored by American Tobacco Co. (Tareytons) thru Lawrence C. Gumbinner.

Do You Know That . . .

PROMINENT POLITICOS other than Senators and Congressmen (whom we detailed in this column last week; Vol. 14:5) are also quite numerous among TV and/or radio station enterprisers. For the most part, their ownerships are family properties or risk investments—and seldom has any question been raised about propriety.

Secretary of the Interior Fred A. Seaton, ex-Senator from Nebraska, is a scion of the noted Nebraska publishing-broadcasting family, owner of the *Hastings Tribune*, which is 52.7% owner of KHAS-TV, Hastings (Ch. 5). The Seatons also own radios KHAS there; KGGF, Coffeyville; KMAN, Manhattan, along with 7 other newspapers and the magazine *Western Farm Life* of Denver.

Former Secretary of Health, Education & Welfare Mrs. Oveta Culp Hobby, is wife of former Gov. Wm. P. Hobby, of Texas, and together they publish the *Houston Post* and operate KPRC-TV, Houston (Ch. 2) with radio KPRC. Former Secretary of Commerce Charles P. Sawyer owns radio WING, Dayton; WCOL, Columbia; WEZE, Boston, Mass.; WKLO, Louisville. Ex-Attorney General J. Howard McGrath is exec. v.p. of the Edward Lamb Enterprises, which include WICU-TV, Erie, Pa. (Ch. 12) with radio WICU, but himself holds no ownership interest in the Lamb properties.

* * * *

On the White House staff is ex-Gov. Howard Pyle, of Arizona, who was once program director of KTAR, Phoenix, and still owns something less than 2% of stock of firm that operates KVAR there (Ch. 12) with radios KTAR; KYUM, Yuma; KYCA, Prescott. He's deputy asst. to President Eisenhower for Federal-State relations, expects soon to quit that post. Dillon Anderson, recently Presidential asst. for national security affairs, is a small stockholder in KTRK-TV, Houston (Ch. 13).

Mrs. Maud B. Byrnes, wife of the onetime governor, then U. S. Senator from So. Carolina, later director of wartime mobilization, then U. S. Supreme Court Justice, James F. Byrnes, owns 90 out of 5000 shares (1.8%) of stock of WSPA-TV (Ch. 7) and WSPA, Spartanburg, S. C.; she's one of 50-odd stockholders in properties controlled by ex-Washington newsman Walter J. Brown.

Ex-Gov. Alf Landon, of Kansas, onetime GOP candidate for President, is 65% owner of radio KSCB, Liberal, Kan., 16⅓% owner of WREN, Topeka. The late Gov. James M. Cox, onetime Democratic candidate for President, early added TV-radio stations to his Ohio newspaper chain; his estate's WHIO-TV, Dayton (Ch. 7), radio WHIO, WSB-TV, Atlanta (Ch. 2) with radio WSB. James M. Cox Jr. also personally owns 30½% of WCKT, Miami (Ch. 7) with radio WCKR—and all the Cox TV-radio stations are directed by J. Leonard Reinsch, who was radio chief for the Democratic National Committee in 1944 and mgr. of its 1956 national convention.

* * * *

Wright Morrow, ex-chairman of Democratic National Committee, is chairman and minor stockholder (3333 out of 50,000 shares) in KTRK-TV, Houston (Ch. 13), which is 32% owned by heirs of late Secretary of Commerce Jesse Jones and headed by his nephew John T. Jones Jr. Another ex-chairman of the Democratic National Committee, Frank E. McKinney, owned 10% of WISH-TV, Indianapolis (Ch. 8) with WISH and WANE-TV, Ft. Wayne (Ch. 15) with WANE before their sale in 1956 to the Jock Whitney in-

terests for \$10,000,000 (Vol. 12:30, 34); Whitney is presently Ambassador to Britain.

Ex-Senator Gordon Gray (D-N. C.), once Governor of his state and once president of the U of No. Carolina, who is now director of the important Office of Defense Mobilization, is publisher of Winston-Salem's morning & evening newspapers and owner-founder of WSJS-TV there (Ch. 12) with radio WSJS. He took active part in industry affairs at one time.

Ex-Rep. Harris Ellsworth (R-Ore.), now member of the Civil Service Commission, still owns 25% of the *Roseburg (Ore.) News-Review*, but that newspaper sold its radio KRNR last year. Ex-Rep. Frazier Reams (R-Ohio) owns WTOL, Toledo; ex-Rep. Mitchell Jenkins (R-Pa.) is part owner of WILK-TV, Wilkes-Barre (Ch. 36) and of radios WILK and WPXY, Punxsutawney, Pa.

Wife of the late Sen. Worth Clark (D-Ida.) inherited holdings in TV-radio stations (KULA) in Honolulu and radio KGIL, San Fernando, Cal., but has disposed of interests. Late Rep. Richard W. Hoffman (R-Ill.) owned WHFC, Cicero, suburb of Chicago, and his sister still holds CP for uhf WHFC-TV, Chicago (Ch. 26).

* * * *

Besides Gov. Ernest W. McFarland's 40% interest in KTVK, Phoenix (Ch. 3), we find ex-Gov. Horace Hildreth, of Maine, recent Ambassador to Pakistan, owning (with family) 23% of WMTW, Poland Spring (Ch. 8) and controlling WABI-TV, Bangor (Ch. 5), WAGM-TV, Presque Isle (Ch. 8) with radios WAGM and WABM, Houlton—all in Maine.

Ex-Gov. Roy J. Turner, of Oklahoma, is pres. and 11.9% owner of KWTW, Oklahoma City (Ch. 9) which interlocks with KATV, Pine Bluff-Little Rock, Ark. (Ch. 7) and KTUL-TV, Tulsa, Okla. (Ch. 8) with radio KTUL. Ex-Gov. James Noe, of Louisiana, owns KNOE-TV, Monroe, La. (Ch. 8) and radio WNOE, New Orleans.

Ex-Gov. E. D. (Ed) Rivers, of Georgia, owns 51% of WQXT, Palm Beach & 95% of WMIE, Miami. His son Ed Jr. owns radios KWEM, Memphis; WEAS, Decatur, Ga.; WJIV, Savannah; WSWN, Belle Glade, Fla. Brother James S. Rivers owns WMJM, Cordele, Ga. & WTJH, East Point, Ga., and has minority interest in WACL, Waycross, Ga. Ex-Gov. Doyle E. Carlton, of Florida, is a v.p. & trustee of radio WJBS, Deland, Fla. (no ownership).

Ex-Mayor Charles P. Taft, of Cincinnati, brother of the late Senator Robert Taft and member of the family owning the *Cincinnati Times-Star* and its Cincinnati stations WKRC-TV & WKRC (also others; see *TV Factbook No. 25*, p. 362), has announced he will enter the primary for governor as "stand-in" for Gov. O'Neill, who may not run because of a heart attack. Mr. Taft is uncle of Hulbert Taft Jr., pres. of Taft stations.

Gordon Persons, ex-Gov. of Alabama, was onetime mgr. of family's WSFA, Montgomery; his brother is Gen. Wilton B. Persons, deputy asst. to President Eisenhower. And Gov. Robert D. Holmes, of Oregon, elected last Nov. on the Democratic ticket, was formerly gen. mgr. of radio KAST, Astoria, Ore.

* * * *

Among mayors and ex-mayors identified with TV-radio: Earl J. Glade, longtime Democratic mayor of Salt Lake City, was first gen. mgr. of KSL, which now also has KSL-TV (Ch. 5); he's father of Earl Jr., mgr. and part owner of KBOI-TV, Boise, Ida. Roy Hofheinz, ex-mayor of Houston, owns 16% of KTRK-TV and 25% of radio KTHH there. Quigg Newton Jr. still owns 6.31% of KOA-TV,

Denver (Ch. 4) with KOA, according to FCC records; he was city's mayor, later became Ford Foundation's director of public affairs.

Roger L. Putnam, New England industrialist, chairman of WWLP, Springfield, Mass. (Ch. 22) with satellite WRLP, Greenfield, Mass. (Ch. 32), whose son Wm. L. Putnam runs the stations, is ex-mayor of Springfield; he also was U. S. director of Economic Stabilization, 1951-52.

J. Patrick Beacom, owner of off-again-on-again WJPB-TV, Fairmont, W. Va. (Ch. 35) was mayor of the town and served 2 terms in state legislature. Frank P. Whitney, 11.6% owner of KDIX-TV, Dickenson, N. D. (Ch. 2), with radio KDIX, was also mayor of the town. George C. Fleharty, pres.-gen. mgr. and about 20% owner of KVIP-TV, Redding, Cal. (Ch. 7), also publisher of local weekly, is still mayor.

First pres.-gen. mgr. of KNOX-TV, Grand Forks, N. D. (Ch. 10), with KNOX, whose wife owns 20%, is State Senator Carroll E. Day. And the veteran J. B. Fuqua, owner and gen. mgr. of WJBF, Augusta (Ch. 6), was recently elected to the Georgia House of Representatives.

Headline participants in Westinghouse Bcstg. Co.'s second TV-radio conference on local public service programming March 5-8 at Johns Hopkins U, Baltimore (Vol. 14:1), include Sen. Kennedy (D-Mass.), Mike Wallace, Bergen Evans, Dr. Frank Baxter, puppeteer Bil Baird.

Washington State's Lt. Gov. John A. Cherberg has been hired by Saul Haas' KIRO-TV, Seattle (Ch. 8) as an account executive, and will work at that job in interim between legislative sessions over which he presides.

New CBS-TV affiliate: KDUH-TV, Hay Springs, Neb., satellite of KOTA-TV, Rapid City, S. D., effective Feb. 16.

TV-carrying satellites are planned by Army before year end. Encouraged by success of Explorer I, Army scientists now are working on 300 & 700-lb. versions, which they hope to put into orbit this year. Explorer II is expected to be similar to Explorer I, while Explorer III is slated to be military reconnaissance satellite, carrying TV camera and recorder; it would take pictures of what it sees during its world-circling trips, storing them up and transmitting them to ground stations upon radio command when passing over U. S. or other friendly countries. Explorer IV would be more elaborate model, containing 2 TV cameras, solar batteries and 7 communications channels for transmitting and receiving messages.

Danger of concentrating too much effort on military electronics alone was pointed out recently by Sylvania pres. Don G. Mitchell. Too many electronics firms are not diversifying enough into commercial products as a hedge against day when "the military rug" might be pulled, he told a West Coast Electronic Manufacturers Assn. meeting in San Mateo. Unbalance of new Sylvania business from armed forces has company "concerned," he said, and he wants to keep military sales down to 25% of total but will find it difficult to do in \$400,000,000-plus business (vs. \$350,000,000 in 1957) he expects in 1958.

"A Local Affair" titles rep Peters, Griffin, Woodward's new 22-min. 70-color-slide presentation promoting spot TV. It's aimed at food brokers, district sales mgrs., etc., stresses regional & seasonal buying habits.

"Broadcast Application Procedure" is new 4-page FCC primer (Information Bulletin No. 1-B), available from Federal Communications Commission, Washington 25, D.C.

Network Strikes Averted: National agreements reached last week end by NABET with NBC & ABC in Boston negotiations and by IBEW with CBS in Washington talks removed immediate threats of strikes against networks by 4000 employes. Deadline for walkouts had been set for midnight Jan. 31 on expiration of old contracts. But negotiators worked out new terms—subject to expected rank-&-file ratification—for 2-year packages including wage increases bringing \$180 weekly minimum to senior technicians. Not won by either union: Demand for 4-day week (Vol. 13:49). On other labor fronts: (1) IUE pres. James B. Carey called on President Eisenhower to draft "full employment" program for electronics-electrical manufacturing industry. (2) Old IBEW-IATSE jurisdictional dispute over lighting work (Vol. 13:49) forced CBS-TV to cancel Feb. 3 *Let's Take a Trip* show aboard liner *United States* at N. Y. pier, filmed visit to N. Y. Police Academy being substituted. (3) Screen Actors Guild opened N. Y. negotiations with TV film commercial producers & ad agencies. (4) RCA's Victor Record div. was hit Feb. 3 by quickie strike of 71 NABET Local 11 members who picketed N. Y. recording studios. Contract dispute was settled next day. (5) UAW radio commentator Herbert W. Hoover was fired by union for criticizing its profit-sharing plan in broadcast over WBBC, Flint.

CBS won another round in hassle with IBEW Local 1212 over cancelled telecast of Antoinette Perry "Tony" award ceremonies last spring (Vol. 13:49), NLRB dismissing unfair labor charge filed by union, which complained CBS-TV technical operations director Robert G. Thompson "vilified" local in speech to employes. Earlier, NLRB held IBEW had no right to force network to favor it over IATSE in operating lighting equipment on remote telecasts.

Control of KNAC-TV, Ft. Smith, Ark. (Ch. 5) is being acquired by Harry Pollock, increasing holding from 1/3 to 83.33%. Transfer application filed with FCC Feb. 7 shows he's paying \$175,000 for shares held by George T. Herreich, who had acquired 50% from Salome Nakdimen for \$75,000 plus assumption of \$75,000 in obligations. Pollock previously bought 33.33% and his family-owned Harry Newton Co. 16.67% from Mrs. Nakdimen for \$61,500, Pollock agreeing to lend station \$125,000 (Vol. 13:19, 26). Dec. 31 balance sheet shows \$35,699 loss in 1957, \$38,922 in 1956, with current assets of \$23,965, current liabilities \$8675, fixed assets \$200,622, notes payable \$187,000, contracts payable \$103,532.

"National Brotherhood Awards" for 1958 to TV programs, made this week by National Conference of Christians & Jews: "Clinton & the Law," "The Puerto Ricans" & "The Lady from Philadelphia" on *See It Now* (CBS); "The Green Pastures" on *Hallmark Hall of Fame* (NBC); "The Negro in American Life—A Long View," presented by Metropolitan Educational TV Assn. on WCBS-TV, N. Y.; *Ideas in Action*, KARD-TV, Wichita; *Unfinished Business*, WTCN-TV, Minneapolis. Winners of TV "certificates of recognition": *Dean Pike* (ABC), *Look Up & Live* (CBS), *Outlook* (NBC). Award for radio program: "The Crisis at Little Rock" (NBC).

New-type business: National Assn. of Insurance Agencies has budgeted \$1,000,000 for ad campaign, largely TV spots, thru Doremus & Co.

Paul H. Chapman Co., station brokers, has moved Atlanta headquarters to 1182 W. Peachtree St. (phone, Trinity 5-5591).

1957 RECAP—RADIOS, TRANSISTORS BOOMED: Official custodian of industry's statistics, compiled from confidential individual reports from all important manufacturers save non-member Admiral, whose figures are estimated, Electronic Industries Assn. this week released full-year recapitulation of 1957 TV, radio, tube & transistor production and sales. These are perennial guideposts for production-marketing planners, can be compared with previous years' figures in our upcoming TV Factbook No. 26. The only key figures missing are those for phonos (notably hi-fi) and there's movement afoot to start making these available soon on monthly basis. The 1957 figures show:

(a) Radio production exceeded 15,000,000, as predicted (Vol. 13:49), for an 8-year high. Retail sales of home radios, missing 10,000,000 by a shade, enjoyed 6th highest year in radio's 35-year history.

(b) TV output fell 1,000,000 units from 1956 -- but retail sales eased only 200,000 units, leaving dealer inventory in good shape at 810,000 units at year's end vs. 1,085,000 at end of 1956.

(c) Transistor sales more than doubled in year, unit-wise -- to 28,738,000 from 12,840,000 (see p. 13) -- and production boom drove factory price of average transistor down to \$2.40 from \$3.10 year earlier.

(d) TV picture tube sales, conforming to set production pattern, went down more than 1,250,000 units, and average factory value of picture tube also went down slightly (p. 13). Receiving tube sales were off some 8,000,000 units, but factories nevertheless recorded their 3rd highest year (p. 13). The TV-radio unit figures for 53-week statistical year ended Jan. 3, 1958:

	1957 Production			1957 Retail Sales	
	Total TV	Total Radio	Auto Radio	Total TV	Home Radio
January.....	450,190	1,085,529	521,624	623,359	563,363
February.....	464,697	1,264,765	522,859	525,437	525,029
March (5 wks).....	559,842	1,609,073	597,532	534,115	730,584
April.....	361,246	1,115,813	380,452	337,965	543,092
May.....	342,386	1,023,771	396,151	339,757	547,480
June (5 wks).....	543,778	1,088,343	416,058	389,770	729,421
July.....	360,660	612,588	256,279	426,294	597,484
August.....	673,734	965,724	301,971	510,097	710,553
September (5 wks).....	832,631	1,610,748	446,419	705,247	893,366
October.....	661,994	1,569,180	522,746	572,589	923,849
November.....	574,646	1,688,868	563,066	612,211	925,620
December (6 wks).....	<u>573,541</u>	<u>1,793,336</u>	<u>570,617</u>	<u>923,339</u>	<u>2,031,444</u>
TOTAL.....	6,399,345	15,427,738	5,495,774	6,560,220	9,721,285

Transistorization: EIA reports 49% of all portable radios were transistorized last year, as were 51% of all auto radios -- and you can bet that even more will be this year as the industry touts new lines for extra-set, vacation, gift markets starting in next few weeks. Transistor radio business was the profitable end of the radio market last year -- but odds right now are against stability. Not only reduced price of transistors and fierce domestic competition, but Japanese imports, and to a lesser extent as yet German, loom as ominous competitive threat.

Big Macy's dept. store, it's understood, will soon break with offering of a Japanese transistor portable at less than \$30. Already on market is "Sony" brand, 6-transistor portable, exactly size of 2 packs of cigarets, offered at \$29.95; its American agent is Delmonico International, 42-24 Orchard St., Long Island City, N.Y. (Al Friedman, pres.). And Hatachi's diminutive 6-transistor set, said to offer su-

perb quality reproduction, is due soon at \$29.95 or thereabouts; its American agent is Electronic Utilities Corp., 153 W. Huron St., Chicago (Paul Davidson, pres.).

First U.S. spring entry is Trav-Ler's 5-transistor portable, which carries \$29.95 list. Said one of biggest radio manufacturers: "This year [1957] looks like the last year for high-end transistor portables..."

TV-Radio Production: TV set production was 119,748 in week ended Jan. 31 vs. 103,444 preceding week & 111,921 in 1957 week. Year's 4th week brought production to 446,390 vs. 450,190 last year. Radio production was 245,861 (79,890 auto) vs. 232,845 (80,036 auto) in preceding week & 302,863 (147,948 auto) last year. For 4 weeks, production totaled 934,763 (346,074 auto) vs. 1,046,716 (521,624 auto).

Trade Personals: Lester J. Neuman & John Marchese, both ex-Sears Roebuck, named to posts as president & v.p. respectively of Warwick Mfg. Co., succeeding John S. Holmes & Gordon G. Brittan, who resigned following sale of their Warwick stock to Sears (Vol. 14:4) . . . Wesley E. Wood promoted to new post of N. Y. district sales mgr., DuMont TV tube div. . . Charles H. Griffith retires as sales v.p. of International Resistance Co., for reasons of health; successor not yet named . . . C. Edward Sharp promoted to mgr., personnel, of RCA semiconductor div. . . James P. Patton, GE Providence mgr., elected pres. of Electrical League of R. I., succeeding A. Victor Bartlett Jr., Rust Electric . . . Wm. F. Riordan, ex-Northrop Aircraft, named mgr. of customer relations for western region of Sylvania electronic systems div. . . Glen C. Tillack, ex-Packard-Bell, named to new post of sales operations mgr., Kierulff Sound Corp., Los Angeles . . . Morton M. Tillman, ex-Emerson, named sales mgr. of new Premier div., Pentron Corp. . . Thomas C. Flynn, ex-Federal Telephone, ex-DuMont, named mgr. of trade press for IT&T public relations dept. . . Donald E. Roark named RCA TV mgr., southern region, succeeding late J. M. Jones.

James M. Toney named Feb. 6 as v.p.-gen. mgr. of RCA Victor TV Div., Camden, being succeeded by Raymond W. Saxon, ex-director of all RCA regional operations, elected by RCA board Feb. 7 to be v.p.-gen. mgr. of RCA Victor Radio & Victrola Div. Toney succeeds Charles P. Baxter, who asked to be relieved of duties and will be re-assigned. Both Toney and Saxon report to Robert A. Seidel, exec. v.p., consumer products. TV division's topside, reporting to Toney, will include Warren E. Albright, mgr. of production; G. K. Bryant, marketing mgr.; David Cole, chief engineer; F. R. Demmerly, controller; P. S. Slanika, personnel. Merchandising mgr. Allen B. Mills reports to Bryant.

Dr. James Hillier, gen. mgr., RCA Laboratories, Princeton, was elected Feb. 7 to v.p. in charge. Joseph M. Hertzberg, mgr. defense marketing since last July, was elevated to v.p., defense marketing, reporting to A. L. Malcarney, exec. v.p., defense electronic products.

Obituary

Dr. Clinton J. Davison, 76, co-winner of 1937 Nobel Prize in physics for demonstration of electron wave properties, member of Bell Labs research staff for 29 years before retirement in 1946, died Feb. 1 at home in Charlottesville, Va..

Louis A. Durgin, 45, DuMont Labs senior engineer, died Jan. 25. With DuMont since 1944, he became senior engineer in 1953, was assigned to DuMont mobile communications dept. in 1955. Surviving are widow, 3 sons, daughter.

Both picture and receiving tube unit sales at factory dropped in 1957, according to EIA year-end tally, conforming to year's set production drop of 1,000,000 TV units (see p. 12). Factory sales of picture tubes fell to 9,721,008 units from 10,987,021 in 1956 and factory value dipped to \$183,231,337 from \$196,220,240. Receiving tubes, though recording 3rd highest year, dropped to 456,424,000 units from 464,186,000, but factory values inched up to \$384,402,000 from \$374,186,000. The EIA breakdown of monthly sales by units & dollars for 53-week year:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
January	760,860	\$ 13,594,525	37,571,000	\$ 31,170,000
February	728,363	13,134,778	44,460,000	36,631,000
March (5 wks) ..	833,257	14,850,847	43,010,000	37,007,000
April	629,838	11,394,043	27,970,000	25,384,000
May	758,328	14,031,519	32,836,000	28,955,000
June (5 wks) ...	1,104,013	19,981,319	35,328,000	31,314,000
July	491,935	9,835,586	33,077,000	27,042,000
August	930,296	17,984,185	43,029,000	34,886,000
Sept. (5 wks) ...	1,071,662	20,819,036	44,382,000	35,545,000
October	995,629	19,495,574	47,075,000	38,421,000
November	772,801	15,138,438	39,950,000	33,166,000
Dec. (6 wks) ...	664,026	12,971,487	27,736,000	24,881,000
TOTAL	9,721,008	\$183,231,337	456,424,000	\$384,402,000

Factory sales of transistors more than doubled in 1957, according to EIA year-end tally. Unit sales boomed to 28,738,000 from 12,840,000 in 1956 with factory value of \$69,739,000 vs. \$37,352,000. EIA monthly breakdown of factory sales in units & dollars for 53-week year 1957:

	1957 Sales (units)	1957 Sales (dollars)	1956 Sales (units)
January	1,436,000	\$ 4,119,000	572,000
February	1,785,300	5,172,000	618,000
March (5 wks) ..	1,904,000	5,321,000	708,000
April	1,774,000	4,880,000	832,000
May	2,055,000	5,636,000	898,000
June (5 wks) ...	2,245,000	6,121,000	1,130,000
July	1,703,000	4,216,000	885,000
August	2,709,000	6,598,000	1,315,000
September (5 wks) ..	3,231,000	6,993,000	1,115,000
October	3,544,000	7,075,000	1,290,000
November	3,578,700	6,989,000	1,829,000
December (6 wks) ..	2,773,000	6,619,000	1,608,000
TOTAL	28,738,000	\$69,739,000	12,840,000

GE and Westinghouse came out with their spring lines of transistor portables this week, in addition to which Trav-Ler offered three 8-transistor models (2 at \$39.95, one table model at \$69.95) in addition to the 5-transistor portable it placed on market at \$29.95 (see above). GE's models: 5-transistor, 2-diode, 19-oz. "pocket" model, \$39.95; 6-transistor, single-diode, "pocket" model, \$49.95; 6-transistor portable, 4 lbs. in cowhide case, \$59.95; 5-transistor, single-diode portable, \$44.95. Westinghouse is showing 6-transistor "miniature" with 2 3/4-in. speaker, \$49.95; 5-transistor "semi-miniature" with 3 1/2-in. speaker, \$39.95. Westinghouse also is showing its first AM-FM radio since 1954, a 7-tube table model with 10x2 5/8-in. out-front speaker and phono jack, \$69.95.

This year's National Television Week will be observed Nov. 16-22, co-sponsored by NAB, EIA, TvB, NARDA.

TV & Radio Shipments: Manufacturers' shipments to dealers by states, released this week by EIA, show 5,515,031 TVs shipped in first 11 months of 1957 vs. 6,051,266 in same 1956 period; 7,852,366 radios (excluding auto) were shipped in 11 months vs. 6,862,549 last year. Figures showing shipments to dealers by counties are no longer being issued by EIA. The 11-mo. shipments by states:

State	TV	Radio	State	TV	Radio
Ala.	76,364	95,544	N. J.	194,416	312,230
Ariz.	34,603	38,191	N. Mex.	20,428	24,485
Ark.	48,771	44,613	N. Y.	642,227	1,209,546
Cal.	520,674	584,704	N. C.	109,439	118,312
Colo.	45,072	54,359	N. D.	19,869	18,562
Conn.	87,546	108,598	Ohio	311,308	461,305
Del.	13,593	15,009	Okla.	63,946	81,001
D. C.	58,806	73,357	Ore.	54,055	64,970
Fla.	195,843	181,793	Pa.	389,619	607,875
Ga.	108,155	142,668	R. I.	29,485	45,463
Ida.	16,974	18,179	S. C.	42,143	48,888
Ill.	336,739	670,508	S. D.	21,126	17,994
Ind.	142,471	145,647	Tenn.	91,243	105,803
Iowa	64,555	91,519	Tex.	285,638	362,935
Kans.	64,244	66,318	Utah	23,095	28,184
Ky.	88,855	112,163	Vt.	10,831	17,244
La.	99,584	119,307	Va.	91,410	122,931
Maine	29,935	42,813	Wash.	84,242	107,499
Md.	75,604	149,500	W. Va.	59,720	61,725
Mass.	166,113	278,501	Wis.	100,350	167,337
Mich.	212,589	333,335	Wyo.	11,538	9,215
Minn.	85,332	121,229	TOTAL U. S.	5,500,447	7,833,651
Miss.	45,087	48,151	Alaska	3,336	3,545
Mo.	132,219	199,741	Hawaii	11,248	15,170
Mont.	26,661	4,422	GRAND		
Neb.	43,645	45,696	TOTAL	5,515,031	7,852,366
Nev.	9,296	11,347			
N. H.	14,988	25,935			

More reports on 1957 TV sales by regions, as compiled by local electrical leagues & utilities (see also Vol. 14:5): Greater Dayton—Dealers sold 22,864 TVs in 1957 vs. 26,788 in 1956, 2602 TVs in Dec. 1957 vs. 3594 in Dec. 1956; color sales were 313 for 1957, 137 for Dec. 1957 and no comparable 1956 figures are given; radio sales were 16,105 in 1957 vs. 15,241 in 1956, 3452 in Dec. 1957 vs. 4101; phono & hi-fi sales were 7669 in 1957 vs. 7620 in 1956, 2807 in Dec. 1957 vs. 2050. Bridgeport, Conn.—Dealers sold 8096 TVs in 1957 vs. 9617 in 1956, 977 in Dec. 1957 vs. 1085. San Francisco—Dealers sold 31,500 black-&-white TVs in 1957 vs. 38,204 in 1956, 3852 in Dec. 1957 vs. 4474; 517 color TVs in 1957 vs. 465, 69 in Dec. 1957 vs. 116; 28,638 radios in 1957 vs. 32,184 in 1956, 6043 in Dec. vs. 6974. Kansas City—Dealers sold 6266 TVs in Dec. 1957 vs. 8718 in 1956, 260 color TVs in Dec. vs. 251; 15,870 radios in Dec. 1957 (no other comparable figures given). Dallas—Dealers sold 36,309 TVs in 1957, 4443 in Dec. 1957; 31,691 radios in 1957, 7142 in Dec.

Mergers & acquisitions among TV-radio-appliance manufacturers are due for close scrutiny by Senate Small Business Committee which met Feb. 5 and announced 31-point agenda for 1958 (Vol. 14:4). Inquiry, date not set, will be handled by Sen. Humphrey's (D-Minn.) subcommittee on retailing, distribution & fair trade practices. Other members are Senators Morse (D-Ore.), Bible (D-Nev.), Goldwater (R-Ariz.), Schoepfel (R-Kan.). Humphrey said subcommittee will look into "concentration at the distributors' level" with particular attention to dealer franchise agreements, discount house impact on distribution and status of fair trade.

False use of brand names of Westinghouse and GE electrical appliances was charged this week by Federal Trade Commission against 3 N. Y. firms alleging misrepresentation of trade names in connection with their products (FTC complaints 7029-7031).

Western Electronic Show & Convention, for Aug. 19-22 technical sessions, is inviting summaries of suggested papers to be sent before May 1 to Dr. Robert C. Hansen, microwave lab, Hughes Aircraft Co., Culver City, Cal.

DISTRIBUTOR NOTES: Admiral promotes Wm. Oppenheim to gen. mgr. of Baltimore & Washington branches; Howard L. Rendelman promoted to new post of TV, radio, hi-fi mgr. of Washington branch; Joseph J. Casale will supervise Baltimore operations under Oppenheim who will headquarter in Washington . . . Philco's Walter Ostman resigns as gen. mgr. of Los Angeles factory distribution branch . . . Emerson changes name of Emerson Radio of N. Y. Inc. to Emerson Radio Associates Inc.; Michael Kory continues as pres. with added supervision over N. J., Westchester, L. I. & Newburgh branches where gen. mgrs. retain posts . . . Radio Sales Corp., Chattanooga (Philco), elects James M. Brown pres., succeeding the late E. R. Betterton; Mrs. E. R. Betterton succeeds Brown as v.p. . . . Hotpoint promotes L. W. Hitchcock to branch mgr. of HASCO, Miami, succeeding A. M. Killebrew, transferred to Jacksonville branch . . . Westinghouse names J. J. Riggs to district mgr. Westinghouse Appliance Sales, Detroit; he's ex-laundry merchandising mgr. at Mansfield factory . . . Graybar promotes R. W. Wright to operating mgr. of Jacksonville branch . . . Bell Sound Systems appoints 5 Graybar branches (Philadelphia, Reading, Pittsburgh, Wilmington, Washington) for tape recorders & stereo systems; names Harold Keller as area sales rep . . . Erie Resistor Corp. appoints Cameradio Co., 1121 Penn Ave., Pittsburgh and Electronic Parts Corp., 223 N. Broad St., New Orleans, for full line of Corning Glass electronic components; names R. L. Gentry New England distributor sales rep . . . Webcor Inc. sets up factory-owned distributing branch at 1516 S. Wabash St., Chicago (Gordon Hough, ex-Motorola, mgr.) replacing Lincoln Radio & TV . . . Ampex names Roy F. O'Sullivan, ex-Magnavox, Middle Atlantic (Philadelphia) district mgr. of Ampex Audio Inc., its consumer hi-fi div., succeeding P. Williams . . . Delmonico International, N. Y., (import brands) becomes sole importer and distributor for Kuba line of German hi-fi, succeeding Kuba Import Co. Ltd., Washington . . . Sampson Co., Chicago (import brands) elects Peter Sampson to new post of chairman; Robert L. Sampson, ex-exec.-v.p., succeeds him as pres.; E. I. Rosenthal, ex-secy., promoted to v.p., succeeded by E. C. Levy.

ELECTRONICS PERSONALS: Rudolph Sachs, ex-CBS-Hytron, elected v.p., General Transistor Corp., in charge of new diode & rectifier mfg. div. . . . John M. Nesbit, ex-Burroughs, joins Philco govt. & industrial div. as Transac Computer sales mgr. . . . Lewis J. Shiolen promoted to gen. mgr. of Erie Resistor Corp. electronics div. . . . Charles A. Barnes, ex-Borg-Warner, named controller of P. R. Mallory . . . Herbert W. Ziebolz named asst. to engineering v.p. of General Precision Equipment . . . Joseph P. Adonizio named eastern regional mgr. of Beckman scientific instruments div.

New outer space agency at Pentagon is headed by GE v.p. Roy W. Johnson, consultant to consumer products group (TV, air conditioners, etc.), who has specialized in electronics last 6 years. Defense Secretary McElroy said Johnson, a GE v.p. since 1948, will take office April 1 as director of Advanced Research Projects Agency (ARPA), responsible for directing research on space vehicles, anti-missile missiles, other new weapons.

Philip D. Reed, GE chairman, and Erwin D. Canham, editor, *Christian Science Monitor*, nominated by President Eisenhower for new 3-year terms as members of USIA's Advisory Commission on Information.

Financial Reports:

Zenith stockholders will vote Feb. 27 on proposal to change from Illinois to Delaware corporation, with proxies being solicited for vote on 2-for-1 stock split. There now are 492,464 shares outstanding (7536 more being held by the corporation) with no other voting securities of any kind outstanding, and it's proposed to increase these to 984,928 in new Dela. corporation. Last SEC reports showed pres. Eugene F. McDonald Jr. owning 10,462 shares personally, 37,031 more through Seneca Securities Corp. (Vol. 13:50)—thus voting, in all, about 10% of presently outstanding stock. Listed on N. Y. Stock Exchange, Zenith ranged from 91¼ to 140 during 1957 (when McDonald increased Seneca holdings by 3300 shares).

Magnavox had record earnings of \$2,407,508 (\$2.54 per share) on all-time high sales of \$48,354,485 in last 1957 half vs. \$2,276,539 (\$2.39) on \$46,395,187 in corresponding 6 months of 1956, fulfilling predictions by pres. Frank Freimann (Vol. 13:52). In quarter ended last Dec. 31, net profits were \$1,487,358 (\$1.59) on \$29,132,280 vs. \$1,486,206 (\$1.58) on \$29,358,000 in 4th quarter of 1956. TV & hi-fi phono sales in Jan. were highest in Magnavox history, Freimann reported, promising "exceptionally good" results in first 1958 quarter. Backlog of military orders is \$30,000,000.

Reports and comments available: On the International Geophysical Year, in *Investor's Reader*, published by Merrill Lynch, Pierce, Fenner & Smith, any local office. On CBS, in weekly review of Fahnstock & Co., 65 Broadway, N. Y. or local offices. On Raytheon, in article about its stake in missiles in Feb. 1 *Forbes Magazine*. On Time Inc., in brief by Schirmer, Atherton & Co., 50 Congress St., Boston. On IT&T, in analysis by Lawrence Lewis of Pershing & Co., 120 Broadway, N. Y.

Dividends: Raytheon, 5% stock payable March 5 to stockholders of record Feb. 20; Television-Electronics Fund, 8¢ Feb. 28 to holders Feb. 3; Paramount Pictures, 50¢ March 14 to holders Feb. 26; Walt Disney Productions, 10¢ April 1 to holders March 14; United Artists, 35¢ March 28 to holders March 14.

Walther H. Feldmann, pres. of Worthington Corp. and director of Fidelity Union Trust Co., Newark, elected a director of Tung-Sol.

Counteroffensive: Joint \$2,300,000 advertising & public relations campaign to recapture audiences from TV was announced this week by Motion Picture Assn. of America and Theatre Owners of America. Statement by pres. Eric Johnston of former and exec. v.p. Sam Rosen of Stanley Warner Corp., speaking for latter, said drive had been planned 2 years, denied it was "crash" program. Theme ("Get More Out of Life, Go Out to the Movies") will be promoted initially with \$900,000 earmarked for newspapers, \$300,000 for spot radio, \$650,000 for Academy Awards telecast March 26.

WJR, The Goodwill Station Inc., Detroit, traded over the counter, reports 1957 net income & sales were highest in 8 years, reflecting general upturn in radio billings. Indicated earnings of big AM outlet, which also holds much-litigated CP for Flint Ch. 12, were \$503,212 (87¢ per share on 572,552 shares outstanding) on sales of \$3,570,773 last year vs. \$478,112 (83¢) on \$3,516,764 in 1956. Company earned \$274,739 (47¢) in 1955.

Walt Disney Productions net income slipped to \$527,684 (34¢ per share) in first fiscal quarter ended last Dec. 28 from \$685,601 (46¢) year earlier, pres. Roy O. Disney attributing decline largely to seasonal winter loss from Disneyland park. He said "substantial profit" is expected from park in full fiscal 1958, that earnings from new theatrical features will further boost returns for last 3 quarters. Diversified Disney enterprises are subject of admiring article in Feb. 4 *Wall St. Journal*, incidentally. It points out that indirect income from TV doesn't show up as such on consolidated statements, but that TV accounted for \$8,800,000 Disney revenues last year—"more than half as much as its revenues from movie rentals."

Warner Bros. lost \$467,000 in first fiscal quarter ended last Nov. 30 vs. net income of \$1,569,000 (85¢ per share) in same period year earlier, loss including \$550,000 tax credit. Gross income from film rentals & sales during quarter totaled \$15,764,000 vs. \$20,718,000 year earlier, poorer showing attributed by company to such factors as Asian flu cutting theatre attendance, general dip in domestic & foreign rentals. No estimate of results for current quarter ending March 1 was offered by pres. Jack L. Warner, but he said he was "hopeful" of profit. In 1957 fiscal year ended Aug. 31 (Vol. 13:49), company earned \$3,415,000 (\$1.90) on total revenues of \$75,476,000, latter figure including \$15,295,408 from sale of old films to TV.

Universal Pictures earnings dropped to \$2,843,833 (\$2.83 per share) in 52-week fiscal year ended last Nov. 2 from \$3,993,146 (\$4.06) in 53-week fiscal 1956. Earnings included \$692,000 TV income from Screen Gems syndication of old movies last year, when total film rentals & sales were \$72,441,575 vs. \$77,609,698 in 1956. Statement to stockholders noted that "drastic economies" in studio operations—now virtually shut down—had been effected because Universal was confronted with continuing drop in boxoffice.

Republic Pictures, which recently closed reported \$2,000,000 deal with 6 NBC o-&o stations for release of post-1948 features (Vol. 14:3), lost \$1,362,420 in fiscal year ended Oct. 26, 1957 vs. net income of \$758,401 (18¢ per share) year earlier. Loss included \$500,000 tax credit.

BBC's weekly *Radio Times*, with 1957 paid circulation of 8,259,371, claims biggest periodical circulation in the world.

Emerson Radio's research subsidiary, with labs at 701 Lamont St., Washington, and 1140 East-West Highway, Silver Spring, Md., is subject of "success story" in Feb. 2 *Washington Post*. It relates how idea of Dr. Harold Goldberg, its 44-year-old exec. v.p., and Dr. Donald P. Burcham, 41, operating v.p., has grown in 4 years into enterprise that handles half of Emerson's research & development contracts, mostly defense. Labs employ 250, did \$3,000,000 business last year. Goldman & Burcham were formerly chief and deputy chief, respectively, of Bureau of Standards' ordnance electronics div.

Erie Resistor acquires Hupp Instrumentation Co., Los Angeles digital instrument manufacturer, merging it with electro-mechanical div., Hawthorne, Cal.; Ross E. Hupp, founder, joins Erie div. to direct manufacturing & marketing.

Hallamore Electronics has installed \$300,000, 36-camera-receiver chains for closed-circuit observation of rocket tests at Aerojet-General Corp., Sacramento, Cal., is building 24-unit system for Martin Co. Denver plant.

COMMON STOCK QUOTATIONS

Week Ending Friday, February 7, 1958

Electronics TV-Radio-Appliances Amusements

Compiled for Television Digest by
RUDD, BROD & CO.

Member New York Stock Exchange

734 15th St. NW, Washington 5, D. C.
120 Broadway, New York 5, N. Y.

NEW YORK STOCK EXCHANGE

1957-8		Stock and Div.	Close	Wk. Chng	1957-8		Stock and Div.	Close	Wk. Chng
High	Low				High	Low			
14 1/2	6 1/2	Admiral.....	8 3/4	+ 1/8	376 1/2	270 1/2	IBM 2.40b.....	335	+13 1/2
27	16 1/4	AmBoschl.05g.	20 1/4	- 1/8	37 1/2	25 3/4	I-T-E 1.80.....	30 7/8	+ 1/8
24 1/2	11 1/2	AmBcstg-Para.1	14 1/2	+ 1/8	50 3/4	33	I-T-E CirB1 3/4d.	38 1/4	- 1/4
43 1/4	29 1/2	AmMach&F 1.60	36 3/8	+ 3/4	10 3/8	7 1/2	List Indust 1/4e.	7 1/2	+ 1/8
179 1/4	160	AT&T 9.....	171 1/4	+ 1/2	56 1/2	29 1/2	Litton Ind.....	39 1/4	- 1/8
33 1/2	19 1/2	Amphenol 1.20.	25 1/2	+ 1/2	22	11 1/2	Loew's.....	14
36 1/4	28	Arvin 2.....	28 1/2	- 1/8	44	28 1/2	Magnavox 1 1/2b.	35 1/2	+ 1 1/2
7 1/4	4 1/8	Avco.10g.....	6 1/2	- 1/4	50 1/2	23 1/2	Mallory 1.40b.	26 3/4	- 1 1/2
47 3/4	21	Beckm Inst 1 1/4f	21 3/4	- 2 1/8	131	73 1/2	Mpls. H'II 1.60a	82 3/4	+ 3/4
66 1/4	42	Bendix Av 2.40.	48 1/2	+ 1/8	51 1/4	35 1/4	Motorola 1 1/2...	40	- 1/2
52 1/2	27 1/2	Burrroughs 1...	30 1/4	+ 3/8	9 1/2	7	Nat'l Thea.....	7 1/2	+ 1/8
25 1/2	15 1/2	Clevite 1.15g...	17 1/2	+ 1/4	36 1/2	28	Paramount 2...	38 3/4	+ 3 1/4
36 1/2	23 1/2	CBS "A" 1b....	27 1/2	18 3/8	11	Philco 3/4f.....	14 3/4
35 1/2	22 3/4	CBS "B" 1b....	26 1/4	- 1/2	40	27	RCA 1a.....	34	- 1/8
20 1/2	11 3/4	Col Pictres 3/8t	13 3/8	- 1/8	23 1/4	16 3/4	Raytheon.....	23	+ 1/8
54 1/4	25 1/2	Cons Elec.40a...	28 1/4	- 3/8	8 1/4	4 3/4	Republic Pic....	6 1/4	- 1/8
35 1/2	18	Cons Electron...	21 1/4	+ 1/2	39 1/4	29 1/4	Sang Elec 1.80.	34 1/2	+ 1/8
27 1/2	12 1/2	Cor-Dub 1.20...	14 1/2	- 1/2	18	12 1/2	Siegler.80.....	14 1/2	- 1/4
106 1/4	57 1/4	Corning Glass 1a	78 1/4	- 2 1/2	6 1/4	2 1/2	Sparton.....	3 1/2
6 3/4	3 1/4	Davega.....	3 3/8	26 1/2	17 1/2	Sperry Rand.80	19 3/4
47	27 1/2	Daystrom 1.20...	31 1/4	- 1/4	9 1/2	5 1/4	Standard Coil...	7 1/4	- 1/8
19 1/2	13	Decca 1.....	15	- 1/4	18 1/2	13 3/4	Stanley-War 1...	15 1/4	- 1/8
15 1/2	13	Disney.40b....	17 1/2	+ 1 1/4	41 1/2	27 1/4	Stew Warner 2b	30 1/4	- 1/8
115	81 3/4	East Kod.90e...	105	+ 2	29 1/4	18 1/4	StorerBcstg 1.80	22 1/4	- 1/4
34	22 1/2	Emer Elec 1.60.	32 1/2	+ 1 1/2	46 1/4	29 1/4	Sylvania 2.....	36 3/4	+ 1/8
6 3/4	3 1/4	Emerson Radio.	4 1/8	31 1/2	15 1/2	Texas Instru...	28 1/2	+ 1/8
10 1/4	6 1/4	Gabriel.60.....	8 1/2	+ 1/4	89 1/4	46	ThompProd 1.40	47 1/2	- 1/8
68 1/2	46 3/4	Gen Dynamics 2	62 3/4	+ 2	37 1/2	21 1/4	Tung-Sol 1.40b.	24 1/4	- 1/8
72 1/2	52 3/4	Gen Electric 2...	62 1/4	- 1/8	30 3/4	19 1/2	20thC-Fox 1.60.	24 1/4	- 1/8
8 1/4	4	Gen Inst.15g...	5 1/2	+ 1/8	25 1/2	15	United Art 1.40.	18 1/2	+ 1 1/2
47 1/4	30 1/4	GenPrEquip 2.40	40	- 1/8	30 3/4	18 1/4	Univ. Pict 1a...	20 1/4	- 1/4
30 3/4	22 1/2	General Tire 70	27 1/4	+ 1/8	28 1/2	16 1/2	Warn Bros 1.20.	18 1/4	+ 1 1/4
45 1/4	36 1/4	Gen Telephone2	43 1/4	+ 7/8	68 1/2	52 1/2	Westingh El 2...	64	+ 1/4
25 1/4	17 1/4	Hoffman Elec 1.	22 1/2	140	91 1/4	Zenith 3a.....	128 1/4	- 1 1/4

AMERICAN STOCK EXCHANGE

4 1/2	2 1/2	Allied Artists..	3 1/4	44 1/2	29 1/4	Hazeltine 1.40b	35 1/2	- 1/8
52 1/2	19 1/2	Allied Con 1a..	38 1/4	3 1/2	2 1/2	Herold Ra.15g.	2 1/2
21 1/2	11	Amer Electro 1/2	14	- 1/8	6 1/4	3 1/2	Int Resist.20..	4 1/4	- 1/4
11 1/4	6 1/2	AssocArtProd..	9 1/4	+ 1/4	8 1/4	4	Lear.....	5 1/4	+ 1/4
12 1/2	4 1/2	Audio Dev.05d.	9 1/2	- 1/4	1 1/2	3/8	Muntz TV.....	1 1/2
13 3/8	6 1/4	Belock Inst 1/8t.	7	- 1 1/2	3 1/2	2 1/2	Muter Co. 1/4t.	2 1/2	- 1/8
1 1/4	3/8	C & C TV.....	7/8	- 1/8	9 1/4	5 1/2	Nat'l Telefilm...	6 1/2	+ 1/8
5	2 1/2	ClaroStat.15g...	3 1/2	- 1/8	2 1/2	1	Nat Union El...	1 1/2
6 1/2	3	DuMont Lab....	4 1/2	- 1/4	11 1/4	3 1/4	Norden-Ketay...	3 1/2	- 1/8
7 1/2	2 1/2	Dynam Am.....	4	+ 1/8	5	3	Oxford El.10d...	3 1/2	- 1/8
12 1/2	8	Electronic Com.	12 1/2	20 1/2	10 1/4	Philips El.....	14 1/2	+ 1/4
12 1/2	5 1/2	Electronics Cp..	7	- 3/8	12 1/2	6 1/2	Servomech.40.	7 3/8	- 3/8
28 1/2	16	Fairch Cam 1/2g.	26 1/2	- 1 1/4	9	3 1/2	Skiatron.....	4 1/4	- 1
30	8 1/4	General Trans..	22	- 1/2	8 1/2	2 1/2	Technicolor....	4	- 1/8
28 1/2	17	Globe Un 1.20b.	16 1/2	- 1/8	5 1/2	3 1/2	Trans-Lux.20g.	4 1/2
4 1/2	2 1/2	Guild Films....	3	- 1/8					

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

		Bid	Asked			Bid	Asked
Advance Ind.....	21 1/8	2 3/4	Magna Theatre.....	2 3/4	3 1/4		
Aerovox.....	3 3/8	4 1/8	Maxson (W. L.) .05	6	6 1/2		
Airborne Inst.....	44	47	Meredith Pub 1.80a	27 1/2	29		
Aitec Co.80.....	7 1/2	8 1/2	National Co. (4% stk)	10 1/4	11		
AMP Inc.50.....	17 1/4	19	Oak Mfg. 1.40.....	15 1/4	16 1/4		
Ampex.....	49	52	Official Films.10	1 1/2	1 1/4		
Baird Atomic.....	12	13	ORRadio.....	15 1/4	17		
Cinerama Inc.....	1 1/2	2 1/4	Pacific Mercury TV	5 1/2	6		
Cinerama Prod.....	2 1/4	2 3/4	Packard-Bell.50.....	11 3/8	12		
Cohu Electronics.....	7 1/4	8 1/2	Panellit.....	5 1/2	5 1/2		
Collins "A".35.....	14	16	Perkin-Elmer.....	25 1/2	27		
Collins "B".35.....	13 1/4	15 3/4	Philips Lamp (14% of par)	32 3/4	34		
Cook Elec.40d.....	21 1/4	23	Reeves Soundcraft (stock)	2 1/2	3 1/4		
Craig Systems.....	4 1/2	5 1/4	Selectvision Inc.....	1 1/4	1 1/4		
DuMont Bcstg.....	7 1/2	8 1/2	Sprague Electric 1.20	29 3/4	32		
Eitel-McCullough (5% stk)	29 1/2	32	Taylor Instrument 1.20	29 1/2	31 1/4		
Elec Assoc (stk).....	39 1/2	42	Tele-Broadcasters.....	2 1/4	3 1/2		
Erie Resistor.40b.....	7 1/4	8 1/4	Telechrome.30.....	5 1/2	6		
Friden Ind. 1.....	40	43	Telecomputing.....	4 1/2	5		
Giannini, G. M.....	14 1/2	15	Teleprompter (stock)	6	7		
Granco Products.05.....	1 1/4	1 1/4	Time Inc. 3.75.....	62	65		
Gross Telecasting 1.60	16 1/4	18	Topp Industries (stock)	10 1/2	10 1/2		
Hewlett-Packard.....	23	25	Tracerlab.....	4 1/4	5 1/2		
High Voltage.10g.....	24	26	Trav-Ler.....	1	1 1/4		
Hycor.....	3	3 3/8	United Artists.....	4 1/2	5		
Indiana Steel Products 1.20a	19	20	Varian Associates.....	14	15		
Jerrold.....	2	2 1/2	Victoreen Inst.....	6 1/4	7 1/2		
Ling Industries.....	6 1/4	6 3/4	Webcor.25g.....	12 1/2	12 1/2		
Leeds & Northrup.60b.....	20 3/4	21	Wells-Gardner.....	6 1/4	7 1/4		
Machlett Labs.25g.....	14	15 1/2	WJR Goodwill Station.50d	12 1/2	12 1/2		

Rates of dividends in table are annual disbursements based on the last quarterly or semi-annual declaration. Unless otherwise noted, special or extra dividends are not included. a Also extra or extras. b Annual rate plus stock dividend. d Declared or paid in 1957, plus stock dividend. e Declared or paid so far this year. f Payable in stock during 1957; estimated cash value on ex-dividend or ex-distribution date. g Paid last year. h Declared or paid after stock dividend or split-up. k Declared or paid this year, an accumulative issue with dividends in arrears. p Paid this year, dividend omitted, deferred or no action taken at last dividend meeting. r Declared or paid in 1958, plus stock dividend. t Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. y Liquidating dividend.

Paramount Backlog Sold: In \$50,000,000 deal—biggest price ever paid for single film package—last big library of pre-1948 feature movies is being sold to subsidiary of big show business combine Music Corp. of America (MCA talent agency, MCA-TV film distributor, Revue Productions, etc.). Sale of Paramount Pictures' 750-film backlog to Management Corp. of America, headed by Jules C. Stein—who also heads Music Corp. of America—is “about to be consummated,” Paramount pres. Barney Balaban announced Feb. 7 after board meeting.

Terms of sale, as disclosed by Balaban: Initial payment will be \$35,000,000, of which 30% is to be in cash, the balance guaranteed—with another \$15,000,000 to be paid out of “a minimum of 50% of gross receipts received by the purchaser.” Package includes Bing Crosby-Bob Hope features, Mae West films, Cecil B. DeMille productions, etc. Movie exhibitors once had hoped to raise money to buy this package themselves to keep it from TV.

Despite this setback, theatre owners and talent unions could point this week to gains in their drive to keep post-1948 features from going to TV (Vol. 14:3-4). Loew's Inc. (MGM) pres. Joseph R. Vogel said his company has no intention of releasing these films to TV and that he's behind any campaign to keep all post-1948 movies off home screens. Big N. Y.-N. J. movie circuit owner Walter Reade Jr. announced his theatres will refuse to book films of producers who release recent pictures to TV. Reade's own Continental Distributing Co. (foreign features) has joined 20th Century-Fox in promising theatres minimum “clearance” period of 5 years between theatrical and TV release of features. Reade himself is onetime telecaster, having been owner of Asbury Park's ill-fated uhf WRTV, now off air. In London, theatre-TV struggle threatens to explode into free-for-all legal fight. Commercial programmer Associated TV announced this week it's seeking legal advice whether 5 large theatre chains are engaging in “illegal restrictive practice.” Chains have announced boycott of any distributor who sells features to TV.

NTA Film Network is dropping its *Premiere Performance* 134-station feature film show and March 30 inaugurates 13-week *20th Century-Fox Hour*, reruns of 1955-56 CBS-TV show, under unusual “Double Impact” plan whereby show is played twice each week—Sunday afternoon and in late prime time period on a weekday. NTA plans coverage of at least the top 63 markets, with charges said to come to \$15,000 weekly per partic. sponsor, of which 8 can be accommodated in 60-min. show.

Map of TV Cities & Network Routes

OUR NEW WALL MAP, to accompany forthcoming *TV Factbook No. 26*, brings up-to-date the locations of all stations on air and extensions of network connections. The only current TV wall map extant, it shows all U. S., territorial, Canadian and Mexican border stations now operating or due to be operating by this spring; all cities with TV applications pending or CPs granted; present and projected AT&T microwave & coaxial circuits, accurately drafted; all station-owned microwave links and off-air pickups; handy table of stations with call letters and channels. Extra single copies of map are \$1.50; 10 copies, \$11.25; 25 copies, \$18.75.

Leading Manufacturers of Standard & Hi-Fi Phonos

Packaged phonographs only. Manufacturers of components, import brands not included
(Brand names noted where available)

- ADMIRAL CORP.**—3800 Cortland St., Chicago 47, Ill. Spaulding 2-0100. Ross D. Siragusa, Sr., pres.; John B. Huarisa, exec. v.p.
- AMI, Inc.**—1500 Union Ave., Grand Rapids, Mich. Cherry 3-3633. J. W. Haddock, pres.; W. E. Fitzgerald, adv. & sales promotion mgr.
- ANDREA RADIO CORP.**—27-01 Bridge Plaza North, Long Island City, N.Y. Stillwell 4-5411. Frank A. D. Andrea, pres.
- A. R. F. PRODUCTS, Inc.**—7627 Lake St., River Forest, Ill. Estebrook 9-0345. Arthur H. Maciszewski, pres.; Rudolph J. Napolitan, gen. sales mgr.
- AUDIO-MASTER CORP.**—17 E. 45th St., N.Y. Oxford 7-0725. Herbert Rosen, pres.
- AUDIO INDUSTRIES**—532 W. 4th St., Michigan City, Ind. Triangle 4-7251. "Ultratone."
- AUTOMATIC RADIO MFG. CO.**—122 Brookline Ave., Boston 15. Commonwealth 6-1420. David Housman, pres.; Edward L. Housman, sales mgr.
- B&R ELECTRONICS CO.**—1178 E. 180th St., N.Y. Sycamore 2-3514. I. Rothman, pres.
- BOETSCH BROS.**—115 Cedar St., New Rochelle, N.Y. New Rochelle 3-8500. George Boetsch, pres. "Birch."
- CAPITOL RECORDS, Inc.**—1750 N. Vine St., Hollywood 28, Cal. Hollywood 2-6251. Glenn E. Wallich, pres.; Lloyd W. Dunn v.p., merchandising & sales.
- CAPEHART CORP.**—216 W. 14th St., N.Y. 11. Watkins 4-5900. Robert A. Gross, pres.
- COLUMBIA RECORDS (Div. of Columbia Broadcasting System, Inc.)**—799 Seventh Ave., N.Y. Circle 5-7300. Goddard Lieberman, pres.; Herbert Greenspon, v.p., operations; James E. Sparling, gen. mgr., Columbia electronic products; Milton Selkowitz, national sales mgr.
- J. W. DAVIS & CO.**—P. O. Box 35313, 9212 Denton Dr., Dallas 35. Fleetwood 2-8405. J. Watt Davis, pres. & sales mgr. "Waterson."
- DECCA RECORDS, Inc.**—50 W. 57th St., N.Y. 19. Columbus 5-2300. Milton Rackmil, pres.; Leonard Schneider, v.p.
- DeWALD RADIO**—35-17 37th Ave., Long Island City 1, N.Y. Stillwell 4-9334. David Wald, pres.
- ALLEN B. DUMONT LABORATORIES, Inc.**—35 Market St. E. Paterson, N.J. Mulberry 4-7400. Allen B. DuMont, Jr., gen. mgr.; Wm. C. Scales, gen. sales mgr.; Fred C. Zorn, asst. gen. sales mgr.; Robert C. Furlong, marketing mgr.
- DICTOGRAPH PRODUCTS, Inc.**—95-25 149th St., Jamaica 35, N.Y. Jamaica 6-2323. Malte Carlson, pres.; Thomas Millington, v.p., hi-fi sales.
- DYNAVOX CORP.**—40-05 21st St., Long Island City 1, N.Y. Stillwell 6-3770. Joseph Dworken, pres.
- EDUCRAFT CO.**—150-24 12th Ave., Whitestone, N.Y. Flushing 3-4519. Larry Lewin, pres.
- ELECTRON ENTERPRISES**—6917 Stanley Ave., Berwyn, Ill. Stanley 8-2693. J. Cimfe, pres. "Electone."
- EMERSON RADIO & PHONOGRAPH CORP.**—14th & Coles Sts., Jersey City, N.J. Swathmore 5-3500. Benjamin Abrams, pres.; Dorman D. Israel, exec. v.p.; E. A. Tracey, sales v.p.
- FANON ELECTRIC CO., Inc.**—98 Berriman St., Brooklyn 8, N.Y. Midway 7-3400. Walter Nachtigall, v.p.; Murray Trotiner, sales mgr. "Fanfare."
- FISHER RADIO CORP.**—21-21 44th Dr., Long Island City, N.Y. Exeter 2-2500. Avery R. Fisher, pres. James J. Parks, director of sales.
- GRANCO PRODUCTS, Inc.**—36-07 20th Ave., Long Island City, N.Y. Ravenswood 1-0400. Henry Fogel, pres.; Seymour Napolin, v.p.; Alexander Freeman, treas.; Gene Gold gen. sales mgr.
- GUILD RADIO & TELEVISION CO.**—460 N. Eucalyptus Ave., Inglewood 3, Cal. Oregon 8-7771. Jack E. Ackerman & Lou Dolgin, partners. "Grafonola," "Bonnet Box."
- HOFFMAN ELECTRONICS CORP.**—3761 S. Hill St., Los Angeles 7, Cal. RI 7-9661. H. Leslie Hoffman, pres.; C.E. Underwood, v.p. & treas.; Paul E. Bryant, sales, v.p.
- MAGNAVOX CO.**—2131 Beuter Rd., Ft. Wayne, Ind. Eastbrook 9721. Richard A. O'Connor, chairman; Frank Freimann, pres. Magnavox-Spartan div. (TV-radio-phonos); Leonard F. Cramer v.p. & gen. mgr.; George H. Fezell, merchandising director. Sentinel radio div.; Verne Roberts, sales mgr.
- MAJOR ELECTRONICS CORP.**—762 Wythe Ave., Brooklyn 11, N.Y. Main 4-2557. Murray Schrier, pres. & sales mgr. "Majorette."
- MOLDED INSULATION CO.**—335 E. Price St., Philadelphia 44. VI 4-2626. Wm. T. Bradbury, pres.
- MOTOROLA, Inc.**—4545 Augusta Blvd., Chicago 51. Spaulding 2-6500. Paul V. Galvin, chairman; Robert W. Galvin, pres.; Edward R. Taylor, exec. v.p., consumer products; Allan G. Williams, gen. sales mgr.
- M-P ENGINEERING CO.**—Fairfield 3, Conn. Amherst 8-2385. M. Paneyko, gen. mgr.
- OLYMPIC RADIO & TV (Div. of Siegler Corp.)**—34-01 38th Ave., Long Island City, N.Y. Exeter 2-5200. Morris Sobin, pres.; Morton M. Schwartz, sales v.p.
- PACKARD-BELL ELECTRONICS CORP.**—12333 W. Olympic Blvd., Los Angeles 64, Granite 7-6721. H. A. Bell, chairman; R. S. Bell, pres.
- PHILCO CORP.**—Tloga & C Sts., Philadelphia 34. Nebraska 4-5100. James M. Skinner Jr., pres.; John M. Otter, exec. v.p.; James J. Shallow, gen. mgr., home radio div.
- PILOT RADIO CORP.**—37-06th St., Long Island City, N.Y. Stillwell 4-5454. Isidor Goldberg, pres.; Joseph N. Benjamin, exec. v.p.; L. M. Sandwick, v.p. sales; J. W. Wyckoff, secy.-treas.; Arnold Platt, adv. mgr. "Encore," "Ensemble."
- RADIO CORPORATION OF AMERICA**—Radio & Victrola div., Camden 8, N. J. Woodlawn 3-8000. Ray Saxon, v.p. & gen. mgr.; Louis J. Collins, gen. sales mgr.; A. R. Baggs, merchandising mgr.; O. D. Center, controller; Russell E. Connely, adv. & sales promotion mgr.
- SENTINEL**—See Magnavox.
- SONORA CORP.**—2023 W. Carroll Ave., Chicago 12. HA 1-6330. T. F. Kelly, pres.; J. H. Solomon, sales mgr. "Sonora," "Clinton."
- SONIC INDUSTRIES**—19 Wilbur St., Lynbrook, N.Y. Lynbrook 9-1011. Ben Burns, pres. "Music Master."
- STELMAN PHONOGRAPH & RADIO CORP. (Div. of Herold Radio & Electronics Corp.)**—2-30 Anderson Ave., Mt. Vernon, N.Y. Mount Vernon 4-1500. R. J. Kalb, chairman; P. E. Featherston, exec. v.p.; Leonard C. Truesdell, v.p.-director of sales.
- STROMBERG-CARLSON CO. (Div. of General Dynamics Corp.)**—1400 N. Goodman St., Rochester, N.Y. Fillmore 2-8000. Special products div.: A. G. Schifino, v.p.; R. O'Brien, gen. sales mgr.; S. E. Guzzy, hi-fi sales mgr.; Ken Juno, adv. mgr.
- SYLVANIA ELECTRIC PRODUCTS, Inc.**—700 Ellicott St., Batavia, N.Y. Batavia 3470. R. L. Shaw, gen. sales mgr.; J. R. Suor, sales mgr., radio & hi-fi; G. T. Stewart, national sales mgr.
- SYMPHONIC ELECTRONIC CORP.**—235 Jersey Ave., New Brunswick, N.J. Charter 7-3700. Max J. Zimmer, pres.; Howard A. Jacobs, treas.; Bernard H. Lipkin, secy.
- TRAVLER CORP.**—571 W. Jackson Blvd., Chicago 6. Harrison 7-9151. Joseph Friedman, pres.; I. Edelstein, v.p.; Ellis Friedman, v.p.-mfg.; H. J. Schulman, asst. to pres.
- TELEPHONE CO. OF AMERICA**—1668 Webster Ave., N.Y. Cypress 9-1900. Bernard Berger, pres. "Teletone."
- V-M CORP.**—4th & Park Sts., Benton Harbor, Mich. Walnut 5-8841. Victor Miller, pres.; Gene Miller, sales mgr.; Wm. Faulkner, chief engineer.
- VANITY FAIR ELECTRONICS CORP.**—50 S. 4th St., Brooklyn 11, N.Y. Evergreen 7-2018. Marvin Frank, pres.; Stanley Cohen sales mgr. "Gotham," "Empire," "Imperial."
- WARWICK MANUFACTURING CORP.**—7300 N. Lehigh Ave., Chicago 31. Spring 4-6400. Lester J. Neuman, pres.; Charles N. Hoffman, director of sales.
- WATERS CONLEY CO.**—501 First Ave., N.W., Rochester, Minn. Atlas 2-2755. Fred C. Kennedy, pres. & gen. mgr.; G. H. Rissman, v.p. & sales mgr. "Phonola," "Melodier."
- WEBCOR, Inc.**—5610 Bloomingdale Ave., Chicago 39. Tuxedo 9-8500. Titus Haffa, chairman; Nicholas Malz, pres.
- WELLS-GARDNER & CO.**—2701 Kildare Ave., Chicago 39. Albany 2-8220. E. S. Alexander, pres.; Grant Gardner, sales mgr. "Airline," "Truetone," "Coronado," "Firestone," "Trans-American."
- WESTINGHOUSE ELECTRIC CORP.**—TV-radio div., Metuchen, N.J. Liberty 8-5000. E. J. Kelly, gen. mgr.; Thomas E. Kalbfus, gen. sales mgr.; Ralph H. G. Mathews, sales mgr. hi-fi dept.
- WHITLEY ELECTRONICS, Inc.**—Columbia City, Ind., 539 & 866. M. G. Wike, v. p., gen. mgr.; J. H. Moss Jr., sales mgr. "Murasonde."
- ZENITH RADIO CORP.**—6001 Dickens Ave., Chicago 39. Berkshire 7-7500. E. F. McDonald Jr., pres. & gen. mgr.; Hugh Roberson, sales mgr.; R. A. Donner, adv. mgr.

THE
AUTHORITATIVE
WEEKLY NEWS DIGEST
FOR EXECUTIVES OF THE
VISUAL BROADCASTING
AND ASSOCIATED
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ARTS AND INDUSTRIES

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with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — February 15, 1958

FCC PROBE GETS TENSE as Schwartz testifies about payments to Comr. Mack in return for "pledge" of vote for National Airlines in Miami (p. 1 & 9).

GLOBAL TV ON BRINK of vigorous expansion, led by commercial systems. Foreign TV's biggest year ended with 1089 stations, 68,700,000 sets in world (pp. 3 & 10).

PAY-TV HOLDUP BY FCC expected next week, despite possibility of Senate Committee action. Toll backers demand action against anti-toll stations (p. 3).

BARTLESVILLE TELEMEDIA system cuts monthly charge to \$4.95, adds community antenna, time, weather and music service as subscribers drop to 300 (p. 5).

WHERE ARE THEY NOW? Only 2 members of old Federal Radio Commission survive; 41 have served on FCC, of whom 10 are deceased (p. 7).

NEW WNEP-TV, SCRANTON begins operating on Ch. 16 as WARM-TV, Scranton & WILK-TV, Wilkes-Barre merge. New starters in Atlanta & Puerto Rico (p. 8).

FCC BACK AT ROUTINE during investigation interlude, issues 3 station CPs, 5 translator grants, approves station sales, allocations shifts, etc. (p. 9).

MANY TV STATIONS lost money in 1956 despite record industry sales & profits, FCC figures show (p. 11).

Manufacturing-Distribution

JAPANESE "INVASION" OF RADIOS and transistors bringing tough competition to U.S. manufacturers. Their labor costs about one-seventh ours (p. 12).

TAPE PROSPECTS SOAR as new Shure recording head doubles capacity of standard tapes & RCA experiments point to elimination of reel problem (p. 16).

FCC PROBE NOW GENERATING REAL HEAT: Nothing now can stop the Congressional probe into allegations of FCC wrongdoing -- and, at this writing, it even looks as though there may soon be some new faces on the Commission as well as some drastic changes in its mode of operation.

After dawdling with "flyspeck" evidence, publicity leaks and personal recriminations between its own counsel and the Moulder subcommittee majority -- Moulder quit as chairman this week and the full committee chairman Oren Harris (D-Ark.) took over -- the investigation struck what appeared to be "pay dirt." Its headlines at long last appeared to be justified, though the defense remains to be heard.

Comr. Richard A. Mack, Eisenhower-appointed Florida Democrat, who took oath July 7, 1955, was target of the latest onslaught -- charges that he accepted money from a person interested in a Miami TV application. Committee's ousted counsel Bernard Schwartz, appearing as a witness Thu., made the flat charges of "bribery." Mack started to fight back via the publicity route Fri., but won't get his real chance to refute until called as witness Feb. 19 or 20.

Who's next? Schwartz was a bum early in the week, when he was fired by the subcommittee majority and rushed with his files to the home of Sen. Morse (D-Ore.), onetime GOP maverick. He became a hero to many on Thu., when he produced 5 checks totaling \$2650 which Mack had received from a Miami attorney who, Schwartz charged, was "fixer" in the Ch. 10 case, getting Mack pledged to grant to National Airlines over strong adverse opinion of Examiner Sharfman and against 3 other applicants.

It's the first time in history, to our knowledge, that anyone has attempted to show that money was actually passed under the table to an FCC commissioner.

With witness Schwartz able to produce such evidence -- whether bribery is finally proved or not -- everyone now expects him to come up with more solid mate-

rial than his "petty cash" charges against Chairman Doerfer (Vol. 14:5-6). Burden is also upon him to prove his charges that there has been White House intervention in individual FCC cases, and that the subcommittee majority is attempting a "whitewash."

FBI entered into picture right after Mack checks were put in evidence, so that professional probing may now take the place of the Cohn-Schine type of sleuthing that so antagonized so many Congressmen against Schwartz.

Other repercussions now expected are almost endless. Miami Beach's ex-mayor A. Frank Katzentine, who owns radio WKAT and was one of losers in the Ch. 10 case and who had Examiner Sharfman's strongly-worded nod, may petition the Commission to reopen record even though National Airlines' WPST-TV is already on the air and his own court appeal is still pending. His counsel, ex-FCC chairman Paul A. Porter, may be expected to petition for reconsideration of the case on grounds of Mack's alleged dereliction. Mack voted with ex-Chairman McConnaughey, Doerfer & Lee. Bartley favored Katzentine, Hyde favored L.B. Wilson (now deceased), Craven abstained.

Many other defeated applicants in other competitive cases are waiting, too, for some sort of hook to hang petitions onto so as to reopen their cases; some think they can resuscitate cases long enough to get new commissioners to vote for them.

* * * *

Many people in Washington are still skeptical of young Dr. Schwartz, a law prodigy on leave from his New York U professorship. There's no question that he is a good student, has fine memory. But he sometimes seems extremely naive, even arrogant, expressing his "contempt" for the subcommittee majority in his statements to the press and TV-radio and even referring to subcommittee members as "you people."

But that apparent naivete, others insist, is really cleverness. Accompanied by 2 newsmen, one a reporter for Drew Pearson, the other for the Cowles newspapers, he indulged in an incredible action when he carted the subcommittee files to Sen. Morse's home at midnight -- in order, he maintains, to keep the investigation from being killed. Sen. Morse, following Congressional courtesy, returned the files to the House committee, of course, but joined in saying dirty work was afoot at the FCC and asked Senate to order probe of its own.

Schwartz resumes witness stand Mon. Feb. 17 at 10 a.m. in Room 1334, New House Office Bldg., to continue his efforts to substantiate charges in his Jan. 4 memo which he leaked to the press (Vol. 14:5). Also, it's hard to see how he can escape being asked to document his allegations of White House influence.

Even those who enjoy seeing the FCC ventilated denounced as "entrapment" use of a wire recorder hidden in a briefcase when Comr. Mack was interviewed. Even Sen. Morse was incensed. Schwartz insisted he had no intention of producing the recording unless Mack should backtrack on his statements to the investigators.

* * * *

Full-scale carry-through of probe is inevitable, because public now expects it and Congressmen of both parties are eager to show they aren't encouraging any whitewash. Rep. Harris is subcommittee chairman for the present, he says, and is looking for a new counsel. He says whole staff must be "rehabilitated" and reports he has enough money to continue investigation for rest of this year.

There's no secret that a lot of politicians, both Republican and Democratic, would like to turn off the probe. Many of them may be shown up for exerting their influence on behalf of constituents or political friends. It has ever been thus, from the very time the first Federal Radio Commission was founded.

There's renewed demand for change in laws or procedures that might eliminate opportunity for influence. One frequently suggested idea is to set up a specialized court, like the Court of Tax Appeals, to handle appeals on contested cases -- its judges cloaked with traditional unapproachability. Another idea is tenure on the Commission for life. Another is a code whereby no commissioner would discuss any pending case with any parties in interest -- unless it's non-competitive.

Some commissioners are agonized over the publicity, which condemned them before they could be heard. They feel all are under a cloud. Some have thought of volunteering now to expose their financial souls publicly -- but hesitate for fear of being considered as taking a holier-than-thou attitude at expense of colleagues.

[For more details about developments in the House probe, see p. 9.]

GLOBAL TV BEGINS REAL EXPANSION: As 1958 begins, TV can be called a 'global medium for first time. Sparked by mushrooming trend to advertising-supported programming, world TV finally seems to be on brink of a fabulous expansion.

Comparison of TV's 1957 growth in U.S. and rest of world serves to illustrate the coming-alive of TV in many nations:

U.S. -- Now has 531 stations, 47,000,000 sets-in-use. Increase since Jan. 1, 1957 totaled 33 stations (6.2%) and 5,000,000 sets (12%).

Rest of world -- Now has 527 stations, 21,600,000 sets-in-use. Increase since start of 1957 was 200 stations (60%), 7,400,000 sets (52%). Accretion of receivers was greater in foreign countries than in U.S. first time in any year since war.

World TV station count thus stands at 1089, sets-in-use at about 68,700,000 (including 31 transmitters of U.S. Armed Forces and the 85,000 U.S. sets they serve throughout world). In our count of foreign stations, we include regular transmitters, satellites, boosters, experimental units -- anything that sends picture-and-sound over air. Translators, however, aren't included in U.S. total (96 on air).

These figures are essence of World TV Directory section of our forthcoming 1958 Spring-Summer TV Factbook, based on extensive survey of world capitals, U.S. govt. agencies, equipment makers, etc. This is up-to-date edition of most accurate such directory extant, gives information on every station on air or imminent.

[For analysis of foreign TV growth during 1957 and country-by-country table of world TV stations and sets-in-use, see p. 10.]

PAY ISSUE MOOT--BUT BACKERS NOT MUTE: While toll-TV proponents pointed the finger at stations and networks and demanded punitive action, the feeling at FCC this week was that pay TV is no longer an issue -- and won't be for some time. This despite fact that Commission itself postponed until next week action on the House Commerce Committee's anti-toll resolution (Vol. 14:6).

As one commissioner explained it to us: "The whole issue is moot, since we don't have any applications. We're not sure it's necessary for us to do anything to respond to the Committee's resolution. If an application comes in, we'll have to take a position on it. But we do intend to discuss the whole thing next week."

FCC is expected to respond to resolution, nevertheless -- probably with a public notice, no order being necessary, for the resolution merely asks Commission not to grant toll-TV applications pending hearings on the 14 anti-pay-TV bills now before it. It didn't ask cancellation of Commission's proposal for toll trials.

Pay-TV proponents feel they still have one last-ditch hope. They reason that if Senate Commerce Committee votes to shelve an anti-toll resolution next week it might counterbalance House Commerce Committee action and serve to free FCC from its unwritten and extra-legal obligation to hold up the tests.

Senate Committee is slated to discuss anti-toll resolution Feb. 19 in executive session -- if resolution's backers still want to push it. Headed by Sen. Thurmond (D-S.C.), they'll be taking calculated risk if they insist on Committee vote, since only 6 of Committee's 15 members agreed to sponsor resolution. Five other members -- including Chairman Magnuson (D-Wash.) -- are on record as either favoring trials or opposing "interference" in FCC actions, and remaining 4 aren't on record on subject at all (Vol. 14:5).

There was no indication the FCC was specifically awaiting Senate Committee's action when Commission postponed consideration of House Committee resolution until next week. Explanation of postponement, as given to us, was that 2 commissioners

(Ford & Mack) were absent from meetings this week, and there was plenty of other pending and less important business which didn't require full FCC attendance.

There's little chance of any valid pay-TV applications being filed now, even though at the present time Commission legally must continue to accept them. Only major telecasting interest which had indicated intention to file -- RKO Teleradio -- is holding off now, pending clarification of FCC's position.

"We still have a basic interest in pay TV, and we still believe in it," RKO spokesman told us at week's end. "It's our feeling that if the principle of a test is upheld, we will go to the expense of negotiating and filing a firm and valid application. But at the present moment, we're holding everything in abeyance."

* * * *

Govt. action against networks and/or stations is being asked by 2 toll-TV proponents. Zenith pres. E.F. McDonald Jr., in press release this week, urged FCC to "investigate and proceed against the radio and TV stations which, at the urging and pressure of their networks and trade association, are using their licensed facilities in a high-pressure pitchman's campaign to induce the public to write Congressmen and Senators" against pay TV. He also said FTC and Justice Dept. should investigate possibility that stations may "unwittingly be joining into a conspiracy to kill off a potential new competitor in violation of Federal anti-trust laws."

Skiatron said it is filing "official action" with FCC Feb. 17, charging a "major radio-TV network with unethical acts and violation of FCC rules in its fight to prevent fair and public trial of subscription TV."

Joining proponents in demanding investigation, Sen. Long (D-La.) this week wrote FCC Chairman Doerfer stating that, if Zenith's accusations are factual, "then it would be true that certain TV licensees have improperly used their facilities and have violated their duties as licensees." He asked for report on stations' activities against subscription TV at Doerfer's earliest convenience.

Most newspapers which commented on House Committee's anti-toll resolution sided with fee-TV proponents in castigating Committee for "interfering" with FCC action. Particularly critical were N.Y. Times and Wall St. Journal.

"Compromise pay-TV proposal" -- to limit 3-year test to uhf stations -- was outlined in letter to Doerfer this week by Sol Sagall, pres. of Teleglobe Pay-TV System Inc. He plans to put same proposal to Senate Commerce Committee next week.

Though on-air trial of pay TV is being shelved, test of subscription TV by cable was ending its sixth month at Bartlesville, Okla., with indication that the public isn't buying -- judging from fact that number of subscribers has dwindled to about 300 from high of more than 500. [For story on how Telemovie operation there is being revamped to attract viewers, and other cable toll news, see p. 5.]

Multiplexed TV Shown: Billed as potential spectrum saver or method of telecasting pay-TV programs without blacking out free channel, "Bi-Tran" system of TV picture multiplexing (Vol. 13:38) was demonstrated by Blonder-Tongue Labs in Newark this week. As shown, system enables station to present 2 separate programs on one standard channel. Secondary, or "B" subchannel, was demonstrated with still picture while regular program was carried on subchannel "A." Company officials said "B" signal has 350 lines resolution. Gen. sales mgr. Joseph Kerner said "engineering refinements," including elimination of crosstalk between channels and improvement of contrast, are still necessary. He said decoder, or phase inverter, to enable home sets to receive secondary signal, would cost about \$50; station multiplexing equipment would cost about \$5000.

Italy's movie theatres closed for full day Feb. 12 in protest against TV & taxes.

Promoter of "invisible sell" technique, Precon Process & Equipment Corp., New Orleans, showed equipment and methods this week to FCC staffers now winding up investigation of engineering and legal aspects of subliminal advertising. After meeting, Precon spokesman said Paramount's KTLA, Los Angeles, still plans to test subliminal messages (Vol. 14:4,6) and that contract will be signed next week with a motion picture producer who plans to incorporate subliminal messages in movies for theatres. As to effectiveness of subliminal advertising, Precon spokesman told us: "The data available is not sufficient in any sense to make any claims possibly valid." He added that principle had been publicized "before its time" and that Precon would have preferred to wait for further research and extensive tests.

Canadian Assn. of Radio & TV Broadcasters holds annual meeting in Queen Elizabeth Hotel, Montreal, May 11-14.

Bartlesville in Trouble: In attempt to stem tide of cancellations and to "find the right formula" for adding subscribers, first wired subscription-TV system—Telemovies project in Bartlesville, Okla. (Vol. 13:51)—this week announced sharp reduction in monthly charge to subscribers and other significant changes in its operations and programming, beginning March 1.

In frank statement of 6-month-old experimental system's difficulties, Video Independent Theatres' pres. Henry S. Griffing revealed that total number of regular subscribers has dropped from high of 531 to about 300.

These changes will be effective next month: (1) Monthly charge will be reduced from \$9.50 to \$4.95, or less than 25¢ a movie. (2) "Current motion pictures" will be shown on single channel instead of 2, with continuous performances 7-11 p.m., eliminating daytime operation. (3) Second channel will be devoted to Muzak background music 7 a.m.-11 p.m., with continuous time and temperature report on screen. (4) All Telemovie subscribers will receive community antenna service, providing better reception of Tulsa's 3 channels without necessity of rooftop antenna installations. (5) "Great Artists" series of films of opera, ballet and classic drama will be presented as added attraction Sun. afternoons.

Subscribers will be able to see approximately same number of pictures as at present, Griffing said, movie channel offering at least 5 pictures a week. Metering system, announced several weeks ago, has been shelved because manufacturers say they won't have equipment ready in quantity before next fall. He said 100 meters will be installed in next few weeks for research purposes, and that regular pay-for-what-you-see metering would be tried only if new operation plan doesn't succeed.

"We are still trying to pinpoint the public's prefer-

ences," Griffing explained. "Although the initial response to Telemovies last fall was exceptionally good, we haven't added as many subscribers as we had hoped. Therefore we are changing the pattern somewhat, to see if we can find the right formula of price and programming."

Earlier, in a report to movie distributors, Griffing revealed system lost 146 subscribers in December, noting that Tulsa's TV stations had increased their motion picture features from 90 to more than 130 a month. He said Telemovie system may be "ahead of its time" by trying to interest viewers in recent pay-as-you-see movies before pre-1948 features have been played out on free TV. "At the present time I think TV has been tapping a lost market with the old motion picture features," he added. "These give as much satisfaction to the TV viewer as new features."

Wired pay-TV promoter International Telemeter, meanwhile, lined up some non-movie program material this week when it signed exclusive agreement with Madison Square Garden for experimental subscription-TV use of some of its attractions, including college basketball games and possibly ice shows and the circus. Telemeter spokesman said sample town in midwest will be wired up by June to test Paramount Pictures' Telemeter system.

Question of wired toll TV will be put to Los Angeles voters in June primary election, city clerk confirmed last week end in reporting that there were sufficient valid signatures on 2 petitions to assure public referendum. Voters will be asked whether grant of cable TV franchises to Skiatron and Telemeter-Fox West Coast Theatres should be revoked (Vol. 13:51, 14:4).

Applications by Skiatron and Telemeter for franchises in San Francisco continue to gather dust in pigeonhole, where they were placed last month for indefinite period by city fathers who were dissatisfied with firms' proof of financial responsibility and with their inability to supply details on plans for wiring city.

Clips from the Current Press—

(Digests of Noteworthy Contemporary Reports)

"TV's big gamble—feast or famine—is worrying lots of agencies and advertisers, especially as TV costs continue to rise and new stations split audiences and reduce ratings. But in the past 7 years many major advertisers have felt that they could not move to a higher plateau of business or increase their share of the market by any great degree without becoming successful in TV. Some have changed their minds. Some still feel that way. This situation has had a great deal to do with the unusual amount of turnover in agency accounts."—Charles T. Lipscomb Jr., pres., Newspaper Advertising Executives Assn.

"Now that radio has had a few prosperous years for itself, following the agonizing reappraisal caused by TV, even its most vociferous [sales] proponents are beginning to believe the bright things they have been predicting for it. In the early days of TV's surge, so much of their boastings sounded like whistling in a graveyard. Now, these fellows are beginning to look like sages of Socratic dimensions."—Joseph Kaselow, *N. Y. Herald Tribune*.


Sylvania's "profit improvement program" is subject of Feb. *Nation's Business* article titled "Employees' Ideas Ease Profit Squeeze."

The weekly show business magazine *Billboard*, which recently decided to get out of TV and concentrate on music, having recently acquired the magazine *High Fidelity*, this week announced sale of its weekly TV section and its monthly "TV Availabilities" to the bi-weekly *Television Age*. Sam Chase, TV editor & gen. mgr. of *Billboard*, becomes asst. publisher of *Television Age* under publisher Sol Paul, and the new features will start with issue of March 24.

"Wave Lengths Worth Millions: Nation's Biggest 'Giveaway'?" captions story in Feb. 14 *U. S. News & World Report*. Tenor of article is indicated by sub-caption: "A way to make a fortune: Get a good TV channel. Government gives them out free. Many are worth millions." It's all as simple as that, according to this spokesman for business—and its article is just about as informative.

Hi-fi fad and soaring phono sales (Vol. 13:51) are causing record companies to increase output of new LP albums by 50% over last year, according to lead article in Feb. 12 *Variety*. "It's developing into a wild production race that's already flooded the retailers with close to 100 new releases a month for Jan. & Feb.," the trade journal reported.

Televised surgical operations are bad for public health, says current *British Medical Journal* in editorial which states that if BBC carries out plans for such telecasts it is certain to increase "anxiety, hypochondria and neurosis."

 <p>Television Digest with ELECTRONICS REPORTS WYATT BUILDING, WASHINGTON 5, D. C.</p>	<p>MARTIN CODEL, Publisher ROBERT CADEL, Bus. Mgr. ALBERT WARREN, Senior Ed.</p>
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Personal Notes: John W. Guider, pres. and 10% owner WMTW, Poland Spring, Me. (Ch. 8) takes over temporarily as gen. mgr., succeeding John H. Norton Jr., resigned, according to Feb. 12 announcement by ex-Gov. Horace Hildreth, chairman; Guider, onetime partner in Washington law firm of Hogan & Hartson, who retired about 20 years ago to live in N. H., also is pres. and owns 32.8% of Concert Network Inc., operator of FM stations WXCN, Providence; WNCN, New York; WHCN, Hartford; holds CP for WBNC, Boston . . . Gilmore N. Nunn, part owner of WBIR-TV, Knoxville, departs shortly for month's tour of South America, first attending 5th annual assembly of Inter-American Assn. of Bestrs. at Punta del Este, Uruguay, March 10-15 . . . John E. Fetzer, pres. of WKZO-TV & WKZO, Kalamazoo, radio WJEF, Grand Rapids, and interested in other TV-radio properties, named chairman of American League TV-radio committee; he's part owner of Detroit Tigers baseball club . . . John G. Trezevant resigns as NAB news & publications mgr., joins *Chicago Sun-Times* . . . Bob Vache promoted to program director of KVAR, Phoenix, succeeding Wm. Robb, resigned . . . John Shaw, ex-WFBM-TV, Indianapolis, named program director of WOOD-TV, Grand Rapids, succeeding Frank Sisson, who joins sales staff . . . Hugh Barclay, ex-WEAR-TV, Pensacola, named sales mgr. of WALB-TV, Albany, Ga. . . Harrison Brooks promoted to chief engineer of WBAL-TV, Baltimore, succeeding Wm. C. Bareham, named technical operations director . . . Lowell H. MacMillan, from radio WHEC, Rochester, promoted to station mgr. of WHEC-TV & WHEC; Howard B. Mouatt promoted to chief engineer of stations . . . Stanley A. Westlake promoted to CBC-TV coordination officer, Toronto, replacing John Dunn, assigned to UN, N. Y. . . Jacques Liegenguth promoted to mgr. of new sales syndication div. of NBC's Cal. National Productions . . . Robert S. Taplinger resigns as Warner Bros. v.p. and adv. & public relations director to give full time to Robert S. Taplinger Assoc., public relations firm . . . Elizabeth Crawford, stage name of Martha Rivers (daughter of John M. Rivers, pres. & chief owner of WCSC-TV, Charleston, S. C.) is hostessing nightly classical music show on WCSC-FM . . . R. C. (Jake) Embry, exec. dir. of WITH, Baltimore, this week received Distinguished Mississippian Award bestowed by Gov. Coleman on natives living out of state who have distinguished themselves in education, industry & professions . . . Peter A. McGurk promoted to v.p. of Weed rep firm, headquartered in N. Y. . . Patrick T. Ahern, ex-Imco Container Corp., named asst. sales mgr. of Guild Films . . . Nathan Zucker, Dynamic Films pres., elected pres. of N. Y. Film Producers Assn . . . Elmer W. Lower promoted to director of CBS News operations, responsible for sports, special projects, syndicated news film, film production, program sales, information services.

Denny Promoted to RCA V.P.: Charles R. Denny, NBC exec. v.p.-operations for last 1½ years, moves up to parent RCA April 1 as v.p., product planning, a newly created post charged, as stated by pres. John L. Burns, with "responsibility for developing through long-range planning the direction [RCA] should take in evolving its process of growth." Coincident with the promotion, NBC pres. Robert Sarnoff was conferring with P. A. (Bud) Sugg about replacing Denny in charge of NBC's o-&o stations, spot sales, radio network, etc., though program subsidiary California National Productions, which also reported to Denny, will henceforth report to J. M. Clifford, exec. v.p., administration. Sugg, who directs the Gaylord (*Oklahoman*) stations, had not made his decision by week's end. Denny is a 1933 graduate of Amherst, 1936 graduate of Harvard Law School. He first served with Covington & Burling, Washington law firm, then joined FCC as asst. gen. counsel, rising to gen. counsel and appointed in 1945 as chairman at age 33—the youngest person ever to hold that post. He resigned in 1947 to join NBC as v.p. & gen. counsel.

Pioneer sportscaster Ted Husing, now 57 and recovering from a brain tumor which paralyzed and blinded him in 1954, this week told press, through his N. Y. agent, Mark Hanna, he was dismissed 3 weeks ago from CBS payroll. He now lives in Pasadena, had been getting \$150 a week from network which employed him from 1927 to 1946. He quit sports to become a \$250,000-a-year disc jockey, then went back to CBS but his sight has been impaired since he underwent operation, and no show could be found for him.

Robert J. Rawson, chief of FCC hearing branch, and Herbert M. Schulkind, asst. chief of rules & standards div., designated Commission counsel in network study hearing starting March 3 (Vol. 14:2-6).

Allan S. Austin elected pres. of Austin Co., big Cleveland architectural and construction firm which pioneered in TV-radio studio construction, continuing in charge of sales.

Obituary

Emanuel (Manie) Sacks, 56, NBC v.p. in charge of programs & talent and RCA staff v.p., died in Philadelphia's Albert Einstein Medical Center of leukemia Feb. 9, having been confined there since last Oct. A 1924 graduate of Pennsylvania Military Academy, trustee of that school and of the Einstein hospital, he started his career with the Levy brothers, then operating WCAU, Philadelphia, then worked for Music Corp. of America for 7 years and for CBS from 1940-50. One of the best known and best liked men in show business, he is credited with helping CBS lure Jack Benny and Edgar Bergen away from NBC and with helping launch the careers of such stars as Dinah Shore, Frank Sinatra, Harry James, Tony Bennett, Doris Day. RCA first hired him as director of artist relations for RCA Victor Records, and in 1953 he became its v.p. & gen. mgr. That year he also was named Philadelphia's "Man of the Year." A bachelor, he is survived by his mother, a brother, 3 sisters.

George J. Gercke, 53, USIA movie producer & director, died Feb. 8 in Naval Medical Center, Bethesda, Md., after long illness. Surviving are widow, 3 sons, daughter, brother.

Abraham H. Siegel, 28, ABC-TV research statistician, died Feb. 11 at Wadsworth Hospital, the Bronx. Surviving is his mother.

Do You Know That . . .

IN THE 31 YEARS of Federal regulation of wireless and wire services by means of Commissions, only 41 persons have held commissionerships—and the breath of scandal has touched very few of them. This despite political pressures obvious in every Administration, and despite broad policy determinations and frequent hairline decisions that often disgruntled many more people in the industry than they favored.

All but 2 of the 12 who sat on the old 5-man Federal Radio Commission (which existed Feb. 23, 1927 - July 10, 1934) have gone to their rewards. There are some (ourselves included) who think the first Radio Commission was the most distinguished, constructive, least politically-harassed and least political-minded of all the Commissions to date—though it must be conceded that wavelengths weren't so eagerly sought or so valuable in those days.

The first Commission was appointed by President Coolidge as a result of an act of Congress precipitated by Zenith's Comdr. Eugene F. McDonald's refusal to recognize the authority of the Dept. of Commerce's radio div. over the radio wavelengths. Basking in controversy then, as now, and first pres. of NAB (1923-25), McDonald's pioneer (AM) radio WJAZ, Chicago, jumped a wavelength of its own choosing, rather than accept the one assigned. Secy. Hoover's Dept. of Commerce and the Justice Dept. sued him, but he won all the way up in the courts—and Congress in a matter of months passed the Radio Act of 1927 fathered by the late Sen. Wallace White (R-Me.).

Heading the Dept. of Commerce radio div. at the time was Wm. D. Terrell, pioneer wireless man, very much beloved by all who knew him; now 86, he lives in retirement with his wife on Culpepper St., Warrenton, Va., and is in remarkably fine health despite a recent coronary that delayed their annual winter sojourn in Florida. Their son Wm. D. Jr. is a Washington physician.

* * * *

Four of the 5 men who sat on the first Federal Radio Commission are deceased. First Commission included Admiral W. G. H. Bullard, chairman, retired chief of Naval Communications, who died after only 8 months in office; Col. John F. Dillon, ship wireless veteran and California district chief for Terrell's radio div., who died just one month before Chairman Bullard; Judge Eugene O. Sykes, ex-Mississippi Supreme Court justice, later to become a chairman of FCC; Dr. Henry Adams Bellows, whose background was scholarship (Harvard, Oxford) and who was named as a "practical broadcaster" because he was original manager of Pillsbury Mills' WCCO, Minneapolis; he became a CBS v.p. after he failed of confirmation after only 7½ months in office.

Only member of the first Commission still surviving is Dr. Orestes H. Caldwell, McGraw-Hill trade paper editor and an engineer, who master-minded the radical radio "reallocation of 1928." He's also credited with coining the term "electronics"; now 70, he lives in retirement at Stamford, Conn.

Sam Pickard, only other surviving member of the old FRC, was its first secy. Appointed to the Dillon vacancy, he served until 1929 when he became a CBS v.p. He amassed a fortune in speculation, including station ownership, retired in his thirties to become a gentleman farmer in No. Carolina. Last reports were that he owned and

operated Paradise Point, at Point Paradise, Fla., posh fishing resort on Crystal River, some 60 mi. north of Tampa—but he's reported to have sold that out recently.

* * * *

Of the other members, all deceased, Harold A. Lafount, Salt Lake City business man and bishop of the Mormon Church, succeeded to Admiral Bullard's vacancy, though Judge Sykes was designated chairman. Lafount's daughter Connie is wife of George Romney, pres. of American Motors (Rambler) who's much in the business news lately; a nephew, Ashley L. Robison, has interests in TV stations in Enid, Okla., Rockford, Ill. and owns KOVO, Provo, Utah.

Judge Ira E. Robinson, named in 1928, later to become chairman, was ex-chief justice of the W. Va. Supreme Court. Maj. Gen. Charles McK. Saltzman, retired chief of Army Signal Corps, also served as chairman later; his son, Charles E., like his father a West Pointer, started his civilian career with N. Y. Telephone Co., served as Asst. Secretary of State, then Undersecretary of State, was secy. & v.p. of N. Y. Stock Exchange 1935-49, with 6 years of time out for distinguished war service, is now partner of Henry Sears & Co., N. Y. bankers.

Serving until FCC was set up in 1934 were Wm. D. L. Starbuck, N. Y. patent attorney, who returned to that practice for about 15 years before he died; Thad H. Brown, ex-Lt. Gov. of Ohio, whose son Thad Jr. is TV director of NAB; James H. Hanley, Omaha politician, who was in office only 15 months.

Judge Sykes, Democrat, and Thad Brown, Republican, were carried over to the 7-man FCC by appointment of President Roosevelt when it was set up July 11, 1934. About the 31 persons who since its inception have served on FCC—10 of them deceased—we'll report next week.

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Tax exemption certificate in sale of WBRC-TV, Birmingham (Ch. 6) with WBRC, was denied Storer Bcstg. Co. this week. Station was sold to Taft family for \$6,350,000 (Vol. 13:13-14:19). FCC stated it could find no reason to change policy adopted Sept. 27, 1956—i.e., to grant exemption only when station sales are forced by Commission action.

Boston's WHDH-TV disputes claim of Ft. Worth's WBAP-TV that its 1½ hours of live color per day (Vol. 14:5) tops all others. Leslie G. Arries Jr., station mgr., writes that WHDH-TV telecasts 3 hours of local live color Mon. thru Fri., 45 minutes Sat., which he claims is record.

CBS-CBC newsfilm exchange agreement, providing for full reciprocity, has been negotiated by CBS.

Map of TV Cities & Network Routes

OUR NEW WALL MAP, to accompany forthcoming *TV Factbook No. 26*, brings up-to-date the locations of all stations on air and extensions of network connections. The only current TV wall map extant, it shows all U. S., territorial, Canadian and Mexican border stations now operating or due to be operating by this spring; all cities with TV applications pending or CPs granted; present and projected AT&T microwave & coaxial circuits, accurately drafted; all station-owned microwave links and off-air pickups; handy table of stations with call letters and channels. Extra single copies of map are \$1.50; 10 copies, \$11.25; 25 copies, \$18.75.

New & Upcoming Stations: Corporate merger of WARM-TV, Scranton (Ch. 16) and WILK-TV, Wilkes-Barre (Ch. 34) into Northeastern Pa. Broadcasting Co. was authorized by FCC this week—and they're now operating as WNEP-TV, Scranton (Ch. 16) with WILK-TV temporarily retained on Ch. 34 as a satellite. Plan is to operate them later as one station, with studios in Scranton, and converted transmitter at Wilkes-Barre site. Controlling new corporation is Transcontinent TV Corp., which paid \$1,500,000 for 60% interest, with WILK-TV principals (Thomas P. Shelburne, Mitchell Jenkins, et al) and WARM-TV principals (Wm. Scranton, Martin Memolo, et al) holding 20% each (Vol. 13:42, 46). New owners are required to dispose of radio WARM within 90 days. Shelburne is v.p.-gen. mgr., Memolo v.p., engineering. Transcontinent also owns WROC-TV, Rochester (Ch. 5), WGR-TV, Buffalo (Ch. 2), 50% of WSVA-TV, Harrisonburg, Va. (Ch. 3).

Total of on-air stations rises to 531 (91 uhf) as educational WETV, Atlanta (Ch. 30) starts operation Feb. 17 with programs aimed at elementary and high schools, and as WSUR-TV, Ponce, P.R. (Ch. 9) gets under way as an affiliate of WAPA-TV, San Juan (Ch. 4). Atlanta station has 12-kw GE transmitter, 470-ft. Truscon tower with GE antenna at 740 Bismarck Rd. NE, where \$300,000 plant houses both TV and FM radio WABE. It's 31st educational on air, is directed by Haskell Boyter with T. W. Cowan Jr. as chief engineer.

Puerto Rican station is city's second, is designed to provide coverage now unavailable from WAPA-TV because of intervening mountains. It has Adler transmitter with 200-ft. Lehigh tower and 6-bay RCA antenna on Maravilla Mt. Owner and chief engineer is Ralph Perez Perry, also holder of CP for WKBM-TV, Caguas (Ch. 11) and radio WKVM, San Juan. Mariano Angelet Esecudero, from WKVM, is gen. mgr.; Jorge Luis Cebollero, station mgr. Base hour is \$150, rep Pan American.

Tall Tower Turndown: Washington Airspace Panel this week turned thumbs down on 27th antenna site surveyed by Louisville's WHAS-TV in its 5-year search for suitable location for tall tower (Vol. 13:9, 13, 26). Recommending rejection of proposed 1859-ft. structure NNE of Louisville, Panel said it would approve tower of 500 ft. at same location, or tower of greater height south or southwest of Ft. Knox, Ky., provided it's located off the airways. Meanwhile, WHAS-TV continued to press for FCC approval of proposed tower site despite ASP turndown, with pre-hearing conference scheduled by Commission Feb. 18. WHAS-TV's invitation to competitor WAVE-TV to share its proposed tall tower (Vol. 14:5) drew reply from WAVE-TV mgr. Nathan Lord inviting WHAS-TV to join WAVE-TV and CP-holder WEZI (formerly WKLO-TV) at existing site at Bald Knob, Ind. At this week's meeting, Washington ASP also disapproved proposed 753-ft. tower of CP-holder WNBE-TV, New Bern, N. C. (Ch. 12) because of its proximity to Marine Corps airfield, but suggested that acceptable site could be found nearby. Panel approved 839-ft. tower site near Baton Rouge for WDAM-TV, Hattiesburg, Miss. (Ch. 9), which has petitioned FCC for move to Baton Rouge.

Triangle's WNBC-TV, Binghamton, N. Y. (Ch. 12) went on 24-hour day 7 days a week as of Feb. 10, v.p. Roger W. Clipp observing this was best way to serve multi-shift workers in its highly industrialized area.

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

KVIQ-TV, Eureka, Cal. (Ch. 6), changing call from KHUM-TV, plans March 1 programming in association with KVIP-TV, Redding, Cal. (Ch. 7), which owns 50%, reports Carroll R. Hauser, pres. & owner of other 50%. It will be city's second, KIEM-TV (Ch. 2) having started in Oct. 1953. RCA 5-kw transmitter has been installed in studio-transmitter building, but work on 200-ft. self-supporting tower with 3-bay antenna hasn't begun. Base hour will be \$150. Rep will be Hollingbery.

KDPS-TV, Des Moines (Ch. 11, educational), expects to have building ready next summer, plans Aug. 12 start, reports C. F. Schropp, director of audio-visual education for grantee Des Moines School District. Transmitter equipment is being donated by Cowles Bcstg. Co., 60% owner of KRNT-TV, Des Moines (Ch. 8). It will have tower on top of building, 300-ft. above ground.

WFPK-TV, Louisville, Ky. (Ch. 15, educational) has ordered RCA transmitter for March delivery, plans start in Sept., reports Richard VanHoose, supt. of Jefferson County Public Schools, also trustee of grantee Louisville Public Library. Ideco 384-ft. tower of library's FM radio WFPK was designed to accommodate TV antenna, due to arrive March 15.

CKBL-TV, Matane, Que. (Ch. 9) has ordered RCA transmitter for April delivery, plans Aug. programming, writes Ivan Fortier, operations mgr. Transmitter house is half complete; studio equipment is to be installed in May, when work begins on 175-ft. Wind Turbine tower, which will have 250-ft. 18-slot wavestack RCA antenna. Rene Lapointe, from radio CKBL, will be gen. mgr. Rates not set. Rep will be Jos. A. Hardy & Co. Ltd.

Power increase: WSJV, Elkhart, Ind. (Ch. 52) began programming on Ch. 28 Feb. 14 with 231-kw ERP from site near Mishawaka, Ind.

KGEO-TV, Enid-Oklahoma City (Ch. 5) will have 5 Rockford, Ill. businessmen as minority owners, according to application filed with FCC, following recent formal transfer of station to L. E. Caster, now 75% owner, and Ashley L. Robison, 25% (Vol. 14:5). Caster, ex-pres. of WREX-TV, Rockford, will reduce holdings to 41.5% in new Caster-Robison TV Corp.; Robison will retain 25%; Phil Banta, ex-pres. of KGEO-TV, will regain 10%. Rockford investors are Scott Webster, 10%; Frank Franzen and Ken K. Clark, 5% each; Joe Baisch, ex-gen. mgr. of WREX-TV, 2.5%; Clint Maslen, 1%.

TASO activities will be discussed at final session of NAB Broadcast Engineering Conference during NAB convention April 27 - May 1 in Los Angeles' Statler Hotel. April 28 TV session will take up monochrome and color tape recorders, 3-image-orthicon color camera; April 29, new image orthicon tube, TV broadcast repeaters.

J. Smith Henley, ex-FCC associate gen. counsel, now director of Dept. of Justice's newly organized Office of Administrative Procedure, will be speaker on that subject at luncheon meeting of Federal Communications Bar Assn. in Washington's Willard Hotel, March 4.

Single TV application filed this week was by owners of KHOL-TV, Kearney, Neb. (Ch. 13) and satellite KHPL-TV, Hayes Center, Neb. (Ch. 6), seeking Ch. 3 in Sterling, Colo. This brings total to 119 (28 uhf) for stations. [For details, see *TV Addenda 26-C* herewith.]

FCC Investigation Climax: High point in week's developments in House subcommittee investigation of FCC (p. 1) came Feb. 13 when Dr. Bernard Schwartz, who had been fired as counsel of group early in week, was on witness stand to present evidence he had of wrongdoing in FCC. He was accompanied by his personal counsel Herbert Wachtell, who had served on subcommittee staff.

Schwartz produced 5 checks totaling \$2650 cashed by FCC Comr. Richard A. Mack, issued by Thurman Whiteside, Miami attorney. These were received by Mack after he joined Commission and while Miami's Ch. 10 comparative case was pending. National Airlines won final decision in 4-1-1 vote. Schwartz then read affidavit from Miami Circuit Court Judge Robert Anderson in which Anderson stated that his law firm, before he became judge, had retained Whiteside to handle National Airlines TV case.

Schwartz testified that Mack told his investigators checks were loans from Whiteside; that the two had been friends since they were 18; that he'd borrowed from him through the years. Schwartz said Mack first stated he'd paid some back, later said he couldn't remember doing so, also said some of loans had been "forgiven."

Schwartz and Wachtell then disclosed latter had wire-recorded (with Minifon) interview in which Mack made "key admissions" about payments and about knowing Whiteside was working for National Airlines.

Schwartz then said that A. Frank Katzentine (WKAT, Miami), one of losers in Ch. 10 case, got word from Sen. George Smathers (D-Fla.) that Mack was "pledged" to National Airlines, urged him to try to get "release" from pledge. Schwartz reported that Katzentine said he asked friends of Mack—Perrine Palmer and Jerry Carter—to see whether they could get Mack to get release from pledge to Whiteside; that Mack tried but couldn't.

* * * *

There was considerable cloak-&-dagger stuff earlier in week. Rep. Harris (D-Ark.), chairman of full Commerce Committee, asserted Schwartz had obtained \$400 expenses from subcommittee for trips to New York but in reality used money for moving expenses. Amid assertions by subcommittee members that Schwartz was "contemptible liar," etc., and Schwartz's shouts that he had nothing but contempt for most members of group, he was fired.

Schwartz then ran to Sen. Wayne Morse (D-Ore.) and Sen. John J. Williams (R-Del.) with subcommittee files, leaving them with former; Schwartz's wife also delivered some to Morse. Later, Morse returned material to Harris—but took to Senate floor to demand a Senate investigation, claiming that documents show Administration is "honeycombed with immorality." Schwartz said he gave Morse files because he feared subcommittee was going to "whitewash" FCC and other agencies.

Administration figures were brought into case by Schwartz in his Feb. 13 testimony. He said he had copies of 2 letters from presidential asst. Sherman Adams to Murray Chotiner, onetime political advisor to Vice President Nixon. He didn't disclose contents—but said they involved airlines case. He said he had planned to develop information on "influence" role, in connection with regulatory agencies, played by President Eisenhower's brother-in-law Col. George Gordon Moore, and by former presidential patronage aide Charles F. Willis Jr. and Secy. of Commerce Sinclair Weeks. Schwartz also said Thomas E. Dewey refused to supply information so that investigators could check allegations that his law firm got "non-legal"

\$150,000 fee in Eastern Airlines case before CAB. Dewey firm promptly denied it did any "non-legal" work on case.

Attorney General Wm. P. Rogers said he was putting FBI on case shortly after Schwartz left the witness stand. Then, Whiteside and National Airlines pres. G. T. Baker attacked Schwartz, said Whiteside had never represented the airline, asked to testify. Mack sent letter to Harris Feb. 14, asking for "an early opportunity to . . . answer the unsubstantiated charges, accusations, innuendoes and distortions so recklessly made by Bernard Schwartz."

Schwartz resumes witness stand Feb. 17 to continue giving basis for his charges of misconduct. Figures in Miami TV case are called for Feb. 18-19—Anderson, Whiteside, Palmer and Paul Scott, latter a member of law firm Anderson had left and a director of National Airlines' TV subsidiary. Mack is due to testify Feb. 19 or 20. He told reporters he had no thought of resigning.



FCC Works on Backed-Up Agenda: Getting a breather in sensational House subcommittee investigation (above), FCC tackled backlog of work—granting CPs, approving sales, setting hearings, shifting channels, etc. Here are CPs:

San Francisco, Ch. 38, Golden State Telecasting Co. (realtor Marvin Kratter, 100%); International Falls, Minn. Ch. 11, Minneonto TV Inc. (2700 stockholders headed by LeRoy E. Phaklides); Memphis, Tenn., Ch. 48, Malco Theatres (M. A. Lightman, pres.), also applicant for uhf in Davenport, Kansas City, Columbus (O.), Oklahoma City, Utica.

Translator CPs: Twentynine Palms, Cal., Ch. 70; Redwood Falls, Minn., Ch. 70 & 77; Libby, Mont., Ch. 78; Powers, Ore., Ch. 76.

Also authorized were intercity relays—to KIDO-TV, Boise (Ch. 7) to pick up KLIX-TV, Twin Falls (Ch. 11), and to KDUH-TV, Hay Springs, Neb. (Ch. 4) to pick up KOTA-TV, Rapid City, S. D. (Ch. 3). [For details of foregoing, see *TV Addenda 26-C* herewith.]

* * * *

FCC allocations actions: (1) Instructed staff to draft rule-making to allow WKTV, Utica, to move to site 169 mi. from WCBS-TV, New York (Ch. 2), as it shifts from Ch. 13 to Ch. 2. Since site is 1 mi. less than specified in rules, it's expected objections will be filed by CBS and by Maximum Service Telecasters; latter has already objected to another WKTV proposed site which was 3-mi. short of rules-required 60 mi. from WSYR-TV, Syracuse (Ch. 3).

(2) Authorized WTAE, now assigned to McKeesport, Pa., to identify itself as Pittsburgh station, its Ch. 4 to be allocated from Irwin, Pa. to Pittsburgh, effective March 20.

(3) Denied WATR-TV, Waterbury, Conn. (Ch. 53) petition to shift to educational Ch. 24, latter channel to come from Hartford. Commission stated educators have shown sufficient "active interest" in Ch. 24 to warrant leaving it undisturbed.

(4) Threw into one proposed rule-making proceeding the 5 complicated proposals & counterproposals for adding Ch. 8 to one of several cities—Greensboro, Winston-Salem or High Point, N. C. (*TV Addenda 25-S, 25-W, 25-Y*).

(5) Substituted Ch. 75 for Ch. 74, Lewistown, Pa., to permit grant of Ch. 74 translator in No. Warren, Pa.

KTVH, Hutchinson, Kan. (Ch. 12) petitioned for shift of its channel to Wichita.

World TV Boxscore: Trend to advertiser-supported TV throughout free world (see p. 3) has sharply boosted growth potential of the medium, and American enterprisers now see increasing opportunities in TV abroad.

Last year saw foreign TV develop into lucrative market for U. S. programmers—first film, and now also kines—providing the margin of profit for some American film distributors, just as foreign movie sales have traditionally meant difference between loss and profit for theatrical film distributors.

From equipment sales standpoint, situation has resolved to "battle of the standards"—largely U. S. vs. British, German & Dutch manufacturers. Countries adopting U. S. 525-line standards by-&-large have been customers for American transmitters and receivers (though larger countries are striving rapidly to become self-sufficient in receiver manufacture)—while 625-line countries have been buying from Britain and Germany (though Dutch Philips sells sets for all standards).

U. S. 525-line market includes all of the Americas and most of Far East. Most of Europe is market for continental manufacturers of 625-line equipment. Near East, where TV is just beginning, is U. S.-British battle ground, some countries having chosen 525, others 625 lines—the majority now in process of making up minds.

With growth of commercial and privately owned TV, you can expect more foreign stations with American ownership ties—principally in smaller countries where laws don't bar foreign ownership participation. Several big American TV & theatre enterprisers are currently beating the foreign bushes for TV investment opportunity.

It's almost axiomatic that areas of TV's greatest growth are those where the advertiser helps foot the bill. One exception, which may even prove the rule, is United Kingdom, where BBC monopoly built up large set circulation before competitive commercial ITA came upon scene 2 years ago to round out TV service and give Britons a second wave of TV fever. It was success of commercial ITA on Britain's traditionally non-commercial airwaves which encouraged the big state-controlled broadcasting systems of Italy and Germany to go commercial this year—and also inspired commercial operations in Australia, Finland, Spain and elsewhere.

The 23 foreign countries which now carry some form of advertising on their TV systems have 377 of the 527 TV stations and nearly 16,690,000 of the 21,600,000 sets-in-use (though even in "commercial" countries, not all stations are commercial). The 21 countries without commercials have 150 stations, fewer than 5,000,000 sets.

Most spectacular station growth in 1957 was in Italy and West Germany, both currently accepting limited amount of commercial announcements—the former now

enjoying almost 100% nationwide coverage with network of 142 stations (though many are low-powered satellites) and the latter having 69 stations within its borders. Both countries are considering possibility of competitive privately-owned networks.

In Japan, where commercial TV operates along U. S. lines, the 5 commercial TV stations reportedly billed about \$5,000,000 in 1957. There are also 15 non-commercial outlets there, and some 65 CPs outstanding, more than half of them commercial.

Set sales are beginning to climb substantially in these 3 countries—West Germany having reached 1,300,000 sets-in-use by Jan. 1, 1958, Italy 750,000, Japan nearly 1,000,000. Leaders in receiver circulation continue to be United Kingdom with 9,000,000 (including unlicensed sets), Canada & USSR with about 3,000,000 each. Except for Germany, no other foreign country has more than 1,000,000 sets.

Six Iron Curtain countries have total of 73 stations, 3,370,000 sets—but 56 of these stations and 3,000,000 of the sets are in Russia, which reportedly is giving top priority to TV expansion, with 30 stations said to be in construction.

Latin American TV is led by Brazil, which reports 700,000 receivers tuning to its 7 stations, followed by Cuba with 19 transmitters, Mexico with 12, each estimating total sets at about 300,000. Set accretion and station construction continue at snail's pace in most Latin American countries, which nevertheless are among best customers for U. S. TV film programming.

Summarizing country-by-country TV directory in our 1958 Spring-Summer *TV Factbook*, to be published end of this month, this table shows world status of TV stations as of Feb. 15, 1958, and of sets-in-use as of Jan. 1, 1958:

Country	Stations	Sets	Country	Stations	Sets
Algeria	1	6,500	Monaco	1	6,000
Argentina	1	105,000	Netherlands	6	200,000
Australia	6	160,000	Nicaragua	1	1,200
Austria	8	30,000	Norway	1	100
Belgium	4	250,000	Panama ¹	—	8,000
Bermuda ¹	—	5,000	Philippines	1	12,000
Brazil	7	700,000	Poland	5	30,000
Bulgaria	1	500	Portugal	3	5,000
Canada	50	2,900,000	Rumania	1	8,000
Colombia	6	100,000	Saudi Arabia	1	750
Cuba	19	300,000	Spain	1	6,500
Cyprus	1	500	Sweden	4	65,000
Czechoslovakia	4	160,000	Switzerland	5	31,000
Denmark	4	100,000	Thailand	1	17,000
Dominican Rep.	3	7,500	Turkey	1	500
El Salvador	1	7,000	United K'dom	24	9,000,000
Finland	3	8,000	USSR	56	3,000,000
France	23	700,000	Uruguay	1	10,000
E. Germany	10	200,000	Venezuela	10	125,000
W. Germany	69	1,300,000	Yugoslavia	3	6,000
Guatemala	2	11,000			
Hong Kong ²	(1)	2,500	FOREIGN		
Hungary	1	2,000	TOTAL	527	21,615,750
Iraq	1	3,000	U. S.	531	47,000,000
Italy	142	750,000	U. S. Military	31	85,000
Japan	20	942,000			
Korea	1	2,200	GRAND		
Luxembourg	1	1,000	TOTAL	1089	68,700,750
Mexico	12	300,000			

¹ Viewers tune to U. S. Armed Forces stations.

² Closed-circuit cable system; not included in station total.

Look for American capital to appear in ownership of several European, and possibly some Latin American, radio and/or TV stations in near future. That is, providing the foreign govts. are more liberal about tolerating foreign ownership than is the U. S., which has strict restrictions on alien ownership. Several deals are known to be cooking quietly, notably one big one involving a radio station in continental Europe. A deal in the Dominican Republic whereby Frank Atlass, program director of Chicago's WBBM-TV and son of CBS Chicago v.p. H.

Leslie Atlass, was to have gone into partnership with ex-TV manufacturer Earl ("Mad Man") Muntz, the one-time Los Angeles used car dealer, was dropped after investigation. They looked into acquisition of a 25% interest each in HIT-TV, Ciudad Trujillo (Ch. 4) and its satellites; only TV operation in the country, it's presently controlled by J. A. Trujillo, son of the Dominican dictator.

New CBS-TV affiliate under Extended Market Plan: upcoming WABG-TV, Greenwood, Miss. (Ch. 6), effective about June 1.

More TV Financial Data: To anyone still laboring under delusion that any TV channel is quick & sure route to riches, a look at FCC's new supplementary tables on 1956 telecasting financial operations is strongly recommended. For they show that despite record gross and profit of industry as whole, just about 34% of nation's TV stations closed their 1956 books with red ink. Whether same condition obtained in 1957, we won't know until latter part of this year when next report is due.

Tables which supplement primary financial data released last fall (Vol. 13:34, 38) tell this story: Of 427 TV stations reporting on full year of operation, 281 reported profit for year, 146 reported loss. Losses weren't confined to uhf operations, either—94 vhf stations were among full-year losers, including 9 of the original 108 pre-freeze stations. Of 85 uhf outlets, 33 made money, 52 lost.

Percentage of losers declined slightly from 1955, when figure was about 40% of total stations (Vol. 12:30). Of stations on air only part of 1955, total of 31 ended year with loss, 7 with profit. About half of 1956's losers did gross broadcast business of less than \$400,000 each, though there were 13 deficit operators who took in more than \$1,000,000 in broadcast revenue.

Other new information brought out in FCC tables:

(1) Total non-network TV time sales for 459 stations were \$823,100,000, net time sales \$689,100,000 after commissions. Time sales were broken down thus: To national & regional advertisers, \$281,200,000; to local advertisers,

\$174,200,000. Network time sales totaled \$367,700,000. Talent and other incidental broadcast activities brought in \$207,800,000.

(2) Average pre-freeze station (excluding network-owned outlets) had total expenses of \$1,799,583, of which \$665,025 was paid out in salaries, \$260,234 for film, \$96,600 for talent, \$157,040 in depreciation and \$620,000 in other expenses. Average post-freeze outlet's total expenses were less than 1/3 of those of pre-freeze station's, coming to \$513,329, broken down thus: salaries \$186,488, film \$58,221, talent \$12,139, depreciation \$77,548, other \$178,933.

(3) Investment in tangible non-network owned TV station property totaled \$429,680,000 original cost, \$273,037,000 depreciated cost. Investment in networks and their stations was \$112,314,000 original, \$71,837,000 depreciated. Other 95 pre-freeze stations represented \$128,000,000 original, \$68,608,000 depreciated. Total for 269 post-freeze vhf's was \$146,620,000 original, \$105,579,000 depreciated; for 95 uhf's \$42,325,000 original, \$27,013,000 depreciated.

(4) All TV networks and stations employed total of 35,710 people—30,169 full-time, 5541 part-time. Pre-freeze station total was 8720 full-time, 1183 part-time, averaging 95 full-time & 12 part-time workers per station.

(5) Broadcast expenses of networks and stations (\$707,228,000) were broken down: technical \$117,718,000, programming \$380,046,000, selling \$59,955,000, general administrative \$149,509,000.

Full tables on 1956 broadcast revenues, expenses & income of TV broadcast service are available from FCC—or we'll get them for you.

Losses of WMBD Inc., Peoria, which started WMBD-TV (Ch. 31) Jan. 1, 1958, ran \$48,585 for 1957, \$24,511 for 1956, for combined TV-radio operation, according to balance sheet filed this week with application for shift to Ch. 25.

ADVERTISING AGENCIES: Thomas B. Adams elected pres. of Campbell-Ewald, succeeding Harry G. Little, who continues as chairman; Colin Campbell promoted to exec. v.p. . . . Wm. R. Hesse elected exec. v.p. of Benton & Bowles; Louis T. Steele, John F. Reeder & Edward W. Murtfeldt, senior v.p.'s . . . Ben Duffy, BBDO vice chairman, wins annual *Printers' Ink* gold medal award as outstanding member of adv. community . . . John K. Strubing Jr. retires as Compton vice chairman . . . Hiram S. Brown and Robert C. Lamb promoted to BBDO v.p.'s . . . Frank O'Connor, asst. v.p., TV-radio dept., Ted Bates & Co., transferred from N. Y. to Hollywood to head program development; Jerry Chester takes charge of program development in East . . . Dr. Herta Herzog, McCann-Erickson v.p. & research director, named chairman of Advertising Research Foundation's motivation research committee . . . J. Davis Danforth, BBDO exec. v.p., reappointed chairman of adv. & public relations div. of N. Y. Cancer Crusade . . . A. E. Staley III, ex-A. E. Staley Mfg. Co., named a v.p. of Dancer-Fitzgerald-Sample, Chicago . . . Richard J. Puff, ex-MBS, joins Sullivan, Stauffer, Colwell & Bayles as media research director . . . Miss Jody Hoffman, ex-NBC-TV, named public relations director of Hoffman Adv., N.Y. . . . John L. Bricker, ex-Whirlpool Corp., joins Kenyon & Eckhardt as v.p. of west coast operations.

Long-dangling Buick account, ex-Kudner and reputedly worth \$25,000,000 a year, went to McCann-Erickson this week; it must give up Chrysler account.

New rep: WKJG-TV, Ft. Wayne, to H-R Television (from Raymer).

Ad Tax Scheme Falters: Baltimore's special municipal levies on TV-radio and other advertising (Vol. 14:6), which other taxing bodies have threatened to copy, was being torn up this week by its drafters. Yielding to arguments by broadcasters & newspapers that 1958 city tax (4% on all sales, 2% on media) is business deterrent, Mayor Thomas D'Alesandro suddenly reversed himself, announced his administration plans repeal of ordinance next Jan. At same time he swung his political support to state legislation proposed by Md. Advertising Council to ban all such ad taxes. D'Alesandro said he wanted city tax to stay on books this year to raise needed revenue. But his capitulation on issue—"in view of the recession and the adverse effect it is having on Baltimore business"—strengthens media in 16 court suits, scheduled for argument next month, challenging levy on constitutional grounds. Mayor also said he would urge elimination of 13-mo.-old city tax on manufacturers' inventories & machinery, which already had caused some firms to leave Baltimore (Vol. 13:50). Meanwhile, new outcropping of ad tax scheme appeared in Canton, O., where city councilman "informally proposed" 4% levy which won no immediate support from others. And, W. Va. proposal to extend state sales tax to include 2% tax on ads appeared headed for State Senate pigeonhole.

Robert E. Eastman, ABN pres., and Edward J. DeGray, stations v.p., head delegation to 4 regional affiliate meetings this month: San Francisco, Fairmont Hotel, Feb. 17; Chicago, Drake Hotel, Feb. 20; New York, Waldorf-Astoria, Feb. 25, and New Orleans, St. Charles, Feb. 28.

SMALL RADIOS—NEW JAPANESE INVASION: What bothers the 50-odd U.S. manufacturers of radios and phonographs, now threatened with a veritable "invasion" of Japanese-made items, notably transistorized portable radios (Vol. 14:6), is that American tax money and American military guardianship are propping the economy of one of most skillful and enterprising peoples on earth.

They share that worry with makers of cameras, toys, stainless steel flatware, optical instruments & sewing machines. The Japanese products in these categories are also leaping our tariff barriers -- easily -- to compete in the U.S. market.

Germany presents a like threat -- less in small radios than large, notably radio-phonos in the \$200-\$300 bracket. But the German wage standard is higher and the American product is able to compete on more even terms.

TVs are unaffected yet by import competition -- but they may well be in due time. Certainly, when TV "goes transistor," the transistor-wise Japanese may pose a real threat. Right now, practically no TVs are imported into this country.

* * * *

We spent much of this week probing and trying to evaluate the Japanese radio import situation. Here's gist of what we found out from govt. and private sources:

Japanese radio production jumped from 1,000,000 units in 1952 to 2,000,000 in 1955 and 3,000,000 in 1956. Figure probably is 3,800,000 for 1957 and looks like 5,000,000 for 1958. The American market in 1956 took only 368,040 units, which at Japanese factory prices averaged about \$7 each -- to which, of course, had to be added the 12½% ad valorem duty and a fair profit to handlers.

We imported about 640,000 radios from Japan in 1957 -- and this year, so we're informed, figure may very well run 1,000,000. Japanese trade papers use rule-of-thumb that 30% of Japan's radios are exported, of which 70% go to the U.S.

What concerns American set makers most is not the 1,000,000 import units -- which would be about 10% of U.S. home market, measured by 1957 output (Vol. 14:6) -- but, as one executive put it to us: "They're hitting us in our growth area, or where our new business is -- in transistorized portables and pocket sizes. That's where our profit has been lately."

It's a 50% threat, not merely 10%, in the eyes of some U.S. makers, for the 1,000,000 Japanese imports will compete mainly against our 3,500,000 expected portable sales, of which at least 2,000,000 will be transistor portables. Japanese list prices for portables generally run \$10 to \$30 below ours.

"This is not dime-store stuff, either," said one maker. "They've got quality control over there now. The workmanship is good and the tone is good." When we do compete on price, we apparently do it by skimping on the number of transistors. For example, this week Philco beat the Japanese \$29.95 prices on 6-transistor portables (Vol. 14:6) by coming out with a 3-transistor set at \$19.95 ("no bigger than a king-size pack of cigarets"). Trav-Ler's 5-transistor unit lists at \$29.95.

* * * *

In the production of transistors themselves, the Japanese are coming along in a big way. In 1954, they produced only 11,623. Thenceforth, the output multiplied until it was estimated at 8,000,000 in 1957, probably more than 50,000,000 in 1958. So they'll be competing with our burgeoning transistor industry -- about 28,738,000 production in 1957 -- in the export of semi-conductors, too.

Thanks to mass production, average U.S. price of a transistor went down from \$3.10 in 1956 to \$2.40 in 1957. How much, it's being asked, can the Japanese save by increasing their transistor production some 700% this year?

Their labor factor is unbeatable. Govt. sources tell us U.S. radio production workers get about 7 times more than Japanese hand workers. And they look for no increase over there in hand-assembly costs in the near future.

Competition among Japanese radio manufacturers -- there are 36 firms known to be in the field -- is rising. As with TV here, competition may depress prices still further. In early 1957, it was thought that there were only 6 makers of transistor radios among Japan's radio manufacturers. By August 1957, there were 17, according to U.S. Dept. of Commerce list (\$2) which carries some familiar American brand names: Columbia, Crown, General, National, Sharp, Silver, Star, Standard. And these Jap brands: Hitachi, Kikusui, Koyo, NEC, Dianet, Sanyo, Toshiba, Sony.

* * * *

What can be done about it? "Not much," say industry spokesmen -- especially in light of our present reciprocal trade policy. Precedent shows that before any industry can ask for increased tariff protection it has to prove that import competition is literally destroying U.S. markets and forcing American labor out of work. This would be hard to prove, what with radio bounding back last year to an 8-year record high of 10,000,000 home units (not to forget 5,000,000 auto units, half of them transistorized) and expected to do even better in 1958.

As for a Japanese invasion of our TV market, it's probably a long way off; they now have all they can do to meet their own demands since TV began to boom in Japan (p. 10). TVs haven't passed 500,000 a year yet. Tokyo prices for 14-in. TVs are still higher in dollars than our prices here for even bigger sizes.

Japan's 5-year plan calls for increases from \$2.8 to \$4.7 billion in exports by 1962 -- with 41% increases in total production, 61% in industrial. The Japs mean business -- that's for sure.

TV-Radio Production: TV set production was 103,730 in week ended Feb. 7 vs. 119,748 preceding week & 101,932 in 1957 week. Year's 5th week brought production to 550,120 vs. 550,113 last year. Radio production was 224,149 (76,794 auto) vs. 245,861 (79,890 auto) in preceding week & 302,356 (127,822 auto) last year. For 5 weeks, production totaled 1,158,912 (422,868 auto) vs. 1,336,812 (649,446 auto).

Retail Sales: Jan. TV set sales at retail were 575,000 vs. 632,000 in Jan. 1957, reports EIA. Total inventory in pipelines at end of Jan. was 2,050,000 vs. 2,300,000 at end of last Jan. Radio sales at retail were 600,000 in Jan. (excluding auto & radio-phonos) vs. 580,000 (which statistically included auto & radio-phonos) in Jan. 1957. Total radio inventory at end of Jan. was 3,330,000, same as Jan. 1957.

Zenith Sues Admiral: Claiming patent infringements on 2 widely advertised features of its TV sets, Zenith filed suit Feb. 11 against Admiral in Chicago Federal Court asking injunction and treble damages. Amount of damages wasn't specified. Suit charges Admiral infringed on 5 Zenith patents involving "Space Command" remote control device and "Fringelock" circuit for holding sync in poor reception areas. Zenith alleges that Admiral hired former Zenith engineer, co-inventor of "Fringelock," to copy the device and that Admiral's fringe circuit is "substantially indistinguishable" from Zenith's. It states that Admiral's remote tuner is so similar that it can "partially control" Zenith sets and vice versa. Complaint says sales of "Space Command" sets have totaled more than \$36,500,000 since device was introduced in 1956, and that Zenith spent more than \$4,500,000 on research in last fiscal year. Admiral issued statement that it will soon file answer asking dismissal of suit and accusing Zenith of "seeking to stop progress through baseless court action lacking in validity." It said circuits and principles of "Fringelock" have been commonly used "over the past 4 decades," that ultrasonic "Space Command" principle was

published in detail, with formulas, by Lord Raleigh in 1877, is same principle used in automatic garage door openers. As to charge of hiring Zenith engineer to get details of "Fringelock," Admiral said engineer was hired 2 years after he quit Zenith and 3 years after the circuit was first incorporated in Admiral receivers. Admiral this week engaged Selvage & Lee as public relations counsel.

Repeal of excise taxes on TVs, radios, phonos, records and all appliances is proposed in S-3263 & S-3264, introduced this week by Senators Douglas (D-Ill.), Morse (D-Ore.), Carroll (D-Colo.). Bills would also eliminate taxes on luggage, admissions, sporting goods, etc., and would cut telephone, telegraph & transportation taxes by 50%. House Ways & Means Committee still has before it proposal to eliminate excise tax on TV sets equipped with all-channel tuners (Vol. 13:50-51). Committee sources say they don't know when subject of excises will be taken up.

Latest IRE TV standard—"Measurement of Luminance Signal Levels, 1958"—is carried in Feb. *Proceedings of the IRE*. Issue also includes index to all IRE standards on definitions of terms for 1942-57.

Trade Personals: Lloyd B. Kiely, ex-Philco of Canada, named to new post of gen. mgr., TV-radio div., Zenith of Canada, Windsor, Ont. . . . David G. Koch promoted to eastern district mgr., industrial sales, RCA electron tube div. . . . John R. Ward, ex-Pyramid Electric, ex-CBS-Columbia, elected comptroller of IT&T components div. . . . Richard T. Orth, ex-Westinghouse & RCA v.p., now v.p.-planning of Sanders Assoc., Nashua, N. H., reports his firm coming out with new product called "Flexprint" (flexible printed circuitry) . . . Don Ross promoted to national field sales mgr. of Pilot Radio, with headquarters in Chicago . . . Michael Ames, ex-Emerson, sets up Michael Ames Assoc., public relations firm, 251 W. 42nd St., N. Y. . . . Edward J. Gentry Jr., ex-Scranton Times, named mgr., general news, IT&T public relations dept. . . . Henry Onorati, ex-Dot Records, named pres. of newly formed 20th Century Records, subsidiary of 20th Century-Fox (Vol. 14:5); Lou Del Gurcio named v.p.; Donald Henderson secy.-treas. . . . Bradley B. Hammond, ex-Market Research Corp. of America, named to new Columbia Records post of director of market research, Clifford J. Benfield named director of organization development . . . Lewis Jesser resigns as sales administrator of Olympic of Cal., San Francisco, to become manufacturers rep.

James M. Toney, new RCA Victor TV div. v.p.-gen. mgr. (Vol. 14:6), announced Feb. 14 that top staff will continue in current positions: J. P. Bannon, sales mgr.; D. D. Cole, chief engineer; J. B. Davidson, purchasing agent; F. R. Demmerly, controller; B. S. Durant, administrator, color TV coordination; J. H. Hickey, administrator, black-&-white TV coordination; A. B. Mills, merchandise mgr.; C. N. Reifsteck, general quality control mgr.; H. M. Rundle, product development mgr.; P. R. Slaninka, personnel mgr.; J. M. Williams, adv. & sales promotion mgr.

RCA's policy of diversifying into new fields, pointed up with appointment of Charles R. Denny as v.p., product planning (see p. 6), was indicated with purchase this week of assets of Arlin Products Inc., 13541 Auburn St., Detroit, maker of custom-built equipment for factories such as conveyor belts. Company had wound up its business, but RCA took over payroll of 50, rental of building, production line.

Obituary

Wm. J. Barkley, 69, retired exec. v.p. of Collins Radio Co., whose home was in Contoocook, N. H., died Feb. 7 in E. Orange, N. J. As a young man, he founded Wireless Specialties Co.; later was gen. sales mgr. of De Forest Radio Co. He joined Collins in 1933 as gen. sales mgr., retiring in 1955. Surviving are widow, daughter, son, sister.

ELECTRONICS PERSONALS: Edward A. Link, originator of the Link trainer plane, elected pres., General Precision Equipment Co., Hermann Place continuing as chairman . . . Rear Adm. Frederick R. Furth, USN ret., IT&T director of research & engineering, elected a v.p. . . . David R. Hull promoted to new post of v.p. for Raytheon defense programs . . . I. Tunis Corbell promoted to mgr., microwave design engineering, GE communication products dept., succeeding A. Clarke Gunn, now mgr., design engineering for military equipment . . . John W. Lazur, ex-Servomechanisms Inc., named military operations mgr., DuMont industrial & military equipment div., succeeding J. Nelson Lord Jr., recently named asst. div. mgr. . . . Boyce Nemeck, ex-SMPTE exec. secy., named exec. v.p. of Reeves

DISTRIBUTOR NOTES: DuMont appoints 11 distributors for industrial TV equipment: Appliance Wholesalers, Portland, for Ore. & southwest Wash.; Ecko Sound Equipment, Minneapolis, for most of Minn.; Fentriss Sound Equipment, Oklahoma City, for Okla.; Foster Electronics, Escanaba, for northern Mich.; G&W Distributing, Phoenix, for Ariz.; Rocky Mt. Industrial TV, Denver, for Colo., Wyo. & most of Ida.; Sound Engineering, Dallas, for northeastern Tex.; Southeast Audio, Jacksonville, for northern Fla.; Southern Radio Supply, New Orleans, for southern La. & southern Miss.; Taylored Sound, Albany, for eastern N. Y.; Unitized Electronics, Cleveland, for northeast Ohio . . . Allied Appliances, Inc., Denver (Motorola), has been purchased by 3 employes who become new officers: W. G. Lujan, pres.; A. J. Nerone, v.p.; R. A. Hansen, secy.-treas. & Motorola sales mgr. . . . Ohio Appliances, Cincinnati (RCA), elects Earle F. Bracken v.p.; he continues as branch mgr. in new Reinhold Drive headquarters . . . Westinghouse names R. F. Castner asst. to C. V. Roseberry, midwest region v.p.; G. A. Corcoran succeeds him as Des Moines district mgr. . . . General Electric Appliance Co., Cincinnati, names W. S. McCoy mgr. of dealer sales, succeeding H. W. Burdekin, transferred to same post at GEA, Chesapeake branch, Washington . . . Hotpoint promotes Hal B. Avery to new post of sales planning mgr. for TV and names 4 new marketing counselors: Jacob L. Miller, southeast; Paul L. Sullivan, northeast; Harold P. Murphy, midwest; Mitchell M. Werwa, west coast . . . DuMont N. Y. Inc. promotes Jack Fieldsteel to field sales mgr. . . . Apollo Distributing Co., Newark (Zenith) promotes Wilbur Wosnitzer to sales mgr. of Zenith div.; names Phil Solow district mgr. . . . American Geloso (U. S. rep for Italian tape recorder) appoints Edelmuth & Co., Cleveland; Dymac Inc., Buffalo; Washington Wholesalers, Washington; Hall Co., Los Angeles . . . Hoffman Electronics Corp. consumer products div., names Samson Distributing Co., Pittsburgh, and Western Mass. Assoc. Inc.

More reports on 1957 TV sales by regions, as compiled by local electrical leagues (see also Vol. 14:5-6): Los Angeles—Distributors sold 320,002 TVs in 1957 vs. 350,602 in 1956, 26,276 TVs in Dec. 1957 vs. 36,701 in Dec. 1956; 416,134 radios in 1957 vs. 382,064 in 1956, 66,517 in Dec. 1957 vs. 63,614. Wichita—Dealers sold 16,000 TVs in 1957 vs. 20,185 in 1956, 2017 in Dec. 1957 vs. 2665.

Retail sales of household appliance & radio stores for 1957 were down 2.8%, according to Census Bureau year-end report issued this week. Dealer sales were \$3.9 billion in 1957 vs. \$4.1 billion in 1956; \$448,000,000 in Dec. 1957 vs. \$480,000,000 in Dec. 1956. TV, radio, appliance & electronic parts distributor sales were \$3.96 billion in 1957 vs. \$4 billion in 1956; year-end inventories were 2% below 1956.

Soundcraft . . . J. H. Dalton, ex-Fairchild Camera, named asst. to pres. of Servo Corp. . . . Wells R. Chapin promoted to sales mgr., northeast sales region, GE technical products dept. . . . J. Z. Millar named to head sales of Western Union technical services & equipment, adding to present duties as asst. v.p. of development & research . . . Everett A. Gilbert, Radio Frequency Labs engineering v.p., elected a director . . . James R. Brennan promoted to technical liaison asst. of Sylvania electronic systems div., Dayton . . . Jack A. Amsterdam resigns as adv. & sales promotion mgr. of American Electronics to join pres. James C. Killingsworth of Killingsworth Co. public relations firm, to establish Electronics Publicity Inc. of Cal.

Financial Reports:

OFFICERS-&DIRECTORS stock transactions as reported to SEC for Jan.: American Broadcasting-Paramount—John A. Coleman bought 500, holds 1000. Avco—Herman H. Kahn bought 1500, holds 2500; John A. McDougald bought 9000, holds 10,000; Matthew A. McLaughlin bought 400, holds 1075; Wm. I. Myers bought 500, holds 1000. C&C TV—Matthew Fox bought 7900, sold 1000 by pledgee, holds 617,200 of which 609,300 are collateral against loans. Decca Records—Samuel H. Vallance sold 2500, holds 500. DuMont Labs—Frederick H. Guterman bought 100, holds 400; Percy M. Stewart bought 900, holds 1000. Emerson—Benjamin Abrams bought 9400, holds 261,766 personally, 29,239 in trusts, 65,001 in foundations; Max Abrams bought 3700 and 600 more for trusts, holds 100,909 personally, 13,355 in trusts, 65,001 in foundations.

GE—W. R. G. Baker exercised option to buy 683, holds 12,974; John W. Belanger transferred 100, sold 1000, holds 11,163; Wm. R. Herod exercised option to buy 1930, holds 10,006; H. A. MacKinnon exercised option to buy 200, holds 6427; Francis K. McCune bought 1125, holds 7276; Harold A. Olson bought 297, holds 2307; Phillip D. Reed bought 3300, holds 10,000. Hazeltine—Wilfred M. McFarland bought 100, holds 734; James F. Harrigan bought 100, holds 528. IT&T—J. Patrick Lannan sold 5000 through partnership, holds 5000 in partnership, none personally; Edmund H. Leavey acquired 93 as compensation, sold 25, holds 286; Robert McKinney sold 29,000, holds 1000.

Loew's—Samuel J. Briskin bought 400, holds 900; George Killon bought 29,600, holds 30,600; Robert H. O'Brien bought 500, holds 1000. Magnavox—Frank Freimann bought 1500, holds 54,406. P. R. Mallory—E. L. Nung bought 800, holds 1228. Motorola—Paul V. Galvin sold 300 privately, holds 98,153 personally, 155,580 in trust; Robert W. Galvin sold 200 privately, holds 183,923 personally, 155,580 in trust; Edward R. Taylor bought 500, holds 3560. National Telefilm Assoc.—Robert Westheimer bought 200, holds 400. National Theatres—B. Gerald Cantor bought 15,000 through Cantor Fitzgerald & Co., holds 15,000 in Cantor Fitzgerald & Co., 1000 in First Nevada Corp., 10,000 in Cantor & Douglas, 5000 in Jay Stewart Inc., 69,000 personally; E. C. Rhoden bought 1000 through holding companies, holds 53,525 in holding companies, 35,800 personally.

Philco—C. F. Steinruck Jr. sold 400, holds 10,000; Wm. R. Wilson bought 601, holds 15,431. RCA—George Y. Wheeler II bought 100, holds 10,733 personally, 730 as custodian. Raytheon—Ernest F. Leatham bought & sold 5000, holds 5838. Republic Pictures—Douglas T. Yates sold 1600 through Tonrud Inc., holds 206,337 in Tonrud Inc., 3527 personally; Herbert J. Yates bought 4100, holds 57,160. Siegler—Donald Royce sold 1000, holds 13,416. Trans-Lux—Harry Brandt bought 425 and 850 more through foundations, holds 138,000 personally, 24,470 in foundations, 1400 in holding companies, 17,700 for wife; Richard Brandt bought 550, holds 10,650; Jacob Starr bought 500, holds 51,400.

Trav-Ler—Joe Friedman bought 8200, holds 221,233. Warner Bros.—Serge Semenenko sold 80,000, holds 80,000 personally, 2000 in trust. Webcor—James F. Raleigh bought 200, holds 305. Westinghouse—Fergus M. Sloan sold 400, holds 751; Leonard B. McCully sold 1073, holds 1300.

RKO Teleradio Pictures earned \$3,051,426 in fiscal year ended last Nov. 30 vs. \$2,530,961 in 10 months of fiscal 1956, when accounting delays prevented inclusion of full year's figure, according to consolidated report of parent General Tire & Rubber. Including RKO Teleradio earnings, General Tire's net income last year was \$11,300,355 (\$2.12 per share) on sales (excluding Teleradio's) of \$421,165,147 vs. \$10,860,129 (\$2.30) on \$390,471,355 year earlier.

Reports and comments available: On Collins Radio and on shift of consumer buying habits (in Dec. & Jan.) from autos to other products, from Hemphill, Noyes & Co., 15 Broad St., N. Y. On Westinghouse, by Orvis Brothers & Co., 14 Wall St., N. Y.

P. R. Mallory earned \$3,133,000 (\$2.04 per share) on sales of \$78,055,000 last year vs. \$3,065,108 (\$2.60) on \$68,915,049 in 1956, according to preliminary report which included operations of Radio Materials Co.

Assets of Airdesign Inc., maker of specialty transformers, have been sold by Tele-Video Corp. (controlled by Reeves Soundcraft Corp.) to Joseph M. Baxter, who becomes pres. of reorganized Airdesign.

Dividends: CBS Inc. "A" & "B," 25¢ payable March 7 to stockholders of record Feb. 21; AB-PT, 25¢ March 15 to holders Feb. 21; AT&T, \$2.25 April 10 to holders March 10.

Prime contract award to RCA for missile warning network which ultimately will cost about \$721,000,000 (Vol. 14:3-4) was announced officially this week by Air Force. At same time, leading subcontractors were named as Sylvania (primarily data processing), GE and Goodyear Aircraft Corp. Under separate contract, Western Electric will provide communications equipment linking new missile-detection system with SAGE early warning network. RCA stated it has been studying missile warning techniques for 2 years, independent of military contracts.

Electronics' share of military spending in fiscal year 1959 will be \$4 billion—record 25% of total Defense Dept. \$15.8 billion expenditure for major procurement, production, research & development, according to EIA projections based on recently released Federal budget. Federal spending for electronics has increased steadily from 16% in 1951 to 23% in both 1957 and 1958 fiscal years. In 8 years, electronics' cumulative share has been 19%—\$24.7 billion of \$128.1 billion defense total.

Electronically guided automobile, which travels along special one-mile stretch of road without human guidance, was demonstrated in Detroit Feb. 14 by General Motors. It was first full-sized automatically operated car to utilize principles developed and previously demonstrated by RCA team headed by Dr. Vladimir Zworykin (Vol. 13:42, 14:3) and will be used in development of complete automatic guidance system.

Business & Defense Services Administration of Commerce Dept.'s National Defense Executive Reserve adds these electronic industry executives as members: Richard B. Leng, Packard-Bell; Wm. T. Welsh, Raytheon; Raymond E. Carlson, Tung-Sol; Harry A. Ehle, International Resistance; Walter F. Joyce, Texas Instruments.

* * * *

Voice of Democracy had undemocratic overtones, U. S. Junior Chamber of Commerce inferred in withdrawing sponsorship of nationwide high school student script-writing contest which it shared jointly with NAB & EIA. JCC charged NAB used contest as a "lobbying device" and that, after carrying the ball at the local level, JCC failed to get due recognition when winners visited capital. NAB called withdrawal "headline grabbing attempt;" EIA termed timing unfortunate since it came just when "public attention was on national winners," adding that differences could have been adjusted. NAB & EIA plan to continue the 11-year-old contest; JCC plans one of its own. Almost lost in publicity over controversy were 4 national \$500 scholarship winners: David Hardacre, Piedmont, Cal.; Sharon McClelland, Portland, Ore.; Ross Fish, Phoenix; Barbara Mary Breaud, New Orleans.

GE is so confident FCC will eventually permit clear-channel radio stations to hike power from 50 kw to 500-750 kw, that it has announced plans for building the high power transmitters. Intention is to use GE's new 50-kw unit as driver for 500-kw amplifier, with still another unit to be added for 750-kw. Paul L. Chamberlain, technical products dept. marketing mgr., said price "will certainly be competitive"—about \$400,000.

National Telefilm Associates Inc. now owns 100% of KMGM-TV, Minneapolis (Ch. 9), having paid Loew's Inc. \$138,411.36 for its 25%—exactly what Loew's paid for the stock in 1956 as part of \$750,000 deal involving film purchases (Vol. 12:44). NTA acquired 75% control of station last year for \$650,000 (Vol. 13:34, 47). Call letters change March 9 to KMSP-TV.

FED

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — February 22, 1958

GENERAL BUSINESS RECESSION'S impact on TV-radio timebuying still vague (p. 1). Digest of Wall St. Journal bearish report on advertising (p. 10).

ANTI-SUBSCRIPTION-TV resolution approved by Senate Commerce Committee majority in contested vote; more hearings due. FCC again defers action (p. 2).

ILLEGAL VHF BOOSTER problem in FCC's lap again, with reply comments in. Stations worry about big-station invasion, uncontrolled interference (p. 3).

"ETHICS IN GOVT." demand raised in Congress as Harris hearings unearth more big politicians who sought to influence FCC, other agencies (pp. 4 & 5).

DOERFER GETS OVATION from NAB state broadcasters group as Fellows defends his "honor & integrity." Chairman warns of govt. control moves (p. 6).

FCC MEMBERS LARGELY LAWYERS in past, few technical men. Since 1934 Act, 31 have been members, 10 now deceased. Most came from other govt. agencies (p. 8).

NEBRASKA SATELLITE STARTS with higher power than parent KOTA-TV, Rapid City, S. D.; on-air total 532 (p. 8). FCC holds firm to Miami Ch. 6 allocation (p. 9).

TREYZ ELECTED ABC-TV president as NBC chooses Sugg v.p. to succeed Denny as head of owned-stations and spot sales; other NBC changes (p. 16).

Manufacturing-Distribution

ANTI-TRUST INDICTMENT by N. Y. Federal Grand Jury strikes at heart of RCA patent practices, charging monopoly in foreign & domestic operations (pp. 1 & 15).

REAR SEAT AUTO TVs COMING in near future. Delco makes 9 prototypes for Oldsmobile, which get good public reaction at auto shows (p. 12).

STEREO'S PACE QUICKENS, component makers aiming to get stereo disc players to May Parts Show; finished goods makers aim at June shows (pp. 12 & 14).

GE STAYS ON TOP of electronics field in Pentagon list of 100 biggest defense contractors (p. 13).

BUSINESS RECEDES, TV-RADIO TOO? Downward trend in business, generally, is conceded to be continuing this quarter -- with inevitable impact on TV-radio time sales as well as sales of receiving sets. How extensive the impact, how long it will last, when the upswing will come, no one can rightly say yet -- but a lot of reporting and talking are being done on the subject. Not much is very definite or conclusive.

That TV-radio is affected by basic business trends, though perhaps less than many other enterprises, goes without saying. At the moment, we only know that at station management levels there are few signs of severe downturns, over-all; that networks and stations tell different stories about conditions, all adding up to the word "spotty"; that receiver sales were down in Jan. (Vol.14:7). And, we might add, mere ballyhoo these days isn't very convincing.

We hope soon to have a survey of our own on TV spot, key to the business. And we'd like to go along with our favorite business report, United Business Service, of Boston, which sees "bottoming out" of the general business recession this summer. Meanwhile, the bearish report on advertising in Feb. 19 Wall Street Journal, and the bullish comment on the condition of TV advertising by TvB pres. Norman E. Cash, are worth considering. We've digested them on p. 10.

ANTI-TRUST INDICTMENT AGAINST RCA: As if RCA didn't have enough patent worries, Feb. 21 criminal indictment by N.Y. Federal grand jury leaves no doubt that Govt. is out to break up its activities as industry's keeper of the patents.

Indictment filed in U.S. District Court for Southern N.Y. by grand jury which sat for almost a year charges 4 counts of violation of Sherman Anti-Trust Act (each carrying maximum \$50,000 fine) and strikes at root of RCA's domestic and foreign

patent practices. In brief, it charges RCA "conspired to restrain the manufacture, sale and distribution of radio purpose apparatus and the licensing of radio purpose patents; and that it conspired to monopolize, attempted to monopolize and monopolized the licensing of radio purpose patents in the United States."

This week's action duplicates to some extent -- but is more far-reaching than -- Justice Dept. civil anti-trust suit against RCA's "package" patent license procedures filed in Nov. 1954 (Vol. 10:47) and subject of sporadic consent decree negotiations between RCA and Justice Dept. in recent months. It comes on top of sensational settlement of Zenith litigation in which RCA, GE & Western Electric agreed to pay Zenith \$11,000,000 (Vol. 13:37) and at a time when RCA is attempting to work out new patent-licensing agreements satisfactory to industry. Pending, too, is patent anti-trust suit brought by Philco (Vol. 13:3 et seq).

There were some raised eyebrows in Washington over the exceptionally strong statement by chief trust-buster Asst. Attorney General Hansen in the press release accompanying indictment -- leading to some comment that Justice Dept. apparently was out to "get" RCA. Hansen's statement, which seemed especially designed to needle RCA's pride in its contributions to national defense, said in part:

"When business practices inhibit the normal operation of an industry essential to our civilian economy and defense program, and deter the competitive expansion of scientific research in the increasingly important area of electronics, as alleged in this case, they become a threat not only to our system of free enterprise but also to our national security...By this criminal action we seek to restore competition in this significant industry so that all competitors of RCA can compete with it at every level from the research laboratory to the sale of end products."

RCA countered with statement that it hadn't had opportunity to study the indictment, but: "For years, RCA has licensed all comers under all patents under which RCA had the right to grant licenses in order that companies in the industry might compete more vigorously and more effectively with each other and with RCA. Electronics is the fastest growing industry in the United States today. RCA has pioneered and been responsible for the creation and expansion of much of this industry. Its policies have meant more and better radio and TV sets for consumers at lower prices, and improved electronic products for business and industry as well as for the Armed Forces."

No individuals were named in indictment, but some 20 domestic and foreign companies -- including GE, Westinghouse & AT&T -- were named co-conspirators. Reduced to basic terms, indictment charges RCA has continued practices outlawed by 1932 & 1935 consent decrees splitting GE, Westinghouse & RCA and breaking up RCA's exclusive sales and patent agreements. [For details, see p. 15.]

SENATORS GET INTO ANTI-PAY-TV ACT: If FCC needed any more persuasion to hold up toll-TV trials, it got some this week when Senate Commerce Committee approved a "sense of the Senate" resolution asking FCC to await decision of Congress before authorizing any subscription TV. FCC meanwhile took no action on fee TV, deferring its discussion for another week because of absence of Comrs. Lee, Mack & Ford.

Senate Committee's resolution -- unlike House Commerce Committee's "sense of the Committee" resolution (Vol. 14:6) -- requires vote on floor. Also unlike House Committee resolution, this one was hotly contested within Committee.

Resolution approved was S. Res. 251, authored by Sen. Thurmond (D-S.C.) and 6 other Senators (Vol. 14:5) -- modified so as not to apply to cable systems. The full text of resolution in its final wording:

"Resolved, That it is the sense of the Senate that the Federal Communications Commission should not, without specific authorization by law, authorize or permit any television licensee, or agent thereof, to impose a toll, fee, subscription or other charge on the general public or any portion thereof, for the privilege of viewing television programs received over television receivers located in the home,

with the exception of both community antenna systems and those programs transmitted by cable or wire or both."

Another round of pay-TV hearings is in the works. Committee voted to hold them as soon as possible -- probably week of March 17 -- on Sen. Thurmond's S-2268 as well as S-2934 by Sen. Langer (R-N.D.) and S-3201 by Sen. Thye (R-Minn.).

Calling of hearings, proposed by Chairman Magnuson (D-Wash), was seen by resolution's backers as diversionary move to block Senate action on the resolution. Explaining his position, Magnuson told press: "If we're going to put out this resolution, we should face up to it and amend the [Communications] Act or not."

Committee was sharply split on pay-TV issue, proponents of fee-TV test being headed by Magnuson and Sen. Bricker (R-O.). Senators Pastore (D-R.I.) & Potter (R-Mich.) joined Thurmond in marshaling anti-subscription group. While vote was not recorded, it's understood that proponents of resolution had single-vote margin. Sen. Lausche (D-O.), one of resolution's co-authors, actually voted against it -- but he explained that he wanted stronger action.

Move to permit fee-TV tests on uhf only -- sponsored by Sen. Yarborough (D-Tex.) -- was killed by about the same vote as finally approved resolution.

Whether resolution will ever reach Senate floor is problematical. First, there will be 2-week wait to give dissenters time to prepare minority report. Then resolution must be passed upon by Senate Democratic Policy Committee, where -- in view of Sen. Magnuson's opposition and fact that this is an election year -- it may well be pigeonholed. Sen. Bricker flatly predicts that it will die in Committee.

Regardless of what Congress finally does -- and regardless of outcome of the Senate's upcoming anti-climactic hearings -- subscription-TV issue looks even less lively this week than last (Vol. 14:7). And major backers of toll TV are hollering that it wasn't killed fair and square.

"Big lie technique" was used by networks and stations against pay TV, Skiatron counsel James M. Landis charged in "letter of complaint" to Chairman Doerfer and in letter asking Sen. Morse (D-Ore.) to investigate.

Landis accused licensees of violating FCC principles and requirements on editorializing where pay TV was concerned, singling out 8 individual stations and condemning the networks in general. Networks immediately issued denials, stating they have been careful to insure that both sides were presented.

Zenith was active, too. In advance of Senate Committee vote, it inserted in large number of newspapers an ad similar to the one it placed in 2 Washington newspapers just before House Committee voted on its pay-TV resolution (Vol. 14:6).

VHF BOOSTERS, WIDE-OPEN SPACES & FCC: Chips are just about down in the low-power vhf booster story. This week, interested (or worried) parties filed their reply comments in FCC's rule-making proceedings which propose to license such outlets. And FCC is going to have to decide what to do about this thorn in its side.

Commission once considered it unthinkable that it legitimize the illegal repeaters that cropped up in western states -- and it started & completed rule-making that flatly rejected the mavericks (Vol. 13:26). However, dogged Ed Johnson, Governor of Colo. and former chairman of Senate Commerce Committee, told Commission to go fly a kite, said he'd authorized boosters himself, as "intra-state" commerce. His successor, Gov. Steve McNichols, persuaded new FCC Chairman Doerfer to give boosters another shake of the dice, and current rule-making was started (Vol. 13:31).

Booster operators, of which there are hundreds, consider current proposal too stringent and costly, while opponents say it's totally unnecessary.

Proponents' main striking force is Colo. TV Repeater Assn., sworn enemy of prime opponents -- community antenna systems, represented by National Community TV Assn. Repeater Assn. agrees that regulation of boosters is necessary, but argues that more power (1 watt) is needed; that adequate interference protection can be obtained through FCC equipment type-approval; that 3 years' grace be given for a

changeover to approved equipment; that there's no danger booster will invade service areas of regular TV stations; that community antenna systems are the real danger to regular service and should be controlled by Commission.

Several stations go along, generally, with Repeater Assn. views -- but they urge, specifically, that boosters be prevented from invading their service areas. They fear big-city stations may offer their towns as bonuses via boosters. Among these: WFRV-TV, Green Bay, Wis.; WPTV, Palm Beach, Fla.; WCTV, Thomasville, Ga.

Some uhf stations are even more fearful of encroachment. For example, KMJ-TV, Fresno, recommends no authorization of boosters now, urges FCC to wait for TASO's technical allocations data. It fears new data may warrant new vhf allocation but that existence of myriads of vhf boosters -- established with no concern about standard vhf station separations -- may make new allocation impossible. It asks that no boosters be allowed within Grade B contours. Similar views are expressed by WCOV-TV, Montgomery, Ala.; WPBN-TV, Traverse City, Mich.

* * * *

NCTA carried main fight for opponents. It insists that uhf translators are the only answer for hamlet service; that interference produced by vhf boosters is and will be intolerable, will destroy even booster service, let alone distant signals; that cost of vhf boosters under FCC rules will be just as great as that of uhf translators; that booster proponents have glossed over the hard engineering facts of interference. CATV operators appear ready to accept competition from uhf translators. What really worries them is fact that vhf boosters raise unholy hob with their "life lines" -- the distant-station vhf signals that CATV systems distribute to their subscribers.

Assn. of Maximum Service Telecasters is more than a mite concerned, too, right fearful that these "pin pricks" in the hitherto sacrosanct mileage separations of their "bible," the Sixth Report, might eventually bleed their coverage drastically. MST feels FCC's proposed interference guards are too lenient. It proposes series of stringent protections -- including requirement booster operators produce clean bill of health from stations whose signals they relay and from the co- and adjacent-channel regular stations.

Gov. McNichols has done some proselytizing among his western colleagues. Next week, Feb. 23-25, conference of 11 governors meets under his chairmanship at Colo. Springs. Subject is bound to come up. We've talked to several governors or their assistants, and our impression is that most prefer letting FCC expertise this one, won't high-pressure Commission -- particularly now, when pressuring FCC isn't quite de rigueur in Washington.

HARRIS HEARING SPARKS 'ETHICS' DEMAND: An unwonted "wave of indignation" was sweeping through an unusually pious Congress this week as the Harris subcommittee continued to attract nation-wide attention (via TV & radio as well as headlines) to its probe of alleged wrongdoings at the FCC and other regulatory agencies (Vol. 14:2-7).

Such stirrings are periodical -- but it looks as though this time there may really be some permanent results, including changes in the makeup of the FCC.

There was a flurry of bills and statements from both Houses, aimed at producing codes of ethics and setting up criminal penalties for the acceptance of gifts by govt. officials from the industries they regulate.

Chances are the continued testimony of the current subcommittee hearings will produce considerably more evidence of attempted use of "influence" on FCC and other agencies -- Congressional and even White House "influence." Cumulative effect over weeks or months may well provoke eventual passage of some version of "ethics" bills. At any rate, anxious officials are going to be harder to "reach" henceforth.

Interesting highlight of the influence angle is that numerous Senators were mentioned as getting into the now-famous Miami Ch. 10 act -- but no members of the House. Perhaps none was involved, or perhaps "House courtesy" is prevailing to sup-

press references to colleagues. It's difficult to believe, however, that no House members ever attempted to intercede with the FCC for anyone.

This week's testimony by string of Miami witnesses served to take edge off flat charges that FCC Comr. Richard A. Mack actually had "pledged" his vote to winner National Airlines in competitive Ch. 10 case. But that Mack will have hard time explaining loans from Miami lawyer Thurman Whiteside, albeit a boyhood friend, is very evident. It's contended Whiteside never was retained by National Airlines.

Hearing didn't get to Mack's testimony this week. He's now due to go on the stand about mid-week, because of commitments of his newly retained counsel, Roger Robb, son of the late judge of the D.C. Circuit Court of Appeals and member of the Washington law firm of Bingham, Collins, Porter & Kistler.

Hearings resume 10 a.m. Feb. 24 in Caucus Room, Old House Office Bldg., with Whiteside on stand. [For digest of this week's developments, see below.]

Who-Did-What-for-Whom: The web of wire-pulling in the Miami Ch. 10 case got extremely complex at this week's session of the Harris subcommittee investigating charges of FCC improprieties as more and more big names were bandied about. It went into so many devious by-paths that newspapers found it difficult to get substantial headline material, and the public must be more befuddled than ever as the hearings drone on. Next key witness, FCC Comr. Robert A. Mack, didn't get on the stand this week, may not make it until Feb. 26 or 27, meanwhile has volunteered to turn over his financial records to Harris group.

What has been known to observers of TV-radio regulation for years—that direct and indirect pressures, mainly political, mainly through Senators and Congressmen, are applied more often than not in contested cases—is now becoming evident to the committeemen and (it is to be hoped) to Congress as a whole. In the Ch. 10 case, they're dealing with big stuff, not piddling expense accounts or the picking up of hotel tabs by industry folk.

Now without counsel, the subcommittee is relying to some extent on its fired attorney Dr. Bernard Schwartz to point up the important evidence—even though that worthy young law genius didn't cover himself with glory in the way he first attacked the big problem of reforming administrative procedures in the regulatory agencies (Vol. 14:7). Curiously, it wasn't until he was fired that he brought out the well-known fact that perhaps the biggest lobbies in Washington are the legislative and executive topkicks of Govt. themselves.

* * * *

Political repercussions, at voter levels, may well result when the whole picture clarifies and other agencies undergo the same glare of publicity as the FCC. Former President Truman, in Washington this week for a Democratic rally, said the GOP's old charges of a "mess in Washington [have] come home to roost." He told reporters that the Administration has "knocked this investigation in the head"; that Rep. Moulder (D-Mo.), resigned subcommittee chairman, would have done a good job "if they had let him alone."

But the probe transcends party lines, as the name-dropping clearly shows—and the Democrats took more part in wire-pulling, at least in the Ch. 10 case, than did the Republicans.

Ex-GOP Senator Wayne Morse (D-Ore.) renewed demand for a Senate probe, citing cases of Interstate Commerce Comr. Owen Clarke becoming a Chesapeake & Ohio R. R. v.p.; ex-ICC gen. counsel Edward M. Reidy becoming counsel for the Southern Pacific in case he had handled while with ICC.

Aging, gentle Rep. Wolverton (R-N. J.), veteran member of the committee, persistent interrogator of witnesses, asserted a "code of ethics" must be drawn up for the FCC, saying it was "a sorry day in America" when a Commission can be "approached along political lines." Sen. Wm. Proxmire (D-Wis.) introduced bill to prohibit acceptance of industry gifts by govt. officials, co-sponsored by Senators Morse, Humphrey (D-Minn.), Anderson (D-N.M.), Sparkman & Hill (D-Ala.), Thurmond (D-S. C.), Langer (R-N. D.), Douglas (D-Ill.).

Rep. Moulder announced he plans to introduce similar bill. Reps. Pelly (R-Wash.) and Cunningham (R-Neb.) introduced bills (HR-10631 & 10780) "to promote ethics in Govt."—applying not only to Federal agency officials but to Congressmen themselves!

* * * *

The hearings dragged into general innocuity, which some think is what the committee really wants—but that's hard to believe, now. At week's end, ex-Miami Beach mayor A. Frank Katzentine, owner of radio WKAT and one of 3 losers in 4-1-1 FCC decision awarding Ch. 10 (now WPST-TV) to National Airlines, was ending several days of quizzing on his own efforts at political wire-pulling. These he said were designed to neutralize what he claimed was "pledge" of Comr. Mack to vote for Airlines.

It developed that Katzentine's good friend Sen. Kefauver (D-Tenn.) had asked Mack and other members of the Commission to vote on "merits" of case; that attorney Downey Rice, once counsel of Kefauver's old Senate crime investigating committee, had gone to Robert L. King, asst. to Vice President Nixon, to get Nixon to intercede on Katzentine's behalf. But there was no evidence that Nixon acted.

Among others contacted by Katzentine or his friends, as adduced in the testimony, were Senators Smathers & Holland (D-Fla.) and Magnuson (D-Wash.). Though he had a strongly-worded favorable report of examiner Herbert Sharfman, Katzentine was quite uneasy, sought to build counter political fires under the Airlines lobby; he insisted efforts on his behalf were made only because of the National Airlines lobby, that he sought to persuade Mack to vote on "merits" of the case.

[It's recalled also that Senators Smathers and Magnuson, with Monroney (D-Okla.), along with Rep. Celler (D-N. Y.), made strong effort to get Commission to hold

up Ch. 10 grant on grounds that an airline isn't entitled to one (Vol. 13:3,6).]

Most of week's testimony covered relationship of Miami attorney Thurman Whiteside to Mack and to Airlines. Miami Circuit Judge Robert A. Anderson, elderly ex-head of Airlines' law firm, stated he had first approached Whiteside to become associate counsel with his firm and admitted Whiteside's long friendship with Mack was a factor. But Anderson's former partner, Paul R. Scott, testified Whiteside had declined for fear of retaliation from Katzentine. This is obviously going to be main prop of defense of Mack's \$2650 loans from Whiteside as a boyhood friend.

Ex-Miami Mayor Perrine (Gootsie) Palmer, public relations man and friend of principals on both sides, testified he tried to help Katzentine by contacting Mack, but Mack told him "there's too much Kefauver in this situation." Palmer also stated he was in Whiteside's office, listening to a Whiteside-Mack conversation via a phone amplifier, when he heard Mack say he had never been "pledged" to vote for National and that he hadn't made up his mind how he would vote.

Ben H. Fuqua, v.p. of Fla. Power & Light Co., a college classmate of Mack, testified FP&L chairman McGregor Smith had ordered him to go to Mack and urge that Katzentine be given "every fair consideration." He did this, he said, to repay Kefauver for a favor—but he found Mack non-committal.

Jerry C. Carter, member of Fla. Railroad & Public Utilities Commission (on which he had sat with Mack), also a Democratic national committeeman, testified he had admonished Mack "as I would advise my son" to disqualify himself from voting—but that, if he had to vote, to pick Katzentine. The 70-year-old Carter almost broke up the hearing with his humorous remarks, such as: "I'm just a cheap politician—the people I represent can't afford an expensive one."

Carter told subcommittee he got worried about rumors that were damaging to Katzentine. "Why," he exclaimed, aghast, "they carried on a smear campaign that got so bad that they accused him of being a Republican." He said he had helped Mack get FCC appointment, "but I didn't let Mr. Eisenhower or the other Republicans know Jerry Carter was as active as he was; the only thing I done was pull, under cover, all the wires I could."

Carter said he'd made 2 trips to Washington to talk to Mack about Ch. 10 case, added he didn't know who paid his expenses but assumed it was "State of Florida." And, he remarked, he imagined that Congressmen also know how to travel at Govt. expense.

Harris was as titillated as anyone else by Carter's testimony, but he stated soberly that witness' tale pointed up "one of the most tragic examples of undue influence and high pressure tactics" in the history of regulatory agencies.

Early in week, FCC examiner Herbert Sharfman related history of case, testified he was "surprised" FCC majority picked National Airlines after he had recommended Katzentine; agreed it was fair inference that he considered National least qualified of the 4 contestants, though he didn't find it unreasonable for Commission to reverse him, as it frequently did other examiners' reports. Forthright, lucid, Sharfman drew commendatory comments from the bench after testifying the better part of a day.

* * * *

Whether the White House actually exerted influence in FCC cases isn't clear yet—though Schwartz did produce 2 letters from Presidential asst. Sherman Adams to Murray Chotiner, Los Angeles attorney and former political aide to Nixon, which related to pressures in a CAB case. Schwartz characterized Adams' intervention as "grossly improper." Schwartz also contended that Col. George Gordon Moore, brother-in-law of Mrs. Eisenhower, a public relations man, is partner in a Dominican Republic shipyard with 2 National Airlines officials and helped "engineer" the TV application; Harris has invited Moore to reply.

Schwartz contends more time is needed to develop various cases, asserted that premature disclosure of "investigative leaks" might stultify hearing. Chairman Harris, obviously thinking of Schwartz's own leaks before hearings even began, brushed that aside with "You should have thought of that before." Rep. Moss (D-Cal.) sided with Schwartz and apparently wants hearings slowed down pending collection of more information—leading to suspicion Schwartz may not have much beyond the Mack case.

The New York U professor was given several files to help him develop further testimony. They included "KFRE, Fresno," "Boston Ch. 5" and "Gordon Moore."

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In sidelight to Harris subcommittee hearings, A. Frank Katzentine (WKAT), loser in Miami Ch. 10 case, filed brief with Court of Appeals charging that Storer Bcstg. Co. had "secret" agreement to sell equipment of its off-air WGBS-TV, Miami (Ch. 23), to winner National Airlines for \$600,000—thus perpetrating "fraud on the Commission." Storer countered by noting that Airlines won CP Feb. 7, whereas agreement for equipment sale came March 28—and was fully reported to FCC and press.

Broadcasters Applaud Doerfer: Standing ovation was accorded FCC Chairman John C. Doerfer at Feb. 19 Washington luncheon of NAB state association presidents, after NAB pres. Harold E. Fellows introduced him as man of "honor and integrity." Deeply moved, Doerfer asserted that he "hoped before the end of the year to be able to convince some other people of my essential integrity"—in obvious reference to House investigation of his finances (Vol. 14:4-6). He said he'd made some "seemingly poor judgments" but he'd be vindicated "when the record is fully developed."

In his prepared address to group, Doerfer urged broadcasters make known their views as to direction govt. regulation should go. He said there are 2 schools of thought on govt. role. "The one school regards adminis-

trative agencies as a 'headless fourth branch of the Govt.' which does violence to the basic American concept of the 3 major branches of Govt. The other school holds that administrative agencies were created because practical men were seeking practical answers to immediate problems in a highly complex economic society.

"Although the original Communications Act indicated that the broadcasting industry was to develop within the framework of our free enterprise system, there are today serious suggestions that the guiding finger of governmental regulation point out more specific directions."

Among other activities, conference voted to ask state associations to assume sponsorship of state-level Voice of Democracy contests, following withdrawal of Junior Chamber of Commerce (Vol. 14:7). Group also heard talks by Gabriel Hauge, President Eisenhower's economic advisor, and Eric Sevareid, CBS news analyst.

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Personal Notes: Joseph O. Meyers promoted from NBC news mgr. to director, succeeding Wm. R. McAndrew, now v.p. news; Rex Goad, senior NBC newsroom supervisor, moves up to news mgr. . . . Helen Sioussat, CBS News director of talks, appointed exec. asst. to CBS Washington v.p. Joseph H. Ream, effective March 3 . . . Andrew G. Haley, Washington communications attorney, rocket pioneer and pres. of International Astronautical Federation, left Feb. 22 on 19-city speaking tour of Europe, including Moscow. Subject: "The Law of Outer Space" . . . Louis Wasmer, founder, continues as pres. and Robert Temple as mgr. of KREM-TV (Ch. 2) under new Mrs. Scott Bullitt ownership (Vol. 14:4) . . . Vic Hirsh promoted to a program director, WTOP-TV, Washington; succeeded by Stuart Cameron as asst. director . . . Edwin K. Wheeler, gen. mgr. of WWJ-TV & WWJ, Detroit, is currently taking 13-week advanced management course at Harvard Business School, on leave of absence, returns May 17; asst. gen. mgr. Don DeGroot is in charge during his absence . . . John Hinsey, ex-producer on *Matinee Theatre*, named program director of KRCA, Los Angeles . . . J. P. (Pat) Napier, exec. v.p. of A. C. Nielsen Co., appointed vice chairman & managing director of British subsidiary A. C. Nielsen Co. Ltd., Oxford, replacing Dr. Edward L. Lloyd, now Continental & Australasian supervisor . . . Wm. R. Whitley, public affairs director of KNXT, Los Angeles, to appear before joint committee of state legislature Feb. 28 to testify on communications media's role in promoting traffic safety . . . Bill Hohmann, ex-asst. sales planning & promotion mgr. of NBC central div., named promotion mgr. of WBBM-TV, Chicago, succeeding Ralph

ADVERTISING AGENCIES: Brown Bolte, exec. v.p. & plans board chairman, Benton & Bowles, slated to join Sullivan, Stauffer, Colwell & Bayles as pres., replacing Raymond F. Sullivan, who will continue as chief exec. officer . . . Clarence E. Eldridge, ex-Campbell Soup v.p., Stuart Peabody, ex-Borden, Franklin Bell, ex-H. J. Heinz, set up new marketing management service in George Fry & Assoc., N. Y. . . . Richard J. Sutter promoted to v.p. of Benton & Bowles . . . Edward Battey, Compton v.p. & research director, re-elected pres. of Copy Research Council . . . Elmer F. Jaspan promoted to v.p., Bauer & Tripp, N. Y. . . . Robert Betts promoted to mgr. of Kudner TV-radio commercial dept. . . . Chester L. Posey, McCann-Erickson v.p., named Chicago office mgr. . . . John G. Cole promoted to west coast TV commercial production director of Sullivan, Stauffer, Colwell & Bayles . . . Peter W. Allport promoted to v.p., Assn. of National Advertisers . . . David E. Guerrant promoted to exec. v.p. and P. L. O. Smith to senior v.p., John W. Shaw Adv., Chicago . . . Charles F. Bennett, ex-Lennen & Newell, named merchandising director of Erwin Wasey, Ruthrauff & Ryan.

St. Clare of Assisi, 13th Century nun who saw far-off church service while lying ill in convent, has been named by Pope Pius as patron saint of TV.

Trieger, resigned . . . Wm. G. Mulvey named program director of WFBG-TV, Altoona, succeeding George Carroll, now gen. mgr. of radio WNHC, Hartford . . . Charles E. Larkins, from KTUL-TV, Tulsa, named head of new central sales promotion dept. for all Griffin stations (KTUL-TV & KTUL; KATV, Pine Bluff-Little Rock; radio KFPW, Ft. Smith, Ark.) headquartering in Muskogee, Okla. . . . George Whitney, v.p. & gen. mgr. of KFMB-TV, San Diego, elected pres., Cal. Bestrs. Assn. . . . David Lundy, ex-KGO-TV & KGO, San Francisco, joins rep Blair-TV as Los Angeles office mgr., replacing Frank Moreland, resigned . . . Alvin A. Dann, ex-Lynn Farnol Group public relations firm and NBC consultant, named public relations director, Assn. of National Advertisers . . . Newell P. Schwin, film sales mgr., CBS-TV's Terry toons div., named to new post of special projects mgr., CBS-TV network sales . . . Kirk Torney, ex-Associated Artists, joins Sterling TV as gen. sales mgr. . . . Kenneth Schwartz promoted to managing editor of *Tide*, succeeding Alvin W. Outcalt who becomes managing editor of *Sponsor*.

Marianna Woodson Cobb, one of the nation's few women TV-radio consulting engineers, leaves Washington firm of Vandivere & Cohen to establish own practice, working initially from home, 3849 N. 30th St., Arlington, Va. (Jackson 7-7410). She holds A.B. in mathematics from Southwestern College, Memphis, is registered professional engineer, specializes in antenna design. Currently, she's helping husband Richard S. Cobb, frozen food broker, prosecute AM application for Williamsburg, Va. (740 kc, 500-w, D). Prior to joining Vandivere & Cohen year ago, she worked briefly for Page, Creutz, Steel & Waldschmitt after 8 years with Kear & Kennedy. She's mother of 3—daughters 4½ & 2, son 2 months.

Richard D. Buckley, program & sales v.p. of DuMont's WABD and director of its WNEW div., is turning over his 66.7% of radio WHIM, Providence, to trusts for children, it's revealed by transfer application filed with FCC.

Robert A. Schmid, RKO Teleradio v.p., ex-Mutual, is reported this week by broker Hamilton, Stubblefield, Twinning & Assoc. as proposed purchaser of radio WESC, Greenville, S. C. (660 kc, 5-kw, D) for \$267,000.

Obituary

Mrs. Virginia Lee Carter Ford, 50, wife of FCC Comr. Frederick W. Ford, died of cancer in Garfield Hospital, Washington, Feb. 19, after 4 years' illness. Native of W. Va., she taught school before marriage in 1933. Interment, with only members of family present, will be in Arlington Cemetery Feb. 24. Surviving, in addition to Comr. Ford, are 12-year-old daughter Mary Carter Ford, sister Mrs. H. H. Snider, Parkersburg, W. Va.

Harold C. Burke, 58, gen. mgr. of radio WCAO, Baltimore, former mgr. of WBAL-TV & WBAL there, and of WRTV(TV)—Asbury Park, N. J., died at Baltimore's Mercy Hospital Feb. 19.

Frank J. Reynolds, 67, pres. and director of Albert Frank-Guenther Law, died in Mount Sinai Hospital, N. Y., Feb. 14. Surviving are widow, 2 daughters.

Florien P. Gass, 56, research director of Doremus & Co., died at his Hempstead, L. I., home Feb. 18.

Honig-Cooper Co. and Dan B. Miner Co., western agencies with combined 1957 billings of \$13,500,000, merge as Honig-Cooper & Miner. Louis Honig is pres., John C. Morse, senior v.p.

Week's New Starter: Another satellite got going this week—KDUH-TV, Hay Spring, Neb. (Ch. 4) which on Feb. 20 began carrying programs of parent KOTA-TV, Rapid City, S. D. (Ch. 3), located 100-mi. northward. Fill-in service, according to pres. Mrs. Helen Duhamel, will at least double the KOTA-TV service area. The \$200 base rate put into effect last Jan. 1 will cover both stations, which are CBS & ABC outlets.

New northwest Nebraska outlet, connected to Rapid City via private microwave, is 532nd station on the air (91 uhf) and only one to start this week. It's presently in charge of chief engineer George Jelinek, ex-KHOL-TV, Kearney, Neb., and will shortly have resident mgr. National rep is Headley-Reed.

Satellite actually is higher powered than parent station—its 100-kw comparing with 72.4-kw at Rapid City. Latter town also has competitive vhf outlet which began operation last Jan.—KRSD-TV (Ch. 7) which has NBC affiliation and is headed by Eli Daniels. Mrs. Duhamel, 4th generation in area, also owns town's major dept. store and with children controls 22-year-old radio KOTA.

KTVR, Denver (Ch. 2), owned 50% each by Gotham Broadcasting Co. (J. Elroy McCaw & John Keating) and Radio Hawaii Inc. (John Shaheen's Founders Corp., air travel insurance) is subject of current sales negotiations with Kenyon Brown group, which includes Bing Crosby, oilman George L. Coleman & banker Joseph A. Thomas. Purchase price isn't indicated, but same buying group recently bought independent KCOP, Los Angeles (Ch. 13) from Copley Press for \$4,000,000 (Vol. 13:50). They also own 17% each of radio KFOX, Long Beach, Cal. Veteran Texas broadcaster Kenyon Brown also owns 49.99% of radio KANS, Wichita; 22.15% of KGLC, Miami, Okla. Loew's Inc. (MGM) recently dropped option to purchase 25% of the Denver independent (Vol. 12:36).

Correction: Joe Baisch, gen. mgr. of WREX-TV, Rockford, Ill. (Ch. 13), was mentioned inadvertently in article in Vol. 14:7 as having left that job in connection with Rockford station group's acquisition of interests in K GEO-TV, Enid-Oklahoma City (Ch. 5). He continues as WREX-TV gen. mgr. under new ownership (Continental Television Corp., which includes Bob Hope, Albert Zug-smith, Ashley Robison) and pres. L. E. Caster also continues as chief corporate administrator. The Enid station, incidentally, is changing call letters to KOCO-TV, and converting old airplane hangar into Oklahoma City studios.

Transfer of WKRG-TV, Mobile, Ala. (Ch. 5) & WKRG to new Giddens Television Inc. (Vol. 13:46) was approved this week by FCC. Giddens remains as pres., becomes gen. mgr. and 50% owner after turning over 20% of stock, plus his option on other 80% of present WKRG-TV Inc., to new corporation. Other 50% is being purchased for \$1,050,000 by *Mobile Register and Press* (Ralph B. Chandler, pres. & publisher). Giddens Television also is to borrow additional \$130,000 to compensate other WKRG-TV Inc. stockholders.

Control of KAVE-TV, Carlsbad, N. M. (Ch. 6) will be held by Edward P. Talbott, chief engineer and 5% owner of KROD-TV, El Paso (Ch. 4)—FCC this week having approved sale of 54.16% (2003 shares) by Mrs. Nancy H. Battison for \$43,500 (Vol. 14.2). Talbott is increasing holdings from 21.7% to 51% by acquiring 1038 shares from Mrs. Battison, plus additional 325 currently unissued shares from corporation. Other 965 shares (26.1%) are being acquired from Mrs. Battison by Ralph V. Davies, El Paso architect-engineer.

Facilities change: WSAU-TV, Wausau, Wis. (Ch. 7) Feb. 21 boosted power to 316-kw after move to 600-ft. tower at new site.

Call letter change: WMFD-TV, Wilmington, N. C. (Ch. 6) changed to WECT.

Do You Know That . . .

FOR BETTER OR WORSE, lawyers and people drawn from other state and Federal jobs have dominated the makeup of the FCC since its inception July 11, 1934 as successor to the Federal Radio Commission, whose membership we discussed in this column last week (Vol. 14:7). Of the 31 persons who have sat on the FCC, all but 10 are or were lawyers. There have been only 5 technical radio men. Five came from state public utility commissions. Two were ex-Governors, 2 ex-Congressmen. Ten are deceased.

The original FCC had 5 lawyers out of 7 members. The late Judge E. O. Sykes, chairman, was onetime justice of the Miss. Supreme Court. He was a carryover from the FRC, as was the late Thad H. Brown, ex-Lt. Gov. of Ohio. Other deceased members were Hampson Gary, Texas lawyer and former diplomat with top ranks in Egypt & Switzerland, and George Henry Payne, public relations man, an ex-New York City tax commissioner.

Surviving members of the original Commission are: Paul A. Walker, who came from the Okla. Public Service Commission, later became chairman; now 77 and residing in Norman, Okla., he lives in comfortable retirement, having recently struck oil on some family lands. Norman S. Case, ex-Gov. of Rhode Island, now 70, living in retirement in Wakefield, R. I. Dr. Irvin S. Stewart, State Dept. career attorney appointed to FCC at age 35; he served 3 years, for last 12 years has been pres. of U of W. Va.

[Dr. Stewart, incidentally, was besought by Speaker Rayburn for chief counsel of the Moulder committee, even before Dr. Schwartz, but he declined.]

* * * *

Rep. Anning S. Prall, Tammany Congressman from New York City and House leader who helped put through the Communications Act of 1934, succeeded Hampson Gary who died after only 6 months in office; now deceased, Mr. Prall was later to become chairman.

Then came Comdr. T. A. M. Craven, a present member, who had been loaned to the FCC engineering dept. by the Navy; he resigned from the Navy because chronic seasickness made him unfit for sea duty, served on FCC for 7 years, then went into private consulting engineering practice for 12 years until renamed to Commission in 1956.

The late Frank R. McNinch, a No. Carolina "Hoovercrat," was next appointed in 1937, succeeding to the chairmanship on Comr. Prall's death; he had been a state utilities regulator, then with Federal Power Commission. Next appointee was the late Frederick I. Thompson, Montgomery (Ala.) newspaper publisher, who served only 26 months.

Then came James Lawrence Fly, like Craven an Annapolis man but also a Harvard law graduate, brought over from TVA; he became chairman, served 5 exciting years, in 1944 went into law practice in Washington and New York and, though he's senior partner, spends most of his time at his home in Daytona Beach, Fla. The late

Ray C. Wakefield, ex-California utilities commissioner, served nearly 7 years, failed of reappointment by Truman. Comr. Clifford Durr, ex-gen. counsel of Reconstruction Finance Corp., brother-in-law of Supreme Court Justice Hugo Black, served 7 years, 1941-47; at last reports, he was practicing law in his native Montgomery, Ala.

* * * *

First graduate from the ranks, having risen to chief engineer, ex-Navy radioman Lt. Ewell K. Jett's appointment was hailed in 1944 and he served nearly 4 years with great distinction, quitting to found *Baltimore Sun's* WMAR-TV, which he still directs.

Paul A. Porter succeeded Larry Fly as chairman in 1944; he had held many high offices in the Roosevelt Administration, served only about 14 months until called away to another assignment, now practices law in Washington. On his Commission was Charles R. Denny, who had risen to gen. counsel, was appointed at age 33, became chairman after Porter, resigned in 1937 to become an NBC exec. v.p.; last week, he was elevated to RCA v.p., product planning (Vol. 14:7).

Also on Porter's Commission was the late William H. Wills, ex-Gov. of Vt., who died after only 7 months in office.

Rosel H. Hyde, of Utah, career man who rose from lawyer for old FRC to gen. counsel of FCC, succeeded Denny as chairman in 1946, and still is one of the Commission's mainstays. Commodore Edward M. Webster, like Hyde a welcomed career appointee, had been wartime chief of Coast Guard communications; he served nearly 10 years, is retired now; 69 next week, he lives in Washington, does some consulting work.

Rep. Robert F. Jones (R-Ohio) was named in 1947, served 5 years, then left to practice law in Washington, representing Storer, among others. The late Wayne Coy, Indiana newspaperman and a top New Dealer, served a little over 4 turbulent years until 1952 as chairman, quit to go into TV-radio ownership with Time Inc., died last year at age 56.

Also up from the ranks, George E. Sterling, ex-Dept. of Commerce radio inspector, author of a standard textbook on radio, had become chief engineer before being named commissioner in 1948, serving 6 years until 1954 when he retired to his native Peak Island, Me. Frieda B. Hennock, N. Y. attorney, was first woman member, serving one full term, 1948-55; she's now Mrs. William Simons, wife of a retired realtor, resides in Washington, handles some legal cases, recently helped engineer sale of Mutual Network and reputedly owns part.

* * * *

Seven of the other 9 are still sitting, oldest in term of service being Robert T. Bartley, nephew of Speaker Rayburn, onetime Yankee Network executive, appointed in 1952 and due for reappointment this spring. Eugene H. Merrill, from War Production Board, onetime Utah utilities engineer, served interim term of only 7 months, was not confirmed, now is a NATO official in Paris. George C. McConnaughey, ex-Ohio public service commissioner, became chairman from Oct. 1954 to June 1957, now practices law in Washington and Columbus.

The others: Chairman John C. Doerfer, ex-chairman, Wis. Public Utilities Commission, appointed in April 1953; Robert E. Lee, ex-FBI executive, in Oct. 1953; Richard A. Mack, ex-chairman, Fla. Public Utilities Commission, in July 1955; Comdr. Craven, named again in July 1956; Frederick W. Ford, onetime FCC attorney, later a top aide to the Attorney General, appointed last Aug. 29.

FCC Allocations & CP Actions: FCC undertook to decide no cause celebre this week, with Comrs. Ford & Mack absent—former because of wife's death (p. 7), latter because of Harris subcommittee hearings (pp. 4-6). Among actions:

(1) Denial of petitions for reconsideration in Miami Ch. 6 allocation. WITV, Ft. Lauderdale (Ch. 17) had claimed right to shift to the newly assigned vhf channel, but Commission said that allocation wasn't made as replacement for uhf in Miami; that WITV can apply for Ch. 6 like anyone else—as it has. WTVJ (Ch. 2) had argued that Miami didn't need 4th vhf channel and that it may not be feasible to use it because of airspace problems. FCC simply disagreed.

(2) Amendment of experimental Ch. 12 grant to WJMR-TV, New Orleans (Ch. 20) to specify that if WJMR-TV goes into comparative hearing on Ch. 12 no weight will be given to funds expended by WJMR-TV on experiment.

(3) Examiner Herbert Sharfman issued initial decision granting CP for Ch. 2 to WTVI, St. Louis, which has been on the channel temporarily. Examiner's recommendation follows merger whereby La. Purchase Co. withdraws competing application, its stockholders subscribing to 135,190 shares of WTVI stock at 10¢ per share and getting \$41,000 for expenses (Vol. 14:6). Sharfman said no "trafficking" or "payoff" was involved.

(4) Granted Ch. 13, Hibbing, Minn., to WEVE, Eveleth.

(5) Granted waiver of rules permitting WVEC-TV, Hampton, Va. (Ch. 15) to identify itself as "Hampton-Norfolk."

(6) Shifted Ch. 11 from Galveston to Houston, allowing KGUL-TV to become Houston station.

(7) Received petition from educational WTVS, Detroit (Ch. 56) seeking shift of Ch. 12 from Flint to Detroit so that station can apply for it.

* * * *

Canadian channel changes announced this week following agreement with U. S.: Substitute Ch. 9-plus for 10 in Calgary, Alta.; Ch. 10 for 8 in Lacombe, Alta.; Ch. 6-plus for Ch. 6 in Red Deer, Alta.; Ch. 3-minus for Ch. 4-plus in Winnipeg, Man.; Ch. 11 for Ch. 4 in Amos, Que.; Ch. 4 for Ch. 11 in Rouyn, Que. Also, add Ch. 8 to Camrose, Alta.; add Ch. 2 to Elk Lake, Ont.; delete Ch. 2 from Ville Marie, Que.



TV station for Curacao, Dutch island off northern coast of Venezuela, is scheduled to begin next fall, according to International Services Ltd., N. Y., whose pres., Harry M. Engel Jr. (owner of KUAM-TV, Guam) has been retained as consultant. Intercontinental said station will also cover neighboring Dutch island of Aruba.

Tape repeats of color shows for west coast viewers was inaugurated by NBC Feb. 19 with delayed repeat of *Kraft TV Theatre*, using new RCA color TV tape recorder (Vol. 13:43, 47, 49). Unannounced on-air test last week was pronounced success by network engineers.

Single TV application filed this week was request for educational Ch. 56, Tacoma, Wash., by Clover Park School District. This brings total now pending to 119 (29 uhf). [For details, see *TV Addenda 26-D* herewith.]

Two more bills to ban toll TV were introduced in House this week, bringing total to 16. They were HR-10791 by Rep. Nimitz (R-Ind.) and HR-10826 by Rep. Moore (R-W. Va.).

All Advertising Slipping? It's a darkening picture for advertising as a whole painted by *Wall Street Journal* reporters Daniel M. Burnham & J. H. Rutledge in Feb. 19 story on space and time buying by major companies headlined: "Ad Slow-down, Recession Brings Drop in Outlays as Business Strives to Cut Costs. Look, Life, Reader's Digest Space Sales Slip; New York Newspapers Lose Linage. More TV Sponsors Drop Out."

While 1957 dollar ad volume was at all-time high, showing increases over preceding year for all media save farm publications, ranging from 2.8% for newspapers to 4.4% for magazines, 7% for business papers, 8.7% for TV, 14.3% for radio (see McCann-Erickson-Printers' *Ink* figures in our Vol. 14:5), big financial journal's staffers note a "growing wave of cutbacks and cancellations" that may presage "the first year-to-year drop in ad spending since 1942." They say:

"The ad cutback perhaps has been more sudden for network TV than any other major media," coming hard on a "record 1956 volume of \$516,000,000." They also say: "Networks are now without sponsors for some of their high-priced evening programs . . . A number of sponsors have cancelled programs in March, 3 months in advance of the season's normal conclusion in June."

CBS sales v.p. Wm. H. Hylan is quoted: "There is a distinct attitude of caution on the part of companies concerning advertising expenditures [and] growing reluctance . . . to make long commitments." Newly named ABC-TV pres. Oliver Trezyz said: "The businessman is more cautious and much more cost conscious than last year."

Curiously, not a word is said about national TV spot, which now represents half or more of most stations' income and which last year, according to McCann-Erickson-Printers' *Ink*, went up 12.9% to \$367,000,000, or about local which went up 10.1% to \$281,000,000.

* * * *

Magazines began to feel the impact of cutbacks about first of year, article states. Survey of Jan. 1958 pages vs. Jan. 1957 in major weeklies shows *Life* down 25%, *Newsweek* 13%, *Saturday Evening Post* 10%, *Time* 12%, *U. S. News & World Report* 2%, *Look* (bi-weekly) 20%. (Among gainers were *New Yorker*, 10%; *Sports Illustrated*, 21%.)

Movies, TV & Labor: AFM struck major Hollywood studios this week over demand for 3% of gross revenue from TV exhibition of post-1948 features, but impact on producers—Columbia, MGM, Paramount, 20th Century-Fox, Warners—wasn't felt immediately as none is scoring pictures. Secondary issue in strike was demand by AFM Pres. Petrillo for increased payments to union's Music Performance Trust Fund from TV sales & rentals of pre-1948 films. Meanwhile, Writers Guild of America membership voted to cancel contracts with movie producers as soon as possible and replace them with pacts granting writers royalties on films shown on pay TV. In other actions, WGA membership: (1) Approved March 22 strike against Republic Pictures as result of that studio's sale of post-1948 features to TV (Vol. 14:3-4). (2) Authorized WGA screen board to give 60-day strike notice to producers associated with United Artists who have released post-1948 films to TV. (3) Voted to bar members of WGA's TV & radio branches from taking motion picture assignments.

Monthlies fared no better: Declines were *Ladies' Home Journal* 19%, *Good Housekeeping* 13%, *Cosmopolitan* 12%, *Reader's Digest* 10%, *Esquire* 9%, *Vogue* 7%. (Up were *Coronet*, 43%; *Holiday*, 18%.)

Article reported Media Records Inc. as stating total newspaper lineage in 1957 fell off 2.8% from 1956, which seems to be at variance with McCann-Erickson-Printers' *Ink* figure showing newspapers enjoyed dollar ad volume increase of 2.8%. For Dec., newspaper lineage was said to have fallen off 1.4% despite increases in retail and automotive copy. *N. Y. Times* was said to be way down in classified in Jan., mostly due to fewer help wanted ads.

The "hard sell" types of advertising—direct mail and local radio—were found bucking the trend and still going up. Article concludes:

"The business decline appears to have had a rolling effect on ad media . . . newspapers [were hit] first because they have the shortest lead time in placement of ad schedules and hence can be cut back most quickly. Magazines, with somewhat longer lead times, began to feel the cutbacks around the end of the year. And network TV, with the longest lead time, is just beginning to feel the advertising retrenchment."

* * * *

As if in reply to *Wall Street Journal's* thesis, though his remarks came day before article appeared, pres. Norman E. Cash, of Television Bureau of Advertising, speaking before Des Moines Ad Club Feb. 18, reported that "in the last 60 days TV budgets have increased and are currently running at levels as high or higher than any month in TV's history." For instance, he cites:

"December 1957 network billings as compared with Dec. a year ago were up 11%," doubtless referring to latest PIB reports (Vol. 14:6). "Trade indications and preliminary figures available to us for the month of Jan. indicate that this rate of increase has continued. There seems to be no doubt that increase in all 3 networks' billing in Jan. '58 will be as great or even possibly better than the rate of increase shown in Dec."

While asserting "hard sell era is here," Cash noted that "more advertisers will be using TV in 1958 because 42,500,000 homes own at least one TV set and the average TV home is spending 5 hours, 51 minutes per day . . . I am surprised at the reporting which refers to TV cutbacks and infers that hard sell can only be accomplished in newspapers."

First quarter billings of WABC-TV, N. Y. so far are running 53% ahead of same 1957 period, reports Robt. L. Stone, v.p. & gen. mgr. of ABC flagship. Since Dec. 20, station has written \$1,700,000 new business. "Our business picture," said Stone, "is completely contrary to the current attitude of pessimism. And we intend to keep it that way."

'Round-the-clock telecasting Mon. thru Fri. was inaugurated last week by Triangle's WFIL-TV, Philadelphia (Ch. 6), following start of 24-hour programming 7 days a week by same company's WNBC-TV (Vol. 14:7). WFIL-TV will program feature films, news, weather and road reports, as well as news about factory and social activities, during the nighttime period.

Westinghouse Broadcasting Co. is sending Benny Goodman Orchestra to Brussels World's Fair for series of concerts May 25-31. Recordings of performances will be broadcast as ten 60-min. shows on Westinghouse radio stations and in special 30-min. documentary film on TV.

Philadelphia Experiment: Proposing to operate experimentally from transmitter located in Philadelphia while also maintaining current site at Pitman, N. J., Storer Broadcasting Co.'s WVUE, Wilmington-Philadelphia (Ch. 12) this week asked FCC for permission to carry out one-year test of newly designed directional antenna. Under proposal, experimental transmitting antenna would be located on the "antenna farm" now being used by Philadelphia's 3 stations and would be operated alternately with existing antenna for purposes of test measurements. Proposed experimental site is 7 mi. NNW of Philadelphia center and 26 mi. northeast of Wilmington; height of 1098 ft. is requested. New site would be 144 mi. from co-channel WNBC-TV, Binghamton vs. 167 mi. for current site. Storer plans to alternate use of Pitman and Philadelphia transmitters at 10-min. and 30-min. intervals during various broadcast and non-broadcast periods. Regular programming of WVUE would be used during broadcast day. Tests would be conducted under supervision of Dallas consulting engineer A. Earl Cullum Jr. and Boston antenna expert Andrew Alford, who designed special directional antenna. Storer claims proposed operation would improve coverage of both Wilmington and Philadelphia and enlarge WNBC-TV's coverage area by reducing interference. At same time, WVUE announced it's accepting bids for permanent Wilmington \$250,000 studio-office building.

TV-Radio Reciprocal Trade: Slow start on proposed TV-radio exchanges with USSR following signing of cultural agreement (Vol. 14:5) was reported by U. S. negotiators this week. State Dept. arranged conference with NAB pres. Harold E. Fellows Feb. 24 to explore participation by American broadcasters in pact negotiated "in principle" with Russia. Preliminary discussions with industry leaders here are expected to "help set up a tent for us." Preparatory to scheduled meeting in Washington with Ambassador Wm. S. B. Lacey, chief U. S. negotiator of trade pact, Fellows conferred in N. Y. with heads of 3 networks. No firm plan for program exchanges was reported, however. Meanwhile, new Soviet Ambassador Mikhail A. Menshikov told Marguerite Higgins in copyrighted N. Y. *Herald Tribune* interview that he "would not exclude the possibility" of Russians showing panel-type TV shows on which U. S. leaders, including President Eisenhower, would appear. Earlier, Ambassador Lacey said he was optimistic about outlook for actual TV-radio trade.

New CBS-IBEW pact was rejected this week by union's N. Y. & Los Angeles locals, forcing resumption of national negotiations to replace contract which expired Feb. 1 (Vol. 14:6). Locals objected to job security & jurisdictional terms of network contract which was submitted by leaders for rank-&-file approval. Further CBS-IBEW talks probably will be delayed 2-3 weeks pending union action on similar agreements between NABET and NBC & ABC. Meanwhile, no new network strike threat has been raised.

Jobs Wanted

Note to TV Station Owners: We have names of several station management sales and program executives presently available for employment—and will furnish them for direct contact by employers addressing bona fide descriptions of job openings to the publisher, *Television Digest*.

UHF Fill-in Technique: Analysis of "multicasting"—use of 2 or more uhf transmitters on different channels to provide a single service—was issued this week by FCC's technical research div., prepared by chief engineer Edward W. Allen and engineers Harry Fine & Jack Damelin. Use of several transmitters to fill in each others' shadows seems to be promising, according to report, which is a "preliminary analysis." System differs from once-proposed "polycasting," in that latter requires transmitters use same channel. Report says indications are that "2 or more uhf transmitters of like power and judiciously placed will provide a better service than a single transmitter of the same total power." Seeking to answer question as to whether system is wasteful of spectrum, researchers suggest that if co-channel spacings are reduced to 50 mi., using 3 channels per station, "a given number of channels would provide 4/3 as many equivalent service areas in a given large area" as would single-transmitter stations spaced 100 mi. apart. Study concludes, however: "In order to take advantage of multicasting and to keep the channel efficiency high in congested areas so as to meet the probable demand for service, uhf-TV receivers must be improved to the point where the FCC table of 'taboos,' involving the additional station assignment limitations, can be greatly reduced or abolished." Document (8 pp.) is labeled "T.R.R. Report 5.1.1," available from Commission—or we'll get you one.

Subliminal Gimmicks: Bill to outlaw subliminal advertising on TV (HR-10802) was introduced Feb. 18 by Rep. Wright (D-Tex.). Proposed ban would be administered by FCC, carry maximum fine of \$5000 and/or 30 days imprisonment for each offense. Explaining his bill, Wright charged subliminal advertising seems "clearly to constitute an invasion of the individual right of privacy" and, in hands of unscrupulous politicians, could be used to "brainwash" the public. However, brains of some 300 broadcasters and ad men attending Western Radio & TV Conference in San Francisco last week end apparently remained unwashed after 30-min. demonstration of subliminal advertising in which they acted as guinea pigs. They viewed film which included repeated subliminal message advertising Coca-Cola, and then were asked to answer series of questions in writing. Guessing what product was advertised, viewers mentioned Chrysler Corp. and Wrigley's gum most frequently, but none mentioned Coca-Cola. Viewing the film made 35 nervous, 23 lethargic, 23 tired; 42 felt like smoking, 26 drinking, 21 eating, 10 chewing; 59 were happy, 39 moody, 4 mad, 2 sad. Total of 74 felt like walking, 13 felt like dancing, 8 like skating, 6 running. Some 32 did say they felt thirsty, in answer to questionnaire, but another 52 just felt anxious, 10 hungry, 7 sexy.

ASCAP-BMI dispute will be aired on both sides of Capitol week of March 10. Because of illness of ASCAP pres. Paul Cunningham, Rep. Roosevelt (D-Cal.) has postponed to March 13 the start of hearings of his Small Business subcommittee on ASCAP policies and whether they are prejudicial to small music publishers (Vol. 14:4). Senate Commerce communications subcommittee under Sen. Pastore (D-R. I.) still has hearings scheduled to begin March 11 on S-2834, introduced by Sen. Smathers (D-Fla.), to divorce broadcasters from music publishing and recording business (Vol. 13:34, 14:4), and subcommittee indicates they will continue at least through March 13. Spokesman for Roosevelt's subcommittee, however, told us that while "the March 13 date is firm," staff will see to it that there is no date & time conflict with Senate hearings.

REAR-SEAT AUTO TV IN GM's FUTURE: Automobile televisions -- for back-seat viewing, of course -- may not be very far off as optional or standard equipment, judging from pleased public reaction Oldsmobile has been getting to its showings of the prototype models made for it by General Motors' Delco div.

They're operating models that fit into compartment in back of the front seat, are slidable into viewing position. Tube size is 9-in. Regular circuit tubes are used, number undisclosed, along with transistor power supply that converts car's 12-volt DC into 110-volt AC. V aerial is mounted on car roof. Set has concealed extension cords, can be taken out and used also as portable in the home.

Only 9 models have been made thus far for Oldsmobile, as yet the only member of GM family interested, and they've been displayed at Chicago & Detroit auto shows thus far. According to sales mgr. Victor Sutherland, "we've had very, very good reaction." While "purely experimental now," he told us, "it's undoubtedly out there in the future." Next year's car models? we asked him. "Don't know yet," was reply.

Big Delco radio plant at Kokomo, Ind. (B.W. Cooper, gen. mgr.; H.M. Stelzl, sales mgr.) isn't much publicized but it makes all radios going into GM cars, also makes them for Studebaker & Packard. It also makes high-power transistors and has some 750 customers for its products. It's undoubtedly the largest maker of auto radios in the world, accounting for most of EIA weekly figures. Others making auto radios are Motorola, for Chrysler & Ford; Philco, for Chrysler; Bendix, for Ford; Stromberg-Carlson, for Edsel.

Note: Kokomo plant frankly tells us Oldsmobile prototypes will have to be more ruggedly constructed, more carefully shielded from ignition interference -- but these are relatively minor problems. It's recalled that someone several years ago got publicity in connection with a front-seat TV demonstrated to unenthusiastic traffic executives in London. Also, that Emerson in late 1956 brought out 8½-in. 25-lb. portable at \$124 operable on car battery by means of inverter (Vol. 12:25).

TV-Radio Production: TV set production was 98,841 in the week ended Feb. 14 vs. 103,730 preceding week & 116,134 in 1957 week. Year's 6th week brought production to 648,961 vs. 664,493 last year. Radio production was 211,545 (68,874 auto) vs. 224,149 (76,794 auto) in preceding week & 319,386 (135,055 auto) last year. For 6 weeks, production totaled 1,370,457 (491,742 auto) vs. 1,644,712 (783,501 auto).

MAKERS BULLISH ON STEREO PLAYERS: Most of the major TV-radio-hi-fi manufacturers, it now appears, have decided within the last month that they must get into stereophonic player production (Vol. 14:2,4) -- and you can expect stereo disc phonos to be on the market by fall. Command decisions have been made, we're told, despite word from many component suppliers that stereo disc engineering is still developmental and despite lack of firm statements by record makers as to autumn plans. It's in hands of latter, after all, that the fate of stereo phonos really rests.

Plans to rush stereo phonos -- even if only mockups and handmades -- to June distributor showings were freely discussed with us this week by several makers. The thinking about stereo's market impact has advanced sharply (see p. 14) since Jan. markets (Vol. 14:2) when there was general doubt that any maker could get a finished production model ready by fall. Now, fall marketing of a substantial number of brands is not only possible but probable.

Philco for one "is bullish on stereo," pres. James M. Skinner told us. Said another major set maker: "Most high-end hi-fis this fall will be stereo equipped." Still another even talked costs of making a monaural console into a stereo unit.

Latter estimated cost of "stereo-izing" present high-end phonos might result in as much as \$100 to \$150 added to retail list. He felt, as did others, gearing for stereo would not be difficult once the suppliers had set the component designs. Equipping for stereo to him means adding stereo cartridge to tone arm, replacing one-channel amplifier with dual-channel counterpart and adding second speaker -- preferably a remote unit 10 feet from "mother" set. Doing this with a \$300-list monaural console phono would make \$425 unit out of it and would prepare any maker for stereo.

Such a unit would also give customer the option of playing a monaural record library, adding stereo discs slowly, and eventually adding a stereo tape deck for complete sound entertainment flexibility.

Others agreed that such a unit would be desirable, would permit easy transition to stereo, and that increase of \$125 at retail was "reasonable." One maker saw no reason why "stereo-izing" should not begin with the \$150 console bracket.

Trade Personals: Carl E. Lantz promoted to Admiral sales v.p., succeeding C. W. Johnson, who requested extended leave of absence; Richard J. Bamberry promoted to gen. sales mgr., succeeding Phil G. Kerr, whom Walter D. Krauter succeeds as mgr. of freezer-air conditioner div.; Harris Hesketh promoted to exec. asst. to Lantz . . . Terry H. Lee appointed by Hoffman Electronics in charge of diversification and new business development, at same time continuing as gen. mgr. of Television Diablo Inc. operating KOVR, Stockton (Ch. 13), recently sold by Hoffman to Gannett interests (Vol. 14:2) until transition is completed; he joins Hoffman April 1 . . . W. Herbert Lamb promoted to v.p.-TV picture tubes, Walter A. Weiss promoted to v.p.-radio tubes, Sylvania electronic tubes div. . . . Erwin Schuller named RCA director of finance, international sales . . . A. F. Schmahl promoted to customer relations mgr. for central region, Sylvania electronic systems div. . . . Robert J. Cohen, ex-Montgomery Ward, named adv. mgr. of Traveler; post includes additional duties of public relations & merchandising . . . Ted Fullmer promoted to national LP sales mgr. of Mercury Records Corp., replacing John Sippel who joins *Billboard*; Jules Rubenstein succeeds him as branch mgr. of Mercury Record Distributors, San Francisco; Bob Summers, ex-radio KYA, succeeds Rubenstein as promotion mgr. of branch . . . V. R. Martin promoted to gen. sales mgr., Philco Corp. of Canada, Toronto, succeeding Lloyd B. Kiely, recently named gen. mgr. of TV-radio div., Zenith of Canada, Windsor . . . Jay Carver promoted to mgr. of Electro-Voice wood products div., succeeded by Everett Leedom who rejoins company as adv. mgr. . . . Ted Weber promoted to managing editor of *Electrical Merchandising*, succeeding Robert W. Armstrong now public relations director of Whirlpool sales div. . . . Henry E. Hockheimer promoted to mgr. of field engineering dept., Philco govt. & industrial div. . . . Donald Allen Fraser, ex-chief of AMF engineering services, named DuMont field service sales mgr.

ELECTRONICS PERSONALS: Edwin Dyke, ex-Collins Radio, named asst. chief engineer of Page Communications Engineers, Washington . . . Paul Petrack promoted to chief engineer for semiconductors, IT&T components div. . . . Pat Cicala named v.p., Waltham Precision Instrument Co. . . . R. W. Walter promoted to sales mgr., hi-fi components div., Thorens Co. . . . Joseph S. Jorzak, ex-Thiokol Chemical v.p., elected pres. of subsidiary National Electronics Labs, Washington, succeeding Frank C. Mallinson, resigned; Raymond T. Moore, NEL v.p., named director & gen. mgr.; Brig. Gen. Clyde K. Rich (USA ret.), named asst. to Moore; Charles Wall promoted to sales mgr.

Top 100 Defense Firms: GE kept its No. 1 position among companies heavily engaged in electronics in new list of 100 top prime defense contractors released by Defense Dept. this week. As in earlier ranking reported in Oct. (Vol. 13:42), GE was fourth among all defense firms in July 1, 1950-June 30, 1957 tabulation in which GM replaced Boeing as biggest contractor among first 10: GM, Boeing, United Aircraft, GE, General Dynamics, North American Aviation, Douglas Aircraft, Lockheed Aircraft, AT&T, Curtiss-Wright. General Dynamics took over the No. 1 spot among the top defense contractors for the short-term period, Jan. 1955-June 1957.

We've consolidated 2 new "top 100" lists in table below to show electronics standings (all dollar figures in millions, dashes after company name indicating it was not among first 100 prime contractors for period):

	July 1950- June 1957		Jan. 1955- June 1957	
	Contracts	Rank	Contracts	Rank
GE	\$5,662.3	4	\$1,928.0	3
General Dynamics	5,093.8	5	2,358.6	1
AT&T	3,096.7	9	1,339.0	6
Sperry Rand	1,708.2	14	430.1	18
Bendix Aviation	1,694.2	15	546.4	16
Westinghouse	1,432.2	18	284.0	25
RCA	1,107.1	21	354.7	22
Hughes Aircraft	1,105.9	22	867.0	8
IBM	1,024.1	23	637.5	14
Avco	819.9	25	297.7	24
Hughes Tool (a)	792.0	26	—	—
Raytheon	771.6	28	397.4	19
IT&T	675.4	35	149.6	40
Philco	586.6	37	182.3	34
Collins Radio	493.5	44	152.0	39
American Boch Arma	373.9	54	189.3	33
General Precision Equipm't	370.5	57	146.5	41
Minneapolis-Honeywell	332.1	60	142.6	43
Hazeltine	240.6	71	—	—
Gilfillan Bros.	240.5	72	87.4	61
Lear	—	—	73.1	72
Mass. Inst. of Technology	236.7	74	104.4	51
Sylvania	234.4	75	—	—
Motorola	224.4	83	71.7	74
Cal. Inst. of Technology	—	—	68.5	81
Standard Coil	—	—	64.3	86
Dynamics Corp. of America	182.5	91	54.3	97
Burroughs	180.1	92	136.9	46
Admiral	168.8	95	—	—

(a) Awards to Hughes Tool Co. include awards to Hughes Aircraft div. prior to Dec. 31, 1953.

Philip D. Reed, GE board chairman since 1939, will not seek reelection at April 23 annual meeting, will continue as chairman of finance committee and director until retirement in Nov. 1959.

Veteran Wireless Operators Assn. holds 33rd annual banquet in New York's Hotel Sheraton-Astor, Feb. 27.

Obituary

Mitchell W. Edwards, 57, ex-sales v.p. of Yancey Co., Atlanta (RCA), died Feb. 17. Surviving are widow, one son, 2 brothers, 2 sisters.

Stereo's Pace Quickens: Target date for first demonstration of stereophonic record-playing equipment (Vol. 14:2, 4) has been advanced. Now, it looks like hi-fi component manufacturers will use Electronic Parts Distributors Show at Chicago's Conrad Hilton May 19-21 as their first showcase for stereo disc equipment. Only 2 weeks ago, the trade felt that manufacturers would have difficulty getting stereo equipment samples to market even as early as July Music Show.

Parts Show demonstrations are now virtually assured inasmuch as big Macy's dept. store this week showed a stereo component rig in action to public visiting its Music Festival. Audio Fidelity stereo discs were played on a Rek-O-Kut turntable using sample Electro-Voice pickup cartridge (Vol. 14:4), Fisher pre-amplifiers and Altec Lansing speakers. Macy's called its showing the first public demonstration. A second will follow quickly: "Cap" Kierulff, pres. of Sound Corp., Los Angeles, announced first west coast demonstration of stereo playing equipment would be staged by him at Los Angeles' Philharmonic Auditorium, March 4-5.

However, we were assured this week that just about any demonstration of stereophonic record playing equipment—whether by component makers or by packaged goods makers to their distributors in June (see p. 12)—would be mere "grandstand playing." Our source was R. J. Kalb, chairman of Steelman Phonograph & Radio Corp., which makes its own packaged phonos and also private brand phonos for Columbia Records, Decca, Capitol, Firestone, et al. It had been reported that Kalb had shown pilot models of finished stereo phonographs to customers as early as last week—scoring a big scoop on an industry working feverishly to unearth component parts for experimentation.

"Sure, we showed samples," he said, "but don't get any idea that we are anywhere near ready to show any salable product to our customers." He said what was shown was experimental, handmade mockup prototype equipment. "How could we be ready to go into production when there are still some record and parts standards left to be set, when there are no cartridges off tools available yet, and when there are still no records [from major labels] on the market?"

The frenzied pace at which experimental stereo work

is going on throughout the phono business was characterized thus by Kalb: "You try one sample cartridge with one sample record, tool up, produce, tear it down again and start over with the next samples . . . The best thing to do is put the whole thing on a shelf with a big tag on it saying 'hold for the future.'"

* * * *

Immediate problem at Steelman and elsewhere is necessity of working with prototype component parts. Cartridges off tools—frozen designs—are not yet available in enough quantity to permit finished goods makers to design finished phonos around them. However, there's confidence among finished goods manufacturers that there is still plenty of time—3 months until Parts Show, 4 months until distributor shows, 5 months until Music Show—to get cartridges from suppliers now working on crash program basis so as to get at least handmade prototypes of finished goods to shows.

Certain manufacturers will be in better shape than others. We asked Victor Miller, pres. of V-M Corp., to comment on report that Shure Bros., Evanston, Ill., supplier of cartridges, had developed a stereo cartridge especially for V-M's 1958 Stereo Fidelis combination stereo tape player-monaural phonograph (shown at last July's Music Show). Miller would not confirm report, but neither would he deny that such a unit—already equipped with stereophonic components for playing of tape—could become a stereo phono with insertion of stereo pickup cartridge and reasonable amount of engineering.

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Twenty stereo tape player manufacturers are listed in *Billboard* Feb. 17, with prices and features of their lines. Issue also includes glossary of tape and tape player terms digested from larger glossary available free from Minnesota Mining & Mfg. Co., Dept. M7-177, 900 Bush St., St. Paul, Minn.

Stereo will be theme of 3 of 14 technical papers presented at West Coast Convention of Audio Engineering Society in Biltmore Hotel, Los Angeles, Feb. 28 - March 1. Saturday (2nd day) session includes papers on stereo recording & reproduction, stereo in the home, stereophonic broadcasting.

Stereo disc bulletin, available free from Electro-Voice, Buchanan, Mich., manufacturer of stereo disc pick up cartridges, gives latest information on stereo phonography in question and answer form.

Reports & comments available: On Magnavox, in mid-Feb. *Gleanings* of Francis I. du Pont & Co., any local office. On Decca Records, in memo by Hardy & Co., 30 Broad St., N. Y. On United Artists, in analysis by Walston & Co., 265 Montgomery St., San Francisco, or local offices. On RCA, in study by A. M. Kidder & Co., 1 Wall St., N. Y., and on RCA and Collins Radio, in briefs by Carl M. Loeb, Rhoades & Co., 42 Wall St., N. Y. On Zenith, in analysis by Joseph Faroll & Co., 29 Broadway, N. Y. On "Outlook for Electronics," in special report by Bache & Co., 36 Wall St., N. Y.

Warner Bros. is latest movie producer to enter phonograph record field, following 20th Century-Fox and Columbia Pictures (Vol. 14:5). James B. Conkling, ex-pres. Columbia Records and chairman of National Academy of Recording Arts & Sciences, heads new recording and distributing subsidiary.

Tung-Sol earned \$3,129,916 (\$3.31 per share) on sales of \$64,106,913 in 1957 vs. \$2,909,397 (\$3.83) on \$53,838,822 in 1956. Chatham Electronics div. (power tubes, hydrogen thyratron tubes, etc.) acquired in May (Vol. 13:20) contributed \$339,000 to profits, \$6,280,000 to sales last year.

Sylvania will begin construction in 60-90 days on new 50,000-sq. ft. lab & administrative headquarters building for its Mountain View (Cal.) Lab. Building will cost \$500,000, will house reconnaissance systems lab and increased work of electronic defense lab.

Corning Glass Works will build electronic components plant at Bradford, Pa., employing 450, to produce printed circuit boards of Fotoceram—glass on which patterns may be printed by photography.

Westinghouse ad account for TV-hi-fi-phono with billings estimated at \$2,000,000, goes to Grey Adv. from McCann-Erickson; latter retains other consumer divisions.

RCA Anti-Trust Charge: This week's criminal anti-trust indictment (see p. 1)—as did Justice Dept.'s 1954 civil complaint (Vol. 10:47)—charges RCA with violations of Sec. 1 & 2 of Sherman Anti-Trust Law. Among principal counts:

(1) RCA has "continuing agreement and concert of action" with GE, Westinghouse and AT&T that they shall not compete with RCA in licensing radio patents in U. S.; it has similar agreements with foreign companies; it has agreements with foreign companies not to export radio equipment into each other's home territories.

(2) RCA has continued its domestic and foreign "package license system"; it entered into "understanding" with GE, Westinghouse and AT&T as well as foreign companies not to license any RCA patents under conditions which would injure RCA's licensing business.

(3) "For the purpose of concealing the existence of the violations of law herein alleged," RCA is charged with making "agreements or understandings" with foreign patent pools and agents giving them exclusive control over RCA patents outside U. S.

(4) RCA used patent royalty income (estimated to total \$96,000,000 from 1952 to 1956) "to establish and operate an industrial service laboratory to furnish gratis various services for its licensees and refrained from furnishing such services to others." RCA gave "broad access to its research facilities" to, and exchanged technical know-how with, GE, Westinghouse & AT&T and various foreign manufacturers, "and withheld such access from others."

(5) "RCA assisted Hazeltine to secure licensees under the Hazeltine package licenses to enable Hazeltine to continue in the licensing business as an ostensible competitor of RCA."

Named as co-conspirators, besides GE, Westinghouse and AT&T: Western Electric; IT&T; Hazeltine; North American Philips; Philips of Eindhoven, Netherlands; Electrical & Musical Industries Ltd., English Electric Co., English Electric Valve Co. and Marconi's Wireless Telegraph Co., United Kingdom; Canadian Radio Patents Ltd. and RCA Victor Co., Canada; Telefunken and Siemens & Halske, West Germany; Compagnie Generale de TSE, France; Amalgamated Wireless (Australasia) Ltd., Amalgamated Wireless Valve Co. and Australian Radio Technical Service & Patents Co., Australia.

Day before indictment was filed, RCA Chairman Brig. Gen. David Sarnoff, in address to American Bar Assn. convention in Atlanta, protested that "conspicuous achievement in the competitive economy too often becomes suspect" and recommended creation of Federal "Bureau of Economic Intelligence" empowered to "supply expert and impartial analysis of business practices and their economic effects upon industry and public . . .

"In most of the other areas of human conduct, people can ascertain with assurance whether something they propose to do is within the bounds of legality," he said. "Why not in the anti-trust area? Is not business entitled to be protected by the same rationale which protects the public from ex post facto laws?"

Dividends: Storer Bestg., 45¢ on common, 6¢ on Class "B," both payable March 14 to stockholders of record March 1; Magnavox, 37½¢ March 15 to holders Feb. 25 plus 5% stock April 15 to holders March 21; Hazeltine, 35¢ March 14 to holders Feb. 28; Time Inc., 75¢ March 10 to holders Feb. 24; Meredith Pub., 45¢ March 10 to holders Feb. 28; Machlett, 5¢ March 15 to holders March 5.

Financial Reports:

Sylvania earned \$12,655,839 (\$3.48 per share) on record sales of \$342,957,061 last year vs. \$14,835,389 (\$4.10) on \$332,344,159 in 1956, chairman & pres. Don G. Mitchell attributing lower income to higher manufacturing and research & development costs, "unusually intensive price competition in some of our more profitable lines." In letter to stockholders in advance of full annual report, due in March, Mitchell said 1957 sales volume represented 7% gain in Sylvania's commercial business, 9% decrease in defense billings—"due principally to the completion of certain production contracts." Backlog of unfilled defense contracts now is "sharply ahead" of year ago, he added. At same time this week, Sylvania filed SEC registrations for 2 issues of long-term debentures: \$20,000,000 senior debentures due in 1980; \$20,000,000 convertible subordinated debentures due in 1983. Underwriters are Paine, Webber, Jackson & Curtis and Halsey, Stuart & Co.; offerings are tentatively scheduled for March 10, would pay off 3-year bank loans due Jan. 31, 1960, provide additional working capital.

Emerson Radio's first 1958 fiscal quarter ended Feb. 2 looks "much better than last year," when it showed net of \$196,509 (10¢ per share), according to pres. Benjamin Abrams' report to annual meeting Feb. 19. He added only that dividends will resume "as soon as the company is in a position to make money." For fiscal 1957, which ended last Oct. 31, Emerson earned \$138,431 (7¢) on sales of \$54,803,069, which compared with \$84,852 (4¢) on sales of \$73,882,029 in fiscal 1956 and \$2,468,063 (\$1.28) on \$87,383,028 in 1955. Last dividend was 1% stock in Aug. 1956, previous to which quarterly dividends usually were 10¢ plus 5¢ extras.

Storer Broadcasting Co. earned 1957 net of \$6,396,164 (\$2.58 per share) on 2,474,750 shares of common and Class B stock outstanding as of Dec. 31 vs. \$5,517,206 (\$2.23) in 1956, according to report released Feb. 19 preliminary to annual report which will also disclose revenues. The 1957 profit includes net capital gain of \$2,621,496 on sale of stations in Birmingham, Miami & Portland, Ore. during year (Vol. 13:47). Report announced regular quarterly dividend of 45¢ on common and 6¢ on B, totaling \$2,112,772, with \$4,283,392 (66.97% of earnings) retained; in preceding year retained earnings were \$3,645,886 (66.08%).

Merger rumors involving Raytheon sprang up last week on the heels of heavy trading in its stock. Company spokesman reiterated to us what pres. Charles Francis Adams told N. Y. Security Analysts Jan. 20: "There is absolutely nothing to any merger reports at this time." N. Y. *Times* and *Business Week* recently noted institutional investors were heavy buyers of Raytheon common at 1957-58 high of 24¼, raked up year-old report that Martin and Lockheed were interested in absorbing Raytheon. Its projected 1958 earnings are about \$2.50 compared with \$1.70 last year.

GE had record earnings & sales in 1957, preliminary report showing world's biggest electrical manufacturer netted \$247,851,871 (\$2.84 per share) on sales of \$4.335 billion vs. previous peak income of \$213,756,849 (\$2.46) on \$4.09 billion in 1956. Sales of consumer products (TV sets, refrigerators, toasters, etc.) "declined somewhat" last year from 1956, pres. Ralph J. Cordiner said, but "strong gains" were made in defense & heavy capital goods items. Sales of industrial components & materials stayed near 1956 levels.

COMMON STOCK QUOTATIONS

Week Ending Friday, February 21, 1958

Electronics TV-Radio-Appliances Amusements

Compiled for Television Digest by

RUDD, BROD & CO.

Member New York Stock Exchange

734 15th St. NW, Washington 5, D. C.

120 Broadway, New York 5, N. Y.

NEW YORK STOCK EXCHANGE

1957-8					1957-8				
High	Low	Stock and Div.	Close	Wk. Chng	High	Low	Stock and Div.	Close	Wk. Chng
14 1/4	6 1/2	Admiral.....	8 3/8	+ 1/8	376 1/4	270 1/2	IBM 2.40b.....	332 1/2	...
27	16 1/8	AmBoschl.05g.	19 1/8	- 1/2	37 1/4	25 1/4	IT&T 1.80.....	29 1/8	- 1/8
24 1/4	11 1/8	AmBcstg-Para.1	14 1/4	- 1/4	50 1/4	33	I-T-E CirBl 1/2 d.	37 1/8	- 5/8
43 1/4	29 1/8	AmMach&F 1.60	34 1/8	- 1/4	10 1/4	7 1/4	List Indust 1/4 e.	7 1/8	+ 1/8
179 1/4	160	AT&T 9.....	172	- 1/2	56 1/4	29 1/2	Litton Ind.....	38 1/4	+ 1/8
33 1/4	19 1/2	Amphenol 1.20.	24 1/4	- 1/8	22	11 1/4	Loew's.....	14 1/4	- 1
36 1/4	28	Arvin 2.....	28	- 1/8	44	28 1/2	Magnavox 1 1/2 b.	35 1/4	...
7 1/4	4 1/8	Avco .10g.....	6 1/4	- 3/8	50 1/4	23 1/2	Mallory 1.40b..	26 1/8	+ 1/8
47 1/4	21	Beckm Inst 1 1/4 f	21 1/4	- 3/8	131	73 1/2	Mpls. H'll 1.60a	80 1/2	- 3 3/8
66 1/4	42	Bendix Av 2.40.	48 1/4	+ 1/4	51 1/4	35 1/4	Motorola 1 1/2.....	39 1/4	+ 1/2
52 1/4	27 1/4	Burroughs 1....	31 3/8	+ 1/2	9 1/2	7	Nat'l Thea 1/2 ..	8 1/4	+ 3/8
25 1/2	15 1/4	Clevite 1.15g...	17	- 1/2	38 1/4	28	Paramount 2....	35	- 1 1/8
36 1/4	23 1/2	CBS "A" 1b....	25 1/2	- 1 1/4	18 1/4	11	Philco % f.....	14 1/4	- 3/8
35 1/2	22 1/2	CBS "B" 1b....	25	- 1 3/8	40	27	RCA 1a.....	34	+ 1/8
20 1/2	11 1/8	Col Pictures %t	13	- 1/4	23 1/4	16 1/4	Raytheon.....	22 1/4	- 1 1/4
54 1/4	25 1/2	Cons Elec .40a..	28 1/4	- 3/4	8 1/4	4 1/4	Republic Pic.....	6 1/8	+ 1/8
35 1/4	18	Cons Electron...	21 1/8	+ 1/4	39 1/4	29 1/4	Sang Elec 1.80.	32 1/4	- 1/4
27 1/4	12 1/2	Cor-Dub 1.20...	14 1/4	- 1/8	18	12 1/2	Siegler .80.....	14 1/2	+ 1/4
106 1/4	57 1/4	Corning Glass 1a	77 1/4	6 1/4	2 1/2	Spartan.....	3	- 1/4
6 1/4	3 1/8	Davega.....	3 1/8	26 1/4	17 1/4	Sperry Rand .80	19 1/8	+ 3/8
47	27 1/2	Daystrom 1.20..	30 1/4	- 1/8	9 1/4	5 1/4	Standard Coil..	7 1/2	+ 1/8
19 1/4	13 1/4	Decca 1.....	14 1/4	- 1/8	18 1/2	13 1/2	Stanlay-War 1..	15 1/4	- 1/8
15 1/4	13	Disney .40b....	17	41 1/4	27 1/4	Staw Warner 2b	30 1/8	- 1/2
115	81 1/4	East Kod .90e..	101 1/4	+ 2 1/8	29 1/4	18 1/4	Storer Bcstg 1.80	23	+ 1
34	22 1/4	Emer Elec 1.60.	32 1/4	- 3/8	46 1/4	29 1/4	Sylvania 2.....	35 1/2	- 1/2
6 1/4	3 1/4	Emerson Radio..	5 1/4	+ 1/4	31 1/4	15 1/4	Texas Instru...	28	- 3/4
10 1/4	6 1/4	Gabriel .60.....	8 1/4	+ 1/4	89 1/4	46	ThompProd 1.40	43 1/4	- 3 1/4
68 1/4	46 1/4	Gen Dynamics 2	60 1/4	- 2	37 1/4	21 1/4	Tung-Sol 1.40b.	23 1/8	- 3/8
72 1/4	52 1/4	Gen Electric 2..	60 1/4	- 1/8	30 1/4	19 1/4	20thc-Fox 1.60.	25
8 1/4	4	Gen Inst. .15g..	5 1/4	- 1/8	25 1/4	15	United Art 1.40.	18 1/2	+ 1/2
47 1/4	30 1/4	GenPrEquip 2.40	39 1/4	+ 1 1/2	30 1/4	18 1/4	Univ. Pict 1a...	22	+ 1 1/4
30 1/4	22 1/4	General Tire .70	26 1/2	- 1/8	28 1/4	16 1/2	Warn Bros 1.20.	18	- 1/4
45 1/4	36 1/4	Gen Telephone 2	42 1/4	+ 1/4	68 1/4	52 1/4	Westingh El 2..	62	- 1/4
25 1/4	17 1/4	Hoffman Elec 1.	24 1/2	+ 2 1/4	140	91 1/4	Zenith 3a.....	131	- 2

AMERICAN STOCK EXCHANGE

4 1/2	2 1/2	Allied Artists..	3 1/4	+ 1/8	44 1/4	29 1/4	Hazeltine 1.40b.	32 1/4	- 2
52 1/2	19 1/4	Allied Con 1a..	36	- 1/8	3 1/4	2 1/2	Herold Ra .15g.	2 1/4	- 1/4
21 1/2	11	Amer Electro 1/2	13 3/4	- 3/8	6 1/4	3 1/4	Int Resist .20...	4
11 1/4	6 1/4	AssocArtProd..	9 1/4	+ 1/8	8 1/4	4	Lear.....	5 1/2	- 1/8
12 1/4	4 1/4	Audio Dev .05d.	9	- 1/4	1 1/4	3/4	Muntz TV.....	1/2	- 1/8
13 1/4	6 1/4	Belock Inst 1/4 t.	8 1/4	- 1/8	3 1/4	2 1/4	Muter Bro. 1/4 t.	3	- 3/8
1 1/4	3/4	C & C TV.....	1/2	+ 1/8	9 1/4	5 1/4	Nat'l Telefilm..	6	- 1/8
5	2 1/2	Clarostat .15g..	3 1/4	+ 1/8	2 1/4	1	Nat Union El... 1 1/2	
6 1/4	3	DuMont Lab... 3 1/8	- 1/8	11 1/4	3 1/4	Norden-Ketay..	3 1/4	- 1/4
7 1/4	2 1/2	Dynam Am.....	3 1/4	- 1/4	5	3	Oxford El .10d..	3 1/4	- 1/8
12 1/4	8	Electronic Com.	13	+ 1 1/4	20 1/4	10 1/4	Philips El.....	13 1/8	- 1/8
12 1/4	5 1/2	Electronics Cp..	7 1/4	+ 1/8	12 1/4	6 1/4	Servomech .40.	7 1/4
28 1/4	16	Fairch Cam 1/2 g.	30 1/4	+ 1 1/4	9	3 1/4	Skiatron.....	4	- 1/2
30	8 1/4	General Trans..	19 1/2	- 1/8	8 1/4	2 1/4	Technicolor....	3 1/8	- 1/8
28 1/4	17	Globe Un 1.20b.	14 1/4	- 1 1/4	5 1/4	3 1/2	Trans-Lux .20g.	4 1/2
4 1/4	2 1/2	Guild Films....	3	- 1/8					

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked		Bid	Asked
Advance Ind.....	2	2 1/2	Magna Theatre.....	2 1/4	3 1/4
Aerovox.....	3 1/2	4	Maxson (W. L.) .05.....	6	6 1/2
Airborne Inst.....	42	46	Meredith Pub 1.80a.....	27 1/4	30
Altec Co .80.....	7 1/4	8 1/2	National Co. (4 1/2 stk).....	11 1/4	13
AMP Inc .50.....	16 1/4	18	Oak Mfg. 1.40.....	15 1/2	16 1/2
Ampex.....	40	50	Official Films .10.....	1 1/4	1 1/4
Baird Atomic.....	10 1/4	12	ORRadio.....	15 1/2	17
Cinerama Inc.....	1 1/4	2	Pacific Mercury TV.....	5 1/4	5 1/2
Cinerama Prod.....	1 1/8	2 1/8	Packard-Bell .50.....	11 1/4	12
Cohu Electronics.....	7 1/4	7 1/2	Panellit.....	5	5 1/2
Collins "A" .35.....	13 1/4	15	Perkin-Elmer.....	25 1/4	27
Collins "B" .35.....	13 1/4	14 1/4	Philips Lamp (14% of par)...	32 1/2	35
Cook Elec. .40d.....	19 1/4	22	Reeves Soundcraft (stock)...	2 1/4	3 1/4
Craig Systems.....	4 1/4	5	Selectvision Inc.....	1 1/4	1 1/4
DuMont Bcstg.....	7	7 1/2	Sprague Electric 1.20.....	30 1/4	33
Eitel-McCullough (5% stk)...	27 1/2	29	Taylor Instrument 1.20.....	29 1/2	32
Elac Assoc (stk).....	38 1/2	41	Tele-Broadcasters.....	2 1/4	3 1/4
Erie Resistor .40b.....	7 1/2	8 1/8	Telechrome .30.....	6 1/2	7
Friden Ind. 1.....	40	44	Telemcomputing.....	4 1/4	5
Giannini, G. M.....	13 1/4	15	Teleprompter (stock).....	6	7
Granco Products .05.....	1 1/4	1 1/2	Time Inc. 3.75.....	58 1/2	63
Gross Telecasting 1.60.....	16	17	Topp Industries (stock).....	9 1/4	9 1/4
Hewlett-Packard.....	22 1/2	24	Tracerlab.....	4 1/4	5 1/4
High Voltage .10g.....	24 1/2	27	Trav-Ler.....	1	1 1/4
Hycor.....	2 1/2	3	United Artists.....	4 1/4	5 1/4
Indiana Steel Products 1.20a.	19 1/4	19 1/2	Varian Associates.....	15 1/4	16 1/2
Jerrold.....	1 1/4	2 1/4	Victoreen Inst.....	4 1/2	5
Ling Industries.....	2	2 1/4	Webcor .25g.....	13 1/4	14
Leeds & Northrup .60b.....	19 1/4	22	Wells-Gardner.....	5 1/4	6 1/2
Machlett Labs .25g.....	14	15	WJR Goodwill Station .50d...	11 1/4	12 1/4

Rates of dividends in table are annual disbursements based on the last quarterly or semi-annual declaration. Unless otherwise noted, special or extra dividends are not included. a Also extra or extras. b Annual rate plus stock dividend. c Declared or paid in 1957, plus stock dividend. e Declared or paid so far this year. f Payable in stock during 1957; estimated cash value on ex-dividend or ex-distribution date. g Paid last year. h Declared or paid after stock dividend or split-up. k Declared or paid this year, an accumulative issue with dividends in arrears. p Paid this year, dividend omitted, deferred or no action taken at last dividend meeting. r Declared or paid in 1958, plus stock dividend. t Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. y Liquidating dividend.

Networks Change Topkicks: ABC elected Oliver E. Treyz pres. of the ABC-TV network this week, promoted from v.p. in charge of TV network, his job paralleling that of Robert E. Eastman, pres. in charge of the American Broadcasting Co. Radio Network Inc. It was just 10 years ago that the 40-year-old Treyz joined ABC as a "presentations writer," rising to director of ABC Radio in 1954, quitting in 1955 to found and become pres. of new Television Bureau of Advertising, returning to ABC-TV as v.p. in Oct. 1956.

This week, too, NBC announced changes in its setup that will lead eventually to similar separations of TV and radio operations—naming 50-year-old P. A. (Buddy) Sugg, exec. v.p. of *Daily Oklahoman's* WKY Television System Inc. as head of NBC-owned stations and of Spot Sales Div. as of April 1, reporting directly to pres. Robert W. Sarnoff. He's slated to be elected an NBC v.p. for the 2 jobs at March 7 board meeting, presumably also will be elected to one of the 2 board vacancies created by the recent death of v.p. Emanuel Sacks and the April 1 promotion of v.p. Charles R. Denny to RCA v.p. (Vol. 14:7).

Sugg takes over Denny's chief administrative jobs, except that California National Productions Inc. and NBC International henceforth will report to J. M. Clifford, exec. v.p. for administration; and TV facilities, with Charles Colledge as v.p., henceforth reports to Robert E. Kintner, whose title now is exec. v.p. for TV network. Tom McFadden, heretofore v.p. in charge of owned stations and spot sales, will report to Sugg, absorbing duties of John H. Reber, director, spot sales, who has resigned.

The popular "Buddy" Sugg, long active in industry affairs, turns over his post as exec. v.p. & mgr. of WTVT, Tampa (Ch. 13) to Eugene B. Dodson, who leaves general managership of WSFA-TV, Montgomery (Ch. 12) which he in turn will relinquish to his sales mgr., Carter Hardwick. Third TV outlet of the *Oklahoman* group, WKY-TV, Oklahoma City (Ch. 4), and radio WKY continue under management of Raymond W. Welpott, who succeeded Sugg when he went to Tampa.

Sugg has been directing head of all 3 stations, having founded the Oklahoma City TV in 1949 for the Gaylords and having engineered the acquisitions of the Montgomery & Tampa outlets.

New job marks return of Sugg to NBC employ, for he started with old KPO, San Francisco, as a control engineer in 1929, qualifying with his ship's operator ticket. He rose to NBC supervisor of engineering before taking leave in 1940 to rejoin Navy as a lieutenant j.g. He was on the *U.S.S. California* in Pearl Harbor when it was sunk by the Japanese, later served under Admirals Kimmel, Pye and Nimitz, successively, first establishing the Pacific Fleet Radar School at Pearl Harbor, then being assigned to Bureau of Aeronautics at MIT, then to staff of chief of Naval Air Technical Command. Later he was named commanding officer, Naval Air Technical Training School, Corpus Christi (airborne radar). He was released from the service in 1945 with rank of captain, 12 ribbons.

"Do you own a TV set?" may be dropped from the 1960 census because, Census Bureau says, TV saturation may be close to 100% by that time. Radio and refrigerator ownership are almost certain to be dropped, replaced by air conditioners and home freezers.