

**THE
AUTHORITATIVE**

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

© Triangle Publications, Inc., 1958

B LIB
DEC 8 1956

Television Digest

with **ELECTRONICS** **REPORTS**

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 14: No. 49

SUMMARY-INDEX OF THE WEEK'S NEWS—December 6, 1958

PARAMOUNT GETTING \$4,000,000 for 21% of Metropolitan, but not planning to sell out its 27% of DuMont Labs, which went in black in Oct. Outlet Co. option acquired from Samuels Estate; its Providence TV-radio stations to be re-sold to Zeckendorf-Mullins combine for \$6,500,000 (pp. 1 & 4).

TOUGH MIAMI Ch. 10 DECISIONS still up to FCC, as Judge Stern recommends revocation of CP but says National and WKAT not "absolutely" disqualified (pp. 2 & 5).

CBS-TV DROPS MUST-BUY PRACTICE, NBC-TV seen doing same, in hope concession will ease Justice Dept. and FCC staff demands for end of option-time (p. 3).

CATV-MICROWAVE FREEZE argued in Court of Appeals. Applicants claim FCC tramples rights (p. 9).

TOLEDO's SECOND STATION, WTOL-TV (Ch. 11) starts this week as primary CBS-TV affiliate. (p. 9).

TV ALLOCATIONS ALTERNATIVES analyzed by Comr. Ford, who weighs pros & cons of 6 variations (p. 9).

TRANSATLANTIC LIVE TV via scatter now technically feasible—if someone puts up \$50,000,000 for 6-10-hop system, according to Page engineer (p. 11).

FTC's TV-RADIO MONITORING of commercials expanded to include home work at sets by 350 professional staffers. Charles A. Sweeney heads unit (p. 16).

Manufacturing-Distribution-Finance

INDUSTRY KEEN ABOUT 23-in. TUBE but it's now slated for June 1 availability from Corning. Delay due to hassle over deflection angle (p. 12).

EIA APPROVES TV SALES PROMOTION program but turns down \$100,000 industry-wide fund. Board sets up stereo broadcast standards committee (p. 12).

WESTINGHOUSE PLANS NEW COLOR SETS next year, says "if there's anything new in TV, it's color" (p. 12).

STEREO AM SYSTEM proposed to FCC by Philco, urging field-testing, single set of standards. Claimed to be compatible, inexpensive, uncomplicated (p. 13).

INVESTORS, FINANCIERS & WHEELS WITHIN DEALS: Several more highly complex TV-radio station sale deals came to light this week as buyers & sellers prepared for filing of FCC-required transfer papers. So complicated were the transactions, which some of the principals tried to keep hush-hush, that it's good guess that not only will lawyers require weeks if not months to iron out details but FCC will doubtless take long hard look at all the ramifications. Once again (Vol. 14:47), the transactions illustrate how eagerly new capital is eyeing the intriguing and profitable TV-radio media; how licenses are increasingly becoming intertwined with complex corporate setups; how trend to multiple ownership is continuing. Week's big deals:

(1) Paramount Pictures Corp. is selling its 21% holdings in Metropolitan Broadcasting Corp. (335,200 shares at about \$12 per share) to syndicate dominated by John W. Kluge, Washington food broker who has been highly successful in station investments. This \$4,000,000-plus valuation on only one-fifth of Metropolitan, the old DuMont broadcasting subsidiary spun off Allen B. DuMont Laboratories Inc. in 1955, and Kluge-associated interests' quiet acquisitions of still more Metropolitan stock (traded over-the-counter) in recent months, indicates the high value attached by seasoned investment men to the earnings potentials of Metropolitan stations -- all of them independents. They are WNEW-TV, New York (Ch. 5) and radio WNEW; WTTG, Washington (Ch. 5); radio WHK, Cleveland. [For further details, see p. 4.]

(2) A \$500,000 option on Outlet Co., old-line Providence dept. store whose stock is traded on N.Y. Stock Exchange, and whose most valuable asset and earners are its subsidiary WJAR-TV (Ch. 10) with radio WJAR (5-kw, 920 kc), has definitely been given middleman Roger L. Stevens, N.Y. realtor best known for his speculations on Broadway plays. He now holds options on 55,230 shares held by 5 family trusts,

out of 99,420 shares outstanding. He's paying \$120 a share, or \$6,627,600, to gain control, offering to buy rest, planning to sell the stations for around \$6,500,000 to Webb & Knapp (big realty firm headed by Wm. Zeckendorf) and old-time telecaster John C. Mullins, who together own KBTB, Denver (Ch. 9).

Buyer of the dept. store, which is nowhere near the profit maker of TV-radio operations, is not yet divulged -- and consummation of whole deal may be in jeopardy by reason of threatened legal action of J. S. (Dody) Sinclair, gen. mgr. of the stations and son of one of the largest trust fund owners. [More on p. 4.]

* * * *

Paramount's decision to sell its holdings in Metropolitan, which grow out of its 26.9% ownership in DuMont Labs, has naturally led to question whether it also intends to sell its 100%-owned KTLA, Los Angeles (Ch. 5). Answer is definitely not, said a spokesman, who observed that the station is now a good earner; that parent Paramount is now in best financial shape ever, having reduced its outstanding stock from 3,300,000 shares to 1,750,000, and having shown profit of more than \$14,000,000 in first 9 months of 1958 -- some \$6,000,000 of it, incidentally, coming from TV.

Does it mean Paramount might pull out of DuMont Labs? Again, response was a positive No -- maybe because DuMont might be available one day as the manufacturing vehicle for Barney Balaban's and Paul Raibourn's still-cherished plans for pay TV.

There has been persistent talk that DuMont Labs, because of its heavy losses in recent years (Vol. 14:11), might be acquired for its technical facilities & know-how by another big electronics firm, possibly a well-heeled aircraft company.

Having divested its pioneer TV operations via sale and spinoff, then its TV-radio-hi fi manufacturing to Emerson (Vol. 14:27), DuMont has been subject of much rumor and conjecture. But the only things that can definitely be determined are (1) that the management engineering firm of Stevens, Jordan & Harrison has been studying it for a directors' report due this month; (2) that the firm went into the operating black in Oct. for first time in several years; (3) that Mabon & Co., N.Y. brokers, recently bought 15,000 of its 122,016 outstanding shares of \$20 par 5% convertible preferred, plus 75,000 shares of its 2,361,092 outstanding common, for an unrevealed account; (4) that consultant Oscar Lasdon, 37 Wall St., has also been building up a position in DuMont Labs; (5) that its stock has enjoyed rise on American Exchange from 1958 low of 3 to around 5 in Nov., peak of 6% in Dec., 6 at Dec. 5 closing.

JUDGE STERN PROPOSES, FCC MUST DISPOSE: Miami Ch. 10 case is still very much in lap of the FCC -- for Judge Horace Stern gave it no easily rubber-stamped initial decision this week when he recommended that National Airlines CP for WPST-TV be revoked; that none of the 4 applicants be absolutely disqualified, but that black marks be affixed to escutcheons of 2 of them in any further proceedings.

FCC can go any of many directions from here. It can conduct oral argument limited to 4 present applicants, pick one for the grant. It can open new full-scale hearing for the same 4. It can wash out the whole thing and invite new applicants in addition to old. It can throw out some applicants, keep some, for new hearing. There are plenty other possibilities, but most bets are being placed on a brand-new start with everyone and his brother invited to apply.

Stern's decision is a model of fairness -- and brevity (21pp.) -- in the opinion of most observers, and Commission is obviously satisfied with his work, for it has "retained" him for Boston Ch. 5 hearing, which was designated this week in compliance with Court of Appeals' mandate (for Miami decision details, see p. 5).

Stern didn't spare Congressional pressurers, much to virtually everyone's delight; he criticized the efforts made by Senators Kefauver (D-Tenn.), Holland and Smathers (D-Fla.), something devoutly hoped-for by public & industry (Vol. 14:25). He didn't pass judgment on ex-FCC chairman George C. McConnaughey, who had been target of appeals by the representatives of WKAT -- and he made it clear that all incumbent commissioners are "clean" in the case.

Essence of Stern's decision is very simple: You can't tamper with judges.

Representatives of National Airlines and WKAT, he said, definitely influenced or attempted to influence ex-Comr. Mack. Therefore, Mack shouldn't have voted, National CP should be revoked, and National & WKAT should suffer severe handicaps if Commission lets them participate in new comparative proceeding.

Stern said nothing about applicant L.B. Wilson Inc., against which few accusations of "influence attempts" were made. Fourth applicant, North Dade Video, he said, hired ex-Comr. Robert F. Jones for purpose of getting Congressional help "which would have been improper" but Jones never actually did anything improper. Stern said Jones was "indiscreet & imprudent" in giving Comr. Craven pro-North Dade brief after final decision was issued but this was "apparently not ill-intentioned."

One of most interesting aspects of Stern's decision was his failure to toss out National & WKAT summarily, as recommended by Justice Dept. & FCC staff, which also would have eliminated North Dade (Vol. 14:46). Stern's reasoning: Even if National or WKAT are guilty of improprieties, it's possible that a TV grant to one of them might be in the public interest -- if their favorable attributes are simply overwhelming. However, this is very meager sustenance for the 2.

Note: If FCC throws Ch. 10 up for grabs again, there will be a lot of hot applicants. For example, one new Miami group has admitted it's already planning to apply. Headed by Charles H. Crandon, Miami business leader, it includes: Luther Chandler, grower; J. N. McArthur, dairyman and ex-head of Miami Chamber of Commerce; Richard Maxell, attorney; Grover Noetzel, dean of U of Miami business school; Tom Skinner, Lincoln dealer; C.S. Schewmake, pres. of Fla. National Bank; E. N. Belcher, head of Belcher Oil Co. And Elzey Roberts, former part-owner of KWK-TV & KWK, St. Louis, this week asked FCC to open Ch. 10 to all comers if it sustains examiner Stern and cancels National Airlines' grant of WPST-TV.

MUST-BUY ON WAY OUT; HOPES FOR OPTION TIME: CBS's abandonment of "must-buy" practice in favor of "minimum-buy" -- details of which are due next week -- clearly bespeaks that network's willingness to compromise with Justice Dept. & FCC in order to preserve its vital option-time practices. With both Justice & Commission's network study staff asserting that must-buy is neither necessary nor legal -- particularly since ABC doesn't employ it and says it doesn't need it -- CBS obviously concluded that it was in an untenable position and would do well to give in.

It's assumed that NBC won't be far behind in relinquishment of must-buy, for its reaction to CBS move was to issue this statement:

"In testimony before the FCC in March 1958 on its must-buy policy, NBC took the position that 'substitution of a minimum requirement for the present designation of basic required stations would not involve a serious operating problem for the network.' Since that time, NBC has been considering various types of minimum-order requirements which would permit the TV network to be used as a national medium, without designation of a list of must-buy stations. NBC expects to reach a decision on this matter in the near future."

Question now is whether Justice Dept. zealots will be satisfied with this concession and ease up on demand that option-time be killed, too. FCC is committed to seek Justice's legal opinion on option-time & must-buy, and it meets Dec. 8 to discuss the staff's summary of hearing testimony on the issues. Chairman Doerfer believes this summary should be published and the industry invited to comment on it before submission to Justice (Vol. 14:48), but he may have trouble mustering a majority for that procedure. Another possibility is revision of the summary before presentation to Justice. However, must FCC regard Justice's opinion as sacred? Not necessarily, in opinion of some authorities.

It's understood that CBS's new minimum-buy practice will feature: (1) Minimum-dollar purchase by advertisers. (2) Minimum number of stations. (3) Requirement that geographical distribution of stations bought be truly nation-wide.

ABC's minimum-buy setup requires sponsor to purchase stations whose aggregate Class A hour time is worth \$66,000 -- sponsor choosing the stations.

Back of Big Station Deals: Essential details of latest multi-million dollar deals (p. 1), which are among the biggest in history involving changes in TV-radio station ownerships, came to light this week as principals reached basic agreements on (1) purchase of a major block of stock in Metropolitan Broadcasting Corp. (licensee of WNEW-TV & WNEW, N. Y.; WTTG(TV), Washington; radio WHK, Cleveland) by a wealthy Washington investor hitherto best known for his radio station acquisitions; (2) projected purchase of control of The Outlet Co., Providence dept. store, licensee of WJAR-TV & WJAR there, and plans to sell off the stations to Wm. Zeckendorf's big realty firm Webb & Knapp in association with John C. Mullins, co-owner with Webb & Knapp of KBTW, Denver (Ch. 9).

Paramount Pictures Corp. is selling its 21% holdings in Metropolitan (335,200 shares at about \$12 per share) to syndicate headed by John W. Kluge, Washington food broker who presently owns highly prosperous radios WEEP, Pittsburgh; WINE, Buffalo; WKDA, Nashville; KNOX, Ft. Worth; WGAY, Silver Spring, Md.; 24.67% of WLOF-TV, Orlando, Fla. (Ch. 9) with radio WLOF. Currently, Kluge awaits FCC approval to sell his Silver Spring station to performer Connie B. Gay. He now proposes to drop his planned purchase of radio WSRS, Cleveland Heights, O., in line with a policy of adding to his TV investments.

Washington brokerage firm of Jones, Kreeger & Co., whose senior partner Col. Robert C. Jones is a member of the Metropolitan board, has on its own and clients' accounts also acquired a position in Metropolitan by buying up stock variously reported at from 10% to 25% of the 1,541,137 shares outstanding. Though Col. Jones' firm handles the Kluge account, and though he would not name other principals than himself, he did say that the Kluge group's 21% purchase was entirely separate; that there is no design on his or Kluge's part to acquire control; that v.p.-gen. mgr. Richard D. Buckley retains his nearly 15% stockholdings and his executive posts.

The deal and all its ramifications, like the Outlet Co. deal, has a notable array of counsel, including Wm. A. Roberts, of Roberts & McInnis, representing all parties; Norman Frost, of Frost & Towers, among counsel for Kluge, who also has Leonard Marks, of Cohn & Marks, and D. F. Prince, of Prince, Taylor & Crampton; Paul Porter, of Arnold, Fortas & Porter and Edwin L. Weisl, of Simpson, Thacher & Bartlett, for Paramount.

* * * *

Metropolitan was set up early this year as successor to DuMont Broadcasting Corp. (Vol. 14:15), which in turn had been spun off in 1955 from Allen B. DuMont Laboratories Inc. (Vol. 11:33-34), which had founded WABD, N. Y. (now WNEW-TV) & WTTG, Washington, both Ch. 5. Paramount owns 26.9% of DuMont Labs, had same amount in Metropolitan. But when new firm purchased radio WNEW for \$4,815,407 cash plus 281,889 shares of DuMont Broadcasting (then 8½%), then bought *Cleveland Plain Dealer's* WHK for \$700,000 cash, Paramount's equity in Metropolitan went down to 21%. DuMont Broadcasting Corp. jumped its gross revenues to \$10,293,587 in the 52 weeks ended Dec. 28, 1957 from \$5,564,913 in 1956, showed profit of \$243,460 (15.8¢ per share) vs. loss of \$899,593 (95.3¢).

Last report on Metropolitan (Vol. 14:32) showed earnings for first half of 1958 were \$306,194 (20¢) vs. \$65,254 (4¢) in same 6 months of 1957. Before depreciation and amortization, cash earnings for the first 26 weeks of 1958 were \$1,070,049 (69¢) vs. \$342,680 (22¢) in same 1957 period. Current assets at end of last July were reported to FCC as \$5,037,463 (of which \$2,495,264 represented film rights), current liabilities were \$3,780,998 (\$2,859,770 long-term debt).

From year's low of 6¼ bid, Metropolitan stock, traded over-the-counter, by end of Oct. had gone to 9 bid, 10 asked; in Nov. hit 11-11½; at this week's closing was 13¼-14¼.

* * * *

The Providence station deal is extraordinarily complex—so much so that quite a few prospective buyers, though eager to get the stations, had shied away when faced with necessity of purchasing a complete package that included the parent dept. store. A hint of its complexity is indicated by fact that 3 of the East's biggest law firms—Arnold, Fortas & Porter, Washington; Cravath, Swain & Moore, N. Y.; Sullivan & Cromwell, N. Y.—are involved for the sellers, along with special tax counsel; Andrew D. Haley, of Haley, Wollenberg & Kenehan, Washington, for Webb & Knapp and Mullins; Bruce Sundlun, of Amram, Hahn & Sundlun, Washington, for stations' gen. mgr. J. S. (Dody) Sinclair, an heir of one of the major stockholders, who is protesting the sale.

Trustees of the estates of the store's founding brothers, Joseph & Leon Samuels, have agreed to sell 5 different trusts totaling 55,230 shares (out of 99,420 outstanding) at \$120 per share and offer is out to buy the remainder at same price. Shares have long been traded on N. Y. Stock Exchange as The Outlet Co.; from year's low of 82½, it has been rising rapidly lately, closed at week's end at 115½.

Purchaser Roger L. Stevens has paid \$500,000 earnest money to trustees who are Industrial National Bank, retired banker Walter Farrell, attorney Daniel Morrissey—all of Providence. Total purchase price of the controlling 55,230 shares would be \$6,627,600, of all 99,420 shares \$11,930,000. Stevens has agreed to sell the TV-radio properties, by far the best earners in the package, to Zeckendorf's firm and John C. Mullins (holdings of each undisclosed) for \$6,500,000 and presumably has a customer (undisclosed) for the dept. store. Among Stevens' underwriters is said to be big investment firm of Lazard Freres.

Outlet Co. in 1957 earned \$7.69 per share, of which \$5.36 came from the broadcast properties—and latter are expected to show an even higher proportion of earnings this year. Outlet's consolidated gross sales for year ended Jan. 31, 1958 were \$15,505,986, net earnings \$764,757 (\$532,980 from TV-radio). The 60-year-old dept. store, while profitable, does not return nearly as much on investment. Presumably, Stevens expects to sell it for something over \$5,000,000 and to earn his profit from finder's commission.

* * * *

Beneficial owner of more than half of the 55,230 shares which the trustees propose to sell is Mrs. Samuel Sinclair, about 54, daughter of the late James Samuels, who would gain control over her stock within about 3½ years under certain conditions of her father's will. Her son Dody, an Annapolis graduate of 1945, who went into the TV-radio side of the business when he resigned from the Navy after the Korean War. on Dec. 1 wired the trustees to demand court approval of the sale. He has made no secret of his desire to retain management of the stations, which pre-

sumably would change under the new Zeckendorf-Mullins ownership. He wired trustee Walter Farrell:

"Understand you propose selling Outlet Co. stock held in trusts of which I am beneficiary, thereby depriving me and my family of our inheritance of family business where I work, and subjecting value of estate to large diminution through capital gains tax. If so, demand you seek court approval of sale in advance so I may be heard in opposition."

John C. Mullins, Tulsa & Phoenix amusement park enterpriser, in 1949 bought KPHO-TV, Phoenix (Ch. 5) from group of Texas oilmen who relinquished their interests because they couldn't make it pay (Vol. 5:26 & 6:6, 20), and in 1952 he sold it to Meredith Publishing Co. for \$1,500,000 (Vol. 8:18, 26). He and Frank Leu in 1955 paid \$1,000,000 for Denver's KBTB (Vol. 11:7, 13); that same year 50% stockholder Leu sold his interest to the Zeckendorf firm for \$850,000 (Vol. 11:49 & 12:13).

Buyers of WKTV, Utica, N. Y. (Ch. 13, due to shift to Ch. 2) and radio WKAL, Rome, N. Y. are revealed in transfer application filed with FCC this week as actually paying \$4,000,000 for the stations (Vol. 14:45-46), purchase including transfer of surplus account revealed as \$1,072,451, as of Sept. 28, assets \$1,745,861 (\$423,423 fixed), current liabilities \$173,420. Newly formed Mid-New York Broadcasting Corp., proposing to take over from Kallet family, among the few theatre operators going into TV pre-freeze, comprises these stockholders: Gordon Gray, ex-General Teleradio, pres. & gen. mgr., 8.5%; Paul F. Harron, ex-owner of now-defunct WVUE, Wilmington (Ch. 12) and WIBG, which he sold to Storer for about \$6,500,000 less than 2 years ago, exec. v.p., 74.31%; Lawrence D. Biele, Philadelphia attorney and 12.5% owner of World Broadcasting Co., secy.-treas., 5.5%; Wm. R. Burt, Washington attorney, 2.75%; James T. Murphy, Philadelphia contractor, 2.75%; Mrs. Regina Hanson, sister of Mr. Harron, 2.75%; Dr. Edward J. Chemol, 2.75%; Dr. Patrick J. Kennedy, .9%.

Founders Corp., N. Y. investment and holding company headed by Harold E. Anderson, which owns 50% of KTVR, Denver (Ch. 2), has elected David Mendelsohn as pres. of subsidiaries Radio Hawaii Inc. and First Broadcasting Corp. Ex-gen. mgr. of KTVR and of radio WTAC, Flint, Mendelsohn has been eastern mgr. of Founders for about year. His new job includes "future acquisitions." Radio Hawaii Inc., besides its Honolulu TV holding, owns 50% of radio WSMB, New Orleans; First Broadcasting Corp., besides WTAC, owns radio WFBL, Syracuse.

KBET-TV, Sacramento, Cal. (Ch. 10), being purchased for \$4,550,000 cash by Jock Whitney's Corinthian group (Vol. 14:43, 47), is shown in transfer application filed with FCC this week as having had sales and other income of \$942,823 in first 6 months of 1958, net income after taxes totaling \$21,579 to bring earned surplus as of June 30 to \$37,629. Sept. 30 balance sheet shows current assets of \$1,129,708, current liabilities of \$931,490, earned surplus \$28,600.

Washington attorney James A. McKenna Jr., who also owns 50% of KEVE, Minneapolis, is purchasing 66 2/3% of WCMB, Harrisburg, Pa. (1460 kc, 5-kw U) and its off-air CP for Ch. 71 from Edgar T. Shepard Jr., according to application filed with FCC this week. Edgar K. Smith, v.p.-gen. mgr. and 33 1/3% owner, who remains as gen. mgr., has also agreed to sell 13 1/3% of his interest to McKenna after consummation of Shepard sale. (For news about other radio station sales, see *AM-FM Addenda WIV.*)

The Miami 'Example': Judge Horace Stern, the 80-year-old retired chief justice of Pennsylvania Supreme Court who delivered initial decision in Miami Ch. 10 case this week (p. 2), might well be said to have employed the "punctilio of judiciality" as theme of his report—to borrow that wonderful phrase recently used by David W. Peck, former N. Y. Supreme Court judge (Vol. 14:47).

Judge Stern even quoted the Bible (Deuteronomy XVI:19) in driving home his point that judges (or "quasi-judges," as in case of FCC) must remain impartial: "Thou shalt not wrest judgment, thou shalt not respect persons, neither take a gift; for a gift doth blind the eyes of the wise and pervert the words of the righteous."

Stern reviewed testimony, said it showed clearly that National Airlines and WKAT sought to influence ex-Comr. Mack; that Mack was indeed influenced. He listed the people who approached Mack, described their actions and concluded:

"All of those thus named—persons to whom Mack was obligated by reason of friendship or political support or both—actually sought his vote for WKAT however vigorously both he and they denied that they asked him for it in so many words."

As for Thurman Whiteside, who made pitches to Mack on behalf of National: "Mack himself had no doubt as to what Whiteside wanted, for he frankly testified that it was obvious to him that Whiteside favored National's application and hoped that he, Mack, would act favorably on it."

* * * *

Stern summarized: "It would be quite contrary to our knowledge of human nature to believe that when [Mack] was acting in response to such close ties of friendship and financial favors he could possibly have performed his judicial duty with any degree of objectivity and necessary impartiality."

As for National and WKAT assertions that they were merely seeking to nullify each other's pressures: "The remedy was not to indulge in the same reprehensible conduct but to call the matter to the attention of the Commission for their consideration and such action as it might deem appropriate."

Even if Mack's vote weren't decisive in the case, Stern said, CP would have to be cancelled because: "Litigants are entitled to an impartial tribunal whether it consists of one man or 20 and there is no way which we know of whereby the influence of one upon the others can be quantitatively measured."

Why shouldn't National and WKAT be thrown out now, if their behavior was so reprehensible? Said Stern: "It would seem clear, therefore, that, since the 'public interest, convenience, and necessity' is, by statute and decision, the proper and indeed the supreme determinant in such cases, there is not any edict or rule of law prescribing an absolute, automatic disqualification, in all future proceedings in the case, of applicants guilty of any wrongdoing."

"It might be possible, for example, to find in a case that an applicant guilty of misconduct—after full consideration by the Commission of all relevant factors, financial, technical, experience, planning, and the numerous other requisite qualifications that enter into the question, but including also consideration of the misconduct itself as

adversely reflecting upon the character of the applicant and as hereinafter discussed—would nevertheless be the party that would furnish the best TV service, in all its important purposes of education, entertainment and information, to the people of the community in which the station was to operate, and thereby best serve the 'public interest, convenience, and necessity.'

"It is, of course, true, as applied to the present case, that the more important public policy, as contrasted with mere practical considerations of the public interest, demands that tampering with the integrity of a Commissioner of a Federal agency acting in a quasi-judicial capacity cannot be tolerated, that all must be made to realize that they cannot permanently win by such tactics, and that an applicant for a grant from any such agency of a permit, license or other privilege who has been guilty of such misconduct cannot be allowed to obtain any advantage or to profit by his wrongdoing, nor suffered to enjoy the fruits of his transgression. It is for this reason, above all others, that [National] is now to be penalized by a revocation of the permit . . . previously awarded to it."

Document is Public Notice 58D-108 (Mimeo 66419), available from FCC—or we'll get you copy.

* * * *

Boston Ch. 5 case, which Judge Stern will also hear, beginning on date to be specified, is substantially different from Miami Ch. 10. In contrast with the documentation of gifts & loans to Mack, and of many Congressional and other contacts with Mack, there is only the testimony of

McConnaughey that he had lunched with Robert Choate, publisher of Ch. 5 winner *Boston Herald-Traveler* (WHDH-TV), before final decision, but had steered conversation away from case (Vol. 14:23, 31).

FCC staff has been busy ever since Court of Appeals ordered Commission to look into case, trying to find something more substantial to throw into a hearing. Hearing issues are similar to those for Miami—to determine whether any commissioner should have disqualified himself and whether anyone tried to influence FCC.

McConnaughey had voted with majority in 4-2 decision, Hyde & Bartley dissenting, Craven abstaining. Losers were Greater Boston TV Corp. (headed by insurance broker Arthur D. Cronin and including principals of WORL), Mass. Bay Telecasters (pres., Alan Steinert, RCA-Whirlpool distributor) and Allen B. DuMont Labs. First 2 appealed.

One of industry's biggest questions has been: How many more decisions will be thrown open to rehearing by FCC? This week, attorney Stephen J. Angland, who is quitting staff of Rep. Harris' investigative subcommittee, was disclosed as having told subcommittee he knows of some 30 cases in which influence attempts should be prosecuted; he or someone else leaked report to *N. Y. Herald Tribune*.

In the report, Angland complains that Justice Dept. knows of some of the cases but doesn't want to prosecute. Unofficially, Justice spokesmen say Communications Act isn't clear about who is forbidden to talk to commissioners.


Federal Aid to ETV Starts: National Defense Education Act's 4-year \$18,000,000 audio-visual research program (Vol. 14:46-47) got under way this week following appointment by U. S. Education Comr. Lawrence G. Derthick of 14-member advisory committee. It meets in Washington Dec. 17-18 to set basic policies, adopt procedures for govt. grants for research in TV-radio-movies-recording teaching techniques. Govt. representatives on committee are Derthick and National Science Foundation asst. director Harry C. Kelly. Other advisers: Higher education—Chancellor Glenn T. Seaborg of U of Cal., Berkeley, also a director of Educational TV & Radio Center, Ann Arbor; pres. Very Rev. Robert J. Slavin of Providence (R. I.) College; exec. officer Howard Nostrand of U of Wash. (KCTS, Seattle). Elementary & secondary schools—Wanda Mitchell, Evanston Township (Ill.) High School TV project; Ala. education supt. Austin Meadows (WAIQ, Andalusia; WBIQ, Birmingham; WTIQ, Muford); audio-visual director Elizabeth Golterman of St. Louis public schools. TV-radio-motion pictures—pres. Scott Fletcher of Ford Foundation's Fund for the Advancement of Education, N. Y.; radio-TV director Richard B. Hull of Ohio State U (WOSU-TV, Columbus), an ETRC director; director L. C. Larson of Indiana U audio-visual center, Bloomington. Public—chairman Leland Hazard, of Metropolitan Pittsburgh Educational TV (WQED), an ETRC director; editor Ralph McGill of *Atlanta Constitution* (WSB-TV & WSB); Clayton Brace, asst. to pres. Hugh B. Terry of Time Inc.'s KLZ-TV & KLZ, Denver.

For a TV-Radio Hall of Fame: NAB has taken over from Broadcast Pioneers spadework on proposed Broadcasters Hall of Fame & Museum (Vol. 14:20, 31), proposed as sort of counterpart to baseball's Hall of Fame at Cooperstown, N. Y. & Ford Museum in Dearborn, Mich. to preserve memorabilia of the industry and records of its great figures. NAB has set up committee headed by John F. Patt, pres. of WJR, Detroit & WJRT, Flint, Mich. (Ch. 12) which has voted to raise at least \$10,000 "seed money" for professional study of project. Patt headed Broadcast Pioneers when idea was broached, has spearheaded move to get it under way; he was succeeded as pres. of Broadcast Pioneers by rep Frank Headley, who also set up committee which presumably is now displaced. Patt's new committee under NAB aegis, said to have some of the fund already pledged, includes Joseph E. Baudino, Westinghouse stations; Merrill Lindsay, WSOY, Decatur, Ill.; Paul Morency, WTIC & WTIC-TV, Hartford; Fred Weber, Friendly Stations group.

NAB's new engineering award (Vol. 14:41), according to eligibility requirements announced this week, may go to "officers or employes of an organization whose primary business is broadcasting via stations licensed by the FCC, and to employes of the Federal Govt. actively engaged in broadcast engineering." Contribution of winner, says award committee chairman A. Prose Walker, NAB engineering mgr., "should be an invention, development of new techniques, contributions to technical knowledge, leadership in broadcast engineering affairs, or any other outstanding contribution which in the opinion of the committee warrants consideration."

Non-TV audience of 18,000,000 has seen National Educational Television programs distributed in last 3 years on 16mm films to schools, business & industry, professional organizations, reports v.p. Kenneth L. Yourd, of Educational TV & Radio Center, Ann Arbor. Shows seen on 31 ETV stations are processed for movie screen projection by NET film service at Indiana U.

Singer Eddie Fisher has endowed 2 music scholarships at Brandeis U, one for \$2000 a year in modern music, one for \$4000 in classical music, honoring his mentor Eddie Cantor who will be chairman for the modern award while Leonard Bernstein is chairman for the classical.

 <p>Television Digest and ELECTRONICS REPORTS WYATT BUILDING, WASHINGTON 5, D. C.</p>	<p>MARTIN CODEL, Publisher ROBERT CADEL, Bus. Mgr. ALBERT WARREN, Senior Ed. WILLIAM WIGHT, Managing Ed.</p>
	<p>Associate Editors: WILBUR H. BALDINGER PAUL STONE WM. J. McMAHON Jr. ANNE G. BJARBU</p>
<p>Weekly Newsletters Published Saturdays Television Factbooks Published in March & September AM-FM Directory Published in January TV and AM-FM Addenda Published Weekly</p>	
<p>Copyright 1958, by Triangle Publications, Inc.</p>	

Personal Notes: James G. Riddell, who rose from ranks of old WXYZ, Detroit, helped found WXYZ-TV, became v.p. last year of ABC div. of American Broadcasting-Paramount Pictures, also member of AB-PT board, in Feb. becomes chief. exec. officer in charge of ABC Western Div., Hollywood, continuing in his present posts; Earl Hudson, v.p. in charge at Hollywood, will continue under new 5-year contract in advisory capacity under Riddell, handling special projects and representing AB-PT on board of Disneyland Inc. . . . Burt Modello, ex-talent coordinator for old Steve Allen shows on CBS and prominent writer-director, Dec. 15 becomes mgr. of program development for ABC Western Div., reporting to Sandy Cummings, director of TV network programs in Hollywood . . . Robert L. Stone, ABC v.p. since 1957 and gen. mgr. of WABC-TV, N. Y., since 1955, resigns after 6 years with network to join NBC as v.p. for facilities operations effective Jan. 12, reporting to pres. Robert E. Kintner; he replaces Charles H. Colledge, named gen. mgr. of parent RCA's broadcast & TV equipment div. . . . John McClay, from Westinghouse's KYW-TV, Cleveland, where he became gen. mgr. in July, named gen. mgr. of WJZ-TV, Baltimore, succeeding Larry H. Israel, who heads Westinghouse's new TV Advertising Representatives Inc. (Vol. 14:48); George E. Mathiesen, asst. gen. mgr. of KPIX, San Francisco, since 1954, named to succeed McClay at KYW-TV . . . Gordon F. Hayes, gen. mgr. of CBS Radio Spot Sales, promoted to new post of v.p. for Spot Sales . . . Thomas K. Fisher, v.p. & gen. attorney of CBS-TV Network, adds same duties for CBS-TV Stations Div.; Geraldine Zorbaugh continues as v.p. & gen. attorney for CBS Radio Div. . . . Glover DeLaney, v.p. & gen. mgr. of Gannett TV-radio stations, is now resident mgr. of Gannett's recently acquired KOVR, Stockton-Sacramento (Ch. 13), with Lowell MacMillan in charge at WHEC-TV, Rochester . . . Lincoln Dellar, West Coast broadcaster, ex-operator of KCCC-TV, Sacramento, opens station brokerage firm under own name at 1460 E. Valley Rd., Santa Barbara, Cal. (telephone, Woodland 9-0770), affiliating in East with R. C. Crisler & Co. . . . George R. Comte, who succeeded recently retired Walter Damm as gen. mgr. of WTMJ-TV & WTMJ, Milwaukee, elected a v.p. of owner The Journal Co. (*Milwaukee Journal*) . . . Eugene T. Mallyck, ex-FCC Broadcast Bureau attorney, and Wm. P. Bernton, ex-Sher. Oppenheimer & Harris, who have formed new law partnership (Vol. 14:48), have taken offices at 619 Colorado Bldg., Washington (phone, Sterling 3-7371) . . . Charles Allen Hobbs, recently law clerk to Judge Warren E. Burger of U. S. Court of Appeals for D. C., and Richard R. Wilkins, recent graduate of Stanford and New York U, join law firm of Wilkinson, Cragun & Barker, Washington . . . George W. Phillips, ex-FCC accountant in renewal branch of Broadcast Bureau, retires to open consulting practice at 4716 Beatty Place, Riverside, Cal. . . . Ronald Little promoted to production supervisor of Westinghouse's WBZ-TV, Boston . . . Harold Wooley, ex-KDUB-TV, Lubbock,

Tex., named production & film mgr. of new KVKM-TV, Monahans, Tex.; Bill Downing, ex-KROD-TV, El Paso, promotion director . . . Robert L. Pierson promoted to program operations mgr. of WBTV, Charlotte, N. C.; Norman Prevatt promoted to production supervisor; J. Nathan Tucker, to film director & asst. program mgr. . . . Bernard P. Pearse promoted to v.p. of rep Weed with headquarters in Detroit . . . Mal Hansen, for 12 years farm service director of Meredith's WOW, Omaha, elected v.p. of Travel & Transport Inc., travel agency; he will continue farm broadcasts over WOW . . . Barrett H. Geoghegan promoted to sales mgr. of radio WABC, N. Y. . . . Benedict Gimbel Jr. named pres.-chairman, Ralph Brent v.p., of new WIP Broadcasting Co., recent purchasers (Vol. 14:34) of pioneer Gimbel radio station in Philadelphia; Arthur Miller is secy.-treas., Wm. T. Nace, asst. treas. . . . F. C. Sowell, gen. mgr. of WLAC, Nashville, owned by same interests as WLAC-TV (Ch. 5) elected pres. of Tenn. Assn. of Broadcasters . . . Carl A. Russell, ex-Ziv, named Chicago regional sales mgr. of Independent TV Corp. . . . Sidney Kramer, ex-RKO Radio Pictures, named NTA foreign distribution director & film coordinator . . . Leonard S. Gruenberg, ex-N. Y. mgr. of RKO Pictures, named v.p. of Gross-Krasne-Sillerman . . . Alex Sherwood, veteran broadcast mgr., recently with ABC-TV Films, Dec. 1 becomes SE rep of Official Films Inc. at Atlanta.

Man of "many mistresses" is the way a description of Dr. Frank N. Stanton starts out (*Printers' Ink* "Portrait," Nov. 28 & Dec. 5). Besides being "married [to] one of the most creative and exciting networks in the world," the mistresses he keeps with "passionate interest" are said to be the arts of painting & sculpture, architecture, furniture design. He also has had "more than passing affairs" with the sciences of psychology and research, and he "likes to toy" with photography and sleek sports cars. That middle initial, which he doesn't use, is revealed as standing for "Nicholas."

FCC staff additions: Engineers—Charles W. Harvey, ex-Naval Gun Factory, to marine div., Safety & Special Radio Services Bureau; Chester J. Monkiewicz, ex-Navy Dept., to aviation div., S&SRSB. Attorneys—Robert R. Jacobi, ex-private trademark practice in Washington, to office of opinions & review; John S. Brookbank Jr., recently discharged from Air Force, to office of general counsel.

Howard S. Meighan, ex-CBS Pacific Coast v.p., now pres. of Videotape Productions of N. Y. Inc., elected to board of Market Research Corp. of America; also newly elected to board was Sam Cherr, retired exec. v.p., Young & Rubicam, while Edwin T. Gibson, retired exec. v.p. of General Foods was reelected chairman.

Dr. Javier Barros Sierra, ex-dean of engineering, U of Mexico, appointed Secy. of Communications in cabinet of new President Mateos.

Obituary

M. A. Lightman, 70, pres. of Malco theatre chain of 50 Southern movie houses, onetime owner of WEHT, Evansville, Ind. (Ch. 50), holder of uhf CPs for Memphis, Oklahoma City & Utica, N. Y., ex-pres. of Motion Pictures Theatre Owners of America, died in Memphis Dec. 4.

Col. Howard L. Nussbaum, 47, World War II head of Armed Forces Radio in European theatre, onetime (1937-42) NBC radio program director, died of heart attack Nov. 29 in Chicago.

Frank A. Kearney, 60, v.p. of Geyer Adv., died Dec. 2 in N. Y. Surviving are widow, 2 daughters.

Shepherd Mead Strikes Again: British should stick to spot TV system, not adopt U. S. system of sponsorships according to Shepherd Mead, ex-Benton & Bowles v.p. and copy chief, now with S. H. Benson Ltd., London. "The trouble with sponsorship," he says in recent *Advertiser's Weekly*, of London, "is that the advertiser becomes an impresario. He has to take the risk of a show being a flop. With TV costing what it does, and maybe 39 weeks' bookings, that risk can involve several million dollars. He takes the risk on the advice of his agency, and that makes the agency very cautious. Your programme contractors here can plan an evening's viewing with a buildup of interest and a peak. And they can afford to experiment a little. With sponsorship, everyone wants his show to be the peak, and no one wants to risk anything new." Mead has just published new satire on TV & advertising, *How to Get Rich in TV Without Really Trying* (T. V. Boardman & Co. Ltd., 37 Hertford St., London), in which he concludes, among other things, that "you can be stupid, incompetent and even moderately repulsive" and still make a fortune as an announcer, TV cowboy, star, script writer, promotor, adman. He says, for example, "A TV copy chief is a man who hires TV copywriters and takes the credit for what they do. You may first have to establish yourself as a top-level thinker. If you can do this without any actual thinking, so much the better." In 1954, Simon & Schuster published Mead's satire on public relations, *The Big Ball of Wax*.

Edison Foundation 1958 TV Awards presented at 4th annual dinner in N. Y. this week: program best portraying America, *20th Century* (CBS); best science program for youth, *Conquest* (CBS); best children's program, N. Y. Philharmonic young people's concerts with Leonard Bernstein (CBS); distinguished public service in the interests of education, *Continental Classroom* (NBC) and Hagerstown (Md.) closed-circuit project; station that best served youth, WQED, Pittsburgh (Ch. 13, educational). Radio awards: distinguished public service in the interests of education, *World of the Mind* scripts prepared by BMI in cooperation with American Assn. for Advancement of Science & American Council of Learned Societies; station that best served youth, WFMT, Chicago.

Criminal conspiracy case against Philadelphia Radio & TV Broadcasters Assn. and 9 member radio stations accused by Govt. of illegal fixing of adv. rates (Vol. 12: 26, 37) was closed this week with filing of a consent judgment in the U.S. District Court in Philadelphia. Justice Dept. announced that the judgment contains "appropriate injunctive relief terminating the illegal activities alleged in the complaint" and provides for dissolution of the Assn. Stations consenting to judgment: WHAT, WDAS, WIP, WIBG, WFIL, WCAU, WJMJ, WPEN, WFLN.

Perambulating Pizza: *Omaha World-Herald's* KETV (Ch. 7), whose gen. mgr. is ex-WOR sales v.p. Eugene S. Thomas; is conducting unique promotion which it calls "Snack on 7." Rolling-oven crew inquires at homes whether family is watching Ch. 7; if it is, each member of family gets a packaged pizza and malted milk with KETV's compliments and their names are announced on the station that evening.

Pulse study of radio & TV audiences in 27 major markets, *Adult Audience Patterns* (12pp.), has been issued by Radio Advertising Bureau, 460 Park Ave., N. Y.

Report on Alaskan market, noting civilian consumer expansion of at least 5% annually, has been released by J. Walter Thompson Co., No. 1 agency in TV-radio billings.

ADVERTISING AGENCIES: Freeman Keyes remains chairman, Edward Madden (onetime NBC-TV national sales & operations mgr.) pres., Howard Jones exec. v.p. of Keyes, Madden & Jones, while Edward J. Churchill stays as pres. of Donahue & Coe in "fusion" of personnel but no change of corporate structure or existing offices of either company; reports of personnel changes at the agencies are vigorously denied by the principals . . . John G. Hoagland, W. Donald Mix & Charles Russell promoted to v.p.'s of BBDO . . . Wm. Bager, ex-Needham, Louis & Brorby vp., appointed v.p. of Leo Burnett . . . Lawrence D. Reedy resigns as Grant Adv. v.p. & member of 3-man executive committee appointed last week to direct agency activities (Vol. 14:48) . . . Lee J. Heagerty, ex-Grant Adv., named pres. of Hudson Productions Ltd., Montréal, (film service) . . . Edward B. Henderson & Chauncey F. Kortzen promoted to v.p.'s of Kenyon & Eckhardt . . . Robert W. Dailey has resigned as v.p., McCann-Erickson, Chicago . . . J. Blan van Urk, ex-Calkings & Holden exec. v.p., resigns to form own consulting firm with offices in Philadelphia & Pittsburgh . . . Tom Moorehead, ex-WFIL, Philadelphia, joins George S. Mallis Adv. as TV-radio v.p. . . . Jay DeBow promoted to v.p. of Merrill Anderson Co., N. Y. . . . George R. Darcy promoted to senior v.p. of Rumrill Adv., Rochester, N. Y., succeeded as Buffalo gen. mgr. by James G. Wells . . . Dr. Bertrand Klass, ex-McCann-Erickson, named v.p. of Forbes Marketing Research, N. Y. . . . Ralph W. Tanner, v.p. of Anderson & Cairns Adv., N. Y. named pres. of new Creative PR Inc., agency's public relations subsidiary; Ashley W. Burner, A&C public relations director, named v.p. . . . Alfred C. Gary promoted to mgr. of Kenyon & Eckhardt's new Dallas office . . . Norman C. Kal, senior partner of Kal, Ehrlich & Merrick, Washington, onetime part owner of old WAAM, Baltimore, now Westinghouse's WJZ-TV, heads corporation, including his partners, which has applied for new 1-kw daytime radio station on 950 kc at Potomac, Md., on outskirts of Washington.

Rate increases: KMOX-TV, St. Louis, has raised base hour from \$1750 to \$1900. WBEN-TV, Buffalo, Dec. 1 added Class AA hour (7:59-10:31 p.m. daily) at \$1250, min. at \$250, Class A hour going from \$1050 to \$1100. KAKE-TV, Wichita, Dec. 1 added Class AA hour (6:30-9:30 p.m. daily) at \$700, min. at \$150, Class A hour going from \$600 to \$465. WTRF-TV, Wheeling, Dec. 1 raised hour from \$600 to \$625, min. \$120 to \$140. KOSA-TV, Odessa, Dec. 1, hour from \$300 to \$350, min. \$60 to \$80. Spot increases: WNEW-TV, New York, Dec. 1 raised base min. from \$300 to \$500. KBET-TV, Sacramento, Nov. 1 raised min. from \$200 to \$225.

TV-radio contest misrepresentation is alleged in FTC complaint filed against Arthur Hammell, 350 Fifth Ave., N. Y. and 3 firms at same address—Advertisers Assoc. of America Inc., Teleradio Advertisers Inc., United Publicity Inc.—in which he is officer. FTC said "false claims" to stations & advertisers were made by Hammell and his representatives in promoting "Millionaire's Weekend Trip," "Juvenile Delinquency Essay Contest" & "Safety on the Highways Essay Contest." Hearing on complaint was scheduled by FTC for Jan. 31.

Complete TvB report on combined network TV billings in 3rd quarter, supplementing Sept. & Jan.-Sept. figures released earlier (Vol. 14:46), itemizes daytime & nighttime billings, expenditures by top company & brand advertisers, expenditures by product. Report is available from TvB, 444 Madison Ave., N. Y., and 369 Pine St., San Francisco.

Stations vs. CATV, Again: Microwave applicants seeking to melt FCC's freeze on their proposals to serve community antenna systems (Vol. 14:42), face a rather dubious Court of Appeals. In oral argument this week, Judges Prettyman, Bazelon & Washington questioned applicants' counsel E. Stratford Smith quite closely about their jurisdiction—whether there's anything FCC can be forced to do. Smith has asked that the Commission be required to grant applications or set them for hearing, instead of simply freezing them without explanation.

FCC asst. gen. counsel Richard Solomon, however, told judges he thinks FCC does have jurisdiction, though he argued that freeze has been of short duration; that microwave problem is relatively new, needs to be examined in overall inquiry into impact of CATV, translators, etc. on regular TV stations; that danger of CATV is loss of service to rural areas; that FCC's inquiry isn't "frivolous, sham or going through the motions just to give temporary relief to a few broadcasters."

Smith insisted that court shouldn't condone "agency inaction"; that he's not asking court to force CPs from Commission, that he wants FCC to come up with "something to appeal from."

Vernon Wilkinson and J. Roger Wollenberg, representing several small-town stations, supported Solomon's position—stressing that if CATV systems forced small-town stations out of business rural coverage would suffer and that CATV brings big-city signals to small towns, providing competition to local stations. They argued that a general proceeding, such as FCC's "inquiry," is better way of disposing of whole issue than case-by-case action.

Pending court decision, Commission has modified its freeze to extent of granting microwaves to serve CATV systems in towns with no TV service.

Translator CP: Ch. 76, Olivia, Minn., to Renville County TV Corp., to repeat WCCO-TV, Minneapolis (Ch. 4).

VHF-UHF—Educational Phase: No answers yet in FCC's TV allocations dilemma—but a lot of "studying" is going on. Commission staff made another presentation to commissioners Dec. 4 in session described to us as "educational, no decisions." TV Allocations Study Organization (TASO) board held monthly meeting in Washington Dec. 3, and word is that it expects to meet year-end target for report—though printing and presentation to FCC will be delayed until Jan.

One of problem's most earnest students, Comr. Fred Ford, this week presented a "mid-term paper" on the subject at Dec. 5 meeting of Radio & TV Executives Assn. of Houston. He spent considerable time drafting it over last few months, consulting Commission staff at length. He doesn't claim to have solution yet—but presents excellent picture of the alternatives and their possible consequences.

One thing certain, according to Ford, is that matters will merely deteriorate if nothing is done. If FCC just rocks along, he said, "I believe the following result will be inevitable:

New & Upcoming Stations: WTOL-TV, Toledo (Ch. 11) went on full schedule Dec. 5 with CBS-TV, 2nd TV station in city where Storer's pre-freeze WSPD-TV (Ch. 13) has been sole outlet since 1948. Year's 34th starter, it brings on-air total to 543 (84 uhf). Also getting program test authorization this week is KFOR-TV, Provo, Utah, (Ch. 11), but we're not including it in this week's on-air count because it doesn't plan to start programming as independent outlet until Dec. 15.

WTOL-TV has 50-kw RCA transmitter and 100-ft. Ideco tower with 12-section superturnstile antenna in Oregon City, O., 8 mi. from downtown Toledo, with temporary studios in penthouse of Toledo's Hillcrest Hotel. Ex-Congressman Frazier Reams, operator of radio WTOL, is pres. & 70% owner. Other stockholders with 10% each are his brother, Dr. Glenn H. Reams; Thomas S. Bretherton, exec. v.p.-gen. mgr.; Morton Neipp, attorney. Rus Stone, from WTOL, is sales mgr.; Robert Krieghoff, also ex-WTOL, program director; James T. Lynagh, ex-WSBA-TV, York, Pa., production mgr.; Steve Fayer, ex-WSBA-TV, promotion mgr.; Harold Holmes, WTOL, chief engineer. Base hour is \$900. Rep is H-R Television.

* * * *

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

WBDG-TV, Cheboygan, Mich. (Ch. 4) still hopes for early 1959 start, picking up NBC-TV from parent WPBN-TV, Traverse City (Ch. 7), now that 6-bay RCA antenna has been installed on 500-ft. Stainless tower, wires pres.-gen. mgr. & 30% owner Les Biederman. However, studio-transmitter building to house RCA equipment hasn't been completed. WPBN-TV base hour is \$200. Rep is Hal Holman.

KUAT, Tucson (Ch. 6, educational) has 250-ft. Utility tower and RCA antenna ready, still expects to meet Dec. target, writes Wesley T. Johnson, Radio-TV Bureau engineer of grantee U of Ariz. It has 500-watt RCA transmitter ordered for delivery soon. Equipment will be housed in Herring Hall, which already has studios used for closed-circuit for 2 years.

"(1) All or part of the allocation to uhf will be re-allocated for non-broadcasting services.

"(2) There will be a minimum of competition between local TV outlets in many areas of the country.

"(3) Efforts to relieve monopoly situations and lack of a choice of stations will lead to shorter mileage separations between co-channel and adjacent-channel stations, thus tending to degrade or eliminate service which the public now enjoys, particularly in rural areas.

"(4) Many communities will be denied local TV outlets entirely."

Ford then describes an "ideal" allocation as one which has: (a) Band that is contiguous or nearly so. (b) Top-bottom frequency ratio "as low as possible"—not more than 3-to-1 is desirable. (c) Similar propagation characteristics for all channels. (d) Enough channels.

* * * *

There are 6 major alternatives open to Commission, in Comr. Ford's opinion.

(1) No change—which would "compound the present difficulties [and] ultimately lead to the demise of uhf."

(2) Change vhf standards (cut mileages, etc.) and give uhf to other radio services. Pros & cons: "While this course of action might increase the total number of stations, it is also possible that it would lead to less service

to the public. This could occur through increased interference between stations which are closer together."

(3) Vhf-uhf deintermixture. This hasn't helped much so far, to the degree that it has been tried. Said Ford: "Admittedly, novel schemes for deintermixture have been put forth but not tried out. But it seems clear that any deintermixture scheme would leave us with 2 different TV services in this country. The choice of which system serves a particular community would be determined by the geographical location of communities rather than by the normal standards of public interest, convenience & necessity . . .

"If the presently allocated vhf & uhf channels are effectively exploited by TV, the risks of losing spectrum space for TV will be avoided. The longer it takes to effectuate deintermixture, however, the greater the risk of losing all or part of the uhf-TV band. Any inroads into this band could operate to prevent using deintermixture as the formula for putting TV broadcasting on a nation-wide competitive basis with a choice of service to the public."

* * * *

(4) Add to the 12 vhf channels and abandon uhf. Ford analyzes non-TV spectrum between 54 & 300 mc: 72-76 mc, 88-174 mc, 216-300 mc. All are well-occupied by other services, including FM, amateurs, air marker beacons, international civil aviation. It would take time & money and international negotiations to achieve a shift—obviously years. If all other services were shifted, TV could add 15 vhf channels in 54-216-mc band, but many less drastic changes might be considered—perhaps adding only 5 vhf channels, etc.

(5) Contiguous band starting at 174 mc—174-474 mc, for example. This is more "feasible," Ford said, than attempting to shift non-TV services out of 54-216-mc band and it would provide 50 channels instead of 27. In 1956, an interdepartmental committee, including FCC, concluded that military couldn't release space in 216-300-mc band because "world-wide build-up of our international defense facilities in collaboration with friendly countries has intensified the reliance which must be placed for defense purposes on these frequencies."

So, said Ford, we'd have to take another look and see

Translator applications providing chain from Duluth-Superior to International Falls, Minn. (Vol. 14:46) were vigorously attacked this week by Superior Communications Co., microwave operator which serves community antenna system in International Falls. It complains that Minneonto TV Inc., the translator applicant which also holds CP for KIFS, International Falls (Ch. 11), doesn't intend to build KIFS, aims to drive CATV-system out of business with no-cost translator service. This, Superior says, would deprive it of its only customer for microwave service. It asks for dismissal of Minneonto applications or a hearing.

Latest NAB engineering report is *Experience with Compatible Single Sideband at KDKA*, reprint of paper by Westinghouse stations' engineering v.p. Ralph N. Harmon. NAB engineering dept. mgr. A. Prose Walker reports it's policy to try to get out one report monthly, says one of most successful was July 1955 *Frequencies Used by the Broadcast Services*—of which FCC itself ordered 50 copies. Other reports have covered remote control, tower problems, proof of performance for AM & FM, "tips for broadcasters," remote pickups, image orthicon survey. Next month: *Modernization of Transmitters*. New NAB members get packet of past reports.

if that is still true. Furthermore, the committee didn't study space above 300 mc, so that should be looked into. At any rate, if a shift of this sort is possible, "it would take time to negotiate with a considerable number of other countries, and much time and many dollars to implement."

* * * *

(6) All uhf. Said Ford: "There would be no adverse impact on other existing radio services and it would reasonably meet all the criteria in our ideal standard . . . Most of the impacts on TV licensees and the general public of this plan have been carefully analyzed before. The report of TASO will, I hope, furnish new light on the engineering capabilities of uhf."

As for public's ability and willingness to convert sets to uhf, there's little difference, Ford said, between a 50-channel vhf plan and all-uhf—because "the receiver conversion problem would be approximately the same for both." Furthermore: "The 50-channel vhf plan would be costly and time consuming for the non-broadcast users in this and friendly countries. The uhf (470-890) would not." Ford's conclusions:

"All but alternatives 1 & 2 would entail serious disruptions because of necessary TV receiver conversion or replacement. In this respect, the alternatives which would extend the vhf range immediately beyond Ch. 13 are at a disadvantage in that there are no TV receivers which cover these frequency bands in existence or production. For an all-uhf system using the 70 channels now allocated, there are now in the hands of owners some 8 or 9 million receivers which tune to some or all of the uhf channels, and in addition, there are all-channel sets in commercial production.

"It is of course obvious that use by TV of any part or all of the spectrum now allocated to TV would avoid the tremendous dislocation of other govt. and non-govt. services vital to safety or the national defense.

"I would like to make it clear that in the event of changes in the present structure, if any changes are possible at this late date, the conversion period should be sufficiently long to permit appropriate amortization of sets in the hands of the public and investments in TV broadcasting plants by broadcasters."

GE shipped 10-kw transmitter Nov. 21 to WKTV, Utica (Ch. 13), authorized to shift to Ch. 2; 2-bay helical antenna Nov. 19 to WQED, Pittsburgh (Ch. 13, educational) and on same day returned repaired uhf antenna for upcoming Ch. 16 there; 2000-mc microwave relay Oct. 31 to WSIL-TV, Harrisburg, Ill. (Ch. 22); 2000-mc microwave relays Nov. 14 weekend to KALB-TV, Alexandria, La. (Ch. 5), WJHL-TV, Johnson City, Tenn. (Ch. 11) & KVII, Amarillo, Tex. (Ch. 7).

RCA shipped traveling wave antenna Oct. 29 to WIS-TV, Columbia, S. C. (Ch. 10), planning boost to 316-kw at new site; superturnstile antenna Oct. 20 to KXLY-TV, Spokane (Ch. 4); 6-section superturnstile antenna Nov. 12 to WMAR-TV, Baltimore (Ch. 2), planning move early next year to tower to be shared by city's 3 TV stations (Vol. 14:42); 6-kw transmitter Nov. 26 to WNBQ, Chicago (Ch. 5).

Single TV application filed this week was for Ch. 8 Christiansted, St. Croix, Virgin Islands, by owners of radio WIVI there. Total applications pending are now 88 (22 uhf). (For details, see *TV Addenda 27-M*.)

Ampex Videotape recorder shipments: WPIX & WNTA-TV, N. Y.; KTLA, Los Angeles; second unit to WFIL-TV, Philadelphia; WRGB, Schenectady, N. Y.

Ocean-Hopping With Scatter: Transatlantic TV transmission via tropospheric scatter is now technically possible—if someone wants it badly enough to put up about \$50,000,000 for the necessary 6-10 North Atlantic hops. According to Ed Dyke, asst. director of Page Communications Engineers, big Washington “troposcatter” contractor, the technical tools are at hand and he lists these developments which make the transmissions possible:

(1) Big antennas. It had been thought that maximum economic limit had been reached with antennas about 120-ft. in diameter, but RCA research has found that doubling antenna can produce about 4.5db improvement and at same time help preserve wide bandwidths.

(2) Accurate prediction of fades. Mathematical work by scientists, notably those of Bureau of Standards, has eased burden of handling fading.

(3) Power reduction. Development of automatic devices which adjust transmitter power to that actually needed, tying transmitter to signal vagaries, cuts power use to about 10% of former values—saving on fuel, tubes, etc. Westinghouse is credited with this work.

(4) “Mavar” amplifier, a new device which cuts noise amplification drastically, developed by Stanford U, Bell Labs, Zenith, et al.

(5) Bandwidth reduction. By coding TV signal, transmitting only those elements which change from frame to frame, bandwidth has been cut to 1-2 mc and is expected to be reduced even more. Technicolor Inc. has done considerable work in this field.

(6) Easier tests. It once took days, if not weeks, to set up scatter units and test them at isolated spots. Page can now fly entire station to location by helicopter, set it up in minutes—using inflatable rubber antenna.

Dyke has been with Page since Jan., previously was with Collins Radio in Dallas. He’s extremely bullish about troposcatter generally, expects it to serve underdeveloped areas as well as microwave does in U. S.—since it provides reliable communications for hops greater than 700 mi.

Buyer of off-air WHCT, Hartford (Ch. 18), being acquired for \$250,000 from CBS (Vol. 14:46), is new Capitol Broadcasting Inc., with Edward D. Taddei, ex-gen. mgr. of WNHC-TV, New Haven (Ch. 8), holding 54%, according to transfer application filed this week. Other stockholders are David K. Harris, film producer who owns 10% of radio WHAY, New Britain, v.p. & 23.7%; Michael J. Goode, owner of 5% of WHAY, 7.9%; Pasquale Corolla, New Haven adv. executive, 4%; Guiseppi Marzullo, pastry shop owner, 4%; Louis Follis, insurance man, 2.4%; Anthony Quarino Jr., film producer associated with Harris, 1.67%. Remaining 2.3% is held by 3 others with less than 1% each.

“Life & death” issue of station survival is cited by WMBV-TV, Marinette, Wis. (Ch. 11) in 2 petitions to FCC this week in connection with proposed site move nearer Green Bay (Vol. 14:40). In one, WMBV-TV urges expedited hearing on move, against which objections have been filed by Green Bay’s WFRV-TV (Ch. 5) & WBAY-TV (Ch. 2). WMBV-TV says its survival depends on expanded coverage in Green Bay area with continued NBC-TV affiliation, which network is switching to WFRV-TV (Vol. 14:48). Other petition protests Nov. 25 renewal of WFRV-TV’s license, alleging “malicious interference” with WMBV-TV’s relations with NBC.

Casting News Section of *Variety*, detailing parts available in N. Y. theatrical productions, has been expanded to include TV casting news.

Programs for Crisis: Mass media—including CBS networks—haven’t done enough to combat racial bigotry & violence in U. S., CBS Inc. pres. Frank Stanton told N. Y. “freedom forum” of B’nai B’rith’s Anti-Defamation League this week. He said that “no mass medium can, of itself, control events or establish leaders or induce trends,” but that CBS News proposes now to develop series of 5 TV & radio programs exploring intolerance: (1) *South in Crisis*, on school integration conflicts. (2) *North of the Mason-Dixon Line*, on “smug satisfaction of the northerner” vs. his racial practices. (3) *The Hatemongers*, on “disturbed personalities who live off human discord.” (4) *The Price of Discord*, on domestic & international effects of segregation. (5) *Case History of Progress*, on “gradual, painful steps that have been taken in a series of representative cases where conditions have been improved.”

Both 1960 Presidential conventions should be held in same city, thus save TV-radio networks about \$750,000, CBS News v.p. & gen. mgr. Sig Mickelson told Democratic Site Committee in Washington this week, speaking for all networks. Similar presentation to GOP is planned. Criteria outlined: Adequate workspace & housing; satisfactory communications facilities including phone company know-how; availability of TV equipment, including videotape facilities, and skilled manpower; short AT&T haul to TV centers, 1-2 week interval between conventions. Democratic and GOP site subcommittees agreed to meet with Mickelson next week. Both TV-radio and printed media representatives hope single site for both conventions will be selected—TV-radio obviously hoping for Chicago, San Francisco or Los Angeles.

ASCAP-radio negotiations for new licensing terms replacing contract expiring Dec. 31 were suspended this week, all-industry committee chairman Robert T. Mason, pres.-gen. mgr. of WMRN, Marion, O., reporting further talks were useless. ASCAP has offered one-year renewal of contract for 2¼% royalty fees based on stations’ gross income. Radio negotiators want fees reduced and other concessions in terms which now yield ASCAP about \$8,000,000 per year. Deadlock doesn’t mean ASCAP radio music will be off air after Dec. 31 if issues aren’t settled, 1950 ASCAP anti-trust consent decree providing that Federal court can fix rates if agreement isn’t reached. ASCAP-TV agreement, running to 1961, was signed year ago (Vol. 13:52).

Moody Bible Institute, Chicago, operator of radio WMBI there for last 32 years, has acquired Westinghouse’s old KYW-FM (Ch. 277), now WCRF, and is operating it for Bible, religious, classical & news programs weekdays 1-9 p.m., Sun. 9 a.m.-9 p.m.

List of copyrighted movies & filmstrips, Jan.-June 1958, has been issued by Library of Congress in 73pp. pamphlet—*Catalog of Copyright Entries*, 3rd series, Vol. 12, Parts 12-13, No. 1—available at 50¢ from Register of Copyrights, Library of Congress, Washington 25, D. C.

Reserve corps of war correspondents, to be organized by armed services in cooperation with press & broadcasting industries in preparation for any hostilities, is proposed by UPI pres. Frank H. Bartholomew.

New TV-radio primer, *Evolution of Broadcasting*, is 15pp. report prepared by FCC Office of Reports & Information (George O. Gillingham, chief); copies are available from Commission.

Jack Benny’s TV film parody of MGM’s “Gaslight” movie, suppressed 5 years by litigation in celebrated copyright suit (Vol. 14:46), will get public showing on CBS-TV 7:30-8 p.m. Sun. Jan. 11.

NEW CORNING 23-in. TUBE HOT—BUT LATE: There's industry-wide interest in Corning's new 23-in. "contoured twin panel" picture tube (Vol. 14:43) -- but it won't be ready in time for introduction in 1960 TV models next June. That's latest word we get from an industry spot check, including independent tube makers, who expressed disappointment at prospect of delay of what many hoped would be a prime innovation and perhaps a big sales stimulant for next year's lines.

Hassle within industry over deflection angle -- whether it should be 110 or 118 degrees -- is one reason for delay given by Corning v.p. for electrical products John L. Hanigan. That cannot be resolved, he said, until Corning samples industry with 118-degree tube in Feb. He said argument should be settled so bulbs would be available June 1, but admitted that might be too late for inclusion in new lines.

Set designers are intrigued with new tube, we learned. It eliminates the flat safety glass plate, substituting a curved panel affixed directly to tube face by a special plastic cement. It also makes for shallower design, cuts down on reflection. No information is available yet on the price factor involved with the new tube.

Some set makers don't want "twin panel" tube next year, one independent tube maker told us, because they prefer to put off tooling costs until fall of 1959 or later. He suggests they may have brought pressure to bear on Corning to delay production of 110-degree tube which was sampled to the industry in Nov. and which, he said, is now ready to go into production and could be out in 90-100 days.

'Multiple Sets for the Home': That's the theme of industry-wide TV set promotion formally approved this week by EIA board meeting in N.Y. Board shied away, however, from a suggestion that it seek \$100,000 fund from members to hire an outside public relations counsel and implement a broadscale promotional program. Instead, the adv. & public relations committee of the consumer products div. will act as a clearing house for suggestions based on the campaign theme, passing them along to set makers for incorporation into individual company adv. & public relations programs. RCA Victor adv. & sales promotion mgr. J. M. Williams is committee chairman.

* * * *

Board also gave formal approval to establishment of a National Stereophonic Radio Committee to recommend stereo broadcast standards to FCC -- modeled after the National TV System Committees for black-&-white and color TV. [For details of NSRC plans, see Vol. 14:47.] Its all-important administrative committee will be headed by ex-EIA pres., retired GE v.p. W.R.G. Baker who also headed NTSC. Other members: vice chairman David B. Smith, Philco; Arthur V. Loughren, Airborne Instruments Lab; W. J. Morlock, GE; Donald G. Fink, Philco; I. J. Kaar, Hoffman Electronics; A. N. Goldsmith, N.Y. engineering consultant. Chairman of NSRC operating committee will be Graydon Lloyd, GE; vice chairman, J. E. Young, RCA. This week, Philco proposed new AM stereo standards to FCC (see p. 13), differing from RCA's (Vol. 14:43).

Westinghouse Stays With Color: "If there's anything new in TV, it's color," said Westinghouse's E. J. Kelly, gen. mgr. of TV div., announcing this week his company will introduce 2 new color models -- one table model, one console -- in its 1960 line. "We had to decide whether we're in color or not; no matter how little it is, we're in it," he said, estimating that Westinghouse will sell only about 10% of the total 150,000 anticipated color set sales by the industry this year.

Trend toward once-a-year TV model changeover was emphasized by Kelly who said Westinghouse would stand pat on its present line through next spring, following the similar policy announced last week by RCA (Vol. 14:48). He said there might be a few minor modifications of current models but line would remain virtually unchanged.

TV-Radio Production: TV output was 99,618 sets in week ended Nov. 29 reflecting Thanksgiving Day holiday vs. 116,530 preceding week and 134,179 same week last year. Year's 47th week brought production to 4,507,710 sets vs. 5,825,804 for same period last year. Radio production 338,887 (109,098 auto) for week ended Nov. 29 compared with 390,019 (137,678 auto) preceding week and 455,779 (158,655 auto) same week last year. Radio production for 47 weeks was 10,342,825 (3,157,288 auto) vs. 12,862,226 (4,925,157 auto) in the same period last year.

Philco Goes Into Stereo AM: Another challenger in the stereo standards picture is Philco, which this week informed FCC it has developed a compatible stereo AM system now ready for field-testing. Thus, in addition to competing stereo FM systems being pushed before Commission (Vol. 14:41), there are divergent approaches to stereo AM—RCA having announced one (Vol. 14:43).

Since Philco owns no AM stations, it told Commission, it needs cooperation of broadcasters for field tests, says it's ready to work with new National Stereo Radio Committee, of which Philco research v.p. David B. Smith is vice chairman (see p. 12).

Smith says Philco system is well-advanced, has patents pending, is distinguished by fact that it can be used with inexpensive, uncomplicated receivers. Asked how system differs from RCA's, he said: "I don't know what RCA has. All I know is what the newspapers reported, and that isn't much." RCA has announced system which uses each of AM's sidebands for a stereo channel.

Smith says he hopes there will be no fight over stereo standards; that industry will be able to agree on single standard, through NSRC. "Stereo patents aren't particularly important," he states, "because stereo is an old art."

"This is a chance for AM stations, particularly the independents, to get on the stereo-record bandwagon," Smith asserts. "Several have heard our demonstrations and they're excited about it. We're inviting the FCC to come up, but we don't intend to make a big public fanfare until we have something to sell." In filing with FCC, Philco suggests following changes in AM standards:

Stereo Transmission Standard—For stereo transmission, the present Standards of Good Engineering Practice for Radio Broadcast Service (AM) shall apply except as indicated in Appendix II. For stereo transmission, the broadcast signal shall consist of a modulated carrier having both amplitude and phase modulation. The amplitude modulation shall be proportional to the sum of the 2 stereo signals. The phase modulation shall be determined by the higher frequency components only of the difference of the 2 stereo signals. The following conditions shall obtain:

(1) From the input of the modulators onward, the 2 signal carrier components shall have the same amplitude response and envelope delay.

(2) The higher frequency components of the modulating signal producing phase modulation shall be the equivalent of those which will pass through a high pass RC filter with a low frequency cut off of 300 cps.

(3) For identical input signals, i.e., monophonic programs, the phase modulation shall vanish.

(4) When one stereo signal is zero and the other has that amplitude corresponding to 100% modulation at a high audio frequency, the phase modulation will be asymmetric and shall be 45 degrees in the direction of its maximum excursion. This statement describes a carrier in which the phase modulation and amplitude modulation sidebands contain equal energy.

(5) The composition of the stereo carrier shall be such that the carrier component due to a signal in the 'right' or 'A' track will lead the carrier component due to a signal in the 'left' or 'B' track by 90 degrees.

(Appendix II referred to in the foregoing covers details of audio distortion, audio frequency response and modulation monitors.)

Packard-Bell introduces first line of AM-FM table model radios ranging in price from \$49.49 to \$61.95, featuring automatic frequency control, 6-in. oval speaker, 7 tubes, 2 diodes, indoor FM antenna.

OFFICERS-&DIRECTOR stock transactions as reported to SEC for Nov.:

Admiral—John F. Gilbarte exercised option to buy 1800, holds 1800.

American Electronics—David Van Alstyne Jr. sold 6050 through Van Alstyne Noel, holds none.

Avco—H. Webster Crum exercised option to buy 3000, sold 2900, holds 500; W. A. Mogensen sold 2000, holds 1000; K. R. Wilson Jr. bought 500, donated 500, holds 2500.

Cinerama—Grant Leenhouts sold 2000, holds 625.

Columbia Pictures—Charles Schwartz bought 6000 through Flco Corp., in which 11 other officers & directors are beneficial owners, holds 41,358 in Flco Corp., 14,499 in partnership, none personally.

Consolidated Electrodynamics—Robert L. Smallman sold 500, holds 2800; Harold W. Washburn sold 2200, holds 3690.

Consolidated Electronics Industries—Charles G. Munn sold 500, holds 2700; Arie Vernes sold 100, holds 400.

Corning Glass—Thomas Waaland exercised option to buy 2000, holds 3800.

Daystrom—Bradford T. Blauvelt exercised option to buy 2200, holds 5000; Carlton S. Proctor sold 200, holds 300.

Emerson—Percy West bought 100, holds 2110.

Gabriel—Frank M. White sold 1000, holds 23,000.

General Dynamics—Wm. McCormick Blair bought 2250, holds 3700 personally, 2250 in partnership; Allen D. Marshall exercised option to buy 5000, holds 16,750; Joseph T. McNarney exercised option to buy 9500, holds 12,013; Kenneth Stiles exercised option to buy 600, holds 1000.

GE—Carter L. Redd exercised option to buy 450, holds 2767 personally, 1350 in trust, 542 for Carter L. Redd Jr.; Harold E. Strang bought 2650, holds 8691.

General Telephone—Robert A. Gantt bought 200, holds 2000.

Guild Films—David Van Alstyne Jr. bought 3000 as trustee, sold 1000 as trustee and 6333 more through Van Alstyne Noel, holds 7207 personally, 8400 as trustee, none in Van Alstyne Noel.

Hazeltine—Laurence B. Dodds sold 100, holds 322.

ITT—John E. Gingrich bought 100, holds 144.

Litton Industries—Roy L. Ash acquired 29 in partnership through failure of performance under sales contracts, disposed of 1262 in partnership through exercise of options by employees, holds 50,925 personally, 12,513 in partnership; Alfred B. Connable sold 100, holds 7700; Glen McDaniel bought 5000, holds 10,000; Carl A. Spaatz sold 300, holds 3600; Charles B. Thornton acquired 62 in partnership through failure of performance under sales contracts, disposed of 2776 in partnership through exercise of options by employees, holds 123,249 personally, 27,528 in partnership.

Loew's—Louls A. Green bought 5400 through Stryker & Brown, holds 150,035 in Stryker & Brown, none personally.

Motorola—Paul V. Galvin sold 250 privately, holds 97,903 personally, 155,580 in trust; Robert W. Galvin sold 250 privately, holds 181,593 personally, 155,580 in trust; Edward R. Taylor bought 500, holds 4060.

National Theatres—E. C. Rhoden sold 7500 and 16,400 more through Rhoden Investment, holds 26,800 personally, 26,950 in Rhoden Investment, 1325 in Boot Hill Investment, 10,850 in Precision Holding.

National Telefilm Assoc.—Burt Kleiner bought 3000, holds 10,000.

Philco—Henry F. Argento bought 5500, holds 5727.

Philips Electronics—Arie Vernes bought 200, holds 400.

Raytheon—John H. Beedle bought 500, holds 2900; Carlo L. Calosi exercised option to buy 2000, holds 3000; David D. Coffin exercised option to buy 3150, holds 3303; Ray C. Ellis exercised option to buy 500, sold 35, holds 1500; Harold S. Geneen exercised option to buy 250, holds 15,960; Gordon S. Humphrey bought 1102, sold 105, holds 2152; O. P. Susmeyan exercised option to buy 2152, holds 2152.

Siegler—Donald Royce sold 800, holds 11,016.

Sylvania—Curtis A. Haines sold 192, holds 1004.

Texas Instruments—W. D. Coursey sold 500, holds 5205.

Trans Lux—Harry Brandt bought 5700 and 200 more through Harry Brandt Foundation, sold 200 through G. Brandt Foundation, holds 1,673,000 personally, 16,380 in Harry Brandt Foundation, 12,150 in G. Brandt Foundation, 18,600 for wife, 200 in Bilpam Corp., 1000 in Brapick Corp., 700 in Marathon Pictures.

United Artists—Robert S. Benjamin sold 14,062, holds 116,220; Seward I. Benjamin bought 14,062, holds 14,062.

Westinghouse—W. O. Lippman sold 200, holds 1221; Gwilym A. Price bought 2000, holds 6116.

Zenith—Hugh Robertson bought 100, holds 3636; Leonard C. Truesdell bought 100, holds 100; Joseph S. Wright bought 200, holds 1260.

Trade Personals: J. Gerald Mayer, v.p. of General Instrument, also named pres. of subsidiary Radio Receptor Co. . . . L. G. Haggerty, new pres. of Warwick Mfg. Co. & Martin J. Caserio, gen. mgr. of GM Delco Radio div., elected to board of EIA, representing consumers products div.; George R. Hasse, pres. & gen. mgr., DuKane Corp., elected to represent technical products div. . . . Dr. D. W. Epstein, ex-RCA Labs associate director, named mgr., conversion tube operations, RCA industrial tube products dept., Lancaster, Pa.; C. F. Nesslage promoted to financial controls & planning mgr.; E. E. Spitzer promoted to power tube operations mgr.; E. M. Wood to operations services mgr. . . . Mogens E. Christiansen promoted to gen. sales mgr. of P. R. Mallory & Co. . . . Guy Bell promoted to mgr. of Canadian Admiral's new Montreal factory branch . . . Don Jonson, ex-General Cement, named sales mgr. of Erie Resistor electronic distributor sales div. . . . G. Birch Ripley, ex-Columbia Records, named adv. & sales promotion mgr. of Herold Radio & Electronics, succeeding Robert A. Donner now with Dunay, Hirsch & Lewis Adv., N. Y. . . . Lloyd W. Dunn promoted to v.p. of Capitol Records artists & repertoire div., succeeded as sales & mdsg. v.p. by John K. Maitland; Gordon R. Frazer promoted to sales director; Wm. Tallant, to merchandising director . . . Bruce H. Boyers, ex-GE Electric Appliances, Cincinnati, named national sales mgr. of Chime Record Co. . . . David A. Thomas promoted to new post of v.p. & gen. mgr., RCA industrial & automation div., reporting to industrial products exec. v.p. T. A. Smith; John J. Graham promoted to gen. mgr., communications & industrial electronics products operations div. . . . Wm. O. Bennett, since 1949 chief engineer in charge of new products div., named research & engineering director of Bulova Watch Co. (radios).

West Coast Electronic Mfrs. Assn., now changing name to Western Electronics Mfrs. Assn., has elected as chairman, H. Myrl Stearns, Varian Associates; exec. committee chairman, Bernard M. Oliver, Hewlett-Packard; show director, O. H. Brown, Eitel-McCullough; convention director, Albert J. Morris, Levinthal Electronic Products. WESCON's 1959 convention will be held in San Francisco, Aug. 18-21.

First prediction of 1959 TV business comes from Motorola exec. v.p. Edward R. Taylor, who told this week's distributor meeting in Chicago that the industry should produce 6,200,000 TV sets next year—or 12% more than 1958. His other "guesstimates": 2,500,000 table radios, up 10%; 2,300,000 clock radios, up 2%; 3,000,000 portable radios, up 7%; 1,000,000 monaural phonos & hi-fi, down 37%; 3,000,000 stereo hi-fi, up more than 200%; 4,500,000 car radios, up 32%. He added: "Competition next year will be exceptionally keen but on a quality-value basis rather than price. The customer is showing a tenacious interest in upgrading his tastes this year and we expect this trend to continue. Novelty merchandise will go begging. Before long, stereo hi-fi will be as great a factor in the entertainment business as TV is today."

Trav-Ler will enter tape recorder field "soon after first of the year" with a complete line of both stereo and monaural home recorders, according to pres. Joe Friedman. Meanwhile, Bell & Howell v.p. Fletcher Waller confirmed that the company's tape recorder tools & dies have been sold to Trav-Ler for an undisclosed price, that Trav-Ler will manufacture recorders to Bell & Howell specifications, and that company will continue to merchandize them through its present distributor-dealer organization.

ELECTRONIC PERSONALS: Richard B. Bean, administration mgr. of Automatic Electric Co., named asst. director, communications industries div. of Commerce Dept.'s Business & Defense Services Administration, succeeding Wm. Hatton, retired ITT v.p. . . . Sidney Frankel, ex-Hughes Aircraft, named engineering director of Philco's Sierra Electronic div., Menlo Park, Cal., succeeding Paul F. Byrne, resigned . . . Dr. Donald G. Wilson promoted to gen. mgr. of Stromberg-Carlson's electronics div., San Diego . . . C. W. Finnigan, ex-Stromberg-Carlson, named commercial engineering director of Avco's Crosley div. . . . Donald M. Christie promoted to plant mgr. of Sylvania electronic systems div., Buffalo, succeeding George L. Downs, now program mgr. of Amherst Engineering Labs there; Charles G. Kunz promoted to mgr. of new field engineering dept. . . . A. P. H. Barclay, Philips Electronics Industries Ltd., Toronto, elected director of IRE Canadian Region . . . Albert E. Edwards, ex-mfg. v.p., Sperry-Rand's Ford Instrument Div., elected a v.p. of W. L. Maxon Corp. . . . Jack H. Zillman promoted to gen. mgr. of Daystrom's Pacific div., Los Angeles . . . John G. Copelin, ex-v.p. & comptroller of International Standard Electric Corp., elected v.p. & comptroller of parent ITT; Paul F. Swantee elected treas., succeeding O. C. Buchanan, retiring.

DISTRIBUTOR NOTES: GE sets up factory branch in East Hartford, Conn., replacing Orkil Inc. whose pres., Orrin P. Kilbourne, retires Dec. 31 after 22 years as GE distributor . . . RCA appoints E. A. Helwick, Gulfport, Miss. for TV, tubes, transistors, replacement parts . . . RCA appoints National Radio Parts Distributing Co., Brooklyn, N. Y. for parts . . . Hoffman appoints The Sampson Co., Chicago, for TV, hi-fi . . . V-M appoints Walker Martin Inc., Charlotte, N. C. for phonos, tape recorders . . . Grundig Majestic appoints Su-John Co., Philadelphia, for hi-fi, radios.

Obituary

Frederick H. Troup, 66, retired controller of RCA electron tube div., died Dec. 5 at Irvington, N. J. Surviving are widow, son, daughter.

Ira J. Adams, 81, founder of RCA patent dept. and its first patent attorney, died Dec. 4 at Ridgewood, N. J.

TV-appliance retail sales in Sept. exceeded same 1957 month for the first time this year, according to a nationwide compilation by *Electrical Merchandising* of reports from major utilities. "This is first time this year every product has shown a marked increase in retail sales over last year," report said. "It may indicate the start of a broad upswing in appliance sales." Percentage increases over Sept. 1957 were: TV, 3%; refrigerators, 5%; freezers, 14%; electric ranges, 11%; washers, 1%; dryers, 4%; dishwashers, 19%; room air conditioners, 39%.

Japan's 5-Year Plan: A 1962 electronics production goal of \$1 billion—almost double the 1957 figure—has been set by Japan's ministry of international trade & industry, according to AP report from Tokyo. Of current export situation, it says: "Biggest electronics hit Japan has made overseas is transistor radios. Transistor and vacuum tube radio exports last year totaled \$11,000,000—more than half all electronics exports. The U. S. is the largest buyer."

Whirlpool, owned 20% by RCA, expects 15-20% increase in its major appliance sales in 1959 above the \$402,000,000 to be chalked up this year, according to sales v.p. John A. Hurley. Appliance industry as a whole should enjoy a 7-9% increase, he said.

Financial Reports:

N. V. Philips Gloelampenfabrieken, the Philips Lamp Works, Dutch TV-radio-electronics manufacturer, major factor in export trade, in year ended Sept. 30 increased sales to \$1,294,340,000 from \$1,150,566,000 preceding year. Net income jumped to \$8,150,000 from \$6,075,000. Widely traded in U.S., with subsidiaries here (notably North American Philips), big Dutch firm also reports its 9-mo. business to Sept. 30 was \$906,415,000 vs. \$810,943,000 for corresponding 1957 period, profit increasing to \$5,698,000 from \$4,604,000.

Texas Instruments, whose 3rd quarter sales & earnings set records (Vol. 14:47), will earn about \$5,210,000 (\$1.60 per share) on sales of slightly more than \$90,000,000 this year vs. \$3,700,000 (\$1.11) on \$67,000,000 in 1957, chairman J. E. Jonsson estimated this week. Noting that sales this year will nearly double those in 1956, he also told 45th annual convention of Investment Bankers Assn. in Bal Harbour, Fla. that further growth of Texas Instruments is indicated in plans to build twin to company's present \$5,000,000 semi-conductor plant.

Packard-Bell earned \$1,002,594 (\$1.46 per share) on record sales of \$37,371,081 in fiscal year ended Sept. 30 vs. \$704,447 (\$1.02) on \$32,262,878 year earlier. Its home products div. (including TV & radio production) accounted for 32% of sales, remaining profitable in face of industry declines, pres. Robert S. Bell reported.

Cohu Electronics, which bought Massa Labs, Boston, for \$1,500,000 in July (Vol. 14:28), will absorb first-half losses this year and end 1958 with profit, reports chairman & pres. LaMotte T. Cohu. Sales this year already have passed \$5,428,093 reported for 1957.

Sylvania & General Telephone Corp. stockholders vote Feb. 11 on projected merger (Vol. 14:45), former meeting in Hotel Statler, N. Y. and latter in Sheraton-Plaza, Boston.

Dividends: Wells-Gardner, 10¢ plus 10¢ extra, both payable Dec. 15 to stockholders of record Dec. 8 . . . Webcor, 15¢ Dec. 29 to holders Dec. 15 . . . National Co., 2% stock Dec. 30 to holders Dec. 18 . . . United Artists, 40¢ Dec. 26 to holders Dec. 12 . . . Capitol Records, 25¢ plus 15¢ extra, both Dec. 31 to holders Dec. 15 . . . Corning Glass, 25¢ plus 50¢ extra, both Dec. 27 to holders Dec. 12 . . . Clevite, 40¢ Dec. 26 to holders Dec. 12 . . . RCA, 25¢ plus 50¢ extra, both Jan. 26 to holders Dec. 19 . . . Amphe-nol div. deferred.

Color TV promoter, Willer Color TV System Inc., 151 Odell Ave., Yonkers, N. Y., offers as speculation 72,035 shares of stock at \$3 through underwriter Edwin Jefferson, 39 Broadway, N.Y., describes its "system" as follows: "A novel system of color selection by which one or another of several color laminations gives a visible color at any instant using however a single electron gun, and recreating the pictured scene in color by the rapid sequence of selected colors. It is also 'compatible' and can reproduce in black-&-white. In the laboratory, a color bar pattern has been exhibited on a series of experimental and developmental Willer color tubes, showing a complete range of colors of the spectrum from red through violet." Concept is that of late Bert M. Willer, employs principles developed by Dr. Charles Feldman, Naval Research Lab (Vol. 13:12). Promoter is Walter Whillans.

Color microwave, 8-hop, simulating 240-mi. path, has been set up at Camden plant by RCA, will be shown to engineers, telecasters, et al, Dec. 11.

National Telefilm Associates Inc., being merged into National Theatres Inc. (Vol. 14:44, 46), reports gross income of \$15,497,595 and net after taxes of \$687,048 (63¢ per share) for 12 months ended July 31. Gross was about \$10,000,000, profit \$1,094,031 (\$1.07) in preceding fiscal year. Decline in net reflected increase in amortization charges (from \$4,599,801 in 1957 to \$8,257,985) and initial operating losses of about \$460,000 on newly acquired WNTA-TV, Newark (Ch. 13) and KMSP-TV, Minneapolis (Ch. 9), soon to be added to the National Theatres operations, which include WDAF-TV (Ch. 4) & WDAF, Kansas City. Current assets of NTA as of July 31 totaled \$36,947,894, current liabilities \$25,575,356. Note: In transfer applications of stations filed with FCC this week it's disclosed that WNTA-TV had income of \$290,412 and operating loss of \$252,394 in period from May 6, 1958 when NTA acquired station, until July 31; that radio WNTA had income of \$134,278, loss of \$24,138 in same period; that KMSP-TV's income for Dec. 1, 1957-July 31, 1958 was \$457,873, net loss \$193,721. Newark stations' current assets were stated as \$2,037,601, current liabilities \$2,025,016, deficit on May 6, \$822,655, reduced after that date by new owners to \$659,187. KMSP-TV current assets as of Sept. 30 were \$251,088, current liabilities \$280,998, surplus deficit \$1,240,886.

Warner Bros. lost \$1,023,808 on gross revenues of \$72,316,858 (including \$66,275,814 from film rentals to TV, movie sales, etc.) in fiscal year ended Aug. 31 after providing \$3,000,000 for estimated losses on advances to independent producers. Year earlier, Warner Bros. had net profit of \$3,415,367 (\$1.90 per share) on gross of \$80,279,315, including \$75,476,698 from film rentals & sales. Despite fiscal 1958 loss, pres. Jack L. Warner reported improvement in 4th quarter, said "substantial profit" should be shown for first quarter of current fiscal year. He pointed to 30 major movies being readied for theatre release, boasted that *Maverick*, *Cheyenne*, *Sugarfoot*, *Colt .45* are "top-rated" on ABC-TV, said company is "intensifying" TV production.

Stanley Warner Corp., 100% owner of WTRI, Albany (Ch. 35), whose other interests include theatre chain, Cinerama, baby garments, etc., reports consolidated earnings of \$2,333,100 (\$1.15 per share) on revenues of \$113,319,000 in fiscal year ended Aug. 30 vs. \$3,767,800 (\$1.82) on \$115,125,300 year earlier. Latex div. sales were up, theatre admissions down, 19 properties were sold, 6 theatre leases were cancelled, 2 expired theatre leases weren't renewed during year.

Long roundup on transistors and other semiconductors in Dec. 3 *Wall St. Journal* is built around theme: "Semiconductors, the post-war wonder midgets of electronics that were going to replace the old-fashioned vacuum tube, still are well short of accomplishing the task." Reports from manufacturers, article says, are that semiconductors are virtually irreplaceable for some equipment, such as missiles, but too costly or technically inadequate for others, such as TV sets—at this stage of the art.

FCC's list of "acceptable" equipment complying with standards for certain non-broadcast services has been brought up to date, may be inspected at field offices (for addresses, see *TV Factbook No. 27*, p. 375). It covers equipment as of Oct. 1, 1958 for following services: maritime, aviation, public safety, industrial, land transportation, citizens, domestic public radio.

Stromberg-Carlson div. of General Dynamics has sold its electronic carillon business to Telematics Inc., Franklin Park, Ill.

Home Work for FTC Staff: From now on, broadcast commercials will be monitored for fraud by FCC's 350-member professional staff, watching & listening in spare time in Washington and in field at home sets, as well as by TV-radio crew assigned to record offending sights & sounds at headquarters (Vols. 13:44, 14:15).

Latest move by FTC to "broaden its scrutiny of radio & TV advertising" in monitoring project launched 2 years ago, when 135 field attorneys began watching out for fraudulent commercials during their off hours, came this week as FTC chairman John W. Gwynne appointed Charles A. Sweeny to head agency's TV-radio unit.

Plan calls for professional staffers "to fill out legal information sheets concerning questionable advertising they might see or hear while operating their own radios or televisions during non-duty hours." Their notes & comments will be sent to special unit "to assist it in obtaining maximum effective use of its electronic monitoring equipment as well as in identifying advertising that would warrant further study."

Sweeny, 50, has been acting head of unit since Sept. (Vol. 14:39). He succeeds T. Harold Scott, now assigned to FTC's small business div. Sweeny once worked for FBI, has been with FTC since 1935 as advertising investigator except for 1942-46 military service in Coast Guard. He is commanding officer of Coast Guard Reserve's port security training unit.

Listeners vs. Liquor: Audience poll by radio KADY, St. Charles, Mo., shows 6-1 vote against liquor commercials on radio or TV, sustaining traditional opposition of broadcasters & distillers (Vol. 14:47), reports pres. Wm. R. Cady Jr. Survey was undertaken following inquiries to radio stations by BBDO on subject of acceptance of whisky ads, KADY advising agency it won't take them. "We have been very pleased with the response from our listeners," says Cady. Meanwhile, Grand Marnier Liqueur commercials were accepted in one-month experiment by WBAI-FM, N. Y., where for years *N. Y. Times'* WQXR has been carrying commercials for cordials (Vol. 14:44). Carillon Importers Ltd., distributors for Grand Marnier, is sponsoring George Hamilton Combs newscasts on WBAI 5:45-6 p.m. Wed. & Fri. until Jan. 1 thru Gore Smith Greenland Inc. Station announcer Janet Baker-Carr also is handling series of 1-min. spots for after-dinner liqueur, Carillon pres. Alexander Lesnor indicating WBAI test may be "prelude to our advertising approach in various sections of the country."

N. Y. Stock Exchange suspended trading this week in the capital stock of F. L. Jacobs Co., Detroit auto parts maker which controls Scranton Corp., purchaser earlier this year of Hal Roach Studios Inc. and Mutual Broadcasting System (Vol. 14:47). Reason given was firm's failure to issue annual report for fiscal year ended last July 31 within NYSE time limit, or by Oct. 31. Company's chairman-pres. A. L. Guterma, who also is new pres. of MBS, charged Exchange's action was "arbitrary" and taken without giving firm chance to "rectify the infraction of a technicality." It claimed complex accounting problems, some due to this year's subsidiary acquisitions, including purchase last May of Symphonic Electronics Corp., private-label phono firm headed by Max Zimmer, forced delay; that audit data is all available to Ernst & Ernst, should be completed by end of this month when it expects suspension will be lifted; that meanwhile, Jacobs stock, which closed at 7/8 on day of suspension, will be traded over-the-counter. Jacob reported loss of \$852,378 on sales of \$18,583,357 for fiscal year ended last July 31.

Add TV Program Gripes: New chorus of complaints against current network TV programming (Vol. 14:48) is raised in Nov. *Tide's* Advertising Leadership Panel. Queried on likes & dislikes, 43% of ad executives heard from judged this season's shows "just about the poorest ever," 49% think they're no worse than in past years, only 8% see them as improved. Reasons for dissatisfaction: "Lack of originality, monotony, duplication, an overabundance of westerns & quiz shows [although welcome signs of latter's demise were noted], dearth of live dramas & 'think' programs." BBDO exec. v.p. Robert L. Foreman blamed recession for taking "guts out of those few [programmers] who had any." TV industry is "too prone to stick to tried & tired ideas," said exec. v.p. H. H. Sharman, of Marsteller, Rickard, Gebhardt & Reed. Networks make "too little appeal to the intelligence," said adv. & promotion director Edward Whitney of Warner-Lambert's Warner-Chilcott div. What the admen liked were *Playhouse 90* (CBS-TV), *Dinah Shore Show* (NBC-TV), *What's My Line?* (CBS-TV), *Perry Como Show* (NBC-TV), *Peter Gunn* (NBC-TV), *Garry Moore Show* (CBS-TV), Bing Crosby specials (ABC-TV), *Firestone Hour* (ABC-TV). Note: *N. Y. Herald Tribune's* John Crosby, himself no soft critic of TV, agreed with gripes voiced in *Tide*, but asked: "Who, if not the ad men, is responsible for this state of affairs?" Answer to question came from ex-NBC-TV network program v.p. Richard A. R. Pinkham, now Ted Bates v.p. in charge of TV-radio. It's networks' responsibility to maintain medium's vitality, he told N. Y. Sales Executives Club panel meeting. "Otherwise, opaque-eyed idiots will sit by the hour at the TV screen and look at whatever we [ad agencies] put on there."

TvB Also Strikes Back: Hard-hitting, point-by-point rebuttal to much-discussed "TV: The Light That Failed" article in Dec. *Fortune*, which was dissected last week by CBS researchers (Vol. 14:48), has been issued by TvB pres. Norman E. Cash. He scores article's "immature, misleading writing," cites errors which CBS intra-office memo also exposed, says *Fortune* ignored facts which TvB itself supplied on request when Luce magazine researched anti-TV piece. Cash suggests "objectivity of this reporting can be judged by the near-pathological vocabulary used in the article," which he describes as "diatribe from a competitor." Examples of 86 "combinations of personal editorializing": "counterfeit cerebration," "monstriphilia," "regurgitated melodrama," "sepulchral abyss."

Baseball's big TV income from regular season games won't be shared with players who had demanded cut (Vol. 14:48)—nor can players count on alternative 20% slice of each club's gross income. Flat turndown of pleas by players for bigger pay came this week from National & American Leagues at joint management meeting in Washington. "Drastic action" had been threatened by players if demands weren't met, but players' attorney J. Norman Lewis reacted mildly to owners' decision. "We're always willing to compromise," he said, professing hope that owners eventually will agree to new salary plan. Meanwhile, NBC-TV signed Milwaukee, Pittsburgh & St. Louis in National League and Boston, Detroit, Baltimore & Washington in American League for Sun. games-of-week telecasts next season, meeting competition by CBS-TV, which negotiated Sun. game-of-week schedule last season.

Commercial monitoring service, covering 230 TV stations via audio tape, will be provided to all 3 TV networks under contracts signed with Broadcast Advertisers Reports Inc., 750 Third Ave., N. Y. (Robert Morris, pres.).

**THE
AUTHORITATIVE**
WEEKLY NEWS DIGEST
FOR EXECUTIVES OF THE
VISUAL BROADCASTING
AND ASSOCIATED
RADIO & ELECTRONICS
ARTS AND INDUSTRIES
© Triangle Publications, Inc., 1958

Television Digest

with **ELECTRONICS REPORTS**

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 14: No. 50

SUMMARY-INDEX OF THE WEEK'S NEWS — December 13, 1958

OPTION-TIME DEBATED AT FCC, commissioners reluctant to throw it out. CBS tells affiliates details of new minimum-buy policy (p. 1).

KANSAS CITY'S PIONEER KMBC-TV buys KDRO-TV, Sedalia, Mo. (Ch. 6), paying \$50,000 and assuming its obligations (p. 2).

CATV GROWING PAINS producing twinges again. FCC nearing decisions on illegal boosters, CATV microwave, impact on small-town stations, etc. (pp. 3 & 5).

QUIZZES ON ALLOCATIONS face FCC in Congress, but it will be better prepared than ever—with staff briefings, TASA findings, Presidential Committee report (p. 3).

APPEAL BY MARIE TORRE from contempt conviction for withholding news source in Judy Garland libel suit vs. CBS rejected by Supreme Court (p. 4).

PROVIDENCE DEAL TAKEN TO COURT by WJAR-TV gen. mgr. Dody Sinclair. Wooten calls off \$6,000,000 Memphis sale to Cowles. Whitney buys AMs (p. 6).

NEW OUTLETS START: KNOP, North Platte, Neb. (Ch. 2); Klor-TV, Provo, Utah (Ch. 11). Other reports (p. 11).

INDIANAPOLIS & SEATTLE CASES set for early oral argument, to be re-done because of Craven's vote. Progress on other remanded cases (p. 11).

MORE WOMEN TV-RADIO station owners & executives listed as AWRT reports more than fifth of all employees are on distaff side (p. 16).

Manufacturing-Distribution-Finance

BUSINESS UPSWING TO CONTINUE through 1959 is consensus of company executives, financial analysts, trade organizations and government economists (pp. 1 & 7).

AVERAGE TV FACTORY PRICE TURNS UP for first time as industry catches up with material & labor costs. (p. 12).

FIRST TV IMPORTS may reach U. S. next fall. Delmonico reports import plans; one U. S. set maker says Japanese have transistorized portable (p. 12).

CONSENSUS—OPTIMISM IS THE LINE FOR '59: Steady improvement of the national economy is the basic theme of the business forecasts we summarize on pp. 7-8. These being days when just about everyone of consequence in industry and banking is being asked his opinion about the business outlook, we decided this week to break away from precedent -- and, while still waiting for the usual crop of New Year prognostications by TV-radio & related electronics industry leaders, we have digested the extraordinary rash of general business appraisals and forecasts crossing our desk this week and last. They came by way of our news ticker, financial journals and market reports which we cull daily, and an exceptional outpouring of press releases.

Note the predominant note of bullishness, yet the paucity of talk about boom. There are lots of words of caution -- especially in such obviously vulnerable spots as automotive production and steel which, while heading upwards, apparently won't go to former peaks. But on the whole the basic trend is up, up, up -- and it's evident that the men who know business best are sure of a prosperous America in 1959. Since the business fortunes of our readers, who generally are top-level executives, are so intertwined with the economy as a whole, we hope that our read-as-you-run digests on pp. 7-8 will help you in your thinking and planning for the upcoming year.

FCC PONDERES OPTION-TIME; CBS'S NEW MINIMUM: The evaluation of network option-time, submitted to FCC members by its staff (Vol. 14:49), was sent back to staff this week with instructions to revise it. Details are meagre -- but it's understood that commissioners are not eager to kick out option-time; that one suggestion under consideration is reduction from 3 hours to 2½ per segment of the day. At any rate, Commission will have at least one more go at it before sending it to Justice Dept. for

opinion on option-time legality -- or it may first request industry comment on it.

CBS disclosed details of its new minimum-buy practice, meanwhile, introduced as substitute for must-buy, effective March 1 (Vol. 14:49). These are major provisions, described in closed-circuit to affiliates Dec. 11 by v.p. Wm. Lodge:

(1) Advertiser pays minimum of 80% of aggregate night (8-11 p.m. N.Y. time) card rate of all 197 CBS-TV U.S. & Alaskan affiliates (not Hawaii or Canada), 75% of total rate for all other times. In terms of hourly rate, this would mean \$99,000 nighttime, \$93,000 daytime. Present 60-station must-buy Class A hour is \$83,925.

(2) No "significant area" of the country can be excluded by the sponsor.

(3) Advertiser may purchase less than minimum-buy, in 13-week cycles, but order is cancellable on 60-day notice -- if bigger buyer comes along.

(4) No minimum number of stations.

* * * *

CBS reports that no nighttime sponsor now buys less than the new minimum, and only 2 daytime sponsors do -- so that it means little dollar difference to present advertisers. However, some affiliates point to the exceptions which permit less-than-minimum-buy, say that advertisers won't be worried by the cancellation clause -- so that CBS is really loosening up in a bid for new business.

Some affiliates will gain, others lose, by change. A few must-buy stations will run into trouble because they're not in biggest markets or because sponsor has no distribution in certain cities. A few small-market stations may get windfalls from money taken from previous must-buy list.

Actual practice will clarify some points which are now fuzzy. For example, what is a "significant area" of the country? Lodge mentioned New England, South, Pacific Coast, etc. -- but, as one affiliate put it, "that's not much help to a salesman who is pounding the pavement."

NBC-TV is studying CBS's new pattern, meanwhile, is expected to come up with a minimum-buy policy of its own in near future.

VHF STATION SELLING FOR ONLY \$50,000: Not all TV station sale deals fall within the category of Big Business, like the flurry of 7-figure transactions we've reported in recent weeks (Vol. 14:47,49) -- several of which, notably in Providence and Memphis, have taken interesting new twists (p. 6). This week, FCC was asked to approve sale of KDRO-TV, Sedalia, Mo. (Ch. 6) for mere \$50,000 plus assumption of \$127,661 long-term obligations to owners of KMBC-TV, Kansas City (Ch. 9).

This is one of lowest sales prices for a vhf on record, explainable by facts that (a) Sedalia is a very small town -- 1950 pop., 20,354 -- about 70 mi. East by South of Kansas City and not even that far away from well-served Columbia and Jefferson City; (b) 4½-year-old KDRO-TV had no network connection until recently, when it became an ABC bonus to KMBC-TV; (c) station hasn't ever shown a profit, its gross reportedly running less than \$100,000 annually.

Founder Milton J. Hinlein, whose health has been impaired by an auto accident and who recently sold his radio KDRO to his son and others, is selling his 52.99% stockholdings. Among other stockholders are KTTS-TV, Springfield, Mo., 12%; Donald Dick, 10.5%; Leora Chapman, 6% -- theirs and all other stock included in the \$50,000 price. Station's balance sheet shows a \$107,881 cumulative deficit to Oct. 31, with \$9251 current assets, \$23,605 current liabilities, \$68,220 fixed assets.

Purchasing firm principals in deal are Don Davis, president of KMBC-TV and radios KMBC and KFRM, Concordia, Kan., and John Schilling, exec. v.p. & gen. mgr. They represent Cook Paint & Varnish Co., owner, which 5 years ago bought stations from founder Arthur B. Church, now retired in Colorado Springs, Colo. FCC transfer papers show KMBC group of stations had gross income of \$1,765,369 for 8 months from Dec. 1, 1957 to Aug. 1, 1958 as against \$1,739,334 for same period year earlier. It is presumed Sedalia outlet will be operated as satellite of KMBC-TV.

COMMUNITY ANTENNA PROBLEMS SURFACING AGAIN: The CATV business' regulatory ailments were acting up again this week. They've been building up for some time, will be popping out again shortly. Consider these, which are discussed in detail on p. 5:

(1) FCC's "inquiry" into impact of CATV, etc. on small-town TV stations is due to come before Commission for at least tentative policy decision next week.

(2) Illegal vhf booster problem, tied in somewhat with the inquiry, should be up for final decision shortly -- and question has been raised as to whether the bare 4-3 tentative vote to outlaw boosters will hold at the showdown (Vol. 14:48).

(3) Schizophrenic again on CATV-microwave subject, the Commission took the unusual action of staying for a week the start of microwave to serve Helena, Mont. CATV system with Spokane signals. Vote was tight, 4-3.

(4) NAB plans to attack, within a month, CATV's life-line -- the programs it picks up free from stations and relays to customers -- in copyright test suit.

(5) FCC is questioning a radio-newspaper-CATV setup in Fayetteville, Ark. on charges by radio competitor that it's "unfair" and "monopolistic." Owners of the group under attack: Sen. Fulbright (D-Ark.) and family.

Voice of Senate Commerce Committee should be heard soon. Counsel Kenneth Cox has been drafting the report stemming from its CATV-booster-translator hearing (Vol. 14:26), and it's expected to be finished momentarily.

ALLOCATIONS BUILDUP TO CONGRESS' RETURN: FCC will be on spot again on allocations, come next month when Congress convenes, for it will be expected to give Senate Commerce Committee a substantial progress report. Of course, the Commission has been scolded by Congress as a "do-nothing" outfit before, without getting fazed, but current FCC membership is quite determined in its attack on allocations problems.

It takes no seer to predict that the Commerce Committee's report on allocations, drafted by special counsel Kenneth Cox, will be plenty critical of Commission and will lean toward uhf, when it's issued -- probably in couple months. Committee has been lambasting Commission on that score for years. (The Committee's report on small-town TV, CATV, translators, boosters, etc., is expected in couple weeks.)

Commission will have chance to get its ducks in a row before the questions start flowing from Capitol Hill, because it will be better informed than ever with: (1) Numerous intense FCC member-staff briefings analyzing alternatives. (2) Technical findings of TV Allocations Study Organization -- most extensive allocations fact-finding project since freeze-end. (3) Recommendations of President's Special Advisory Committee on Telecommunications (Vol. 14:47).

But the foregoing won't make FCC's decisions for it -- because the allocations problem is not primarily technical. Rather, it's mostly economic and political -- using "political" in its best or "voice-of-the-people" sense.

TASO's technical findings won't be startling -- at least that's what FCC observers on its panels tell us. And President's committee isn't going into TV allocations or any other allocations; it's going to make recommendations regarding govt. administrative machinery -- which might have some very long-range impact on TV allocations, but certainly nothing bearing immediately on FCC's problems.

* * * *

Comr. Fred Ford is amused and a little irked by divergent conclusions being drawn from his speech on allocations last week (Vol. 14:49). One publication has assumed that he was plumping for switch to all-uhf systems; another figured he was in favor of shift to 174-474-mc vhf system. "Apparently," he says, "people have read into the speech what they wanted to find."

Ford insists he hasn't concluded that any of the 6 major alternatives is the answer; that there was no hidden significance in anything he said; that he has no secret information about military use of and plans for vhf frequencies which might be desired for TV. By and large, however, he's pleased with reaction, says many people have told him that his evaluations have made picture a lot clearer.

'CONFIDENTIAL' NEWS SOURCES & THE COURTS: The notion long held by many newsmen -- that they somehow enjoy lawyer-client, doctor-patient relationship with confidential sources -- was dispelled this week by Supreme Court's refusal to review the contempt of court conviction of Marie Torre of N. Y. Herald Tribune (see below).

It was valiant try for press privilege that TV-radio columnist Torre made -- in behalf of all working reporters as well as herself -- when she refused, in Judy Garland-CBS libel case testimony, to name the network v. p. whom she said was the confidential source of some disparaging remarks about the singer.

Hard choice of changing her mind or going to jail now confronts Miss Torre. Her failure to win her point of privilege, or even to have it argued before Supreme Court, is to be regretted by those who hold that press confidences always are something sacred, that newsmen shouldn't be forced to expose informants.

All is not lost, however. "Wholesale disclosure of a newspaper's confidential source of news" was not issue in Appeals Court decision upheld in effect by Supreme Court. Lower court made it plain that immediate issue in case was need for fair trial of Miss Garland's case against CBS. And as a result of Miss Torre's troubles, Rep. Dorn (R-N.Y.) proposes to introduce bill which would give newspapermen & broadcasters Federal immunity from revealing sources (Vol. 14:40).

Marie Torre Faces Jail: News reporters have no absolute freedom-of-press privilege to conceal confidential sources of published information when disclosure is necessary to insure fair trial in Federal court—and *N. Y. Herald Tribune* TV-radio columnist Marie Torre may go to jail for insisting that they do.

That's import of refusal by U.S. Supreme Court this week to grant review of contempt of court conviction of Miss Torre (Vol. 14:40, 41, 44, 47) for refusing to divulge identity of the CBS executive she quoted as telling her that singer Judy Garland had "an inferiority complex" and is "terribly fat."

It was first time issue had been carried to Supreme Court. Brief order rejecting appeal by Miss Torre (Justice Wm. O. Douglas noting he would have granted review) carried no written opinion. But it left standing N. Y. District Court Judge Sylvester J. Ryan's opinion that she "has no legal support" for withholding source, which was demanded by Miss Garland's lawyers in her \$1,393,333 libel-breach-of-contract suit against CBS. He sentenced her to 10 days in jail for defiance.

Supreme Court also in effect sustained opinion in case by new Justice Potter Stewart, who didn't participate in high court's action. As an Appeals Court judge he had upheld Judge Ryan against Miss Torre, holding that when claims of press privilege under Constitution clash with fair-trial rights, "paramount public interest in the fair administration of justice" must prevail, that "freedom of the press, precious & vital though it is to a free society, is not an absolute."

It was uncertain at week's end what happens next in case—which has turned out to be something less than a cause celebre to press. Miss Torre could purge herself of contempt by changing her mind and naming her CBS source in pretrial hearings. She may persist in defiance when she is summoned by Judge Ryan to surrender herself after he receives official word of decision from Supreme Court—which may take several weeks. And in any event Judge Ryan could reduce or suspend Miss Torre's jail sentence.

"I wish I could tell you," Miss Torre told us. "I do

what they [*Herald Tribune* lawyers who took case to Supreme Court] tell me." Mathias J. Correa, counsel for Miss Torre, member of N. Y. firm of Cahill, Gordon, Reindel & Ohl, said there's "theoretical possibility" that Supreme Court will be asked again to hear free-press arguments. Lionel S. Popkin, Miss Garland's counsel, said: "We don't want to see her in jail. We just want an answer to our question." CBS counsel Ambrose Doskow of Rosenman, Goldmark, Colin & Kaye said: "We are prepared to defend ourselves in trial court."

Despite free-press issues posed in case, no other segment of press joined Miss Torre and *Herald Tribune* in seeking Supreme Court hearing. American Newspaper Publishers Assn. didn't intervene; neither did NAB. N. Y. Newspaper Guild had said it would file brief supporting Miss Torre, but didn't, and international executive board of parent AFL-CIO American Newspaper Guild kept hands off.

N. Y. Times said editorially that it wished Supreme Court had explored issues instead of turning down plea for hearing, but that it's "satisfied that the public interest has been properly served." It also stated: "In refusing to hear the case [the Court] has at least by negative action emphasized the fact that even the most sacred constitutional tenets—and we include freedom of the press in that category—cannot be absolute & unlimited."

New anti-trust damage suits, filed by two weeklies competing for advertising in its territory, are faced by *Kansas City Star* in aftermath of 1957 consent decree which brought \$7,600,000 sale of its WDAF-TV & WDAF to National Theatres (Vol. 14:17). In civil actions similar to advertising monopoly suits filed year ago by 4 other area publications seeking triple damages totaling \$7,300,000 (Vol. 13:50), *Westport Reporter* seeks \$100,000 damages, *Northeast News* \$30,000. Note: Former President Truman told Washington's National Press Club Dec. 8 that Kansas City now has "free" TV & radio. He was asked: "In cities with press monopolies, should TV & radio stations start airing competitive editorials?" He replied: "Yes, I do. We accomplished that in Kansas City. There was complete control of all news sources in my home town and this no longer exists. We have free radio & TV stations so we can get news. We couldn't get it before."

Community Antennas & Govt.: FCC really is having trouble coming to decisions on its duties & authority in regard to "hinterland" TV and all the devices used to put signals into small and/or isolated towns (p. 3).

Its every instinct, for example, is to clamp down on illegal vhf boosters, force them to uhf translators—which are perfect for the same job. However, Commission has vacillated for so many years that boosters have proliferated to somewhere between 1000 & 1500, and the people who bought sets on strength of these signals have developed a powerful political voice.

Majority of commissioners recently voted tentatively to dismiss their rule-making proceeding, which had been designed to explore possibility of legalizing the boosters (Vol. 14:48). It's understood, however, the vote was 4-3—so there's always possibility that decision will be reversed when it comes up for the last time. Majority is said to comprise Comrs. Hyde, Bartley, Lee & Ford. Comr. Craven is known to desire lenient rules which would virtually approve what exists. Comrs. Doerfer & Cross have favored legalizing the boosters—but with stringent regulation.

* * * *

Commission may face up to final decision soon, or it could again delay it indefinitely. It may choose to wait until Senate Commerce Committee issues its report on the subject, expected shortly. During Senate hearings, Committee's leanings toward "legalizing" were undisguised—presumably because Chairman Magnuson's home state of Washington is loaded with boosters.

FCC has to decide, again, whether it can or should control CATV systems directly, and whether it should seek new legislation. There's considerable pro-regulation sentiment in Commission—to protect public, stations and CATV operators themselves. Actually, CATV interests can visualize a lot of good in Federal regulation, aren't nearly so opposed to it as they once were. They'd much prefer uniform Federal control to local regulation dictated by petty politics. Presumably, national politics are better.

NAB is going to bat for its smaller members by filing "copyright piracy" suit, alleging CATV can't use stations' signals without permission—or payment. Suit site hasn't been chosen yet, but it's expected to be filed against the CATV system in one of these towns: Twin Falls, Ida.; Clarksburg, W. Va.; Casper, Wyo. National Community TV

Assn. is eager for the suit, would like issue finally adjudicated so members can make investment decisions. NAB & NCTA agree that case should involve all possible angles, to wrap up all loose ends once and for all.

FCC continues to grant microwaves to serve CATV systems—but only for towns not receiving station signals. Since it started complete "freeze" on grants, it thawed it enough to grant microwaves to serve towns of Wellington, Childress, Laredo & Perryton, Tex.; Miles City, Mont.; Lander, Wyo.; Snowflake & McNary, Ariz.

Commission ran into trouble, however, with microwave for Helena, Mont. It had granted one some time ago to James G. Edmiston; he built it, was ready to go last week. This week, on petition of Ed Craney's KXLJ-TV, Helena (Ch. 12), FCC held up for a week Edmiston's request for permission to test. With Comrs. Doerfer, Lee & Ford dissenting, majority apparently believed it needed to study whole CATV-station relationship a little longer.

* * * *

CATV is on FCC's hands in still another context in a Fayetteville, Ark. case—"unfair competition." Radio KFAY (Weldon Stamps) alleged that it must pay for program listings in *Northwest Arkansas Times*, while *Times'* KHOG doesn't; that local cable system carries KHOG on its lines and offers 2600 subscribers as bonus to sponsors; that there's interlocking ownership between *Times*, KHOG & CATV system. Commission set case for hearing.

Interesting factor in case is Sen. Fulbright. He's participant in Fulbright Investment Co., set up to handle his father's estate. Investment Co. owns *Times*, which in turn owns part of KHOG. It has no interest in cable system. However, Fulbright's brother-in-law Hal Douglas is substantial stockholder in KHOG and CATV.

In Austin, Tex., there's at least cooperation between KTBC-TV (Ch. 7) and CATV system under construction—and KTBC-TV is controlled by Claudia T. Johnson, wife of Senate Majority Leader Lyndon B. Johnson (D-Tex.). Midwest Video Corp., Little Rock, Ark., headed by C. Hamilton Moses, chairman of exec. committee of Ark. Power & Light Co., is wiring up Austin—putting its receiving antenna on KTBC-TV's tower.

Midwest Video spokesman said system will distribute signals of San Antonio stations and KTBC-TV, has potential of 15-25,000 subscribers—which would make it largest in nation. Midwest operates CATV in Victoria, Bryan & College Station, Tex.; Greenville, Miss.; Paducah, Ky.; Poplar Bluff & Dexter, Mo.; Rapid City, S. D.; Clovis, N. M.

TV-Radio Into the Breach: Shutdown of New York City's 9 daily newspapers this week by independent Newspaper & Mail Deliverers Union brought general mobilization by broadcasters to fill the news void. Newspaper-of-the-air substitutes for 5,500,000 copies of dailies which weren't available included these emergency enterprises: (1) NBC's WRCA-TV & WRCA expanded news schedules, published one-page tabloid *Extra*, with 150,000 press runs, for street & railroad free distribution by 10-man crew. (2) CBS's WCBS-TV added 65 minutes of newscasting to daily schedules, planned for more over week end. (3) ABC's WABC-TV trimmed some commercial programs to make room for more news, added 7 daily newscasts, including 70-second "capsules." (4) WOR-TV put 3 special 5-min. afternoon news shows on air, inserted extra 30 min. wrapup Dec. 11, spotted news nightly on *Million Dollar Movie*. (5) WNEW-TV, working on flexi-

ble basis, inserted bulletins throughout commercial schedule. Stepped up coverage by all radio stations included *N. Y. Times'* WQXR calling on paper's staff in N. Y. and in bureaus here & abroad for special radio coverage. *Times* assigned Clifton Daniel to head broadcast operations.

— ■ —

No Retreat on Liquor: NAB's AM radio committee this week unanimously urged NAB board to reaffirm broadcasting's voluntary ban on hard liquor commercials—subject of controversy within industry recently (Vol. 14:48). Board holds winter meeting Feb. 2-6 in Hollywood Beach, Fla. Committee (F. C. Sowell, WLAC, Nashville, chairman) also recommended that NAB ask FCC to postpone Jan. 19 deadline for filing comments on proposed revisions of license renewal form (Vol. 14:48) on ground broadcasters need more time for study.

Snafus in Big Station Deals: Legal obstacles arose this week to delay, if not prevent, the projected sale of WJAR-TV, Providence (Ch. 10) and WJAR (Vol. 14:49), while at the same time Hoyt Wooten's proposed \$6,000,000 cash sale of WREC-TV, Memphis (Ch. 3) with WREC to the Cowles TV-radio-publishing interests (Vol. 14:47) was definitely called off. This week, too, it was disclosed that the Cowles are balking at a \$1,400,000 asking price for the 40% stock interest held by Kingsley Murphy Jr. & family in KRNT-TV, Des Moines (Ch. 8) and KRNT, 60% owned by Cowles.

Counsel for J. S. (Dody) Sinclair, gen. mgr. of WJAR-TV & WJAR, which trustees propose to sell in package deal involving parent Outlet Co. and its dept. store, asked for temporary restraining order which Judge G. Frederick Frost, of Rhode Island Superior Court for Kent County, refused to issue. The judge, however, assigned the case to hearing Jan. 19, Sinclair's counsel filing bill of complaint stating the trustees failed to acquit their "moral obligation" to provide for the beneficiaries of the will of Outlet's co-founder Col. Joseph Samuels.

The 36-year-old Sinclair, grandson of Col. Samuels, claims deal is unfavorable to him, and says his mother is behind him in action to halt it. She is owner of nearly one-third of Outlet stock, held in trust by Providence bankers and an attorney who have agreed to purchasers' offer of \$120 per share. Young Sinclair, who would become beneficiary under certain conditions at age 40, charges the trustees, in effect, with growing "old and tired" of their duties; with proposing to invest proceeds in tax-exempt securities less favorable for income than present operation; with proposing deal whereby he would be "severed from his financial interest in the business founded by his grandfather and to which complainant is dedicated by both family ties and professional associations [and] has devoted his entire business career."

Young Sinclair states buyers have indicated they would retain him in management, says he gets "less than \$25,000 salary," claims he has own buyers who would be willing to acquire Outlet Co. if given opportunity to bid.

Buyer Roger L. Stevens, best known as a N. Y. realtor and backer of Broadway plays, who put up \$500,000 earnest money and agreed to buy up all outstanding Outlet stock at \$120 per share for total of nearly \$12,000,000, does not appear as principal in deal in letter addressed to all Outlet stockholders this week by Wm. Zeckendorf, head of Webb & Knapp, big realty firm. Zeckendorf states company buying stations is called The 90165 Corporation, a wholly-owned subsidiary of TV Denver Inc., operator of KBTB, Denver (Ch. 9) which is owned in equal parts by Webb & Knapp and veteran broadcaster John C. Mullins of Tulsa. Zeckendorf outlined terms and terminal dates for his proposed acquisition of the Providence stations for \$6,500,000.

Oversight Report Delayed: Two days of closed-session work this week by House "influence" investigators failed to produce expected report & legislative recommendations on FCC and other Federal agencies (Vol. 14:48). Commerce legislative oversight subcommittee headed by Rep. Harris (D-Ark.) pored through transcripts of hearings this year, riffled through voluminous staff reports, agreed to try again later in month. Harris said subcommittee made "great progress" toward drafting proposed legislation, but details wouldn't be worked out until around Jan. 1, when unit's legislative life expires. Also undecided this week

Remainder of purchase price presumably is for the dept. store, thus evaluated at about \$5,500,000. It's understood, but not verifiable, that Stevens proposes to retain the store and operate it in conjunction with a dept. store involved in his plans for the big new New Haven Center project. However, it's regarded more likely the store would also be sold if buyer can be found; it is considerably smaller earner by comparison with the TV-radio properties (Vol. 14:49).

Note: In press release issued in Denver Dec. 12, Mr. Mullins, pres. & gen. mgr. of TV Denver Inc., said that syndicate purchasing The Outlet Co. comprises TV Denver Inc. and Mr. Stevens; that he (Mullins) will also become pres. & gen. mgr. of Providence stations; that Denver will remain his residence though he'll also establish a home in Rhode Island when FCC approves deal; that he and Mr. Zeckendorf "are currently negotiating for the purchase of 2 other large radio & TV properties."

* * * *

Hoyt Wooten informed FCC that "we agreed we couldn't agree"—hence the calling off of the Memphis deal with Cowles. He asked FCC to transfer licenses to new WREC Broadcasting Service Co., Inc., with himself as 100% owner and as chairman-pres. and with his sons-in-law as directors. They're Charles B. Brakefield, exec. v.p. & commercial mgr. of the stations, and Jack C. Michael, v.p., secy. & program director. Also a director is Mrs. Frances Benden, treas. He said he "can't say" whether he will ever again entertain an offer to sell but he "certainly" has no intention of doing so now.

The Cowles group meanwhile is deadlocked with the Murphys over the purchase price of latter's 40%, which Murphy stockholders had agreed to sell in 3 years at time of merger of competitive interests in 1955 to expedite getting the Ch. 8 Des Moines station on the air.

* * * *

Another deal involving multiple ownerships was disclosed when VIP Radio Inc., operating daytime radios WNRC, New Rochelle, N. Y. (1460 kc, 500 watts) and WVIP, Mt. Kisco, N. Y. (1310 kc, 1 kw), informed FCC that 50% interest was being acquired via stock purchased for about \$175,000 by Plymouth Rock Publications Inc., wholly owned by John Hay Whitney, Ambassador to Britain. Plymouth recently acquired control of the N. Y. *Herald Tribune* and publishes the widely syndicated Sun supplement *Parade*.

Producer Martin Stone (*Howdy Doody, Author Meets Critics, Super Circus, TV Bingo*) owns 50%, having bought 100% of WNRC last month for \$225,000. The Mt. Kisco station has been 50% owned by wealthy Mt. Kisco realtor E. Monroe O'Flynn, who receives \$100,000 for 40% being sold to VIP Radio Inc., keeps 10%. The radios are in no way connected with Whitney's Corinthian group of TV-radio stations (4 TVs, 2 AMs) but will be counted under FCC rules against his partnership's quota of 7.

was question whether subcommittee will seek House permission to stay in business next session.

Norman Knight, Teleradio v.p. in charge of WNAC-TV (Ch. 7) & WNAC, Boston, is buyer of radio WHEB, Portsmouth (750 kc, 1-kw limited-time) for \$75,000 from Charles N. Dale, according to application filed with FCC. Also buying radio station this week is station rep James S. Ayers, who with Charles B. Britt (50% each), filed application to purchase WJBS, De Land, Fla. (1490 kc, 250-U) for \$125,000. Britt is v.p. & 14.4% owner of WLOS-TV, Asheville, N. C. (Ch. 13) & WLOS.

Prosperity the Outlook for America, 1959

Forecasts of Prospects for Next Year's Economy—Digests of Expert Opinions (story, p. 1)

American Bankers Assn.: Deputy mgr. E. Sherman Adams foresees some tightening in credit availability, resulting in higher interest rates before 1959 ends. States and municipalities are expected to borrow record amounts, and the Federal Govt. will have to borrow to cover its budget deficit. At same time, banks are much less liquid than has been the case since World War II. To meet these potentially inflationary forces, the Federal Reserve Board would probably not employ the aggressive easy-credit policy with which it fought the recession.

Associated General Contractors of America: The estimated \$49 billion worth of construction this year stands a fair chance of growing to \$52 billion in 1959, with private construction expected to rise 3-4%. Govt. outlays—paced by acceleration of Federal highway program—up 16% to \$17.4 billion, according to Wm. G. Dooly, public relations mgr. Private home building will advance 7% despite less mortgage money in latter part of year, much of rise being completion of houses begun this year. Industrial construction, which plummeted 30% in 1958, is likely to fall off some more, then recover later in year. Church construction may cross the \$1 billion mark for first time, and building of schools may jump 6% to \$3 billion.

Automobile Manufacturers Assn.: Managing director Harry A. Williams said sales will hit 5,500,000 passenger cars, up 25% from the 4,300,000 estimated for 1958. Truck sales will remain unchanged at 900,000. Thus 1959 looks like 5th best year on record, in a "healthy market in which manufacturers and dealers could cooperate comfortably and profitably." Factors behind pickup: consumer confidence in future, repayments of auto credit which have built up installment buying potential, low inventories of and high prices for used cars, 1958 sales only slightly exceeding estimated scrappage of cars.

Arthur C. Babson: The v.p. of *Babson's Reports* told annual clients conference that "a moderate, and not extremely sharp, upward move" is under way; that 1959 business recovery will average 5-7% over 1958; that auto sales should go 1,000,000 units above the 5,300,000 of 1958; that "we would not be surprised to see total corporate profits advance 20-25% above the average levels finally to be recorded for all of 1958" which he said probably will trail 1957 by 15-17%; that the only areas likely to buck recovery trend are foreign trade and railway equipment. Editor John D. Riordan added that he looks for higher stock market prices to continue into 1959.

Federal Reserve Board: Index of industrial production, based on 1947-49 average of 100, jumped 3 points in Nov. to 141, or 2 points above Nov. 1957 and only 4 points below all-time record in boom Aug. 1947. That the nation is pulling out of last winter's slump, is evident from fact new construction rose in Nov. by 6% to annual rate of \$52 billion; retail sales rose 1½% to top previous high of summer of 1957 by 1%, due partly to improved auto sales; personal income reached new record high. Non-durable goods, which fared relatively well during slump, rose to new records in Nov., most notably in the textile, leather & rubber industries.

First National Bank of Chicago: Conference for correspondent banks developed that, of 1700 bankers, 57% expected 1959 business conditions to show improvement

over last half of 1958, only 1% thought they'd be poorer. (The optimism ran 61% in the South, only 50% in the Northeast.) Also up, in the consensus mind: employment, instalment credit loans, interest rates. But, as to latter, bank's chairman Edward E. Brown dissented later in week, with opinion that "interest rates for both short and long-term loans will stay about where they are now for the next 9 months." At panel for business and industrial executives, bullish forecasts were expressed for steel, autos, retail sales, and various other categories. Sears, Roebuck pres. Charles H. Kellstadt noted that the post-war baby population would move into the ranks of the teenagers.

First National City Bank, N. Y.: Fall business as a whole has been encouraging. Business men, though still cautious, look for continuing recovery. Nov. retail sales appear to have maintained or improved on moderate gains registered in Oct. Auto output is now accelerating in order to stock dealers, with favorable impact on wide variety of suppliers.

Institute of Scrap Iron & Steel: Wm. S. Story, public relations director, sees 1959 outlook for steel measurably brighter after poor 1958 when steel output fell to 9-year low. Output in 1959 could hit 105-120,000,000 tons vs. this year's 85,000,000. A steel strike in July, when union contract expires, could alter situation.

Investment Bankers Assn. of America: "The recovery in our economy looks to be solidly based," pres. Wm. C. Jackson (First Southwest Co., Dallas) told IBA convention at Bal Harbour, Fla. He said a relapse seems unlikely, and a substantial rise in Govt. expenditures can be expected.

Kirby, Block & Co.: This big buying organization's survey of retailers who do an aggregate of \$4.5 billion a year shows that every single one of the 649 merchants surveyed (chiefly women's and children's wear) believes first 4 months of 1959 would be his biggest spring season in history. Average of predictions: Jan.-thru-April would run 8% over same period of 1958.

National Assn. of Food Chains: Wallace N. Flint, v.p., said larger supplies of pork & beef, plus hope last winter's freeze in the South will not recur, bolster expectations of stable food prices in 1959. Apace with increased population, food sales hit new high in 1958, and jump of 6.5% is expected for 1959. Food chains may spend up to \$1 billion in 1959 to modernize existing stores and build new ones. In 1958, they spent more than \$700,000,000 to build 2500 new supermarkets and remodel 1800 others.

National Assn. of Manufacturers: Survey of 3212 business executives (large and small, all U. S. sections) found about three-quarters of them anticipating higher sales in 1959; but only 53% expect higher profits. Anticipating increased capital outlays for expansion: 37%.

National Assn. of Purchasing Agents: Nov. monthly report pointed out that despite much optimistic talk, including good demand for new cars, negative elements must be noted, such as the uninterrupted lull in demand for textiles, lumber, machine tools. The 54% of purchasing executives able to report higher production by their firms

in Oct. dropped to 52% in Nov., and the 31% reporting larger work forces dropped to 28%. Report pointed out that there is still considerable unemployment in many industries—"with no indication of any immediate improvement."

National Electrical Manufacturers Assn.: Atlantic City convention was told that electrical industry spending for plant and equipment would total \$4.6 billion for the current year, an increase over 1957's \$4.3 billion.

National Retail Merchants Assn.: J. Gordon Dakins, exec. v.p., said merchants expect store sales to continue strong into 1959, with 4% increase in first 6 months over same 1958 period which was "heart of the recession." Net profits should advance 8% in first half.

National Tool & Die Mfrs. Assn.: Exec. v.p. George S. Eaton expects, not a sudden major improvement, but a 15% increase in shipments which would still leave the depressed industry another 15% short of its reasonably good 1957 performance. Some mfrs. expect even a small decline but this outlook could change within months if makers of appliances and other consumer durables need new tools and dies to change models or styles. The shift from aircraft to missiles has not yet made itself felt in this field because much missile work has not yet reached the production stage that requires extensive tooling. Farm equipment, whose new orders hit a recession low last Aug., has turned upward to the brightest spot for the industry.

Nation's Business: Outlook survey in Dec. issue of U. S. Chamber of Commerce's magazine reveals that 93% of high-level, decision-making executives believe 1959 will see sales increases for their organizations—a cross-section of the largest ("pace-setting") industrial and business concerns throughout the nation. The bullish, expansive, restless, let's-get-going attitude displayed by the 175 top-echelon executives surveyed (41% of them presidents) was in marked optimistic contrast to the pessimism evinced in a similar NB survey year ago. Now, 50% anticipate rise in their employment figures as against 26% year ago, and 77% predict their companies will spend more in 1959. Biggest company problem: controlling costs. Biggest managerial problem: competent personnel.

Newsweek Magazine: Major conclusions of 10-page summation of its own survey of business: "Businessmen confident. No boom, but a solid year. Earnings rising. Consumers spending more. Construction solid. Sweep of recovery spreading to almost every industry. Inflation biggest worry. Selective market. 'Show-me' attitude."

Prentice-Hall: Some slowdown in the recovery from recession is likely, but by mid-1959 the economy will be at new peaks. Retail sales next year will equal or slightly exceed the 1957 total of \$200 billion. Wholesale prices will probably show little change in first quarter 1959. Production trend is up.

Standard & Poor's: Upward pace will probably slacken in early 1959, retail trade will expand. Of the stock market: Underlying position remains bullish, though a technical correction is overdue.

United Business Service: Uptrend in new orders, rising profits, increasing capital outlays, decreasing rate of inventory liquidation, other indicators—all seem to confirm view that "the American economy will maintain its forward momentum in 1959." UBS sees unemployment, now around 7%, dropping below 5% by end of next year, Gross National Product rising to about \$472 billion from \$436 billion in 1958 and \$440 billion in 1957. UBS "busi-


ness thermometer," now about plus-10%, should rise to at least plus-25% during 1959, with stimulus coming from increased consumer and govt. spending, some pickup in capital outlays, trend toward inventory accumulation. On Commodity Prices: Average wholesale prices will move moderately upward despite wide individual variations. Industrial Production: Total next year will be about 10% larger than 1958. Retail Trade: Total should reach \$210-212 billion, a new record and a 5-6% gain over 1958, with prices trending upward and retail profit margins maintained despite keen competition and higher operating costs.

U. S. Chamber of Commerce: Chief economist Emerson P. Schmidt, at the Chamber's annual business outlook conference, joined a blue-ribbon panel of 7 business leaders (whose views are all digested in these columns) to predict growth to record dimensions by the American economy in 1959. All anticipated more production or sales in 1959 than in 1958; and it was felt that prices might creep upward in the latter part of the year. The theme that ran through the forecasts was that while 1959 might not be a boom year, the outlook today was very much brighter than a year ago. Schmidt forecast the nation would produce up to \$480 billion worth of goods and services (up 5%), so that by 1960, he added, "We should, with ease, cross the \$500 billion mark."

U. S. Government Economists: Joint report of Dept. of Commerce and Securities & Exchange Commission this week said: Business spending for new factories and equipment will increase slightly in first quarter of 1959 but will be sharply below 1957 levels. Expected Jan.-March rate, if realized, will be nearly \$1 billion above recession low of last summer but some \$7 billion below 1957 peak. Last year, railroads cut back most (46% from 1957 outlays) while durable goods makers cut back 31%, mining firms 26%. Public utilities, construction & commercial firms cut back least. Report estimates 1958 outlays by manufacturing firms, \$11.5 billion, was off 28% from 1957, foresees added drop of 4% for first 3 months of 1959. Dept. of Commerce economist Louis Paradiso, in another statement, forecast Christmas spending will reach record high this year and get 1959 business off to good start by cleaning off store shelves and creating a demand for new merchandise. As for unemployment: expected seasonal rise in mid-Nov. due to cutbacks in outdoor work, estimated at first at 980,000, turned out to be an encouraging 28,000—largely due to return of striking auto employes to work.

U. S. Savings & Loan League: "I am inclined to think we are entering another period of price stability," said Dean Arthur M. Weimer, of Indiana U School of Business, addressing San Francisco convention. Among reasons: "Consumer goods are now pursuing customers rather than customers pursuing goods . . . Spreading diversification in the economy . . . A vast expansion in research with greater emphasis on cost cutting and production efficiency."

University of Michigan: Latest (Oct.) study of consumer & buyer attitudes by Survey Research Center showed Joe Citizen more confident—but conservatively so. He's over the jitters and expects business to be good, will step up buying, but still worries about high prices—and every fifth Joe is still not quite sure his job is steady. He's showing interest in homes and household goods but is in no mood to splurge. Silver-lining news for the sales depts. of advertising media was the Survey's conclusion: "Consumers are not in a mood to go on a spending spree. They must be *persuaded to buy*—(italics ours)—by products which are judged to be attractive and serviceable, offered at prices thought to be 'right.'"



Television Digest
and **ELECTRONICS REPORTS**
WYATT BUILDING, WASHINGTON 5, D. C.

MARTIN CODEL, Publisher
ROBERT CADEL, Bus. Mgr.
ALBERT WARREN, Senior Ed.
WILLIAM WIGHT, Managing Ed.

Associate Editors:
WILBUR H. BALDINGER
PAUL STONE
WM. J. McMAHON Jr.
ANNE G. BJARBU

Weekly Newsletters Published Saturdays
Television Factbooks Published in March & September
AM-FM Directory Published in January
TV and AM-FM Addenda Published Weekly

Copyright 1958, by Triangle Publications, Inc.

Personal Notes: Leslie T. Harris, since 1954 v.p.-gen. mgr. of CBS Films and ex-Colgate-Palmolive TV-radio director, named v.p. in charge of production by CBS-TV stations pres. Merle S. Jones, who also announces these additional realignments of CBS Films Inc. creative & administrative responsibilities: Sam Cook Digges, administrative v.p.; John F. Howell, v.p. & gen. sales mgr.; Fred J. Mahlstedt, director of operations & sales services, domestic & international. Frank Shakespeare, gen. mgr. of WXIX, Milwaukee, replaces Digges as gen. mgr. of WCBS-TV, N. Y. and WXIX sales mgr. Richard P. Hogue is promoted to gen. mgr. . . . Joseph Stampler, for 3 years sales mgr. of WABC-TV, N. Y., promoted to gen. mgr. and appointed an ABC v.p., succeeding Robert L. Stone, who resigned to join NBC as v.p. (Vol. 14:49); Sanford (Sandy) Cummings, western div. director of ABC-TV network program dept., also elected an ABC v.p. . . . Harold C. Lund, Westinghouse stations v.p. in charge of KDKA-TV & KDKA, will be honored at banquet Jan. 18 as outgoing Chief Barker of Pittsburgh Variety Club . . . Malcolm C. Klein, ex-asst. sales mgr. of KABC-TV, Los Angeles, named v.p.-gen. mgr. of WNTA-TV, Newark-N. Y., reporting to v.p. Ted Cott . . . Charles F. Grisham, v.p.-gen. mgr. of WAPI-TV & WAPI, Birmingham, elected pres. . . . Arthur M. Swift, ex-gen. sales mgr. of WOOD-TV & WOOD, Grand Rapids, named mgr. of Time Inc. radio WTCN, Minneapolis . . . Charles R. White, ex-commercial mgr. of old KPTV, Portland, Ore., later with Idaho stations and then part owner of CHEK-TV, Victoria, B. C. (Ch. 6), which he

ADVERTISING AGENCIES: Deane H. Uptegrove, pres. of H. B. Humphrey, Alley & Richards, becomes senior v.p. of Reach, McClinton in merger of 2 agencies; Harold L. McClinton is pres.; chairman Richard S. Humphreys is named pres. of Boston subsidiary Reach, McClinton & Humphrey . . . Robert L. Dellinger promoted to Grant Adv. plans board chairman, Hollywood, succeeded as Dallas mgr. by Joe Hughes . . . Wm. F. Craig, ex-Wm. Morris Agency, joins Grey Adv. Jan. 1 as v.p. for TV programming . . . Edmund F. Johnstone resigns as exec. v.p. of Dowd, Redfield & Johnstone . . . Alan Wallace resigns as TV-radio v.p. of Needham, Louis & Brorby, Chicago . . . Douglas J. Coyle, ex-Kenyon & Eckhardt v.p., named v.p. of Sullivan, Stauffer, Colwell & Bayles . . . Oscar Lubow promoted to v.p. of Young & Rubicam . . . Nelson Winkless, TV film supervisor, named also v.p. of Leo Burnett . . . Philip S. Boone closes own San Francisco agency to become West Coast v.p. of Dancer-Fitzgerald.

Frank W. Miller, pres. of Kelly-Smith, newspaper reps, and Frank W. Miller Jr., v.p., who also are principal officers of Headley-Reed, TV-radio reps, have purchased full ownership of *Schenectady Union-Star*.

Kindergarten TV films of Dr. Frances (Miss Frances) Horwich's *Ding Dong School* on WGN-TV, Chicago, will be syndicated nationally early in 1959, reports v.p.-gen. mgr. Ward L. Quaal.

has sold, is now operating several businesses in Sidney, B. C. (R.R. 2, Ardmore Dr.), including a fishing charter service . . . Hugh L. Kibbey promoted to national sales mgr. of WFBM-TV, Indianapolis . . . Lyle DeMoss, asst. gen. mgr. of WOW-TV, Omaha and director of radio WOW, resigns to become partner of Allen & Reynolds, local adv. agency . . . Jack Drabant promoted to production mgr. of WFAA-TV, Dallas, succeeding Tom S. Palmer, who resigned to go into real estate . . . Charles Keffer, ex-WHCT, Hartford, now off-air, named business mgr. of WTIC-TV & WTIC there . . . Wally Blake, ex-KIVA, Yuma, Ariz. & KWVL-TV, Waterloo, Ia., opens adv. agency under own name at 2627 B St., San Diego . . . Morton Basset, until recently owner of radio WROD, Daytona Beach, Fla., named v.p. & N. Y. mgr. of radio rep Robert Eastman Co. . . . Donald R. Collins named chief engineer of Video-Tape Productions Inc., N. Y.; Steve de Satnick, ex-WPIX, N. Y., succeeds him as chief engineer of Metropolitan Educational Television Assn., N. Y. . . . Robert S. Green, ex-Justice Dept. attorney in civil div. of appellate branch, formerly law clerk to N. Y. Court of Appeals Judge Medina, joins Koteen & Burt, Washington TV-radio law firm . . . Sidney Van Keuren, 26-year veteran of Hal Roach Studios, resigns as v.p.-studio mgr. due to ill health . . . James A. Brown Jr., ex-Grant Adv., named mgr. of Detroit office of reps Venard, Rintoul & McConnell . . . Wm. DuBois promoted to operations & sales planning director of Independent TV Corp., succeeded as gen. sales mgr., syndicated div., by Hardie Frieberg . . . Bernard I. Ochs, ex-WLWA, Atlanta (Ch. 11) appointed mgr. of new Atlanta office of reps Rambeau, Vance, Hopple Inc. . . . John D. F. Martyn, ex-Young & Rubicam, named chief officer of Pulse Ltd., London affiliate of the U. S. research firm.

Obituary

Charles A. Wall, 58, pres. of Associated Music Publishers and v.p.-gen. mgr. of Broadcast Music Inc., died Dec. 8 in N. Y. Surviving are widow, son, daughter.

Charles P. Hughes, 55, radio producer best known as "Mr. First Nighter," died Dec. 9 in Chicago.

Allen M. Woodall, pres. & gen. mgr. of WDAK, Columbus, Ga., was elected chairman of Radio Advertising Bureau at annual meeting in N. Y. last week, succeeding Kenyon Brown, KGLC, Miami, Okla. Also elected: secy. Frank P. Fogarty, WOW, Omaha (WOW-TV); treas. Richard D. Buckley, WNEW, N. Y. (WNEW-TV). Reelected: pres., Kevin B. Sweeney; v.p. & gen. mgr., John F. Hardesty; asst. secy.-treas., Wm. L. Morrison. New board members: Paul Braden, WPFB, Middletown, O.; John Kluge, Kluge stations; Harold Krelstein, Plough stations; Edwin K. Wheeler, WWJ, Detroit (WWJ-TV); Robert Wolfenden, WMEV, Marion, Va.; George Comte, WTMJ, Milwaukee (WTMJ-TV), who was elected in Oct. to fill vacancy.

Sylvester L. (Pat) Weaver, ex-pres. & chairman of NBC, currently heading his own production firm Weaver Associates, 430 Park Ave., N. Y., has become consultant to McCann-Erickson, top-ranking TV-radio adv. agency, reporting to pres. Marion Harper. He continues his consultancies for Kaiser Industries, Gov.-elect Nelson Rockefeller (a Dartmouth classmate), et al. A top McCann-Erickson executive, Frank White, v.p. & treas., is also a former NBC pres. and onetime CBS v.p.-treas.

Pauline Frederick, NBC News United Nations correspondent, named pres. of UN Correspondents Assn.

Federal Communications Bar Assn. holds annual banquet in Washington's Sheraton-Park Hotel, Fri. Jan. 9.

'One Best Rating Method': Old idea of setting up single TV audience measurement system comparable in acceptance & authority to Audit Bureau of Circulation for newspapers & magazines was revived this week—with several new twists—by Revlon's adv. v.p. George J. Abrams.

He proposed in Washington Ad Club speech that TV industry—networks, sponsors, agencies—“create immediately their own Audit Bureau of Television.” “Perhaps” FCC should supervise ABT operations, he suggested, saying that “one best rating method” already is available—M. A. Wallach Research Inc.'s “personal coincidental interviewing technique” described at last month's meeting of Assn. of National Advertisers (Vol. 14:45), of which he is TV-radio committee chairman.

“Unless the broadcasting industry accepts its responsibility and delivers to the sponsors of America a single, valid, reliable report showing who is viewing, when they're viewing, and what they're viewing,” said Abrams, “I believe they will force the FCC to take over measurement control of the American TV audience.”

None of established TV rating systems tells “absolute, reliable truth” about program audiences, he told club, which gave him its annual award for “outstanding achievement in the field of advertising.” He ticked them off: Nielsen reports only “that the TV set in the home is tuned in,” ARB “relies on diaries,” Pulse depends “on one person's memory,” Trendex may not get “accurate information” from telephone calls. Result, according to Abrams: “You can get 5 separate reports of size of audience and just as many different opinions of which report is correct by asking the first 5 broadcasting executives you meet.”

In contrast, Abrams said, Revlon-financed Wallach sample surveys reached directly into TV homes via personal interviews, probed “such qualitative areas as age, sex, income, brand usage, program attitude, and viewing habits.” He thought that Wallach system, covering 100,000 homes each rating week, could be started for about \$4,000,000—“actually less than is spent today [for ratings] by advertisers, their agencies and the broadcasting industry.”

At same time Abrams made it clear he wasn't questioning TV's effectiveness as advertising medium: “There is no need for the broadcasting industry to go on the defensive. Lord knows the casebooks are filled with successful examples of what the use of TV did for advertisers and their businesses. Our own company is probably the most quoted success story in the TV industry—to the point where we had to prove that business was pretty good even before *The \$64,000 Question* came along, and is even better now that it's gone.”

Supreme Court & Anti-Trust: FCC's role as an enforcer of anti-trust laws is now directly before U. S. Supreme Court for clarification—after this week's argument over Commission's approval of NBC-Westinghouse Cleveland-Philadelphia station swap (Vol. 14:2, 19, 45). Justice Dept. had lost out in Philadelphia Federal District Court after it attacked RCA-NBC with charges that latter had forced Westinghouse into deal—Judge Wm. H. Kirkpatrick dismissing Justice's suit on grounds FCC had already ruled on anti-trust aspects by approving sale. Justice Dept. appealed directly to U. S. Supreme Court, and Solicitor General J. Lee Rankin this week summed up his position by stating that if Judge Kirkpatrick's ruling were upheld it would strike “a blow to enforcement of the whole anti-trust laws of the country.”

Philadelphia attorney Bernard G. Segal, representing RCA-NBC, urged that “the strong arm of the Govt. should

CBS-TV Tape Policy: Taping of network shows for delayed telecasts won't be permitted, CBS-TV informed affiliates this week—“except in unusual circumstances and unless a clear showing to warrant exceptions is made.” To get permission for delayed-tape showings, station must get permission of network and sponsor, must supply following information to network: name of program, date of recording, date of telecast, reason for not telecasting at time of network feed—plus assurances that tape will be used only once and erased within 6 hours of use, that entire program will be used, that tape won't be made part of any other program. Carl Ward, v.p. & director of affiliate relations, said these principles are involved: “Among the unique functions of a network are (1) simultaneity; (2) making it possible for an advertiser, through a single purchase, to achieve nation-wide circulation at a predictable and uniform point in the schedule. It is well-known that one of the most important characteristics of a network is also a balanced schedule with appropriate sequence of programs. Therefore, the very essence of networking precludes haphazard or piecemeal rescheduling of programs on a station-by-station basis. To permit this would cause dissipation of the unique benefits which networking provides to the public, advertisers, affiliates themselves.”

TV Court Ban Upheld: Contempt-of-court convictions of cameramen Ben Silver of WCKT and Robert Brumfield of WTVJ, Miami, for defying judge's order not to take courthouse corridor pictures of rape case defendant (Vol. 13:48), were sustained this week by Fla. Supreme Court. Fined \$25 each by Circuit Judge Vincent Giblin, who had prohibited arraignment picture-taking “in the courtroom or any place within 30 feet of any entrance to the courtroom,” Silver & Brumfield appealed convictions on freedom-of-press grounds. But unanimous opinion by Supreme Court held that judge's order was proper, that it was his duty to protect pre-trial processes for defendant. Similar ban by Atlanta judge on news pictures in courthouse or environs has been appealed by WSB-TV (Vol. 14:47). Note: In ruling last month dealing with court ethics, Fla. Supreme Court banned all picture-taking or broadcasting of trials, holding that cameras & microphones “degrade” or “create misconceptions” of proceedings. Just before opinion in Silver-Brumfield case was handed down, Fla. Assn. of Broadcasters petitioned for rehearing on blanket rule, asking for TV camera test in court to show TV can be unobtrusive in courtroom. Such demonstrations are urged by NAB to convince judges & lawyers that American Bar Assn.'s Canon 35 proscription against TV-radio trial coverage should be lifted.

not be permitted to strike down what another arm has approved.” Supreme Court then took case “under advisement,” will later tell whether it will actually review it.

Another attack on the station deal is also before Supreme Court—Philco's protest against the sale (Vol. 14:46)—and Justice Dept. & FCC seem to have difficulty in agreeing on a position. FCC threw out Philco's protest; Court of Appeals overruled Commission, whereupon RCA-NBC appealed to Supreme Court. High court has asked FCC for a brief on its position, but there are reports that Justice Dept. doesn't agree with Commission; Justice may file different interpretation of law or remain silent.

New reps: WSLV-TV, Roanoke, Dec. 11 to Blair TV (from Avery-Knodel); KSLA-TV, Shreveport, Jan. 1 to Harrington, Richter & Parsons (from Raymer).

New & Upcoming Stations: Mid-Dec. starters are KNOP, North Platte, Neb. (Ch. 2), which begins Dec. 15 with NBC-TV, and KLOR-TV, Provo, Utah (Ch. 11), which begins Dec. 17 as independent. They're year's 35th & 36th new outlets, bring on-air total to 545 (84 uhf).

KNOP has 5-kw GE transmitter and 500-ft. Ideco tower with 6-bay superturnstile antenna. Owners are 50 local businessmen, headed by attorney Rush C. Clarke, who acquired CP early this year for \$5000 from Ray J. Williams (operator of Colo. AMs KAVI, Rocky Ford & KAPI, Pueblo) and 2 partners (Vol. 14:1, 5). Bob Riedy, ex-radio KODY, North Platte, is gen. mgr.; Howard Morgan Jr., ex-KOAT-TV, Albuquerque, sales mgr. & operations director; Bill Wood, ex-KODY, program mgr.; John Seide, ex-KHOL-TV, Holdrege, chief engineer. Base hour is \$150.

KLOR-TV has 6-kw Standard Electronics transmitter and 84-ft. Stainless tower with helical antenna on Lake Mt., 15 mi. W of Provo, 32 mi. S of Salt Lake City. Studios are at 1980 S. Columbia Lane, Orem, Utah, which borders Provo; station also has sales office in Surety Life Bldg., Salt Lake City. Principal owners are Samuel B. Nissley, pres.-gen. mgr., and wife Jeanette C. Nissley, secy.-treas., who jointly hold 69.8%. John A. Drum is regional sales mgr.; Garry Payne, local sales mgr.; Gaylon B. Rowan, ex-KSL, Salt Lake City, program director; Phillip Hurlbut, ex-WSPD, Toledo, chief engineer. Base hour is \$350. Rep is Raymer.

* * * *

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

WILX-TV, Onondaga-Parma, Mich. (Ch. 10), planned as share-time operation with Mich. State U's educational WMSB, has changed target to Feb. 1, reports pres.-gen. mgr. John C. Pomeroy, also operator of radio WILS, Lansing. GE 50-kw transmitter is due in latter Dec., construction has just begun on 1000-ft. Ideco tower which will have helical antenna. Studios will be in Hotel Hayes, Jackson. Base hour will be \$800. Rep will be Venard, Rintoul & McConnell.

KVIE, Sacramento, Cal. (Ch. 6, educational), with 10-kw Standard Electronics transmitter due Dec. 22, has changed target to Jan. 5, writes gen. mgr. John C. Crabbe for grantee Central Cal. Educational Television. GE 3-section helical antenna is scheduled for installation week of Dec. 15 at 382-ft. level on Ideco 450-ft. tower of KBET-TV. KVIE won't have own studios to start, will share space with KOVR.

KOMC, McCook, Neb. (Ch. 8), with 10-kw GE transmitter ordered for Jan. 20 shipment, has changed target to March 1 for start with NBC-TV as satellite of parent KCKT, Great Bend, Kan. (Ch. 2), 150 mi. away, reports KCKT chief engineer H. G. Haefele. Construction of studio-transmitter building is scheduled to start Dec. 8 and 600-ft. Stainless tower will be used. KCKT, which also operates satellite KGLD, Garden City, Kan. (Ch. 11), has \$300 base hour. Rep is Bolling.

Transfer of Claremont, N. H. translator W79AA to WCAX-TV, Burlington, Vt. (Ch. 3) from Wm. Putnam's WWLP, Springfield, Mass. (Ch. 22) was approved by FCC this week—while WWLP has application pending for another translator in Claremont. WWLP leases equipment for 3 years for \$3600, gives WCAX-TV option to buy it for \$100 at end of 3-year period. W79AA will switch to WCAX-TV from WRLP, Greenfield, Mass. (Ch. 32), satellite of WWLP.

FCC Repairing TV Decisions: Busier than ever patching up TV decisions ruptured by Congress and/or courts, FCC took these actions this week:

(1) Scheduled oral argument Jan. 23 on Ch. 13, Indianapolis, now held by WLWI. Court of Appeals had ordered Commission to re-do the case on grounds that Comr. Craven shouldn't have voted because he hadn't heard oral argument (Vol. 14:25).

(2) Set aside CP for KIRO-TV, Seattle (Ch. 7), acting on petitions of KXA & KVI (which had lost to KIRO)—for same reason as in Indianapolis case, i.e., Craven voted without hearing argument. New oral argument was scheduled for Jan. 30.

(3) Received petition of *Boston Globe*, which wants to get into Ch. 5 "influence" hearing to be conducted by Judge Stern, who just issued Miami Ch. 10 decision (Vol. 14:49). *Globe* asserts that its attorneys have unearthed "new evidence pertinent to the issues."

(4) Threw a new issue into its reconsideration of ancient grant of site move to WSPA-TV, Spartanburg, S. C. (Ch. 7). On petition of WAIM-TV, Anderson (Ch. 4) and WGVL, Greenville (Ch. 23), it amended hearing issues to include questions on WSPA-TV's past practices "and other facts or circumstances affecting [WSPA-TV's] reliability and candor as a licensee."

In other TV actions during a busy week, the Commission: (1) Told staff to draft document denying most recent of radio WSAY's attempts to get CPs taken away from Ch. 10 share-timers WHEC-TV & WVET-TV, Rochester. (2) Voted tentatively to deny extension of time to build to Ch. 3 grantee KSLM-TV, Salem, Ore. (3) Granted Bakersfield, Cal. Ch. 39 CP to Pacific Bcstrs. Corp. (electronics mfr. H. L. Hoffman, chairman), conditioned on outcome of numerous pending reallocation petitions. It turned down variety of requests that Bakersfield grant be deferred—filed by KERO-TV (Ch. 10) & KBAK-TV (Ch. 29), Bakersfield, and Kern County Bcstg. Co., Bakersfield Ch. 17 applicant.

Second TV Station in Lima, Peru—commercial OAX4U-TV (Ch. 4)—was due to start this week end, according to RCA International, supplier of equipment; it has 2-kw transmitter, will radiate 6-kw ERP. RCA also reports second El Salvador station due "any day now"—commercial YSU-TV (Ch. 4)—with 10-kw transmitter, 60-kw ERP. (For details of all foreign TV stations, existing & planned, see *TV Factbook No. 27*, pp. 299-310.)

Translator CP in Roseburg, Ore., granted to Tele-service Co., was set aside by FCC this week, in response to petition by KPIC, Roseburg (Ch. 4), which objects to translator's plans to repeat KOIN-TV, Portland. Commission noted that translator application had been incompletely prepared and was "incorrectly accepted" by FCC; it said it would still consider properly prepared application—along with objections raised by KPIC.

CBS radio disaffiliation of WSAN, Allentown, Pa. in wake of network's new PCP plan which led also to disaffiliation of WJR, Detroit (Vol. 14:46), came this week, station rejoining NBC Radio Jan. 1 after 2 years with CBS. For 20 years previously, WSAN had been NBC affiliate.

Another Tall Tower Entry: 1526-ft. structure of WIS-TV, Columbia, S. C. (Ch. 10), which features 18-gain 126-ft. RCA traveling-wave antenna. Only higher antennas are KSWs-TV, Roswell, N. M. (Ch. 8), 1610-ft.; KWTV, Oklahoma City (Ch. 9), 1572-ft.; WOAI-TV (Ch. 4) & KENS-TV (Ch. 5), San Antonio, 1531-ft. (Vol. 14:48).

UPTURN IN AVERAGE TV FACTORY PRICE: Average price of TV set at factory level has mounted steadily throughout 1958, and in Oct. passed the 1954 average of \$140, we're told by industry statisticians. Sharp increase reflects greater demand for high-end merchandise, plus a gradual increase in prices on portables without an appreciable increase in the ratio of portables to total production.

It's first upward curve in factory prices since TV came into being, starting in a small way late in 1957 when average factory price went to \$130 from low of \$127 in 1956. Average factory price for first 10 months of 1958 was \$135. By October, average had increased to \$141, indicating the price increase has been sharply accentuated since introduction of new models last summer.

Upturn doesn't reflect most recent price increases, which have occurred since Nov. 1. The percentage of portables is said to have stayed almost constant at 35% throughout the year, though we can't confirm this by EIA statistics which now lump portables with table models. However, we're told that the portables and table models together account for about 65% of factory sales vs. 61% last year -- further accenting the current trend toward higher priced merchandise.

Industry has not yet caught up with rising labor and materials costs and it will take about 5-7% increase to reach the 1954-55 cost-price ratio when the average factory price ranged between \$135 and \$140. But the industry is evidently on the way toward putting a profit margin back into the business.

Good picture of steady decline and late upturn in average factory value may be gained from EIA statistics for last decade as follows: 1947, \$280; 1948, \$235; 1949, \$193; 1950, \$180; 1951, \$177; 1952, \$172; 1953, \$170; 1954, \$140; 1955, \$138; 1956, \$127; 1957, \$130; 1958 (first 10 months), \$135.

Analyzing the problem from another standpoint, one TV spokesman rhetorically asked: "What other industry has improved its product as much as TV and still cut the prices drastically in 10 years?" To point up lower TV prices vs. those of other consumer durables, we obtained these wholesale price indices from U. S. Dept. of Labor (Figures are expressed in terms of 1947-49 base period, which equals 100):

	1953	1954	1955	1956	1957
TV Receivers	74.5	71.2	69.1	69.7	70.5
Automobiles	118.9	119.3	122.9	129.8	135.4
Automatic Laundries	104.8	103.0	100.2	102.1	109.9
Refrigerators	105.6	106.4	101.5	98.0	92.7

'Threat' of TV Imports Looms: Delmonico International Corp., big importer of West German hi-fi phonos and Japanese transistor radios, which was merged recently into engineering-architectural firm of Thompson-Starrett, N.Y. (Vol. 14:47), has definite plans to import TV sets next fall -- possibly transistorized portables -- according to pres. Albert Friedman. It's first word that Japanese have transistor set, first "threat" of TV imports. It drew a skeptical response from domestic industry sources who doubt Japanese are any more ready to market transistor sets than U.S. makers.

Japanese have a transistor TV set, nonetheless -- one manufacturer told us he saw it operating -- with an 8-in. picture tube, carrying a U.S. price tag of \$89.95. But our informant is still doubtful it is ready for export. He says market in U.S. wouldn't be interested in 8-in. sets, adds availability of suitable batteries is a problem with the Japanese, just as it is with U.S. manufacturers.

All transistor portables are still in development stage, we're told by some set makers who have demonstrated engineering models, and a crash program would be necessary to bring them out with a \$500 price tag. Among those known to have a transistorized set under way are GE, Motorola, Philco, RCA.

Factors against TV imports from Japan at this time: Production is not yet able to meet domestic demand; production costs are still above those in U.S.; very few large screen sets are made (i.e., above 14-in.) because of very high tax on them.

"We're discussing imports with several TV makers," said Friedman, "and we are confident we can bring out a line next fall. While we want transistorized portables, as soon as or before any domestic manufacturer, we may have to bring in tube sets at first." Delmonico now imports Sony transistor radios from Japan; Kuba, Koerting, Maestling, Kaiser & Sauter hi-fi phonos from West Germany.

Production: TV output was 103,539 sets in week ended Dec. 6 vs. 99,618 in the preceding week and 123,844 same week last year. Year's 48th week brought production to 4,611,249 sets vs. 5,945,028 for same period last year. Radio output was 358,987 (140,662 auto) vs. 338,887 (109,098 auto) preceding week and 357,881 (109,372 auto) same week last year. Radio production for 48 weeks was 10,701,812 (3,297,950 auto) vs. 13,194,492 (5,040,057 auto) in the same period last year. [For further details on production and retail sales for Oct. and Jan.-Oct. period, see below.]

TV-Radio Production: Both TV and radio output in Oct. declined from Sept. peak for the year and figures for month and year-to-date continued to lag behind 1957. EIA reports TV production in Oct. was 495,617 sets vs. 621,734 in Sept. and 661,944 in Oct. last year. TV sets with uhf tuners totaled 42,171 units in Oct. vs. 40,712 in Sept. and 83,372 in Oct. 1957. Year-to-date output of uhf receivers was 353,980 sets vs. 669,277 as of Nov. 1 last year. Cumulative production of TV sets for Jan.-Oct. period was 4,067,277 vs. 5,251,158 in same 10-month period last year.

Radio production in Oct. was 1,305,857 vs. 1,572,001 in Sept. and 1,569,180 in Oct. 1957. FM receivers produced in Oct. totaled 59,586 vs. 41,408 in Sept. and 21,335 in Aug., reflecting mounting interest in FM broadcast music (Vol. 14:48), and bringing total FM sets produced since July (when EIA started collecting FM statistics) to 235,647. Comparative FM figures for last year are not available.

Picture tube factory sales bucked the downward trend, rising to 957,041 tubes in Oct. vs. 891,803 in Sept. but lagging behind the 995,629 sold in Oct. 1957. Jan.-Oct. picture tube sales were 6,801,706 vs. 8,304,181 sold during the same period last year.

Retail sales of both TV & radio declined in Oct. from the year's peak in Sept. EIA's revised retail figures (Vol. 14:46) showed 523,440 TV's sold in Oct. vs. 605,638 in Sept. and 572,589 in Oct. 1957. Jan.-Oct. TV retail sales were 3,991,530 vs. 5,024,670 in same period last year. Retail sales of radios totaled 743,368 units in Oct. vs. 792,596 in Sept. and 923,849 in Oct. 1957—all excluding auto radios. Jan.-Oct. retail radio sales totaled 5,647,044 vs. 6,764,221 in same 1957 period. Revised Jan.-Oct. monthly figures follow:

	TV	Auto Radio	Total Radio	TV			
				Picture Tubes	Receiving Tubes	Value	Value
				Units	Units	(\$ 000)	(\$ 000)
Jan.	433,993	349,679	1,026,527	621,910	12,342	26,805	\$ 23,264
Feb.	370,413	268,445	876,891	556,136	11,211	29,661	25,650
March	416,903	234,911	931,341	634,779	12,643	28,548	25,716
April	302,559	190,435	697,307	590,357	11,592	32,582	28,788
May	266,982	185,616	654,803	560,559	11,237	36,540	31,406
June	377,090	235,433	774,424	725,846	14,203	36,270	31,445
July	274,999	186,379	621,541	549,817	11,109	30,795	26,927
Aug.	507,526	242,915	1,028,852	713,458	14,190	30,456	25,442
Sept.	627,734	489,738	1,567,135	891,803	17,704	40,061	33,951
Oct.	495,617	296,067	1,305,857	957,041	19,351	41,540	34,362
Total	4,067,806	2,679,618	9,489,544	6,801,706	\$135,584	333,258	\$286,952

Dual lines of TV picture tubes—new and factory re-built—will be marketed by RCA starting in Jan., according to electron tube div. v.p. D. Y. Smith.

Sylvania introduced its first full line of stereo hi-fi phonos to distributors in convention this week at Hollywood Beach, Fla. The 1959 line includes both self-contained and 2-unit consoles, all engineered for both monaural hi-fi and stereo discs. Prices range from \$69.95 for self-contained stereo portable to \$595 for deluxe, 5-speaker stereo system. Also introduced was 17-in. Duetto TV, designed to serve both as a portable & table model. Gen. market mgr. Robert L. Shaw told distributors only 20% of portables are actually used as portables but serve rather as table models in the home. He predicted the dual purpose "concept" will eventually lead to elimination of table models as they are known today. The Duetto is priced at \$189.95 & \$199.95.

"Nice, lively recovery in the black-&-white TV market" is underway, said EIA pres. David R. Hull in Dec. 7 interview with *N. Y. Times* business writer Al Zipser. He foresaw no mass sales of color TV sets this year, said \$500 minimum price is "still too high and there is little prospect of a technological breakthrough" that would lower it. One "breakthrough" that is almost at hand, according to Hull, is transoceanic TV beamed from the earth and relayed across the sea by a space satellite—a feat which may be accomplished with the next five years. Factory sales of all electronic products will reach \$7.7 billion this year and go up to \$8.3 billion in 1959, greatest gain being scored in military electronics sales.

Factory sales of transistors continued upward trend in Oct. and total for first 10 months of 1958 was almost 70% ahead of the same 1957 period. EIA reports Oct. sales were 5,594,856 units vs. 5,076,443 in Sept. and 3,544,000 in Oct. 1957. Sales in first 10 months totaled 36,072,133 worth \$83,692,052 vs. 21,396,300 worth \$56,131,000 in same 1957 months.

More Price Increases: Philco will increase suggested TV list prices \$10 & \$20 effective Jan. 2, marketing v.p. Henry E. Bowes stating that "continually upward movement of raw material and component prices, as well as increasing manufacturing costs, makes it impossible to hold the price line."

Zenith announced a fully transistorized traveling clock radio—said to be first on the market—weighing only 2¾ lbs. It's claimed clock will operate for one year on a separate, single 1½ volt "D" cell; the radio for 400 hours on 4 mercury batteries.

Packard-Bell will build 50,000-sq. ft. engineering & manufacturing plant next spring at Newbury Park, Cal.

Trade Personals: Martin F. Shea resigns as v.p. of Philco's automotive div., Detroit, to establish own business . . . Frank W. Mansfield, Sylvania market research director, elected treas. of Advertising Research Foundation . . . Melvin B. Josefsberg promoted to mfg. director of Siegler's Olympic Radio & TV div., succeeding Benno Bordiga who resigned to form All-Omatic Mfg. Corp. (auto parts) . . . C. V. Anderson promoted to mgr., instrumentation products mfg., Ampex Corp.; Wm. Harper promoted to mgr., fabrication mfg. dept.; Arthur Kromer to mgr., professional products mfg. dept.; Aubrey Harris, ex-chief engineer of ZBM-TV, Bermuda, joins Ampex video products dept. . . . John R. V. Oakley promoted to sales mgr. of Canadian GE semiconductor products section . . . Dawson L. Newton, ex-Ruthrauff & Ryan, named public relations director of Magnavox . . . Clyde W. Foster promoted to new post of Midwest district sales mgr. of Sylvania's parts div. . . . Lewis E. Gillingham, ex-marketing mgr. of RCA International div., named marketing director-advertising mgr. of Altec Co., Los Angeles . . . Charles Schicke, ex-Epic Records director of artists & repertoire, promoted to national sales mgr., succeeding Walter Hayum.

Ewen C. (Andy) Anderson, RCA exec. v.p.-public relations, is recovering nicely from his Sept. 30 coronary attack and is at his home, 27 Studio Lane, Bronxville, N. Y. He's expected back at work sometime after New Year.

Dr. Harold H. Beverage, retired RCA v.p. for communications research & development, receives 1958 achievement award of IRE professional group on communication systems.

Britain's time-payment system, called "hire-purchase," has been relieved of all restrictions—permitting little or no down payment on TV sets, etc. Govt. move was generally welcomed by industry. Sir David Eccles, pres. of Board of Trade, stated: "I do not expect this change to produce a rush of orders for cars and radio & TV sets, but I think it will help the manufacturers and the dealers to give the public better service, and if that happens it is bound to be good for business."

Misrepresentation complaint against 2 affiliated N. Y. distributors alleging failure to disclose that TV-radio parts sold were govt. surplus or contained used parts was closed by signing of consent decree with the Federal Trade Commission. The FTC said Concord Radio Corp., Fay-Bill Distributing Co. and Wm. Abramowitz, an official of both concerns, agreed not to represent cathode ray tubes and other electronic parts as "brand new" unless they are so in fact.

New standards issued by EIA: RS-186-A, *Standard Test Methods for Electronic Component Parts*, \$1.70. RS-191-A, *Measurement of Direct Interelectrode Capacitances*, \$1.50. RS-214, *Method for Calculation of Current Ratings on Hookup Wire*, 60¢. RS-215, *Basic Requirements for Broadcast Microphone Cables*, 25¢. Non-members may obtain these reports from EIA Engineering Dept., 11 W. 42nd St., N. Y.

Rabbit-ear TV antennas sold separately for bracket-mounting on sets are exempt from 10% Federal manufacturers' excise tax on TV & radio components, Internal Revenue Service decided this week (Rev. Rul. 58-590). IRS said built-in antennas continue to be subject to tax, along with rabbit-ear accessories which are sold by manufacturer as parts of taxable sets.

ELECTRONICS PERSONALS: Dr. Julius A. Stratton, chancellor of Massachusetts Institute of Technology, named 11th president of that institution, succeeding Dr. James R. Killian Jr., now President Eisenhower's special assistant on science & technology . . . John Mihalic, v.p. of Avco's Crosley div., named pres. of new Avco mfg. div., Nashville (aircraft parts, radar systems, home appliances) and v.p. of parent Avco . . . A. C. DeAngelis, v.p. of Dynamics Corp. of America, Reeves-Hoffman div., named also pres. of Radio Engineering Labs div., succeeding late David T. Bonner . . . Homer R. Oldfield Jr., ex-GE, named asst. mgr. of Raytheon's govt. equipment div. . . . George A. Franco promoted to mgr. of Stormberg-Carlson's radio lab, Rochester . . . Col. J. H. Rothrock (USAF ret.) named mgr. of defense products, RCA West Coast electronics.

DISTRIBUTOR NOTES: Admiral Distributing (N. Y.-N. J.-Philadelphia) promotes Jack Somber to gen. sales mgr.; Harold Blake promoted to operations sales mgr.; Paul Bassin, to sales mgr. in N. Y.; Ed Learner, sales mgr. in N. J.; Wm. J. Geiger Jr. remains sales mgr. in Philadelphia . . . Emerson appoints Toledo Appliances, Toledo, and L. Gordon Distributing Co., Syracuse, for DuMont lines of TV, hi-fi . . . Hoffman appoints Clardy's, Montgomery, Ala. for all consumer products . . . Sues, Young & Brown, Los Angeles (Zenith) names E. E. Young pres., succeeding M. G. Sues, retired.

New EIA members: Allen B. DuMont Labs, Clifton, N. J.; Continental Device Corp., Hawthorne, Cal.; Minneapolis-Honeywell Regulator Co., Minneapolis; Ram Electronics, Paramus, N. J.; Wellington Co., Philadelphia.

Dr. E. E. Zepler, prof. of electronics at U of Southampton, elected pres. of British IRE.

Ceaseless Wonders of Electronics: You've heard about driverless cars of the future that will keep their position and speed on superhighways by means of electronics, with no danger of accident because radar principles will prevent collisions. Comes now the director of Ohio's Dept. of Highways, Charles M. Noble, speaking before the American Assn. of State Highway Officials in San Francisco, with the news that radio devices that flash red lights on dashboards of cars traveling too fast, also applying brakes electronically, are among new auto safety devices under development. And Andrew Kucher, Ford engineering v.p., recently told an MBS audience listening to the automobile symposium *1959 on Wheels*: "I foresee vehicles without wheels, that ride along on a cushion of air. I foresee cars that steer themselves electronically, cars that travel safely at double and perhaps more than double today's highway speeds."

New tube testing machines, making 15 electrical tests on 2500 receiving tubes per hour, have been installed by RCA in its plants at Harrison, N. J., Cincinnati & Indianapolis. Four are in use, more will be added, and units will be offered to other tube makers.

AC generator with "absolute stable frequency," achieved through electronic control, has been announced by Hallamore Electronics div. of Siegler Corp. It's claimed to be less expensive, weigh 1/3 less, than present systems.

Next British Radio & Electronic Component Show, sponsored by Radio & Electronic Manufacturers Federation, 21 Tothill St., London SW-1, will be held at Grosvenor House & Park Lane House, April 6-9.

Symphonic Radio has become co-sponsor of Walter Winchell newscasts on Mutual Network, plugging pre-Christmas trade in stereo, portables, tape recorders.

Financial Reports:

TELEVISION-Electronics Fund in 10th annual report lists net assets of \$204,702,134 and 16,059,119 shares outstanding in fiscal year ended Oct. 31 vs. \$151,889 and less than 17,000 when mutual fund was established in Chicago in 1948. In decade it has paid out more than \$22,000,000 to shareholders from realized capital gains, \$19,000,000 in dividends from investment income. In 4th fiscal quarter these were portfolio changes from 3rd quarter, when net assets were \$178,531,343, shares outstanding 15,444,896:

New stocks added: 13,000 shares Champion Spark Plug, market value \$500,500; 20,000 Perkin-Elmer, value \$770,000. Also added were \$150,000 Fischer & Porter 5¼% convertible subordinate debentures, due 1977; \$200,000 Ling Electronics 5½% convertible subordinate debentures, due 1970.

Holdings were increased in Allegheny Ludlum Steel, Allis-Chalmers, American Bosch-Arma, AB-PT, AT&T, Carborundum, Carrier, Eaton Mfg., Ex-Cell-O, Food Machinery & Chemical, Garrett, General Bronze, GE, GM, General Telephone, Hoffman Electronics, Indiana Steel Products, Leeds & Northrup, Lockheed, Magnavox, RCA, Reliance Electric, Robertshaw-Fulton, Storer, Thompson Products.

Part of Holdings were sold in Aerojet-General, Ampex, Burroughs, Corning Glass, Eastern Industries, General Tire & Rubber, Square D, Statham Instruments, Stewart-Warner, Texas Instruments, Varian Assoc., Walt Disney Productions, Zenith.

Stocks eliminated: 45,000 Elox, 4000 Litton Industries, 6000 Ryan Aeronautical, 12,000 Sprague Electric.

Unchanged during quarter were holdings in ACF Industries, Addressograph-Multigraph, Admiral, Air Reduction, American Chain & Cable, American Electronics, American Machine & Foundry, Amphenol, Babcock & Wilcox, Barry Controls, Beckman Instruments, Bell & Gossett, Bendix Aviation, Boeing, Bullard, Bulova Watch, Cincinnati Milling Machine, Clark Controller, Cleveite, CBS Inc., Conrac, Consolidated Electrodynamics, Consolidated Electronics, Corneli-Dubilier, Curtiss-Wright, Cutler-Hammer, Dictaphone, Douglas Aircraft, Dresser Industries, DuMont Labs, duPont, Eastman Kodak, Eitel-McCullough, Electronic Assoc., Emerson Electric, Fansteel, Fischer & Porter, Foxboro, Friden, General Mills, General Precision Equipment, General Railway Signal, G. M. Giannini, Globe-Union, Goodyear Tire, Harris-Intertype, Hazeltine, Hewlett-Packard, Industrial Electronics, IBM, ITT, Ling Electronics, Liquidometer, Machlett Labs, P. R. Mallory, Martin, W. L. Maxson, Mergenthaler Linotype, Minneapolis-Honeywell, Minn. Mining & Mfg., Motorola, National Acme, National Cash Register, Neptune Meter, North American Aviation, Northrop Aircraft, Oak Mfg., Otis Elevator, Paramount Pictures, Penn Controls, Philco, Pullman, Royal McBee, Servomechanisms, Smith-Corona Marchant, Sperry Rand, Sylvania, Taylor Instrument, Technicolor, TelAutograph, Telecomputing, Television Assoc., Thompson Ramo Wooldridge, Tung-Sol, 20th Century-Fox, Union Carbide, United Aircraft, United-Carr Fastener, United Utilities, Vitro, Westinghouse Air Brake, Westinghouse Electric.

[For status in 3rd fiscal quarter see Vol. 14:36.]

* * * *

Electronics Investment Corp., mutual fund founded & headed by ex-San Diego broadcaster Charles E. Salik, reports net assets of \$18,286,853 in 6 months ended Oct. 31. Portfolio included \$15,081,541 of common stocks, \$516,862 preferred, \$1,517,675 bonds, \$598,140 U. S. Govt. obligations. Portfolio changes during July 31-Oct. 31 quarter:

Purchases: 7000 shares of ACF Industries (making total of 11,400); 500 AT&T (total 1500); 5000 CBS Inc. (total 10,000); 2000 GM (total 2000); 1900 General Transistor (total 8000); 3000 P. R. Mallory (total 13,000); 5000 Packard-Bell (total 7100); 4700 Storer (total 15,000); 1000 Sylvania (total 6500); 600 United Aircraft (total 3000); 2000 Western Union (total 10,000); 3000 Westinghouse Air Brake (total 10,000); \$220,000 Ling Electronics 5½% convertible debentures due 1970 (total \$220,000); 500,000 U.S. Treasury bills due Dec. 26, 1958 (500,000).

Sales: 2000 Ampex; 2600 Beckman Instruments (holds 5400); 1300 Burroughs (holds 5000); 5000 Daystrom; 2100 G. M. Giannini (holds 3900); 4243 ITE Circuit Breaker; 17,500 Ling Electronics; 20,000 Lab for Electronics; 2780 Leeds & Northrup (holds 1300); 500 Marquardt Aircraft; 6000 Raytheon (holds 6600); 8000 Statham Instruments; 3150 Taylor Instruments; 14,300 Telecomputing; 20,000 Tracerlab.

Other changes: 1224 Eastern Industries common shares received as result of 1375 called preferred converted to common (holds 3667 common, 5925 pfd.); 2500 H. I. Thompson Fibreglass common received as result of 50% stock dividend (holds 7500).

[For status in previous quarter, see Vol. 14:36.]

Dividends: ITT, 45¢ payable Jan. 15 to stockholders of record Dec. 22 . . . Republic Pictures, 15¢ Feb. 16 to holders Jan. 15 . . . Muter, 5% stock Jan. 20 to holders Jan. 5 . . . Howard W. Sams, 12¢ plus 12¢ extra, both Jan. 26 to holders Jan. 15 . . . Machlett Labs, 5¢ Dec. 29 to holders Dec. 22.

Amphenol Electronics and George W. Borg Co. merger plan, whereby new Amphenol-Borg Electronics Corp. stock will be traded on N. Y. Stock Exchange, with Borg stockholders getting 1½ shares for each share now held (Vol. 14:45), will be voted upon by Amphenol shareholders in Chicago Dec. 30. Notice to shareholders this week disclosed that 1,162,810 shares will be outstanding and that ⅓ of Amphenol holders must favor merger designed for diversification. Proxy statement shows 1957 remunerations of top-paid Amphenol officers-directors as follows: Arthur J. Schmitt, pres., \$109,500 (holds 29,858 shares of present stock); Wm. H. Rous, v.p.-sales, \$37,875 (500 shares); John L. Woods, v.p.-controller, \$37,878 (1725). Borg remunerations: George W. Borg, chairman, \$36,000 (holds 109,000 shares, with 15,000 more owned by wife and 5600 by Borg Foundation); Byron C. Booth, pres., \$34,192 (200); Lester M. Grether, v.p. \$47,250 (includes \$7662 bonus on cessation of employment). Stock options held by Amphenol officers covered total of 24,100 shares at prices ranging from \$18 to \$19.75 to \$27.25; options are out on 12,200 Borg at \$27, plus 1200 to v.p. G. Marshall Borg at \$31.

ITT earned \$18,014,686 (\$2.51 per share) on consolidated revenues of \$501,689,254 in 9 months ended Sept. 30 vs. \$16,854,296 (\$2.35) on \$482,004,005 in same 1957 period, pres. Edmond H. Leavey reporting U. S. manufacturing and telephone & radio operations continued to improve while foreign business declined from 1957. In 3rd quarter, net income was \$5,667,858 (79¢) on \$171,231,269 vs. \$3,865,042 (54¢) on \$155,087,008 year earlier. ITT directors have proposed 2-for-1 capital stock split, shareholders to meet Jan. 22 for vote on plan. If approved, additional shares will be distributed about March 1, first quarterly dividend in April on new basis to be at rate of 25¢ per share—equivalent to 50¢ on present stock.

Silicon Transistor Corp., 150 Glen Cove Rd., Carle Place, N. Y., is new entry in manufacture & sale of silicon power transistors & diodes. Organized Oct. 14, headed by pres.-treas. Harold Sandler, company has filed registration with SEC for 200,000 common stock shares to be offered to public at \$3 per share, \$183,000 to be used to purchase equipment.

Trav-Ler earned \$107,000 (14¢ per share) in 6 fiscal months ended Oct. 31 vs. loss of \$103,000 in first half year earlier. Pres. Joe Friedman of Chicago company (TVs, radios, hi-fi, stereo record players) reports "continued improved earnings" are expected in 2nd half, said Trav-Ler's backlog on Oct. 31 was biggest in its history.

Columbia Pictures earned \$319,000 in first 13-week fiscal period ended Sept. 27 vs. loss of \$425,000 in same quarter year earlier. Non-recurring profit of \$2,679,000 from Oct. sale of Columbia film lab to Pathe Labs will be reflected in net earnings for 6 months ending late this month, pres. Abe Schneider reported.

Reports & comments available: On electrical equipment industry (including TV), forecast in *Value Line* of Arnold Bernhard & Co., 5 E. 44th St., N. Y. . . . Television-Electronics Fund holdings, thumbnail descriptions of firms in 10th annual report, 135 S. La Salle St., Chicago . . . Westinghouse, brief by Schirmer, Atherton & Co., 50 Congress St., Boston . . . Motorola, review in *Listening Post* of Bache & Co., 36 Wall St., N. Y. . . . Amphenol, analysis by Henry J. Low of Gude, Winmill & Co., 1 Wall St., N. Y. . . . P. R. Mallory, Avco, General Dynamics and Westinghouse, briefs by Rudd & Co., 734 15th St., Washington, D. C. . . . National Telefilm Assoc., discussion by David Bell of Herzfeld & Stern, 30 Broad St., N. Y.

Do You Know That . . .

MORE THAN ONE-FIFTH of all employes of TV-radio stations in the U. S. are women, we're now told by their own organization, American Women in Radio & Television—nearly 10,000 in all, an average of 2.57 women out of 11.7 employes per station. Statistical divisibility aside, it's noteworthy that women figure quite importantly in ownership-management of stations, as we pointed out in 2 preceding columns on the subject (Vol. 14:33, 36). Those columns dealt with the most prominent, notably in TV. But there are even more in radio stations who have achieved administrative distinction by reason of initiative and enterprise as well as marriage and inheritance.

Among the TV enterprisers unmentioned in our previous articles is shrewd business woman Mary Pickford, the onetime movie star, who with her husband Buddy Rogers joined in founding WSJS-TV, Winston-Salem (Ch. 12) with the local Gordon Gray interests, who now seek to buy out their one-third interest; she also owns 54% of KFBI, Wichita, Kan. We should also have included Leora Chapman, who is secy.-treas. and one of the main wheels of Milton J. Hinlein's KDRO-TV, Sedalia, Mo.; Alberta Hackett, administrative supervisor at CBS's KNXT, Los Angeles, who rose from the ranks to third in command under gen. mgr. Clark George and sales mgr. Bob Wood; and Mrs. Marietta Meyer Ekberg, daughter of the late Phil Meyer, who controls KFYR & KFYR-TV, Bismarck, N. D., which with satellites are managed by her husband Bill Ekberg.

Only within the last few weeks, the Stackpole interests, who own WHP & WHP-TV, Harrisburg, Pa., designated Mrs. A. K. Redmond, who had worked with her late husband and then with her recently deceased brother-in-law in station management for more than 26 years, as gen. mgr. of those stations (Vol. 14:46).

Mostly, the additional ladies of the industry called to our attention are radio station owners, part owners and/or managers—though there also are such kindred enterprisers as Mrs. Johnnie Andrews, who took over as head of Andrews Tower Inc., Ft. Worth maker of TV-radio towers, after her husband was killed in an airplane crash last year; Mrs. Helen Gill, working partner of Gill-Perna Inc., small but substantial TV-radio rep firm in N. Y.; Ann Corrick, Washington newswoman for 15 years, now asst. chief of Westinghouse stations' own Washington news bureau; Betty Luster, ex-ballerina and choreographer, now handling special TV presentations, promotions etc. out of her own N. Y. offices.

* * * *

There was considerable curiosity when our recent column noted that Mrs. O. B. Cornett of Ontario, Oregon, is listed in *Who's Who in America* as a radio executive; it turns out that Mrs. Marshall E. (Olive Byram) Cornett not only is co-owner & mgr. of Inland Radio Inc., operating 2 stations in that state—KSRV, Ontario & KLBK, LaGrande—but was GOP National Committeewoman for Oregon, 1948-56.

Among other multiple station owners, directors and/or managers we find Miss Eleanor McClatchy, of the pioneer California newspaper clan, who not only runs her family's newspapers but also its stations in Fresno (TV-radio), Sacramento, Bakersfield & Reno, latter 3 radio; Agnes Jane Reeves Greer, of the Morgantown (W. Va.) newspaper family, owning stations in that town, in Pittsburgh and in Dover & Canton, Ohio; Jessica L. Langston, actively oper-

ating radios in Seattle, Bellingham & Moses Lake, Wash., also one in Burley, Ida. in association with Felice Brownlow, who is co-applicant for another in St. Helen's, Ore. In Moses Lake, also, Mrs. Pat Hughes runs the TV community antenna system.

Then there's Agnes I. McGillvra, wife of the veteran rep Joe McGillvra, now retired, co-owner with him of flourishing radio stations in Bedford, Ind. & Chillicothe, O. And Katherine G. Harris, v.p. & 25% owner of WFTW, Ft. Walton Beach & WJOE, Ward Ridge, Fla.

Running both a radio station (KOJM, Havre, Mont.) and a community antenna system (in Butte) is Charlotte H. Brader. Running the sizeable trade school, Port Arthur College and its 26-year-old radio station KPAC, Port Arthur, Tex., is Mrs. Marjorie R. Vickers. Reported making a go of FM in San Diego (KITT) is Dorothy Rabell, working alongside her husband Fred.

It's the proud boast of Mrs. Ida A. McNeil, who owns KGFX, Pierre, S. D., that she's not only pres. & gen. mgr. but holds all other titles and has done every job at the station except chief engineer.

Dolly Banks is mgr. of WHAT, Philadelphia, owned by her brother Wm. A. Banks, and in nearby Trenton Theresa M. Rose was recently promoted to mgr. of WBUD. Thelma Kirchner actually runs Ben McGlashan's pioneer KGFJ, Los Angeles, with title of gen. & commercial mgr. In Fresno, Mrs. Jeanne Bacher not only owns KGST but works as its program director. Mrs. Mary Elizabeth Gunberg, whose father was the late Grant Ashbacher, former owner of WKBZ, Muskegon, Mich., widely known for fighting through the famed "Ashbacher case," recently purchased KNBA, Vallejo, Cal.

* * * *

Among other women who own or control stations, most of them active in management: Ethel H. Cooley, KLPM, Minot, N. D.; Mrs. Bess M. Rickard, KWBW, Hutchinson, Kan.; Mrs. Sally Person Pigford, WTJS, Jackson, Tenn.; Mrs. A. Fletcher, KSEI, Pocatello, Ida.; Mrs. Florence M. Gardner, KTFI, Twin Falls, Ida.; Mrs. Carla B. Keys, WFLO, Farmville, Va.; Mrs. C. N. Clyde, KTBB, Tyler, Tex.; Mrs. Vernice Doernbecker Irwin, KVI, Seattle; Mrs. Mary Storm Taft, KOL, Seattle; Mrs. Ed M. Anderson, WBBO, Forest City, N. C. (recently widowed).

There are hundreds more appearing as officers, directors and/or minority stockholders, not always active at the station. A few of these: Marguerite Potter, WHBF & WHBF-TV, Rock Island, Ill.; Edith Dickscheid, WGLI, Babylon, N. Y.; Elizabeth L. Boggs, WCFR, Springfield, Vt.; Helen Townsley Coogan, pres., KVGB, Great Bend, Kan. And v.p. of the Rollins group of radio stations, headquartered in Wilmington, Del., owners also of WPTZ, Plattsburgh, N. Y. (Ch. 5) and applicants for Storer's shut-down WVUE, Wilmington-Philadelphia (Ch. 12), is the highly capable Madalyn Pruett Copley.

Note: Since printing column on women attorneys in TV-radio and associated electronics fields (Vol. 14:29), we've been advised Raytheon also has two very capable ones in its legal dept.; they're Nora Ford, graduate of Suffolk U and Barbara Murray, graduate of Boston College.

Deadline for awards entries for 1959 American Exhibition of Educational Radio & TV Programs, better known as Ohio State Awards, which will be announced at 29th annual Institute for Education by Radio-TV in Columbus, May 6-9, has been set for Jan. 5. Entry blanks may be obtained from I. Keith Tyler, director of the Institute at OSU.

THE DEC 22 1958

AUTHORITATIVE

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

© Triangle Publications, Inc., 1958

Television Digest

with **ELECTRONICS REPORTS**

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 14: No. 51

SUMMARY-INDEX OF THE WEEK'S NEWS — December 20, 1958

SATELLITE TRANSMISSIONS of President's Christmas message hailed as scientific victory for free world, milestone in communications history (p. 1).

TELEPHONE IN EVERY CAR envisioned by Bell System— if FCC allocates 75 mc of TV's uhf spectrum. All non-broadcast services hunger for band (pp. 2 & 12).

MORE STATION SALES agreed upon, WPRO & WPRO-TV, Providence, fetching \$6,500,000 cash, WICC & WICC-TV, Bridgeport, about \$1,700,000. Richard Eaton buying late Gov. Murphy's WMUR-TV, Manchester (pp. 2 & 7).

NEW SCHOOL OF COMMUNICATIONS at U of Pennsylvania gets \$3,000,000 grant from Annenbergs. Pattern of Wharton, Pulitzer, Harvard schools (pp. 3 & 6).

LIFE MAGAZINE ATTACKS PROGRAMMING, following blast by sister publication *Fortune*—but *Newsweek* highlights "joyous" holiday schedules (p. 4).

MAGNUSON QUIZZES NETWORKS on "public service" programming, gets forthright answers (p. 4).

TV TRIES TO FILL GAP in N. Y. newspaper strike, but there's no big rush to sets for news. Past strike experience: TV no permanent substitute for dailies (p. 14).

Manufacturing-Distribution-Finance

TV RETAIL SALES DOWN in Nov., presaging total of 4,900,000 for year, lowest since 1949. Radio also is lagging (p. 10).

CO-OP AD FUNDS SUBJECT TO TAX under new Internal Revenue Service rule which leaves uncertain possibility of retroactive action (p. 10).

ELECTRONICS FIRMS GET LION'S SHARE of defense funds for research & development. (p. 12).

HISTORIC SPACE RELAY—FREE WORLD TRIUMPH: The Signal Corps and its contractors -- and the American people, of course -- gave the Free World a magnificent propaganda break and established a genuine milestone in communications with the voice-from-outer-space transmissions from "Project SCORE" this week. Everyone thrilled to hear President Eisenhower's voice with this message from orbiting 4½-ton Atlas missile:

"This is the President of the United States speaking. Through the marvels of scientific advance, my voice is coming to you from a satellite circling in outer space. My message is a simple one. Through this unique means I convey to you and to all mankind America's wish for peace on earth & good will toward men everywhere."

Transmission wasn't perfect -- the words "this is a simple message" not coming through -- but it's an extremely significant precursor of vastly improved communications, probably including worldwide live TV.

Transmission came when equipment was triggered -- or "interrogated" -- from earth station, and tape in missile was "read out" by transmitter. As President's voice was received on earth, it was taped and offered immediately to networks -- while Voice of America repeated it to the world.

Additional messages can also be sent to missile and recorded for later transmission. Equipment weighs 150 lbs., includes: 2 transmitters, 2 receivers, 2 tape recorders. Transmitters operate on 132.435 & 132.905 mc, draw 8 watts from zinc-silver oxide batteries which have life of 4-6 weeks. Equipment can handle 3 teletypewriter channels and one voice channel.

"Project SCORE" was so titled because it means "Signal Communications by Orbiting Relay Equipment." Army Signal Corps developed equipment with cooperation of RCA, Eagle-Picher Lead Co., Porter Bromfield, General Dynamics Corp., Radiation Inc., R. F. Laboratories. Summing up the achievement, Defense Dept. said it was "of historical importance" and "implications of this experiment are extensive." "However," it cautioned, "it is as primitive as a baby's first words."

BELL WOULD CARVE MOBILE-PHONE FROM UHF: Assaults on uhf TV band are going to mount to an absolutely irresistible force unless FCC does something to make uhf telecasting economically feasible. Much more rapidly than you'd think, day is approaching when Commission must take steps that show reasonable promise of making uhf TV work -- or kiss off uhf TV as an unhappy experiment and turn over its enormously valuable 420 mc of space (470-890 mc) to hungry non-broadcast services.

Even if FCC were wont to dally indefinitely, pressures from almost every branch of American industry will make that impossible. A most impressive example of that is the little-publicized long-range proposal of Bell System to make "phone-in-your-car" as common as auto radios -- and Bell wants to do it with 75 mc of uhf's spectrum, or 13 of uhf's 70 channels (specifically, Ch. 63-75). Bell has a car-phone service now, but it's minor, and says its growth has been stunted by insufficient spectrum space -- which is allocated in scattered "slivers."

Proposal has immense popular appeal, and FCC & telecasters would be hard put to toss it aside lightly -- in view of TV's current sparse usage of the channels. Fact is, there is only one station operating in that region -- WNOK-TV, Columbia, S.C. (Ch. 67) -- mere 9 CPs outstanding (see TV Factbook No. 27, p. 419). Taking uhf band as a whole, efficiency (channel-use) is very low. The 84 operating uhf's (excluding the 145 translators) occupy 70 channels, a "density" of 1.2 stations per channel. The 461 vhf's use only 12 channels, have density of 38.4 per channel.

Bell is seeking to enlist whole electronics manufacturing industry in its effort, and is making pitch in FCC's important rule-making which is examining the whole 25-890-mc band, with oral hearing due early next year (Docket 11997). Bell makes it clear that it would provide the basic framework of system but that it would stay strictly out of mobile-unit manufacturing.

One of clearest outlines of Bell's ideas was drawn last month by Bell engineer F.M. Ryan in talk to an Electronics Industry Assn. mobile radio committee. We go into greater detail on his presentation on p. 12, but these excerpts are well worth noting here, to present the basic concept:

"We believe that people should be permitted to have the same nationwide telephone service when they are on the move -- in cars or trains or ships or airplanes -- as they have when they are in their own homes or offices. We believe there is a large potential market for public mobile telephone service -- a market that is today virtually untapped. We believe that this untapped market presents an almost unprecedented opportunity to the electronic industry [and] the telephone industry...

"In order to provide a nationwide public mobile service there are formidable technical and economic problems to be solved. We need not be discouraged by these. As far as the Bell System is concerned, we have enough faith in the future -- assuming a suitable block of frequencies is made available -- to commit ourselves to undertake the studies and developments necessary to make it possible..."

THE STATION MARKETPLACE CONTINUES BUSY: Again focusing fact that nearly every TV station has offers to sell out to old or new TV-radio enterprisers (Vol. 14:47-50) -- more often than not with 7-figure inducements -- are this week's disclosures of 3 transfer deals made in New England. Two involve AM as well as TV stations, one of the radio outlets actually offsetting continuous losses of a uhf to show a consolidated profit. Deals also were reported but denied that involve minority stockholders in 2 Midwest stations. Summary of latest reports (further details on p. 7):

(1) WPRO-TV, Providence, R.I. (Ch. 12), highly prosperous pre-freeze basic CBS outlet, is being sold with its very profitable radio WPRO (5-kw, 630 kc) & FM for \$6,500,000 cash to Capital Cities Television Corp., operator of stations in Albany, N.Y. & Durham, N.C. Headed by veteran broadcaster Frank Smith, Capital City is publicly traded but controlled by so-called "Lowell Thomas group" (Vol. 14:35). Deal is entirely separate from sale, also for \$6,500,000 cash, of Providence's WJAR-TV (Ch. 10) with WJAR to Stevens-Zeckendorf-Mullins group as part of projected

package sale of parent Outlet Co. for \$12,000,000 (Vol. 14:49-50) -- though it came about, oddly enough, as result of Smith's probe into prospects of buying Outlet.

(2) WICC-TV, Bridgeport, Conn. (Ch. 43), which has lost money consistently since it was founded in early 1953 by onetime NBC engineer Philip G. Merryman, is being sold, along with its highly profitable radio adjunct WICC (1-kw D, 500-w N, 600 kc) for approximately \$1,700,000 to veteran N.Y. & Conn. broadcaster Kenneth M. Cooper and associates in time-payment deal engineered by broker Allen M. Kander.

(3) WMUR-TV, Manchester, N.H. (Ch. 9), close to Boston, whose in-&-out financial fortunes have depended largely on its changing network affiliations, was to be sold this week by owner ex-Gov. Francis P. Murphy, who died Dec. 19 before signing final papers (see obituary, p. 9), for an undisclosed sum. Price was said to be nearer \$500,000, however, than its onetime asking price of \$900,000. The prospective buyer, who presumably will now deal with the estate, is Richard Eaton, of Washington, operator of 7 highly successful AM independents. No radio adjunct is involved.

* * * *

Week was crowded with rumors, which didn't check out, of various other deals said to be cooking. Bruce Gran, of Wisconsin chain theatre family, who is 35.7% owner of WREX-TV, Rockford, Ill. (Ch. 13), was reported on verge of selling out his minority interest. But he absolutely denied it -- while the licensee group's pres. Louis E. Caster, local bakery magnate, asserted that nothing but amicable relations exists among the stockholders and that none plans to sell any stock, so far as he knows. In fact, Gran indicated he and Caster definitely are going ahead with plans for new WDUL-TV, Duluth (Ch. 10), will start construction when weather permits.

Minority stockholders in WTVW, Evansville, Ind. (Ch. 7), old-time broadcaster Rex Schepp and family, embroiled in litigation with management majority, were reported in Evansville Press about to sell their 30% to Frank McKinney, Indianapolis banker and onetime Democratic national chairman, and Bruce McConnell, wealthy head of Hamilton-Harris Tobacco Co., who were principals in Indianapolis & Ft. Wayne stations that were sold in 1956 to Jock Whitney for \$10,000,000 (Vol. 12:30,34,41). But McConnell unequivocally denied the story, and group in control of station indicated they had first call on Schepp stock. McKinney did say that Schepp, who now lives in Phoenix, had offered it to them, as he has to others, "but we aren't interested."

WTVW is in midst of hearing on FCC "show cause" order, in which Commission is trying to force it to Ch. 31 as part of deintermixture for area. In another aspect of the deintermixture proceeding, Court of Appeals this week affirmed FCC's legal procedures in ordering the channel shifts (see p. 7). And in Evansville Dec. 19, WTVW majority filed Federal Court petition for reorganization of corporation, now in deficit position, asking approval of conversion of about \$400,000 in debts into company stock "in order to provide a workable financial structure."

HIGHER EDUCATION IN MASS COMMUNICATIONS: Quite a few U.S. universities and colleges -- 299, to be exact -- offer courses of one sort or another in TV-radio and related mass communications. Only 20 of these are technological-only, and 85 offer varied TV-radio liberal arts courses leading to graduate as well as baccalaureate degrees.

It remained for U of Pennsylvania, with a \$3,000,000 grant from the Annenberg interests, biggest ever to come from a TV-radio source, to establish a School of Communications with its own dean and own faculty, scheduled to open Sept. 1959. Called the Annenberg School of Communications, it will parallel famed Wharton School of Finance & Business on the same Philadelphia campus.

An academic structure akin to the Pulitzer School of Journalism at the U of Missouri is envisaged by U of Pennsylvania pres. Gaylord P. Harnwell and the donor, publisher-broadcaster Walter H. Annenberg, though the School actually will start out as a graduate school more like the Harvard Business School. However, its courses will also be made available to undergraduates in other schools of the university.

Nearest in concept or name to such a full-blown project for teaching and research in communications fields are Michigan State U's School of Communications

Arts; Boston U's School of Public Relations & Communications; Illinois U's School of Journalism & Communications; and the departments at various other colleges awarding both graduate and undergraduate degrees in the communications arts.

Among the best known of the latter, usually traceable to strong personalities at the top, are the courses at Syracuse (all-graduate and first to offer specialized degrees in TV), Penn State, Fordham, Southern California, Stanford, Washington.

For further details about the U of Pennsylvania project, see p. 6.

Luce Attacks Again—But: Look at the “musts to see or hear,” the 29 worthwhile TV and 7 radio shows suggested in 2-page spread in Dec. 22 *Newsweek*, for “a joyous holiday sleigh ride over the airways”—and any reasonable person, in or out of the industry, cannot help but wonder whether the recent outpouring of criticism of TV, notably the *Fortune* assault (Vol. 14:48), was altogether justified, after all.

Nonetheless, and ironically, station owner Henry Luce's wordshops emerged this week with another swipe at TV-program quality, plus another gratuitous pitch for pay TV. Says editorial in *Life's* big Dec. 22 edition, devoted exclusively to rundown on U. S. entertainment, which otherwise treats TV as show business rather well:

“So many critics have assailed the sleazy and self-imitative bulk of TV output that we will not discuss this here. With so omnivorous a medium, the natural limits on talent will probably always condemn most of its station-hours to old movies, rerun serials, nonstop pitchmen-prattlers and similar junk. What John Crosby calls ‘TV's creeping mediocrity’ is even charged with brutalizing, cretinizing or at best homogenizing our young.”

Adds *Life*: “It is a tribute to [Jack] Benny and others that they can hold audiences anyway, but it may be a losing game. TV has been able to create audiences and addicts, but it has shown little power to create new loyal fans—still less to hold them.”

TV's problems, *Life* theorizes, is that its “structure is flawed by hybrid motives, which come between the entertainer and his audience, to their mutual detriment. TV is becoming a subsidiary, instead of a vehicle, of advertising. Both are honorable professions, but more so when kept separate.”

Life concludes: “The networks might correct [the problem of poor programming] by taking all program control away from the advertisers, as is the practice in British commercial TV. The question could also be tested by really trying a parallel system of pay-as-you-listen TV, with a view of restoring the direct relation between entertainer and audience. In Gilbert Seldes' words, pay-TV would ‘put an end to the real monopoly in broadcasting, which is a monopoly of purpose.’”

Meanwhile, back at the *Saturday Review* (Dec. 20), the selfsame Gilbert Seldes, long an ardent critic of TV's cultural shortcomings, had an afterthought of his own:

“For a time I was puzzled by my faint dislike of *Fortune's* [article]. For the most part it says what . . . others [and I] have been saying for five years. [But] the chief objection I have is to the assumption that the networks all by themselves have led us into mediocrity and all by themselves will keep us there until we are led out of it by the superior quality of pay-TV. That is not the situation and it is not the way of salvation . . . We have to create the real countervailing power which is a new kind of public demand.”

Magnuson Needles Networks: Sen. Magnuson (D-Wash.), chairman of powerful Interstate Commerce Committee, got all het up last Sept. 30 over rumors that networks were cutting down on “public service” programming, and asked networks to tell him all about it. This week, he released their replies. The answers seem to stand up quite well—and Magnuson is letting the matter rest there. Here's how he prefaced his request for rundown:

“We are interested whether the volume of such programming is increasing or decreasing and whether it is being made available in time periods convenient for the public. I can assure you that we are not concerned with the content of any particular program, as long as overall balance and fairness in the presentation of conflicting opinions are maintained. We certainly have no desire to act as censors in any way, but we are desirous that the broadcasting industry maintain a high level of performance in the discharge of its obligation to the public for providing programming dealing with the many important national and international issues now confronting our country.

“We are quite aware, of course, of the degree to which such matters may be influenced by the economics of broadcasting. Obviously the networks must be permitted to earn revenues sufficient to permit their continued functioning in the public interest. However, I am sure you would agree that it would not be proper to eliminate all public service programming simply because the networks increase their profits by so doing.

“We have been informed that there are plans now under consideration to reduce public service programming during the coming season. If so, it may be that these changes can be fully justified, but I am sure you would concede that the Committee has the right, and indeed the responsibility, of assuring itself as to the reasons underlying any such curtailment.”

Sen. Magnuson then asked networks to list all existing, planned and discontinued programs in “public service” category.

* * * *

Heads of all 3 networks pointed to difficulty of agreeing on definition of “public service,” but they tended to lean over backwards in their listings to avoid appearance of padding the category.

AB-PT chairman Leonard H. Goldenson answered for ABC. He defended his showing as including “a large and diverse selection of programs including panels, forums, news programs, dramas, religious, musical and documentary programs,” said they're presented throughout week in periods designed to reach large audiences.

“Your letter indicated,” Goldenson said, “that there may be some feeling on the part of your Committee that the amount and quality of ‘public service programming’

is being decreased. We contemplate that our weekly schedule of regular public service programs in TV & radio will not be decreased during 1959, and you may rest assured that we will continue as we have in the past to broadcast the substantial number of public service programs which we regard as necessary for a well balanced program schedule."

* * * *

CBS pres. Frank Stanton was so conservative in his listing that he said he had included only programs by CBS News Div. or under its supervision—thus excluding such features as *Young People's Concert* and *N. Y. Philharmonic* on TV, *Metropolitan Opera* and *Philharmonic* on radio.

"There has been no reduction in news and public affairs programming," Stanton said, "and none is planned on the CBS-TV network. There will be some changes, but no substantial curtailment, on the CBS Radio network beginning next Jan.

"As my associates and I have stated a number of times in the past months, we recognize our enormous responsibility in the areas of news and public affairs programming, and our plans are to increase rather than curtail our efforts in these fields. Some idea of the dimensions of CBS programming [in this area] is provided by our dollar expenditures. The actual total news and public affairs program expense of the CBS-TV network was \$14,431,000 in 1957 and \$16,825,000 in 1958—an increase in excess of 16%." He appended a graph covering 1951-58,

and it showed such programs always cost vastly more than they brought in—e.g., \$8,440,000 in 1958.

Stanton also noted that CBS News Div. program costs are about 25% of those of entertainment dept.—though News Div. program output may appear a "rather small percentage statistically." News Div. has 378 people (187 administrative, 191 creative); entertainment dept. has 310 (205 administrative, 105 creative).

Stanton listed discontinued programs, said that "fatigue factor" accounted for dropout of most; that they'd been replaced.

* * * *

NBC pres. Robert E. Kintner offered staunch reply: "I believe the attached material demonstrates that far from reducing our efforts in the public service and informational programming, we are seeking to increase the effectiveness, scope and variety of programming in this field, just as we do in the field of entertainment programming. This of course involves changes in the composition of the public affairs program schedule from time to time, as new approaches are developed in an effort to diversify our presentations and to refresh the audience interest in our offerings." He gave these examples of new programs: *Continental Classroom*, *NBC Kaleidoscope*, *Chet Huntley*.

Programs dropped were generally replaced, Kintner said. *Wide Wide World* was discontinued because sponsors (Alcoa & GM) didn't renew, it had "extraordinarily high budget" and "its public identification in the public mind with the former sponsor greatly limited the potential saleability of the series."

Local ad tax schemes are "more dead than alive" as result of Baltimore's abortive attempt to impose special 6% levies on TV, radio, newspaper & other media there (Vol. 14:42), says staff report of American Municipal Assn. titled *City Taxes on Advertising—the Baltimore Case*. Officials of AMA member cities which may be contemplating similar revenue-raising devices are warned that such discriminatory taxes not only are "generally [considered] most contrary to public policy" but are "obviously impossible" to enforce, since locally-originated advertising can't be separated from exempt national advertising carried on air and in press. Copies of report are available from AMA, 1625 H St. NW, Washington, D.C.

Known-week TV ratings "should be abolished [as] disservice to the TV industry and all the facets connected with it," pres. Mitchell Wolfson of WTVJ, Miami, told N. Y. Radio & TV Executives Society this week. He said "abnormalities inherent in the known-week rating book due to program & promotion 'loading' do not give the purchaser [of time] any valid indication of viewing habits." WTVJ is withdrawing from participation in So. Fla. market known-week surveys after delivery of Dec. book, will offer 4-week surveys instead. In another attack on known-week ratings at RTES meeting, assoc. media director Gene Accas, of Grey Adv., described "hypo-ing" by stations as "nothing more than media misrepresentation."

TV ratings probe started as one-man crusade last July by Sen. Monroney (D-Okla.) probably won't be resumed by Senate Commerce communications subcommittee until Feb. at least. Hearings had been set for Nov., then postponed until Jan. in N. Y. (Vol. 14:43) with heads of 3 networks slated to testify on Monroney complaint that rating systems dictate what TV viewers can see. Committee sources said this week, however, that it's unlikely any schedule will be fixed next month by Chairman Magnuson (D-Wash.).

More "creative" people into radio station ownership: Purchasers of WZIP, Covington, Ky. (1050 kc, 250-D), for \$200,000, are (1/3 each) Edward Skotch, originator and director for 9 years of ABC-TV's *Super Circus*; Monte Fassnacht, Chicago Civic Opera House technical director; Donald Balsamo, ABC account exec. WZIP v.p.-gen. mgr. Ed Weston is retained as consultant. Broker: R. C. Crisler & Co. [For news about other radio station sales, see *AM-FM Addenda YY*.]

Hildreth stations WABI-TV, Bangor (Ch. 5) & WAGM-TV, Presque Isle (Ch. 8) become CBS-TV affiliates Feb. 1, primary & EMP respectively, WLBZ-TV, Bangor (Ch. 2) taking over NBC-TV. ABC-TV continues to feed both Bangor stations, WABI-TV taking most. WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11), which is losing NBC-TV affiliation (Vol. 14:49) to WFRV-TV, Green Bay (Ch. 5), becomes primary ABC-TV affiliate Feb. 1.

Westinghouse's WBZ-TV, Boston, sent film producer Phil Galligan and Washington news correspondent Rod MacLewish to Rome to cover the elevation of Richard Cardinal Cushing; they flew over in company of Father Walter L. Flaherty, TV-radio director for the Archdiocese of Boston, sending back daily films and telephone stories.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1958 issues of the Television Digest Weekly Newsletters, plus the semi-annual TV Factbook with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 9. Price: \$25 per volume.

New School of Communications: U of Pennsylvania's projected new School of Communications, backed by a \$3,000,000 private endowment and by the resources of the 220-year-old institution of higher learning founded in Philadelphia by Benjamin Franklin even before that great pioneer experimenter in electronics helped found the Republic, is an educator's dream come true—besides representing due academic recognition of the growingly important communications arts and sciences centering around TV & radio.

Under terms of a 10-year contract the Annenberg School of Communications (p. 3) will have its own campus building by Feb. 1960, and its own dean and faculty. It will offer graduate degrees at the outset, specializing in teaching and research in TV, radio and printed journalism. Its courses will also be open to undergraduates studying for degrees in other schools of the university.

Pending establishment of formal offices on the campus, students seeking admission to the School, which opens in Sept. 1959, may address their applications care of Office of Admissions, U of Pennsylvania, Philadelphia 4.

* * * *

Moving spirit behind the project is Walter H. Annenberg, publisher of the *Philadelphia Inquirer*, *TV Guide*, *Seventeen*, various other trade publications, and operator of the Triangle group of TV-radio stations (see *TV Factbook No. 27*, p. 387). He's a 1931 alumnus of the University's Wharton School of Finance & Commerce, and president of the Annenberg Foundation Inc., donor of the building to be erected in memory of the late M. L. Annenberg, his father. Heading the project in its present inceptive stages is Dr. Gaylord P. Harnwell, president of the University.

Chairman of an ad hoc committee interviewing candidates for top post of director is Dr. Loren C. Eiseley, professor of anthropology, one of its members being Roger W. Clipp, v.p. in charge of the Triangle stations. Clipp is a 1925 graduate of the university and a member of its board of trustees.

Establishment of the School, said Annenberg, brings to fruition an ambition he has cherished ever since he began to appreciate the enormous impact of TV & radio, first on journalism and then on the mind of human society

ETV research advisers in 4-year \$18,000,000 National Defense Education Act program for audio-visual teaching-aid studies (Vol. 14:49) held first meeting in Washington this week, approved \$127,500 budget for next 6 months, scheduled March 5-6 sessions to act on specific research proposals. Headed by U. S. Education Comr. Lawrence G. Derthick, 14-member advisory committee set Feb. 1 as cut-off date for initial applications for research grants. Universities, colleges, school systems, private non-profit organizations already have submitted 60 proposals covering wide range of uses of TV, radio, films, tapes in teaching. Budget for rest of fiscal year ending June 30 includes \$75,000 for film studies; \$17,500, pilot conferences & seminars; \$5000, demonstrations & exhibits; \$15,000, consultants; \$15,000, publications.

FCC holiday schedule: Works Dec. 22, 23, 24, 29, 30, 31 & Jan. 2. Holds regular meetings Tuesdays Dec. 23 & 30 instead of customary Wednesdays.

generally. Said the joint statement issued Dec. 15 by Dr. Harnwell and Mr. Annenberg:

"The existence of free and effective channels of communication among men is a basic requisite to an informed public consensus upon the important issues of society which, in turn, is essential to the viability of our democratic form of govt. The ability to utilize the techniques of communication provided by the technology of our age for the clear and rapid dissemination of information and the ability to draw upon the scholarship and arts of our institutions of higher education to reduce the incidence of semantic ambiguity and demagogic device require . . . skilled and educated profession of communications.

"The new school is being established as an educational institution to teach the art, science and techniques of mass communications, with particular emphasis on radio, TV and publishing. Instruction will be offered, however, not only in the technical and highly specialized aspects of communications, but in the liberal arts and other fields as they relate . . . to such broad studies as the psychology and sociology of mass communications media, the effects of mass communications on international affairs and other subjects requiring a cross-pollination of various disciplines . . ."

* * * *

The statement pointed out that, while the university now has schools, depts. and courses in various subjects related to communications, and owns and operates basic facilities and resources, it does not now have a specialized and departmentalized communications school of the scope and character envisaged for the new school. The 1957-58 *Directory of College Courses: Radio & Television*, published by the U. S. Office of Education, shows that Penn now has a radio-TV workshop, courses in radio & TV journalism and writing, courses in engineering fundamentals, communications engineering, electronics, etc.—but offers no special degrees in those subjects. Penn State U does offer A.B. & M.A. degrees in TV-radio specialties, as does Temple U in Philadelphia, where TV-radio courses were established in 1946 in cooperation with Triangle's WFIL.

The govt. agency's directory lists 299 universities & colleges with professional teaching programs for students aspiring to work in one or more of the major phases of broadcasting: programming, management, sales, advertising, engineering and, to a growing extent, education. Only about 20 are strictly engineering or technological schools. Of the total, 85 institutions report radio and/or TV majors leading to undergraduate and graduate degrees.

Broadcast editorial standards for TV & radio stations are proposed by NAB's ad hoc committee on editorializing in report to be submitted to NAB board for action at Feb. 2-6 session in Hollywood Beach Hotel, Hollywood, Fla. Meeting in Washington this week, committee drafted summary of station policies & practices as reported by broadcasters at NAB fall conferences, prepared analysis of legal problems raised by FCC interpretations of fair-comment doctrine and licensee responsibility, cited broadcast editorial as "important force for community improvement." Committee co-chairman were managing director Alex Keese of WFAA-TV & WFAA, Dallas, and Westinghouse Washington v.p. Joseph E. Baudino.

Eidophor big-screen color equipment (Vol. 14:48) is now being set up in Washington's Sheraton-Park Hotel by CIBA Pharmaceutical Products Inc., will be shown to newsmen Dec. 27, then employed during Dec. 27-30 meetings of American Assn. for the Advancement of Science.

Channel-Shift Sustained: FCC was upheld by Court of Appeals this week in procedural aspects of its Evansville, Ind. deintermixture action last year (Vol. 13:9). FCC had shifted Ch. 7 from Evansville to Louisville, Ch. 9 from nearby Hatfield, Ind. to Evansville, reserving latter for educators and giving "show cause" order to WTVW, Evansville, to shift from Ch. 7 to a uhf channel. Ch. 9 applicants WVJS & WOMI appealed on grounds Commission hadn't given them adequate legal notice of intention to give Ch. 9 to educators.

Judges Danaher & Bastian—Fahy dissenting—this week concluded proper notice had been given, even though the Ch. 9 shift wasn't proposed initially by Commission but was suggested in the middle of rule-making by uhf stations in area. Decision states:

"There was no denial of opportunity to the parties to participate as fully as they chose. To void the Commission's rule-making here would be an exercise in sheer stultification . . . If the purpose of notice when required in any case is to give notice, the appellants-petitioners here had it. There is no showing that they were deprived of opportunity in any measure to take whatever steps their own situation might suggest, whether by way of counterproposal and comment or by evidence to establish their own position. That they are not happy over the result is clear. That they sustained legal injury is not."

Fahy felt that FCC shouldn't have made the Ch. 9 shift without announcing its intention beforehand, quoted Administrative Procedure Act to effect that notice "must be sufficient to fairly apprise interested parties of the issues involved [and] should be complete and specific."

San Diego area's second Mexican-based signal is now being transmitted, as Tijuana Ch. 12 station owned by Azcarraga-O'Farrill interests began test patterns—though regular programming isn't due for several months. XETV, Tijuana (Ch. 6), owned by Azcarraga alone, has been operating since 1953; this week, it received 35-kw GE transmitter, will hike power from 38 to 100 kw.

Station Marketplace (Cont. from p. 2): While he was looking into possibilities of acquiring Outlet Co.'s TV-radio stations in Providence (p. 2), as had Jock Whitney's Corinthian group and others, Capital Cities Television Corp.'s Frank Smith, 48-year-old old timer of the broadcasting business, who traces his career back to the early days of Cincinnati's great WLW, literally stumbled into the information that Cherry & Webb's highly lucrative WPRO-TV (Ch. 12) with its AM-FM adjuncts in the same city might be had. He sought out his old friend, able radio veteran William C. Cherry Jr.—and in rather short order a deal was closed for \$6,500,000 cash. That's exactly same price being paid for Outlet Co.'s WJAR-TV (Ch. 10) with WJAR (Vol. 14:49-50) without the complexities of a parent dept. store's corporate structure, though Cherry & Webb also is identified as an old-line merchandising firm of that city.

Deal was finalized this week, when all stockholders agreed to sell, and transfer application will be filed with FCC Jan. 29. Disposing of stock are Cherry Bestg. Co., 31.444%; Mrs. G. Mason Gross, sister of Wm. Cherry, same amount; Greater Providence Bestg. Co., 18.127%; Charles W. Knowles, 7.023%; Robert T. Engles, 5.891%;

Complicated Ch. 12-13 situation in New Orleans brought these actions from FCC this week: (1) Granted WJMR-TV (Ch. 20), which has been operating Ch. 20 & Ch. 12 simultaneously, latter on experimental basis, authority to shift to Ch. 13 and operate on it until Jan. 31. Commission had to do this because Court of Appeals ordered it (Vol. 14:21,44) to take WJMR-TV off Ch. 12. (2) Directed the 3 applicants now competing for regular grant of Ch. 12—WJMR-TV, Okla. TV Corp. (KWTW, Oklahoma City), Coastal TV Co.—to apply for joint operation of Ch. 13 after Jan. 31. Ch. 13 operation will probably continue 1-2 years or more—because it needn't be discontinued until Ch. 13 is granted in Biloxi, where it's regularly assigned, and Biloxi applicants are embroiled in litigation.

Indianapolis Ch. 13 decision of Court of Appeals, which sent case back to FCC for rehearing (Vol. 14:39), was permitted to stand when U. S. Supreme Court declined to review lower court's decision this week. Appeals Court had reversed FCC, which had granted CP to Crosley's WLWI, on grounds that Comr. Craven voted without having heard oral argument. WLWI then obtained *en banc* review by all 9 Court of Appeals judges, argued that Craven's vote wasn't decisive, anyway; that 3 votes for Crosley would have been decisive if only 6 had voted. But Court of Appeals insisted that 4-vote majority is necessary, whether 6 or 7 vote. Craven hadn't wanted to vote, but Commission's general counsel told him it was his legal duty to break 3-3 deadlock.

Station channel changes: WKTW, Utica, N. Y. (Ch. 13) has set Jan. 1 target for shift to Ch. 2; WSIL-TV, Harrisburg, Ill. (Ch. 22), construction of 750-ft. Liberty tower delayed by bad weather, has changed target for shift to Ch. 3 to Jan. 5.

Call letter changes: WTRI, Albany, N. Y. changes to WTAS Jan. 1 when WLBR-TV, Lebanon, Pa. (Ch. 15) changes to WLYH-TV.

Second El Salvador station, YSU-TV, San Salvador (Ch. 4), began operating Dec. 11.

C. George Taylor, 5.891%—latter 2 onetime Washington radio announcers who had competed for Ch. 12 but joined with Cherry in getting grant in March, 1955.

* * * *

Agreement provides that gen. mgr. Arnold F. Schoen Jr. and staff of 92 will be retained. Cherry & Webb store interests are not involved. Cherry Bestg. Co. continues as licensee of WDBO-TV, Orlando, Fla. (Ch. 6) with WDBO; it's 85% owned by Bill Cherry, 10% by Wm. H. Goodman, 5% by Schoen. Cherry has been ailing lately, spends much of his time in Florida, heads group that owns the 150-suite deluxe Cherry Plaza in Orlando.

Buyer Capital Cities is offshoot of old Hudson Valley Bestg. Co., owns WTEN, Albany, N. Y. (Ch. 10) with satellite WDCD, Adams, Mass. (Ch. 19); radio WROW, Albany; WTVD, Durham, N. C. (Ch. 11)—all reputedly profitable. It now has 600 stockholders, having been entered for trading over-the-counter last summer when it sold 52,000 shares of \$1 par stock at \$5.75 per share to retire loan (Vol. 14:35). Plan is to seek listing on American Stock Exchange next April.

Last balance sheet (Feb. 28, 1958) does not indicate enough surplus to swing Providence deal, but Smith states financing is all arranged, "several millions" to be borrowed from banks and an offer of convertible debentures to be made to present stockholders. Meanwhile, 19 of the largest

stockholders are underwriting the Providence deal. At last reports, largest stockholders were Lowell Thomas, holding 194,265 out of 1,049,988 issued shares; Frank Smith, 145,953; Wm. J. Casey, Roslyn Harbor, N. Y., 51,097; Alger B. Chapman, 50,909; John P. McGrath, 62,782. (For further list of stockholders, see *TV Factbook No. 27*, p. 180).

* * * *

The Bridgeport uhf & AM sale was also kept quiet while stockholders were rounded up to clinch it. WICC-TV & WICC pres. & gen. mgr. Philip Merryman's 1072 shares, out of 2000 issued, controls and he also votes most of the 344 shares held by Manning Slater, sales mgr. Together, they will be paid \$1,141,000 for their shares, plus \$275,000 for agreement not to compete in the same territory. Eighteen other stockholders, mostly local, will receive \$475 per share for their 584 shares, or \$277,400. Term payments are being arranged.

The Ch. 43 uhf has lost money since its founding in 1953, but the radio is a good earner—and the purchasers are essentially radiomen. Head of group and 50%-plus shareholder, Kenneth M. Cooper, who lives in Loudonville, N. Y., near Albany, sold radio WTRY, Troy, N. Y. for \$1,400,000 about 15 months ago to Victor Knauth, of So. Norwalk, Conn., who was publisher of *Bridgeport Times*, and Dan Kops, who also operate WAVZ, New Haven. Recently, Cooper has been acting as consultant to WPOP, Hartford & WBBF, Rochester. He said identity of his buying group will be revealed shortly, meanwhile revealing only that his ex-business mgr. at WTRY, John Metts, is one of them; also, Eric Siday, noted arranger for Fred Waring and partner in jingle-writing firm of Johnson & Siday.

* * * *

The fatal illness of Gov. Francis P. Murphy, 100% owner of WMUR-TV, Manchester, N. H. (Ch. 9) who died Dec. 19, held up finalization of that station's sale, but it's presumed deal will be carried through by his inheritors. It will represent Richard Eaton's first entry into TV, though he has long held CPs for uhf's in Wash-

ington (Ch. 14), Baltimore (Ch. 18), Newport News (Ch. 33). His radio properties are WOOK, Washington; WSID, Baltimore; WARK, Hagerstown, Md.; WINX, Rockville, Md.; WANT, Richmond; WYOU, Newport News; WJMO, Cleveland. This week, broker Allen Kander reported sale of the Cleveland station (1-kw D, 1540 kc) for \$250,000 to Preston Tuschman, son of the owner of Frank Steel Co., Toledo. But Eaton retains the WJMO call letters for WSRS, Cleveland Heights (250-U, 1490 kc), which he's buying for \$306,000 cash plus \$100,000 payments from S. R. Sague and George Bickford thru Blackburn & Co. Previously announced buyer was John W. Kluge, but he had to drop deal because of his recent purchase of 21% of stock of Metropolitan Broadcasting Co. (Vol. 14:49).

The Manchester station has long been on the block, though its strong management has kept it in the black most of the time. At one time Storer and then the former owners of what's now Westinghouse's WJZ-TV, Baltimore, the Cohen brothers, had options to acquire it for \$900,000. Recently, ex-Bangor telecaster Murray Carpenter indicated he had deal cooking to acquire it. The Eaton purchase deal was handled with utmost secrecy, and principals refuse to divulge price—except to indicate it's much less than the former asking price.



More Radio Station Sales: KTOW, Oklahoma City (250-D, 800 kc) has been sold for \$150,000 to group including Paul E. Taft, who recently sold to Corinthian his remaining 10% of KGUL-TV, Houston (Ch. 11), which he managed. He acquires 26.6%, other stockholders being Wm. D. Schueler, owner of KBRZ, Freeport, Tex., 20%; James M. Stewart, movie actor, 26.6%; F. Kirk Johnson, 26.6%. Taft also owns FM station KHGM, Houston; Schueler, Johnson & Stewart own 20% each of KJIM, Ft. Worth. This week, also, Edwin T. Elliot proposes selling WCUE, Akron, O. (1-kw D, 1150 kc) for \$600,000 to Ted Estabrook, ex-owner of WERI, Westerly, R. I. & WHOO, Orlando, Fla. and Jack Valdes, ex-BBDO; broker was Blackburn. [For details about these and other radio station sales this week, see *AM-FM Addenda YY*.]

Boston Ch. 5 "influence" hearing might benefit from participation of *Boston Globe*, FCC general counsel's office stated this week, recommending that Commission allow *Globe* into forthcoming hearing (Vol. 14:50). "It would appear to be clear," statement said, "that [*Globe*] has no absolute right to intervene in the special hearings in question either under a literal interpretation of the court's order of remand or Sec. 309 (b) of the Communications Act. However, the Office of the General Counsel is of the opinion that it should be permitted to intervene as a matter of Commission discretion on issue No. 1, having to do with the disqualification of one or more of the Commissioners . . . Whether it should be permitted full participation, it seems to us, is purely a matter of whether the Commission considers its proffer of assistance adequate under Sec. 1.104(d) of the Rules."

Station Representatives Assn. this week elected H. Preston Peters, pres. of Peters, Griffin, Woodward Inc., as 1959 pres., succeeding Frank M. Headley, H-R Television. John Blair was elected v.p., Eugene Katz re-elected treas., Richard O'Connell reelected secy., Adam Young elected to 3-year term on board. Foregoing with Joseph J. Weed and Lewis H. Avery compose board.

At least 113 stations are stereocasting, according to Dec. 15 *Billboard*, which surveyed field, carries roundup including directory of stations carrying stereo.

ADVERTISING AGENCIES: Bert Goldsmith, ex-pres. of Silberstein, Goldsmith Adv., is chairman of North Adv. in merger of 2 agencies; Don P. Nathanson continues as North pres.; Cyrus H. Nathan, as exec. v.p. . . . Sam M. Ballard, pres. of Geyer Adv., is pres. of new Geyer, Morey, Madden & Ballard, formed by merger with Morey, Humm & Warwick; Sylvester M. Morey is chairman; Edward D. Madden, onetime NBC v.p., resigns as pres. of ex-Keyes, Madden & Jones to become vice chairman . . . Robert C. Temple named v.p. in charge of merged Los Angeles offices of Harris-Harlan-Wood and Raymond R. Morgan, both divisions of Fletcher D. Richards Inc.; Ridge L. Harlan continues as v.p. of all Richard's West Coast operations . . . Thomas H. Calhoun, onetime WEEI, Boston, promoted to v.p. in charge of TV-radio program & production dept., N. W. Ayer . . . Carvel Nelson, mgr. of Compton Adv. Portland, Ore. office, promoted to v.p. . . . Gertrude Koehring elected v.p. of Hockaday Assoc., N. Y. . . . James R. Stewart resigns as mgr. of Memphis office of Noble-Dury & Assoc., Nashville, succeeded by Richard H. Jacobs . . . Michael Corcoran promoted to v.p. of Hal Stebbens Adv., Los Angeles.

NAB has asked for 60-day delay, from Jan. 19 to March 20, of deadline for industry comments on FCC's proposed changes in license renewal forms (Vol. 14:48). NAB has reprinted proposal, sent copies to members.

Television Digest

- THE ELECTRONICS REPORTS

WYATT BUILDING, WASHINGTON 5, D. C.

<p>Weekly Newsletters Published Saturdays</p> <p>Television Factbooks Published in March & September</p> <p>AM-FM Directory Published in January</p> <p>TV and AM-FM Addenda Published Weekly</p>	<p>MARTIN CODEL, Publisher</p> <p>ROBERT CADEL, Bus. Mgr.</p> <p>ALBERT WARREN, Senior Ed.</p> <p>WILLIAM WIGHT, Managing Ed.</p> <p>Associate Editors:</p> <p>WILBUR H. BALDINGER</p> <p>PAUL STONE</p> <p>WM. J. McMAHON Jr.</p> <p>ANNE G. BJARBU</p>
---	--

Copyright 1958, by Triangle Publications, Inc.

Personal Notes: Terry H. Lee, recently managing director of now off-air WVUE, Philadelphia (Ch. 12), ex-gen. mgr. of KOVR, Stockton, Cal. (Ch. 13), transferred by Storer to newly acquired WITI-TV, Milwaukee (Ch. 6), with Dean McCarthy becoming operations mgr. and Joseph W. Evans Jr., ex-KFJZ-TV, Ft. Worth, named gen. sales mgr. . . . Leonard H. Goldenson, pres. of AB-PT, awarded Sigma Alpha Mu certificate of merit for distinguished community and philanthropic endeavors at Founders Day dinner; he was initiated into fraternity while student at Harvard . . . Wm. H. Grumbles, ex-RKO Teleradio div. mgr. in charge of WHBQ-TV & WHBQ, Memphis, appointed v.p., working with all Teleradio stations and reporting to pres.-chairman Thomas F. O'Neil . . . John S. Hayes, pres. of WTOP-TV, Washington, & WJXT, Jacksonville, named a member of Federal City Council, civic organization for promoting urban renewal, cultural growth, etc. of nation's capital . . . John Hofen, NBC-TV & Ralph Santos, CBS News, elected to exec. board of White House News Photographers Assn., whose 1959 pres. will be UPI's Frank Cancellare, succeeding Ronald Weston, Telenews . . . Richard A. O'Leary promoted to asst. sales mgr. of KABC-TV, Los Angeles, succeeding Malcolm Klein, now gen. mgr. of WNTA-TV, N. Y. . . . Dr. Bertrand Klass, ex-Marketing Planning Corp. div. of McCann-Erickson, named v.p. & technical director of Forbes Marketing Research Inc., N. Y.; Dr. Edwin F. Leflowith, ex-Navy air intelligence, named study director in communications research for Market Planning Corp. . . . Jeffrey L. Miles, ex-CBC, named technical operations mgr. of educational WGBH-TV, Boston . . . Howard W. Coleman, ex-mgr. of radio WMAQ, Chicago, named administrative asst. to pres. Harold F. Gross of WJIM-TV & WJIM, Lansing, Mich. . . . James W. Evans named promotion mgr. of WTAR-TV, Norfolk; Wm. M. Scruggs Jr. succeeds him as promotion mgr. of WSOC-TV, Charlotte, N. C. . . . Douglas Davenport promoted to news director of WISN-TV, Milwaukee, succeeding Donald O'Connor, resigned . . . Neal Edwards, for 2 years mgr. of radio KABR, Aberdeen, S. D., promoted to mgr. of Boler's KXAB-TV there . . . Roger C. Kennedy, ex-NBC News, named information director of U. S. Dept. of Labor, succeeding George Lodge, now Asst. Secretary . . . Many Reiner resigns as v.p. in charge of foreign operations of Jack Wrather's Independent TV Corp. to become exec. v.p. of Galaxy Attractions, TV film firm formed by Milton A. Gordon, ex-head of TPA, recently sold to ITC . . . Donald Hyde, independent producer (*Lone Wolf, O. Henry Playhouse*), named exec. producer in charge of foreign production for Gross-Krasne-Sillerman . . . Thomas Carr, ex-NBC, former mgr. & part owner of WANN, Annapolis, recently exec. secy. of Gov. McKeldin (Md.), on Jan. 19 joins WBAL-TV & WBAL, Baltimore, in charge of public relations . . . Arthur A. Snowberger advances to partnership in Washington TV-radio consulting engineering firm of Page, Creutz, Steel & Waldschmitt Inc., recently moved to 1413 K St. NW.

Bob Sarnoff Named '59 Keynoter: TV-radio broadcasters' own highest accolade, the NAB Keynote Award for Distinguished Service, will go to NBC chairman Robert W. Sarnoff at 1959 annual convention where he will deliver the keynote address March 16. He's 7th to be chosen in recognition of "a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service"—unanimously selected from field of 10 candidates by 5-man committee, ratified by 10-man convention committee, in recognition of his leadership of NBC, that network's leadership in color and its inaugural of *Continental Classroom*, and more particularly for his Syracuse U speech last June raising the question, "Are Newspapers Deliberately Degradating TV?" (Vol. 14:25, with full text in Special Supplement). Nominating committee comprised G. Richard Shafto, WIS-TV & WIS, Columbia, S. C. (NBC); Robert Mason, WMRN, Marion, O. (ABC); Howard Lane, KOIN-TV & KOIN, Portland, Ore (CBS); Frank Jarman, WNDC, Durham, N. C. (CBS); Harold Fellows, NAB. Previous winners: Frank Stanton, pres. of CBS, 1958; Herbert Hoover, 1957; Robert E. Kintner, then pres. of ABC, now pres. of NBC, 1956; Mark Ethridge, ex-NAB pres., publisher of *Louisville Courier-Journal* (WHAS-TV & WHAS), 1955; William S. Paley, chairman of CBS, 1954; David Sarnoff, RCA and ex-NBC board chairman, 1953.

John T. Wilner, Hearst stations' engineering v.p., was named this week to receive newly created annual NAB award honoring broadcast engineers making outstanding contributions to technical developments in TV-radio. He will be cited at NAB's 1959 convention broadcast engineering conference in Chicago March 18 for his work on the Image Orthicon Saver, a device to prolong life and prevent "sticking" of expensive TV camera tubes. Award committee was headed by A. Prose Walker, NAB mgr. of engineering. An ex-GE engineer who was with CBS from 1937-49, Wilner is 47, has been with Hearst since 1949, once led Harvard group investigating radar jamming in England.

Obituary

Ex-Gov. Francis P. Murphy of N. H., 81, who rose from barefoot farm boy to chief exec. of his State for 2 terms (1937-41) and who was only Catholic ever elected to that office, died Dec. 19 of cancer. He was millionaire pres. of J. F. McElwain Shoe Co. (Thom McCann shoes) who took a keen interest in radio, establishing radio WMUR, Manchester, in 1941 and Ch. 9 WMUR-TV in 1953. He sold the radio station in 1956, and was on verge of selling the TV station when stricken ill (p. 2). He is survived by one son, a physician, and 3 married daughters.

Bertrand H. Silen, 58, who founded and managed Manila's KZRH and was NBC's correspondent there, died Dec. 14 in Palo Alto, Cal. He gained wide fame when he came on the air, after 3-year internment by Japanese with remark, "As I was saying before I was so rudely interrupted . . ." He and his staff deliberately destroyed station to prevent its capture. Surviving are widow, daughter, 2 brothers.

George K. Rollins, 53, chief of FCC public safety & amateur div., died Dec. 17 in Washington of pneumonia following surgery for stomach ulcer. Surviving are widow, son. Commission adopted resolution lauding his "25 years of exemplary service."

Harry (Tim) Moore, 70, the "Kingfish" of *Amos 'n Andy* TV show, died Dec. 12 in Los Angeles.

TV's 10th YEAR TO BE POOREST SINCE 1949: Still recession-ridden, the TV industry will wind up year with lowest retail sales record since it went into full swing in 1949 with sales of 2,600,000 units. Despite a brief upswing in Sept. & Oct., which gave hope year's total might reach 5,000,000, a preliminary report on Nov. sales by EIA statisticians, released at weekend, showed an unexpected sharp decline of 8% in Nov. sales from Oct. and 18% from Nov. last year. Radio, too, lags substantially.

Year's total of 4,900,000 retail sales is now presaged. It now appears that Christmas sales, according to best "guesstimates," will run only about 750,000 sets or 200,000 below the 945,000 of Dec. last year. Nov. retail sales were 510,000 sets vs. 556,584 in Oct., 638,663 in Sept., year's peak. Retail sales in first 11 months of 1958 totaled 4,161,000 vs. 5,755,559 for same 1957 period.

We asked industry leaders for comment on unexpected Nov. decline, found most unaware of Nov. developments in the market, unwilling to be quoted.

However, Admiral pres. Ross Siragusa told us: "Bad network programming has contributed to decline in TV sales this fall. TV networks are offering the American people thimblefuls of program imagination, buckets of commercials on top."

Said Motorola exec. v.p. Edward R. Taylor: "Warm weather in Nov. is the only reason that I can see for industry-wide sales decline. Motorola's own experience is quite the opposite, as our retail movement was 30% ahead of Oct."

* * * *

Favorable inventory position is one bright spot in otherwise gloomy TV picture. Set makers have held production 60-70,000 sets below retail sales for last 2 months, indicating that inventories which stood at about 2,150,000 on Sept. 30 have been reduced to about 2,000,000 -- about the lowest in many years. TV production in Nov. was 439,904 vs. 495,617 in Oct., 574,646 in Nov. 1957. For first 11 months of this year, production was 4,507,710 sets vs. 5,825,804 in same 1957 period.

Retail radio sales picked up sharply in Nov., and were slightly better than same 1957 month. However, sales in first 11 months continued to lag 13% behind last year indicating that upturn in yearly radio sales which began in 1955 is almost certain to be interrupted. Nov. radio sales to consumers, not including radio-phono combinations and auto radios, totaled 890,000 vs. 711,877 in Oct. and 837,821 in Nov. 1957. First 11 months radio sales were 6,312,133 vs. 7,209,791 in the same 1957 period. Radio production in Nov. totaled 960,383 sets vs. 922,508 in Oct., 993,491 in Nov. last year. Radio production in the first 11 months this year was 7,185,537 sets vs. 7,937,069 for same period last year -- decline of 9%.

IRS Slaps Tax on Co-op Ad Funds: Turning a deaf ear to protests by manufacturers and admen, Internal Revenue Service this week promulgated its long-pending rule to include cooperative advertising allowances in factory selling price and thus make them subject to excise taxes -- 10% in case of TV-radio-phonos. New ruling is T.D. 6340 published in the Dec. 16 Federal Register. (For details of negotiations leading up to the new tax levy, see Vol. 14:13-14,16,22.)

Rule still must be interpreted, leaves unanswered principal question whether Govt. will now try to collect back taxes on millions of dollars set aside for co-op advertising over many years. According to several tax lawyers with whom we talked, rule exempts from possible retroactive action only a few firms which already have "published" opinions that their method of setting aside co-op advertising is, not taxable. That leaves majority of industry in twilight zone of possible IRS action, facing levies as far back as statute of limitations will allow.

Industry may seek Congress' help to upset IRS ruling. Already members of the

House Ways & Means Committee have been asked to hold hearings promptly to determine whether the ruling unfairly knocks out a long-standing Treasury Dept. policy, works an unfair hardship on historic advertising methods of most consumer durables.

TV-Radio Production: TV output was 97,172 week ended Dec. 13 vs. 103,539 the preceding week & 109,339 in same 1957 week. Year's 49th week brought total output to 4,708,421 sets vs. 6,050,364 for same period last year. Radio output was 318,844 (122,994 auto) vs. 358,987 (140,662 auto) preceding week and 387,597 (121,784 auto) same week last year. Radio production for 49 weeks was 11,020,706 (3,420,944 auto) vs. 13,553,737 (5,167,996 auto) in same 1957 period.

Trade Personals: Robert E. Lewis, Sylvania senior v.p., elected pres., succeeding Don G. Mitchell, who continues as chairman and is slated to become pres. of General Telephone & Electronics Corp. in projected merger of Sylvania & General Telephone (Vol. 14:45) . . . Clarence A. Novy promoted to asst. chief engineer of Motorola's communications & industrial electronics div. . . . H. G. Blue named consumer products adv. mgr. of Motorola, succeeding Hugh H. Engleman, resigned . . . Arnold O. Wolf, v.p.-gen. mgr., Hamilton Beach Co., elected pres. of National Electrical Manufacturers Assn. housewares section, succeeding J. P. McIlhenny, v.p. of Dynamics Corp. of America Waring div. . . . Matthew L. Bergin retires as RCA distribution administration mgr. after 46 years with RCA and Marconi . . . Charles Tierney promoted to accessory sales mgr. of John M. Otter Co. (Philco), Philadelphia, succeeding Herman Miller, who has resigned to establish own electronic distributing business . . . Irving Rose promoted to coordinator of hi-fi sales, Allied Radio Corp., succeeded as sound products marketing mgr. by Harold Schulman . . . Leo G. Rappoli, ex-GE, named controller of CBS-Hytron semiconductor operations . . . Samuel M. Mittleman, ex-Victor H. Meyer Distributors, N. Y., named sales mgr. of Sylvania's New Jersey branch, succeeding A. S. Ross, resigned . . . Col. Daniel B. White (USAF ret.) named asst. mgr. of Eastern operations, Packard-Bell . . . Norman Scott resigns as Sylvania district mgr., Charlotte, N. C. . . . Nathaniel H. Sperber, ex-Chambers, Wiswell, Shattuck, Clifford & McMillan Adv., named Raytheon publicity mgr.

Industry contributions of \$155,000, obtained through efforts of Motorola's Paul Galvin and retired Powel Crosley Jr., have made possible memorial to late Zenith Radio founder-pres. Comdr. Eugene F. McDonald Jr.—a Laboratory for Exfoliative Cytology at the U of Chicago Medical Center.

Dr. Mervin J. Kelly, pres. of Bell Labs, named chairman of special National Academy of Science committee to study scientific programs of the Dept. of Commerce and recommend steps to gear them to changing needs of science & industry. John C. Green, director of Dept.'s Office of Technical Services, is exec. secy.

Sam Morris, pres.-chairman of Nuclear Corp. of America, has been appointed consultant to U. S. Dept. of Commerce electronics div. headed by Donald S. Parris, serving without compensation primarily on matters relating to electron tubes and nuclear-electronic apparatus.

E. Burke Wilford, an aeronautical engineer, heads new research & development div., Small Business Administration, set up "to pry more R&D work for small firms out of Defense Dept."

Donald G. Fink, Philco director of research, ex pres. of IRE, receives N. Y. Institute of Technology award for contributions improving technological training standards.

Skyrocketing stereo sales in 1959 were forecast by Admiral pres. Ross Siragusa addressing distributors in Chicago this week. He said high fidelity has "come into its own" as a home entertainment medium and is "one of the bright stars" for next year. Of TV, he said: "We have reached the high saturation point and have experienced the natural dip that follows. But, already we see the start of another climb, generated by replacements and second sets in the home. When a replacement market increases to the point where it offsets the decline caused by saturation, you begin to see a healthy increase in total unit sales." About 6,000,000 TV sets will be sold next year, Siragusa predicted, vs. 5,000,000 this year. Admiral introduced what is said to be the first TV portable with wireless remote control priced at \$220, and added one table model and 5 consoles to its 1959 line ranging in price from \$270 to \$310.

Zenith held the price line on a completely new series of TV and stereo phono models introduced to distributors in Chicago this week. Deciding not to follow the lead of other major set makers who have boosted prices from \$10 to \$25 (Vol. 14:47-48, 50), sales v.p. L. C. Truesdell said: "In the face of rising material and labor costs and the fact that a number of models in our line showed unsatisfactory profits this year, we would be justified in raising prices. However, we feel Zenith should take a stand to fight the inflationary trend in the TV field." The company's new 1959 line includes 34 basic TV models priced from \$140 to \$575, and 20 stereo models priced from \$150 to \$800. Exec. v.p. Joseph S. Wright told distributors that Zenith is now in first place in TV industry sales and that it will engage in a multi-million dollar expansion program next year.

CBS Inc. transfers its phono operations from Columbia Records to subsidiary CBS-Hytron, manufacturer of tubes, transistors & components, with H. C. Bonfig, CBS marketing service v.p., acting as marketing consultant to newly formed Columbia phonograph dept. in N. Y. This week, CBS added 9 models to its 1959 phono line, including 5 self-contained stereo portables, 3 stereo-equipped consoles, one self-contained stereo console, ranging in price from \$39.95 to \$399.95.

TV sales to dealers in Canada for 10 months ended Oct. 31 were 338,895 sets vs. 365,857 in same 1957 period, EIA of Canada reports.

Virgil H. Disney, mgr. of Armour Research Foundation electrical engineering dept., elected pres. of 1959 National Electronics Conference.

Senate Commerce Committee is one of first tenants of magnificent new Senate Office Bldg., having moved Dec. 11 from Capitol. Room No. is 5108, and that of communications counsel Nicholas Zapple & staff is 5202. Chairman Magnuson (D-Wash.) has offices at 5108, also retains present offices in 127 Old Senate Office Bldg.

Bell's Mobile-Phone Ideas: Pressure on FCC to take chunk of uhf TV spectrum and allocate it for a phone-in-your-car system (or other non-broadcast use) is based on this reasoning, as expressed by AT&T engineer F. M. Ryan (see p. 2):

"It has become evident that the TV problem in this country cannot be solved by the allocation of a large number of frequencies and that the present block of frequencies at the upper end of the 25 to 890 mc spectrum is being used only very inefficiently. This condition certainly is not going to exist for very long—there is too much pressure from many sources for that to happen. Time is running out and if a forward-looking step is not taken now the door may well be closed for many years—if not for generations."

Ryan said the desired 75 mc (Ch. 63-75) needn't be allocated immediately or for entire U.S. at one time—but that long-range plans should guarantee availability of the spectrum when needed so that telephone company "would not be heading up a blind alley."

Bell System certainly doesn't want to antagonize radio manufacturers, and Ryan spread before set makers a glowing vista of a new market: "A big part of this job would be the responsibility of the radio and automotive industries. It is obvious that the mobile radio units must do things that they do not do now and they must be considerably cheaper than they are now. However, given a huge potential market, the radio industry would certainly bring this about. As far as the Bell System is concerned we hope that the radio and the automobile industry and other industries will design, build, merchandise and service 2-way mobile radio units in the same way as they do for broadcast receivers or other optional features in automobiles."

* * * *

Market can't be predicted with precision, Ryan said—"but there are many clues that lead to the inescapable conclusion that the future market for mobile service is enormous—if the service is good." He then pointed to:

- (1) Move to suburbs—"core-city" population growing 5% in last 5 years while suburban grew 30%.
- (2) Existence of 11,000,000 trucks & buses and 55,000,000 cars traveling 600 billion miles annually (half of it for business purposes).
- (3) Vast growth of multi-lane highways.
- (4) Doubling of fixed phones in last 10 years, 4-fold increase in residence extension phones, increase of calls-per-person-per-year from 320 to 460.
- (5) Doubling of outdoor phones to 125,000 in last 3 years.
- (6) Prevalence of auto radios—90% of cars so equipped.
- (7) Readiness of public to buy optional car equipment—with 70% of 1957 cars having automatic transmission, 1/3 having power steering & power brakes.

"With a band such as that recommended and technical advances that are confidently expected," Ryan said, "1000 channels could be made available in a single metropolitan area. With each car having access to 7 channels, good service could then be given to around 30,000 mobile units in a single area; several hundred thousand in the whole country. This compares to a maximum of 25 channels with 1500 units in one area—and poor service today. As a first step, it is proposed to build a system having a capac-

Top 500 Research Firms: TV-radio makers and other electronics firms rank high on roster of 500 American companies receiving prime defense contracts for experimental, developmental & research work during fiscal year ended June 30. GE ranked first with awards totaling \$302,045,000, followed by North American Aviation with \$288,302,000, General Dynamics with \$256,093,000. The electronics firms included in Defense Dept. list, with total of contracts and rank:

R & D Contracts (000 omitted) Rank			R & D Contracts (000 omitted) Rank		
GE	\$302,045	1	Hazeltine	\$ 3,701	73
General Dynamics	256,093	2	Hughes Tool	2,961	82
Westinghouse	163,447	7	Texas Instruments	2,645	89
Sperry Rand	136,849	8	Admlral	2,621	90
Hughes Aircraft	132,186	10	Reeves Instrument	2,600	91
Western Electric	116,736	13	Farnsworth	2,444	95
Raytheon	65,576	14	Corning	2,380	99
RCA	60,817	15	DuMont Labs	1,855	114
Ramo Wooldridge	44,515	19	Clevite	1,837	116
Amer. Bosch Arma	44,338	20	Lenkurt Electric	1,796	119
Avco	43,827	21	Ampex	1,422	130
Bendix Aviation	31,238	25	Varian	1,153	148
IBM	28,519	27	Slegler Corp.	1,139	150
Burroughs	22,949	28	Gilfillan Bros.	1,010	162
Sylvania	19,801	31	Bulova	934	166
Mpls. Honeywell	17,283	32	Lear	921	168
Collins Radio	17,013	33	Litton Ind. of Md.	849	175
ITT	16,040	34	Zenith	505	225
Motorola	14,659	37	P. R. Mallory	370	270
Philco	13,829	38	Amphenol	352	278
Litton Ind.	9,400	49	Packard-Bell	348	283
Hallcrafters	8,646	50	Skiatron		
Hoffman	6,176	57	Electronics	264	334
Emerson Radio	5,001	62	Lansdale Tube	232	356
Magnavox	4,556	63	Beckman Inst.	220	373

ity of about 200 channels, to be located in the allocated band so as to permit orderly expansion.

"With further developments—and the economies which would be brought about by large production—in 15 or 20 years it should be possible to get several thousand channels which with improved control methods would permit good service to 100,000 to 200,000 or even more mobile units in a single area; several millions in the country. This might not be enough in 25 years from now but unless the spectrum is almost entirely blocked, ways can undoubtedly be found then to go ahead."

"Greatest year in our 50-year history" is anticipated in 1959 for Indiana Steel Products Co. by pres. Robert F. Smith, reporting sharp increase in business began at end of 3rd quarter, with Valparaiso, Ind. plant enjoying highest production month in its history in Oct. and payroll at all-time high. Net income after taxes for 10 months ended Oct. 31 was \$385,857 (\$1.32 per share) vs. \$688,653 (\$2.35) in same 1957 period. Big magnetic products firm reports sales at its Stearns div. in Milwaukee still below last year, and Canadian subsidiary showing small profit despite fact sales are 25% off previous high.

Radio Condenser Co., Camden, N. J. (tuners, instruments, meters, components) doubled its Aug.-thru-Oct. earnings over same period last year, will end year with profit despite first-half loss, reports pres. R. E. Cramer, who also foresees good 1959. In 1957, earnings were \$238,421 (55¢ per share) on sales of \$15,654,029—but 1958 figures will fall somewhat lower.

AT&T board voted 3-for-1 stock-split this week and 10% increase in annual dividend rate, subject to ratification at annual stockholders meeting April 15 by its more than 1,625,000 shareholders. Stock closed at 223 1/2 Dec. 19 after having attained all-time high of 227 1/2.

Ampex Corp., Videotape developer whose success story is one of broadcast equipment industry's phenomena (Vol. 14:40), will increase sales by 48%, earnings by 67% in fiscal year ending next April 30, pres. George I. Long Jr. told N. Y. Society of Security Analysts. Raising sights on earlier estimates for year, he said sales should approximate \$44,000,000 vs. \$30,100,000 last year, net profit should be around \$2,575,000 vs. \$1,540,000. For 6 fiscal months ended Oct. 31, sales were \$16,100,000, earnings \$665,000—about 36¢ per share after 2½-for-1 stock split in April (Vol. 14:17). Other points made by Long: (1) Within 5 years or less, Ampex sales should reach \$100,000,000. (2) Magnetic tape recorders, for which home market is increasing, share sales honors with Videotape recorders. (3) Company's export business is growing, sales heading toward \$7,350,000 in current fiscal year vs. \$2,700,000 year earlier. (4) Govt.-sponsored research is increasing, leading toward production contracts for airborne Videotape equipment.

TV replacement market of 11,500,000 sets annually by 1963 is foreseen by Packard-Bell pres. Robert S. Bell who told stockholders that "in five years there will be 55,000,000 homes in the nation needing new sets."

McCann-Erickson's San Francisco office named to handle advertising for instrumentation div., Ampex Corp., Redwood City, Cal.

Dividends: Motorola, 37½¢ payable Jan. 15 to stockholders of record Dec. 31 . . . Columbia Pictures, 2½% stock Jan. 30 to holders Dec. 26 . . . Electronic Assoc., 2% stock Dec. 31 to holders Dec. 23 . . . Daystrom, 30¢ Feb. 16 to holders Jan. 27 . . . Radio Condenser, 5¢ Dec. 22; Avco, 10¢ Feb. 20 to holders Jan. 16.

Recently formed Radio Press (18 E. 50th St., N. Y., Plaza 3-3822), feeding radio stations with world-wide news and "beeper-phone" reports, now has 19 station clients, having signed up following last week: Triangle stations' WFIL, Philadelphia; WFBG, Altoona; WNHC, New Haven; WNBK, Binghamton—and Air Trail group of WING, Dayton; WCOL, Columbus; WIZE, Springfield, Mass.; WKLO, Louisville. Radio Press pres. George Hamilton Combs, N. Y. attorney who was an ABC commentator in Europe during war, says he expects to have 200 stations signed by March 15. Organization has full-time staff in N. Y., London, Paris, Rome & Beirut, is served from Washington by News Associates Inc., claims 4126 stringers in 90 countries. Radio Press v.p.-gen. mgr. is Stewart Barthelms, ex-ABC Radio v.p.

National Theatres Inc. consolidated earnings fell to \$1,302,000 (48¢ per share) in fiscal year ended Sept. 30 from \$2,666,000 (84¢) year earlier, pres. John B. Bertero reports in proxy statement to stockholders urging approval of plan to acquire National Telefilm Assoc. (Vol. 14:46). Shareholders of National (300 theatres; WDAF-TV & WDAF, Kansas City) meet Jan. 8 to vote on merger of NTA (TV film distribution; WNTA-TV & WNTA, Newark-N. Y.; KMSP-TV, Minneapolis).

ASCAP-radio fee fight will be carried to Federal court as result of breakdown in negotiations for new overall contract replacing one expiring Dec. 31 (Vol. 14:49). All-industry radio music licensing committee headed by Robert T. Mason (WMRN, Marion, O.) voted unanimously this week to petition District Court for So. N. Y. to fix broadcast license rates under 1950 ASCAP anti-trust consent decree, which provides that stations may continue using ASCAP music pending outcome of rate proceedings.

TV & Radio Shipments: TV shipments to dealers in Oct. declined from Sept. and continued to lag behind last year. EIA reports that Oct. shipments were 542,081 sets vs. 663,073 in Sept. and 624,044 in Oct. 1957. First 10-mo. shipments totaled 4,040,199 sets vs. 4,873,819 in same period last year. Radio shipments for first 43 weeks of this year ending Oct. 31 were 6,132,626 vs. 6,830,249 in same 1957 period. First 10-mo. TV & radio shipments by States:

State	TV	Radio	State	TV	Radio
Ala.	53,775	75,197	N. J.	148,641	250,508
Ariz.	28,193	36,154	N. M.	17,014	16,913
Ark.	32,516	32,158	N. Y.	445,772	893,394
Cal.	403,044	475,428	N. C.	81,069	102,257
Col.	35,890	47,597	N. D.	11,895	18,995
Conn.	65,336	80,854	Ohio	216,974	347,204
Del.	11,078	13,587	Okla.	52,199	59,512
D. C.	44,781	71,340	Ore.	41,170	77,347
Fla.	141,996	157,793	Pa.	293,524	457,645
Ga.	77,949	111,704	R. I.	22,722	39,049
Ida.	12,852	20,845	S. C.	33,299	44,644
Ill.	238,947	482,339	S. D.	12,224	14,160
Ind.	102,402	113,189	Tenn.	63,909	83,912
Ia.	50,565	70,679	Tex.	198,438	286,177
Kan.	48,013	67,454	Utah	19,470	26,985
Ky.	61,204	74,831	Vt.	7,640	12,929
La.	66,070	77,886	Va.	69,167	98,307
Me.	20,925	35,996	Wash.	65,362	94,674
Md.	59,398	124,521	W. Va.	38,552	37,947
Mass.	138,704	224,721	Wis.	72,280	120,728
Mich.	146,143	221,886	Wyo.	9,979	8,159
Minn.	63,249	103,106			
Miss.	31,190	38,645	U. S. TOTAL	4,026,592	6,113,192
Mo.	99,438	175,128	Alaska	2,191	4,973
Mont.	17,606	18,844	Hawaii	11,416	14,461
Neb.	34,696	37,211			
Nev.	6,325	11,697	GRAND TOTAL	4,040,199	6,132,626
N. H.	13,007	20,956			

Arvin enters stereo hi-fi field with self-contained stereo phono listing at \$99.95 and dual speakers that may be placed 10 ft. apart.

Audio Engineering Society schedules 6th annual Western Convention at Hotel Biltmore, Los Angeles, Feb. 17-20.

Music Corp. of America, big show business combine whose MCA-TV subsidiary holds \$50,000,000 pre-1948 Paramount feature film package (Vol. 14:41), made another big move into TV this week, completing \$11,250,000 deal to buy Universal Pictures' Universal City, Cal. real estate & movie studios. MCA's Revue Productions, which now uses Republic Pictures studios for TV film production, is expected to move to Universal lot, which includes 150 buildings. Part of facilities are being leased back by Universal for theatrical production.

Weather radar system for TV stations, making it possible to telecast a picture of approaching storms as far as 150 mi. away, has been developed by RCA. Through use of studio vidicon film camera, radarscope presentations of storm may be transmitted to TV viewers, with radar picture superimposed on map. RCA announcement said station personnel can be trained quickly to identify type, size, other characteristics of storms, even determine extent of rainfall.

Storer handed permit for WVUE, Philadelphia (Ch. 12) back to FCC this week—and assignment, originally allocated to Wilmington, is presumably now open to all comers (Vol. 14:37,42,44). Only application yet filed is that of Rollins, with uhf WHYI-TV, Philadelphia (Ch. 35 educational) making pitch for channel with backing of Joint Council on Educational TV but filing no formal application as yet.

U. S. Information Agency (Voice of America) has openings for electronic, electrical, civil & mechanical engineers for work on its broadcasting facilities at home and abroad at salaries of \$7030 to \$11,355. Address inquiries to USIA Personnel Office, 1776 Pennsylvania Ave. NW, Washington.

New York's News Void & TV: It would take a research survey to explain why, but New Yorkers apparently aren't flocking in large numbers to their TV sets for news they can't get from the 9 dailies (total circ., 5,500,000) closed since Dec. 9 by strike of Newspaper & Mail Deliverers Union (Vol. 14:50).

All N. Y. television stations which regularly carry news programs (Metropolitan's WNEW-TV doesn't) stepped up their newscasts even more than they did at start of walkout, several claiming audience increase of at least 10% for them. Circulation of *TV Guide*—an index to interest in program listings—went up 77,000 in metropolitan area to 1,400,000.

But we asked American Research Bureau for overall Arbitron ratings for city's TV newscasts before strike started and also after it was under way. All 15-min. newscasts Dec. 2-8 averaged out to rating of 6.7% of total TV viewers. Rating for Dec. 9-15 was 6.6%.

CBS's WCBS-TV, which added 90 minutes of news daily, figured it gained as much as 20% in audience for some newscasts, with the Arbitron rating showing biggest increases for late news show. NBC's WRCA-TV saw no immediate indication of rise in news audience; ABC's WABC-TV had no report of increase. WOR-TV's news ratings were "fractionally up." N. Y. *News'* WPIX reported its news ratings were "all over the lot," but at times probably represented 10-15% rise in viewers.

* * * *

Listener estimates for radio newscasts weren't available, but stations presumably filled much of news void left by absent newspapers, N. Y. *Times'* WQXR doing particularly newsworthy job with help of newspaper's staff. *Times* staffers also joined with NBC News to put on special "Sunday Times of the Air" show, carried by WRCA-TV in N. Y. and WRC-TV in Washington.

In any event, any question as to whether TV can—or should—provide any real substitute for dailies in a newspaperless town is being answered again in N. Y.—as it has been in a half-dozen cities hit by big newspaper strikes in recent years. The answer: TV's role is stopgap

at most, and newspapers don't lose readers permanently to TV after strikes are over.

We put the question to TV network news chiefs, all of whom agreed that N. Y. stations were doing excellent job in strike emergency. Their comments: Sig Mickelson, CBS Inc. v.p. for news & public affairs—"Each of the media has functions to perform, and there are newspaper functions which TV can never perform, especially for special-interest readers." Wm. McAndrew, NBC-TV v.p. for news—"We've always looked on newspapers as complementary to TV—or the other way around. Neither is supplanting the other." John Daly, ABC v.p. for news & public affairs—"The 2 media are always supplementary, one to the other; that's as it should be."

There have been few research studies of newspaper strike and post-strike effects on TV. But TvB research director Dr. Leon Arons told us that TvB experience has shown that audience—and advertisers—which went over to TV during strikes almost invariably return to newspapers. And ANPA's Bureau of Advertising enthusiastically agreed, citing supporting evidence in such strike-hit cities as Detroit, Boston, St. Paul, Galveston, Philadelphia, Peoria, Lima, O., and Worcester, Mass.—and N. Y. itself in 1953.

Most recent survey of TV in a strike town was conducted in Peoria by Donald E. Brown & Marlow Froke of U of Ill. School of Journalism, after Newspaper Guild closed *Journal Star* for 2 months early this year, leaving news field to WTVH, owned by *Journal Star*, and to WMBD-TV & WEEK-TV, along with 4 radio stations.

Peoria survey, printed in Aug. *Bulletin* of Radio & TV News Directors Assn., concluded that while "radio & TV news coverage had been appreciated" by many in one-newspaper town, "Peorians missed their paper." Also: "The Peoria newspaper strike has confirmed the obvious fact that the newspaper is very much here to stay, and so are radio & TV."

Back in 1955, Market-Opinion Research Co. conducted random poll of 1000 Detroiters while *Free Press*, *News* and *Times* were struck. Survey showed 79.3% turned to TV for news, 62.2% to radio (Vol. 11:53). But at same time Nielsen poll indicated that 97% of Detroiters interviewed wanted to go back to reading same newspapers after strike was over.

CATV Copyright Suit: Community antenna in Helena, Mont. was sued again this week by Ed Craney's KXLF-TV, Butte (Ch. 4), in common law copyright action filed in state court in Helena. CATV system no longer distributes KXLF-TV signals but it does use those of KFBB-TV, Great Falls (Ch. 5), which in turn repeats some KXLF-TV programs. KXLF-TV had previously attacked CATV in Federal District Court, alleging infraction of FCC "rebroadcast" rules—but it dismissed appeal (Vol. 14:44). Meanwhile, NAB continued to prepare its own copyright suit against CATV (Vol. 14:50). CATV-microwave hassle in Helena was settled in favor of microwave grantee James G. Edmiston this week, as FCC granted him authority to go ahead with plans to feed 2 Spokane signals to CATV system in Helena (Vol. 14:50). Commission had held up permission for a week, on petition of Craney's KXLJ-TV, Helena (Ch. 12). Comrs. Hyde & Craven dissented, would have held up microwave service. Comr. Cross abstained, but issued statement displaying sympathy with Edmiston who has had grant for a year and spent \$72,784 in construction on strength of FCC's CP. If grant had just been made, he said, he'd favor a hearing on KXLJ-TV's complaint.

CBS radio affiliation of KTUL, Tulsa, will be cancelled Jan. 4, effective date of network's new PCP plan which also has led to disaffiliation of WJR, Detroit, and WSAN, Allentown, Pa. (Vol. 14:50). Confirming "painful" decision to leave CBS after 25 years, KTUL pres. James C. Leake said Griffin station will operate as independent, that it's "abundantly clear" no radio network now provides programming "that today's listener wants & needs." KTUL gen. mgr. James H. Schoonover termed PCP compensation proposals "wholly unacceptable [and] nothing more than a brokering arrangement." KTUL-TV is ABC-TV affiliate.

All-network-AFTRA agreement on new contract terms was reached at week's end by negotiators for union and CBS, NBC, ABC & Mutual—lifting threat of national TV-radio strike by 12,000 employes which had been hanging over industry since Nov. 15, when old contract expired (Vol. 14:47). Subject to membership approval at meetings next month, settlement included: (1) Raise in announcers' pay from \$10,000 to \$11,000 per year. (2) Pay for performers for first 8 repeats of taped shows instead of first 5. (3) Boosts in rehearsal pay scales. (4) Resilient floor coverings for dancers.

**THE
AUTHORITATIVE**
WEEKLY NEWS DIGEST
FOR EXECUTIVES OF THE
VISUAL BROADCASTING
AND ASSOCIATED
RADIO & ELECTRONICS
ARTS AND INDUSTRIES
© Triangle Publications, Inc., 1958

AB LIBRARY
DEC 29 1958

Television Digest

with **ELECTRONICS REPORTS**

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 14: No. 52

SUMMARY-INDEX OF THE WEEK'S NEWS — December 27, 1958

THE OUTLOOK FOR 1959 as seen by *Digest* soothsayers, whose past prediction record has stood up well—with one notable 1958 exception (p. 1).

STUDY OF TV-RADIO CRITICS near completion for Fund for the Republic by newsman Patrick McGrady, who says "it's the attitude that counts" (p. 4).

36 STATIONS STARTED IN 1958, some in major markets as network basics; one of 13 that quit may be back. Notes on upcoming stations (p. 5).

LIST OF NEW 1958 TV STATIONS in U.S. and Canada—and 13 in U.S. that went off air during the year, including starting & quitting dates (p. 5).

TV NETWORK BILLINGS continue upward climb in Oct., rising 6.6% from Oct. 1957. Totals for 10 months are 10.1% ahead of same period last year (p. 6).

RADIO'S FINANCIAL IMPROVEMENT in 1957 documented by FCC. Receipts up 7.8% to \$517,900,000, profits up 11% to \$54,600,000 (p. 6).

TV & RADIO FAIL PUBLIC by sticking to straight news, shunning opinions by commentators on issues, says Civil Liberties Educational Foundation (p. 7).

NETWORK TV LEADS AGAIN in National Advertising Index for Oct. while newspapers, magazines, outdoor show first monthly 1958 gains over 1957 (p. 7).

JUSTICE DEPT. & FCC DISAGREE on Philco protest of NBC license renewal, in brief before Supreme Court. Justice claims FCC should give Philco a hearing (p. 8).

NECROLOGY, 1958: List of those in TV-radio, related arts & industries who died (p. 14).

Manufacturing-Distribution-Finance

TRADE PREDICTIONS FOR 1959 indicate modest first-half increase, bigger boost as year goes along. New TV-radio features planned for midyear (p. 11).

BREAKUP OF CANADIAN PATENT POOL no business of ours, says Toronto's influential *Financial Post*. Anti-trust action also is criticized at home (p. 13).

1959 OUTLOOK—THE DIGEST'S PREDICTIONS: Our batting average has been pretty high in this neck-sticking-out dept. in past years -- albeit we made one egregious goof in this column year ago (Vol. 14:1) when we predicted that the then Moulder committee "won't find any sensations" at the FCC. But, then, who among us ever dreamed 1958 would be a year of such tribulations for that always-harrassed agency?

Our soothsaying stood up rather well, otherwise -- and so we venture forth once again on subjects of most vital interest and importance to our readership. What follows is the gist of consultations with authorities in each field and of the best thinking of our own staff after numerous editorial conferences:

Allocations: Lots of study -- no final action. FCC will study the TASO technical findings. President's advisors and everyone else will study recommendations of Special Advisory Committee on Telecommunications. FCC & military will study the possibility of releasing military vhf frequencies for TV, will decide it's not feasible. FCC will study non-broadcast services demands for vhf TV spectrum. Senate Commerce Committee will blast Commission because it isn't making uhf work.

Network Practices: FCC will say must-buy must go -- and it will be gone, as NBC joins CBS & ABC in discontinuing the practice. FCC will say that option-time must stay -- and it will stay. But Justice Dept. will say it's illegal, will go to court to try to prove it -- and matter will dangle in courts balance of year. Commission will promulgate some minor changes recommended by its staff, won't buy the major ones such as lowering ceiling on multiple-station ownership.

Programming: TV schedules will go right on attracting large criticism -- and large audiences. News and special events will get more time in some quarters, due possibly to Murrow-type critiques (Vol. 14:48), the Magnuson query (Vol. 14:51) --

and, probably most important, the forecasts of a bull market for general business (Vol. 14:50), which would mean more spendable income for TV. No one foresees abatement of giddyap sagas. Specials -- the darlings of public, press & advertisers alike -- will continue strong. Live shows may make progress. ABC's idea for kicking off new shows in spring, to give them healthy rating momentum by time competitors get going in fall, may eventually prod others to follow -- which would end traditional viewer unhappiness about summer program doldrums. As to violence, nets plead not guilty; syndicates aren't talking; and the scriptwriters know that, as in radio's emotion-charged, quarrelsome soap-opera heyday, conflict is the audience-catching essential ingredient of their finished product -- and nothing is more tellingly "conflict" than a punch in the jaw.

20 New Stations—Maybe: "There won't be as many as 40 new station starters in 1958," we said in this column a year ago -- and the exact number turns out to be 36. We had predicted 40 for 1957, and hit it on the nose. That compared with 45 in 1956, 59 in 1955. Now, we're quite sure number won't exceed 20 in 1959, basing figure on number of CP holders who actually have equipment on hand or who have signed network affiliations. Total number of CPs outstanding is 188 -- but 135 are for uhf's which probably won't be built. Progressive decline in the number of new starters is readily explained: channel availabilities, economic limitations, hesitancy to venture into uhf. Of the 20 we predict for 1959, at least 9 will be educational. Only 2 Canadian newcomers are presently slated for 1959 vs. 5 that started this year. Thirteen stations quit the air in 1958, all uhf's save 2; latter were in Kalispell, Mont. (Ch. 9), which returned to air in Oct. after 6 months of shutdown, and in Philadelphia-Wilmington (Ch. 12), closed down by Storer on Sept. 13. [For complete list of U.S. & Canadian stations starting & quitting in 1958, see p. 5.]

Federal Communications Commission: No "ripper" legislation to abolish FCC and establish a new agency. But Congress will adopt law making "influence" attempts a crime. Incumbent commissioners will hold up well under additional wild charges from Capitol Hill; some former members' troubles will continue and some Congressmen will be embarrassed by boomeranging allegations. Chairman Doerfer will continue to try mightily to cut red tape, speed decisions, probably in vain. Comr. Hyde will be renominated, confirmed rapidly. One member will resign to take good job.

Federal Trade Commission: Already under hot Congressional fire for not doing enough, FTC will bear down more heavily than ever on fraudulent TV & radio commercials. Tiny staff of special TV-radio monitoring unit will be expanded under new chief Charles A. Sweeny (Vol. 14:49). Tip: Advertised claims for drugs and cosmetic preparations have long been Sweeny's particular interest.

Subscription TV: More noise -- not much else. Rep. Harris' Commerce Committee will conduct hearings, provide fine forum for antagonists. Hearings will run in fits and starts -- for months & months. FCC will hold everything pending Congressional action, and no action will come next year. Meanwhile, there'll be big gushes of publicity about plans to wire up huge cities for closed-circuit pay-TV, outside FCC jurisdiction, while insiders mulct suckers via promises of fantastic future.

Educational TV: Eight more ETV stations having gone on the air in 1958 (making total of 35), and 9 scheduled to start in 1959, ETV's status still is a long way from GE's Paul Chamberlain's predicted "more educational than commercial stations within 10 years" (Vol. 14:39). But there would seem to be real substance to Chamberlain's thinking when you contemplate growing student populations, teacher shortages, demand for trained personnel, efficacy of TV as a teaching medium -- and, inevitably, the eventual channeling of public moneys into ETV. Commercial interests will continue expanding ETV shows, most notable of which is NBC's smash "Continental Classroom." Congressional supporters of Federal aid to ETV will pick up where they left off last session (Vol. 14:46) and push through legislation authorizing govt. grants to help schools buy equipment. Sen. Magnuson (D-Wash.) and Rep. Udall (D-Ariz.) will rein-

roduce bills for \$51,000,000 aid to ETV (\$1,000,000 for each State and Territory) and momentum from last Congress, when program was approved by Senate and by House committee, should be enough to bring enactment. President Eisenhower's budget-balancing barrier to new Federal expenditures will be a hurdle, but there's enough support to jump it. Meanwhile, Ford Foundation, supporting Joint Council on Educational TV and the Ann Arbor Center, continues lead in priming ETV pumps -- and projected new School of Communications at U of Pennsylvania (Vol. 14:51) is concrete evidence of great importance now attached to training of youth for TV-radio careers.

Community Antennas, Boosters, Etc.: Bills will be introduced to require FCC to regulate CATV; hearings will be conducted but bill won't pass next year. FCC will employ various devices to keep proposed CATV-microwaves from producing competition to small-town stations. CATV operators will provide more & more services to their subscribers -- more TV channels, AM, FM, even stereo. Number of CATV systems will increase slightly from today's 600-odd, but number of subscribers will grow rapidly. Unauthorized boosters will be outlawed -- or firm engineering standards will be imposed, but booster operators will be given lots of time to go off air or to comply with new standards. Uhf translators will pop up like mushrooms in spring & summer -- tripling today's 146 -- and 100-watt operations will show surprising range, bringing good TV signals to more isolated hamlets.

Transfers of Stations: This was the most active year ever for station sales and transfers, TV-radio properties ranging in sales prices from the \$20,000,000 paid by CBS for Philadelphia Bulletin's WCAU & WCAU-TV (Ch. 10) -- \$12,600,000 being evaluation on the TV, \$3,000,000 on radio, \$4,000,000 on plant & real estate -- to low of \$50,000 in recent deal (Vol. 14:50) for debt-ridden KDRO-TV, Sedalia, Mo. (Ch. 6). It's anybody's guess whether there will be any more deals as big as the one in Philadelphia, which ranked ahead of the \$15,750,000 paid Bitner by Time Inc. for 3 TVs & 3 AMs, the \$10,000,000 by Storer for Herbert Mayer's Cleveland vhf & Portland uhf, the \$9,750,000 by Westinghouse for DuMont's pioneer Pittsburgh station (now KDKA-TV) and the \$8,500,000 it paid for Philco's WPTZ, Philadelphia (now WRCV-TV). But if more major stations are sold, it can be assumed the figures will run high. Though it would seem no more "bargains" are available among the 500-odd commercial stations, plenty of capital is seeking TV outlets -- including virtually every multiple owner who doesn't already have his full allowable quota of 5 vhf's & 2 uhf's. [For ownerships of all stations, see TV Factbook No. 27; for multiple ownerships, pp. 385-88.] As for AMs, hardly a week passes without reports of station sales, duly recorded in our weekly AM-FM Addenda, but few ever achieve 7-figure dimension.

Movies & TV: Hollywood dike against release of post-1948 features to TV -- already cracked by such big companies as Republic Pictures & United Artists -- will suffer further erosion in 1959. It may be broken wide open. New American Congress of Exhibitors will try to come up with save-the-theatres device to "hold the line at '49." But Theatre Owners of America proposal to buy up newer titles, thereby keeping them from TV screens, is getting nowhere. And pre-1948 backlogs won't last forever in a voracious TV market, which has been godsend to hard-pressed studios. They will be under increasing pressure from stockholders & banks to unloose their post-1948 libraries. At same time more & more movie-makers will go more & more into production for TV, concentrating on "blockbusters" for theatrical release. Note: One of last holdouts against TV, Sam Goldwyn, probably will make his backlog of top-hole features available soon for TV syndication; negotiations are under way.

Foreign TV: Year of greatest growth yet -- sets-in-use rising from 25,000,000 to 35,000,000, stations from 600 to about 800. Britain, Japan, Italy & Germany will continue to lead in TV penetration -- but some others will spurt suddenly, notably France and several Latin American countries. Clamor for commercialization will rise to point where some Govts. will give in, as in Britain -- after having resisted commercial radio since the start of broadcasting. Critics will deplore TV fare, public will love it -- as in U.S.

CRITIQUE OF CRITICS NEAR COMPLETION: Influence of TV-radio columnists on programs has long been an intriguing unknown, but the industry & public are hoping for some enlightenment soon -- from an exhaustive study nearly concluded by newsman Patrick McGrady, under assignment from Ford-endowed Fund for the Republic (Vol. 14:33).

We checked with McGrady last week, found him in throes of writing, expecting to finish work momentarily. However, he said, it's up to the Fund whether his report sees light of day -- "whether they think it's any good."

McGrady went at job in workmanlike fashion, spent 2 months on the road, interviewing 44 critics on newspapers & magazines. He wouldn't scoop Fund on his conclusions, of course, but he said report goes not only into content of critics' columns but into "who-&-what" the critics are personally.

Most columnists come from other departments of their publications -- "quite a few from sports, even from obituaries," he said. He noted that Time Magazine's TV-radio specialist, Dick Seamon, recently went over from sports dept.

"Background of the writers is deceptive," McGrady said. "The 'ideal' isn't always ideal. For example, you might expect a former drama critic to be a natural. That isn't necessarily so. It's the attitude that counts."

McGrady spent at least 2 hours with each columnist, frequently up to 10-11 hours. He also interviewed station personnel, editors, advertising men, network executives -- "to determine their relationships with critics."

TV reviewers "work too hard" but "they're very well paid in metropolitan areas -- ranging from \$9-10,000 to \$65,000." Though he didn't identify the \$65,000 man, we'd guess that it's N.Y. Herald Tribune Syndicate's John Crosby.

McGrady is an experienced newsman, worked for AP, UP & Chicago Sun-Times, recently was exec. editor of NBC-TV's "Briefing Session." His study is part of the Fund's many-sided TV investigation which produced excellent report on TV journalism by N.Y. Times' Herbert Mitgang (Vol. 14:16). It also has following in the works:

Pay-TV Controversy, by Robert W. Horton, ex-information director of National Defense Advisory Commission. Censorship, by Charles Winick, of MIT's leisure time project. Audience Rating Systems, by J. E. Patterson, of Business Week Magazine.

Fund's technique of going about a study is to pick experienced man, keep hands off his operation, publish his report if it's considered competent.

Courtroom camera coverage by TV & press was authorized this week by Municipal Judge James Spencer in Jackson, Miss. despite American Bar Assn.'s Canon 35 ban on photographers at trials (Vol. 14:50). He told *Jackson Daily News* (WJTV) that "newspaper or any news media . . . has the right to show the public through photos, drawings & written reporting what their servants & court guardians are doing." Only restrictions he laid down were that cameramen musn't interfere with court proceedings, and judge must be notified of their plans before court opens. Earlier, Circuit Court Judge Stanton Hall, of Hattiesburg, Miss., also authorized "unobtrusive" photography at trials.

Marie Torre has court date with Federal Judge Sylvester J. Ryan Dec. 30 to tell him why she shouldn't go to jail for 10 days for refusing to divulge source of N. Y. *Herald Tribune* TV-radio column story about singer Judy Garland (Vol. 14:50). Show-cause order, opening way for Miss Torre's lawyers to file motions for delay in execution of sentence for contempt of court, was issued this week by N. Y. District Court judge after he received formal notice from Supreme Court that it wouldn't review case. Miss Torre was convicted for defying demand by court that she name CBS v.p. she quoted in column, which was cited by Miss Garland in \$1,393,333 libel-breach-of-contract suit against network.

USSR vs. U. S. Networks: Moscow broadcasts by NBC were banned this week by Soviet press office as "punishment" for evasion of censorship by correspondent Irving R. Levine in transmitting Dec. 2 interview with Sen. Humphrey (D-Minn.). Move against NBC followed expulsion from Russia of CBS's Paul Niven because network carried "The Plot to Kill Stalin" on *Playhouse 90* (Vol. 14:41,44). But unlike Niven, Levine was permitted to stay in Moscow and use cable & telephone facilities. While Levine was en route to N. Y. Dec. 23 for year-end NBC shows, his Moscow substitute, Edmund Stevens of *Time & Life*, was cut off in middle of broadcast being taped by NBC here, Russian censors making no explanation. But 30 hours later Stevens' broadcasting privileges were restored.

TV advances in 1958 despite recession are noted in year-end statement by NAB pres. Harold E. Fellows, who boasts: "The achievement of TV in not only holding its own but actually expanding during a slump demonstrates the acceptance TV has achieved in American life." He notes that: (1) TV advertising increased 10% over 1957 to new high of \$1.42 billion. (2) Operating stations totaled 512 vs. 495 year earlier [actual on-air total is 545, including 35 educationals]. (3) Sets-in-use grew from 44,500,000 to 48,300,000. (4) TV viewing increased 8% from 239,000,000 "home hours per day" to 259,000,000.

New & Upcoming Stations: Year draws to close with 36 brand-new starters, with possibility that one of the 13 that left the air during 1958—CBS's WHCT, Hartford (Ch. 18), sold to Edward Taddei group (Vol. 14:46, 49)—may get going again shortly after Jan. 1. Eight of the 1958 starters were educationals, 6 were satellites.

There were 7 new commercials in major markets: KIRO-TV, Seattle (Ch. 7), which began as basic CBS affiliate Feb. 8; KTVU, Oakland-San Francisco (Ch. 2), independent, March 2; WTAE, Pittsburgh (Ch. 4), ABC, Sept. 14; WJRT, Flint, Mich. (Ch. 12), ABC, Oct. 12; WKBW-TV, Buffalo (Ch. 7), ABC, Nov. 30; WTOL-TV, Toledo (Ch. 11), CBS & NBC, Dec. 5; independent KFOR-TV, Provo, Utah (Ch. 11), which overlaps into Salt Lake City.

For complete list of 1958 starters, with dates they went on air and AM affiliations, if any, including the 5 in Canada, see adjoining column.

* * * *

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

WQEX, Pittsburgh (Ch. 16) hasn't more specific target than Jan. or Feb. for start as city's 2nd educational outlet, reports gen. mgr. Wm. C. Dempsey for owners, also operators of Pittsburgh's WQED (Ch. 13, educational). GE 12-kw transmitter is on hand, and it will use repaired GE antenna on WQED's 500-ft. Blaw-Knox tower.

KDPS-TV, Des Moines (Ch. 11, educational) has postponed programming to latter Feb. or early March, reports station mgr. C. F. Schropp, also director of audio-visual education for grantee Des Moines School District. It has built 100-ft. of 300-ft. self-supporting tower on roof of 70-ft. high studio-transmitter house. It will use 5-kw RCA transmitter, 6-bay antenna. Ralph Joy will be program director; Fred Kelley, educational TV & radio director; Howard Andreasen, chief engineer.

WMUB-TV, Oxford, O. (Ch. 14, educational), with studio-transmitter building scheduled for completion in Feb., is keeping to March target, writes Stephen Hathaway, director of broadcasting for grantee Miami U. It has RCA 1-kw transmitter on hand and 6-section helical antenna has been installed on 320-ft. Truscon tower.

WENH, Durham, N. H. (Ch. 11, educational), changing equipment to 5-kw GE transmitter, has moved target to late Feb. or early March, reports Jere A. Chase, director of development for grantee U of New Hampshire. Transmitter house on Saddleback Mt. is ready and work on studios in Memorial Union Building has begun. Stainless 360-ft. guyed tower with 12-bay antenna will be used.

KVOG-TV, Ogden, Utah (Ch. 9) has changed target from March to Aug. 15, 1959, reports David B. Affleck, asst. mgr. of radio KVOG. Delivery date of RCA transmitter hasn't been set, although footings and foundation are in for 400-ft. Gates tower. Network affiliation hasn't been signed; base rate not set. Rep will be Grant Webb.

* * * *

CHAB-TV, Moose Jaw, Sask. (Ch. 4), due to receive 6-kw RCA transmitter soon, still hasn't more definite target than "early in 1959," reports mgr. Sid Boyling for owner J. D. Moffat. Studio-transmitter building is scheduled to be ready in 6 weeks and anchors are ready for 440-ft. Walcan tower furnished by Stainless. Base hour will be \$200. Rep will be Television Representatives.

CJDC-TV, Dawson Creek, B. C. (Ch. 5) has changed target to Jan. 15, reports pres. H. L. Michaud. It will use 200-watt GE transmitter, 70-ft. tower with Alford antenna. Base hour will be \$100. Reps will be Donald Cooke and TV Representatives.

Stations Starting During 1958

With List of Those Which Left Air During Year
List in order of on-air and off-air dates.

STATIONS STARTING

Call Letters	City & State	Channel	Starting Date	AM Adjunct
¹ KXLJ-TV	Helena, Mont.	12	Jan. 1	KXLJ
² KMOT	Minot, N. D.	10	Jan. 1	—
† WIPR-TV	San Juan, P. R.	6	Jan. 6	WIPR
† KUED	Salt Lake City, Utah ..	7	Jan. 20	—
KRSD-TV	Rapid City, S. D.	7	Jan. 17	KRSD
³ KTRX	Kennewick, Wash.	31	Jan. 28	—
WLOF-TV	Orlando, Fla.	9	Feb. 1	WLOF
KIRO-TV	Seattle, Wash.	7	Feb. 8	—
⁴ WTVC	Chattanooga, Tenn.	9	Feb. 11	—
⁵ WSUR-TV	Ponce, P. R.	9	Feb. 15	—
† WETV	Atlanta, Ga.	30	Feb. 17	—
⁶ KDUH-TV	Hay Springs, Neb.	4	Feb. 20	—
KTVU	Oakland-San Francisco ..	2	March 2	—
WBPZ-TV	Lock Haven, Pa.	32	March 2	WBPZ
KGHL-TV	Billings, Mont.	8	March 15	KGHL
⁷ KVIQ-TV	Eureka, Cal.	6	April 1	—
† KNME-TV	Albuquerque, N. M.	5	May 1	—
KRTV	Great Falls, Mont.	3	June 15	—
KAYS-TV	Hays, Kans.	7	Sept. 2	—
† WFPK-TV	Louisville, Ky.	15	Sept. 8	—
† WJCT	Jacksonville, Fla.	7	Sept. 10	—
KBLR-TV	Goodland, Kan.	10	Sept. 11	KBLR
WTAE	Pittsburgh, Pa.	4	Sept. 14	—
KTES	Nacogdoches, Tex.	19	Sept. 20	—
KCMT	Alexandria, Minn.	7	Oct. 8	—
WJRT	Flint, Mich.	12	Oct. 12	WJR
⁸ KULR	Kallispell, Mont.	9	Oct. 17	KGEZ
† WEDU	Tampa, Fla.	3	Oct. 27	—
⁹ GLD	Garden City, Kan.	11	Nov. 5	—
KCIX-TV	Nampa, Ida.	6	Nov. 9	—
† WUFT	Gainesville, Fla.	5	Nov. 17	WRUF
¹⁰ KALA	Walluku, Maui	7	Nov. 19	—
KXAB-TV	Aberdeen, S. D.	9	Nov. 27	—
WKBW-TV	Buffalo, N. Y.	7	Nov. 30	WKBW
KVKM-TV	Monahans, Tex.	9	Dec. 1	KVKM
¹¹ *WWOR-TV	Worcester, Mass.	14	Dec. 1	—
WTOL-TV	Toledo, O.	11	Dec. 5	WTOL
KNOP	North Platte, Neb.	2	Dec. 15	—
KLOR-TV	Provo, Utah	11	Dec. 17	—

†Educational, non-commercial outlet. *Resumed operation after being off air. ¹Satellite of KXLF-TV, Butte, Mont. ²Satellite of KFRY-TV, Bismarck, N. D. ³Quit air Nov. 5, 1958. ⁴Resumed operation as WTVC after move from Rome, Ga., where it used WROM-TV. ⁵Affiliated with WAPA-TV, San Juan, P. R. ⁶Satellite of KOTA-TV, Rapid City, S. D. ⁷Affiliated with KVIP-TV, Redding, Cal. ⁸Call letters changed from KGEZ-TV. ⁹Satellite of KCKT, Great Bend, Kan. ¹⁰Satellite of KONA, Honolulu. ¹¹Satellite of WWLP, Springfield, Mass.

U. S. STATIONS LEAVING AIR IN 1958

Call Letters	City & State	Channel	Date	AM Adjunct
*KGEZ-TV	Kallispell, Mont.	9	April 7	KGEZ
WITV	Ft. Lauderdale, Fla.	17	May 11	—
WFLB-TV	Fayetteville, N. C.	18	June 20	WFLB
KSAN-TV	San Francisco, Cal.	32	June 21	KSAN
† WKAR-TV	E. Lansing, Mich.	60	June 28	WKAR
KFSA-TV	Ft. Smith, Ark.	22	Aug. 16	KFSA
WNOW-TV	York, Pa.	49	May 31	WNOW
WBLN	Bloomington, Ill.	15	June 5	—
WVUE	Wilmington-Philadelphia	12	Sept. 13	WIBG
**WILK-TV	Wilkes-Barre, Pa.	34	Sept. 10	—
WBJF	Buffalo, N. Y.	17	Sept. 30	—
WHCT	Hartford, Conn.	18	Nov. 15	—
KTRX	Kennewick, Wash.	31	Nov. 5	—

*Returned to air Oct. 17 and call changed to KULR. **Taken off air when merger into WNEP-TV, Scranton-Wilkes-Barre (Ch. 16) was completed. †Educational, non-commercial outlet.

1958 CANADIAN STARTERS

Call Letters	City & Province	Channel	Starting Date	AM Adjunct
CKBI-TV	Prince Albert, Sask. ...	5	Jan. 27	CKBI
CKTM-TV	Trois-Rivieres, Que. ...	13	April 15	—
CKOS-TV	Yorkton, Sask.	3	June 19	—
*CFCL-TV-2	Eik Lake, Ont.	2	July 1	—
CKBL-TV	Matane, Que.	9	Aug. 19	CKBL

*Satellite of CFCL-TV, Timmins, Ont.

Network Television Billings

October 1958 and January-October 1958

(For Sept. report see *Television Digest*, Vol. 14:46)

NETWORK TV BILLINGS in Oct. continued their 1958 rise pattern, going 6.6% above Oct. 1957 for total of \$52,503,617, bringing 10-month total this year 10.1% ahead of same 1957 period—\$460,620,257 vs. \$418,461,087, according to TvB. CBS kept its long-standing volume leadership with \$21,878,506 billings in Oct., but slipped 2.4% under Oct. 1957, while ABC scored 23.1% increase and NBC went up 10.2%. Complete TvB report for Oct.:

NETWORK TELEVISION

	Oct. 1958	Oct. 1957	% Change	Jan.-Oct. 1958	Jan.-Oct. 1957	% Change
ABC	\$ 9,960,524	\$ 8,093,724	+23.1	\$ 82,212,708	\$ 66,376,706	+23.9
CBS	21,878,506	22,421,673	- 2.4	203,070,337	195,897,167	+ 3.7
NBC	20,664,587	18,752,891	+10.2	175,337,212	156,187,214	+12.3
Total	\$52,503,617	\$49,268,288	+ 6.6	\$460,620,257	\$418,461,087	+10.1

1958 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January	\$9,168,609	\$22,094,015	\$18,344,111	\$49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July	7,083,555	18,322,925	15,702,029	41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492
September	6,627,093*	19,427,754*	16,362,343*	42,417,190*
October	9,960,524	21,878,506	20,664,587	52,503,617

* Figures revised as of Dec. 16, 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 Broadcast Advertising Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on basis of one-time network rates, or before frequency or cash discounts.

B. T. Babbitt Inc., 123-year-old N. Y. manufacturer & marketer of cleansers & toilet products (agencies: Donahue & Coe and Doyle Dane Bernbach Inc.) has purchased for undisclosed cash price the assets, trademarks, etc. of Charles Antell Inc., Baltimore manufacturer of lanolin hair preparations, etc. (agencies: Joseph Katz Co. and Paul Venze Adv. Assoc.). Both have long been major TV-radio advertisers. A. N. LaBelle, recently sales director of Lambert-Hudnut, has been named Babbitt v.p. in charge of new Charles Antell Div.

"Do's & don'ts" of TV-radio managers visiting adv. agency timebuyers are set forth in report on *Visits by Station Management*, analyzing responses of 254 panelists surveyed in 173 agencies throughout the country, being made available on request from NBC Spot Sales, 30 Rockefeller Plaza, N. Y. NBC gen. sales exec. Tom McFadden says it's "required reading" for station executives, suggests "timebuyers will benefit, too, because future visits will be more concise, more informative and generally more meaningful."

WLW Promotions, Dayton, O., holding franchises on transportation advertising in 12 cities, has taken over Pittsburgh franchise formerly held by bankrupt National Transitsads, ex-Transitsads mgr. Harry Foster remaining in charge.

Another report on Negro radio audience (Vol. 14:39) appears in Nov. *U. S. Radio*, which states more than 550 stations now carry programs full or part time for this segment of American population (about 18,500,000).

New reps: KTVK, Phoenix, to Blair Television Assoc. Jan. 1 (from Weed); KRSD-TV, Rapid City, S. D., to Meeker (from Devney).

FCC Charts Radio Resurge: Precise figures on improvement of AM-FM radio's financial position in 1957 were released by FCC this week. Figures are a year old—necessarily so, because of collection & collation problems—but they're official and reliable (for digest of FCC's 1946-1956 figures, see *TV Factbook No. 27*, p. 22). FCC does not attempt even preliminary estimates for current year, but these are the salient figures for 1957:

(1) Total AM-FM revenues of networks & stations were \$517,900,000, up 7.8% from 1956's \$480,600,000; income (profit) before Federal income taxes was \$54,600,000, up 11% from \$49,200,000.

(2) The 4 nationwide networks and 3 regionals (Yankee, Don Lee, Texas State) and their 21 owned-&-operated stations had combined revenues of \$73,500,000, up 4.7% from 1956's \$70,200,000; but they lost \$64,000 in 1957, compared with slight profit of \$400,000 in 1956.

(3) Non-network-owned stations (3143 reporting in 1957, 2947 in 1956) had revenues of \$444,400,000, up 8.3% from 1956's \$410,400,000; income was \$54,600,000, up 11.9% from \$48,800,000.

(4) Breakdown of time sales for all networks & stations (excluding the 67 FM-only): \$51,660,000 network, up 6.7%; \$169,511,000 national & regional spot, up 16.5%; \$316,493,000 local, up 6.3%.

(5) Of 3084 stations reporting, 959 (31.1%) reported loss in 1957—vs. 849 losers (29.3%) out of 2902 reporting in 1956. Of the 67 FM-only stations, 44 suffered loss in 1957, compared with 36 out of 51 in 1956.

(6) In the 432 joint AM-FM operations, 319 reported no FM revenues while 113 reported receipts of \$1,100,000. The 67 FM-only had \$2,000,000 in revenues, lost \$500,000—vs. revenues of \$1,400,000, loss of \$400,000 by 51 FM-only in 1956.

* * * *

Included in FCC report is table comprising more than 200 cities with 3 or more stations, showing each market's aggregate sales, revenues & income—with time sales broken down into network, national & regional spot, local. Figures are lumped to avoid disclosure of any station's financial data.

Commission notes that TV in 1957 suffered 15.6% drop in profits from 1956—from \$189,600,000 to \$160,000,000—as reported earlier this year (Vol. 14:35), compared with radio's 1957 upsurge.

Combining TV & radio in 1957, FCC comes up with \$1.5 billion in receipts from sale of time, talent & program production, but it notes: "Excluded are \$204,000,000 in commissions paid to advertising agencies and station representatives and an estimated \$248,000,000 paid by advertisers for talent and production costs to organizations which do not operate networks or stations. Thus, total advertiser expenditures for radio & TV in 1956 are estimated at \$1.9 billion." [Editor's Note: This calculation is very close to that of McCann-Erickson researchers for the annual *Printers' Ink* Index; for breakdowns for 1957 and preceding years, see *TV Factbook No. 27*, p. 24.]

Report is Public Notice 67238, includes 8 tables elaborating on the foregoing. Copies may be obtained from the Commission—or if you're a subscriber, we'll get you one.

CBS radio affiliation of Meredith's KRMG, Tulsa, as of Jan. 5, replacing Griffin interests' KTUL, which is leaving network after 25 years in protest against new PCP plan (Vol. 14:51), was announced this week.

Do Networks Shun Opinions? American public can get plenty of straight news from TV & radio—and “networks provide extraordinary public service broadcasts on Sundays”—but broadcasters fall down badly in “free marketplace of thought” when it comes to day-by-day news analysis, commentary & debate.

These are conclusions of Asst. Prof. George N. Gordon of New York U's communications dept. in 37 pp. report, *Controversy on Radio & TV*, released this week by Civil Liberties Educational Foundation Inc. (15 W. 44th St., N. Y.). President of newly-organized, privately-financed Foundation, which has no official connection with American Civil Liberties Union, is UN mediator Dr. Frank P. Graham, ex-U. S. Senator & ex-pres. of the U of No. Carolina. Treasurer is John A. Thomas, ex-v.p., Benton & Bowles.

* * * *

On basis of March 23-April 30 monitoring of TV & radio network outlets in N. Y. during prime weekday hours (5-11 p.m.) by 4 NYU School of Education graduate students enlisted for Foundation's first pilot project, Gordon makes such findings as these:

(1) Despite “their massive influence and peculiar powers,” TV & radio do little to explore “significant issues of the day.”

(2) “In an effort to avoid controversy, to operate

safely as ‘industries,’ [TV & radio] shade the polarities of our political & social institutions . . . into the dull grey of neutrality . . .”

(3) “Instead of the elementary, obvious & exciting means of inducing opposing ideas to grapple in the free marketplace of thought, a host of devices for sparing the sensibilities of the audience and the spokesmen have been evolved: the panel discussion, with its moderator who is less a referee to a debate than a peacemaker; the interview program, with its loaded questions, rehearsed inquiries, and (now) expurgated video tape; and the carefully edited ‘report’ programs . . .”

(4) “It also appears that the more powerful & wealthy the network, the less likely it is to veer from the middle of the road in the selection of commentators. MBS, the largest but most loosely knit and least formidable of the 4 networks, has the greatest number [John T. Flynn, Fulton Lewis Jr., Gabriel Heatter] of commentators away from center. ABC, the next wealthiest organization, has 2 [George Sokolsky, John W. Vandercook]. CBS & NBC—the oldest, richest, fattest & most influential of the networks—have none at all.”

(5) “[Networks] are afraid of controversy. The airing of controversial issues, the presentation of a partisan or radical point of view (even if it is followed by rebuttal), is sure to offend a segment of the audience . . . And since they feel that their financial welfare is dependent on offending as few potential customers of consumer goods & services as possible, they have recourse only to silence, or, at best, to token displays . . .”

Upturn in Ad Index: Network TV and direct mail have lost distinction of being only ad media to show gains in 1958 over 1957, according to Dec. 26 *Printers' Ink* National Advertising Index. Newspapers, magazines & outdoor joined select circle in Oct., first 2 going 3% over Oct. 1957, outdoor edging up 1%—while network TV continued to show the way with 5% boost. Network radio was down 19%, business papers down 9%. Result was that cumulative drop for all media (excluding TV & radio spot, which aren't estimated) in first 10 months this year was reduced to 2%. These are the *PI* Index figures for Oct. & Jan.-Oct.:

	Index		% change from		%
	Oct. 1958	Oct. 1957	1 month ago	1 year ago	cumulative change
Medium					
General Index	212	212	+ 8	0	- 2
Total Magazines	164	159	+13	+ 3	- 6
Weekly	189	176	+16	+ 7	- 6
Women's	116	132	+ 8	-12	- 8
General Monthly	191	181	+ 9	+ 6	- 3
Farm	92	111	+ 6	-17	-19
Newspapers	204	199	+12	+ 3	- 9
Network Television	429	407	+ 8	+ 5	+10
Network Radio	26	32	- 4	-19	- 8
Business Papers	198	217	- 1	- 9	- 7
Outdoor	150	148	0	+ 1	- 1

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49 except for the TV base which covers the years 1950-52. “Cumulative change” in the last column refers to the change, from the same period last year, of the index average from Jan. through Oct. 1958. Direct mail is not included in the general index, as data usually lag.

NBC-TV daytime promotion contest in which 80 affiliates participated was won this week by promotion mgr. Dean Faulkner of KOA-TV, Denver, for best job by basic station, and by sales promotion mgr. Peggy Cooper of WITN, Washington, N. C. for campaign by optional station. Each receives \$5000 cash. Prize contest produced more than 30,000 local spots and more than 100,000 lines of newspaper advertising plugging NBC-TV daytime shows.

Rate increases: KTLA, Los Angeles, Jan. 1 raises base hour from \$1500 to \$2000, min. remaining \$300; WFBG-TV, Altoona, Jan. 1 raises base hour from \$750 to \$800, min. \$170 to \$180. KREM-TV, Spokane, Jan. 1 raises hour from \$600 to \$625, min. \$120 to \$160. KOLO-TV, Reno, Jan. 1 adds class AA hour (7-10 p.m. daily) at \$400, min. at \$80, Class A hour going from \$300 to \$340. KSYD-TV, Wichita Falls, Jan. 1 raises hour from \$350 to \$400, min. \$80 to \$100. KMID-TV, Midland, Tex., Feb. 1 raises hour \$300 to \$350, min. \$60 to \$80. WORA-TV, Mayaguez, P. R. Jan. 1 adds class AA hour (6:30-9 p.m. daily) at \$200, min. at \$40, Class A hour going from \$173 to \$180. Spot increases: KTTV, Los Angeles, Dec. 1 raised base min. from \$600 to \$700. WEWS, Cleveland, Nov. 16 raised min. from \$475 to \$525. WISN-TV, Milwaukee, has raised min. from \$240 to \$265. KVOO-TV, Tulsa, raised min. from \$175 to \$192.50.

Grocery gimmick: ABC-TV's daytime shows will be promoted by blurbs printed on supermarket grocery sacks in new campaign throughout East & Midwest covering 8000 stores. Supermarket Affiliates Corp., which arranged participation of A&P, Safeway, Kroger, First National, Food Fair, Grand Union, Stop & Shop, ACF-Wrigley, Jewel Tea, Dilberts stores, in campaign, estimates ABC-TV program messages will be carried on 12,000,000 housewife shopping tours.

Network TV audience increased 7% nighttime, 5% daytime, in first 11 months of 1958 over same 1957 period, setting new record highs, according to TvB. Average number of homes reached for evening programs increased by 556,000; for weekday daytime programs, 140,000 more homes were reached.

Shift from uhf to vhf by WAST (formerly WTRI), Albany—which goes from Ch. 35 to Ch. 13 about Jan. 1—produces coincidental rate increase. Base hour goes from \$500 to \$800, min. \$100 to \$160.

FCC & Justice Dept. Disagree: Most unusual conflict in legal opinion has developed between FCC and Justice Dept. in connection with Philco's protest of renewal of NBC's WRCV, Philadelphia (Vol. 14:46). In a brief before U. S. Supreme Court this week, Solicitor General J. Lee Rankin said he agrees with Court of Appeals—that Commission should have given Philco a hearing on its protest, which alleged that Philco was injured by RCA promotion on the station. FCC general counsel John L. FitzGerald and staff argued that Philco's allegations of injury are "vague & insubstantial." Rankin stated: "Since the FCC, in the absence of objection, may take final administrative action authorizing construction of a broadcasting facility without conducting a hearing, hospitable consideration of a claim of standing serves the public interest, in our view, because it enables the agency and the reviewing court to consider and weigh substantial factual or legal objections which otherwise might not be presented & developed." FitzGerald asserted that Philco's claims of injury were "remote & speculative" but, even more important: "Indiscriminate extension of standing to force a hearing under Sec. 309(c) can thus have a grave effect upon the Commission's ability to control its docket and allocate its energies and attention to the problems whose merits are most deserving." Case is before Supreme Court because of NBC's appeal from lower court's decision. Curiously, neither Justice Dept. nor FCC stated whether or not Supreme Court should grant NBC's petition for writ of certiorari and review case.

Functional Music Questions: FCC is keeping tight control of FM stations pending litigation over definition of "broadcasting"—this week deferring approval of renewals of WFMF, Chicago, & WEAW-FM, Evanston, Ill. Commission had ordered FM stations which offer functional music and similar subsidiary services to switch to multiplexing from simplexing, but stations persuaded Court of Appeals to reverse Commission (Vol. 14:45). FCC is asking Court to reconsider ruling, stating that Court has "misconception" of simplexing. In letters to the stations, Commission says there are "serious questions" as to whether planned music and storecasting schedules and techniques constitute an "abdication of your responsibility as a licensee to retain control over your programming and to remain free to alter your program service as the needs of the public in your area may require." FCC also questions whether stations are violating rules on sponsor and station identification.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1958 issues of the Television Digest Weekly Newsletters, plus the semi-annual TV Factbook with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 9. Price: \$25 per volume.

Boston & Miami "influence" case developments: (1) Petition of *Boston Globe* to intervene in case with new evidence (Vol. 14:51) was opposed by Ch. 5 operator WHDH-TV, and FCC chief examiner James D. Cunningham bucked decision on intervention to full FCC. Justice Dept., as in Miami Ch. 10 case, informed Commission it will participate as *amicus curiae*. (2) Miami Ch. 10 applicant North Dade Video asked FCC to change procedure in case. Instead of ruling only on the "influence" angles considered by examiner Horace Stern (Vol. 14:49), it suggested that Commission consider the 4 original applicants on comparative basis at same time, determine which, if any, should get CP. North Dade stated that this would speed final disposition of case at FCC and in court.

FCC stood pat on its decisions in several allocations cases this week, by denying petitions for reconsideration of the following: (1) April 23 decision denying shift of Ch. 12 from Erie to Akron or Cleveland, Ch. 12 from Flint to Saginaw-Bay City-Flint. (2) March 21 decision denying deletion of Ch. 3 from Champaign-Urbana, Ill. (3) March 3 decision denying reclassification of Ch. 9, San Antonio, from educational to commercial. (4) Sept. 9, 1957 decision which added Ch. 13 to Albany, N. Y. area; FCC said it's still studying whether to add Ch. 13 to Rochester as well as to Albany. (5) April 7 decision denying shift of Ch. 10 from Terre Haute to Lafayette, Ind.

Indianapolis' Ch. 13, now occupied by Crosley's WLWI, should be given to educators, says Indiana Central College in petition filed with FCC this week. Commission has set Jan. 23 as date for oral argument over the channel, following orders of Court of Appeals, which had ruled that WLWI's CP was defective because Comr. Craven had voted without having heard oral argument (Vol. 14:50).

Translator CPs: Ch. 71, Seaside, Ore., to Seaside Video Club, to repeat KGW-TV, Portland; Ch. 72, Verdi, Nev., to repeat KOLO-TV, Reno.

Owners of WATO, Oak Ridge, Tenn. (250-U, 1490 kc) are buying out town's other radio, WOKE (1-kw-D, 500-N, 1290 kc), from Arthur D. Smith Jr. & Carter M. Parham for payment of \$30,000 liabilities. Buying group comprises Frank E. Pellegrin, 25% owner & v.p.-secy. of reps H-R Television and H-R Representatives Inc. and 13% owner of WLAJ, LaFollete, Tenn.; Carlin S. French, ex-rep, 90% owner of WDXB, Chattanooga & 8.7% of WLAJ; Samuel P. Thrower, WATO pres.-gen. mgr. This week, also, FCC got application for transfer of KUEQ, Phoenix, from Frank Bark Jr., George Sorensen & Jack Caviness to Dynamics Inc. (Walter Hall & Carson Cowherd, Kansas City realtors) under 20-year lease deal with option to buy for \$295,000; Allen Kander was broker. [For news about other radio station transfers, see *AM-FM Addenda ZZ*.]

FCC's CATV-microwave freeze (Vol. 14:42) was upheld by Court of Appeals this week, as Judges Prettyman, Washington & Bazelon issued brief unanimous decision stating, in essence, that Commission has authority to hold up microwave grants while it studies impact of community antennas on small-town TV stations. Court said delay involved isn't so great as to warrant its intervention. Suit to force grants from FCC had been instituted by Mesa Microwave, which seeks to serve CATV systems in Laredo, Tex., and Ft. Myers & Tallahassee, Fla.

WREC Broadcasting Service Inc., newly formed by 100% owner Hoyt Wooten coincident with decision not to go through with sale of his WREC-TV (Ch. 3) with radio WREC, Memphis, to Cowles for \$6,000,000 cash (Vol. 14:50), is disclosed in FCC transfer papers last week as having total assets of \$365,779 (\$312,183 allocated to TV operations), current assets of \$21,826, current liabilities of \$100,000, net worth of \$165,779. Before incorporation, total assets were put at \$914,920, current assets \$576,390, current liabilities \$205,661, net worth \$609,256. Before-tax profit for 9 months ended Sept. 30, 1958 was \$358,770, profit after taxes \$68,421.

Television Digest
with ELECTRONICS REPORTS
 WYATT BUILDING, WASHINGTON 5, D. C.

MARTIN CDEEL, Publisher
 ROBERT CADEL, Bus. Mgr.
 ALBERT WARREN, Senior Ed.
 WILLIAM WIGHT, Managing Ed.

Associate Editors:
 WILBUR H. BALDINGER
 PAUL STONE
 WM. J. McMAHON Jr.
 ANNE G. BJARBU

Weekly Newsletters Published Saturdays
 Television Factbooks Published in March & September
 AM-FM Directory Published in January
 TV and AM-FM Addenda Published Weekly

Copyright 1958, by Triangle Publications, Inc.

Personal Notes: Barry Wood, ex-NBC v.p. in charge of *Wide Wide World*, etc., who resigned earlier this year to join CBS, quits *Jimmy Dean Show* to produce pilot of night variety musical to be titled *A Song a Minute*; he's the one-time *Hit Parade* singer . . . Edward S. Friendly Jr., since early 1957 CBS-TV daytime program director, ex-ABC national director of sales, returns to producing by taking over *Jimmy Dean Show* . . . Charles C. (Bud) Barry, Loew's Inc. v.p. in charge of MGM-TV, an ex-NBC v.p., reported to have submitted resignation over policy differences, though contract hasn't yet expired . . . Frank M. Russell, ex-NBC v.p., now its Washington consultant, named to Advisory Council of Mass Communications History Center, Wisconsin State Historical Society . . . Guy Herbert retires as v.p. & managing director of All-Canada Radio & Television Ltd., Toronto, succeeded by gen. mgr. Stuart MacKay . . . Charlie Stone resigns as v.p. of WJXT, Jacksonville, his duties to be assumed by pres. Glenn Marshall; he plans own consulting firm, with *Washington Post* broadcast div. among clients . . . Frank Fitzsimonds resigns as v.p. & mgr. of KBMB-TV, Bismarck, N. D., planning to acquire radio property to be announced later; Constance Blackstead, ex-KXJB-TV, Valley City, N. D., named program mgr., succeeding Tom Starkle, resigned . . . Reed Miller, handling TV-radio matters with Paul A. Porter, elevated to partner in Washington law firm of Arnold, Fortas & Porter . . . Fred Rowe and Aloysius B. McCabe promoted as of Jan. 1 to partners in Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington counsel for various

ADVERTISING AGENCIES: Marion Harper Jr. promoted to chairman of McCann-Erickson, succeeding Harrison King McCann, now honorary chairman . . . John A. H. Rehm, pres. of Paris & Peart, becomes vice chairman of Gardner Adv. in merger of Paris & Peart into Gardner Jan. 1; Elmer G. Marshutz continues as chairman; Charles E. Claggett, as pres. . . Howard A. Jones promoted to pres. of Keyes, Madden & Jones, succeeding Edward D. Madden, who becomes vice chairman of Geyer, Morey, Madden & Ballard Jan. 1 . . . Robert H. Powell, pres. of Powell Adv., Detroit, becomes v.p. of new Detroit office of Cunningham & Walsh, in merger of Powell into that agency . . . Edwin Van Brunt is v.p. of new Media Promotion Organization div. of Van Brunt Adv., N. Y. . . Thomas A. Wright Jr. promoted to v.p. of Leo Burnett.

The late Ralph W. Hardy, ex-NAB v.p., then CBS Washington v.p., who died in July, 1957, at age 41, will be honored by an undergraduate scholarship in his name at his alma mater, U of Utah, being underwritten by friends.

Dr. George Town, exec. director of TV Allocations Study Organization (TASO), promoted to dean of engineering, Iowa State College.

CBS Paris bureau chief David Schoenbrun elected pres. of Anglo-American Press Assn., succeeding *London Daily Mail's* Geoffrey Myers.

TV-radio-communications interests . . . Thomas S. Carr, administrative asst. of Md. Gov. Theodore R. McKeldin (R), returns to WBAL-TV & WBAL, Baltimore, Jan. 19 as director of public relations . . . John M. McElroy, administrative asst. to defeated Sen. Bricker (R-O.), replaces Bertram O. Wissman as asst. (minority) clerk of Senate Commerce Committee, Wissman continuing as member of staff . . . James E. Szabo, from ABC-TV sales dept., named sales mgr. of WABC-TV, N. Y. . . James Osborn, ex-WCBS-TV, N. Y., named gen. sales mgr. of CBS's WXIX, Milwaukee . . . Kenneth J. Hanni promoted to asst. to pres. G. Bennett Larson of KTVT & KDYL, Salt Lake City . . . Murray V. Tesser, ex-WJAR-TV, Providence, named asst. mgr. of WHYN-TV, Springfield, Mass. . . Norman Cissna, ex-midwest sales mgr. for NTA stations, ex-gen. mgr. of WTTV, Bloomington-Indianapolis, later with Meeker, joins CBS's KMOX-TV, St. Louis . . . Bob Gilbert, ex-WCKT, Miami, named production mgr. of WSUN-TV, St. Petersburg . . . Boone Nevin promoted to gen. mgr. of radio WHBQ from sales mgr. of WHBQ-TV, Memphis . . . John A. Bunning, ex-INS, named NAB station relations field representative for Northeast . . . Frank Hovore promoted to adv. & promotion mgr. of KRCA, Los Angeles, succeeding John C. Kenaston, now program mgr. . . Samuel Gang promoted to foreign sales mgr. of NTA . . . Lee Cannon promoted to central div. mgr. of syndicated sales for Jack Wrather's ITC, succeeding v.p. Art Spirt . . . Hugh D. LaCrosse promoted to chief engineer of WKRC-TV & WKRC, Cincinnati, succeeding Ralph Maska, assigned to home office of Radio Cincinnati Inc. . . . Henry P. Long, ex-v.p. of MCA film syndication and Robert Lang, ex-BBDO asst. TV-radio director, will staff new NTA San Francisco office (Russ Bldg.).

Obituary

Betty Hudson Sherrod, 50, wife of Robert Sherrod, managing editor, *Saturday Evening Post*, died of cancer Dec. 21 in Philadelphia. She was a former newscaster and fashion commentator for CBS's old WJSV, Washington (now WTOP). Besides her husband, 2 sons survive, both college students.

Federal Communications Bar Assn., holding annual meeting and banquet in Washington's Sheraton Park Hotel Jan. 9, will elect following uncontested nominees for 1959: Leonard H. Marks, pres., succeeding Wm. C. Koplovitz; Frank U. Fletcher, first v.p.; Robert M. Booth Jr., 2nd v.p.; Edward F. Kenehan, secy.; E. Stratford Smith, asst. secy.; John H. Midlen, treas.; Theodore Baron & Arthur H. Schroeder, 3-year terms on exec. committee; Donald C. Beelar, 1-year term, succeeding late Verne R. Young. Koplovitz was designated delegate to the American Bar Assn. conventions of 1959-61.

A. R. (Hoppy) Hopkins, veteran RCA broadcast equipment sales executive, retires Jan. 1 to establish management consulting practice, working from home, 100 Volan St., Merchantville, N. J. (Normandy 3-3533). He plans shortly to announce part-time tieup with manufacturer in broadcast field. He's 56, would have completed 30 years with RCA Jan. 14, was head of broadcast equipment sales 1946-56, retires from position as gen. sales mgr. of electronic data processing div.

Henry Ushijima, v.p. of John Colburn Assoc., film studio, elected pres. of Chicago Unlimited, civic group formed to promote city as TV production city. ABC's Don McNeill is v.p.

Clips from the Current Press—

(Digests of Noteworthy Contemporary Reports)

"Soft-cover books are the only non-high-pressure mass entertainment medium. Millions are printed and people simply buy the ones they want. The western series will continue as hot as they are now for the next 3 or 4 seasons and then the mystery series, which already are showing up, will take over . . . The last of the comics will fall this season."—Frank Gruber, western writer, author of *Wells Fargo* and *The Texan* series on TV, whose books have sold some 20,000,000 paperback editions, quoted in *Variety* which makes point that "the best barometer of public taste, both for movies and TV, is sale of soft-bound books." Its headline: "Paperbacks Piggybacking Into TV; Crystal-Ball Whodunits as Next Trend."

"This year, 28 gory Westerns, numerous equally gory detective thrillers and many 'tougher-than-life' dramas are pouring out of the TV screens. But we think we can best use TV to build a liking for our company and products by offering special treatments of stories that people have proved they love. We're betting on sentiment over violence not on moral grounds but on its value as entertainment and as a friendship builder."—G. P. Karle, adv. mgr. of Schaeffer Pen Co. in *Television Magazine*.

"To public clamor in some quarters for better offerings it must be pointed out that TV viewers today negatively & positively exercise much influence. As long as considerable numbers of us find nepenthe in quiz shows, Westerns & mysteries, owners & directors of existing popular channels will continue to supply them. When public interest begins to wane, as indicated by reliable ratings, when by virtue of educational stimuli adults in considerable numbers reject the trivial and demand the qualitative, TV pioneering & resourcefulness will be encouraged."— "Topics" in *N. Y. Times*.

John Hay (Jock) Whitney, Ambassador to Great Britain and senior partner of firm owning Corinthian group of TV-radio stations, added another upstate N. Y. outlet to his string this week with purchase, for approximately \$70,000, of WSKN, Saugerties (1-kw-D, 920 kc) by his wholly-owned Plymouth Rock Publications Inc. Deal is wholly separate from Corinthian operations, same buyer having recently (Vol. 14:50) purchased 50% interest in WNRC, New Rochelle, N. Y. (500-w, 1460 kc) and WVIP, Mt. Kisco, N. Y. (1-kw, 1310 kc).

Purchase of stock from News Publishing Co. and Block family by brothers Albert, Raymond, Robert & Gordon Dix, Ohio newspaper publishers, giving them control of WTRF-TV, Wheeling, W. Va. (Ch. 7) in deal involving \$1,856,000 (Vol. 14:46, 48), was approved by FCC this week. Held up was sale of KXII, formerly KVSO-TV, Ardmore, Okla. (Ch. 12) to Bill Hoover, pres.-gen. mgr. of KTEN, Ada, Okla. (Ch. 10) for \$160,000 (Vol. 14:40), FCC stating coverage overlap of stations indicates necessity of hearing.

Videotape recorder shipments: one each to WTTG, Washington; WGAL-TV, Lancaster, Pa.; ABC TV Ltd., London; Associated TV Ltd., London; Rank Cintel, London; Cadena TV del Norte S. A. (XHNL-TV), Monterrey, Mexico; TV de Chihuahua S. A. (XERA-TV), Chihuahua, Mexico; Tyne Tees TV Ltd., London.

"TV has taken away a sizable part of the motion picture audience and the remaining picture audience has become more discriminating. As a result, picture makers have concentrated on making one picture at a time [with] notable improvement [in] quality. Hollywood should have been feet first in TV after the war, instead of trying to pretend it did not exist. TV has developed some fine people and some fine programs but, like the picture industry, it must now take stock of itself [and] can improve with time. I am very tired of hearing theatre owners complain that the sale of pictures to TV has hurt their business. If some of our producing companies had not sold their backlog of pictures to TV, their studios would be shut down. Pay TV is not here yet, but when it comes it will be here to stay. I used to say Hollywood and TV were going steady; now they've gotten married. TV on film has not yet reached the limit of its expansion."—Samuel Goldwyn, replying to questions by columnist Joe Hyams.

"I think that the movies will fail utterly as a major enterprise in a few years. The decline of the movies is one of the most striking stories in the history of modern American industry. To own a movie company today is like owning a buggywhip factory. The bewildered tycoons find that only 2 kinds of movies have any hope of success these days. You can make an inexpensive—\$150,000 to \$200,000—horror like 'I Was a Teen-Age Frankenstein's Daughter' for the young people who will sit & neck and say 'Eeeee!' Or you can spend 5 or 6 million on an adaptation of a major play or novel. There's nothing in between. TV has inherited from the movies the curse of the star system, and Madison Ave. is now the target for much of the abuse that used to be leveled at the Hollywood moguls."—Robert Carson, veteran Hollywood script writer, author of best seller *The Magic Lantern*, interviewed for Book Review section, by *N. Y. Herald Tribune*.

"One TV show can do more for an artist than 100 radio programs. Radio can still sell merchandise but its power is waning. TV is the medium today."—Rudy Vallee, interviewed by Joyce Davidson on CBC's *Tabloid* show.

Tiny TV camera for surgical use—2x3x5-in., 16-oz.—has been developed by 3 scientists in Dept. of Surgery at Melbourne U, Australia. Developers are Dr. George Berci and engineers Leslie Kont & Jurgen Davids; first 2 escaped from Hungary after 1956 revolution; Davids is from Germany. Details of how camera would be used aren't clear from AP dispatch, which says that camera "can magnify body tissues and organs 30 to 40 times"; that "surgeons could manipulate at will inside the body a foot-long tube at the end of the camera and the camera lens itself." Patent rights have been given to Anti-Cancer Council of Victoria, which has granted Dr. Berci \$78,400 to continue

Sale of 51% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) for \$565,000 by Harry Pollock (Vol. 14:36) to publisher-broadcaster Donald W. Reynolds, who previously had purchased 49% (Vol. 14:34), has been held up by FCC, which advises that hearing will be required.

Translator starts: K75AL, Spirit Lake & K77AL, Spencer, both Ia. began Dec. 15, both repeating KTIV, Sioux City; W83AA, Palmerton, Pa., also serving Slatington & Slatedale, began Dec. 13 with WNEP-TV, Scranton area.

Distribution of TV monitors produced by Conrac Inc., Glendora, Cal., will be handled exclusively by Visual Electronics Corp., 342 W. 40th St., N. Y. starting Jan. 1; agreement covers only broadcast use of monitors, not closed-circuit applications.

THE 1959 TRADE OUTLOOK—MODEST UPTURN: In line with the general pattern of business upturn, we're inclined to go along with the more conservative leaders of TV-radio and related electronic amusement industries in foreseeing a shade better business during the first half of next year -- followed by substantial improvement in the last 6 months. With monthly TV-radio production and sales consistently behind 1957 during entire year of 1958, we see no immediate reason or prospect for any sudden upsurge. There are some who think perhaps a 2% increase over 1958 is in the cards until midyear, perhaps as much as 10% for the year as a whole.

Raft of new features and engineering developments, to be introduced in new 1960 lines in June, will be counted on by industry to give selling a big shot in the arm next autumn. Already in works to tickle public fancy, make current models obsolete, are improved remote control devices, especially for portables, and Corning's new contoured twin-panel, 23-in., square-cornered picture tube (Vol. 14:49).

This bigger tube wasn't expected to be ready for 1959 sets, but we now hear that designers for several major set makers, enthusiastic about it, will urge its use in some fall models. A fully transistorized TV portable is also in the works (Vol. 14:50) -- but it won't be on market next year.

Logical stimulus to TV sales should be increasing age of small-screen sets, together with higher costs of repairs. Latest sets-in-use figures show there are still about 14,500,000 sets in use with smaller than 21-in. picture tubes -- not including portables. And there are several million 21-in. sets over 5 years old.

Second-set market likewise is fertile field for new sales. It is estimated less than 10% of TV homes have 2 sets; some think this should go to 12-14% in 1959.

* * * *

EIA pres. David R. Hull of Raytheon, in year-end statement, foresees factory sales of home entertainment products returning to their 1957 peak of \$1.7 billion after a drop to \$1.5 billion this year. He said: "The growing popularity of stereo and hi-fi equipment for the home, the increasing number of TV sets in the home as well as obsolescence of present receivers, and the normal rise in total homes in the nation are factors to support this optimism."

All this adds up in our estimation to 5,800,000 TV production and retail sales in 1959 -- or about 10% more than 1958. Inventories, now at lowest level in recent history -- about 2,000,000 units -- will be kept low because of better industry-wide management of the flow of sets into distribution channels.

TV price pendulum swung upward late in 1958 and looks like it will continue to rise through 1959, or until gap between continually rising costs has narrowed. Some other prognostications in related electronics fields:

Radio: More than half of all radios produced in 1959 will be transistorized and it may be last year for tube radios in the home market. Transistorized radios accounted for 44% of all made in 1958. They're mounting rapidly in popularity.

Stereo: Industry-wide enthusiasm for stereo as a stimulant to hi-fi sales bodes well for the phono business in 1959. Best estimate is that sales of packaged stereo units will soar from 750,000 sold in 1958 to about 3,000,000 in 1959. In the meantime, EIA's National Stereophonic Radio Committee (Vol. 14:49) will study pros and cons of various stereo transmission systems with view to recommending standards to FCC. They're expected to be on the job all year.

Electronics: Production of military electronic equipment passed \$4 billion mark in 1958 -- well over half of total electronic industry dollar volume and a new

record. Expenditures in 1959 for defense electronics are expected to rise to about \$4.4 billion, particularly in view of the increased emphasis now being placed on electronic guidance and communications systems for missiles and aircraft.

TV-Radio Production: EIA didn't compile TV-radio production figures for week ended Dec. 20, statistical dept. explaining that too few companies reported output due to the upcoming holiday week. Note: An error in transmission resulted in an inadvertent understatement of the preliminary EIA estimate of Jan.-Nov. retail sales in this column last week (Vol. 14:51). Total TV retail sales for first 11 months of 1958 were approximately 4,670,000 sets, presaging total for year of about 5,300,000.

Trade Personals: Conway P. Coe, since 1945 RCA v.p. for patents, onetime U. S. Commissioner of Patents (1934-45), resigns to resume patent law practice in Washington, continuing as RCA consultant . . . Charles H. Belzer, ex-Motorola, named sales development mgr. of Sylvania's electronics div. . . Richard E. Seifert, ex-Philco, named sales planning mgr. of Raytheon's semiconductor div. . . George W. DeSousa, ex-mgr. of GE receiving tube sales, named marketing v.p. of Hoffman semiconductor div., Chicago . . . Cecil Dotson, ex-operations mgr. of Texas Instruments semiconductor div., named chairman of subsidiary Texas Instruments Ltd., Bedford, England . . . Alan Williams, ex-Motorola gen. sales mgr., named mgr. of Chicago factory branch . . . Joseph L. Nathan, ex-Abelson's (N. Y. jewelry chain), named gen. field supervisor of Admiral's metropolitan div.

* * * *

ELECTRONICS PERSONALS: Dr. James B. Fisk, exec. v.p. of Bell Labs, elected pres., succeeding Dr. Mervin J. Kelly, now chairman . . . Dr. Herbert F. York, veteran Defense Dept. scientist, named to new post of director of research & engineering . . . John Thomas Naylor promoted to v.p. & director of ITT's telephone and communications companies, succeeding Eugene LeBaron, now v.p. in executive dept. . . Dr. Jack A. Kyger promoted to v.p. of Avco's research & advanced development div. . . John M. Pearce, ex-v.p. & gen. mgr. of Hoover Electronics, named mgr. of electronics requirements, Martin Co., Baltimore . . . Matthew Katz, ex-Minitronics, named head of Astron Corp. tantalum operation at East Newark, N. J.

Electronic All-Americans: For its Silver All-Americans, football stars of 25 years ago who have achieved distinctions in their respective fields since 1933, Dec. 22 *Sports Illustrated* picks these among its 25 award men: Hewlett-Packard Co.'s co-founder, David Packard, who was an All-America guard at Stanford and a Phi Beta Kappa, and is today chairman of the Stanford board of trustees; Henry W. Harding, pres. of Laboratory for Electronics Inc., Boston, one of Hamilton College's greatest halfbacks, who went with GE after graduation; James F. Kelly, v.p. & creative supervisor, Ellington & Co., N. Y. ad agency, onetime Swarthmore halfback, much in the news lately for his novel of the Madison Avenue milieu, *The Insider* (Vol. 14:41). Kelly thinks college football has value on Madison Ave., because "one of the main things you learn in football is footwork, how to fall loose, how to keep on plugging."

Herman Lehman, gen. mgr. of GM's Frigidaire div., is keynote speaker for National Appliance & Radio-TV Dealers Assn. annual convention Jan. 11-13 at Merchandise Mart, Chicago. Other speakers include: Gov. Frank G. Clement of Tennessee, Motorola pres. Robert W. Galvin, RCA Victor record div. v.p. George Marek, Zenith adv. v.p. Erik Isgrig.

"Project SCORE" satellite relay system (Vol. 14:51) continued with "near perfect" results this week, Army Signal Corps reported. Last week, President Eisenhower's Christmas message, recorded before Atlas launching, was triggered by earth transmitter, received at earth stations. This week, several voice & teletype messages were sent from Ft. Monmouth, N. J., recorded in satellite, triggered & received by station at Ft. Sam Houston, Tex., received also at stations in Cal., Ariz., & Ga. Major Signal Corps contractor RCA this week listed equipment it supplied for satellite, some directly, some through subcontractors: 2 ten-oz. receivers; 2 eight-watt, 2½-lb. transmitters; two ¾-lb. control units; two ¾-lb. beacon transmitters. In addition, RCA built ground-based equipment for each of 5 mobile units: 1-kw and 250-watt transmitters, 2 receivers and a control unit. Stated Dr. Elmer W. Engstrom, RCA senior exec. v.p.: "The success of this experiment opens up the early prospect of revolutionary communications techniques, such as international TV and microwave voice & code services on a global basis, using satellite relays capable of spanning the oceans."

Iowans Lukewarm on Color: Color TV doesn't excite Iowans, according to Dr. Forest L. Whan, Kansas State College, in his 21st annual survey of TV-radio. On basis of 9236 interviews and use of 1415 diaries this year, he concluded 1.4% of set owners plan to buy color within a year, compared with 17.5% who planned to buy when queried in 1956. Dr. Whan reports that 27.9% of Des Moines adults have seen color, about double the percentage of 1956. Balance of his survey was devoted to documentation of TV-radio set ownership and viewing-listening, broken down into urban & rural. Copies of study are available from Dr. Whan.

Completely transistorized general purpose electronic data system, announced by RCA, is said by pres. John L. Burns to bridge "the gap between electro-mechanical accounting machines and giant electronic computers." New Model 501 fits into 15x20-ft. room, uses half the space and ½ the air-conditioning & electric power required by non-transistorized units. Burns said unit "brings full-scale data-processing within reach of the average company, as well as the large corporation."

Gain of 4% in major appliance shipments next year is foreseen by National Electrical Manufacturers Assn., which predicts these individual changes: refrigerators 3,200,000, up 4.9%; free-standing ranges 850,000, up 6.3%; built-in ranges 600,000, up 12.1%; water heaters 840,000, up 2.4%; freezers 1,100,000, no change; food waste disposers 700,000, up 12.9%; dishwashers 450,000, up 12.5%; dehumidifiers 225,000, up 7.1%; room air conditioners 1,500,000, down 6.3%.

J. K. Gannett, one of first in industrial building field to recognize great potential of construction for electronics and leader in design & layout of TV studios, retires Jan. 1 as engineering & research v.p., Austin Co., Cleveland.

What Business of Ours? That's gist of editorial comment from both sides of the border on recent anti-trust suit filed by U. S. Dept. of Justice to break up Canadian electronic patent pool (Vol. 14:48). Suit said GE, Westinghouse and big Dutch N. V. Philips Gloeilampenfabrieken manipulated their Canadian subsidiaries and Canadian Radio Patents Ltd. in such fashion as to prevent export of radios & TVs from U. S. into rich Canadian market.

It's evident now that suit further ruffled the economic feathers of Canadians already bitterly protesting efforts of Americans to dominate the Canadian business scene. Said the influential *Toronto Financial Post*: "This action unblushingly asserts U. S. extraterritorial jurisdiction over Canadian affairs." It continues by saying the suit "gives the lie" to President Eisenhower's declaration in Ottawa last summer that "the U. S. Govt. does not place goods in Canada as part of a state-directed program."

Dec. 23 *Washington Post* titles editorial blasting the suit, "How to Lose Friends." It states: "To make a case under the Sherman Act, the Govt. must of course show that the alleged conspiracy is an American one. But this position would hardly be compromised by conceding the legitimacy of Canadian interest. The subsidiaries are, after all, organized under Canadian law and operating in the Canadian economy, and their activities concern a sensitive area of Canadian public policy . . . the result [of the suit] may be to destroy much of the good work Mr. Eisenhower did earlier this year in allaying Canadian fear of American economic penetration."

General Instrument Corp.—whose TV-radio components divs. include Radio Receptor, Micamold, F. W. Sickles—anticipates record sales & increased earnings for 3rd quarter ended Nov. 30 and year ending Feb. 28, carrying on first-half gains (Vol. 14:42). Teaming up for rosy reports to N. Y. Society of Security Analysts, chairman Martin H. Benedek, pres. Monte Cohen & exec. v.p. Monty Shapiro said sales for quarter should exceed \$15,000,000 vs. \$10,070,998 year earlier, while earnings should double 1957 quarter's 22¢ per share. For full year, sales were estimated at \$47,000,000, up 20% from previous year's record \$39,000,000, with earnings double the 74¢ of fiscal 1957. Company's business now is 60% entertainment electronics, 40% govt. & industrial. In entertainment field, GI is developing these devices, according to Cohen: (1) Components for "first truly portable" transistorized TV sets. (2) Wider angle deflection system for picture tubes. (3) Miniaturized resonant frequency ceramic device. (4) Improved version of Mark VI tuner.

Add mergers: Texas Instruments and Metals & Controls Corp., Attleboro, Mass. manufacturer of clad metal products for electrical, nuclear & other industries, will merge early in 1959 under stock exchange plan (¾ share of Texas Instruments for each Metals & Controls share) announced this week. Meanwhile, General Transistor and Barnes Engineering Co., Stamford, Conn. maker of infra-red systems and military & industrial instruments, reported merger talks were "near conclusion."

Sales of recording tape should reach \$35,000,000 next year, according to ORRadio pres. J. Herbert Orr. He estimated 1958 sales at \$21,000,000, said boom in stereo will be "important factor" in boosting annual tape sales to \$115,000,000 by 1963.

Stromberg-Carlson will market auto radios, now being produced for Ford, Plymouth & Chevrolet, through national distribution system.

Financial Reports:

National Theatres Inc. stockholders, in proxy statement released with notice of Jan. 8 meeting in Los Angeles to vote on acquisition of National Telefilm Associates Inc. (Vol. 14:46), are informed of details of exchange-of-stock deal and advised of these new directors to be elected: Ely A. Landau, NTA chairman, holder of 5000 shares of NTI stock as of Dec. 3, 1958; Oliver A. Unger, NTA pres., 10,000 shares; Burt Kleiner, exec. v.p., Cantor, Fitzgerald & Co., investment bankers, 10,000; Wm. H. Hudson, v.p., Three States Natural Gas Co., 20,000. NTI officers-directors earning more than \$30,000 during fiscal year ended Sept. 30, 1958: Elmer C. Rhoden, retiring pres., \$65,000 (owns 26,800 shares, wife owns 5000, corporations in which he is stockholder own 21,675); F. H. Ricketson Jr., v.p.-director (resigned), \$65,000; John B. Bertero, ex-v.p., now pres.-elect, \$52,000 (owns 2700 shares); Charles L. Glett, v.p. & pres. of subsidiary National Television Investments Inc., \$40,000 (holds options on 30,000 shares at \$7.96); Alan May, v.p.-treas., \$39,000 (owns 1000 shares, has options on 8000 at \$8.67, 5000 at \$7.96). In addition, Mr. Bertero holds options on 15,000 shares at \$10.57, 7000 at \$7.96, 28,000 at \$8.79; Mr. Cantor on 30,000 at \$8.79; Mr. Rhoden, whose retirement benefit payments are \$24,669 per year, 60,000 at \$8.67, 9000 at \$7.96.

Joint ownership of NTA Film Network by National Telefilm Assoc. and 20th Century-Fox must be dissolved before Govt. can approve proposed merger of NTA into National Theatres (Vol. 14:46), Justice Dept. told U. S. District Court Judge Edmund L. Palmieri in N. Y. hearing on anti-trust aspects of plan. Maurice Silverman, anti-trust div. attorney, suggested that govt. objections to one-company control of movie production & exhibition could be met by sale of NTA's 50% in NTA Film Network to 20th Century-Fox, or vice versa—or by sale of both holdings to new company. NTA chose second alternative.

CBS Inc. stockholders at special meeting in N. Y. this week approved directors' proposal to change all Class A & B stock into one class of non-cumulative voting stock (Vol. 14:46)—77% of 7,881,400 shares outstanding being voted in favor. New class of stock—intended to simplify voting procedures—will have \$2.50 per share par value, same as old Class A & B.

Admiral Corp., which recovered from first-half loss of \$107,180 to report 9-mo. earnings of \$947,254 vs. \$665,264 year earlier (Vol. 14:43), expects 4th quarter net of about \$1,200,000 (50¢ per share) vs. \$299,803 (13¢) in same 1957 quarter, pres. Ross D. Siragusa said this week. He told *Wall St. Journal* that results of final quarter should bring 1958 net to about \$2,100,000 (\$1) vs. \$965,067 (41¢) last year, with sales approximating \$172,700,000 in 1957. As for 1959, Siragusa predicted "sharply increased sales [with] earnings 2½-3 times 1958 figures."

Reports & comments available: On RCA, appraisal by Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N. Y. . . . General Precision Equipment, review by Ira Haupt & Co., 111 Broadway, N. Y. . . . Clevite, brief by Hirsch & Co., 25 Broad St., N. Y. . . . Philips Lamp Works, analysis by Fahnestock & Co., 65 Broadway, N. Y.

Standard Coil Products Co. pres. James O. Burke estimates last 1958 quarter sales will exceed \$19,000,000, with profit of about \$1,500,000, or \$1 per share; based on predicted upswing of TV set sales and new business, he forecast increased sales & profits in 1959.

Necrology, 1958

AS WE TAKE STOCK of the waning year, the time is fitting for thought and prayer for associates and friends in the industry who went to their rewards during 1958. These are the folk from all branches of TV-radio and electronics arts & industries whose deaths we chronicled during the year:

Adams, Ira J.	Goodwin, Bill	Mortimer, Charles
Agnew, Neil	Gordon, Watson M.	Ward
Anderson, Ed M.	Greenleaf, Comdr.	Motenko,
Andrada, Marco	Sydnie A.	Alexander B.
Aurelio	Greenwell, D. A.	Muller, John S.
Arnold, Frank A.	Griffin, Wm. J. Jr.	Murphy, Francis P.
Arnsion, Ludwig	Gross, Adolph L.	Nelson, M. L.
Baer, Dr. William	Gustafson, Gilbert	Nussbaum, Col.
Bush	Hallborg, Henry E.	Howard L.
Barkley, William J.	Harper, Harvey W.	O'Brien, William V.
Bonner, David	Harrison, Gilmore R.	Peace, Charlie
Thomas	Hawkins, Dr.	Pearson, Charles E.
Brennan, Joseph	Laurence A.	Peay, Larry W.
Barry	Hayes, Sam	Phipps, John S.
Brockman, David	Hearst, John	Presbrey, Charles
Hendrines	Randolph	Reynolds, Frank J.
Bulova, Arde	Hennessey, Mrs.	Rockwell, Thomas C.
Burke, Harold C.	Philip J. Jr.	Rollins, George K.
Butterfield,	Henri, William B.	Ruppel, Louis
Charles E.	Hessinger, Paul W.	Rutherford, Mrs.
Carney, Edward R.	Hight; Robert	Raymond H.
Carrington, Elaine	Hofman, Otto H.	Sacks, Emanuel
Sterne	Holiner, Mann	(Manie)
Cashman, John H.	Hudders, James B.	Salomon, Henry
Cheeseman, Frank E.	Hughes, Charles P.	Sammatt, Julian M.
Christian, Charles D.	Ingle, Edward T.	Sterling, Sir George
Clark, Dr. Frances	Jacobs, Joel F.	Sauter, James E.
Elliott	Jefferson, John P.	Schaub, Robert C.
Clay, John H.	Johnson, Glenn	Schroeder, Elroy
Cohn, Harry	Wilson	Scott, John W.
Cook, Philip D.	Jones, Ralph D.	Scott, Milton C.
Corson, Bernard	Joyce, Joseph	Sheets, George
Crutcher, Jack R.	Reinhard	Sherrod, Betty H.
Dancer, H. M.	Katz, Joseph	Shouse, Mrs.
Davis, Elmer	Kearney, Frank A.	Katherine Fox
Davis, Harold	Kelly, Donald M. Jr.	Siegel, Abraham H.
Davison, Dr.	Kenyon, Alden H.	Silen, Bertrand H.
Clinton J.	Lark-Horovitz,	Simons, W. A.
Dawson, George C.	Dr. Karl	Skewes, James H.
Deakins, Frank R.	Lawrence, Dr.	Simpson, William E.
Durgin, Louis A.	Ernest O.	Smalley, Robert
Edwards, Mitchell W.	Lee, W. Arthur	Allan
Egelston, Charles	Lennon, Edmund S.	Spence, Harry R.
Einstein, Harry	Le Van, Harry	Spingold, Nate B.
(Parkyakarkus)	Levitt, Robert D.	Steinke, William
Elliott, Albert M.	Light, Herman H.	Stone, Louis Talcott
Ewing, Frank	Lightman, M. A.	Stuart, Charles T.
Fedrick, Jack R.	Lowenberg, Sydney	Tallents, Sir Stephen
Feigenbaum, Harry	Long, Edward	Taylor, Dr. Wm. C.
Fink, Louis J.	Harvey	Taylor, William H.
Fitch, Irving H.	Long, George A.	Terry, Dr. Ernest
Fletcher, Edwin L.	McCarthy, James E.	Alden Jr.
Ford, Mrs.	McDonald, Eugene	Thomas, Phillips
Frederick W.	F. Jr.	Torrans, William H.
Frank, Yasha	McKim, Kenneth	Troup, Frederick H.
(Nathaniel)	Walter	Tuhy, Stephen Jr.
Fuller, Wesley	Marnell, Margaret	Turnbull, Ray W.
Gass, Florian P.	Marshall, Henry I.	Van Allen, Judge
Gassenheimer,	Mayborn, Ward C.	John W.
Walter Tenbroeck	Miller, Donald	Wall, Charles A.
Gercke, George J.	Mims, G. L.	Whitney, Dr.
Giguere, Edmour	Moore, Harry (Tim)	Willis R.
Frederic	Morgan, Raymond	Whittier, Robert J.
Gilman, John R.	R. Sr.	Winfield, William R.
Goodman, Dr.	Morse, Elwood K.	Wooten, S. D.
Frank C.		Wright, Montgomery
		Young, Verne R.

Impact of Newspaper Strike: Despite the newspaper strike, almost 4 out of 5 New Yorkers had heard the news of the new American satellite when TV-radio rep's Blair Co. quizzed 1000 people Dec. 19 throughout New York's 5 boroughs. TV had been their informant, said 53.8% of those who knew of the successful launching. Radio was source for 52.4%. Newspapers remained source for 19.5%, who were apparently consulting out-of-city, suburban & foreign language newspapers not on strike. To "Has the strike inconvenienced you?" 35% answered no. By those who were inconvenienced, main reasons given were: (1) miss ads about the sales; (2) miss the news. Asked which newspaper feature they missed most, only 4.1% named TV-radio section, 43.2% said news events, 18.5% advertising, 13.1% editorials, 11.3% sports, 10.4% "everything." [For previous roundup on impact of strike, see Vol. 14:51.]

Armed Forces TV stations, now numbering 29 in U. S. & overseas (see *TV Factbook No. 27*, p. 307), will be augmented within month by following: (1) Midway Island Naval Station, KMTH-TV (Ch. 8), 200 watts. (2) Korea, Camp Kaiser, AFKN-TV (Ch. 12), 500 watts. (3) Iran, Teheran, AFTV (Ch. 8), 500 watts. (4) Korea, St. Barbara, AFKN-TV (Ch. 3), 50-watt repeater. (5) Alaska, Wildwood Station, AFTV (Ch. 8), 200 watts. Also authorized, due next June: Puerto Rico, Roosevelt Roads Naval Station, AFTV (Ch. 22), 150 watts; Crete, Iraklion Air Base, AFTV (Ch. 8), 200 watts.

Are westerns educational? Many adult viewers in Madison, Wis. think so—and they also classify adventure series, family dramas & quizzes as ETV programming, according to Prof. Bruce H. Westley, TV lab research coordinator at U of Wisconsin. Financed by Educational TV & Radio Center, Ann Arbor, he polled 799 Madison residents on attitudes toward ETV, found them "strongly favorable [with no] widespread evaluation of ETV as dull & monotonous." But "quite a number" had misconceptions of what constitute educational shows.

Unique color equipment, most compact yet devised, will be used by NBC for helicopter pickups of Tournament of Roses parade in Pasadena New Year's Day, noon-1:30 p.m. EST. Completely transistorized, it comprises 2 units—20-lb. camera using three ½-in. vidicons, 45-lb. control & monitor. System has 300 transistors, sole vacuum tubes being vidicons and black-&-white CR monitor. It was developed at RCA Princeton Labs by team of J. W. Morgan, W. S. Pike & L. A. Boyer under the supervision of L. E. Flory and RCA honorary v.p. Dr. Vladimir K. Zworykin.

ETV in Europe: Report on govt. uses of TV & radio for education in Italy, France & Denmark is being prepared for House Commerce Committee by Rep. Moulder (D-Mo.) and counsel Kurt Borchardt following quick 2-week trip to Rome, Paris & Copenhagen. They collected mass of statistics for use by Committee as background material when bills for Federal grants for ETV equipment (Vol. 14:46) come up again next session.

Broadcast management seminar will be conducted by NAB at Harvard Graduate School of Business Administration next July 6-17, enrollment limited to 60 TV & radio executives who will be charged \$500 tuition for 2-week course. Registration forms will be mailed by NAB to members in Jan.

Sign of The TV Times in Britain: J. Arthur Rank Organization goes out of newsreel business at year's end in favor of new weekly newsmagazine, *Look at Life*, first edition due Feb. 2.

Single TV application filed this week was for Ch. 12, Pembina, N. D., by owners of KNOX & KNOX-TV, Grand Forks (Ch. 10). Total applications pending are now 88 (21 uhf). [For details, see *TV Addenda 27-Q*.]

Marquis-Who's Who Inc., Chicago, publisher of *Who's Who in America*, has just issued first biennial *Who's Who of American Women* (1480pp., 20,000 biographies).