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

Directories

Semi-Annual TV Factbooks (Spring-Summer and Fall-Winter) with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.
 Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc (Includes other North American stations.)

Special Supplements and Reports

FCC's Recommendations to Congress on Allocations. Full text, including separate statement by Comr. Bartley and statistical appendices. (Vol. 15:17).
 FCC Proposal to Amend TV Option-Time Rules. Full text of proposed ruling to cut amount of TV network option time, with statements by Comr. Hyde, Craven & Ford. (Vol. 15:17).

Financial Data on Television-Electronic Companies. Statistical summaries of reports of leading, publicly-owned companies. Prepared by Edgar N. Greenebaum Jr., financial consultant in electronics. (Vol. 15:24).

Bound Copies Available

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**THE
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SUMMARY-INDEX OF THE WEEK'S NEWS — January 3, 1959

FMs INCREASE APACE WITH AMs during last year, with 571 out of 686 grantees now on air. AM total is 3423, up from 3289 year before (p. 1).

EIDOPHOR COLOR EXCELLENT, but equipment makers question size of market. 20th Century-Fox's Skouras sees vast potential for theatres (pp. 2 & 10).

FCC BARS VHF BOOSTERS in final action, gives 90 days for filing of applications for uhf translators. Decision welcomed by CATV operators (pp. 2 & 9).

SWEEPING 'REFORM' OF FCC urged by House probers in final report. It calls for stringent legislation, further investigation of TV-radio areas (pp. 3 & 5).

TV DOESN'T HURT CHILDREN so long as viewing is limited to 20 hours weekly—but they can get too much, says Northwestern U's Dr. Witty (p. 4).

WHITNEY PARTNER SUGGESTS Time Inc.—judging from *Fortune* article—must be embarrassed by so "unstable & shoddy" a medium as TV, should sell stations (p. 5).

ANPA ATTACKS TV ADVERTISING in a no-holds-barred presentation by slide film (p. 8).

PRESIDENTIAL COMMITTEE submits communications report to OCDM Director Hoegh. Most of TASSO's work finished as Dr. Town sends report to board (p. 9).

Manufacturing-Distribution-Finance

INDUSTRY LEADERS FORECAST good 1959 TV-radio & related trade, with modest upturn now, good year—but no boom. Essence of their statements (p. 11).

RCA SHIFTING EMPHASIS from entertainment electronics to defense & industrial electronics, reflected in 4th quarter business upturn (p. 14).

LOG OF TV STATIONS BY STATES & CITIES: You liked our Log of TV Stations so well, as published as a Newsletter spread in mid-1958, that we've decided to update it as a New Year Supplement herewith. We've printed it separately this time on white stock so that you can hang it on your wall or fasten it to your desk for handy reference. This Log, corrected to Jan. 1, 1959, is really the same one that appears, in reduced size, on the 34x22-in. Map of Television Stations and Network Routes, which will be included again with the 1959 Spring-Summer Edition of Television Factbook (No. 28), due in latter March. Since the Log's last publication, there have been more than a dozen new stations added in the U.S., Territories and Canada; also quite a few other changes and corrections. You will note that the new Log indicates (with asterisks) the new starters expected in early 1959; and (with daggers) the educational non-commercial stations. Extra copies are available at 2 for \$1, or 10 for \$3.50.

INCREASE IN FM's AS AM's MOUNT TO 3423: Nearly 100 new FM stations were authorized during 1958 -- 34 going on the air to bring year-end total to 571. That was one of the most significant developments in radio broadcasting last year, when once again the total of AM stations went up substantially. AMs increased by 134 to an all-time high of 3423. Aggregate of more than 4000 AM-FM stations compares with 545 TVs.

Accounting for the upsurge in FM's are the growing subsidiary services now available from radio -- notably background music and storecasting -- plus the boom in hi-fi and stereo. It's also noteworthy that some AM daytimers, unable to obtain night hours, are turning to FM for after-dark operation.

Growth of AMs has been a continuous process since war, stations more than tripling in number since 1945. Most of them are locals, many are daytimers; even the crossroads radio stations, thanks to low costs, are generally profitable.

Of the 3423 AMs authorized as year ended, 3318 are on the air and 105 are CP holders. Exact number of FM grantees at year's end was 686, with 571 on air; year

ago total was 588, with 537 on air. Up to 1957, there had been steady dropoff of FMs -- but last year only 19 licenses and 5 CPs were dropped; 73 applications pend.

Showing growth of AMs since wartime freeze is this count from end of 1945, when the total was 1056: 1946, 1579; 1947, 1961; 1948, 2131; 1949, 2246; 1950, 2351; 1951, 2410; 1952, 2516; 1953, 2644; 1954, 2782; 1955, 2941; 1956, 3140; 1957, 3289.

Note: Our 1959 AM-FM Directory will be off the presses in latter January, listing all U.S., Canadian, Mexican, Cuban & other North American stations by States and Cities, with company names, addresses, frequencies, powers, FM antenna heights, network affiliations; new Directory will also carry, for first time, names of each station's chief executive and chief engineer.

The 1959 AM-FM Directory goes to all full-service subscribers, who can keep it up-to-date with new series of weekly Addenda (buff-colored sheets). Extra copies of the 1959 Directory will be available at \$7.50 each; 3 or more copies, \$5 each.

EIDOPHOR COLOR GOOD, BUT MARKET UNCERTAIN: Eidophor big-screen color TV projector, demonstrated this week by CIBA Pharmaceutical Corp. at sessions of American Assn. for the Advancement of Science in Washington (Vol. 14:48), certainly produced excellent pictures. Big question remains: Where does it go from here?

Eidophor produced highly acceptable results 6½ years ago, too (Vol. 8:26), but it never went anywhere except back to the labs. Now, it's much more refined, involves much simpler equipment, appears fine for scientific & medical use -- but biggest demand must come for closed-circuit entertainment & business meetings.

Twentieth Century-Fox is strongly in the picture, and here is what pres. Spyros Skouras told us: "It's the greatest thing yet. We have world-wide rights to it. Exhibitors are standing in line for equipment. Within 90 days, I expect to know what our deliveries can be. Some will be made by GE, perhaps by other companies. I see it as a great device to show such things as 'My Fair Lady,' 'West Side Story,' and so forth, in major theaters around the country." The super-enthusiastic Mr. Skouras admitted, however: "I've been a little too quick with predictions sometimes." In 1952, Fox officials forecast commercial equipment within 18 months.

Demonstration we witnessed this week was 16x12-ft. picture of heart operation and panel of physicians, microwaved several miles from National Institutes of Health to Sheraton-Park Hotel. Results were extremely acceptable. Though there was some variation of quality, random observers we queried generally said they considered quality almost on a par with color movies.

There was no trouble with misregistration or flicker. Color fidelity was quite good, though deficient in greens -- which CIBA engineers conceded readily but attributed to camera imbalance and operating room lights. There was little fast movement in demonstration, so there was little breakup. Fast motion might have produced distracting breakup -- as it frequently does with field-sequential system. [For industry reaction and technical data, see p. 10.]

ILLEGAL BOOSTERS GET FCC COUP DE GRACE: Unlicensed boosters are outlawed officially -- now that FCC finally has issued decision ending the long rule-making proceeding which explored feasibility of legalizing unauthorized vhf transmitters (Vol. 14:48).

Vote was a surprising 6-1, only Comr. Craven disagreeing. Tentative vote had been 4-3, and there had been talk of reversal (Vol. 14:50). Essence of Commission's reasoning is contained in this statement (Notice 58-1256, Mimeo 67467):

"The Commission has found that the provision now contained in the Commission's Rules for the licensing of TV translators in the uhf TV band meets the needs of small remote communities for a low cost method of obtaining TV reception. In view of the potentiality of serious interference to TV service and other services, which are allocated to the very congested vhf band, the Commission could not conclude that the public interest would be served by licensing vhf boosters or repeater stations." Craven concurred in decision only to extent that he agreed operators

shouldn't be blacked out immediately -- but insisted that "the Commission can and should establish reasonable rules providing for the authorization of vhf boosters on a practical basis." Cross said he favors giving boosters 2-3 years for changeover.

Booster operators have 90 days to file applications for uhf translators "or some other type of authorized TV station" or else FCC will "take steps" to knock them off air. It's estimated there are 1000-1500 now operating. Commission also made it clear that it will move immediately against any new starters.

It's all over but the shouting -- but there will be some shouting. For example, it's hard to believe that some Western Senators, probably including chairman of Commerce Committee Sen. Magnuson (D-Wash.), won't gripe about it. Virtually all boosters are in West, and Washington has very heavy concentration. Committee staff report on small-town TV, including the booster situation, will be issued next week. Written by attorneys Ken Cox & Nick Zapple, it's expected to urge favorable FCC consideration of boosters -- but it follows a fait accompli, thus vastly weakening an impact which otherwise might have been considerable.

Appeals to the courts by booster operators, if any, will have slim chances. Court of Appeals has affirmed FCC's right to control or eliminate boosters, though it was sympathetic to needs of isolated viewers (Vol. 13:18). [For further details, impact on translator growth, community antennas, etc., see p. 9.]

CONGRESSIONAL SHAPE OF THINGS TO COME: What's in store for FCC, networks & stations at hands of 86th Congress -- if House investigators have their way in upcoming session -- was sketched in bold & black outlines this week by 92pp. final report and recommendations of Commerce legislative oversight (Harris) subcommittee (see p. 5).

Sweeping reform legislation -- proposed for all Federal regulatory agencies -- would range from laws to eliminate outside "influence" to criminal penalties for any infractions of codes of ethics. Specific FCC legislation would outlaw such evils as license "trafficking" & "payoffs." And subcommittee lays out 12 housekeeping chores for FCC itself to perform to clean up its practices & procedures.

But after all that, subcommittee isn't through yet -- even though it closed its own shop Jan. 3 after year of more-or-less happy headline-hunting (Vol. 14:2 et seq). "We know that we have not covered all that should be covered," said Chairman Harris (D-Ark.). For its investigative successors on Capitol Hill, the subcommittee outlines specific FCC "matters requiring further legislative inquiry."

Another sure sign that session won't be dull one for FCC and broadcasters is scope of investigative agenda proposed. It includes: (1) Use of spectrum & allocations. (2) Problems of vhf vs. uhf. (3) "Nuisance filings." (4) Option-time vs. "local control" of programs. (5) Clear channels. (6) Licensing of the networks. (7) Multiple station ownership. (8) "Centralization of economic power." All these subjects and more are fair grist for the Congressional mill, which has never failed to grind away at one aspect of radio or another since beginnings of broadcasting.

One of the few subjects untouched in the Harris committee report is pay TV -- and Harris, an adamant opponent, will be trying to take care of that himself in the Commerce Committee hearings expected to start some time this month. Also untouched in the oversight subcommittee's report are such holdover subjects from the last session (Vol. 14:34) as TV ratings and anti-trust exemptions for professional sports so that broadcasts of games can be blacked out.

But those subjects won't be overlooked, for the Senate Interstate Commerce Committee will look into ratings again -- and it can be presumed that Senate & House supporters of the blackout bill will be back at it again.

The Harris report is only symptomatic. Every Senator and Congressman has his own ideas about what ought to be done, and cries of "there ought to be a law" will echo through the sacred halls of Congress again and again. Certainly, the outcries against certain types of programming won't be overlooked as a sure-fire publicity vehicle. All in all, session looks like another open season on broadcasting.

TV's 'Danger Point': It's okay for grade school children to spend 20 hours per week in front of home TV sets—but parents should watch out if kiddies begin stretching it to 21-26 hours, director Dr. Paul Witty of Northwestern U's Psycho-Educational Clinic warned this week. Reporting on 9-year survey of 2000 Chicago children and their parents & teachers, Dr. Witty filed these findings with educational section, American Assn. for the Advancement of Science, at annual convention in Washington:

(1) Average youngster watches TV 20 hours per week (favorite show, ABC-TV's *Zorro*) and suffers no loss of sleep as result. Chances are his health, school work, reading, hobbies, general behavior won't be affected—and he probably reads more under TV stimulus.

(2) But "excessive" TV viewing, with "danger point" somewhere between 21 & 26 hours, can produce "behavior & adjustment problems associated with TV, such as fatigue, impoverishment of play, disinterest in school, increased nervousness, reduction in reading, eye-strain & mealtime disturbance."

(3) Children spend as much time as TV-watchers as they did when medium was new, novelty showing few signs of wearing off. They prefer westerns, crime & violence—and it's "most distressing [that they may] gradually come to accept violence, hate & destruction as almost normal ways of life."

(4) Some youngsters find it hard to imagine world without TV. One 10-year-old boy started letter with: "In prehistoric times, before people had TV . . ."

In another paper read to AAAS session, Prof. Daniel Tanner of San Francisco State College said TV "shows tremendous promise as a medium of supplementing & enriching existing classroom practices." But he argued that TV is no substitute for classroom teachers, that "students tend to become increasingly disenchanted with classroom TV [and its] lack of direct contact with the instructor."

The Defiant Miss Torre: TV-radio columnist Marie Torre of *N. Y. Herald Tribune* refused this week to purge herself of contempt of U. S. District Court—and escape 10-day jail sentence—in \$1,393,333 libel-breach-of contract suit by singer Judy Garland against CBS (Vol. 14:52). She was promptly ordered by Federal Judge Sylvester J. Ryan to surrender in court Jan. 5 to start serving her term, imposed when she defied his instructions to identify the CBS v.p. she quoted in derogatory remarks about Miss Garland. Judge turned down plea by her counsel Mathias Correa that she be given 2 weeks to arrange her affairs (she's mother of 2) before going to jail. Judge Ryan warned that she'd be liable to further contempt action if she persists in her defiance after completing sentence, said she was "setting a bad example to your fellow citizens for your refusal to comply with reasonable obedience to a court which has passed upon this matter." Judge also admonished Miss Torre to "seriously consider your position and meditate and change your mind and obey the mandates of the court."

How to Teach on TV is explained by experts in *College Teaching by Television* published by editorial dept. of American Council on Education, 1785 Massachusetts Ave. NW, Washington, D. C. (234pp., \$4). Book includes transcripts of sessions of ETV conference co-sponsored in 1957 at University Park, Pa. by Council and Pa. State U—plus supplementary papers and bibliography for TV teachers.

'A Star of First Magnitude': TV's newest star has a show with negligible audience by network standards, no commercial sponsorship, no income to its network—yet he has such "strange and compelling powers before a camera" that some Catholic orders have revised their schedule of masses to catch it, San Quentin Penitentiary has some inmates watching it regularly, kines are in demand in several foreign countries. Thus NBC chairman Robert Sarnoff describes "Harvey"—Dr. Harvey White, U of California's physics professor, whose 6:30-7 a.m. *Continental Classroom* each weekday, carried on 149 stations, with 250 colleges offering full academic credit, now has 5000 high school teachers and trainees registered while 27,000 others have mailed in 50¢ each for a syllabus. Total daily audience is reckoned at only about 270,000—but Sarnoff, in his latest newsletter to editors, asserts it's "the most dramatic, and perhaps the most useful, of all post-sputnik efforts to close the perilous gap of America's science education." He pays high tribute to Dr. White, who "works slave-labor hours to keep the show going," acknowledges partnership of American Association of Colleges for Teacher Education and financial support from Bell Telephone System, Ford Foundation, Fund for Advancement of Education, General Foods Fund, IBM, Pittsburgh Plate Glass Foundation, Standard Oil of California, U. S. Steel. "We are blessed," he writes, "with a star of the first academic magnitude, who enjoys working in TV and even watches it occasionally (preferably westerns) for relaxation. I think our principal contribution is that we exist. Only because of our structure as a national network, able to reach Americans everywhere, can this massive infusion of scientific knowledge be attempted."

U. S. population as of Jan. 1, 1959 was estimated at 175,600,000 by U. S. Census Bureau, up 2,900,000 from year ago and 24,500,000 more than count in national census of April, 1950.

Current vogue for westerns on TV is traced from early fiction writers (Zane Grey, O. Henry, Owen Wister) through movies (Wm. S. Hart, Tom Mix, Will Rogers, Gene Autry, Roy Rogers, John Wayne, Gary Cooper) to today's resurgence of Hopalong Cassidy on Japanese TV and in France, Germany, Australia & England, in article in *Jan. Reader's Digest*, titled "TV Westerns: The Shots Heard Round the World." Article is condensed from *Television Age*, written by John Reddy, who produced the notable documentary "The Western" on NBC-TV's *Wide World*. It notes that some \$50,000,000 will be spent on TV westerns this season, with 28 shows comprising some 570 hours of new footage, equal to 400 western movies or far more than Hollywood made at peak of western-movie production.

Option-time was discussed by FCC again this week, and Commission returned staff's memo for redrafting, to be reconsidered Jan. 9. Commission has been weighing staff's evaluation of need for option time, and has been considering whether to submit it directly for legal opinion of Justice Dept. or to seek industry comments on it first (Vol. 14:50).

Reminder to "men in white": NAB TV Code's ban on use of actors to portray physicians, nurses or dentists in commercials (Vol. 14:41) became effective Jan. 1. That also was cut-off date for permissible use of "men in white coats" in commercials already filmed when Code Review Board voted amendment in rule last June.

The Misfortune of 'Fortune': Somewhat sarcastically, but none the less cogently, Corinthian station group's pres. C. Wrede Petersmeyer takes the editor of *Fortune* and management of Time Inc. to task for "jeopardizing [their] reputation by publishing an article so obviously biased and distorted as the piece in the Dec. issue entitled 'Television: The Light That Failed'" (Vol. 14:48, 51). The able young John Hay Whitney partner, plumbing motivations, observes in Dec. 29 letter to *Fortune*:

"If the article dealt with a business other than a competing advertising medium, it might be dismissed as simply a classic example of sloppy and uninformed coverage of the subject. But since the subject is the TV broadcasting business, one cannot escape concluding that the article is a carefully loaded gun aimed at 'the enemy.'

"I have made a point of checking with a number of people prominent in the TV industry to assess the thoroughness with which your staff may have researched the material for this article. Members of your staff had contacted many of them. All of the men I talked to agreed that any information or opinion given by them to your reporters that was in conflict or at variance with the critical and negative tone of the article had been carefully screened out. It would have been much less upsetting to have found that your staff had merely done a poor job of research, instead of confirming my conviction that the article was designed as an all-out attack on the TV in-

dustry with the purpose of discrediting it, by fair means or foul, with advertisers and the public.

"It is fortunate that the management of Time Inc. is in the hands of men whose business judgment is too sound to be swayed by the editorial policy of its own publications. Otherwise, one might expect that Time Inc., in a state of panic over *Fortune's* analysis of the financial instability of TV broadcasting and acutely embarrassed over its association with so shoddy a medium of entertainment as that described in *Fortune*, would forthwith throw on the market the 5 TV stations it has quite recently spent many millions of dollars to acquire.

"Should I be as disappointingly mistaken in my confidence in the business acumen of Time Inc. as I was in my previous evaluation of *Fortune* as an honorable publication, I am sure your parent company will find a host of sound businessmen eager to acquire their TV properties—men, incidentally, with great faith in the future of this medium, who are willing to give of their hard dollars, energy, enthusiasm and loyalty to support that faith."

Note: The Corinthian group now comprises 4 vhf and one uhf station (plus 2 AMs), having this week won FCC approval of its \$4,000,000 acquisition of KBET-TV, Sacramento (Ch. 4)—presumably would be glad to "talk turkey" with Time Inc. about buying some of its 4 vhf's and 5 radios. They're competitors, incidentally, only in Indianapolis. (For lists of stations each owns, see *TV Factbook No. 27*, pp. 385 & 387.)

Swan Song by Harris: The frequently bizarre life of the year-old House Commerce legislative oversight subcommittee (Vol. 14:2 et seq) came to its official end at noon Jan. 3—with frantic, last-minute deadline filing of sweepingly drastic "reform" recommendations for Federal regulatory agencies—particularly the FCC (see p. 3).

"We fully recognize that this is not a complete job and not a complete report," said Chairman Harris (D-Ark.). "We know we have not covered all that should be covered." But few FCC areas that were covered—and left uncovered—by his subcommittee in headlined hearings were untouched in 92pp. report.

It called for 14 pieces of legislation applying to all Federal agencies, 6 amendments to the Communications Act to correct FCC practices—and for additional House probes (presumably to be carried on by regular Commerce subcommittees) into 8 specific FCC areas that weren't explored, including "use of the entire spectrum." Also listed was a set of office rules for FCC to follow.

For a time this week it looked like report wouldn't be ready in time for Jan. 3 filing, as scheduled under House resolution setting up subcommittee. Subcommittee met 2½ days, including one past-midnight session, and was still correcting & revising proofs Jan. 2 after Harris had announced Dec. 31 that job was finished.

* * * *

We obtained copies of revised proofs before they were sent officially to Govt. Printing Office. Subject to additional afterthoughts by subcommittee members, report, in its across-the-board recommendations, calls for:

- (1) Agency code of ethics enforceable by "civil & criminal sanctions."
- (2) Rigid rules for ex parte communications (written or oral) which make unauthorized representations subject to civil or criminal action—and all of them part of public record.
- (3) Civil & criminal

penalties for Commissioners & employes who make "unauthorized disclosure of any vote, opinion, or recommendation or information in the Commission pertaining to any proceeding or projected proceeding."

- (4) Action within 60 days by Commission on motions in cases.
- (5) Participation—"as a matter of right"—by Commissions in court cases.
- (6) Election of chairmen—for 3-year terms—by Commission members instead of appointment by President.
- (7) Removal of Commission members by President "for neglect of duty or malfeasance in office, and for no other cause."

For FCC alone, subcommittee made these legislative proposals:

- (1) Section 310 of Communications Act should be amended "to prevent trafficking in licenses" so that sellers or buyers would be required first to get approval from Commission, which would make application and amount involved public.
- (2) Section 310 clause preventing FCC from considering "public interest" in transfer of license or CP "should be repealed."
- (3) FCC should be required to hold public hearings before approving transfers—or at least to put into public record any "special circumstances" which make public hearing undesirable.
- (4) "Direct or indirect payoffs of competing applicants, except in the proved amount of out-of-pocket expenses," should be prohibited, as well as "swapoffs between applicants for other licenses."
- (5) Public hearings should be held before granting any TV license.
- (6) Honorariums for speeches, etc., by FCC members should be forbidden.

* * * *

As for "further legislative inquiry" into FCC areas, subcommittee outlined these subjects for exploration:

- (1) "Study of the use of the entire spectrum and a determination as to its allocation & use is urgently needed" by Congress, Presidential commission having "natural predisposition of the Executive to favor its own interest."
- (2) "A study of the uhf-vhf problem."
- (3) Prevention of "nuisance filings" for TV & radio CPs and

elimination of "dropouts" in deals between contestants. (4) "Problem of option time agreements . . . and their relationship to the duty & responsibility of the individual licensee to control the programming of his station." (5) "Solution must be found for the 25-year-old problem [of clear channels]." (6) Question of "whether or not networks should be licensed, since they provide a very considerable amount of the programs which stations themselves broadcast." (7) "Problems of multiple ownership." (8) "Centralization of economic power resulting from technical developments in the broadcast field."

Subcommittee also had some advice on how FCC should handle intra-office work. Samples: (1) "Quality & content of the annual report of the Commission should be improved" so that more than "minimum amount" of information is supplied. (2) FCC "should take effective action to investigate & consider all outstanding anti-trust matters." (3) Technical standards should be reviewed to make sure they "are not tied in with a patent or other monopoly." (4) Hearing rules should be reexamined and made consistent. (5) Technical qualifications of hearing examiners should be studied before assignments. (6) FCC should be on guard against unethical conduct by lawyers practicing before it. (7) Office filing systems leave much to be desired; "systematic, central filing system in this agency is a must."

Harris told reporters he planned to introduce series of bills soon after Jan. 7 opening of 86th Congress to carry out recommendations of his subcommittee. He

wouldn't predict what chances they have for enactment. Following interim report last April by subcommittee (Vol. 14:14), he introduced bill calling for agency ethics code, forbidding ex parte communications unless part of record, providing for removal of Commissioners, cutting honorariums for speeches. Subcommittee approved his measure, but it never got past his own Commerce Committee (Vol. 14:34).

Legislative and agency recommendations in subcommittee's final report were unanimous. But narrative sections, dealing with FCC hearings and with SEC-FTC hearings which led to Bernard Goldfine-Sherman Adams sensation, were put into report over objections of Republican members who planned minority reports.

* * * *

Continuation of investigative activity could run on for years in Congress if all of report's recommendations are accepted. If inquiries into FCC and 5 other regulatory agencies are completed, Harris suggests that investigators could go on through other agencies, running gamut from Weather Bureau to National Institutes of Health.

Meanwhile, Dr. Bernard Schwartz, subcommittee's first counsel who was fired soon after he began making headlines in early phases of hearings, was out to make some more. He took some subcommittee files with him when he went back to NYU (Harris has asked Justice Dept. to get after him for that) and has completed book, *The Professor and the Commissions*, which Knopf has scheduled for Feb. publication.

ADVERTISING AGENCIES: Peter G. Levathes, media v.p. of Young & Rubicam, promoted to TV-radio v.p. in charge of network syndication timebuying in new lineup combining programming with timebuying; he takes over duties of Robert P. Mountain, now heading agency's new business div. . . . Richard N. Heath, pres. of Leo Burnett, Chicago, named exec. committee chairman in top echelon realignment, succeeded as pres. by exec. v.p. W. T. Young Jr.; Leo Burnett continues as chairman; DeWitt O'Kieffe promoted to senior v.p.; Draper Daniels, to exec. v.p. . . . Richard Bean, ex-McCann-Erickson, named v.p. of Warwick & Legler, succeeding H. H. Dobberteen, resigned . . . John Doherty, Stewart P. Brown & Jules J. Dickely promoted to v.p.'s of Ted Bates Adv. . . . Clayton Huff promoted to v.p. of BBDO; Thomas C. Dillon, ex-Los Angeles mgr., promoted to treas., succeeding Fred B. Manchee, resigned . . . Hugh L. Lucas and Kensinger Jones promoted to v.p.'s of Campbell-Ewald . . . Kelso M. Taeger promoted to v.p. of McCann-Erickson Detroit office . . . Arnold E. Johnson, broadcast facilities director, elected v.p. of Needham, Louis & Brorby . . . Ellsworth L. Timberman and Andrew J. Shepard named v.p.'s of Kenyon & Eckhardt . . . Everett W. Hencke, Sherman E. Rogers, Murray C. Thomas and Edmund C. Ridley promoted to v.p.'s of Anderson & Cairns, N. Y. . . . Joe K. Hughes promoted to v.p. of Grant Adv. Dallas office . . . Peter Finney resigns as exec. v.p. of Southern Adv. to open own agency at 529 W. Flagler St., Miami.

Dr. Edgar Dale, Ohio State U professor of education, elected to board of National Assn. for Better Radio & TV (NAFBRAT), filling vacancy caused by death of Mrs. Helen Rachford in Las Vegas plane crash last April.

J. Davis Danforth, exec. v.p. of BBDO, is chairman of Advertising Federation of America jury of awards to be made at Minneapolis convention, June 7-10.

More changes in law firms specializing in TV-radio, since publication of directory in *TV Factbook No. 27*, pp. 376-382: Victor Kramer, ex-chief of Justice Dept. litigation div., named partner in Arnold, Fortas & Porter, which also adds as an associate Robert Hertzstein, ex-Army Judge Advocate General's office; Howard F. Roycroft, 1958 Georgetown graduate, joins Hogan & Hartson; Mitchell S. Cutler, 1958 George Washington U graduate, new associate of Welch, Mott & Morgan; Jack M. Merelman & Edward F. Kearney, resigned from Rhyne, Mullin, Connor & Rhyne. In N. Y., Irwin Schneiderman advances to membership in Cahill, Gordon, Reindel & Ohl.

Queen Elizabeth's honors list on New Year's Day included awards of Companion of Honor to Sir Kenneth Clark, chairman of British Arts Council, and original chairman of the Independent TV Authority, set up to supervise commercial telecasting; O.B.E. (Order of the British Empire) to Mrs. Joyce Wright, director of British Information Services in N. Y., and to Stanley Rumsam, chief of BBC news; C.B.E. (Companion of the British Empire) to Geoffrey Cox, editor of ITA news.

E. P. H. (Jimmy) James, A. C. Nielsen Co. v.p., one-time NBC & MBS v.p., reviews U. S. radio history & prospects in 2-part article in British trade journal *Audio-Visual Selling*, which tries to answer questions currently posed by British commercial TV operators: "Is there room for commercial radio? If so, how much?" He concludes that "addition of a new & effective advertising medium can hardly fail in the long run to be of benefit to all selling & advertising."

Wallace E. Johnson promoted to chief of broadcast facilities div., FCC Broadcast Bureau, succeeding Walther E. Guenther, named asst. chief of Office of Opinions & Review; in Safety & Special Radio Services Bureau, John J. McCue advances to succeed late George K. Rollins as chief of public safety & amateur div.

Television Digest

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Personal Notes: Edward E. Voynow, exec. v.p. of rep Petry in charge of Chicago area, becomes pres., succeeding Edward Petry, now chairman; Martin L. Nierman promoted to exec. v.p.; Ernest Lee Jahncke Jr., to v.p. . . . Alexander (Sandy) Stronach Jr., ex-ABC v.p., ex-William Morris Agency, has resigned as v.p. of MCA-TV, expects to announce affiliation with adv. agency shortly . . . Willet Brown, veteran Don Lee executive who resigned as its pres. several months ago, is retiring from all active operations, has informed staff he will continue to be associated with Thomas F. O'Neil in "other areas of RKO Teleradio Pictures Inc."; now reporting directly to O'Neil instead of Brown are John T. Reynolds, v.p.-gen. mgr. in charge of KHJ-TV, Los Angeles; Norman Boggs, v.p.-gen. mgr., KHJ; Wendell Campbell, v.p.-gen. mgr., KFRC, San Francisco . . . George M. Burbach, retired ex-gen. mgr. of *St. Louis Post-Dispatch's* KSD-TV & KSD, has been discharged from hospital after siege of nervous exhaustion, will spend part of winter with Mrs. Burbach at The Breakers, Palm Beach, Fla., starting Jan. 24 . . . Thad H. Brown, NAB v.p. for TV, and Mrs. Brown are parents of a 6-lb. son, Lauren, born Dec. 30 in Washington Hospital Center . . . Paul H. Goldman, v.p.-gen. mgr. of KNOE-TV, Monroe, La. & WNOE, New Orleans, promoted to exec. v.p.; Ray Boyd named engineering v.p. of stations owned by ex-Lt. Gov. James A. Noe; Jack Ansell Jr. named sales v.p.; Harry Arthur, program v.p.; Ansel Smith, operations v.p., Mac Ward, news v.p. . . . S. B. Tremble promoted to station mgr. of Meredith's KCMO-TV, Kansas City; Richard C. Evans promoted to mgr. of KCMO . . . Monte Strohl, ex-mgr. of KEPR-TV, Pasco, Wash., promoted to sales mgr. of Cascade Bcstg. Co., Yakima, succeeded by Wm. Grogan . . . George W. Bowling III moves to N. Y. headquarters of rep Bolling Co., succeeded as Beverly Hills office mgr. by David Cassidy, ex-Adam Young . . . Robert W. Jensen, ex-radios WGST & WIIN, Atlanta, named

John F. Lewis, news director of WBAL-TV & WBAL, Baltimore, named chairman of Freedom of Information Committee, Radio-TV News Directors Assn. James Bennett of KLZ-TV & KLZ, Denver, is vice chairman. Other members: Nick Bazzo, WSAZ-TV, Huntington, W. Va.; Edward Ryan, WTOP, Washington; Sam Zelman, KNXT, Los Angeles; Gabe Pressman, WRCA, N. Y.; Ray Moore, WSB-TV, Atlanta; Wm. Sheehan, WJR, Detroit; Bill Minshall, WIS-TV, Columbia, S. C.

CBS's Robert Trout has been elected pres. of Assn. of Radio & TV News Analysts, same network's Bill Downs (Washington) and John MacVane (UN) elected v.p.'s. Other officers: Blair Clark, CBS, secy.; Cesar Saerchinger, treas.; ABC's Quincy Howe (retiring pres.), NBC's H. V. Kaltenborn & Leon Pearson, exec. board.

Complete Videotown survey (Vol. 14:46) now available in brochure form from Cunningham & Walsh Inc., 260 Madison Ave., N. Y. 16.

southern sales div. mgr. of rep Forjoe & Co., Atlanta, succeeding Barney Ochs . . . Robert Schulman, ex-*Time-Life-Fortune* Northwest bureau chief, named special features director of KING-TV & KING, Seattle . . . Charles F. Cremer promoted to news director of WREX-TV, Rockford, Ill. . . . Abe Mandel, ex-Ziv, named western hemisphere sales mgr., Independent TV Corp.

Obituary

Edward John Noble, 76, who earned a fortune making Life Saver mints, purchased old Blue Network from RCA for \$8,000,000 in 1943, was first head of newly named ABC Network and engineered its merger with Paramount Theatres Inc. in 1953 to form ABC-Paramount, died at his home in Greenwich, Conn., Dec. 28. He was chairman of the AB-PT finance committee, had been chairman of exec. committee of Life Savers Corp. when it was merged with Beech-Nut Packing Co. in 1956. He first got into radio as purchaser of New York's WMCA in 1941 when owner Donald Flamm ran afoul FCC regulations. He had been original chairman of Civil Aeronautics Authority, 1938-39, then Under Secretary of Commerce for about year; on CAA, he served with Robert H. Hinckley, who is still an AB-PT director and ABC's Washington v.p. Survivors are his widow, a daughter, Mrs. David S. Smith whose husband is Asst. Secy. of the Air Force, brother R. P. Noble.

Col. Joseph Harvey Long, 95, chairman of Huntington Publishing Co., publishing *Huntington* (W. Va.) *Herald-Dispatch* and *Advertiser* and operating WSAZ-TV & WSAZ, died Dec. 28 after 3-year illness. His youngest son Edward Harvey Long, treas. of the operating companies, died at age 60 last Nov. 18 of cancer (Vol. 14:47). His wife died in 1944. Surviving are his son Walker and a brother Harry, of Kokomo, Ind. Walker Long is pres. of the company and father-in-law of Lawrence H. (Bud) Rogers II, pres. & gen. mgr. of the stations.

William Phillipson, 50, independent TV producer, ex-ABC v.p. in Hollywood, later partner in Henry Jaffe Enterprises handling *Texaco Star Theatre* and *Producers Showcase*, died in N.Y. Jan. 1 after short illness. Surviving are widow, daughter, mother.

Robert J. Laubengayer, 74, one of earliest newspaper publishers to go into radio, founding KSAL, Salina, Kan. died Dec. 27 in Topeka. He formerly published *Salina Journal*.

Edward B. Noakes, 55, v.p. of McCann-Erickson, died Dec. 23 in Queens General Hospital, N. Y.

Another broadcaster turned priest is 54-year-old Father Aurele Seguin, who quit Quebec staff of Canadian Broadcasting Corp. on death of his wife 11 years ago to enter a seminary and was ordained recently in Ottawa—the ordination ceremonies on TV-radio networks being supervised by one of his sons, Robert. Onetime NBC Washington & European newsman Max Jordan, now Father Placid Jordan, O.S.B., stationed at Beuron Abbey, Germany, is currently in U. S. on special mission, headquartering at 125 Home Ave., Rutherford, N. J.

Record high NAB membership of 2326 was reported this week by membership committee (Ben B. Sanders, KICD, Spencer, Ia. & Joseph J. Bernard, KTVI, St. Louis, co-chairmen).

Thomas D'Arcy Brophy, ex-pres. of Kenyon & Eckhardt, named head of advisory council, Syracuse U School of Journalism.

ANPA's New Onslaught on TV: Avowedly its "newest competitive tool" in now-in-the-open battle of newspapers against TV inroads on advertising budgets, ANPA Bureau of Adv. pres. Charles T. Lipscomb Jr. disclosed this week that a new slide film presentation has been readied for distribution to its members for use by their salesmen. Presentation makes these contentions:

(1) Whereas newspaper circulation is guaranteed & constant, TV audiences can only be estimated and vary from program to program.

(2) Newspaper readers are loyal to features and depts., while TV viewers are fickle. Witness: short-lived popularity of quiz shows and other fads.

(3) People want newspaper advertising but resent TV commercials.

(4) TV advertisers are obliged to share time with network promotions, co-sponsors and free-riding plugs; newspaper advertisers get exclusive use of space they buy.

(5) TV time segments, different types of programs, deliver varying audiences; newspaper advertisements of all sizes are guaranteed same circulation, to same people, day after day.

(6) There's seldom tangible proof TV commercials run as intended.

(7) Newspaper sections & features provide a friendly editorial climate for advertisers; on TV, advertiser is lucky if he is not preceded or followed by a program that clashes with his.

(8) Newspaper advertiser knows in advance what his readership will be; TV cannot foretell coverage.

(9) It costs \$6.48 to reach 1000 adults with a half-hour network program; it costs an average of \$2.40 to get 1000-line message to each 1000 adult newspaper readers.

(10) Newspapers are 40% more effective in delivering messages than spot TV.

Networks and stations apparently aren't excited about latest anti-TV presentation, regard it as part of pattern of attacks being made against TV. Said TvB pres. Norman Cash: "I don't like these inter-media squabbles. TvB is interested in telling advertisers what's good about TV, not what's bad about newspapers."

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New CBS Radio program setup—Program Consolidation Plan (Vol. 14:44)—begins Jan. 5, stations representing 85% of network rate card having confirmed acceptance. Said pres. Arthur Hull Hayes: "The few stations which may decide or have elected not to subscribe to the Plan will continue to carry our programs under the terms of their existing affiliation agreements for a period of 6 months. During this period we will make affiliation agreements with other stations in these markets as replacements so that our advertisers may continue to receive complete nationwide coverage." He reports receipt of over \$4,000,000 in net billings during the 30 days following announcement of PCP.

CBC was struck in Montreal this week by 75 French TV network producers who threw picket line around facilities, demanding recognition of new union (Association des Realisateurs) and raises in existing \$5000-\$10,000 pay scale. CBC claimed strike was illegal because producers are part of management, reported no progress toward settlement in 5-hour meeting with union leaders ending early Jan. 1.

All-network contracts with Radio & TV Directors Guild expired at midnight Dec. 31 with no settlement on new terms in sight, but no immediate strike was threatened. Guild extended deadline for agreement to Jan. 14.

Literacy Lessons via TV: "Honestly, there ain't no more illiterate folkses in the Carolinas than nowhere else. We're just *doing something* about it." Thus, jestingly serious, the ever public service-minded Charles H. Crutchfield, veteran founder & exec. v.p.-gen. mgr. of Charlotte's WBTV (Ch. 3) and WBTW, Florence (Ch. 8), calls our attention to fact that his station on Jan. 5 starts series of 100 literacy lessons "designed especially to teach adults how to read and write . . . enabling [them] to reach the 4th grade level, enough to read traffic signs, write letters to relatives and read the Bible." Called *Reading Program*, lessons will be carried 30 min., 4 times weekly, presented by John C. Campbell Folk School, of Brasstown, Tenn. and based on reading methods of famed Dr. Frank C. Laubach. Classes have been organized in 20 Carolina communities, assisted by 15 newspapers, each lesson to be followed by 30 minutes of individual instruction by local volunteer teachers. Only cost to students will be \$3.50 to pay for books. Expenses are being underwritten by Blumenthal Foundation, R. S. Dickson Foundation, WBTV advertiser W. T. Harris and station's parent Jefferson Standard Life Insurance Co. Kine series was originally produced by WKNO-TV, Memphis (Ch. 10), is also presumably available to other commercial TV outlets with back-country audiences that might welcome such a service.

New Orleans' VHF WJMR-TV Dark: Disagreement among 3 competitors for New Orleans' Ch. 12 resulted in failure of WJMR-TV to start with Ch. 13 this week. It continued with uhf Ch. 20 only, prohibited by court order from continuing with Ch. 12 (Vol. 14:51). FCC had authorized WJMR-TV to operate on Ch. 13 during Jan.—provided the 3 Ch. 12 applicants agreed on method of joint operation of Ch. 13 after Jan. WJMR-TV & Coastal TV wired FCC that they had agreed, but that Okla. TV wouldn't go along; Okla. TV Corp. wired that Coastal agrees with it but that WJMR-TV dissented. Argument is over makeup of 5-man board. WJMR-TV wants to appoint 2, other applicants one each, with the fifth member chosen by other 4. Okla. TV proposes that each choose one; that impartial organization pick other 2. Coastal TV counsel says his client is agreeable to either plan. FCC Chairman Doerfer said he's very concerned about loss of service to New Orleans but that Commission doesn't want to risk violating court order by stepping in. Court had ordered WJMR-TV's experimental grant on Ch. 12 cancelled because it concluded FCC should have conducted hearing on WJMR-TV's proposal before authorizing transmissions (Vol. 14:21, 44).

— ■ —
One Big TV Actors' Union? Members of Screen Actors Guild, which claims TV film & filmed commercial jurisdiction, began balloting this week on Hollywood proposal which could lead—after 20 years of inter-union bickering—to merger with AFTRA, which claims live TV jurisdiction. Question in referendum of SAG's 12,000 members is whether "impartial research organization" should undertake study of "feasibility" of combining with 12,000-member AFTRA. Ballots will be counted after Jan. 26. Big jurisdictional issue between SAG & AFTRA now is TV tape, and SAG's board has repeatedly rejected pleas by AFTRA to resolve it by joining into single union. Compromise plan for referendum on research survey was submitted by SAG directors and approved by Hollywood membership meeting after N. Y. branch demanded that board "take immediate steps" toward merger (Vol. 14:40).

Allocation Studies Wind Up: One important allocations report was completed this week and another was almost finished. President's Special Advisory Committee on Telecommunications (Vol. 14:47) sent its brief document to Leo Hoegh, director of Office of Civilian & Defense Mobilization, and Dr. George Town sent nearly completed TV study to board of TV Allocations Study Organization.

Nothing is known about SACT report, except that it deals with govt. communications machinery, including handling of spectrum allocation—and that one member said recommendations were "emphatically unanimous." Hoegh will transmit report to President Eisenhower, who can do as he chooses with it—use it for recommendations to Congress or even ignore it.

TASO report is a collection of technical data on vhf & uhf performance to be submitted to FCC without recommendation. In opinion of one of its most experienced panelists, "it documents what has been fairly well known" in propagation, receiver & antenna performance, transmitter operation, etc.

TASO report runs several hundred pages, backed by big volume of committee reports. TASO board will discuss it in Washington meeting, possibly next week. After agreeing on it, board will have it printed, turned over to FCC, released publicly. This could take several weeks. Some 2500-3000 copies will be distributed.

Doerfer Evaluates 1958: Year-end statement by FCC chairman John C. Doerfer emphasizes handicaps under which Commission operates because of "unusual legislative & judicial decisions which complicate its processes." He said FCC is recommending that Congress permit commissioners to consult with staff on adjudicatory proceedings, curtail abuses of protest proceedings, prohibit anyone from making off-the-record approaches to Commission. Doerfer also called attention to "a workload which has practically doubled in the past 5 years with no more personnel and little increases in appropriations." He noted increase in radio authorizations to 2,100,000 in 1958—a rise of 200,000 during year. These cover 1,500,000 transmitters and 1,500,000 operators. Breakdown of safety & special service transmitters: police, 167,000; fire, 60,000; forestry, 34,000; highway maintenance, 28,000; special emergency, 13,000; marine, 80,000; aviation, 81,000; taxi, 100,000; railroad, 65,000; truck, 38,000; buses, 2700; auto emergency aid, 9000; private business, 420,000; amateur, 185,000; individual citizen, 125,000.

A bit of sarcasm came from FCC Comr. Bartley this week, as he dissented in sale of radio WBUZ, Fredonia, N. Y. to Dunkirk-Fredonia Bcstg. Inc., owners of *Dunkirk Observer*: "The assignee gives as its reason for requesting Commission consent to this assignment of license that 'operation of a radio station will provide a needed diversification of assignee's interests in the field of public communications and will enable it to better serve the public needs.' If this means, as the facts would appear to indicate, that the community's only radio station will now be taken over by the community's only newspaper (owned by the assignee), then the assignee apparently confuses the Commission's policy of diversification of ownership of the media of mass communications in the public interest with 'diversification' of its own private interests."

"Day-Glo" high visibility orange paint will be used by radio WABC, N. Y., FCC & CAA cooperating in tests. Top 100-ft. of 648-ft. tower will have new paint, balance regular paint, for comparison.

Boosters, Translators, CATV: FCC said it expects many translator applications to be filed, now that vhf boosters are verboten (see p. 2)—and promised that it will process them fast as possible. There's no doubt demand will be substantial. For example, on day decision was announced, Dec. 31, booster operator in Quincy, Wash. ordered unit from Adler Electronics. This is significant, because Quincy system was one of 3 guinea pigs in FCC's main court fight against boosters.

Pres. Ben Adler foresees brisk demand, notes orders already in for the 100-watt units recently authorized by FCC. At week's end, he had 10 firm orders, 30-40 in negotiation. The basic 10-watt transmitter is \$3025. A 4-stack antenna giving 200-watt ERP is \$1130. The 100-watt amplifier runs \$5200; with 4-stack antenna, it produces 2-kw ERP. FCC is now checking the amplifier, is expected to approve it soon.

Adler is concerned about phone companies' demands for uhf spectrum—notably their petitions to FCC asking that 840-890-mc be allocated for point-to-point use (Vol. 14:37, 40, 41, 51). This band encompasses translators. He's hopeful, however, that the outlawing of vhf boosters and the emphasis FCC now places on translators means the Commission will resist phone companies' appeals.

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Community antenna operators are jubilant, naturally. Spokesmen for National Community TV Assn. give these 3 main reasons:

- (1) Boosters interfered with their pickups of originating stations.
- (2) Elimination of boosters may open new CATV markets.
- (3) CATV operators now can plan more firmly, no longer fearing boosters may invade their towns at any moment—with FCC's blessing.

CATV operators aren't concerned seriously about uhf translators. Some competition is expected, as in past, but attitude so far is: "We can live with them."

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CP granted: Ch. 17, Bakersfield, Cal., to Kern County Bcstg. Co., headed by Lincoln Dellar, former owner of off-air KCCC-TV, Sacramento (Ch. 40), and Edward E. Urner, owner of radio KLYD, Bakersfield, and former sales mgr. of KERO-TV, Bakersfield (Ch. 14). Translator CPs granted: Ch. 83, Roseburg Ore., to Teleservice Co., to repeat KOIN-TV, Portland; Ch. 75, Empire, North Bend & Charleston, Ore., to repeat KOIN-TV; Ch. 79, Palmerton, Slatedale & Slatington, Pa., to repeat WOR-TV, N. Y.

Two TV applications filed this week were for Ch. 10, Terre Haute, Ind., by owners of WICS, Springfield, Ill. (Ch. 20) and for Ch. 23, Yakima, Wash., by realtor Ralph Trounsrud there. Total applications pending are now 89 (21 uhf). [For details, see *TV Addenda 27-R.*]

Shift from Ch. 11 to Ch. 2 is sought by KFJZ-TV, Ft. Worth, which filed petition with FCC this week asking swap of channels with Denton, Tex. It requested show-cause to permit it to go to Ch. 2.

Studio & facilities of WBUF, Buffalo (Ch. 17), discontinued by NBC last Sept. 30 (Vol. 14:39), have been sold to WBEN-TV, Buffalo (Ch. 4) and 620-ft. tower has been sold to WGR-TV (Ch. 2).

Translator starts: K71AM & K79AF, Olivia, Minn. began Jan. 1 repeating KSTP-TV & KMSP-TV, St. Paul-Minneapolis.

Eidophor & Its Market: Logical potential customers of Eidophor color projectors (see p. 2)—in addition to scientific, military & educational organizations—are producers of closed-circuit entertainment & business meetings, such as TelePrompter and Theatre Network TV.

TelePrompter pres. Irving Kahn is excited about it, looks for day when equipment is cheap and simple enough to rival monochrome. He and his engineering chief Hubert Schlafly headed Eidophor project years ago when they were employed by 20th Century-Fox, still believe it has greatest potential of any color projection device.

TNT pres. Nathan Halpern said that he has watched Eidophor development for 10 years, saw it evolve from "a 2-story behemoth into the new slimline model . . . definite progress." However, he said, it can't be used for closed-circuit network until "engineers develop a system of intercity transmission on a wider bandwidth basis required by the field-sequential system of Eidophor and not presently available in this country."

Manufacturing arrangements for Eidophor haven't been made clear to us. CIBA is 100% owner of Dr. Edgar Gretener A.G., the Swiss company which developed it and built prototypes. CIBA spokesman said orders for units have been accepted from U. S. & overseas—companies undisclosed.

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GE has some sort of arrangement with CIBA and/or Fox, but Frank P. Barnes, mgr. of closed-circuit TV marketing, says: "As of now, we have no commitment to make equipment." He confirmed that GE is working on monochrome & color Eidophor—latter using NTSC system, in contrast with CIBA's, which employs field-sequential (Vol. 14:48). Barnes noted that GE supplied

cameras and mobile unit for CIBA, which has put \$336,000 into equipment. Advantages of NTSC color over field-sequential, he said, include: (1) Ability to pick up regular U. S. color transmissions. (2) Use of 6-mc bandwidth, compared with 10-mc or more, thus saving cable & microwave costs.

RCA is satisfied that its present 3-CR-tube projectors are excellent for the "rather small market" now in sight, according to Theodore A. Smith, exec. v.p. of industrial products. He noted that RCA equipment handles standard NTSC color.

General Precision Lab, big maker of black-&-white projection equipment, also believes "there's not a very exciting market for color projectors," according to v.p. Blair Foulds. "We're not arguing with Eidophor," he said. "In fact, we're buying some monochrome units under sub-contract for military work we're doing. It gives a very bright picture, and the military are the only people who can afford it. For color, it's darned expensive, still pretty complex. If you've got to have that brightness, it's justified. However, the 3-CR-tube unit is okay for most uses. We've demonstrated one and we're pleased with it—but the market is small."

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CIBA engineers gave us these technical details: throw (distance to screen), 105 ft.; standards, 441 lines, 180 color fields; bandwidth, 10-12-mc; brightness, 450 lumens, 5 ft. lamberts; resolution, 400 lines; contrast, 100-to-1. They said that system is good for 800 lines of resolution with 30-mc bandwidth; that brightness is 4-5 times that obtainable with 3-CR-tube system; that black-&-white Eidophor brightness is 2000 lumens.

Light source is 2000-watt xenon lamp; carbon arc would be used for Cinemascope-sized picture. Projector measures 65x25x48-in., weighs 800 lbs. CIBA estimates color projectors would sell for \$16,000, monochrome \$13,000, in commercial production.

Two major TV station transfers receiving FCC approval this week are \$3,000,000 sale of KFRE-TV, Fresno (Ch. 12), with radio KFRE and FM adjunct KRFM, to Triangle Publications Inc. by Paul R. Bartlett and associates (Vol. 14:47), and \$2,800,000 sale of WKTV, Utica, N. Y. (Ch. 2, having shifted from Ch. 13 on Jan. 1), with radio WKAL, Rome, N. Y., to Paul F. Harron and associates by Kallet Theatres group (Vol. 14:46, 49). Also approved was sale of 66 2/3% of radio WCMB, Harrisburg, Pa., along with its CP for off-air WCMB-TV (Ch. 71), to Washington attorney James A. McKenna Jr. for \$160,000 by Edgar T. Shepard Jr. (Vol. 14:49).

KSAL, Salina, Kan. (1150 kc, 5 kw) was sold this week for \$350,000 to James Stuart (owner of KFOR, Lincoln, Neb.; KRGI, Grand Island, Neb.; KMNS, Sioux City, Ia.) by John P. Harris and estate of Sidney Harris, also owners of KIUL, Garden City, Kan. and *Garden City Telegram, Hutchinson News-Herald, Ottawa Herald, Chautauque Tribune, Salina Journal*, all Kansas, and *Burlington (Ia.) Hawkeye-Gazette*. Broker was Blackburn & Co. [For details about other radio station sales this week, see *AM-FM Addenda A.*]

Temporary operation on Ch. 35, along with new Ch. 13, was granted by FCC this week to WAST, Albany (formerly WTRI), "in order to provide time, if necessary, for the viewing public to reorient existing TV receiving antennas or to put up new outdoor receiving antennas for the best reception on Ch. 13."

Negotiations to sell KLAS-TV, Las Vegas, Nev. (Ch. 8) were in progress at week's end in that 3-station community, asking price understood to be \$600,000. Purchaser is expected to be Helen Maria Alvarez, founder & onetime half owner of KOTV, Tulsa (Ch. 6), which she and partner Jack Wrather sold in 1954 for \$4,000,000 (Vol. 10:14, 20). Early in 1958, she also sold her 38.89% interest in KFMB-TV, San Diego (Ch. 8), radio KFMB, and KERO-TV, Bakersfield, Cal. (Ch. 10) for \$2,916,750 to group including Wrather and rep Edward Petry (Vol. 14:20, 24, 27). Present owners of KLAS-TV, CBS outlet founded in 1953, are Herman M. Greenspun, publisher of *Las Vegas Sun*, 68.8%; J. D. Solomon, 10.92%; Oran Gragson, 5.05%, et al.

CBS grants to alma maters of its women employes will go this year to Cornell U (\$1000), for Dorothy M. Leffler, mgr. of press information dept. magazine div.; St. Joseph's College for Women (\$500), for Rose Marie O'Reilly, CBS-TV ratings mgr.; St. Lawrence U (\$1000), for Betty Lippold, adm. asst. to gen. mgr. of CBS Radio's *Housewives' Protective League*. The \$1000 grants are made as each woman employe achieves 15 years' service with CBS; \$500 is granted for each additional 5 years.

ASCAP reports it has signed ABC, CBS, NBC, their owned-&-operated stations, MBS and about 50% of all local radio stations for license extensions from Jan. 1.

Chicago Tribune's WGN-TV & WGN have acquired 12-acre plot in Northwest section for proposed studio building, hope to move from Tribune Tower by end of 1959.

WHAT THE LEADERS FORESEE FOR THIS YEAR: We asked leading TV-radio and related amusement electronics manufacturers to set forth their views of 1959 trade prospects as a sort of postlude to our own brief forecasts in these columns last week -- and it's really quite surprising how most of those views jibe with what we published before hearing from them (Vol. 14:52). In essence, they agree that the first half of this year will turn modestly upward, running better than same recession-bound period in 1958; that second half should be good; and that there won't be any boom.

Their predictions of TV output ranged from 6,000,000 to 6,300,000, with general agreement that the inventory situation continues favorable. They place considerable reliance on the replacement market, especially the prospect of more customers among owners of small-screen sets estimated as numbering up to 16,000,000. They plan big pitches for second and even third-set customers, for best dope is that only 10% of present TV homes have more than one set.

They observe that higher prices will prevail, with accent on quality rather than price. They look happily on steady radio sales, especially as the automobile market improves, though there's some fear of Japanese transistor inroads. The surge in phono sales, thanks to the intense interest in hi-fi and stereo, is a distinct plus. Some wonder whether so many companies can survive the intense competition.

Not all of those queried would reply -- but those who did offered something more than mere hoopla and platitudes. What they said is digested below.

P. J. Casella, consumer products v.p., RCA: We anticipate 1959 will be one of the greatest sales years for the home entertainment industry. Our optimism is based on public's rapidly increasing acceptance of the 2 most promising fields in our industry—color TV and stereophonic sound—as well as an anticipated upturn in black-&-white sales due to the improved economic picture, new convenience features and engineering developments.

With nearly 15,000,000 old, small screen sets nearing retirement age, we see a larger replacement market in black-&-white TV as well as a promising second-set trend. Stereo and color showed healthy and sustained growth during 1958, indicating that both will continue their sales climb at an even faster rate in 1959. Both answer the public's demand for products that are exciting and different while offering a realistic profit for dealer, distributor and manufacturer.

Color TV sales achieved consistently higher monthly sales than in the previous year. Meanwhile, dealers throughout the country discovered that color was easier to sell than they thought—and at a profit. With an improved economic situation in months ahead, we expect color TV sales to continue to increase at an even higher rate.

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A. L. Chapman, pres., CBS-Hytron: Industry sales in the radio, TV and phonograph industries in 1959 will be substantially ahead of 1958; however, we do not believe they will set any records. We expect TV sales at factory levels to show an increase of approximately 10% over 1958. Radio sales at manufacturers' level will be substantially the same as in 1958, with additional auto radio sales offsetting heavy imports of Japanese home radios. Advent of stereo phonographs in 1958 had a confusing and

adverse effect on the general market. The year 1959 should clear up this confusion, and we are looking for a substantial increase in sales in this field and estimate that it could very well be between 15% and 20% higher than 1958, especially now that stereo has been announced in the lower price ranges.

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Robert W. Galvin, pres., Motorola: The consumer products segment of the electronics business can look forward to a good sales volume in 1959. In the TV category for 1959, we estimate unit sales of 6,200,000, an increase of 15% over the 5,300,000 of 1958; in table radio, an estimated 2,500,000, off 10% from the 2,800,000 this year; clock radio, 2,300,000, up 2% from 2,250,000; portable radio, 3,000,000, up 7% from 2,800,000. Monaural phonographs and hi-fi will give way 63% to 1,000,000 units from 2,700,000 this year. At the same time, stereophonic hi-fi will soar to 3,000,000 units from 750,000. Car radio will enjoy a resurgence of some 32% to 4,500,000 compared with 3,400,000 units in 1958.

Taken altogether, this will represent a good, solid year, but no record and no boom. Competition will be exceptionally keen, but more on a quality-value basis than on price.

Significant developments in the field of electronic consumer products likely to appear in 1959 include binaural tape for stereo equipment, and the adoption of standards for stereophonic radio. Ultimately, stereo may be as large a factor as TV today.

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H. Leslie Hoffman, pres., Hoffmann Electronics: The electronics home entertainment industry should have one of its best years in 1959. However, the industry and individual companies must compete with more imagination for

the consumer dollar than they have in the last 2 or 3 years.

Industry sales of TV receivers may be expected to increase a minimum of 10% over 1958. New and improved designs now on the market, as well as replacement sales, will contribute to the increase. Top-of-the-line merchandise will account for a higher ratio of total sales in 1959 as the consumer continues to assert his preference for quality.

A major factor contributing to the brighter outlook will be the stimulant of stereophonic hi-fi. Transistorized radios will continue to increase their share of the market but greater competition from Japan can be expected.

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Don G. Mitchell, chairman, Sylvania: Record breaking level of personal income and continuing downward trend in unemployment have been basic factors behind upturn in consumer confidence. We expect this confidence, and the reasons behind it, to continue through 1959. This should result in record sales for the electronics industry with significant improvement in the home electronics field. TV retail sales will approach 6,300,000 units in 1959, a 20% improvement over 1958. Home radio sales will be up approximately 5%, and phonograph factory sales will increase 14%, especially now that home stereophonic sound has moved out of the experimental category. In addition, the TV industry enters 1959 with unusually low inventories at all levels of distribution, a very healthy indication.

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Ross D. Siragusa, pres., Admiral: The electronics industry reached the high saturation point in consumer TV sales and experienced the natural dip that follows. We already 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. We have reached that point. In 1959, the TV industry should hit the 6,000,000 mark.

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James M. Skinner Jr., pres., Philco: A general trend of improvement should be seen in the electronics industry during 1959. This trend should apply generally to all areas—consumer, industrial and governmental. In the field of consumer goods—TV, radio, phonographs and stereophonic high fidelity sets—we foresee a definite strengthening. Developments, particularly in transistor radios and stereophonic high fidelity sets, should account for increased sales in 1959.

We do not expect color TV to be important to the electronics industry in 1959. There's still much work to be done before color receivers of quality and reliability can be made and sold at reasonable prices. When these problems are solved, we can then foresee color TV as a good business.

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L. C. Truesdell, sales v.p., Zenith: We do not feel that the industry as a whole will show an important increase in TV and radio for the following reasons. We believe that the prime reason TV industry sales are off is because of the lack of consumer viewing interest caused by poor programming or, at the least, lack of exciting programs to induce consumers to buy new TV sets. It is our thought that the industry will be fortunate to show as much as a 10% increase for the year as a whole and that the greater part of this increase will have to come in the last 6 months of 1959. We see no reason why the industry

should immediately show improved sales when for practically the entire year sales have been behind 1957.

Radio sales will continue to be seriously affected by Japanese imports. Stereophonic sales should increase tremendously for most companies. But it is quite possible that a number of fringe manufacturers will find it hard to keep pace with this growing industry.

We believe it is extremely unfortunate for the TV industry to have a new tube type injected into the industry this year. These new developments are being hurried to a point where some products may come to market before they have been field tested and proven. The new 23-in. tube will add considerably to cost of TV receivers and industry must be prepared to accept these changes.

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Chris J. Witting, consumer products v.p., Westinghouse: Several technical improvements promise that the industries which support electronic home entertainment will do better in 1959 than they did in 1958. In TV, for example, prospects are promising for a variety of new cathode ray tubes. Their size, shape and faceplate construction will free designers and stylists so that the industry will have highly attractive cabinetry as a strong sales aid. Remote controlled TV receivers will gain in popularity. Battery-operated, transistorized TV will move substantially closer to reality. Because of all these things, we look for an increase of 10% to 12% in TV receiver sales over the 9-year low experienced this year.

Stereo-fidelity was retarded greatly this year by the confusion that attended its introduction and the previous need for too large and costly cabinets. Industry-wide sale of radio receivers was off slightly in 1958 as compared with 1957, but 1959 sales should equal those of 1957, a good year. Transistorized radio will be a strong seller.

TV-Radio Production Figures: TV output was 55,804 in week ended Dec. 27 vs. 110,021 preceding week and 96,647 in same 1957 week. Year's 51st week brought total output to 4,872,114 sets vs. 6,255,610 in same 1957 period. Radio production was 206,932 (88,112 auto) vs. 319,479 (124,976 auto) in preceding week and 308,840 (97,119 auto) same week last year. Radio production for 51 weeks was 11,547,124 (3,633,339 auto) vs. 14,187,698 (5,394,286 auto) in same period last year. For week ended Dec. 20 (figures unavailable last week), TV output was 110,021 vs. 97,172 preceding week and 116,296 in same 1957 week. Radio production was 319,479 (124,976 auto) vs. 318,844 (121,784 auto) preceding week and 373,322 (118,284 auto) in same week last year.



New record in output by electronics industry in 1959 is forecast by U. S. Dept. of Commerce in annual outlook survey of 75 major industries. Electronics div., headed by director Donald S. Parris, expects factory output of electronics products to rise 14% above 1958, reaching total of \$7.9 billion. Said survey report: "Consumer demand for radio and TV receivers, phonographs, and other consumer products is expected to recover from dip registered in 1958, while output of industrial & commercial electronics equipment will follow trends of the expanding economy."

Zenith Radio is increasing production schedules for first quarter 1959, pres. Hugh Robertson announcing anticipated consolidated sales of about \$53,000,000, up 25% from record 1958 first quarter of \$42,173,732. TVs alone are running 25% ahead, he stated, with an unusually large percentage of orders for console models (up 53%). Transistor portable radios are running 66% ahead.

Trade Personals: Leonard F. Cramer, since 1955 TV-radio v.p. of Magnavox, ex-Avco v.p., onetime DuMont exec. v.p., has resigned, his future plans to be announced . . . Wm. P. Munro promoted to v.p. of CBS International, reporting to pres. Lewis Gordon . . . James J. Shallow, for the last year gen. mdsg. mgr. of Philco's consumer products div. and onetime gen. mgr. of its radio div., resigns; he's succeeded by John A. Rishel, marketing mgr. and ex-mgr. of refrigeration & freezer div. . . Frederick H. Guterman, ex-v.p. of DuMont's industrial & military equipment div., named ITT marketing development mgr. . . Harold A. Strickland, gen. mgr. of GE industrial electronics div., promoted to v.p. . . Don C. Livingston promoted to mobile radio sales mgr. of Motorola's communications & electronics div., headquartering in Dallas, succeeded as Kansas City regional mgr. by Wm. H. Hawks . . . Jared Scott Smith, ex-GE transmitter design supervisor, promoted to mobile design engineering mgr. . . L. A. Taylor, ex-Sparton Electronics, named contract market mgr., RCA defense electronics products dept., Moorestown, N. J. . . Thomas Preston promoted to Zenith sales training mgr. . . Walter C. Fisher, ex-gen. sales mgr., promoted to new post of marketing director of Borg-Warner's Norge div. . . M. J. McDonald, ex-DuMont Labs, named mgr. of new Winston-Salem office of Scientific Sales Engineering Co. . . Joseph R. McCurdy, ex-Carl Byoir & Assoc. v.p., named RCA mgr. of product news & field relations; Joseph T. Noland becomes mgr. of editorial & publications services . . . John H. Beedle, ex-commercial equipment mgr., promoted to mgr. of newly created Raytheon equipment & systems div.; J. Penn Rutherford promoted to mgr. of industrial apparatus div. . . Harold B. Morrison promoted to Sylvania Memphis district sales mgr.

Dr. Charles G. Smith, co-founder of Raytheon, pioneer in development of radio, retired Jan. 1.

"Radio-Phone" is RCA's new "Citizens Band" 2-way unit, to sell at about \$100. It weighs less than 10 lbs., measures 9x7x5-in., operates from 6- or 12-volt battery or regular AC power source. Says RCA: "The new radio is expected to find wide use among small-boat enthusiasts, hunters, fishermen, and farmers, as well as in homes & automobiles. It will also be useful in railroad marshaling yards, oil fields, construction projects and for many other person-to-person applications." Reception distance is estimated at "several miles."

On-campus personnel recruiting is subject of one-day U. S. Civil Service Commission conference Jan. 8 in Commerce Dept. Auditorium, Washington. Panel discussion will be led by Dr. Maynard M. Boring, GE consultant on engineering manpower; Donald Bridgeman, ex-director of college relations for AT&T; B. Brooke Bright, National Science Foundation.

Wayne Kerr Co. Ltd., of Chessington, England, which has set up distributing branch at 2920 N. 4th St., Philadelphia (Boyce M. Adams, mgr.) for measuring instruments it makes in electronics, communications, radar & other fields, is considering construction of manufacturing plant in Philadelphia area, according to managing director Richard Foxwell.

Emerson adds to 1959 TV line 5 models ranging from 17-in. portable priced at \$158 to 21-in. lowboy at \$368. Also introduced were one AM-FM stereo table radio priced at \$98; 2 transistor radios at \$44 & \$68; 5 stereo-equipped phonos ranging from \$78 to \$228.

ELECTRONICS PERSONALS: S. W. Herwald promoted to Westinghouse v.p. in charge of research; Howard S. Kaltenborn, ex-Industrial Relations Counselors, named v.p. & asst. to pres. Mark W. Cresap . . . Allan Lytel, ex-GE Labs, named proposal coordination mgr., Avco's Crosley div. . . Frank J. Neuman promoted to marketing mgr. of Beckman's Shockley Transistor Corp. subsidiary; R. L. Biesele, ex-Fenwal Inc., Ashland, Mass., named chief applications engineer . . . Eric L. Peterson, ex-pres. of Western Coil Products, named production mgr. of Jobbins Electronics, Menlo Park, Cal. . . Spencer H. Bellue promoted to new post of asst. v.p. of Hughes Aircraft to promote semiconductor, electron tube and components sales . . . Dr. Lawrence J. Giacoletto, mgr. of Ford Motor Co. electronic lab, named chairman of IRE Detroit section . . . Col. Robert L. Johnston (USAF ret.) promoted to v.p. of Advance Industries, Cambridge, Mass. . . Ralph D. Saylor named gen. mgr. of Western Union Pacific div., succeeding Wilson F. Fowler, retiring after 55 years . . . Charles H. Eisengrein promoted to plant engineer mgr., RCA missile & surface radar dept., Moorestown, N. J.

Dr. Elie J. Baghdady, MIT, given award of IRE Professional Group on Vehicular Communications at recent Chicago convention for outstanding paper; J. R. Neubauer, RCA, won honorable mention.

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.

Four FM transmissions from one antenna is boast of Standard Telephones & Cables Ltd., ITT's British affiliate, which has completed installation at Sandale for BBC. ITT states that there are several U. S. installations with 2 transmitters fed into single antenna, none with more. Sandale facility is part of Standard construction project involving 32 ten-kw and 6 one-kw transmitters at 6 locations.

Remote-control optical unit for big-screen projectors is offered by GiantView Electronics, new manufacturer in the field (Vol. 14:40). Designed particularly for small-group use, to avoid obstruction of view caused by control cabinet, it's 16x16x22-in., weighs 25 lbs., projects 15x12-ft. picture. Control cabinet may be located up to 100 ft. away.

Videotape "advanced applications" listed by Ampex in new brochure: wind tunnel tests, operation in high-radiation areas, rocket & missile launchings, recording from moving missiles, educational TV, surgical operations, radar recording, pure data recording—"further applications are limited only by your imagination."

Use of RCA video tape recorder at WBTV, Charlotte, N. C. (Ch. 3) is subject of article in RCA's Oct. *Broadcast News*, which also includes description of closed-circuit color medical system at U of Mich.; latter employs 3 color cameras, one black-&-white, 5 color receivers.

Technical aspects of videotape recording are treated in 8 articles in Nov. *Journal of the SMPTE*—a compilation of papers first presented at SMPTE convention in Washington last year, brought up to date in recent months.

Financial Reports:

CONTINUING SHIFT of RCA "from a business oriented primarily toward entertainment to a richly diversified one in which defense and industrial products are taking on mounting importance" is reflected in chairman David Sarnoff's year-end statement Dec. 31, in which he observes that "since 1950 the non-entertainment aspects of RCA's business have risen by more than 200%." Thus, sales to the Govt. in 1958 totaled some \$300,000,000, up 14% from 1957 and accounting for nearly 26% of its total volume. Shipments to Govt. reached nearly \$100,000,000 in 4th quarter, backlog of govt. orders at year-end is about \$300,000,000.

Increased 4th quarter sales, said Gen. Sarnoff, gave RCA an annual volume approximating the record \$1,176,000,000 achieved in 1957. But profits will total about \$2 per share vs. \$2.55 in 1957. That would indicate 4th quarter sales around \$341,000,000 vs. \$322,000,000 in 1957's 4th quarter, profit about 75¢ per share vs. 68¢. (For report on first 3 quarters, see Vol. 14:43.)

RCA's role in electronics is the basic theme of Gen. Sarnoff's year-end statement, which usually has called the turn on new developments, notably in entertainment electronics. This time, he discloses that RCA is studying possible uses for special-purpose satellites, including an "orbital postoffice" to speed mail delivery anywhere in the world.

Currently, under pres. John L. Burns, company is expanding and realigning manufacturing facilities and "streamlining and strengthening its corporate structure." Twelve new units were created last year, said Gen. Sarnoff, "to move decisively into areas of greatest potential growth, such as missiles, satellites and space vehicles, automation, electronic data processing and atomic energy."

As for electronics in the home, Gen. Sarnoff stresses "sustained growth of color TV . . . the growing public acceptance was reflected in a significant increase in sales, despite the industry-wide softening of black-&-white TV sales." Its subsidiary NBC-TV, he stated, "again led all networks in number of sponsors." Its gross times sales in 1958 exceeded 1957 by 11%, more than double volume of 5 years ago. Toward end of 1958, NBC Radio, he stated, had 48% of all measured network radio sponsored time, with commercial radio up 20%.

Motorola 4th quarter results will push 1958 sales over \$200,000,000 and earnings above \$3 per share vs. \$226,361,190 & \$4.04 in 1957, pres. Robert W. Galvin reported this week. Confirming earlier prediction of improvement in final period (Vol. 14:44), he told *Wall St. Journal* 4th quarter sales would be "substantially higher" than \$90,000,000 in same 1957 period, net "well in excess" of \$1.50 vs. \$1.28 year earlier. He attributed upswing to "better discipline of the production, sales & inventory problem," said TV set sales in Oct. were 15% ahead of Oct. 1957 and stereo phono sales are far exceeding expectations. Company is "targeting for a better sales record in the 1959 first quarter," he said.

Amphenol-Borg merger into Amphenol-Borg Electronics Corp. (Vol. 14:50) was approved this week by Amphenol stockholders at meeting in Chicago, where new company was set up immediately. Amphenol pres. Arthur J. Schmitt is chairman-pres. of Amphenol-Borg; George W. Borg, exec. committee chairman.

Ampex Corp., now traded over-the-counter, has applied for listing on N. Y. Stock Exchange.

Magnavox directors at N. Y. meeting this week voted to call for Feb. 5 redemption all 4¾% convertible preferred stock at \$52 per share plus 33¢-per-share accrued dividends, after which Ft. Wayne TV-radio-phono manufacturer will have only one class of stock outstanding. Until Feb. 2, preferred may be converted at rate of 1.456 shares of common for each share of preferred—Blyth & Co. agreeing on stand-by basis to buy at \$53 per share (less transfer taxes) any preferred tendered. This week, also, Standard Coil Products announced all its outstanding 5% convertible subordinated debentures due Dec. 1, 1967, amounting to \$3,500,000, will be redeemed Feb. 16, removing restrictions on dividends and other corporate actions. Payment at 102% of principal amount & accrued interest will be made at Bankers Trust Co., N. Y. Debentures now are convertible into common stock at \$10.50.

Emerson Radio earnings in fiscal year ended Oct. 31 were "about 10 times greater" than \$138,431 (7¢ per share) in fiscal 1957, reports pres. Benjamin Abrams. Preliminary estimates indicated final quarter's net profit was about 50¢ per share—2½ times earnings of \$397,888 (20¢) in first 39 weeks of fiscal 1958 (Vol. 14:37). Sales in full fiscal year were up 8% from \$58,803,069 in 1957, according to Abrams, who predicted 20% increase in TV set sales in current year, along with "exceptionally good" stereo sales.

Muntz TV Inc., which moved into profit position in fiscal year ended Aug. 31 following reorganization deficits (Vol. 14:47), reports "marked increase" in results for first new quarter ended Nov. 30. Earnings in period were \$129,408 on sales of \$1,828,734 vs. \$123,615 on \$1,426,501 in same quarter year earlier. Backlog was up 75%, according to sales v.p. Jack Simberg.

International Resistance Co. is ending year with earnings only "slightly less" than \$469,870 (35¢ per share) in 1957 despite \$1,800,000 drop in 1958 sales from last year's \$15,374,721, pres. Charles Weyl told *Wall St. Journal*. In 42 weeks to Oct. 19, company earned \$309,825 (22¢) on \$10,642,998 vs. \$531,424 (39¢) on \$12,965,896 in same 1957 period (Vol. 14:47).

Admiral Corp., whose stock during 1958 went from low of 7 to year-end closing of 19, has been awarded CAA contract for \$5,729,116 for air traffic controls involving TV techniques.

Haydu Electronic Products Inc., through Berry & Co., Plainfield, N. J., has completed sale of \$300,000 issue of debenture bonds.

Loew's Inc. management headed by pres. Joseph R. Vogel, threatened with proxy fight by minority stockholders who opposed spinoff of N. Y. radio WMGM and 102 U. S. & Canadian theatres (Vol. 14:44), apparently won assurance of continued control this week. Describing itself as "friend of management," group led by chairman Nathan Cummings, of Consolidated Foods Corp., Chicago, acquired more than 235,000 shares of Loew's capital stock, of which about 5,336,000 are outstanding. Sellers were reported—unofficially—to be dissident holders Louis A. Green, Joseph Tomlinson & Jerome A. Newman, and N. Y. investment banking firms Lehman Bros. and Lazard Freres & Co.

Correction: Standard Coil Products earnings for 1958 will run about 60¢ a share, up from 55¢ in 1957, total sales running more than \$67,000,000, up about \$6,000,000. We regret error in Vol. 14:52.

Charles Edison, ex-Gov. of New Jersey and son of the famous inventor, has resigned from board of ITT.

NEBRASKA		
Hastings.....	KHAS-TV	(5)
Hayes Center.....	KHPL-TV	(6)
Hay Springs.....	KDUH-TV	(4)
Kearney.....	KHOL-TV	(13)
Lincoln.....	KOLN-TV	(10)
.....	↑KUON-TV	(12)
McCook.....	*KOMC	(8)
No. Platte.....	KNOP	(2)
Omaha.....	KMTV	(3)
.....	WOW-TV	(6)
.....	KETV	(7)
Scottsbluff.....	KSTF	(10)

NEVADA		
Henderson.....	KLRJ-TV	(2)
Los Vegas.....	KLAS-TV	(8)
.....	KSHO-TV	(13)
Reno.....	KOLO-TV	(8)

NEW HAMPSHIRE		
Durham.....	*↑WENH	(11)
Manchester.....	WMUR-TV	(9)

NEW JERSEY		
Newark-N.Y.....	WNTA-TV	(13)

NEW MEXICO		
Albuquerque.....	KOB-TV	(4)
.....	↑KNME-TV	(5)
.....	KOAT-TV	(7)
.....	KGGM-TV	(13)
Carlsbad.....	KAVE-TV	(6)
Clovis.....	KICA-TV	(12)
Roswell.....	KSWV-TV	(8)

NEW YORK		
Albany.....	WTEN	(10)
.....	WAST	(13)
Binghamton.....	WNB-F	(12)
.....	WINR-TV	(40)
Buffalo.....	WGR-TV	(2)
.....	WBEN-TV	(4)
.....	WKBW-TV	(7)
Corthage- Watertown.....	WCNY-TV	(7)
Elmira.....	WSYE-TV	(18)
New York.....	WCBS-TV	(2)
.....	WRCB-TV	(4)
.....	WNEW-TV	(5)
.....	WABC-TV	(7)
.....	WOR-TV	(9)
.....	WPIX	(11)
.....	WNTA-TV	(13)
Plattsburgh.....	WPTZ	(5)
Roseton.....	WRCC-TV	(5)
.....	WHCT-TV	(10)
.....	WVET-TV	(10)
Schenectady.....	WRGB	(6)
Syracuse.....	WSYR-TV	(3)
.....	WHEN-TV	(8)
Utica.....	WKTU	(2)

NORTH CAROLINA		
Asheville.....	WLOS-TV	(13)
.....	WISE-TV	(62)
Chapel Hill.....	↑WUNC-TV	(4)
Charlotte.....	WBTV	(3)
.....	WSOC-TV	(9)
Durham- Raleigh.....	WTVD	(11)
Greensboro.....	WFMY-TV	(2)
Greenville.....	WNCT	(9)
Raleigh.....	WRAL-TV	(5)
Washington.....	WITN	(7)
Wilmington.....	WECT	(6)
Winstan-Salem.....	WSJS-TV	(12)

NORTH DAKOTA		
Bismorck.....	KFYR-TV	(5)
.....	KBMB-TV	(12)
Dickinson.....	KDIX-TV	(2)
Fargo.....	WDAY-TV	(6)
Grand Forks.....	KNOX-TV	(10)
Minat.....	KMOT	(10)
.....	KXMC-TV	(13)
Valley City- Farga.....	KXJB-TV	(4)
Willistan.....	KUMV-TV	(8)

OHIO		
Akron.....	WAKR-TV	(49)
Cincinnati.....	WLWT	(5)
.....	WCPO-TV	(9)
.....	WKRC-TV	(12)
.....	↑WCET	(48)
Cleveland.....	KYW-TV	(3)
.....	WEWS	(5)
.....	WJW-TV	(8)
Columbus.....	WLWC	(4)
.....	WTVN-TV	(6)
.....	WBNS-TV	(10)
.....	↑WOSU-TV	(34)
.....	WLWD	(2)
.....	WHIO-TV	(7)
.....	WIMA-TV	(35)
Oxford.....	*↑WMUB-TV	(14)
Staubenville.....	WSTV-TV	(9)

Toledo.....	WTOL-TV	(11)
.....	WSPD-TV	(13)
.....	*↑WGTE-TV	(30)
Youngstown.....	WFMJ-TV	(21)
.....	WKBN-TV	(27)
Zanesville.....	WHIZ-TV	(18)

OKLAHOMA		
Ada.....	KTEN	(10)
Ardmore.....	KXII	(12)
Enid-Oklahoma City.....	KOCO-TV	(5)
Lawton.....	KSWO-TV	(7)
Oklohom City.....	WKY-TV	(4)
.....	KWTV	(9)
.....	↑KETA	(13)
Tulsa.....	KVOO-TV	(2)
.....	KOTV	(6)
.....	KTUL-TV	(8)
.....	*↑KOED-TV	(11)

OREGON		
Corvallis.....	↑KOAC-TV	(7)
Eugene.....	KVAL-TV	(13)
Klamath Falls.....	KOTI	(2)
Medford.....	KBES-TV	(5)
Portland.....	KOIN-TV	(6)
.....	KGW-TV	(8)
.....	KPTV	(12)
.....	*KHTV	(27)
Roseburg.....	KPIC	(4)

PENNSYLVANIA		
Altoona.....	WFBG-TV	(10)
Erie.....	WICU-TV	(12)
.....	WSEE	(35)
Harrisburg.....	WTPA	(27)
.....	WHP-TV	(55)
Johnstown.....	WJAC-TV	(6)
.....	WARD-TV	(56)
Lancaster.....	WGAL-TV	(8)
Lebanon.....	WLYH-TV	(15)
Lack Haven.....	WBPA-TV	(32)
New Castle- Youngstown.....	WKST-TV	(45)
Philadelphia.....	WRCV-TV	(3)
.....	WFIL-TV	(6)
.....	WCAU-TV	(10)
.....	↑WHYY-TV	(35)
Pittsburgh.....	KDKA-TV	(2)
.....	WTAE	(4)
.....	WIIIC	(11)
.....	↑WQED	(13)
.....	*↑WQEX	(16)
Scranton.....	WDAU-TV	(22)
Scranton- Wilkes-Barre.....	WNEP-TV	(16)
.....	WBRE-TV	(28)
York.....	WSBA-TV	(43)

RHODE ISLAND		
Providence.....	WJAR-TV	(10)
.....	WPRO-TV	(12)

SOUTH CAROLINA		
Anderson.....	WAIM-TV	(40)
Charleston.....	WUSN-TV	(2)
.....	WCSC-TV	(5)
Columbia.....	WIS-TV	(10)
.....	WNOK-TV	(67)
Florence.....	WBTW	(8)
Greenville.....	WFBC-TV	(4)
Spartanburg.....	WSPA-TV	(7)

SOUTH DAKOTA		
Aberdeen.....	KXAB-TV	(9)
Florence.....	KDLO-TV	(3)
Rapid City.....	KOTA-TV	(3)
.....	KRSD-TV	(7)
Reliance.....	KPLO-TV	(6)
Sioux Falls.....	KELO-TV	(11)

TENNESSEE		
Chattanooga.....	WRGP-TV	(3)
.....	WTVC	(9)
.....	WDEF-TV	(12)
Jackson.....	WDXI-TV	(7)
Jahson City.....	WJHL-TV	(11)
Knoxville.....	WATE-TV	(6)
.....	WBIR-TV	(10)
.....	WTVK	(26)
Memphis.....	WREC-TV	(3)
.....	WMCT	(5)
.....	↑WKNO-TV	(10)
.....	WHBQ-TV	(13)
Nashville.....	WSM-TV	(4)
.....	WLAC-TV	(5)
.....	WSIX-TV	(8)

TEXAS		
Abilene.....	KRBC-TV	(9)
Amarillo.....	KGNC-TV	(4)
.....	KVII	(7)
.....	KFDA-TV	(10)
Austin.....	KTBC-TV	(7)
Beaumont.....	KFDM-TV	(6)
Big Spring.....	KEDY-TV	(4)
Bryan.....	KBTX-TV	(3)
Corpus Christi.....	KRIS-TV	(6)
.....	KZTV	(10)
Dallas.....	KRLD-TV	(4)
.....	WFAA-TV	(8)

El Paso.....	KROD-TV	(4)
.....	KTSM-TV	(9)
.....	KELP-TV	(13)
Ft. Worth.....	WBAP-TV	(5)
.....	KFJZ-TV	(11)
Harlingen.....	KGBT-TV	(4)
Houston.....	KPRC-TV	(2)
.....	↑KUHT	(8)
.....	KGUL-TV	(11)
.....	KTRK-TV	(13)
Laredo.....	↑KGNV-TV	(8)
Lubbock.....	KCBD-TV	(11)
.....	KDUB-TV	(13)
Lufkin.....	KTRE-TV	(9)
Midland.....	KMID-TV	(2)
Manahans.....	KVKM-TV	(9)
Nacogdoches.....	KTES	(19)
Odessa.....	KOSA-TV	(7)
Part Arthur.....	KPAC-TV	(4)
San Angelo.....	KCTV	(8)
San Antonio.....	WOAI-TV	(4)
.....	KENS-TV	(5)
.....	KONO-TV	(12)
.....	KCOR-TV	(41)
Sweetwater.....	KPAR-TV	(12)
Temple-Waco.....	KCEM-TV	(6)
Texarkana.....	KCMC-TV	(6)
Tyler.....	KLTU	(7)
Waco.....	KWTX-TV	(10)
Westlaco.....	KRGV-TV	(5)
Wichita Falls.....	KFDX-TV	(3)
.....	KSYD-TV	(6)

UTAH		
Provo.....	KLOR-TV	(11)
Salt Lake City.....	KUTV	(2)
.....	KTVT	(4)
.....	KSL-TV	(5)
.....	↑KUED	(7)

VERMONT		
Burlington.....	WCAX-TV	(3)

VIRGINIA		
Bristol.....	WCYB-TV	(5)
Hampton- Norfolk.....	WVEC-TV	(15)
Harrisburg.....	WSVA-TV	(3)
Lynchburg.....	WLVA-TV	(13)
Norfolk.....	WTAR-TV	(3)
.....	WTOV-TV	(27)
Petersburg- Richmond.....	WXEX-TV	(8)
Portsmouth- Norfolk.....	WAVY-TV	(10)
Richmond.....	WTVR	(6)
.....	WRVA-TV	(12)
Roanoke.....	WDBJ-TV	(7)
.....	WLSL-TV	(10)

WASHINGTON		
Bellingham.....	KVOS-TV	(12)
Ephrata.....	KBAS-TV	(16)
Pasca.....	KEPR-TV	(19)
Seattle.....	KOMO-TV	(4)
.....	KING-TV	(5)
.....	KIRO-TV	(7)
.....	↑KCTS	(9)
Spokane.....	KREM-TV	(2)
.....	KXLY-TV	(4)
.....	KHQ-TV	(6)
Tacoma.....	KTNT-TV	(11)
.....	KTVW	(13)
Yakima.....	KIMA-TV	(29)

WEST VIRGINIA		
Bluefield.....	WHIS-TV	(6)
Charleston.....	WCHS-TV	(8)
Clarksburg.....	WBOY-TV	(12)
Huntington- Charleston.....	WSAZ-TV	(3)
.....	WHTN-TV	(13)
Oak Hill.....	WOAY-TV	(4)
Parkersburg.....	WTAP	(15)
Wheeling.....	WTRF-TV	(7)

WISCONSIN		
Eau Claire.....	WEAU-TV	(13)
Green Bay.....	WBAY-TV	(2)
.....	WFRV-TV	(5)
LaCrosse.....	WKBT	(8)
Madison.....	WISC-TV	(3)
.....	↑WHA-TV	(21)
.....	WKOW-TV	(27)
.....	WMTV	(33)
Marinette.....	WMBV-TV	(11)
Milwaukee.....	WTMJ-TV	(4)
.....	WITI-TV	(6)
.....	↑WMVS-TV	(10)
.....	WISN-TV	(12)
.....	WXIX	(18)
Wausau.....	WSAU-TV	(7)

WYOMING		
Casper.....	KTWO-TV	(2)
.....	KSPR-TV	(6)
Cheyenne.....	KFCB-TV	(5)
Riverton.....	KWRB-TV	(10)

* Formerly KHAD-TV.

TERRITORIES

GUAM		
Agana.....	KUAM-TV	(8)

HAWAII		
Hilo.....	KHCB-TV	(9)
Hanolulu.....	KONA	(2)
.....	KHVH-TV	(4)
.....	KGMB-TV	(9)
Wailuku.....	KMAU-TV	(3)
.....	KALA	(7)
.....	KMVI-TV	(12)

PUERTO RICO		
Caguas.....	*WKBM-TV	(11)
Mayaguez.....	WORA-TV	(5)
Ponce.....	WRIK-TV	(7)
.....	WSUR-TV	(9)
San Juan.....	WKAQ-TV	(2)
.....	WAPA-TV	(4)
.....	↑WIPR-TV	(6)

CANADA

Argentina, Nfld.....	CJOX-TV	(10)
Borrie, Ont.....	CKVR-TV	(3)
Brandon, Man.....	CKX-TV	(5)
Calgary, Alta.....	CHCT-TV	(2)
Charlottetawn, P.E.I.....	CFCY-TV	(13)
Dawsan Creek, B.C.....	*CJDC-TV	(5)
Edmonton, Alo.....	CFRN-TV	(3)
Elk Lake, Ont.....	CFCL-TV-2	(2)
Elliot Lake, Ont.....	CKSO-TV-1	(3)
Halifax, N.S.....	CBHT	(3)
Hamilton, Ont.....	CHCH-TV	(11)
Jonquiere, Que.....	CKRS-TV	(12)
Kamloops, B.C.....	CFCR-TV	(4)
Kapuskasing, Ont.....	CFCL-TV-1	(3)
Kelowna, B.C.....	CHCB-TV	(2)
Kingston, Ont.....	CKWS-TV	(11)
Kitchener, Ont.....	CKCO-TV	(13)
Lethbridge, Alta.....	CJLH-TV	(7)
London, Ont.....	CFPL-TV	(10)
Matane, Que.....	CKBL-TV	(9)
Medicine Hat, Alta.....	CHAT-TV	(6)
Moncton, N.B.....	CKCW-TV	(2)
Montreal, Que.....	CBFT	(2)
.....	CBMT	(6)

Maase Jaw, Sask.....	*CHAB-TV	(4)
North Bay, Ont.....	CKGN-TV	(10)
Ottawa, Ont.....	CBOT	(4)
.....	CBOFT	(9)
Penticton, B.C.....	CHBC-TV-1	(13)
Peterborough, Ont.....	CHEX-TV	(12)
Port Arthur, Ont.....	CFCJ-TV	(2)
Prince Albert, Sask.....	CKBi-TV	(5)
Quebec City, Que.....	CFCM-TV	(4)
.....	CKMI-TV	(5)
Red Deer, Alto.....	CHCA-TV	(6)
Regina, Sask.....	CKCK-TV	(2)
Rimauski, Que.....	CJBR-TV	(3)
Rouyn, Que.....	CKRN-TV	(4)
St. Jahn, N.B.....	CHSJ-TV	(4)
St. John's, Nfld.....	CJON-TV	(6)
Saskatoon, Sask.....	CFQC-TV	(8)
Sault Ste. Marie, Ont.....	CJIC-TV	(2)
Sherbraake, Que.....	CHLT-TV	(7)
Sudbury, Ont.....	CKSO-TV	(5)
Swift Current, Sask.....	CJFB-TV	(5)
Sydney, N.S.....	CJCB-TV	(4)
Timmins, Ont.....	CFCL-TV	(6)
Toronto, Ont.....	CBLT	(6)
Trois-Rivieres, Que.....	CKTM-TV	(13)
Vancouver, B.C.....	CBUT	(2)
Vernan, B.C.....	CHCB-TV-2	(7)
Victoria, B.C.....	CHEK-TV	(6)
Windsar, Ont.....	CKLW-TV	(9)
Wingham, Ont.....	CKNX-TV	(8)
Winnipeg, Man.....	CBWT	(3)
Yorkton, Sask.....	CKOS-TV	(3)

MEXICAN BORDER

Juarez (El Paso, Tex.).....	XEJ-TV	(5)
Mexicali (El Centro, Cal.).....	XEM-TV	(3)
Tijuana (San Diega, Cal.).....	XETV	(6)

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SUMMARY-INDEX OF THE WEEK'S NEWS — January 10, 1959

TV-RADIO BILLS START FLOWING as new Congress convenes, promising another spectacular session for broadcasters. Anti-pay-TV measures up first (pp. 1 & 5).

OPTION-TIME MUST GO, Justice Dept. insists, regardless of FCC opinion. No plans afoot to attack network multiple-station-ownership (p. 1).

REGULATION OF CATV and control of translators & boosters, to protect local TV stations, urged in Cox Report to Senate Commerce Committee (pp. 2 & 5).

FINAL DRAFT OF TASO REPORT discussed by board. Excerpts from report compare vhf-uhf performance—in propagation, receivers, etc. (pp. 3 & 6).

FUND FOR THE REPUBLIC studies almost ready. Pay TV probe extended to include all facets of industry; ratings study covers effects on programming (p. 4).

MARIE TORRE GOES TO JAIL for 10-day contempt of court sentence rather than divulge CBS source of *N. Y. Herald Tribune* column item about Judy Garland (p. 7).

COMPILATION OF MULTIPLE CATV OWNERS shows 40 U.S. operators with 148 of nation's 600-plus systems; 6 operate 15 in Canada (p. 12).

Manufacturing-Distribution-Finance

HIGH-PRICED, QUALITY PRODUCTS feature manufacturers' displays at Chicago Winter Market. Influx of buyers spurs new year optimism (p. 13).

CO-OP AD TAX FIGHT goes to Congress as group of manufacturers, admen and press organize to press for legislation to upset IRS ruling (p. 13).

NEW GE SERVICE POLICY includes independents, soothing "captive service" strife (p. 14).

MORE INVESTIGATION THAN LEGISLATION: More than 150 laws involving broadcasters in one way or another -- regulating, harassing, or helping them -- were proposed in the last Congress. And the 86th Congress which started this week also promises to match that bill-introducing record (see p. 5).

Yet not a single TV-radio bill was passed by the 85th Congress -- despite much weighty talk, marathon hearings and sometimes sensational probes (Vol. 14:34). The record of the false-&-half starts at law-making showed that when it comes to legislating, Congress can be a great investigating body.

This was a good thing, by and large, for broadcasters at the last session. They were threatened by law with almost everything from loss of beer commercials to blackouts of telecasts of baseball games. They'll face the same threats in the new Congress. And some of the bills which were worked over last time -- notably those reforming some FCC practices -- probably will become law this time.

We're sure of one thing about Congress as it begins moving once again into the headline-inviting TV-radio area, where a big public audience is always assured. That is that once more there'll be more investigation than legislation. Rep. Harris and his unlamented oversight subcommittee made too good a political thing of it in the 85th for headline-making probes to be dropped now.

INDEX TO TV-RADIO NEWS DEVELOPMENTS OF 1958: The only source of its kind in the broadcast & electronics industry, our 8-page Index of 1958 news events is included herewith for all subscribers. It's our 10th annual edition, and it has been a valuable time saver for those who need to know what happened when.

We assume that you've maintained your complete file of Newsletters, Special Reports & Factbooks for 1958, to which Index refers. However, if you prefer them in more convenient form, we are preparing bound volumes of our 1958 output, prefaced by the new Index, and can still take orders at \$25 per copy.

JUSTICE DEPT. STILL ADAMANT ON OPTION-TIME: Justice Dept. won't relent in its drive to eliminate network option-time practice, regardless what FCC does. That position was stated emphatically to us this week by Justice spokesman, even as Commission again debated position it should take on option-time.

Justice Dept. believes option-time is an illegal "monopoly" practice, and that's that. When FCC submits its findings to Justice, for its official legal opinion, Justice will reiterate its frequently stated conclusions (Vol. 14:25). Justice spokesman assumes that some party to network hearing, such as option-time opponent KTTV, Los Angeles (Richard Moore), would challenge in the Court of Appeals any pro-option-time ruling which FCC may issue, using Justice's opinion to buttress its case. He believes Court of Appeals would favor Justice's position. And, if Commission goes to Congress to seek exemption of option-time from anti-trust laws, he predicts a most indifferent reception. As you can see, he can visualize no fate for option-time other than eventual demise.

Fact that all networks have dropped must-buy, which Justice had also termed illegal, cuts little ice with top Justice officials -- scarcely a "compromise" big enough to preserve option-time. There's no disposition, on other hand, to move against multiple-ownership of TV stations -- networks' most valued possession.

* * * *

FCC hasn't finished option-time discussions yet -- to determine what to say to Justice Dept. -- but it's understood to have agreed by 4-3 vote to state that option-time is essential & legal -- Comrs. Hyde, Bartley & Ford disagreeing. Commission discussed it further Jan. 9, didn't end work (Lee absent), meets Jan. 14.

Some network affiliates decided to take bull by horns last week, go directly to Attorney General Wm. Rogers, state the non-legal case for option-time. However, both the affiliates and Rogers had second thoughts on it, and current plan is for them to meet with anti-trust chief Victor Hansen and his asst. Robert Bicks on Jan. 13. Due for conference: C. Wrede Petersmeyer, Corinthian stations; Jack Harris, KPRC-TV, Houston; Lawrence Rogers, WSAZ-TV, Huntington; John Hayes, WTOP-TV, Washington & WJXT, Jacksonville; Alex Keese, WFAA-TV, Dallas. All were active in defense of networks during FCC hearing.

NBC's abandonment of must-buy was foreshadowed by CBS's recent dropping of the practice (Vol. 14:49). Like ABC & CBS, NBC adopts "minimum-buy." It requires advertisers to take stations whose aggregate Class A rate is at least \$95,000; Class C, \$42,500. Like others, it will take smaller lineups on case-to-case basis of "program & advertising suitability and other public-interest considerations." The new minimum-buy policy goes into effect March 15.

NBC makes point of fact that during FCC network hearings chairman Robert W. Sarnoff testified that abandonment of must-buy "would not raise any major problem in NBC's network operation." TV network sales v.p. Walter D. Scott noted that all current nighttime advertisers buy lineups whose Class A total is more than \$100,000 and that "typical" daytime sponsor takes more than the Class C minimum.

COX ATTACKS FCC FOR 'DRIFT' & 'CONFUSION': The expected criticism of FCC's handling of small-town TV growth came this week in "Cox Report," a document written by Kenneth Cox, special counsel to Senate Commerce Committee. Touchstone of report is assertion that Commission is lax in protecting local TV stations by failing to regulate community antenna systems and set limits to translator-booster development. Report also urges legitimization of unauthorized boosters, but it was written before FCC finally outlawed them last week (Vol. 15:1).

Though Cox's report on vhf-uhf allocations is due some time in future, current report touches on that subject briefly & importantly -- by urging drop-ins of vhf channels at substandard spacings, as committee recommended once before.

It should be remembered that this is a staff report, doesn't have imprimatur of Committee. Chairman Magnuson (D-Wash.), transmitting report to FCC for comment,

gives no indication of Committee's opinion of Cox's work. Fact is, of course, that Committee hasn't studied it yet. If Committee and/or other Senators are burned up about FCC's vote against boosters, it looks as if they're going to have to pass a law -- because Commission vote was 6-1, and it was the third time it has turned thumbs down on suggestions to let boosters continue.

Since this is a critical period in FCC's consideration of allocations problems, Cox's comment about vhf drop-ins is worth quoting:

"It still seems that the Committee's conclusion in its interim report was sound, and that in view of the failure of the Commission to make any progress toward the achievement of an all-uhf system for all, or a major part, of the U.S., it should proceed forthwith to provide one or more vhf channels for at least those overshadowed communities which qualify as among the 100 largest markets in the country. Only thus can these cities be given a measure of the local service which is already available to many smaller communities."

* * * *

Cox suggests that FCC should control all means of bringing TV to the public, and regulate them in such fashion as to promote local expression. Thus, he believes that services should be favored in the following descending scale of desirability: (1) Local stations. (2) Semi-satellites. (3) Satellites. (4) Boosters & transmitters. (5) CATV systems. None of the "lower forms" of TV, he says, should be permitted to frustrate development of any higher one.

Each device has a useful role, Cox states, but role should be played according to clear-cut FCC rules. Up to now, he says, FCC policy has been "drift" and "confusion" [For details of Cox Report, see p. 5.]

THE TASO REPORT--STATUS AND SUMMARY: Windup stage has been reached in industry's massive study of vhf & uhf TV service, through TV Allocations Study Organization (TASO). On Jan. 9, TASO board met in Washington to begin considering its draft of final report to be submitted to FCC. Bare start was made; next meeting is Jan. 24.

Conclusion of report, drafted by exec. director Dr. George Town, compares vhf & uhf performance in terms meant to be intelligible to laymen. It goes directly to vhf-uhf contrasts, digesting engineers' elaborate findings as to the distances covered by each type of signal, vagaries within service areas and reasons therefore, prospects for improvement, performance of sets, antennas, transmission lines, etc.

More precise figures on uhf's generally less extensive coverage, with definite exceptions, are given to aid FCC in its current allocations deliberations. The report hasn't been made public yet, but we've been made privy to its more important conclusions. Details are offered on p. 6, and they're subject to modification, of course. Here's basic summary:

"Speaking very generally, the field surveys conducted by TASO showed that, near a TV transmitter, excellent service was provided by both uhf and vhf stations, but that as one went farther from the transmitter, uhf service deteriorated much more rapidly than did vhf service. In areas of adequately high signal strength, uhf provided both the best and the poorest pictures -- the best primarily because of freedom from man-made electrical noise, and the poorest primarily because of greater deterioration of receiving installations.

"One significant factor was noted over and over again in all sections of the country. This is that there is no such thing as a 'standard' receiving installation. Rather, as one goes farther and farther from a transmitter, one finds the quality of the receiver installations, and particularly the quality of the receiving antennas, improves so that the decrease in signal strength is to a considerable extent compensated. As one goes farther yet, a region is reached in which the signal strength is so low that only relatively poor pictures are obtained; and soon thereafter, it is found that no receivers are purchased.

"This increase in quality of receiving installations with increasing distance

is, of course, to be expected; but it leads to interesting results. The effect produced is that, over a considerable range of distances from a TV transmitter, picture quality, as observed in the home, remains at approximately the same satisfactory level; but that when some more or less critical distance is exceeded, the service deteriorates very rapidly. This critical distance depends upon many local factors; but the significant fact is that, in practically all cases, this critical distance is much less for uhf than for vhf. It is even markedly less for high-band vhf than for low-band vhf...

"Moreover, at the critical distance, uhf service fell off more rapidly and more completely than did vhf service. Within the critical distance, service was more variable at uhf than at vhf and was, on the average, poorer. The TASO studies showed clearly that some of the reasons for the poorer performance at uhf are truly basic in their nature and are not susceptible to complete compensation by the application of known techniques, while other reasons stem from equipment limitations which may or may not change as the art progresses."

TV Studies Ready Soon: At least three of the communications studies now in progress for the Fund for the Republic will be completed "in a few weeks," in the words of the men in charge—J. E. Patterson, who is doing audience rating systems, Robert W. Horton, handling the pay TV controversy, and Dr. Charles Winick who is covering censorship.

Horton reveals that during course of his study, it became evident that pay TV was only a small slice of the whole pie, so final report will emerge as a comprehensive study of TV as a medium of mass communication. "It's not to be egghead," explains Horton, "we are not crusading. We simply want to present a realistic, reasonably good overall statement of everybody's problems: agencies, sponsors, program producers, writers, commissioners—everybody."

Horton's year-long fact-finding task has involved 19,000 miles of travel and a series of round-table discussions at Princeton to bring various elements of the industry together for face-to-face talk. Although his work will be completed shortly, he expects more time will be needed for checking with the persons involved. Final shape of the study has not yet been decided. Could be a book, pamphlet, series of interim reports—or all three. Horton, former information director of the National Defense Advisory Commission, also was at one time Washington correspondent for the N. Y. *World-Telegram*.

The Patterson study, explains its author, although detailing the 5 audience measurement systems—Nielsen, ARB, Pulse, Trendex, Videodex—will not be concerned with examining their effectiveness or relative accuracy from the standpoint of the time-buyer, but with the results of their measurements on TV itself—a matter of community interest. It is not intended to be "a bludgeon against the rating systems," but a report on them from the standpoint of their effect on the people who use them and who control TV programming. Says Patterson: "This is in no sense an exposé or a recital of case histories of shows unjustly thrown off the air because of ratings. It is an attempt to tell what ratings are—the qualitative kind as well as the quantitative—and how this information affects programming. We are not presenting opinion—primarily we are reporting—but of course that involves raising questions and suggested answers." Finished report will run about 30,000 words.

Patterson, formerly on *The New Yorker*, has been carrying his full-time responsibilities as assistant market-

ing editor at *Business Week*, while working on the Fund study—which he started last summer.

Winick's report on censorship will run about 40,000 words. He is also associated with M.I.T.'s leisure time project.

Processing of the reports from here on involves evaluation by the Fund, followed probably by decision to make them available, in one form or another, to all interested parties.

Live Revolution: First network ever to present a foreign revolution live is the latest milestone claim of NBC as result of its 3 live video pickups of the Havana street rioting on Friday, Jan. 2 at climax of the successful Cuban revolt. Cameras outside the studios of CMQ, NBC affiliate, picked up the action periodically during the day. Picture went by microwave to relay station at Key West, then to affiliate, WCKT, Miami, and out to the network.

All 3 nets moved quickly to cover, NBC sending crew of 9, CBS 6, ABC 5. CBS showed its first film on the revolt New Year's Day. Sound film in interviews of Castro and Urrutia, shipped Monday, Jan. 5 by Stuart Novins, made CBS New York outlet at 7:30 a.m. Tuesday and a net news show 75 minutes later.

NBC followed up its first live shots with a mobile-unit capture of Castro himself on Thursday Jan. 8 as he rode his tank through Catoro, 27 miles from Havana. The combination of mobile unit, CMQ, Havana, and microwave to Key West brought in a good clear picture. The live technique was used again later in the day to catch 43 minutes of the successful rebel's triumphal entry into Cuba's capital.

For Friday, Jan. 9, NBC offered a live special from Cuba at 7:30 p.m., and ABC was readying a film run-down on revolt for Sunday (Jan. 11) on *Open Hearing* at 3 p.m. For same day, newsminded Ed Sullivan planned to present a filmed interview with Fidel Castro.

ABC Counts Blessings: Kick-off statement for the new year by ABC-TV pres. Oliver Treyz says net is in strongest position of its history, claims to lead its competitors in audience size on 4 of the week's 7 nights. Primary affiliates are up from 79 to 88 in last year; advertisers up from 50 to 63; commercial hours sold, up from 27 to 48. Treyz also pointed to net's expanded use of tape; experimentation with stereophonic sound; facility expansion in L. A., N. Y., Detroit; and installation of new-type vidicon tube for improved reception of film shows.

Avalanche Poised on Hill: Biggest-ever batch of bills directly affecting TV & radio was in sight for FCC & broadcasters as 86th Congress got under way this week. It included legislative proposals to implement sweeping reforms of Federal agencies demanded by House investigators (Vol. 15:1).

Drafting of measures promised by Commerce Committee Chairman Harris (D-Ark.), who led oversight subcommittee in year-long probe of FCC practices, was not yet completed. He said he wanted to give priority to another pet proposal—a ban on broadcast pay TV. And House Committee itself was not yet reorganized for session which is sure to bring new probes of broadcasting fields.

Trickle of what is expected to be avalanche of bills on broadcasting was already started by others in House, however. On Senate side, where wrangle over rules on filibusters delayed start of legislative process, few bills had been introduced at our press time, but pile-up there will begin next week.

First order of broadcast legislative business on House side is expected to be hearings on pay TV which Commerce Committee is scheduled to start before end of Jan., probably followed by Senate Commerce hearings on same subject. As of now, Senate Committee plans to open hearing season with resumption of crusade by Sen. Monroney (D-Okla.) against TV rating systems—probably in N. Y. in late Jan. or early Feb.

Harris bill to prohibit FCC licensing of any broadcast pay-TV system will be introduced Jan. 12. Beating him to gun on opening day of new session with similar House measures were Chairman Celler (D-N.Y.) of Judiciary Committee and Rep. Lane (D-Mass.).

Both Celler's measure (HR-68) and Lane's bill (HR-166) would "prohibit the charging of a fee to view telecasts in the home." They were the vanguard of the new flock of anti-pay-TV bills whose predecessors were stilled last session when resolutions by Senate & House Commerce Committees held up FCC tests pending action at this session.

Ready to be introduced next week is companion Senate bill by Sen. Thurmond (D-S.C.), leading opponent of pay TV last year in Senate Commerce Committee, whose Chairman Magnuson (D-Wash.) is an advocate.

Other early bills on House side—where office of House bill clerk was trying to catch up at week's end with tabulation of more than 2000 dropped in hopper on first day—included:

Federal aid to educational TV measure (HR-32) by Rep. Boggs (D-La.), reinstating last session's plan to grant up to \$1,000,000 in govt. funds to each state & territory for purchase of ETV equipment. Sen. Magnuson and Rep. Udall (D-Ariz.), co-sponsors of \$51,000,000 program last year, when it passed Senate but died before reaching House floor, also had bills ready.

Perennial (but so far hopeless) bill (HR-51) by Rep. Boland (D-Mass.) to exempt uhf receiving sets from Federal excise tax.

Other old subjects certain to be covered by new bills (by Celler, for one) include anti-trust exemptions for professional sports to permit agreement by club owners on blackout of telecasts of some games. Sen. Langer (R-N.D.) will again dust off his measure to ban liquor advertising from TV, radio and all other interstate media. Direct FCC

regulation of networks—pet project of defeated Sen. Bricker (R-O.)—may have a new advocate in Sen. Douglas (D-Ill.).

And when bills based on House oversight subcommittee's report begin flowing from Harris and his Commerce Committee—covering everything from agency codes of ethics and ex parte influence to payoffs for FCC license contestants—session really will be under way for TV-radio industry. General ethics bill hit hopper early.

Note: Staff of Celler's Judiciary anti-trust subcommittee has issued Parts III-V of scholarly study of "Federal Conflict of Interest Legislation." Buttressing oversight subcommittee's conclusions that agencies need a law to guide their conduct, anti-trust report singles out FCC for particular attention: "It is regrettable that legislative prodding should still be necessary to induce this agency to adopt a code of ethics."

How to Protect Local TV: Cox Report on small-town TV (p. 2) belabors FCC brusquely but its final recommendations recognize that the Commission still has to administer law on a broad "public interest" basis. Report says that FCC should:

"(1) Recognize and accept its duty to effect a nationwide TV system, making appropriate use of all available devices & facilities.

"(2) If it lacks adequate authority over any of these elements, seek the necessary power from Congress during the coming session.

"(3) Lay down clear rules applicable to the respective elements of the TV industry so that all may know exactly where they stand and none may resort to unfair competitive practices which will ultimately impair the service available to the public.

"(4) Develop a schedule of priorities [for] the various forms of service available, taking due account of such factors as local service, broad coverage, multiple program choices, and cost to the viewer.

"(5) Apply the broad public interest standards of the Communications Act to each case in order to arrive at the best solution in terms of the general public interest in each community, which will necessarily involve consideration of the economic impact on competing services and the decision of conflicts between mutually exclusive values or interests."

* * * *

Protection of conventional stations, with their potential of providing coverage of local interest, is theme of entire report. Thus, FCC is criticized for permitting community antennas, translators or boosters to bring out-of-town signals to communities with local stations—even if it means public gets choice of signals. This is "a parody on local service," report states, insisting that a single locally-produced signal is preferable to several signals piped from big cities.

Report gives rather grudging recognition to translators, compared with vhf boosters, for serving small towns. It claims translators are too costly at both transmission and reception ends. Cox appears fairly well satisfied cheap vhf boosters can be authorized by FCC; that they won't cause intolerable interference. Commission disagrees, of course, as indicated by denial of authorization to boosters last week (Vol. 15:1). Though bills may be intro-

duced to legalize boosters, it's difficult to imagine Congress passing law authorizing them in face of FCC's expert opinion that boosters are not only troublesome but have a perfectly adequate substitute in form of translators.

Most of report is devoted to CATV, with some of strongest criticism aimed at FCC's authorization of microwaves to feed CATV systems. "It is one thing," report states, "for a broadcaster to compete with an antenna system which simply picks off the air the signals of stations in nearby small cities, but quite another to have the FCC—which allocated his channel to the community and licensed him to operate on it—come along and assist the CATV operator to step up his competition by microwaving in the signals of 3 stations allocated to, and operating in, a distant metropolitan market."

Report minimizes the CATV contribution by which it builds set circulation to the point that prospective operators are encouraged to start stations. "With the lapse of time," it stated, "the CATV system ceases to be the benefactor of the new station and becomes its competitor. The question is, therefore, whether on balance and in the long run the antenna system is going to build or destroy the station's economic support."

Summing up impact of CATV, translators, boosters, etc., report states: "All of these devices have their merits and their drawbacks. It is quite probable that all of them will be needed to provide maximum service to the public—at least for some time. Under these circumstances it seems clear that the Commission should have, and should vigorously exercise, regulatory power over all of these alternative means of bringing TV service to the public. It is difficult to see how the Commission can perform its duties to the public—and effectuate the will of Congress—without such broad and inclusive authority, because . . . these various services interact upon each other in many ways. It is unfair to impose standards of public service on part of those who furnish TV service to the public while leaving others similarly engaged free of all such obligations. It seems quite clear that the overall TV industry cannot thrive and grow, to the greatest ultimate public interest, if it continues to exist only half regulated."

Report runs 54pp., is titled *The Television Inquiry, The Problem of TV Service for Small Communities*. It is available from Senate Commerce Committee, or we'll get you one.

Big Newspaper Deal: Once the country's liveliest newspaper city, Chicago became a 2-publisher town this week with \$18,000,000 sale by Knight Newspapers (John S. Knight) of controlling interest in afternoon *Daily News* to Field Enterprises Inc. (Marshall Field Jr.), owner of morning *Sun-Times*. Knight had acquired *Daily News* in 1944 for \$2,151,537 from estate of Col. Frank Knox. Deal made Field sole competitor in Chicago with late Col. Robert R. McCormick's morning *Tribune* (WGN-TV & WGN) and afternoon *American*, which was bought by *Tribune* from Hearst in 1956 for around \$8,000,000. Knight said decision to sell *Daily News* arose from "desire to curtail my administrative responsibilities after nearly 40 years in . . . journalism." Unaffected by Chicago sale were other Knight family publishing & TV-radio interests, which he said "will continue to expand in areas where the demands upon my personal supervision will not be as insistent." They include *Detroit Free Press*, *Akron Beacon Journal* (45% of WAKR-TV & WAKR), *Miami Herald*, 27.5% of Miami's WCKT & WCKR, *Charlotte Observer*, weeklies *Coral Gables Times* and *Florida Keys Keynoter*.

TASO Weighs Vhf & Uhf: Basic differences in vhf & uhf performance, as determined by TV Allocations Study Organization, according to draft of final report being considered by TASO board this week (see p. 3), are summed up in this statement:

"The most significant differences between uhf and vhf performance are due to propagation effects, receiving antenna performance and receiver noise factor. Propagation of TV signals is a phenomenon of nature; and the differences in propagation at uhf and vhf are likely always to exist. Uhf reception suffers in comparison with vhf reception, for one reason because of the smaller physical size of receiving antennas of the same type. Theoretically, if antennas of equal size were used, they would be equally effective in picking up signals. There are a number of sound, practical reasons why this equality has not been achieved; but future, and as yet unknown, inventions might improve the effectiveness of practical uhf antennas.

"Referring again to reception, the noise factors of current uhf receivers are markedly poorer than those of vhf receivers. This is largely because of the lack of good, reasonably priced tubes and/or other electron devices for use in uhf tuners. If the commercial demand existed, it *might* be possible to develop such tubes, but this is uncertain for the present. One might suggest that the handicaps suffered by uhf could be overcome by the use of correspondingly higher power transmitters. Currently available transmitters do not permit the achievement of this goal; but again, future development *might* change the situation."

* * * *

Report discusses "critical distance" for stations—the distance beyond which service deteriorates very rapidly—comes up with these figures: Ch. 2-6, 65 mi.; Ch. 7-13, 55 mi.; Ch. 14-40, 40 mi.; Ch. 41-83, 30 mi. TASO found, in measurements made at 1232 points in 8 areas, that vhf field strength exceeded uhf (in lower half of band) by average of 6.5 db—with same ERP. Low-band vhf exceeded uhf by 7.5 db.; low-band vhf exceeded uhf by 4.5 db. Report cautions:

"It should be noted that these comparisons of field strength hold only out to limited distances, namely to the distance at which uhf field strength could be measured. Beyond these distances, no quantitative comparisons could be made. If comparisons at these greater distances could have been made, the difference between vhf and uhf fields would have been much greater. Moreover, in obtaining the averages, data from the atypical areas favoring uhf propagation were included. If these had been excluded, the vhf field strengths would have averaged higher in comparison with uhf fields."

Also noted was that in extremely flat, treeless, terrain within line-of-sight of antennas, uhf fields were "consistently appreciably higher than vhf." Fresno & Buffalo uhf transmissions—in certain directions—were cited as examples. Turning to interference, report states:

"Although TASO did not make quantitative measurements of interference, the observations made in the field surveys, the questionnaire survey of TV servicemen and inquiries directly to service managers of leading TV receiver manufacturers showed clearly that uhf TV is sub-

stantially free from atmospheric interference, from such man-made interference as ignition and other impulsive electrical noise and from airplane flutter.

"Galactic noise, which may be an occasional bothersome source of interference on low vhf channels, is of no consequence at uhf. Finally, although there were frequent reports of co-channel and adjacent-channel interference at vhf in the information obtained from servicemen and others, there were practically no such reports at uhf. This, however, may well be due at least in part to the relatively small number of uhf stations on the air to cause such interference, since the curves of interfering (or tropospherically propagated) signal strength developed by TASSO indicate that, at equal distances and for comparable conditions, interfering field strengths at uhf are only some 6 db lower than at vhf."

* * * *

Report summarizes transmission line losses, showing greater attenuation on uhf, and the reasons why uhf antennas generally deliver less voltage to transmission line. The important receiver noise factor averages thus: low vhf, 6.5 db; high vhf, 8.5 db; uhf, 13.3 db.

Report states that TASSO hasn't done "all of the work which needs to be done in the field of TV engineering allocation studies." Among these: completion of propagation data analysis; more field work to learn why uhf field strength "is well below its theoretical value"; study of variation of field strength over short and long periods; measurements of galactic noise; tests of directional antennas; measurements of very precise carrier frequency control; experiments with circular polarization; evaluation of picture quality in homes in "very large metropolitan areas."

No 'Evil Eye,' Television: Crack Scripps-Howard Washington correspondent Andrew Tully, fed up with "anti-TV snobs," got gripe off his chest, and *Washington News* headlined his column, "That Eye Doesn't Have to Be Evil." All the more striking was the play his syndicated article got in contrast with the horrendous findings of that newspaper's own TV-radio editor Dave Reque, in series just a few weeks earlier, based on that sure-fire old chestnut—the number of murders and other crimes he could count in one week's program schedule. Wrote Tully on his pet peeve: "The tedious line affected by this pseudo egghead varies, but in essence it sounds like this: 'Of course, we don't have a TV set—we think it's bad for the children.' The more subtle ones favor the reverse English method, offering a mock apology for their inability to get interested in TV fare. 'As soon as I finish Goethe in the original . . .' they say, with a gentle smile. Some day I'm going to challenge one of those types to spell cat. TV is a bum a lot of the time and not worth the space it takes up in the house, but on increasingly frequent occasions it is a whopping entertainment value . . . The kid who is allowed to watch TV 5 or 6 hours a day is flirting with permanent idiocy, but the parent who okays such a schedule already has achieved that stature . . . A TV set can ruin a child. But so can too much oatmeal or an overdose of Euclid . . . American parents with something between their ears have managed to save their children from the radio, the automobile, the movies and even the perils of too much parental gum-beating. They have done it by practicing something I wish the anti-TV snobs would discover. It's called moderation."

Annual conference of presidents of State Assns. of Broadcasters will be held in Washington Feb. 24-25.

Marie Torre Takes Ten: Dressed in regulation blue-& white striped prison uniform, *N. Y. Herald Tribune* TV-radio gossip columnist Marie Torre took up 10-day residence in Jersey City's Hudson County jail Jan. 5. She was fingerprinted and committed to pastel-tinted 7th floor dormitory room to serve contempt-of-court sentence after final refusal to tell N. Y. Federal Judge Sylvester J. Ryan the name of CBS v.p. she quoted as source of allegedly libelous remarks about singer Judy Garland (Vol. 15:1).

"If you change your mind, Miss Torre, you can communicate directly with the court," said judge as she was led away to jail which is used for lesser Federal offenders and court witnesses. Trailed by reporters & cameramen, she said she couldn't "contemplate the future" when asked if she'd persist in defying Judge Ryan—and thereby risk further contempt punishment—in pre-trial of Miss Garland's \$1,393,333 suit against CBS. Behind her in N. Y. Miss Torre left 21-month-old son, 8-month-old daughter, TV producer husband Hal Friedman—and assignments to guest columnists to carry on at *Herald Tribune*. She had visit in jail 2 days later from *Herald Tribune's* Ogden R. Reid, who conveyed his "strong belief in the principle she is fighting for."

At same time CBS issued statement saying network "is most sympathetic to the plight of Miss Torre and her family and would do anything, if it could, to relieve her." CBS pointed out that from beginning of case it "has made no objection to Miss Torre's divulging the source of her story," maintaining that network "has been unable to find that any of its executives or employes made any statement to Miss Torre concerning Miss Garland."

CBS's N. Y. flagship, WCBS-TV, also provided a forum for discussion of free-press issues in the case on Ron Cochran's Jan. 10 *Right Now* show. Recruited for discussion were reporters Robert Conway of *N. Y. Daily News* & Murray Davis of *N. Y. World-Telegram & Sun*, Walter Millis of American Civil Liberties Union, Prof. B. McKay of NYU Law School. Miss Torre herself is scheduled for appearance—but not talk—on *Ed Sullivan Show* Jan. 18.

Meanwhile, Radio-TV Directors Assn. came forth to champion Miss Torre. Freedom of information committee chairman John Lewis, news mgr. of Hearst's WBAL-TV & WBAL, Baltimore, said her imprisonment is "black mark" on press freedom, that: "It is the inherent responsibility of every newsman to protect the identity of a confidential news source."

And on opening day of 86th Congress Rep. Dorn (R-N. Y.) fulfilled his promise to introduce bill granting protection for reporters against being forced to disclose their news sources to Federal judges or Congressional committees (Vol. 14:50). Inspired by Miss Torre's troubles, measure (HR-355) would cover reporters, writers & commentators employed by TV & radio networks & stations as well as newspapers, news services, syndicates & periodicals. He pointed out 12 states now have laws giving newsmen legal privilege to keep sources confidential.

In Hollywood, Miss Garland and husband Sid Luft also were heard from. They said they're sorry for Miss Torre, but will pursue action against CBS.

Series of Fireside TV chats similar to informal format of President Roosevelt's history-making radio talks to country are planned by President Eisenhower. He told private conference of Republican leaders at White House this week that TV appearances—not yet in network scheduling stage—would include Q-&-A discussion of domestic & foreign problems.

Videotape's Pros and Cons: Advantages and drawbacks of tape are thoroughly discussed in *Variety's* big (53rd) Anniversary Issue (Jan. 7). Full details are well worth your attention, but here are some edited excerpts:

Tape will become the dominant form of recording and replaying TV programs, perhaps in 5, although possibly not for 10, years. But at present [with film], taking the completed negative and making masters, dupes, and the 35 or so prints of each episode [costs] about \$50,000 per series. I have seen reports that a half-hour tape—the raw stock—will cost between \$150 and \$300. For the 35 prints of each 39 episodes then, the cost will be between \$250,000 and \$500,000. . . . Until the top 75 or 100 markets are equipped with tape we will stick with film.—*Walter Kingsley, pres., Independent Television Corp.*

Tape has many limitations because of the cumbersome equipment and the difficulties of editing. . . . A "Sea Hunt," with its accent on underwater photography, a "Mackenzie's Raiders," with its far ranging outdoor action, would be impossible [to do with tape].

. . . We are studying and experimenting with tape equipment and will do some of the shooting for our "World of Giants" utilizing tape.—*John L. Sinn, Ziv Television Programs.*

Most important question is whether quality of the program recorded on tape can equal or surpass the quality of the same show on film. From all sources I've been able to check, this, most emphatically, is not now possible. When presumably tape will have the

same flexibility in terms of production and story quality; in editing; and station acceptance in terms of equipment (although I can never see universal station acceptance because of the cost of tape equipment)—then [we] and I'm sure other film distributors—will move into distribution of programs by tape. But I think it's a long, long way off.—*Michael Sillerman, pres., Gross-Krasne-Sillerman, Inc.*

[We are] currently completing the framework of the first complete video tape entity—a corporate structure housing under our roof the talents and skills for creating, financing, producing, promoting, selling and distributing the video tape product . . . It is clear that full-scale syndication of quality tape programming will become the prime element of future non-network programming.—*George K. Gould, pres., NTA Telestudios.*

Other Anniversary *Variety* highlights: Prediction by Dave Kaufman that Hollywood's TV film-makers will better 1958 production this year by \$5,000,000, bringing total production to \$105,000,000, not counting costs of the more than 100 speculative pilot films which will be shot.

Lawrence L. Wynn (gen. mgr., Concert Network) describing the FM audience, reveals that surveys in large cities throughout the U. S. show that "the characteristics of the individual FM station audiences are strikingly similar." They are: average age, 37; 75% college graduates; \$9000 average income (31% over \$10,000); average listening time, 5 hours daily for 6 days a week; total time tuned into all other TV and radio combined: 3 hours daily for 3 days a week.

Anti-ETV Revolt? Rapid substitution of closed-circuit TV film instruction for live classroom teachers at crowded Compton [Junior] College, Los Angeles, which has 4800 enrollment, is becoming a fighting educational issue in state. Compton pres. Paul Martin sees his unorthodox filmed courses, during which many students seldom encounter an instructor in person, as a "breakthrough in education." But 90,000-member Cal. Teachers Assn., decriing all-TV methods at Compton (and fearing technological unemployment), has denounced plan and asked Western College Assn. to investigate it. First-year courses in English, mathematics, psychology are given almost entirely on film, 6 more filmed courses are being prepared. Brushing aside protests by teachers that film-only instruction is inadequate, scorning usual use of ETV as supplement to—not substitute for—classroom teaching, Martin foresees progressive replacement of faculty by TV. Joint Council on Educational TV in Washington, which doesn't advocate Compton system, says plan isn't spreading elsewhere.

Gift of Ampex Videotape recorder by manufacturer to Washington County, Md. (Hagerstown) closed-circuit educational TV system was reported recently by school supt. Wm. A. Brish, who said he "can now only begin to sense the ways in which it can be used to materially improve the quality of our efforts." Recorder was trucked from N. Y.'s Grand Central Station, where Ampex had it on public display in special equipment exhibit. Minn. Mining & Mfg. Co. is contributing tape to EIA-supported 5-year ETV experiment. In preparation for use of Ampex machine, project's chief engineer John R. Bugger and a. t. John Wahlfeldt spent week at company's Redwood City, Cal. headquarters.

"TV in Military Education" is title of article in Dec. *Signal Magazine*, by Maj. Louie L. Williams, U. S. Army Signal Training Center, Ft. Gordon, Ga. It describes Center's TV operations, and notes: "Probably its biggest asset, as uncovered by educational TV research, was its success with low aptitude students. 'Slow learners' acquired, through TV, some of the facts and skills that they did not learn through reading [or] any other means."

GE's bullish ETV attitude (Vol. 14:39) was reiterated this week by Wm. J. Morlock, gen. mgr. of technical products dept., in a forecast of equipment sales. "It is now merely a matter of time," he said, "when educational TV installations will outnumber commercial TV stations." He also predicted: (1) Equipment sales to new TV stations to hold steady in 1959, halting a 6-year decline. (2) Replacement sales in 1959 to run 10% above 1958. (3) Closed-circuit equipment sales to be up 6-fold in 10 years.

Fifth edition of *Educators Guide to Free Tapes, Scripts & Transcriptions: 1959* has just been issued by Educators Progress Service, Randolph, Wis. (229 pp., \$5.75)—edited by Prof. Walter A. Wittich, U of Wis. & Gertie Hanson Halsted, Wisconsin State College.

"Main Street, U.S.S.R." is title of NBC correspondent Irving R. Levine's fascinating new book to be published Jan. 22 by Doubleday (405pp., \$4.50). Levine, whose broadcast privileges have been suspended by the Soviets, had been assigned to U.S.S.R. for last 3½ years. His book, he says, grew out of a weekly radio program in which he answered questions about Russia sent to him by American listeners. Book is packed with basic information written brightly and heavily larded with anecdotes. It's the best job we've seen of describing everyday life of Russians and revealing what makes them tick.

Television Digest
with **ELECTRONICS REPORTS**

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WM. J. McMAHON, JR.

MARTIN CODEL,
Associate Publisher

Weekly Newsletter
Published Saturdays

Television Factbooks
Published in March
and September

AM-FM Directory
Published in January

TV and AM-FM Addenda
Published Weekly

Personal Notes: Jerry A. Danzig, NBC v.p. for radio network programs, named v.p. for NBC-TV participating network programs (*Today, Jack Paar Show*), replacing Wm. Sargent, who resigned as director to join Tele-Prompter . . . James A. Stabile assumes full responsibility for NBC talent & program contract administration, succeeding v.p. Thomas E. Ervin who recently resigned to organize own business . . . George H. Revercomb, legal asst. to FCC Comr. Frederick W. Ford and son of former Sen. Chapman Revercomb (R-W.Va.), engaged to Miss Mary Collins McCall Henderson, daughter of Mrs. McCall Imes and late Jacob Henderson . . . Paul E. Willis resigns as Mid-West TV sales mgr. of Westinghouse Bcstg., his future plans to be announced . . . M. J. Beck, for more than 50 years treas. of Katz Agency, major TV-radio reps, was stricken ill New Year's Eve and is confined in Lenox Hill Hospital, N. Y. . . . Court McLeod promoted to administrative mgr. of ABC-TV program dept., Western div. . . . John O. Downey, ex-program director of WHCT, Hartford, joins CBS-TV program dept. . . . Van Beuren W. De Vries, v.p. & station mgr. of WGR-TV, Buffalo, assumes also duties of gen. mgr. of radio WGR . . . D. A. Noel promoted to gen. mgr. of WHBQ-TV, Memphis, succeeding Wm. H. Grumbles, now v.p. of RKO-Teleradio; Boone Nevins promoted to gen. mgr. of radio WHBQ . . . Alvin G. Flanagan, gen. mgr. of KCOP, Los Angeles, named v.p. & gen. mgr. of all operations of KCOP TV Inc. . . . J. Stuart MacKay promoted to v.p. & managing director

Harris Ellsworth, ex-Oregon radio broadcaster and newspaper publisher who was named Civil Service Commission chairman in 1957 after 7 terms in House, retires March 1 to return home—"and do nothing for awhile"—in Roseburg, where he still is part owner of daily *News-Review*. In 1956 he sold his interest in its radio KRNR, which he'd put on air in 1935. Ellsworth said he has no plans now to resume active newspaper or broadcasting work.

Willie Snow Ethridge, wife of Mark Ethridge, publisher of *Louisville Courier-Journal* (WHAS-TV & WHAS) and onetime pres. of NAB (1938), is author of *Summer Thunder*, novel of the founding of Georgia, published by Coward-McCann Jan. 5.

Charles Boren, for 11 years industrial v.p. of Assn. of Motion Picture Producers, Hollywood, named exec. v.p. there under pres. Eric Johnston.

of All-Canada Radio & TV Ltd., succeeding G. F. Herbert, retired . . . New FCC personnel: Attorneys—Jacob Mayer, ex-Labor Dept., to Broadcast Bureau; Leonard Joyce, ex-Army, to Opinions & Review; John B. Leonard, 1958 Georgetown U graduate, to Safety & Special; Edwin J. Schafer, ex-George O. Sutton Washington firm, to General Counsel; Jerry Hamovit, ex-private practice, Houston, to General Counsel; Hilburt Slosberg, ex-Housing & Home Finance Agency, to General Counsel. Engineer—Julius Nelson, ex-Picatinny Arsenal, Dover, N. J., to Broadcast Bureau. . . . James E. Goldsmith, ex-sales mgr. of KWK-TV (now KMOX-TV), St. Louis, named sales director of upcoming KCPD (Ch. 11) there . . . W. E. McClenahan, ex-gen. sales mgr. of WKOW-TV, Madison, Wis., named exec. v.p. & gen. mgr. of WQUB, Galesburg, Ill., effective Feb. 4 . . . Lloyd Taft, ex-exec. v.p. of *Cincinnati Times-Star*, named gen. mgr. of Radio Cincinnati's WBRC, Birmingham . . . Jack M. Warner resigns as TV & industrial film v.p. of Warner Brothers, succeeded by Edmond L. DePatie . . . David J. Melamed, ex-Chesapeake Industries, named v.p. in charge of business affairs of National Telefilm Associates . . . Edward A. Rogers, ex-NBC exec. producer (*Kaleidoscope*), onetime staff director of CBS radio, named production director of Independent TV Corp. . . . Richard Foerster, ex-Peters, Griffin, Woodward, named sales mgr. of WISN-TV, Milwaukee . . . H. Preston Peters, pres. of rep Peters, Griffin, Woodward, named pres. of Station Representatives Assn., succeeding Frank M. Headley, pres. of H-R Television . . . Harvey Spiegel promoted to research director of TvB . . . John F. Wade promoted to TV research director of rep Avery-Knodel . . . Sportscaster Harry Wismer has been elected a director of Texas American Oil, Midland, Tex. . . . George Freeman, ex-radio WNHC, New Haven, named news director of WNBF-TV & WNBF, Binghamton, N. Y. . . . Herbert M. Schulkind, asst. chief of FCC rules & standards div., recently on network study staff, joins Washington TV-radio law firm of Fly, Shuebruk, Blume & Gaguine.

Obituary

Gustav Hirsch, 82, pioneer communications engineer who built a successful TV transmitter 30 years ago, part owner of radio WEOL & CP for WEOL-TV, Elyria (Ch. 31); WVKO, Columbus; WONE & off-air WIFE-TV, Dayton (Ch. 22), died Jan. 7 at Columbus.

Seymour Berkson, 53, publisher of the *N. Y. Journal American*, onetime head of INS, died Jan. 4 in San Francisco.

Federal Communications Bar Assn. elected following slate of uncontested nominees at Jan. 9 meeting in Washington: Leonard H. Marks, pres.; Frank U. Fletcher, first v.p.; Robert M. Booth Jr., 2nd v.p.; Edward F. Kenahan, 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. Outgoing pres. Wm. C. Koplovitz was designated delegate to American Bar Assn. conventions of 1959-61.

Richard A. Solomon, veteran FCC asst. general counsel in charge of litigation who has handled lion's share of Commission's court presentations, is resigning to join Justice Dept. anti-trust div. He has been with FCC since 1952.

Directory of free film, listing offerings of industry, Govt., etc.—*TV Film Source Book* (428pp.)—now available from Broadcast Information Bureau (Judy Dupuy), 535 Fifth Ave., N. Y. 17.

ADVERTISING AGENCIES: Chester T. Birch promoted to exec. v.p. of Dancer-Fitzgerald-Sample; Fred T. Leighty promoted to administrative v.p.; Clifford L. Fitzgerald continues as pres. with senior v.p. Lyndon O. Brown as chairman of new executive committee . . . George Chatfield, ex-exec. v.p. of Wm. Esty Co., named senior v.p. of Benton & Bowles . . . Gerald Light promoted to v.p. of McCann-Erickson . . . Lester S. Rounds & Ed Spitzer promoted to v.p.'s of Kudner . . . John Peace promoted to first v.p. of Wm. Esty Co., N. Y. . . Mrs. Frances Corey, ex-adv. v.p. of Macy's, named West Coast v.p. of Grey Adv. . . Andrew Stewart, exec. v.p., named pres. of Denhart & Stewart, N. Y. . . George H. Lovitt promoted to exec. v.p. of Franklin Spier Inc., N. Y.; Irving Gruber & Stanley Aaron promoted to v.p.'s . . . Nat Wolff, ex-NBC program development director, named v.p. in Young & Rubicam TV-radio dept. . . Edward A. Gumpert, ex-Colgate-Palmolive, named v.p. of Geyer, Morey, Madden & Ballard . . . John H. Byrne, ex-MacManus, John & Adams v.p., named senior v.p. of Hockaday Assoc. . . Edmund F. Johnstone, ex-Dowd, Redfield & Johnstone exec. v.p., named vice chairman of Calkins & Holden . . . Stanley T. Peterson promoted to v.p. of Cunningham & Walsh San Francisco office . . . Sam Silberman promoted to v.p. of H. Weiss & Co., Chicago . . . Horace E. Curtis, ex-Benton & Bowles, named v.p. of Sullivan, Stauffer, Colwell & Bayles . . . Paul B. Morgan promoted to v.p. of Armstrong Adv., Chicago . . . Stuart Minton promoted to mgr. of broadcast activities of Foote, Cone & Belding, Hollywood.

Station rep Donald R. Cooke is buying KXLA, Pasadena, Cal. (1110 kc, 10 kw U) for \$900,000 from Loyal King & associates, according to application filed with FCC this week. Also being sold is KGDE, Fergus Falls, Minn. (1250 kc, 10 kw D, 5 kw N) by Howard Dell for \$124,000 to Carroll E. Crawford (80%) and Kingsley H. Murphy Jr. (20%). Murphy also holds 20% of Ch. 8 applicant for Moline, Ill. and, with family, owns 40% of KRNT-TV, Des Moines (Ch. 8). Broker was Blackburn & Co. [For news about other radio station sales, see *AM-FM Addenda B.*]

FCC's Space Race Role: Specific allocations for space communications were proposed by FCC this week as it invited comments by Jan. 21 in preparation for meetings of International Telecommunications Union this year. Commission says it isn't proposing use of space vehicles for relays for TV, radio, etc. at this time. "These frequency bands," it said, "are intended to accommodate such functions as tracking, telemetry, command (i.e., turning on or off transmitters aboard space vehicles from the earth or from other space vehicles), communications between earth and space vehicles, and for communications between space vehicles themselves. It is not contemplated at this time that the same bands would be used for the relay of third-party communications between points on the earth's surface using space vehicles as either passive or active relay stations. In other words, these bands are intended for functional purposes and would not be available for such things as aural or TV broadcasting normally intended for public reception." FCC proposes use of portions of following bands, now allocated exclusively to Govt.: 25.6-25.65, 100-150, 1700-1725, 1825-1850, 2275-2300, 8300-8400, 15,150-15,250, 31,500-31,800 mc.

Deadline for comments on FCC's proposed changes in license renewal forms (Vol. 14:48) has been extended from Jan. 19 to Feb. 20, the Commission having granted NAB half the 60 days requested.

TV 'Audit' Derided: Sure way for TV to "commit suicide" in competition with newspapers would be to adopt the one-best-rating system advocated by Revlon adv. v.p. George J. Abrams (Vol. 14:50). That was Pulse director Dr. Sydney Roslow's warning this week. 'Using same forum—Washington Ad Club luncheon—where Abrams argued last month for a TV-audience measurement corresponding to dailies' Audit Bureau of Circulation, Roslow said: "As soon as [broadcasters] decide on any one service, they will be in trouble." And it wouldn't matter whether TV industry set up own single system or picked Pulse or any of its competitors, he added, blaming decline in number of newspapers on "blind reliance on [ABC circulation] head counting." Roslow pointed out: "In newspapers, you are either first or a poor second and in trouble. In radio & TV, even the last station has an audience and does a good job for its advertisers."

Retreat on Liquor: Radio WCRB, Waltham, Mass., one of few stations involved in last year's short-lived revolt against broadcasters' voluntary ban on liquor commercials (Vol. 14:44), surrendered to NAB this week. In letter to NAB pres. Harold E. Fellows, WCRB pres. Theodore Jones said station is discontinuing 26-week account with Federal Liquors Ltd. for Nuyens cordials & vodka commercials, will accept no more hard liquor ads. Jones said station made decision "out of consideration for NAB views, after deep thought on the possible effects such a policy as ours may have on people in general and on the industry as a whole." WCRB had been only known NAB radio member to accept alcoholic beverage commercials for anything stronger than beer & wine.

Record 1959 advertising volume of \$10.6 billion for all media is predicted by Jan. 9 *Printers' Ink*. This is 4% ahead of estimated \$10.145 billion in lagging 1958, and more than enough to top previous high of \$10.3 billion in 1957. Magazine's forecast is predicated on 4.5% increase in Gross National Product, 5% gain in industrial production this year.

WMUR-TV, Manchester, N. H. (Ch. 9), being purchased for \$450,000 cash by Richard Eaton's United Television Co. of New Hampshire (Vol. 14:51), is shown in transfer application filed with FCC this week as having deficit of \$157,894, net loss from Jan. thru Nov. of \$121,506. Nov. 30 balance sheet also reveals total assets of \$485,173 (including \$17,636 cash which will not be transferred), current assets \$82,094, fixed assets \$400,238. Current liabilities are shown as \$478,817 including \$440,000 notes payable. Capital is \$150,000, capital deficiency being \$7894.

Meredith's WOW-TV & WOW, Omaha, bought from Woodmen of The World Life Insurance Society in 1951, has acquired land, building & equipment formerly leased from that company and plans to combine all except transmitter in new building at site of present TV Bldg.

Allocations petitions filed: Add Ch. 5 to Pendleton, Ore., by radio KUMA; add Ch. 12 to Atlantic City, by CP-holder WHTO-TV (Ch. 46), which operated there Dec. 1952-May 1954 as WFPG-TV.

KQED, San Francisco educational outlet (Ch. 9), boosted power to 156-kw week of Jan. 5 and resumed programming after going dark Dec. 29 in order to install Standard Electronics amplifier and 6-bay GE antenna.

Canadian channel shift—substitution of Ch. 11 for Ch. 13 in Yarmouth, N. S.—was announced by FCC this week, following U. S.-Canadian agreement.

Kluge Concludes: Last week saw closing of the deal reported here (Vol. 14:49) to be in progress between Paramount Pictures Corp. and John W. Kluge and associates for \$4,000,000 cash purchase of Paramount's 23% (335,200 shares) of Metropolitan Broadcasting Co. Paramount said it was selling to make funds available for movie production.

Kluge broadcasting interests, hitherto largely in radio, will now be important factors in control of Metropolitan's two (independent) TV stations, WNEW-TV (Ch. 5) in New York and WTTG (Ch. 5) in Washington, D. C., as well as radio properties in New York (WNEW), Cleveland (WHK). Washington brokerage firm of Jones, Kreeger and Co., which handled transaction for Kluge, already owns another 23.7% of Metropolitan, and its senior partner, Col. Robert C. Jones, is a member of Metropolitan's board. Food broker Kluge says he will become a Metropolitan director and an active officer.

Metropolitan grossed about \$16,000,000 in sales last year. Most recent statement showed cash earnings before depreciation & amortization for first 26 weeks of 1958 were \$1,070,049 (69¢ per share) vs. \$342,680 (22¢) in same 1957 period.

Miami Ch. 10 (Cont.): Justice Dept. filed brief with FCC this week objecting to proposal by North Dade Video that celebrated Miami Ch. 10 "influence" case be settled after considering 4 original applicants on comparative basis at same time (Vol. 14:52). Reiterating view that L. B. Wilson is only one of 4 now eligible to compete, Justice said North Dade, Public Service TV (WPST-TV) & WKAT Inc. should be ruled out, that contest should be opened to new applicants. In separate briefs FCC assoc. counsel Edgar W. Holtz and Public Service also opposed North Dade's motion. Meanwhile, Miami Church of Religious Science (1737 N. Bayshore Dr., Miami) applied for Ch. 10, proposing that it take over WPST-TV facilities. And start of trial of ex-FCC Comr. Richard A. Mack and Miami lawyer Thurman Whiteside on conspiracy charges in connection with case was postponed from Jan. 6 to Feb. 15 pending action on several petitions (e.g., request to move trial to Miami from D. C. Federal District Court).

"Concentration of ownership" is getting sharper scrutiny at FCC nowadays, latest evidence being bare 4-3 vote approving acquisition of remaining 51% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) for \$565,000 by Donald W. Reynolds, holder of 49%. Transfer from Harry Pollock was opposed by Comrs. Hyde, Bartley & Ford on ground that Reynolds will dominate city's communications media—with ownership of sole vhf station plus AM, FM and both newspapers (*Southwest American* and *Times Record*). He also operates KLRJ-TV, Las Vegas (Ch. 2), KORK; KOLO-TV, Reno (Ch. 8) & KOLO; KGNS-TV, Laredo, Tex. (Ch. 8); radio stations KBRS, Springdale, Ark. & KHBG, Okmulgee, Okla. He also is Ch. 9 applicant in Hot Springs, Ark. and publishes newspapers in Ark., Nev., Okla. & Miss.

Religious radio station, programming to include news, sports, public service, music—but "no rock-'n'-roll"—is planned by evangelist Billy Graham. With associates, he's formed non-profit corporation which hopes to build & operate 5000-watt station atop Black Top Mt. near his home at Montreat, N. C., one contributor already having donated \$25,000 toward cost. If FCC approves and project is successful, Graham says, his "broad vision" encompasses plan for string of such stations in major cities.

New & Upcoming Stations: Year's first starter is educational KOED-TV, Tulsa (Ch. 11), which begins programming Jan. 12, making total of 36 non-commercial outlets on air. Over-all count of operating stations changes to 546 (83 uhf), with new starter and last week's shift by WAST, formerly WTRI, Albany, N. Y. from Ch. 35 to Ch. 13.

KOED-TV has 2-kw RCA transmitter in KOTV (Ch. 6) transmitter house and supergain antenna on KOTV tower. Owner Oklahoma Educational Television Authority also operates KETA, Oklahoma City (Ch. 13, educational). Key executives in charge of stations are John W. Dunn, director; Marcus W. Fuller, program director; Keith E. Staff, chief engineer.

* * * *

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

KTLE, Pocatello, Ida. (Ch. 6), with 10-kw RCA transmitter shipped Jan. 5, hopes to begin programming about April 1, reports pres. Howard D. Johnson, also pres. of Salt Lake City radio KNAK, which holds 70% control of TV grantee. It has transmitter house ready and remodeling of studios is underway. Only city within 100 mi. with TV outlet is Idaho Falls with KID-TV (Ch. 3). Rates not set as yet. Rep will be Forjoe.

KHTV, Portland, Ore. (Ch. 27), delayed from fall start while awaiting approval of new site on Signal Hill, hopes to start about 60 days after FCC grants change, writes pres. & 55% owner Wally Matson, also owner of CATV system there. RCA 1-kw transmitter and GE antenna formerly used by KPTV on same uhf channel are on hand in Portland. Stuart Nathanson, ex-KTRX, Kennebec, Wash., has been named sales mgr. Planning to operate as an independent, KHTV hopes to attract sponsors because base \$300 rate is far below Portland vhf's. Rep not chosen.

Boston Ch. 5 Preliminaries: "Influence" hearing in Boston Ch. 5 case is due to start March 2 after pre-hearing conference Jan. 26. That's agreement reached by Jan. 5 pre-hearing conference of attorneys and examiner Judge Horace Stern. Hearing is to determine whether anyone attempted off-the-record persuasion on FCC members prior to the decision which awarded Ch. 5 to *Boston Herald-Traveler's* WHDH-TV (Vol. 14:31). FCC assoc. general counsel Edgar W. Holtz noted that Commission still needs to do considerable investigating to provide material for hearing, and that Harris subcommittee turned up relatively little to go on. He said his investigators have 19 more prospective witnesses to interview, and he plans to supply list of witnesses Jan. 26. He estimated hearing will take about a month. Judge Stern will take advantage of Jan. 27-March 1 hiatus to take West Indies cruise with wife & daughter. As in Miami Ch. 10 case, FCC assumes burden of presenting main case. Principal attorneys involved in hearing: Holtz, for FCC gen. counsel's office; Robert Rawson, FCC hearing div.; Wm. Dempsey, WIIII-TV; Richard Maguire, Greater Boston TV Corp.; James McKenna, Mass. Bay Telecasters; Wm. Roberts, Allen B. DuMont Labs; Robert Bicks, Justice Dept.

Final decisions were tentatively voted by FCC this week, directing staff to draft documents affirming following initial decisions: CP for North Dakota Bestg. Inc., on Ch. 11, Fargo, N. D.; affirmation of CP of WTMA-TV, Charleston, S. C. (Ch. 4), over protest of WUSN-TV (Ch. 2); revocation of CP for KAKJ, Reno, Nev. (Ch. 4).

MULTIPLE OWNERSHIP IN THE CATV FIELD

First List of U.S. & Canadian Operators of Two or More Systems

ONE ASPECT of community antenna systems—an aspect that is obscure but growing in significance—is extent of multiple ownership, i.e., 2 or more systems under common control. Principal reason for obscurity is lack of exact information. No govt. agency is central source of information, and industry's trade association, National Community TV Assn., doesn't include all systems as members.

In light of continuing interest in CATV as investment opportunity, probably to be enhanced as FCC begins to ease illegal boosters off air following last week's decision (Vol. 15:1), we offer below our maiden attempt to compile a multiple-owner list. Fundamentally, it's based on responses to our questionnaires. We can't pretend that it's perfect or complete—but it's the first.

We come up with 40 U. S. multiple owners operating 148 of nation's 600-plus systems. In Canada, we find only 6 such operators running 15 of country's 150-plus.

Following compilation is in alphabetical order, on basis of company name or major principal (if several company names are involved), includes home address, towns in which systems operate, and name of principal:

Alpine Community TV Service Inc.—429 DeSoto St., Alexandria, La. Alexandria & Pincville, La. J. M. Hutchinson, mgr.

Angier Appliance—Box 864, Ione, Cal. Ione, Jackson & Martel, Cal. Lawrence Angier, pres.

Antennavision Inc.—2949 W. Osborn Rd., Phoenix, Ariz. Big Bear Lake, Cal.; Silver City, N. M.; Christmas, Clifton, Globe-Miami, Holbrook, Phoenix, Ray, Safford, San Manuel, Snowflake & Winslow, Ariz. Bruce Merrill, pres.

Bellows Falls Cable Corp.—105 Rockingham St., Bellows Falls, Vt. Clarmont, N. H. & Bellows Falls, Vt. George R. Story, pres.

Big Horn Radio & TV—Box 675, Worland, Wyo. Tensleep & Worland, Wyo. J. C. Cosley, owner-mgr.

William J. Calsam—5 Elm St., Oneonta, N. Y. Delhi, Norwich, Oneonta & Sidney, N. Y. Wm. J. Calsam, pres.

Collier Electric—700 W. 13th Ave., Denver, Colo. Sterling, Colo.; Alliance, Kimball, Scottsbluff & Sidney, Neb.; Laramie, Wyo. J. E. Collier & Karl O. Krummel, partners.

Community TV of Colorado Inc.—117 W. Second St., Salida, Colo. Alamosa, Antonito, La Jara, Monte Vista & Salida, Colo. Mrs. Larry Peay, pres.

Community TV Reception Co.—2576 Benedict Canyon, Beverly Hills, Cal. Beverly Hills & Burbank, Cal. Allan MacDougall, pres.

Corning Community TV Corp.—135 Bridge St., Corning, N.Y. Corning & Gibson, N. Y. Charles W. Fribley Jr., pres.

CTV-Clear TV Inc.—Box 337, Moundsville, W. Va. Glendale & Moundsville, W. Va., Sam Shaw, pres.

Bill Daniels—1115 Mile High Center, Denver, Colo. Miles City, Mont.; Farmington, N. M.; Casper & Rawlins, Wyo. Bill Daniels, pres.

Eastern Ore. TV Inc.—1310 Jefferson St., La Grande, Ore. Baker, La Grande & Union, Ore. Kenneth B. Lockwood, pres.

General Sales & Service—405 Main St., Kamiah, Ida. Kamiah, Orofino, Pierce & Welppe, Ida. Eldon Hutchins, owner-mgr.

Harlan Community TV Inc.—Second St., Harlan, Ky. Harlan & Yancey, Ky. Joe Guthrie, pres.

Jerrold Electronics Corp.—15th St. & Lehigh Ave., Philadelphia, Pa. Florence, Ala.; Flagstaff, Ariz.; Ukiah, Cal.; Key West, Fla.; Pocatello, Ida.; Dubuque, Ia.; Tupelo, Miss.; Berlin, N. H.; Ventnor City, N. J.; Uvalde, Tex.; Richland, Walla Walla & Wenatchee, Wash. Milton J. Shapp, pres.

Nathan W. Levin—100 Park Ave., New York, N. Y. Oil City, Pa.; Clarksburg & Fairmont, W. Va. Nathan W. Levin, pres.

Lykens TV Extension Co. Inc.—582 Main St., Lykens, Pa. Elizabethville, Lykens & Muncy, Pa. Max E. Miller, pres.

Madawaska Community TV Ltd.—77 St. Francis St., Edmundston, N. B., Canada. Ft. Kent & Madawaska, Me.; Edmundston, N. B. J. A. Pichette, pres.

Martin F. Malarkey—2nd & Laurel St., Pottsville, Pa. Minersville, Pottsville & Schuylkill Haven, Pa.; Harrisonburg, Va. Martin F. Malarkey, pres.

Paul B. McAdam—117 N. Main St., Livingston, Mont. Lewis-town & Livingston, Mont. Paul B. McAdam, pres.

Midwest Video Corp.—324 Pyramid Bldg., Little Rock, Ark. Paducah, Ky.; Greenville, Miss.; Dexter & Poplar Bluff, Mo.; Clovis, N. M.; Rapid City, S. D.; Bryan, Paris & Victoria, Tex. Under construction: Austin, Tcx. G. R. Morrell, exc. v.p.

Mountain Electronics Co. Inc.—180 Canal St., Ellenville, N. Y. Monroe & W. Monroe, La.; Ellenville, Port Jervis, Rosendale & Woodbridge, N. Y. David E. Winer, pres.

Municipal TV Corp.—239 Iron St., Bloomsburg, Pa. Bloomsburg, Selinsgrove & Sunbury, Pa. George D. Miller, mgr.

Okanogan Valley TV Cable Co.—Box 537, Tonasket, Wash. Omak-Okanogan & Tonasket, Wash. Melvin Rothrock, pres.

Paintsville Appliance Co.—Virginia Ave., Pineville, Ky. McDowell & Pincville, Ky.; Appalachia, Va. Chester Trimble, owner.

Pittsfield Community Antenna Inc.—393 North St., Pittsfield, Mass. Athol & Pittsfield, Mass. James B. Wright, pres.

Joseph Saricks—129 Main St., Bradford, Pa. Olean, N. Y.; Bradford & Clearfield, Pa. Joseph Saricks, pres.

Paul J. Schmitt—315 E. Grant St., Minneapolis, Minn. Brainerd & Willmar, Minn. Paul J. Schmitt, pres.

Scott's Furniture—Main St., John Day, Ore. Bates & John Day, Ore. Haskell & Kenneth Scott, partners.

Service Electric TV Cable Co. Inc.—302 Broadway, Bethlehem, Pa. Bethlehem & Mahanoy City, Pa. John Walsonavich, owner.

Claude Stevanus—620 Main St., Coshocton, O. Coshocton, Sugarcreek & Cambridge, O.; Beaver Falls, Pa. Claude Stevanus, pres. & systems mgr.

Teleservice Co.—337 Wright Ave., Kinston, Pa. Kinston & Wilkes-Barre, Pa. James C. Coffey, mgr.

Tucumcari TV Co.—222 S. Second St., Tucumcari, N. M. Lovington & Tucumcari, N. M. D. W. Erwin, pres.

TV Signal Service Co. Inc.—City Hall, Matador, Tex. Matador, Paducah & Pecos, Tex. V. L. Hutchison, pres.

Van Horn Cable Co.—Main St., Van Horn, Tex. Sanderson & Van Horn, Tex. J. H. Benton, owner.

Vumore Co.—Box 1334, Oklahoma City, Okla. Clarksdale & Gulfport, Miss.; Altus, Ardmore, Hobart, Hugo & Mangum, Okla.; Childress, Memphis, Port Lavaca, Sherman & Wellington, Tex. H. S. Griffing, pres.

Western TV Corp.—122 S. Eighth St., Worland, Wyo. Basin, Greybull, Lander, Riverton, Thermopolis & Worland, Wyo. Thomas W. Mitchell Jr., pres.

Whitey's TV & Cable Co. Inc.—1121 G St., Douglas, Ariz. Douglas & Williams, Ariz. I. W. Brayer, pres.

Windsor Community Antenna Corp.—113 Main St., Windsor, Vt. Springfield & Windsor, Vt. S. R. Young, pres.

CANADA

Beauce Video Ltd.—St. Georges Est., Beauce, Que. Beauce & Frontenac, Que. M. Catellier, owner.

Chouinard TV Ltd.—St. Pamphile, Que. St. Pamphile & Ste. Anne de la Pocatiere, Que. J. Flavien Chouinard, pres.

Deep River TV Enterprise Ltd.—791 Somerset St. W., Ottawa, Ont. Deep River, Ottawa & Pembroke, Ont. Patrick J. LaMartina, pres.

Guerette TV Communautaire Ltee.—Kedgwick, N. B. Campbellton, Kedgwick & St. Quentin, N. B. Patrick Guerette, pres.

Madawaska Community TV Ltd.—See U. S. listing above.

Powell River TV Co. Ltd.—Second St., Powell River, B. C. Powell River & Westview, B. C. Gordon H. Turner, pres.

Severson Sales & Service—Sarita River, B. C. Sarita River & Youbou, B. C. C. Severson, mgr.

New community antenna system to serve N. Y. towns of Sidney, Riverside & Unadilla is being built by Sidney Video Inc., headed by Wm. J. Calsam, operator of systems in Oneonta, Norwich & Delhi. Estimated potential is 2500 subscribers, with connections now being made. Technician in charge is Albert V. Bagnardi, from Oneonta.

Community antenna system in Bluefield, W. Va., with about 2000 subscribers, has been bought by group headed by W. Randolph Tucker from N. Y. investment counselor Nathan W. Levin for undisclosed price. Tucker is former associate of Levin's, is now with Barnes Engineering Corp., Stamford, Conn.

National Community TV Assn. meeting agenda: 1959 annual convention, June 9-11, Mayflower Hotel, Washington; 1960 convention, June 14-16, Sheraton Hotel, Philadelphia; 1959 western conference, Oct. 20-22, Davenport Hotel, Spokane; 1960 western conference, third week in Oct., Cosmopolitan Hotel, Denver.

CHICAGO MART SPURS NEW YEAR OPTIMISM: "Best market in 7 years" is way enthusiastic industry leaders describe this week's showing of their wares at the Chicago Merchandise Mart, sparked by biggest influx of buyers since 1952. Departing from custom, most set makers displayed new products in the home electronic entertainment field instead of warmed-over offerings from their mid-year new-model lines.

High-end, top-priced merchandise featured most of the displays; low-priced specials were conspicuous by their absence. There was no sign of mid-year price-cutting or dumps. As one manufacturer put it: "The industry has lost its timidity toward high-priced, top-quality products. Manufacturers and dealers know that the public is getting more and more quality conscious and they're catering this year to their customers' up-graded tastes."

A look into the future of home electronics -- new products still in the laboratory -- was a prominent part of several displays by manufacturers who brought their engineers along with their salesman. Philco demonstrated its compatible stereo AM system which it has asked the FCC to test (Vol. 14:49); Motorola unveiled lab model of what it said is first home stereo TV system (p. 14); GE showed an 8-in., 10-lb. fully transistorized TV set which operates on batteries. High interest was evidenced in all these new developments.

Industry spokesman Robert W. Galvin, pres. of Motorola, keynoted the Mart by predicting a "solid" business year for the electronic entertainment industry. He told a press conference that TV sales would exceed 6,000,000, radio would hold its own at about 12,000,000 receivers including auto radios, and that a "fantastic" increase of 300% is due in hi-fi because of mounting interest in stereo sound.

Industry displayed discipline & maturity in 1958, said Galvin. "Although sales were down due to the recession, nobody pushed the panic button. There were no major price-cutting liquidations. There was a better relationship between production and sales, with resultant good inventory control and stabilized employment."

Last Ditch Fight on Co-op Ad Tax: A phalanx of manufacturers, admen & press formed in Washington this week under the aegis of of the Excise Tax Council to wage a battle against new ruling by Internal Revenue Service which slaps a 10% excise tax on cooperative advertising funds (Vol. 14:13-14,16,22,51). Affirming opposition to the IRS ruling and pledging all-out fight in Congress to obtain remedial legislation were: Advertising Federation of America, National Assn. of Broadcasters, EIA, Assn. of Business Publications, National Electrical Mfrs. Assn., American Home Laundry Assn., Institute of Appliance Mfrs., American Newspaper Publishers Assn., together with the following TV-appliance manufacturers: Admiral, Borg-Warner, Whirlpool, GE & Westinghouse. Other non-represented manufacturers gave notice of support.

Representatives of the group met with Chairman Wilbur D. Mills (D-Ark.) of the House Ways & Means Committee to urge a public hearing on the IRS ruling known as T.D. 6340. Mills was reported as directing his staff to review the co-op tax ruling and report back in time for full committee consideration of the matter prior to its Feb. 1 effective date. Industry group told Mills public hearing is warranted to obtain satisfactory explanation from Treasury officials of legal grounds for repudiating the administrative policy which exempts co-op advertising funds from excise taxes. Policy, group said, was established in 1924, "uniformly recognized" since.

Tax Exemption Sought for Radios: New tax ruling to exempt non-entertainment-type radio receivers from the 10% excise tax was urged on the Internal Revenue Service this week by EIA's tax committee. Chairman M. J. McCormack of Sylvania, who ap-

peared at public hearings to straighten out a regulatory mix-up, said it was the intent of Congress to free amateur receivers and marine communications equipment from the tax. Regulatory language, he adds, must be broadened to clarify intended exemption of amateur receivers. A change in the regulations also is necessary, he said, to give marine communications equipment on private vessels the same tax exemption now accorded similar equipment on government and industrial vessels. Others who appeared on behalf of the change in tax regulations were Kenneth C. Price, gen. counsel of Hallicrafters, and David Flower, tax attorney for Raytheon.

1958 TV-Radio Production: TV output for Dec. totaled 427,543 sets bringing the total for the year to 4,933,121 sets vs. 573,541 sets in last year's 5-week Dec. and 6,339,345 for the full year. For year's final statistical week, ended Jan. 3, TV output was 61,007 vs. 55,804 in the preceding week and 61,824 in same week last year. Radio output was 192,562 (79,228 auto) vs. 206,932 (88,112 auto) in the preceding week and 127,890 (36,789 auto) same week last year. Year's 52nd week brought total radio output to 11,739,686 (3,712,567 auto) vs. 14,504,227 (5,495,774 auto) in 1957.

New GE Service Policy: GE has urged its distributors "to supplement existing distributor and dealer service facilities by appointment of qualified independent service organizations as authorized GE service points" in a move to counter criticism of so-called "captive service" by major manufacturers, according to Steven R. Mihalic, TV product service mgr. Late last year, EIA, sensing mounting opposition to manufacturers' service policies by independent servicemen (Vol. 14:46), created a subcommittee within its Service Committee to work out a program of "mutual cooperation" with independent service agencies. Other set makers are expected to make similar conciliatory gestures toward independent servicemen in the near future.

Five-point program designed to smooth relations between set makers and servicemen was suggested by Mihalic: (1) Contact local independent service groups to explain GE's programs & policies. (2) Resolve local differences, particularly in areas of warranties and parts availabilities. (3) Supplement existing distributor and dealer facilities by appointment of independent service points in both urban and rural areas. (4) Assist local service organizations to achieve such common goals as will serve to bring order in the industry. (5) Invite independent servicemen to attend distributor service schools.

"Our customers will continue to depend upon the independent service dealer for the vast majority of service rendered on television receivers," said Mihalic, labeling "impractical" any idea that GE can provide all these services through its own resources.

Stereo TV Demonstrated: Following a policy of demonstrating laboratory prototypes in the electronic home entertainment field, Motorola this week unveiled a TV system with stereo sound at a press preview at the Chicago Merchandise Mart. Viewers experienced dual channel stereo sound from 2 separate speaker cabinets while watching a closed-circuit 15-min. segment of a regular show broadcast over WGN-TV (Ch. 9). First few minutes of transmission were monaural sound; then program was switched to binaural to demonstrate sound-effects difference. "Stereo will be as big a factor as TV in home entertainment field in the foreseeable future," said Motorola exec. v.p. Edward R. Taylor. "The American public is rediscovering its ears. Within a year or 2, stereophonic radio will bring about a resurgence of that product. Then we can look toward stereo TV in mass quantities." He said Motorola's stereo TV system is still in laboratory development stage and won't be ready for market for "a few years."

Attack On Tube Racket: Thirteen New York City firms, allegedly dealing in counterfeit TV & radio tubes, were the targets of papers filed last week by State Attorney General Louis J. Lefkowitz after he had obtained orders in Supreme Court, N. Y. County, to allow him to start action to dissolve the companies.

Lefkowitz said "the tube racket"—involving forged identification marks on defective and old tubes—has cost the industry \$100,000,000 and the public an inestimable amount. He alleged set-owners get old tubes while paying for new ones; tube mfrs. are asked to refund on warranties for tubes which have been falsely rebranded.

Accused by Lefkowitz: Cavalier Electronics Corp.; Concord Radio Corp.; Creda, Inc.; Edward L. Mayer Corp.; Liberty Electronics, Inc.; National Radio Distributors Corp.; National Radio Distributors-Manhattan, Inc.; North American Electronics Corp.; S & R Electronics, Inc.; State Labs, Inc.; Teleparts Distributing Corp.; Television Maintenance Corp.; and Wescon Electronics, Inc.

Philco sales and earnings will be "as good or better" than 1958, with sales of consumer products leading the way, pres. James M. Skinner Jr. told distributors meeting in Philadelphia this week. "Philco's 4th quarter sales were among the best in several years and we are beginning 1959 with good prospects," he said. Philco introduced a new line of eight 17-in. portable TV sets featuring remote control and ranging in price from \$179.95 to \$209.95. Added to 1959 TV line were three 21-in. consoles ranging in price from \$249.95 to \$289.95; three stereo hi-fi instruments in single cabinets ranging from \$99.95 to \$309.95; eight transistor radios ranging from a 3-transistor vest-pocket set at \$19.95 to 9-transistor all-wave portable at \$229.95.

"World's Greatest Industrial Lab" is title of reprint of 2-part *Fortune* article on Bell Labs. Huge scope of Labs' work is indicated by fact it employs 10,800, spent \$180 million in 1958, \$1 billion since 1900. Article states: "Bell Laboratories is a colossus in an age of organized science. It can put 1000 men to work on a missile, or leave a few men alone to win a Nobel Prize." Copies available from AT&T public relations dept., 195 Broadway, N. Y.

First meeting of National Stereophonic Standards Committee administrative panel was held Jan. 9 at EIA headquarters in Washington to formulate preliminary plans for activities of other fact-finding panels. Group was headed by vice chairman David B. Smith, Philco v.p.-research.

Trade Personals: James J. Shallow, who resigned last week as gen. mdsg. mgr. of Philco (Vol. 15:1), named v.p. & gen. mgr. of CBS-Hytron Columbia phono dept . . . R. N. Harder promoted to first v.p. & treas. of General Precision Equipment Corp.; D. W. Smith, pres. of subsidiary Kearfott, and D. D. Mason, pres. of Link Aviation, named group v.p.'s; J. W. Murray, pres. of General Precision Lab, and L. M. Imm, pres. of Librascope Inc., promoted to v.p.'s . . . Richard B. Bean, ex-Automatic Electric Co., Northlake, Ill., named asst. director of U. S. Dept. of Commerce communications industries div. . . . Willard J. Reid named pres. of General Telephone subsidiary Leich Electric Co. . . . Joseph N. Benjamin, pres. of Siegler's Bogen-Presto div., reelected pres. of Institute of High Fidelity Manufacturers; George Silbur, pres. of Rek-O-Kut, renamed chairman . . . Dr. Allen E. Puckett promoted to Hughes Aircraft v.p. in charge of systems development labs, succeeding Dr. Nathan I. Hall, now engineering v.p.; Robert J. Shank promoted to new post of v.p. in charge of systems management . . . Russell S. Kenderson, ex-v.p. for operations, named pres. of Thompson Products Ltd., Canadian subsidiary of Thompson Ramo Wooldridge, succeeding George A. Stauffer, now chairman . . . Bryce S. Durant promoted to field sales mgr. of RCA Victor TV div. . . . W. C. Schultz, ex-RCA Distributing Corp., named national field supervisor of consumer products, Hoffman Electronics . . . Wm. F. O'Boyle resigns as phono div. v.p. of Capitol Records . . . Edward J. Collins promoted to asst. sales mgr. of Corning TV bulb sales dept. . . . Wm. Gallinger promoted to Eastern special products mgr., Motorola communications & industrial electronics div. . . . Virgil H. Disney, director of electrical engineering research, Armour Research Foundation, named pres. of National Electronics Conference in Chicago, Oct. 12-14. . . . H. J. Wissemann, asst. engineering v.p. of Texas Instruments, named also gen. mgr., apparatus div. . . . George E. Cummins, ex-Associated Press, named asst. adv. & sales promotion mgr. of American Gelo Electronics . . . Laurence Eugene, ex-Howard W. Sams & Co., named phono cartridge mgr. of Electro-Voice . . . Albert E. Edwards, ex-Ford Instrument div. of Sperry Rand, named v.p. of W. L. Maxson Corp. . . . George W. Chane promoted to RCA v.p. for finance & management engineering; Howard W. Letts, ex-NBC v.p. for business affairs, named controller, succeeding Walter S. Holmes, now controller of C.I.T.; Ernest B. Gorin continues as RCA v.p. & treas., reporting to Chane.

Magnavox introduced a new line of 14 TV models this week at the Chicago Merchandise Mart, topped by a self-contained home entertainment center comprising a 24-in. TV, AM-FM radio, and stereo phonograph priced at \$545. Line starts with a 24-in. console priced at \$249.90. Eight models feature wireless remote control. Also introduced were 11 stereo phonographs ranging in price from \$269.50 to \$595.

Packard-Bell introduces a 21-in. color TV model with remote control priced at \$799.95 and \$825 depending on cabinet finish. Kenneth R. Johnson, v.p. for home products, says new "control master" makes color tuning as simple & convenient as black-&-white.

Lewis and Kaufman, Ltd., Los Gatos, Cal. electron tube maker, has been established as a wholly-owned subsidiary of Cascade Research.

Hoffman Electronics has been awarded \$9,845,229 Air Force contract for radio receivers for various types of aircraft.

DISTRIBUTOR NOTES: CBS appoints Central Wholesalers, Providence, and Sanford Electronics Corp., N. Y., for hi-fi phonos . . . Zenith appoints Lee Wholesale Co., Kansas City for all consumer products . . . Admiral appoints Covington Distributing Corp., San Antonio, for all consumer products . . . Olympic appoints McGowan Lyons Hardware & Supply, Mobile, Ala., and Midstates Appliance & Supply, Springfield, Ill., for consumer products . . . Sonic (hi-fi) appoints Graybar Electric for metropolitan N. Y. & northern N. J.

Dr. Mervin J. Kelly, chairman of Bell Labs, named by National Security Industrial Assn. to receive its 1958 James Forrestal Memorial Award at annual dinner in Washington Jan. 29.

Obituary

Neil F. Harrison, 58, publisher of *Record & Sound Retailing*, died Jan. 1 at Hartsdale, N. Y. Surviving are widow, son, daughter.

Financial Reports:

SYLVANIA-GENERAL TELEPHONE MERGER into General Telephone & Electronics Corp. will become effective around March 5 if stockholders approve plan at special meetings Feb. 11 (Vol. 14:49), General Telephone proxy statement disclosed this week. Under plan, each of 3,532,143 outstanding Sylvania common shares would be converted into one common share of new company. On day of merger, each of 94,173 outstanding shares of Sylvania non-convertible preferred stock would be exchanged for 2 shares of new voting convertible preferred of General Telephone & Electronics. General Telephone would create new series of its preferred, designated as 4.36% convertible preferred, Sylvania preferred to be converted into this stock. Pro-forma consolidated statement of 10-month income of Sylvania and General Telephone to Oct. 31 showed after-tax earnings of \$48,618,000 and net of \$47,654,000 after preferred dividends on combined sales and other revenues of \$727,444,000. Advantages of merger plan to Sylvania, according to proxy statement: (1) Easier financing of future developments by Sylvania. (2) More diversification of Sylvania products. (3) General Telephone's background in foreign manufacturing & sales would be made available. (4) Sylvania would gain "financial stability" from General Telephone operations.

Cornell-Dubilier sales for fiscal year ended Sept. 30 fell to \$26,328,735 from \$32,494,378 in preceding year, reflecting adverse effect of 20-25% drop in TV, radio, phono & automobile manufacture. Net income was \$188,686 (28¢ per share on 512,390 shares outstanding), down from \$754,928 (\$1.38). Major capacitor manufacturer reports best increase in 70%-owned subsidiary, Tobe Deutschmann Corp., making energy storage capacitors in thermo-nuclear field. Proxy statement for Jan. 28 annual meeting notes only officer with remuneration above \$30,000 was pres. Octave Blake, who received \$100,400 for year and who owns 37,512 shares of common; exec. v.p. Haim Beyer owns 2060 shares, first v.p. Wm. Dubilier 220, exec. v.p. Paul M. Deeley 100.

Audio Devices increased sales of magnetic tape about 30% in 1958, according to pres. Wm. C. Speed, who predicted another 30% increase this year. Total sales were "in excess of \$6,000,000" or about 50¢ per share vs. \$1,774,000 in 1957.

Loew's Inc. earned \$2,625,000 (49¢ per share) in first quarter of current fiscal year ended Nov. 20 vs. loss of \$1,291,000 in same 1957 period. Gross revenues in quarter were \$38,711,000 (including \$9,492,618 from rentals of old movies to TV) vs. \$31,484,000 (\$4,625,000) in quarter ended Nov. 21, 1957. Sharp upturn in business of world's biggest movie company followed loss-to-profit reversal in fiscal year ended last Aug. 31, when earnings were \$774,000 (15¢) vs. \$455,000 deficit year earlier. Gross income for last fiscal year was \$152,150,244, off slightly from \$154,320,404 in previous year, but Loew's TV revenue jumped to \$12,628,006 from \$5,489,813. Reporting these results at directors' meeting in N. Y. this week, when dissident Joseph Tomlinson (Vol. 15:1) resigned, pres. Joseph R. Vogel said "most significant factor" in improvement was upturn in film production & distribution end of Loew's business. In 12 weeks to Nov. 20 pre-tax profit from movies was \$2,187,000 vs. pre-tax loss of \$4,378,000 in first fiscal quarter year earlier.

Avco, whose divs. include Crosley Broadcasting Corp. (WLWT & WLW, Cincinnati; WLWC, Columbus; WLWD, Dayton; WLWI, Indianapolis; WLWA, Atlanta), earned \$11,597,000 (\$1.24 per share) on sales of \$275,697,000 in fiscal year ended Nov. 3 vs. \$12,833,000 (\$1.38) on \$303,995,000 year earlier. Net for fiscal 1958 included special credit of \$2,041,000 (22¢) for readjustment of depreciation values of plants & properties. This week Avco filed SEC registration statement (File 2-14664) for \$15,000,000 convertible subordinated debentures due Feb. 1, 1979, most to be offered stockholders at rate of \$100 for each 64 shares held. Issue is underwritten by Lehman Bros. and Emanuel, Deetjen & Co., proceeds to be used for general funds, research in electronics, aircraft & missile work.

Victoreen Instrument Co., Cleveland, acquires Tullamore Electronics Corp., Chicago, through exchange of stock.

International Telemeter Corp. and its pay-TV system now are 100% owned by Paramount Pictures Corp., the remaining 10% having been acquired this week from minority holders—principally original investor Carl Leserman. Paramount pres. Barney Balaban said Telemeter, whose plans for 3-city cable-theatre operation were reported last year and then postponed (Vol. 14:35), is "ready for the marketplace" now. He didn't elaborate, however, beyond noting that Paramount has "unusual programming efforts" in the works for pay TV. Full ownership of the home system, Balaban said, will "permit greater flexibility in the fullest development of Telemeter to meet the changing conditions of the entertainment industry & sports." Telemeter subsidiaries Telemagnetics Inc. and Palm Springs Community TV Corp. become direct subsidiaries of Paramount; Telemeter pres. Louis A. Novins continues in charge of operations.

Reports & comments available: On Daystrom, analysis by Kamen & Co., 25 Broad St., N. Y. . . . Consolidated Electronic Industries, report by Thomson & McKinnon, 11 Wall St., N. Y. . . . General Precision Equipment, brief by A. M. Kidder & Co., 1 Wall St., N. Y. . . . Avionics, review by Amos Treat & Co., 79 Wall St., N. Y. . . . AT&T, memo by Schirmer, Atherton & Co., 50 Congress St., Boston . . . Clevite, analysis in *Investor's Reader* of Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N. Y.; discussion by Hirsch & Co., 25 Broad St., N. Y.

Dividends: National Theatres, 12½¢ payable Feb. 5 to stockholders of record Jan. 22 . . . Packard-Bell, 12½¢ Jan. 26 to holders Jan. 9 . . . General Dynamics, 50¢ Feb. 10 to holders Jan. 9.

Correction: Motorola 4th quarter sales were "substantially higher" than \$60,000,000 in same 1957 period, according to pres. Robert W. Galvin. We regret error in Vol. 15:1 stating 4th quarter 1957 sales were \$90,000,000.

OFFICERS-&DIRECTORS stock transactions as reported to SEC for Dec.:

Admiral—Carl E. Lantz sold 112, holds none.
 Avco—Frank S. Larson exercised option to buy 2000, holds 2500; James D. Shouse exercised option to buy 7500, holds 11,550.
 CBS Inc.—Louis Cowan bought 800 Class "A," holds 900.
 Columbia Pictures—Charles Schwartz bought 4100 through Fico Corp., in which 11 other officers & directors are beneficial owners, holds 45,458 in Fico Corp., 14,499 in partnership, none personally.
 Consolidated Electrodynamics—Robert L. Smallman sold 100, holds 2700; Harold W. Washburn sold 1000, holds 2690.
 Corning Glass—Charles D. LaFollette exercised option to buy 1500, holds 11,742.
 Daystrom—Thomas Allinson bought 600, holds 600.
 Emerson—Harold Goldberg bought 810, sold 500, holds 810; Harvey Tullo bought 3000, sold 1000, holds 5209.
 General Dynamics—Lambert J. Gross sold 2500, holds 9657; Allen D. Marshall exercised option to buy 11,750, holds 16,750; Robert P. Meiklejohn sold 1000, holds 6715.
 GE—George L. Haller sold 400, holds 100; Samuel Littlejohn bought 5370, holds 5940; Wm. C. Wichman exercised option to buy 1695, holds 5971.
 General Instruments—Louis Scadron sold 500, holds 2528.
 General Telephone—Theodore S. Gary bought 1439 through Natscr Corp., holds 1439 in Natscr Corp., 290,443 personally; R. Parker Sullivan exercised option to buy 375, holds 1525.
 Hoffman Electronics—Bruce L. Birchard exercised option to buy 200, sold 200, holds 200; I. J. Kaar exercised option to buy 1000, holds 1000.
 Indiana Steel Products—Ivan A. Dickey bought 100, holds 475.
 IBM—Walker G. Buckner sold 100 through foundation, holds 500 in foundation, 1059 in trusts, 1283 personally; Louis H. LaMotte sold 300, holds 3120.
 ITT—Eugene LaBaron bought 1500, holds 1649.
 E. J. Korvette—Martin Agins sold 400, holds 3750 personally, 3490 for wife; David Thorn sold 1500 through wife, holds 4565 for wife, 5275 personally; Wm. Willensky sold 2500 through wife, holds 4565 for wife, 2340 personally.
 Litton Industries—Roy L. Ash sold 238 through partnership, holds 12,260 in partnership, 50,525 personally; George Friedl Jr. bought 700, holds 700; Carl A. Spaatz sold 100, holds 3500; Charles B. Thornton sold 524 through partnership in exercise of option by employes, holds 26,972 in partnership, 123,249 personally.

Loew's Inc.—Joseph Tomlinson bought 16,900 and 20,000 more through Corp. A, holds 150,000 personally, 20,000 in Corp. A.

P. R. Mallory—G. A. Godwin sold 500, holds 5930 personally, 1530 in trust; F. B. Powers sold 125, holds 4787.

Minneapolis-Honeywell—Stephen F. Keating exercised option to buy 200, holds 1380; T. McDonald exercised option to buy 225, holds 5000; Donald C. Swatland bought 100, holds 100; John J. Wilson sold 2500, holds 40,660; P. B. Wishart exercised option to buy 150, holds 6260.

National Telefilm Assoc.—Harold Goodman bought 1000, sold 1000, holds 40,125 personally, 16 for wife; B. Johnny Graff bought 1000, sold 1000, holds 3200; Burt Kleiner bought 5000, holds 15,000.

National Theatres—B. Gerald Cantor bought 16,000 and 1500 more through Cantor Fitzgerald & Co. trust, sold 10,000 through Cantor & Douglas, holds 96,000 personally, 1500 in Cantor Fitzgerald & Co. trust, none in Cantor & Douglas, 15,000 in Cantor Fitzgerald & Co., 3000 in Cantor Fitzgerald Foundation, 5000 in Cantor & Son Inc., 1000 in First Nevada Corp.; Samuel Firks bought 10,000 holds 60,000; Jack M. Ostrow bought 2500 and 10,000 more through corporation, holds 7500 personally, 91,000 in corporation; E. C. Rhoden sold 11,300 through Rhoden Investment Co., holds 15,650 in Rhoden Investment Co., 1325 in Boot Hill Investment Co., 10,850 in Precision Holding Co., 26,800 personally; Frank H. Ricketson Jr. sold 20,000, holds 10,042.

Republic Pictures—Victor M. Carter bought 25,837, holds 98,337; Ernest A. Hall sold 4000, holds 9700.

Siegler—Brantz Mayor sold 500, holds none; Donald Royce sold 1016, holds 10,000; Morris Sobin sold 1800, holds 2610.

Skiatron Electronics & TV—Arthur Levey sold 5000 and 26,900 more privately, holds 262,931.

Standard Coil Products—Arthur Richenthal sold 1775, holds 100.

Sylvania—W. Benton Harrison exercised option to buy 924, holds 1258; Arthur L. Milk sold 300, holds 338; Walter R. Seibert exercised option to buy 792, holds 991.

Texas Instruments—P. E. Haggerty sold 500, holds 125,450; Bryan F. Smith sold 100, holds 13,483 personally, 118 in trust.

Tung-Sol—George W. Keown bought 136, holds 1568; Alfred K. Wright bought 212, holds 1198.

20th Century-Fox—James A. Van Fleet sold 200, holds 300.

Walt Disney Productions—Orbin V. Melton sold 100, holds 100.

Westinghouse—John A. Hutcheson exercised option to buy 100, holds 557; Leslie E. Lynde bought 300, holds 2653; John F. Myers sold 500, holds 544; Reese H. Taylor bought 100, holds 500.

Zenith—Eugene M. Kinncy bought 744, holds 1052.

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

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SUMMARY-INDEX OF THE WEEK'S NEWS — January 17, 1959

ALL-UHF PLAN PROPOSED formally by Comr. Lee. Col-
leagues skittish, fail to second motion, put off considera-
tion of suggestion for 30 days (p. 1).

OPPOSITION TO PAY TV tests may be softened by net-
works in switch of tactics. Harris anti-toll-TV resolution
leaves door open to limited tests (pp. 1 & 7).

OPTION-TIME 'NECESSARY' to networking, FCC says in 4-3
decision. Next up for discussion: multiple ownership,
network "pressure" on outside producers (p. 2).

CUBAN TELECASTERS optimistic as new regime ends
7-year censorship; no major changes seen in TV setup.
Mestre hails "return of free enterprise" (p. 3).

STATEWIDE 'VIDEO CAMPUS' under construction in Flor-
ida; 1961 goal is network connecting all state colleges
and at least 5 TV stations (pp. 4 & 5).

NEW DIGEST FEATURE titled "Background" debuts this
week. First of series gives important details, current
status of TV Auxiliary Services (pp. 4 & 16).

WEEKLY NETWORK TV FIGHTS to continue despite Su-
preme Court decision dissolving IBC's ring monopoly.
NBC & ABC see no change before June, at least (p. 5).

COX REPORT SUPPORTED by Chairman Magnuson of Sen-
ate Commerce Committee, other western Senators;
Jerrold dissents. Other Hill developments (pp. 5, 6 & 7).

DIRECTIONAL ANTENNA test program by TASSO will meas-
ure results at WKY-TV, Oklahoma City; WBZ-TV, Boston.
Time: 6 months. Cost: \$150,000-\$200,000 (p. 6).

Manufacturing-Distribution-Finance

END OF WARRANTY RACE by manufacturers urged at
NARDA convention in Chicago. Dealers hear plea for
"economic sense" in parts & labor policies (p. 12).

CANADA PROTESTS ANTI-TRUST ACTION against GE,
Westinghouse; says it's attempt to interfere with lawful
operations of Canadian subsidiaries (p. 12).

GE PUTS FLOOR UNDER PRICES by withholding co-op ad
funds for listings below specified minimums (p. 14).

FCC MIGHTY LEERY ABOUT ALL-UHF CONCEPT: A highly seasoned dish -- an all-uhf TV proposal -- was placed on Commission's table this week by Comr. Robert E. Lee, and his colleagues "walked all around it," we're told. Commissioners paid tribute to Lee's courage, talked about all kinds of allocation alternatives, including all-uhf, and put off consideration of Lee's ideas for 30 days. No one said: "Count me in." Here are major aspects of Lee's proposal:

(1) Start shift-to-uhf rule-making now. Go through all procedural steps, including "show-cause" orders & hearings shifting each station, court litigation, etc., with first stations actually beginning on uhf in 1964. Thereafter, other vhf's would shift as their vhf licenses ran out. All would move by 1967.

(2) Freeze all vhf granting activity now. No new CPs, no major modification of CPs, no drop-ins of new vhf assignments, etc.

(3) As incentive for shifting, lift multiple ownership ceiling to 10.

Lee has never made any bones about his optimism regarding uhf, so it's no surprise to find him making the first formal move. As for courage, Lee has plenty. He's son of a Chicago policeman, became a top FBI man, headed staff of House Appropriations Committee before being appointed to FCC in 1953.

IS OPPOSITION TO PAY-TV TEST FADING? Quiet change in tactics by chief opponents of pay TV -- the networks -- appears to be in the works. Publicly, their opposition to any form of toll-TV tests will continue -- but privately, there's reason to believe that the feeling of at least 2 of the networks is: "If there has to be a test, let's get it over with -- and let subscription TV fall flat on its face."

Networks again will oppose pay TV at upcoming House Commerce Committee hearings -- but there's strong probability that they won't trot out their heaviest artillery.

They still feel that pay TV will fail in any test, but if by some happenstance it doesn't -- if toll TV is truly inevitable -- they might just as well be in on it.

Even Rep. Harris (D-Ark.), staunch pay-TV opponent, actually opened door to tightly limited "technical tests" of broadcast fee-TV systems -- if anyone wants to apply -- in his strongly worded anti-pay-TV resolution introduced this week (p. 7).

One big difference between his new resolution and the "sense of the Committee" resolution by his House Commerce Committee last year (Vol. 14:6) is inclusion of a provision permitting tests if FCC authorizes them -- whereas last year the Committee specifically demanded that FCC refrain from conducting tests. Though Commission has agreed not to approve any pay-TV test applications until end of this Congress session (probably Aug.), it plans to process any it receives so they'll be ready for granting after period is over.

FCC UPHOLDS OPTION-TIME IN 4-3 DECISION: The expected 4-3 vote in favor of option-time was recorded by FCC this week, as it approved findings to be submitted to Justice Dept. (Vol. 15:2) -- which is then to render its opinion on legality of the network practice. It seems to be foregone conclusion as to what Justice will say, for its hierarchy reiterated to us as recently as last week its conclusion that option-time is a violation of anti-trust laws. Findings weren't released, but it's understood that majority comprised Comrs. Doerfer, Lee, Craven & Cross.

What happens now? It's likely that FCC will stand pat, insist that benefits of option-time are so great that the practice is not illegal when measured against the broad scale of "public interest." It will then be up to some disappointed element of industry to go to Court of Appeals and challenge Commission's decision. Justice Dept. wouldn't cry about that, believes it would find sympathetic ear in Court of Appeals. On other hand, if networks have to go to court, they'll be happy to go armed with FCC's pro-option-time findings.

Networks are unhappy about Justice's inflexibility on the subject, but they insist they can't offer to compromise by cutting option-time, in whole or in part. Spokesmen for all 3 tell us they stand by their testimony before FCC. "We repeat our position," said one, adding wryly: "Rather, we cling to it desperately."

The group of affiliates which sought conference with Attorney General Rogers and/or top anti-trust officials Victor Hansen & Robert Bicks (Vol. 15:2) has called it off -- both sides apparently deciding it would be awkward or fruitless.

Option-time is "reasonably necessary" to preserve networks, or quality networking, FCC says in its findings. Without option-time, it claims, networks' sales & program planning would suffer, produce decline in program quality. The findings do acknowledge that option-time works to deny non-network program producers, station reps and spot advertisers access to best station hours. However, FCC maintains that quality network programming is so important that it shouldn't be jeopardized. Networks must have option-time, it asserts, to provide a national advertising medium.

Though FCC hasn't revealed its next subject in network study, it's understood that Feb. 2 agenda calls for discussion of multiple ownership of stations. FCC's Network Study Staff has urged that: (1) Long-range goal be one-to-a-customer. (2) Steps be taken now to limit licensees to ownership of no more than 3 vhf's in top 25 markets. (3) In granting new CPs & renewals, adverse "presumptions" be made against absentee and multiple owners. (4) Anyone be permitted to bid for a station, in a hearing, when deal is made to sell station -- with all sales to be cash.

Another subject scheduled for Commission discussion, reportedly Feb. 6, is the charge by some independent program producers that networks demand a piece of their shows before they'll carry them. Networks have denied allegations vigorously. Complainants have been reluctant to step forward publicly, and Commission hasn't conducted any hearing to air the complaints.

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Trial balloon went up early this week, and by week's end it came down, at least temporarily deflated. It was idea of a 3-network "association" or "joint

consultancy," headquartered in Washington, to fight anti-network actions by Govt. Suggested as possible head of such a group was ex-Sen. Charles E. Potter (R-Mich.), onetime chief of Senate Commerce communications subcommittee.

Plan is receiving serious consideration of only one network -- at the most. AB-PT pres. Leonard Goldenson told us he hadn't consulted with Potter, hadn't heard of any "joint consultancy" or association, and "I don't know anything more about it than I read in the paper" -- a reference to the published "trial balloon" story.

NBC hasn't talked with Potter, either. The idea of a 3-network lobby had been suggested to NBC toppers several weeks ago, but it's known it never received much consideration pro or con. NBC feels the idea of any such close 3-network operation raises several serious questions, giving cause for extreme caution.

CBS top-level executives are merely saying "No comment."

CUBAN TV WELCOMES NEW REGIME: They couldn't be happier if his name were Telecastro. That sums up attitude of Cuba's dominant broadcasting interests toward the leader of the revolutionary group which now controls the government.

They foresee continued operation at the same stand under Fidel Castro's new regime, but with one difference -- freedom of speech. In contrast to the much-criticized military trials which have been sending scores before the firing squad, one of President Urrutia's first official acts was to lift the oppressive censorship regulations which had burdened Cuba's TV and radio stations since 1952. Progressively tightened, these had established Batista government as only source of news, limited the number of newscasts permitted, banned criticism of officials.

Abel Mestre, chairman of dominant CMQ TV & radio networks and president of Federacion de Radioemisoras de Cuba (Cuban Federation of Broadcasters), told us by telephone: "For the first time in many years, we are optimistic about the future. We no longer fear. There is no censorship, and free enterprise is being restored."

Ownership of Cuba's 23 TV stations and satellites probably will continue unchanged, he predicted, and he told us he foresaw little near-future change in licensing policies. He conceded that it's too early to tell for sure -- the new Minister of Communications took office Jan. 12 and has yet to issue any pronouncements on broadcasting. He's young Enrique Oltuski, a recent graduate of U of Miami and familiar with U.S. methods. All Cuban broadcasting sources we contacted said they expect new government to live up to international treaty commitments such as NARBA.

All Havana stations are now on air, we were told by representatives of major Cuba broadcast interests -- though some went dark temporarily and all others underwent numerous schedule interruptions during the days of chaos in Havana. Satellite stations in Oriente province (Holguin and Santiago) are still cut off. One Oriente TV tower was blown up in the fighting.

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Some radio broadcasters didn't fare so well as their telecasting confreres. Stations owned by members of the former Batista government -- and this includes the once mighty Circuito Nacional network (CNC) and Union Radio -- have been taken over by new regime and are operated under name of "Rebel Radio."

The Mestre brothers -- Goar, Abel & Luis -- owners of big CMQ network with key station in Havana and 7 satellites connected by private microwave, have long been known as staunch opponents of Batista regime. Their large Havana station building, in fact, served as headquarters for Castro's rebels when they began arriving in the capital city. Because of this close access to prime "interview material" and because CMQ-TV is city's best-equipped station, it served as origination point for Cuban pickups by all 3 U.S. networks, though CMQ is NBC affiliate.

Big Telemundo network, through its TV chief Antonio Bernabei, echoed Mestre's sentiments, reporting "a general tendency of complete freedom of speech." He said there had been no interference from federal authorities since early days of change-over, when new government had sent a representative to inspect station operation.

Telemundo's CMAB-TV in Havana televised 4½ consecutive hours of news and interviews during the eventful hours beginning 7 a.m. Jan. 1 -- which Bernabei thinks probably set a world record for a TV news show.

Majority of the other Cuban TV stations, including third network CMBF Cadena Nacional (CMBF-TV, Havana), told us through their representatives that they anticipate no disruption in pattern of telecasting. There was unanimity that the new regime would force no changes in their contractual relations with U.S. sponsors, programmers or networks.

FLORIDA'S STATEWIDE 'VIDEO CAMPUS': Biggest educational TV project by far is now well under way in Florida which, with 4 independent vhf educational stations (including 3 new outlets added last fall), is No. 1 among all states.

While others talk about "experiments" in teaching by TV, Florida -- faced with rapidly growing population and shortage of top teachers -- is pushing ahead on program to interconnect all tax-supported colleges and junior colleges with a network of at least 5 educational TV stations. Every one of the institutions will be equipped with facilities and circuits for origination and reception (open or closed circuit) of classroom TV instruction.

Aim is to complete network in 1961, so that every one of state's 18 colleges will have access to what is taught in any of the others. "Eventually," says an ETV prospectus issued by the state, "the network will make it possible for specific telecourses to be produced by the institution or institutions having available the best facilities and personnel in a particular subject field, and transmitted to all institutions for use by resident instructors who will follow up with in-classroom discussions, answers to questions, experiments, tests, etc."

Under TV-minded Gov. LeRoy Collins, Florida is becoming the showcase of TV in higher learning -- a sort of Hagerstown with a college education.

The 7-member Florida Educational TV Commission is charged by state law to "establish a TV network" of all educational stations and institutions. Unlike Alabama's TV Commission (which operates 3 stations), Florida's body doesn't own stations -- 2 are run by non-profit civic organizations, one by a county school board, one by a university. As new stations are built locally, they will be interconnected.

Commission is building its own microwave links in some instances, using common carrier in others -- whichever is more practical. Due to open this month is first link connecting St. Petersburg Jr. College studios with WEDU-TV, Tampa (Ch. 3). A 2-way link under construction will interconnect WJCT, Jacksonville (Ch. 7) with WUFT, Gainesville (Ch. 5). By June, Miami's WTHS-TV (Ch. 2) will be hooked up with local colleges for campus originations, and WUFT is scheduled to be interconnected by a 2-way hookup with a new Ch. 11 outlet at Tallahassee.

This year's interconnections are being made under a \$600,000 appropriation (Vol. 13:32); Commission is asking, and is expected to receive, \$1,200,000 more to complete entire statewide closed- and open-circuit network.

State ETV network has been operating in Alabama since 1956, connecting state-owned stations at Andalusia, Birmingham & Munford. Florida officials say they hope to tie in their net with Alabama's when Georgia gets going on its TV plans. These two networks are actually first 2 stages in \$22,500,000 16-state ETV network proposed by Southern Regional Planning Board to serve 309 schools (Vol. 13:31,35).

For more details about Florida's dynamic educational TV system and personalities behind it, see story on p. 5.

'BACKGROUND,' NEW DIGEST FEATURE, DEBUTS: The new dept. which kicks off on our back page this week will be a review or refresher course for some, and an up-dater and handy record for all. Other facets of our industry will be detailed from time to time in the same manner in which we this week provide you with the current status of TV's auxiliary services. We trust you'll find it useful -- and will welcome your suggestions for themes you'd like to see in future "Backgrounds."

TV Fights as Usual: Breakup of boxing monopoly held by Madison Square Garden and N. Y. & Chicago International Boxing Clubs was ordered by Supreme Court this week. The decision apparently won't immediately affect regular weekly fight telecasts, but the experts certainly do not agree as to the decision's eventual effect on TV boxing and the fight business in general.

In 5-3 ruling, Supreme Court upheld 1957 anti-trust findings against combine by N. Y. District Court Judge Sylvester J. Ryan (Vol. 13:10, 17), who held that monopoly included control of broadcast rights to fights. No interruption of scheduled TV bouts under IBC contracts (which can be assigned to other promoters) was foreseen, however.

Spokesmen for both NBC (Fri. night fights sponsored by Gillette, which contracts with IBC) and ABC (Wed. night fights sponsored by Brown & Williamson and Miles Labs, produced independently by Lester Malitz) told us no change in schedules—which run until June—is anticipated. Under Court's ruling, N. Y. Garden and Chicago Stadium are allowed to operate independently.

Reaction of other ring promoters to decision was mixed. Heavyweight champion Floyd Patterson's mgr. Cus D'Amato, who has been Garden holdout, said ruling "may force one of the weekly TV shows into the hands" of a producer with whom Patterson can do business. His last fight was promoted on theatre-TV (Vol. 14:36) by ex-TelePrompTer v.p. Wm. P. Rosensohn, who commented that IBC dissolution should liven up boxing—"for both promoters & fighters."

Jack Dempsey figured decision would produce "new birth" for boxing.

But ex-IBC pres. James D. Norris, who must sell controlling stock in Madison Square Garden, warned that it takes big organization to guarantee continuation of regular TV fights. "Now the sponsor is going to have to deal with Joe Blow one week and somebody else the next week," said Norris. "I just don't see how it will work."

Others thought Supreme Court's decision hadn't solved boxing's problems—that TV already had ruined ringside gates. "Too much TV," was way chairman Joseph (Jocko) Miller of D. C. Boxing Commission put it.

On other hand, promoter Teddy Brenner of St. Nicholas Arena in N. Y., which has had no TV since last Aug. and which has been closed recently, announced he was opening up again. He hopefully welcomed "any TV sponsor."

Magnuson Backs Cox: General support for Cox Report to Senate Commerce Committee on small-town TV problems, including recommendations for FCC legitimization of unauthorized boosters & regulation of CATV systems (Vol. 15:2) came this week from Chairman Magnuson (D-Wash.).

"Generally, I think a lot of the recommendations are very good," Magnuson told us. Committee itself hasn't studied report point-by-point, some members reporting they hadn't had time to get around to it yet. But Magnuson said staff report by special counsel Kenneth Cox "speaks for itself; it's pretty comprehensive & well thought out."

Outside the Committee, support for recommendations by Cox—particularly on issue of boosters which were outlawed by FCC after report was written—was assured by

other western Senators. And of 4 new Democratic Senators added to Committee this week, 3 are from western tier of states, including Sen. Bartlett of Alaska.

Sen. Mansfield (D-Mont.) took Senate floor to denounce FCC action on boosters and point to Cox Report. He said that unless FCC reconsiders its position, he'll urge Magnuson to summon FCC to hearing to explain its failure to adopt "reasonable rules."

Sen. Carroll (D-Colo.) told us: "I am in favor of booster authorization unless there is clear danger to navigation. There's just no sense to the FCC's policy now."

Colo. state legislature unanimously memorialized Congress to force FCC to license boosters.

Added to Commerce Committee, to give it 11-6 Democratic majority, were new Sens. Engle (Cal.), McGee (Wyo.) & Hartke (Ind.) in addition to Bartlett. None has special broadcast industry interests or connections, although Hartke (ex-mayor of Evansville) and McGee (ex-history teacher at U of Wyo.) are experienced TV & radio performers in their home states. First thing Hartke did after his appointment to Committee was to get copy of Cox Report, carry it home to read.

Dissenting opinion on Cox findings on CATV & boosters was filed meanwhile by a manufacturer. The Cox Report's fears that CATV will stymie development of regular TV stations aren't borne out by facts, according to Milton J. Shapp, pres. of Jerrold Electronics Corp. He noted that in same week the report was released, grantee KTLE, Pocatello, Ida. (Ch. 6) reported that RCA was shipping it 10-kw transmitter and that it expected to be on air by April 1 (Vol. 15:2). Jerrold operates CATV system in Pocatello.

Florida's ETV Showcase: When Florida Educational TV Commission completes its ambitious network plans (see p. 4), it will have studios at the 3 existing state universities plus the new U of S. Fla., now under construction at Tampa, and at the 10 existing "community junior college centers" (each generally consisting of one white and one Negro college) plus 4 more junior college centers which soon will be erected. TV is a "built-in" in all new school construction in Florida.

Wherever an educational institution is beyond the range of an educational TV station, it will be linked for closed-circuit reception. In addition to the benefits of better instruction in colleges, network is expected to make possible better programming for the state's 5 vhf educational stations (4 on air, one planned). State has 4 vacant uhf educational channels—and its FETC plans to interconnect any stations which eventually are built to operate on these channels.

FETC was established by law in 1957 at request of Gov. Collins. It's headed by Jacksonville attorney Judson Freeman. Only member with a TV connection is former NBC pres. Niles Trammell, now pres. of WCKT (Ch. 7) & radio WCKR, Miami. Its exec. secy. is former Nieman Fellow James Etheridge Jr., onetime staffer of *Tampa Times*, owned by same interests as WFLA-TV, Tampa-St. Petersburg (Ch. 8).

Newly named consultant to ETV network and director of TV for U of Fla., Gainesville, is Kenneth Christiansen, former program mgr. of Educational TV & Radio Center, Ann Arbor, Mich.

Baseball Blackouts—Again: As expected, broadcasters were confronted again this week with Congressional proposals to exempt professional sports from anti-trust laws—but with a difference—so baseball club owners can black out telecasts of games.

In renewed “save-baseball” move, coalition of House Democrats & Republicans reintroduced legislation similar to bills which died in Senate last year (Vol. 14:31). This time, however, their bills were edited to eliminate blanket blackout authority to owners to keep major league games off TV in minor league territory where gates have suffered.

Instead of completely exempting sports from anti-trust penalties for agreements in restraint of trade, revised bills provide that club owners may protect teams from major league TV competition when telecasts originate within 75 miles of minor league cities on home game days. TV agreements otherwise would be subject to anti-trust laws, which also would apply to radio broadcasts of any pro games.

One baseball bill (HR-2266) was offered by Rep. Whitener (D-N.C.). Other bills (HR-2370-2374) were submitted together by Reps. Walter (D-Pa.), Miller (R-N.Y.), Harris (D-Ark.), Byrnes (R-Wis.), Cramer (R-Fla.).

At same time Harris added joint resolution (H. J. Res. 130) against pay TV (see pp. x & xx) to anti-pay-TV bills (HR-68 & HR-166) authored by Reps. Celler (D-N.Y.) & Lane (D-Mass.), which were early starters in new session of Congress (Vol. 15:2).

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Other new-session Congressional proposals affecting broadcasting and/or FCC:

On “ethics”—Bills (HR-2156 & 2157) by Rep. Celler to strengthen bribery laws, “promote ethics in Govt.” Resolution (H. J. Res. 35) by Rep. Bennett (D-Fla.) to set up Federal Commission on Ethics. Bill (HR-741) by Rep. Cramer (R-Fla.) to prohibit “improper methods to influence” Federal agencies, repeal “honorariums” for FCC members. Bill (HR-708) by Rep. Baldwin (R-Cal.) to “promote ethical standards” among members of Congress as well as Federal employees.

On Cabinet status for FCC—Bill (HR-985) by Rep. Younger (R-Cal.) to set up new Dept. of Transportation & Communications.

On ETV—Bills (S-12 & HR-1981) by Sen. Magnuson (D-Wash.) & Rep. Udall (D-Ariz.) to provide \$51,000,000 in Federal grants for purchase of school TV equipment by states & territories.

On liquor commercials—Bill (HR-2221) by Rep. Siler (R-Ky.) to prohibit interstate advertising of alcoholic beverages.

On subliminal advertising—Bill (HR-1996) by Rep. Wright (D-Tex.) to make it a criminal offense to use subliminal perception techniques on TV.

On Fair Labor Standards—Bill (HR-311) by Rep. Coad (D-Ia.) to exempt small TV & radio stations from maximum hours provisions of wage-hour law.

On Mexican radio compact—Resolution (S. Res. 23) by Sen. Humphrey (D-Minn.) urging negotiations with Mexico for agreement on reciprocity for licensing of “ham” radio operators.

TASO’s DA Test Program: One of TV Allocations Study Organization’s unfinished tasks—investigation of directional antennas—was given go-ahead by board last week and may turn out to be one of most significant aspects of its tremendous fact-finding program. [For excerpts from first draft of TASO’s final report on propagation, receivers, etc., see Vol. 15:2.]

TASO exec. director Dr. George Town and other engineers are extremely enthusiastic about DA program, because little is known about DAs for TV and because FCC may decide to change basic concept of vhf allocations if DAs work well. DAs could mean great increase in number of vhf stations on present Ch. 2-13.

The \$150,000-\$200,000 program will test DAs at WKY-TV, Oklahoma City (Ch. 4) and WBZ-TV, Boston (Ch. 4). At WKY-TV, antenna will be mounted on 263-ft. tower which station previously had planned for auxiliary antenna. Directional antenna will be rotated physically, measured by stationary instruments. Then, mobile measuring unit will move, take readings when antenna is stationary. Idea is to find out if results jibe—whether factory measurements by antenna-rotating technique hold true for actual in-the-field use. WBZ-TV was chosen because it has 1194-ft. tower, regarded as more typical for TV than WKY-TV’s shorter auxiliary; WBZ-TV antenna will be stationary.

It’s expected program will take 6 months. “It won’t give all the answers,” Dr. Town says, “but it will give us a lot more than we have.”

Money is being put up by Assn. of Maximum Service Telecasters which will do the measuring, RCA, TASO’s special fund, WKY-TV & WBZ-TV.

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Another important TASO contribution has been a new method of predicting station service areas. Using TASO field strength measurements, U of Texas team under Dr. Alfred H. LaGrone has come up with techniques, of which TASO’s tentative report says:

“An analysis of the data accumulated in the field strength measurement program has led to the development of means of predicting field strength with much greater accuracy than was possible by previous methods. The new TASO methods refer not only to the prediction of median values, but also, by taking into account meteorological and topographical conditions, permit an accurate estimate of local deviations from the median values. These methods, which apply to both uhf & vhf signals, represent a very real advance in propagation theory & practice.” One allocations expert has this to say of LaGrone’s method: “It looks very good. Not highly theoretical. A very direct method. Gee, I wonder how Dr. Town found him; that kind of guy is pretty hard to find.”

TASO’s DA task force is headed by Dr. Frank G. Kear, Washington consulting engineer. Other members: Ralph N. Harmon, Westinghouse stations; Henry E. Rhea, WFIL-TV, Philadelphia; Stephen W. Kershner, Washington consultant. Advisors: George H. Brown & Henry H. Westcott, RCA; Lloyd O. Krause, GE. Representing stations involved: Al Goodnow, WBZ-TV, Boston; H. J. Lovell, WKY-TV, Oklahoma City; George Mayoral, WJMR-TV, New Orleans. Latter station was to offer its Ch. 12 facilities for tests, but that washed out when it shifted to Ch. 13.

Anti-Pay TV Call to Arms: A general declaration of war on pay TV to block any approach it might take to capture viewing public—through the atmosphere by broadcasts, by wire overhead, by cable underground—was proposed this week by Chairman Harris (D-Ark.) of House Commerce Committee. As part of the strategy, very limited broadcast tests would be permitted. If such tests failed, the pay TV issue would become academic.

He introduced a sweeping joint Congressional resolution (H. J. Res. 130) prohibiting operation of any home TV subscription system “until new legislation has been enacted specifically setting forth the terms under which pay TV may be broadcast or transmitted.”

Significantly, however, Harris resolution does authorize FCC to conduct limited “technical test operations” for systems. Heretofore, Harris has opposed opening up pay TV even to that limited extent. He said he now is agreeable to commercial tests on home sets “to see if such an operation could be successful.” Results, he said, would help guide Congress in writing ultimate pay-TV regulations.”

Declaration of war is aimed not only at broadcast pay TV, which was target of delaying actions last year by House & Senate Commerce Committees (Vol. 14:6, 8). It covers any & all interstate & intrastate home systems—including such systems as Bartlesville, Okla. closed-circuit operation which collapsed in 1958 (Vol. 14:21), wired pay-TV franchise setup which petered out on west coast (Vol. 14:9), never-realized pay-as-you-see baseball in San Francisco & Los Angeles (Vol. 14:37).

Harris said he wanted to prevent “imposition of great financial burdens on the American people” by pay-TV operators. He pointed with scorn to “certain promoters” who sought to undertake unregulated non-broadcast wire operations “in an apparent effort to escape Federal regulations.”

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But even Harris apparently saw no urgency in pay-TV threats. He plans no Commerce Committee hearings on his resolution—or on bills banning pay TV outright, which are beginning to pile up in House (see p. 6)—before 60-90 days. Nor is there assurance that resolution—as written—will win Committee approval. There is even less assurance that it would get through Senate Commerce Committee, whose Chairman Magnuson (D-Wash.) doesn't go along with all-out opponents of pay TV.

And in any event, there's no immediate outlook for any action by FCC even permitting tests of pay-TV systems. Under agreement with Senate & House Committees, Commission is delaying any tests until end of opening session of 86th Congress, which probably won't come before Aug. Only applicant so far for broadcast pay-TV authorization is uhf grantee WSES, Philadelphia (Ch. 29)—and its application isn't sufficiently detailed to meet FCC requirements. If main promoters of pay TV—Skiatron, Zenith & Telemeter—are ready to move soon, they aren't talking about their plans.

Harris resolution nevertheless is explicit:

“(1) The Federal Communications Commission may not authorize any person to broadcast, or to render any communication service by radio or wire, which would aid

in the broadcasting or transmission of, any pay television program.

“(2) It shall be unlawful for any television licensee, or any common carrier engaged in radio or wire communication, to engage in any State (whether in interstate, intrastate, or foreign commerce) in broadcasting, or in rendering any communication service by radio or wire which would aid in the broadcasting or transmission of, any pay television program.”

Resolution does, however, concede that FCC has some authority in area—question which Harris raised repeatedly in his pay-TV hearings last year. It permits FCC—for unspecified “limited periods only”—to run pay-TV tests which Commission “deems necessary in the public interest.”

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In conducting tests, FCC would apply “restrictions which will insure (1) that such technical test operations with respect to any particular system of pay TV will not be carried on by more than one person or in more than one area of the country, and (2) that no one person will carry on such technical test operations with respect to more than one system of pay TV.”

The resolution authorizes FCC to go to court in civil injunction actions to halt any pay-TV operations—actual or threatened—which defy prohibitions.

We asked Skiatron TV's Matthew (Matty) Fox what he thought of the Harris resolution. “I never heard of such a thing,” he said. “It's unconstitutional. It's the first time we ever heard of the public being denied the opportunity to make a choice. It's like having a law in behalf of the railroads which bars buses because they carry passengers.” Zenith's usually voluble Ted Leitzell told us: “We have nothing to say about it at all.” Telemeter's Louis A. Novins withheld any comment until he sees text of resolution.

Meanwhile movie operators, whose opposition to pay TV in past has been directed largely at over-the-air variety as an added drain on box office receipts, were lining up for concerted support of Harris resolution. Strategy for coalition of Joint Committee on Toll TV, Theatre Owners of America and new American Congress of Exhibitors is being directed by Washington communications lawyer Marcus Cohn, attorney for TOA's pay-TV committee.

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Torre's Coming-Out Present: TV-radio columnist Marie Torre of *N. Y. Herald Tribune* finished her 10-day jail sentence for contempt of court (Vol. 15:2) this week—and got a coming-out present from singer Judy Garland.

Overhanging Miss Torre as she emerged from Jersey City's Hudson County jail was threat of another trip to prison if she persisted in defying Federal Court orders to divulge CBS source of column item about Miss Garland. But singer's lawyer Lionel S. Popkin called a press conference to announce that Miss Garland would not pursue her demand for disclosure in pre-trial of her \$1,393,333 libel-breach-of-contract suit against network.

“Miss Garland does not intend to punish Miss Torre again in pre-trial proceedings,” said Popkin. He added, however, that question of who gave Miss Torre her column item could be raised once more when case comes to trial—in about a year. Columnist might be called as witness for either side at trial. “It will then be a matter between her and the court” if she refuses to talk, Popkin said.

NBC Sums Up: Gross time sales for NBC-TV were up 13% in 1958 over the preceding year, despite a recession. That's a major highlight of the annual sum-up to be issued this week over the signatures of board chairman Robert W. Sarnoff and pres. Robert E. Kintner. The report pointed out that this gross—double the sales volume of 5 years ago, and the all-time peak investment by advertisers in NBC-TV—represents the largest roster of advertisers (205) of any network, including 23 of the nation's top 25 advertisers.

NBC, first commercial network to use its facilities for educational TV, pointed with pride to *Continental Classroom*, first nation-wide TV course for college (250 institutions participating) credit: 5-day-a-week, 149 station, 2-semester course in atomic age physics.

Year also included nearly 100 specials; a 20% step-up in news coverage; and a record high of 664 hours of color (with the 20% of advertisers who used color in 1957 stepping up to 33% in 1958).

NBC International Ltd. is now arranging broadcast of TV shows in more than 30 foreign countries, with *Perry Como Show*, for instance, now being seen almost simultaneously in 16 countries.

NBC's radio network, in its 33rd year, reported billings up 17% in 1958 over the preceding year, accounting for 46.6%, by December, of all sponsored time on the 3 major nets.

CBS Takes Stock: The annual state-of-the-network report just issued claims for CBS-TV the "undisputed leadership in advertising billings" and the title of "the world's largest advertising medium." For first 10 months of 1958, billings were up 3.7%. By Nielsen measurements, CBS claims 6 of the 10 biggest-audience shows of the year, and domination of 29 evening ½-hour, as against the next net's dozen. Affiliates reached a new high of 243. Among other things, CBS pointed with pride to its exclusivity as the only net presenting 60 & 90-min. weekly live dramas (3, including *Playhouse 90*). With an implied but unchronicled bow in the direction of Sen. Magnuson (Vol. 14:51), CBS pointed out that CBS News in 1958 had presented "a record number of regularly scheduled and special reports," and its public affairs dept. had completed "its most ambitious year to date."

First non-medical use of Eidophor big-screen color projector (Vol. 15:1) is tentatively scheduled for May, event undisclosed, according to Jay Raeben, of Teletalent Inc., 274 Madison Ave., N.Y. Teletalent presented medical programs for CIBA Pharmaceutical Corp. during Washington meeting of American Assn. for Advancement of Science. Says Raeben: "The program will revolutionize the business-meeting use of closed-circuit TV."

Republican TV series, to be called *Republican National Forum of the Air*, is proposed by National Chairman Meade Alcorn as part of strategy for 1960 election campaign. In memo sent to White House and party leaders, Alcorn says TV could be used effectively to present GOP viewpoint on current issues, introduce "personable & promising" young Republicans.

Replicas of historic radio equipment used in first news broadcast of presidential election results have been presented to Smithsonian Institution in Washington by Westinghouse Bestg. Co. It's a reproduction of unit used by radio KDKA to transmit results of Harding-Cox election, Nov. 2, 1920, from atop Westinghouse East Pittsburgh plant.

Christopher TV Awards for 1958, bestowed by Catholic lay order on producers, directors & writers for using "their God-given talent in a constructive way" in program creation: Jan. 12 *Dinah Shore Chevy Show*, NBC (producer-director Bob Banner, music director Harry Zimmerman, writers Bob Wells, Johnny Bradford & Arnold Peyser); "Bridge of San Luis Rey," CBS (producer David Susskind, director Robert Mulligan, writer Ludi Claire); "MD International," *March of Medicine*, NBC (producer-director David Lowe, writer Lu Hazam); "Little Moon of Alban," *Hallmark Theatre*, NBC (exec. producer Mildred Freed Alberg, producer-director George Schaefer, writer James Costigan); "The Wild Swan," *Shirley Temple Storybook*, NBC (producer Alvin Cooperman; director Richard Morris, writer Jean Holloway); "Alaska," *High Adventure with Lowell Thomas*, CBS (producer-writer Lowell Thomas Jr., director Jean Philippe Carson, writer Prosper Buranelli); "SSN-571 Nautilus," *Armstrong Theatre*, CBS (producer Jacqueline Babbitt, exec. producer Robert Costello, director Wm. Corrigan, writer Jerome Cooper-Smith); "Art Carney Meets Peter & the Wolf," ABC (exec. producer John Green, producer Bert Shevelove, director Dick Feldman, music director Paul Weston); "Revolt in Hungary," *20th Century*, CBS (producer Burton Benjamin, writer Norman Borisoff, film editor Robert Collinson, music writer Paul Creston); Dec. 22 *Firestone Hour*, ABC (producer Fred Heider, director Richard Dunlap, writers Harold Flender & David Gregory).

NAB Convention Agenda: FCC Chairman John C. Doerfer has been added as a major speaker (March 17 luncheon) during March 15-18 annual NAB convention at Conrad Hilton Hotel, Chicago. NBC chairman Robert W. Sarnoff, Keynote Award recipient, speaks at March 16 luncheon, NAB pres. Harold E. Fellows at March 18 luncheon. Other agenda highlights: March 16—FM, labor, management conference; March 17—management conference, afternoon open for visits to exhibits, etc.; March 18—FCC panel, business session, management conference, banquet. Engineering conference runs concurrently, engineers joining management for some sessions. TV management conferences will cover programming, allocations, film, tape, sales & costs, Congress. Radio meetings will deal with programming, public relations, standards of good practice, music licensing, audience research, editorializing, legislation, automation, sales, 5-year forecast. Co-chairmen of convention committee are G. Richard Shafto, WIS-TV, Columbia, S. C. & R. T. Mason, WMRN, Marion, O.

Electronic volume-level adjuster has been developed by CBS to eliminate apparent sound volume differences in telecast and "make listening easier and more pleasant." All N. Y. studios are equipped; those in Chicago & Hollywood will be shortly. Equipment was developed after a year's study of complaints that commercials & music frequently sounded much louder than the rest of the program. Said Edward L. Saxe, CBS-TV network operations v.p.: "The new study showed that even though all portions of a program are actually transmitted at the same electrical level, some parts actually sound louder than others because of the subjective reaction of listeners to a staccato type of voice delivery or music performance. The study also showed that the occasional practice of adding reverberation to sound increased apparent loudness. In addition, the study revealed that the procedure followed in making sound-on-film recordings often results in an increase in the apparent loudness of film inserts in a live program."

Television Digest

with **ELECTRONICS REPORTS**

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and September

AM-FM Directory
Published in January

TV and AM-FM Addenda
Published Weekly

Personal Notes: John W. Kluge, head of group which recently acquired Metropolitan Bcstg. Co. from Paramount Pictures (Vol. 15:2), named board chairman; v.p. Richard D. Buckley promoted to pres. & chief executive officer, succeeding Bernard Goodwin, resigned . . . Wm. S. Paley, CBS chairman, named chairman for broadcast industry of Federation of Jewish Philanthropies' 1959 campaign . . . Daniel Friedman, asst. chief of appellate section, Justice Dept. anti-trust div., moves to Solicitor General's office, to be succeeded by Richard Solomon, who is resigning as chief of litigation div., FCC Office of General Counsel . . . Robert Fuller, ex-information director of WCBS-TV, named publicity director of CBS Films. He is succeeded at WCBS-TV by John Horn, ex-CBS-TV. Howard Berk promoted to publicity director of CBS o-&o stations & CBS spot sales . . . John F. Lynch, ex-NBC-News, named asst. director of public affairs for CBS News, succeeding the late John P. Jefferson . . . Julian Goodman, NBC, elected chairman of Washington Radio & TV Correspondents Assn. Other officers: vice chairman, Lewis W. Shollenberger, CBS; secy., Ann M. Corrick, WBC; treas., John H. Secondari, ABC . . . Robert H. Paasch, ex-WRCV-TV, Philadelphia, named chief engineer of WCKT, Miami . . . Jack C. Liddle, ex-C. R. Stout Adv., named public services director of CKLW-TV & CKLW, Windsor-Detroit . . . Edward L. Morris, ex-United Charities, named development director of educational WTTW, Chicago, succeeding Chalmers H. Marquis Jr., now program director . . . Claud O'Shields promoted to gen. mgr. of WECT, Wilmington, N. C. . . . Mort Silverman, ex-gen. mgr. of WJMR-TV, New Orleans, named gen. mgr. of radio WJBO, Baton Rouge . . . Murray Benson, ex-sales mgr. of CBS TV Enterprises, named director of licensing for CBS Films, succeeding Syd Rubin, resigned . . . Charles C. (Bud) Barry, who resigned last week as Loew's v.p. in charge of MGM-TV, also an ex-NBC v.p., named pres. of National Telefilm Associates film network . . . Sol C. Siegel named production head of MGM studio TV film production, Hollywood . . . Ernest Levine, presently comptroller, promoted to gen. mgr. of California Studios . . . Irving H. Ludwig promoted to pres. & gen. sales mgr. of Buena Vista film distribution subsidiary of Walt Disney Studios, succeeding Leo F. Samuels, resigned. Louis E. Gaudreau, ex-business mgr. & treasurer, promoted to exec. v.p. & treas. . . . Wm. Froug, ex-Screen Gems, named production director of Goodson-Todman, Hollywood . . . Arthur Spirt, ex-Independent TV Corp., & mid-west v.p. of TPA prior to its acquisition by ITC, named mid-west v.p. of Gross-

Krasne-Sillerman with headquarters in Chicago; v.p. Raymond Wild moves from Chicago to head new Detroit office for central-west . . . Dick Lawrence, ex-World Bcstg., named gen. sales mgr. of Ziv's Economee TV Programs div. . . . Eugene C. Wyatt, ex-ABC-TV sales mgr., named v.p. for network sales of Bernard L. Schubert Inc. . . . George Frank, ex-Klein, Hinds & Finke, named secy.-treas. of Theatre Network TV . . . Lee Cannon, ex-TV Programs of America, named mid-west div. mgr. of Independent TV Corp.; Alton Whitehouse, also ex-TPA, named southeast div. mgr.; Leonard Warager, ex-Cal. National Productions, named northeast div. mgr. . . . George Gruskin resigns as TV-radio co-director of Wm. Morris Agency to establish own office as consultant in programming, sales & financing of TV & motion pictures . . . John K. Markey, ex-N. Y. *Daily News*, named mid-west mgr. of rep Devney . . . Robert A. Schmid, ex-station relations v.p. of MBS, owner of radio WESC, Greenville, S. C., named TV-radio v.p. of rep Headley-Reed . . . Pat Griffith Mower, onetime women's activities director of NAB, joins Washington office of Richards Associates, public relations counselors.

Correction: James A. Stabile, newly named NBC director of talent & program contract administration (Vol. 15:2), succeeds v.p. James E. Denning, resigned, and reports to v.p. & gen. attorney Thomas E. Ervin. We regret the error in last week's letter.

ADVERTISING AGENCIES: Fletcher Richards is pres. of newly merged Fletcher D. Richards and Calkin & Holden agencies. Bradley A. Walker, ex-chairman of Calkins & Holden, is chairman. Paul Smith, ex-pres. of Calkins & Holden, is board vice chairman. Edmund F. Johnstone, ex-exec. v.p. of Dowd, Redfield & Johnstone, is exec. v.p. . . . Richard E. Meade promoted to v.p. of J. Walter Thompson's Seattle office . . . Richard E. Goebell promoted to v.p. of Compton Adv. . . . Darrell C. Roberts promoted to administrative v.p. of MacManus, John & Adams . . . Wirt McC. Mitchell promoted to chairman of Geyer, Morey, Madden & Ballard new creative plans board . . . Hal Dickens, ex-Walter Schwimmer Co., Chicago, named v.p. of Edward H. Weiss & Co. there . . . Horace E. Curtis, ex-Benton & Bowles, named v.p. of Sullivan, Stauffer, Colwell & Bayles, N. Y. . . . Daniel J. Duffin promoted to v.p. of Erwin Wasey, Ruthrauff & Ryan . . . Arthur E. Taylor promoted to v.p. of Reach, McClinton & Pershall, Chicago . . . Alan Ducovny becomes TV-radio director of D'Arcy Adv.

Rate increases: WSTV-TV, Steubenville, O. Jan. 1 raised base hour from \$500 to \$550, min. \$120 to \$140. WLBT, Jackson, Miss. Jan. 1 raised hour from \$400 to \$450, min. \$90 to \$120. WKBT, La Crosse, Jan. 1, hour \$360 to \$400, min. \$72 to \$80. KTVC, Ensign, Kan. hour \$100 to \$130. CHLT-TV, Sherbrooke, Que. hour \$465 to \$485.

International Advertising Film Festival June 9-13 in Cannes, France, will have a "Grand Prix de la Television" and prizes for 5 categories: live-action, 15-30 sec.; live-action, 31-60 sec.; animation, 15-30 sec.; animation 31-60 sec.; live-action or animation, 61-150 sec. Inquiries about Festival should be directed to: The Sixth International Advertising Film Festival, 15 Berkeley St., London, W.1.

New reps: KOMO-TV, Seattle, to Katz Jan. 1 (from NBC Spot); WICU-TV, Erie, to Blair Television Assoc. Jan. 1 (from Petry); WKST-TV, New Castle-Youngstown, to Weed Dec. 1 (from Everett-McKinney).

Subliminal Storm Subsides: Little is heard any more of schemes for "hidden" commercials on TV, which produced some 1957-58 shock waves in industry & Congress (Vol. 13:37 et seq, Vol. 14:1 et seq). And what may be last gasps on subject were reported this week by *Wall St. Journal*. "I've been taking a heck of a licking," said young James M. Vicary of Subliminal Perception Co. Inc., N. Y., who started it all by proposing that his movie technique for flashing subconscious messages be adapted to TV. "We'd anticipated some possible public shock—but nothing like what occurred." Vicary acknowledged ruefully that not only did no commercial applications of his process develop but adverse publicity nearly ruined his established market research business.

In New Orleans, v.p. Dr. Robert E. Corrigan of Precon Process & Equipment Corp., which tried to promote similar subliminal techniques, said: "We've really had to tighten our belts. The whole field is suffering." Precon has abandoned hopes for any subliminal TV advertising contracts, but still thinks process has movie future.

Rep. Wright (D-Tex.) was taking no chances on revival of issue which inspired rash of proposed legislation at last session of Congress. He introduced bill making it a crime to use subliminal advertising on TV.

Subliminal advertising in Britain has been banned by Institute of Practitioners in Advertising which has 243 member agencies. Special committee stated: "Irrespective of developments that might or might not prove effective, the use of subliminal communication in whatever form for advertising or sales promotion is professionally unacceptable. The free choice by the public to accept or reject is an integral part of all forms of professionally acceptable advertising, and does not appear to be available to recipients of subliminal communication."

ETV Gets Priority: First scheduled hearing by Senate Commerce Committee in new session of Congress will be on \$51,000,000 Federal aid to educational TV bill (S-12) by Chairman Magnuson (D-Wash.), co-sponsored by Sen. Schoeppel (R-Kans.). Magnuson this week set up Jan. 27-28 sessions to start measure on legislative road which was blocked at last session—after Senate approval—when House Commerce Committee failed to approve similar measure in time for floor action (Vol. 14:33). As did 1958 bill, Magnuson's measure authorizes grants of up to \$1,000,000 to each state & territory for school TV equipment.

Commercial printing sales in U. S. dipped in 1958 for first time in 10 years, reports N. Y. Employing Printers Assn. Total last year was \$10.5 billion, about 1% under 1957. Concerns which specialize in advertising materials reported sales dropped more than industry average.

Change of Address for Television Digest

STARTING NEXT WEEK, *Television Digest* will be published at Radnor, Pa., our new editorial and business headquarters. Our Washington bureau will continue in the Wyatt Building in Washington and we are opening a New York bureau. For addresses and phone numbers, location of personnel, see masthead on page 9. All news releases and communications, except those dealing specifically with Washington matters, should be addressed to us at Box 700, Radnor, Pa.

Translators & Rebroadcasting: Curiously, the only FCC-regulated method of TV relaying—translators—is also the only one running into trouble getting originating stations' permission to repeat. Illegal boosters and community antennas don't worry about it, for matter has never been litigated. Feb. *Radio-Electronics* suggests change in law to help translators:

"Borrowing from another field of Federal regulation, one possible solution is suggested by a law which already exists in the patent field. A patent owner *must* license others to use his invention (for a reasonable fee) if withholding it would tend to produce monopoly.

"A somewhat similar regulation could be added by Congress to the Communications Act. It would require telecasters to permit rebroadcasting of their programs by nonprofit repeaters in communities which have no TV stations of their own.

"Such a law would take the broadcasters off the hot seat—and many of them would be happy to be relieved of the stigma of responsibility for denying TV service to small communities.

"But more important, it would give equal program access to the only 'secondhand' TV system which is both free and legal."

Congressional action seems unlikely, however, for Congress is disposed to await outcome of litigation over rebroadcasting and "property rights" in signals, due to be launched shortly by NAB—against community antenna system in Twin Falls, Ida., which uses signals of Salt Lake City stations.

Translator starts: K71AO, Wallowa-Enterprise, Ore. began Dec. 31 repeating KHQ-TV, Spokane; K80AN, K74AO & K70BD, Fillmore-Meadow-Kanosh, Utah, Jan. 13 reported they were on air repeating KSL-TV, KTVT & KUTV, Salt Lake City.

Protest against sale of control of KGMB-TV, Honolulu (Ch. 9) with TV satellites and radio affiliates, in \$8,088,249 purchase of Consolidated Amusement Co. by Highland Development Corp. (Vol. 14:40-41, 49), has been filed with FCC by minority Consolidated stockholder Harry Weinberg & his 800 Corp. FCC had approved transfer Dec. 3. Weinberg alleges that Consolidated management undervalued property, which includes theatres, real estate, etc., and practiced "fraud" in obtaining stockholders' consent to sale. Weinberg also charged J. Howard Worrall, Consolidated v.p. and manager of broadcast properties, with "breach of fiduciary duty" in failing to inform stockholders of details of his arrangement to continue in charge of stations. Weinberg and 800 Corp. own 1.77% of Consolidated stock. Consolidated held 75.45% of broadcast properties (Hawaiian Bestg. System Ltd.); balance is held by *Honolulu Star-Bulletin*.

Degree of Master of Arts in Communication has been offered since 1955 by U of North Carolina's Dept. of Radio, TV & Motion pictures, which began awarding Bachelor of Arts degrees in 1957, dept., chairman Earl Wynn points out in commenting on our Dec. 20 story on U of Pennsylvania's new Annenberg School of Communications (Vol. 14:51). His department features courses in production, writing, station management, media research, mass communications and engineering, and operates WUNC-TV, Chapel Hill (Ch. 4)—which also has studios at Raleigh & Greensboro—as well as WUNC-FM. President of Broadcasting Foundation of N.C. which operates the department, is Harold Essex, WSJS-TV, (Ch. 12) & WSJS, Winston-Salem.

Same Arguments on Ch. 10: All parties to Miami Ch. 10 "influence" case repeated their positions this week in briefs & exceptions to the initial decision issued by examiner Judge Horace Stern (Vol. 14:49). Next step in case is oral argument before Commission, date to be set.

Justice Dept., in document handled personally by Attorney General Rogers, insisted that 3 of the 4 applicants must be thrown out completely, now: National Airlines, WKAT & North Dade Video. He held that L. B. Wilson is clean, should be thrown into new comparative hearing with anyone else who wants to apply. Stern held that no applicants should be "absolutely" disqualified but that their derelictions should be held against them in future proceeding.

FCC general counsel's office, through team headed by Edgar W. Holtz, made same argument, said the 3 must be tossed out now. Holtz crew disagreed with Stern's finding that the 3 should be given another crack at Ch. 10 because one might serve public better than others—despite character blemishes.

National Airlines repeated its assertion that attorney Thurman Whiteside was not its emissary when he contacted ex-Comr. Richard Mack.

WKAT reiterated argument that owner A. Frank Katzentine did nothing except try to preserve integrity of FCC's processes.

North Dade maintained that there's no evidence that it desired "to enlist the aid of Senators & Congressmen in obtaining for it the award of the CP for Ch. 10."

L. B. Wilson insisted that Judge Stern should have disqualified the other 3 applicants "absolutely."

Meanwhile, in Boston Ch. 5 "influence" case (Vol. 15:2), FCC voted tentatively to let *Boston Globe* intervene in hearing—but to limit its participation solely to issue No. 1, dealing with "the possible disqualification of one or more of the commissioners." Pre-hearing conference in case is scheduled Jan. 26.

Suspension of operations Jan. 31 is planned by KXLJ-TV, Helena, Mont. (Ch. 12), owner Ed Craney swore in affidavit to Court of Appeals in Washington this week. Suspension, that is, unless Court stops Montana Microwave from feeding signals of Spokane stations to Helena community antenna system. Appealing FCC's decision to allow microwave to operate (Vol. 14:51), KXLJ-TV asserted that competition from CATV-distributed Spokane signals is "ruinous, unfair & insurmountable." Craney said that CATV feeds 2300 of city's 4000 TV homes, aims to reach 3500 within a year; that he believes CATV system advanced construction funds to Montana Microwave; that latter's status as a common carrier is fictional. Craney said that KXLJ-TV has lost \$13,280 to date but that it wouldn't be discouraged if it had to compete only with signals CATV could pick up out of air near Helena. He asserted that advertisers aren't willing to buy time on Helena station when they can reach cream of audience free via CATV distribution of Spokane signals.

New CATV system in Page, Ariz. is proposed by Antennavision Inc., but it needs microwave to feed it, company told FCC in application filed last week. It also proposes to provide a 4th channel for its system in Winslow, Ariz. Antennavision operates 12 CATV systems in Ariz., N. M. & Cal.

Waiver of FCC rules has been granted to WNEM-TV, Bay City, Mich. (Ch. 3) to identify itself also with Saginaw.

New & Upcoming Stations: Jan. 24 programming is planned by WHCT, Hartford (Ch. 18), after about week of test patterns, it's revealed in letter filed with FCC. Station has been transferred from CBS to Edward D. Taddei's new Capitol Bestg. Inc. (Vol. 14:49, 52). It's second uhf revival in recent months, other being WWOR-TV, Worcester, Mass. (Ch. 14), now operated as part of William L. Putnam's Mass. group (Vol. 14:48), which includes parent WWLP, Springfield (Ch. 22) & satellite WRLP, Greenfield (Ch. 32).

* * * *

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

KCCC-TV, Sacramento, Cal. (Ch. 40) has purchased RCA equipment and plans to start Feb. 1-15, according to gen. mgr. Mel Lucas. However, it's asking for change of studio-transmitter to 26th & American River. It will use Utility tower. Lucas, program director Clarence Holien & film director Don Cerveny are former employes of off-air Sacramento uhf which used same call letters and channel. Stanley Ryno, ex-KBET, Sacramento, is chief engineer. Base hour is \$150. Rep is McGavren-Quinn.

WQEX, Pittsburgh (Ch. 16), with 12-kw GE transmitter scheduled to be wired Feb. 15, has changed its programming target as an educational to late Feb., reports gen. mgr. Wm. C. Dempsey for owners, who also operate Pittsburgh's WQED (Ch. 13, educational). It will use repaired GE antenna on WQED's 500-ft. Blaw-Knox tower.

WGTE-TV, Toledo (Ch. 30, educational), won't meet Jan. 27 target, as it has been unable to complete proof of performance for license application, writes Murray W. Stahl, program director for grantee U of Toledo.

■

A pre-grant procedure to clear up quarrels among station applicants in advance of FCC authorization of CPs should be substituted for present post-grant protest procedure, according to majority of Federal Communications Bar Assn. members voting in meeting Jan. 9. They believe the Communications Act should be amended to require interested parties to state objections to any applications prior to FCC grant, whereupon Commission can resolve problems, through hearings if necessary, before committing itself to CPs. After attorneys debated 4 alternatives, 5 voted to retain protest procedure as is; 10 voted to amend protest rule; 5 to eliminate protest; 27 to establish pre-grant procedure. Preparations for debate were handled by practice & procedure subcommittee headed by Ernest Jenness and including Robert Green, Jerome Heckman & Sylvia Kessler. It's up to FCBA executive committee to transmit results to FCC & Congress.

New Orleans Hassle Ends: WJMR-TV, New Orleans, resumed vhf service Jan. 13, starting with Ch. 13 after going dark on Ch. 12 Dec. 31 (Vol. 15:1)—as the 3 competitors for Ch. 12 got together in a deal to leave a single applicant free for CP. The new setup: Okla. TV Corp. withdraws application, WJMR-TV & Coastal TV merge. Okla. TV gets \$75,000 for expenses to date (of the \$95,000 actually incurred), and merged corporation will be owned 40% by WJMR-TV, 60% by Coastal (6⅓% each for its 9 partners). Officers haven't been designated yet. New corporation will pay the \$75,000, will also buy WJMR-TV's facilities for \$350,000. FCC has authorized temporary operation on Ch. 13 until end of Jan., and parties hope that Commission will grant new CP for Ch. 12 by then.

NARDA CRACKS DOWN ON FREE SERVICE WARRANTIES: An end to the warranty race in the TV-radio-appliance industry was demanded this week at big Chicago convention of National Appliance & Radio-TV Dealers Assn. The approximately 600 dealers attending conclave heard pres. Joseph Fleischaker call for "economic sense" by manufacturers in setting the periods within which new customers get free parts & service.

"Most important programs of NARDA," said Fleischaker, "are campaign for the reduction of warranties to something that makes economic sense for dealers, distributors and manufacturers alike, and initiation of a School of Service Management. It is significant that both these programs have to do with service. Here more than anywhere else have we failed as an industry to do a satisfactory public relations job. By freeing the consuming public of the misconception that it has a perfect right to unlimited service on appliances and TV -- by starting to train it to expect a reasonable amount of service & service expense -- we take perhaps the most important step toward changing the attitude from believing that our merchandise isn't up to some mythical standard, to recognizing that our service is good; that it, like our merchandise, represents a splendid value."

Defense of RCA warranty policies and refutation of charges RCA Service Co. is a subsidized adjunct of parent company was made by RCA Service Co. pres. Donald H. Kunsman. "RCA believes there should be a reasonable warranty on a new product," said Kunsman. "RCA believes that [the TV] warranty should include both parts and labor for a maximum of 90 days...[It] does not believe in the needless extension of warranty labor nor in the abuse of the warranty practice."

RCA Service Co. has closed 60 unprofitable branches since 1953, Kunsman told the convention. He said the Service Company's \$6.95 per home call charge is nearly 40% more than the average \$5 charge by the service industry and leaves plenty of room for the independent serviceman to compete. "RCA Service Company is not subsidized in any way, shape or fashion," he concluded.

CANADA PROTESTS ANTI-TRUST PATENT SUIT: Couched in the diplomatic phrases of a State Dept. press release this week was a warning that Canada takes a dim view of Justice Dept.'s anti-trust action against GE, Westinghouse & Dutch-owned Philips (Vol. 14:48). Suit alleges 3 defendants manipulated the patent operations of their Canadian subsidiaries so as to limit imports of U.S.-made TVs, radios & phonos into the rich Canadian market. In reporting on meeting of Joint U.S.-Canadian Committee on Trade & Economic Affairs in Ottawa early this month, release noted:

"The anti-trust proceedings recently launched in the U.S. courts against parent companies of Canadian subsidiaries in respect to [their] participation in Canadian Radio Patents Ltd. were discussed. The Canadian ministers expressed concern over the extra-territorial effect of the decree sought by the U.S. Dept. of Justice and the implications of such action [of] control over Canadian companies acting in conformity with Canadian laws and Canadian commercial policy. It was agreed further discussions will be held at the ministerial level."

Discussion was more heated than the guarded language of press release would indicate, we were told by a State Dept. spokesman. He said Canadian representatives seriously questioned "propriety" of the U.S. suit which is regarded as an attempt by U.S. to dictate Canadian economic affairs and interfere with the lawful operations of the Canadian patent pool which has been in effect many years.

Dismissal of Govt.'s suit was sought this week in N.Y. Federal Court by the defendants on ground it "conflicts with Canadian law and public policy." GE's brief contended that Canadian Radio Patents was formed under Canadian law in 1926 to set up a single licensing source to encourage manufacture of home entertainment equipment in that country. It denied that its Canadian subsidiary exercised control over

issuance of patents by CRPL. Westinghouse denied all Canadian manufacturers have been licensed under package license agreements as the suit alleges. Philips said the anti-trust action violates sovereign rights of Canada to legislate on patents.

Further emphasizing Canadian resentment over the suit is the scheduled talk by Dominion Minister of Justice, Hon. E. Davie Fulton, before the N.Y. Bar Assn. section on anti-trust law Jan. 28 at University Club in N.Y. His topic: "Extra-territorial Application of the U. S. Federal Anti-trust Laws."

TV-Radio Production: TV output was 91,212 for year's first statistical week ended Jan. 10 vs. 61,007 for preceding week and 108,497 same week last year. Radio production was 254,021 (107,875 auto) vs. 192,562 (79,228 auto) preceding week and 236,195 (87,420 auto) same week last year.

Trade Personals: David B. Smith, Philco v.p.-research, named v.p. for technical planning, reporting to pres. James M. Skinner Jr.; Donald G. Fink promoted to research director . . . Dr. Lloyd T. DeVore, ex-gen. mgr. electronics div., Stewart Warner, is named director of new Hoffman Electronics research div. R. L. Jablonski promoted to product mgr. of Hoffman consumer products div., succeeded as parts & service mgr. by Edward Greaney; John Lathrop promoted to budget & cost control mgr. . . . Walter G. Bain, ex-Republic Aviation Corp., named director of RCA defense electronics products div., Washington office . . . Hans P. Barasch promoted to research mgr. of DuMont Labs, succeeding Bernard Linden, now with CBS-Hytron . . . Joseph Fleischaker, pres. of Wills Sales Appliances, Louisville, reelected pres. of National Appliance & Radio-TV Dealers Assn.; Mort Farr, pres. of Mort Farr's, Upper Darby, Pa., reelected chairman . . . Dr. Merwin J. Kelly, chairman of Bell Labs, elected a director of Tung-Sol . . . Harvey Tullo, Emerson v.p. in charge of purchasing, promoted to senior v.p. for consumer products engineering, manufacturing & purchasing . . . Dr. J. Earl Thomas, head of physics dept., Wayne State U, Detroit, named research & engineering director of Sylvania semiconductor div. effective next June . . . Eugene D. Becken promoted to v.p.-operations engineering of RCA Communications; Ludwig R. Engler promoted to v.p. & gen. sales mgr. . . . Eli Saltz, ex-production mgr., promoted to production v.p. of Symphonic Electronic Corp.; John Castagna, ex-engineering director, phono dept., promoted to engineering v.p.; Raymond C. Clevens, ex-gen. sales mgr., promoted to sales v.p. of subsidiary Symphonic Radio; Michael J. Morris promoted to v.p. of subsidiary Philharmonic Radio & TV Corp. . . . Dr. C. E. Oelker, ex-Avco's Crosley div., named to new post of engineering director, Bendix Aviation Cincinnati div. . . . E. P. Zimmerman promoted to consumer products gen. mgr., Canadian Westinghouse, succeeding J. D. Campbell, now exec. v.p. . . . Wm. H. Heflin promoted to gen. mgr. of Lenkurt Electric commercial products div., succeeded as v.p. of Lenkurt of Canada by C. W. Hunter . . . Joseph B. Hersh, ex-Philco, named plant mgr. of Siegler's Bogen-Presto div., Paramus, N. J., succeeding Erwin Rausch . . . Stanton L. Yarbrough, ex-Remington Rand, named v.p. of Gabriel electronics div. . . . Matthew D. Schuster, ex-Philco, named to new post of national phono administrator of Capitol Records . . . Raymond B. George, Philco adv. & sales promotion mgr. for home laundry products, promoted to merchandising mgr. for all consumer products.

TV-Radio Production: Radio output hit peak for 1958 in Nov. but TV continued to slip both from previous month and from the same period last year. EIA reports TV production in Nov. was 437,772 sets vs. 495,617 in Oct. and 574,646 in Nov. 1957. TV sets made with uhf tuners totaled 34,822 in Nov. 1958 vs. 42,171 in Oct. and 55,035 in Nov. 1957 month. Cumulative TV output during the Jan.-Nov. 1958 period was 4,505,578 sets vs. 5,825,804 in same 1957 period.

Radio production in Nov. 1958 was 1,545,606 receivers including 476,977 auto radios vs. 1,322,206 (296,067 auto) in Oct. and 1,688,868 (563,066 auto) in Nov. 1957. Radio output for the first 11 months of 1958 totaled 11,051,499 (3,156,595 auto) vs. 13,634,402 (4,925,157 auto) during same 1957 period. Output of FM radios continued to rise, reflecting mounting interest in FM broadcast music. Nov. production of FM sets was 68,161 vs. 59,586 in Oct. Total FM sets produced since EIA started collecting FM statistics in July, was 303,808. Comparative FM figures for last year are not available.

Picture tube production reflected the downward trend in set production, Nov. output totaling 789,283 tubes vs. 969,501 in Oct. and 772,801 in Nov. 1957. Jan.-Nov. 1958 picture tube sales were 7,603,449 vs. 9,076,982 in first 11 months of 1957.

Retail sales of radios increased in Nov. 1958 from the month previous, but TV sales were down. EIA's revised retail figures (Vol. 14:51) showed 499,038 TV sets sold in Nov. vs. 523,440 in Oct. and 612,211 in Nov. 1957. Jan.-Nov. 1958 TV retail sales were 4,490,568 vs. 5,636,881 in same 1957 period. Retail sales of radios totaled 1,031,674 in Nov. vs. 751,156 in Oct. and 925,620 in Nov. 1957, all excluding auto radios. Jan.-Nov. 1958 retail radio sales (excluding auto radios) totaled 6,686,506 vs. 7,689,841 in same 1957 period. Revised Jan.-Nov. 1958 monthly TV-radio production and factory tube sales figures follow:

	TV	Auto Radio	Total Radio	Picture Tubes Units	Receiving Tubes \$ Value (Add 000)	Tubes \$ Value (Add 000)
Jan. ---	433,983	349,679	1,026,527	621,910	\$12,342	26,805
Feb. ---	370,413	268,445	876,891	556,136	11,211	29,661
March ---	416,903	234,911	931,341	634,779	12,643	23,548
April ---	302,559	190,435	697,307	590,357	11,592	32,582
May ---	266,982	185,616	654,803	560,559	11,237	36,540
June ---	377,090	235,433	774,424	725,846	14,203	36,270
July ---	274,999	186,379	621,541	549,817	11,109	30,795
Aug. ---	507,526	242,915	1,028,852	713,458	14,190	30,456
Sept. ---	627,734	489,738	1,567,135	891,803	17,704	40,061
Oct. ---	495,617	296,067	1,305,857	957,041	19,351	41,540
Nov. ---	437,772	476,977	1,545,606	789,283	15,007	35,640
Total	4,505,578	3,156,595	11,051,499	7,603,449	\$150,838	368,862

Obituary

Madison G. Nicholson Jr., 52, mgr. of communications-research dept. of Sylvania's Amherst Engineering Research Lab, died Jan. 14 in Buffalo.

American Furniture Mart schedules summer International Home Furnishing Market for June 15-25 in Chicago.

GE Puts Strings on Co-op Ads: A floor under retail prices—to take the place, in part, of abandoned fair trade—is aim of new co-op advertising policy announced this week by GE's radio & housewares division. Distributors were notified that GE would refuse payment toward co-op advertising of division products below specified minimum prices which are, in the main, 10-15% below suggested retail prices.

W. H. Sahloff, v.p. & gen. mgr. of the division, said the new marketing policy is intended to discourage sales of its products at "unsound and uneconomic prices." He emphasized, however, that retail dealers are "at all times entirely free to sell and advertise GE products at any price they may individually choose." But in order to be eligible for co-op advertising reimbursement, dealers must keep advertised prices above the minimum established by the division.

Said Sahloff: "Recently there have been examples where our products have been advertised at completely uneconomic levels. While dealers have the privilege of engaging in these detrimental practices, the company is under no obligation to share in the expense of such advertising." GE's TV division currently has no co-op advertising program.

Meanwhile, Rep. Oren D. Harris (D-Ark.), chairman of the House Commerce Committee and a staunch advocate of fair trade, introduced the first bill in the 86th Congress (H.R. 1253) to put teeth back into Federal fair trade laws. His bill, on which he plans hearings this spring, would sanction manufacturers' fixed prices under Federal law. This would eliminate the need for individual state laws which, in the past, have been declared unconstitutional at such a rate that manufacturers have found fair trade practices impractical.

"Gadgetitis" is contributing to unreliability of military electronics as well as consumer products, EIA pres. David R. Hull told the 5th National Symposium on Reliability & Quality Control this week at the Bellevue-Stratford Hotel in Philadelphia. He urged a return to "simple design" with both government and industry electronic scientists "aiming their sights at attainable goals" and "proceeding in the right direction by straightest and simplest course." The military, said Hull, needs courage to resist the "insistent pressure" from many quarters to "do something fast" whenever the U. S. seems to be lagging in the international armament race, and industry needs courage to resist "ill advised military developments which cannot succeed and which usually end in damaging the reputation of the contractor."

Factory sales of transistors in Nov. dropped slightly below the record output in Oct., but total production for 11 months of 1958 was 60% ahead of the same 1957 period. EIA reports Nov. sales were 5,440,981 units vs. 5,954,856 in Oct. and 3,578,700 in Nov. 1957. Jan.-Nov. transistor sales totaled 41,423,114 with a factory value of \$96,133,811 vs. 25,965,000 worth \$63,120,000 sold during the same period last year.

Defense electronics procurement in first quarter of current fiscal year declined from 4th quarter of fiscal 1958, but was considerably ahead of same quarter last year, EIA reports. Expenditures in first quarter of 1959 were \$958,000,000 vs. \$1.1 billion in 4th quarter, and \$926,000,000 in first quarter of fiscal 1958.

RCA plans new missile & radar production center at Van Nuys, Cal., with completion due by end of year.

IRE Looks Spaceward: Space electronics again will be top drawing-card as nation's electronics engineers orbit between Waldorf-Astoria and New York Coliseum March 23-26 for annual IRE national convention and show. Some 55,000 are expected to attend the 54 technical sessions and inspect the 850 exhibits. Highlight of sessions will include panels on Future Developments in Space, Psychology & Electronics in the Teaching-Learning System, Theory & Practice in Russian Technology, and Frontiers of Industrial Electronics.

Though TV, radio—and even audio—don't occupy the place of prominence in the meeting that they once did, they'll still be featured in 5 of the 54 sessions. Reports of 2 TASO committees will be discussed at broadcasting session. Among panels and papers:

BROADCASTING (2 sessions)—Raymond F. Guy, NBC, & Frank Marx, ABC, chairmen.

Report of TASO Committee 3.3 on Correlation of Picture Quality & Field Strength—C. M. Braum, Joint Council on Educational TV, & W. L. Hughes, Iowa State College.

Report of TASO Committee 5.4 on Forecasting TV Service Fields—A. H. LaGrone, U of Texas.

Possibilities of Major Simplifications in Color TV Live Cameras & Recording Devices Through the Use of Chroma Field Switching and Subsequent Automatic Color Balance—W. L. Hughes, Iowa State College.

New Wireless Microphone for TV Broadcasting—P. K. Onnigian, KBET-TV, Sacramento, Cal.

TV Program Automation System Using Beam-Switching Tubes with Shift-Register Circuitry—F. C. Grace, Visual Electronics.

FM Carrier Techniques in RCA Color Video Tape Recorder—R. D. Thompson, RCA Labs.

Deleter-Adder Unit for TV Vertical Interval Test Signals—J. R. Popkin-Clurman & Frank Davidoff, Telechrome.

Electro-Servo Control System Capable of Correcting Zero-Point-Zero Five Microsecond Rotational Errors—Wm. Barnhart, Ampex.

Transistorized Video Switching—J. W. Wentworth, C. R. Monro & A. C. Luther Jr., RCA.

New Approach to Low Distortion in a Transistor Power Amplifier—H. J. Paz, RCA.

COMMUNICATION ENGINEERING IN BROADCASTING—C. H. Owen, ABC, chairman.

Transmission of TV Signals over a Broadband Tropo Scatter Link—L. Pollack, ITT Labs.

Installation & Operational Aspects of a Private TV Microwave System—Aaron Shelton, WSM-TV, Nashville.

Mobile Microwave TV Pickup Operational Experiences—G. E. Hamilton, ABC.

Effective of Frequency Cutoff Characteristics on Spiking & Ringing of TV Signals—A. D. Fowler & J. D. Ingleheart, Bell Labs.

50-kw Antenna Switching System—J. W. Smith, Collins Radio.

RADIO & TV RECEIVERS—R. R. Thalner, Sylvania, chairman.

Considerations in Transistor Automobile Receiver Front-End Design—R. Martinengo, Raytheon.

A 5-Transistor Auto Receiver Employing Drift Transistors—R. A. Santilli & C. F. Wheatley, RCA.

Improvements in Detection, Gain Control & Audio Driver Circuits on Transistorized Broadcast Band Receivers—R. V. Fournier & D. Thorne, RCA.

Application of Rotationally Non-Symmetrical Electron Lenses to TV Image Reproduction—Douglas Taylor, Norman Parker & Neil Frihart, Motorola.

High-Sensitivity Ultrasonic Microphone—Peter Desmares & Robert Adler, Zenith.

CONTRIBUTIONS TO STEREO SOUND REPRODUCTION—S. J. Begun, Clevite, chairman.

"Null Method" of Azimuth Alignment in Multitrack Magnetic Tape Recording—A. G. Evans, RCA Victor Records.

3-Channel Stereo Playback of 2 Tracks Derived from 3 Microphones—P. W. Kilpsch, Kilpsch & Assoc.

Study of a 2-Channel Cylindrical Ceramic Transducer for Use in Stereo Phono Cartridges—Carmen Germano, Clevite Electronic Components.

The "Single Stereo Amplifier"—B. B. Bauer & J. M. Hollywood, CBS Labs.

Frame-Grid Audio Pentode for Stereo Output—J. L. McKain & R. E. Schwab, Sylvania.

Design Considerations for Stereo Cartridges—J. H. McConnell, Electro-Sonic Labs.

Status Report on Stereophonic Recording & Reproducing Equipment—W. S. Bachman, Columbia Records.

IRE Officers & Directors: Treas., Dr. W. R. G. Baker, v.p.-research of Syracuse U; secy., Haraden Pratt, v.p. of Dualox Corp., N. Y.; editor of *IRE Journal*, John D. Ryder, dean of engineering, Michigan State U. Other directors: Lloyd V. Berkner, pres. of Associated Universities, N. Y.; Alfred N. Goldsmith, consulting engineer, N. Y.; Gordon K. Teal, asst. v.p. and research director, Texas Instruments, Dallas.

Financial Reports:

TelePrompTer Corp. "will show a profit" for second 1958 half, but earnings for full year were "substantially below" \$143,682 (40¢ per share) in first 6 months (Vol. 14:38), reports chairman-pres. Irving B. Kahn. In 1957 company lost \$212,694. Sales last year increased to about \$3,500,000 from \$2,264,345 in 1957, but second-half business was reduced by postponement of 4 big closed-circuit TV shows by automobile manufacturers, cancellation or trimming of closed-circuit projects by other companies. "We didn't gear enough to our military business to offset these losses," Kahn said.

National Theatres Inc. filed SEC registration statement this week for \$20,000,000 of 5½% sinking fund subordinate debentures due March 1, 1974 stock purchase warrants for 454,545 common shares and 485,550 warrants to purchase debentures & stock purchase warrants—all in connection with plan to acquire National Telefilm Assoc. Inc. (Vol. 14:46). Prospectus stated that 1,090,075 NTA common shares were outstanding Nov. 1, that 9411 shares will be issued for NTA acquisition of Telestudios Inc. (Vol. 14:38).

Walt Disney Productions consolidated net profit was \$3,865,473 (\$2.51 per share on 1,537,054 shares outstanding) on gross revenues of \$48,577,262 in fiscal year ended Sept. 27 vs. \$3,649,359 (\$2.44 on 1,494,041) on \$35,778,242 year earlier. Report by pres. Roy O. Disney said TV income accounted for \$1,139,159 of increase in gross; film rentals went up \$3,593,211; Disneyland Park yielded \$7,494,575 more. Other income from publications licensing, comic strips & music rose \$572,075.

General Instrument earnings were doubled to \$606,240 (44¢ per share) on record sales of \$15,085,325 in 3rd fiscal quarter ended Nov. 30 vs. \$304,477 (22¢) on \$10,070,998 in same 1957 period, confirming rosy predictions by chairman Martin H. Benedek (Vol. 14:52). For 9 months net income was \$960,717 (70¢) on \$34,161,392 vs. \$551,527 (40¢) on \$25,271,168 year earlier. Figures for 3rd quarter and 9 months of current fiscal year included Radio Receptor div. acquired last year.

Stanley Warner Corp., whose consolidated earnings in fiscal year ended Aug. 31 slipped to \$1.15 from \$1.82 per share year earlier (Vol. 14:49), recovered in first new fiscal quarter ended Nov. 29. Pres. S. H. Fabian reported net income of \$1,179,695 (58¢) vs. \$804,531 (39¢) in same 1957 period. Revenues from theatre admissions & merchandise sales in new quarter were \$30,719,700 vs. \$28,150,800 year earlier. Outlook for fiscal year, said Fabian, is "good."

ORRadio Industries earned \$15,500 (3¢ per share on 510,867 shares outstanding) on sales of \$730,000 in quarter ended Nov. 30 vs. \$30,300 (6¢ on 485,795) on \$615,483 in same 1957 period. For 9 months of fiscal 1958, however, company lost \$25,500 on \$2,097,000 vs. net income of \$114,268 (24¢) on \$1,585,657 in first 3 quarters year earlier.

Litton Industries earned \$1,136,000 (64¢ per share on 1,714,097 shares outstanding) on sales of \$27,079,000 in first fiscal quarter ended Oct. 31 vs. \$863,000 (48¢ on 1,202,024) on \$19,555,000 year earlier. Figures for 1957 period were adjusted to include Monroe Calculating div. acquired last year.

AT&T earned \$192,780,000 (\$2.74 per share on 70,426,335 shares outstanding) in Dec. quarter vs. \$178,543,237 (\$2.76 on 64,641,876) in same 1957 period. For year ended Dec. 31 preliminary report shows net income of \$744,090,000 (\$10.95) vs. \$686,057,956 (\$10.75) for 1957.

Balance Sheets

Triple City Bestg. Co., licensee of KDLO-TV, Florence, S. D. (Ch. 3) and subsidiary of Midcontinent Bestg. Co. (KELO-TV & KELO, Sioux Falls), as of Oct. 31, 1958: Total assets, \$266,180.69; total liabilities, \$98,292.04; capital & surplus, \$167,888.65. Current assets, \$68,506.54; property, plant & equipment, \$197,343.82. Current liabilities, \$98,292.04. Earnings for period to Oct. 31 before Federal income taxes were \$26,747.31; surplus as of Aug. 31 was \$96,141.34.

Aladdin Bestg. Corp., licensee of KLZ & KLZ-TV, Denver (Ch. 7) and controlled by Time Inc. subsidiary TLF Bestrs. Inc., as of Oct., 1958: Total assets, \$3,636,778; total liabilities, \$1,478,823; capital & surplus, \$2,157,955. Current assets, \$776,045; property, plant & equipment, \$374,470; network affiliations, \$2,472,715. Current liabilities, \$578,823; long term liabilities, \$900,000. Earned surplus, \$1,907,955 (including \$1,436,568 from prior years).

Twin State Bestg. Inc., licensee of WTCN & WTCN-TV, Minneapolis, Minn. (Ch. 11) as of Oct. 31, 1958: Total assets, \$8,432,090; total liabilities, \$8,316,974; capital & surplus, \$1,209,100. Current assets, \$1,432,782; property, plant & equipment, \$1,608,961; network affiliations, \$5,379,779. Current liabilities, \$519,952; long term liabilities, \$7,797,022. Earned surplus (deficit), \$1,093,984 (including \$851,359 from prior years).

TV Colorado Inc., licensee of KKTU, Colorado Springs, Colo. (Ch. 11), as of Nov. 30, 1958: Total assets, \$448,441.63; total liabilities, \$256,105.80; capital, \$192,335.83. Current assets, \$176,832.09; property, plant & equipment, \$248,938.47. Current liabilities, \$47,347.46; long term liabilities, \$208,758.34. Net profit for 9 months ended Nov. 30 was \$105,113.73, reducing previous deficit of \$115,002.90 (as of March, 1958) to \$9889.17.

Midcontinent Bestg. Co., licensee of KELO & KELO-TV, Sioux Falls, S. D. (Ch. 11) as of Oct. 31, 1958: Total assets, \$1,354,728.69; total liabilities \$761,771.74; capital & surplus, \$592,956.95. Current assets, \$464,656.57; property, plant & equipment, \$812,442.99. Current liabilities, \$335,470.96; deferred liabilities, \$426,300.78. Earnings for period to Oct. 31, 1958 before income taxes, \$76,198.76.

Duhamel Enterprises Inc., licensee of KOTA & KOTA-TV, Rapid City, S. D. (Ch. 3), and satellite KDUH-TV, Hay Springs, Neb., as of Nov. 30, 1958: Total assets \$477,800.24; total liabilities, \$289,745.62; capital & surplus, \$188,054.62. Current assets, \$183,383.31; property, plant & equipment, \$276,014.91. Current liabilities, \$32,697.11; long term liabilities, \$257,048.51. Earned surplus, \$159,054.62.

Midwest Radio-TV Inc., licensee of WCCO & WCCO-TV, Minneapolis (Ch. 4) as of Oct. 31, 1958: Total assets, \$2,927,969.08; total liabilities, \$1,131,204.57; capital, \$1,796,764.51. Current assets, \$1,554,031.79; property, plant & equipment, \$925,985.04. Current liabilities, \$971,204.57. Retained earnings, \$921,700.07.

Reports & comments available: On CBS, an analysis by Louis Sapir of Cohen, Simonson & Co., 25 Broad St., N. Y. . . . Raytheon, a review by Shearson, Hammill & Co., 14 Wall St., N. Y. . . . Daystrom, an analysis by Walston & Co., 120 Broadway, N. Y. . . . Pacific Mercury, a pamphlet by Swift, Henke & Co., 135 S. La Salle St., Chicago . . . Standard Coil, a review by Brimberg & Co., 26 Broadway, N. Y. . . . Erie Resistor, an analysis by Coburn & Middlebrook Inc., 100 Trumbull St., Hartford.

BACKGROUND

No. 1: TELEVISION AUXILIARY SERVICES—January, 1959

Type	Totals		Channels	Legal Status	Locations	Started	Estimated Audience	How Operated
	1958	1957						
Community Antenna (CATV) Systems	610	522	Non-broadcast	Not regulated	See 1	1949	1,250,000	Elaborate receiving antenna on high site picks up signals of stations too distant for ordinary reception and feeds programs to subscribers' home sets via cable. (Rates \$2-\$7.50 mo., sometimes plus installation charge ranging up to \$125). When TV station's too far away for direct reception by CATV's antenna, FCC sometimes authorizes microwave relays between station & CATV antenna.
Translators	150	92	uhf: 70-83	FCC grants	See 2	1956	900,000	Low-power (up to 100 watts) automatic repeaters pick up and relay TV signals. Usually operated by civic and non-profit groups.
Boosters	Estimated 1000-1500		vhf: 2-13 See 3	FCC has declared illegal	Largely in Far West	circa 1946	Not determined	Automatic very low-power repeaters set up usually by private groups and entrepreneurs.
Satellites & semi-satellites	34	28	some uhf; mostly vhf	FCC grants	Small market areas	1954	Not determined	Regular TV station facilities which repeat programs of parent station. Operated with minimum personnel. Semi-satellites have a few local originations.
Experimentals	12	13	vhf & uhf	FCC grants	See 4	1928	Not determined	Usually operated by equipment mfrs. in research programs. Generally not intended for public reception.

1. Chiefly in mountain states of East & West, but the only states without CATV are Conn., Del., Ga., N. C., N. D., R. I., S. C., and D. C.
2. Ariz., Cal., Colo., Ida., Ia., Md., Minn., Mont., Nev., N. H., N. M., N. Y., Ohio, Okla., Ore., Pa., Tex., Utah, Wash., Wyo.
3. No uhf boosters presently authorized, but FCC is considering their use to help uhf stations fill out coverage.
4. Conn., Ill., Ind., N. J., N. Y., Pa., Tex., Wash.

Other TV Auxiliary information: Multiple Ownership in the CATV Field (Vol. 15:2); Index to *Television Digest*, 1958; Vol. 14; *Television Factbook* No. 27, Fall-Winter, 1958.

**THE
AUTHORITATIVE**
WEEKLY NEWS DIGEST
FOR EXECUTIVES OF THE
VISUAL BROADCASTING
AND ASSOCIATED
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Television Digest

with **ELECTRONICS REPORTS**

January 24, 1959

● Radnor, Pa. ●

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Vol. 15: No. 4

SUMMARY-INDEX OF THE WEEK'S NEWS

NO LETUP IN SPECTRUM DEMANDS by non-broadcast users. FCC attempts to mollify legitimate requests, but users complain of "party" crowding (pp. 1 & 6).

ANTI-TV BARRAGE to be stepped up by newspapers and magazines. TV-radio promoters fight back with statistics showing what happened during news strikes (pp. 2 & 4).

NEW REP FIRM may be formed by CBS affiliates now handled by CBS-TV spot sales—if FCC knocks networks out of rep business. NBC affiliates quiet so far (p. 2).

240 VIDEOTAPE RECORDERS delivered by Ampex in 32 months following spectacular unveiling to NAB convention. Complete list of U.S. and foreign users (pp. 3 & 16).

ARMED FORCES TV PROGRAMMING breakthrough may be in sight. Military to kinescope 3 networks' programs subject to sponsors' OK. Commercials deleted (p. 3).

STEREO RADIO BATTLE may begin soon, as FCC prepares to consider issue. Conflict over FM systems forecast. NSRC outlines testing program (pp. 4, 8 & 15).

BOOSTER BAN BRINGS REVOLT in Congress against FCC's "peremptory" policy. Sens. Carroll & Allott lead drive to rescue western operators (p. 5).

NEW FCC PROBES LOOM as House Commerce Committee approves revival of oversight unit (p. 7).

HARTFORD UHF RESUMES under new ownership, changing on-air total to 547 (84 uhf). Canada's 55th, TV, CJDC-TV, Dawson Creek, B. C. begins operation (p. 8).

Manufacturing-Distribution-Finance

REVOLUTIONARY NEW TUBE may make possible transistor TV. "Cold-Cathode" types seen ending TV-radio tube replacements, cutting power requirements (pp. 12 & 14).

DILEMMA OF STEREO is the question of whether public prefers single or dual cabinet instruments. CBS has dual-channel, single amplifier (p. 12).

FORMAL CANADIAN PROTEST against anti-trust suits involving Canadian subsidiaries of American firms to be lodged with Attorney General Rogers (p. 15).

INDUSTRY HUNGERS FOR UNUSED TV SPECTRUM: We've looked into demands for spectrum space from non-broadcast services -- with an eye to the kinds of pressures on FCC to make uhf TV work or abandon it to industrial use. Bell system's pitch for 75 mc of uhf space for millions of car-phones (Vol. 14:51) is still by far the biggest potential bite. FCC has always fobbed off similar AT&T ideas, which started in 1945 with request for 30 mc in vicinity of 180 mc. But AT&T believes that can't go on forever.

Other spectrum hunters cover a great gamut of users -- from the serious to the preposterous. Commission has been rather successful up to now, politically, in keeping such demands from boiling over. One of most important techniques was to split mobile radio channels, so that each transmitter took half the spectrum it did before. This doubled the number of available channels. Furthermore, a legitimate petitioner seldom gets flat denial. He's given a chunk of spectrum to share with someone else. His service is frequently irritatingly slow because of "party-line" overcrowding -- but he does have something to work with.

One fine "dumping ground" for new users is citizen's radio band, 460-470 mc. Anyone can get in there as long as his purpose is legal and he's a U.S. citizen. This was brain-child of former Comr. E. K. (Jack) Jett, now v.p. & TV director of WMAR-TV, Baltimore. But the band has its limitations: equipment is expensive in that neck of the spectrum, and its propagation is poorer than lower frequencies. FCC recently opened new citizen's band in 27-mc region, and it expects hot demand. Citizen's band is also a breeder of pressures on spectrum. A user finds radio means money, convenience, safety, etc., wants more of it.

Big industrial corporations aren't too eager to make a lot of noise about asking FCC to give them some uhf -- or to shift TV to uhf and slip them a little

vhf. Reasons: (1) Radio is just another tool to them, a nice one to be sure, but it isn't life-&-death. (2) It wouldn't be good public relations to let public get impression that industry has designs on TV's lebensraum.

But even the electronics manufacturers find themselves a bit schizophrenic on the subject. One division of a company makes TV & radio sets, would like to stimulate its market with more stations. However, TV-radio is now a slim profit business, while industrial radio is a real comer on the overall balance sheet.

FCC has in process a massive inquiry into uses of whole 25-890-mc band, which includes just about everything: TV, FM, military, industry, etc. Purpose is to see whether it should be rejuggled for greater efficiency. The whole uhf-vhf TV hassle is involved, along with industrial radio demands. Some 70 parties have filed statements, and an oral hearing is due to start early this year. This probably will be a marathon, running in fits-&-starts for months. For some of the new kinds of industrial services sought, see page 6.

HEAVY ARTILLERY IN MEDIA BATTLE: If you think the barrage of sniping at TV by so-called "competing" ad media is coming to a close -- you ain't seen nothing yet!

Biggest newspaper promotion campaign yet is being kicked off by Newspaper Advertising Executives Assn. in wake of 3-day pep rally in Chicago this week. The theme: "total selling." The pitch: win ad dollars back from TV.

Magazines, too, plan stepped-up campaigns with some anti-TV overtones. Magazine Advertising Bureau will soon release results of pilot research study aimed at determining value of magazine readers -- as opposed to TV viewers and newspaper readers -- as potential customers. Based on this research, theme of upcoming magazine ad campaign is expected to be: The easier a person is to reach, the less important he is as a prospective customer.

A loosely-knit group of magazines -- including Look, Readers Digest, Saturday Evening Post (all of which indulge in promotion via TV) -- plan campaigns in their own pages damning TV with faint praise. Theme: We love TV -- but people who are doers (as opposed to viewers) are those who read magazines.

TV-radio's own promotional organizations -- TvB and RAB -- also aren't above taking a little slam at their advertising competitors. When ANPA's Bureau of Advertising cited recent New York and Grand Rapids newspaper strikes to illustrate "indispensability" of newspapers, TvB shot back with statistics showing retail sales increase during strike in New York (as compared with preceding year) and 3% decrease following return of newspapers. RAB has published 4-page newsletter telling how New York business survived strike during busy Christmas season -- thanks to radio.

One of most statesmanlike and effective answers to inter-media bickering was full-page plea in major newspapers this week for "peaceful coexistence" of all media -- including future medium of telepathy -- by station rep. Edward Petry & Co. (p.4).

CBS-TV AFFILIATES CONSIDER OWN REP SETUP: If FCC knocks CBS & NBC out of the spot rep business, as recommended by its network study staff, affiliates repped by networks aren't likely to become plums dropped into the laps of independent reps. At least that's their intention, as indicated by dickering going on.

CBS affiliates are most active in the field, and one of their favorite plans is to take over CBS-TV spot sales personnel and run their own independent rep firm. Important question: Would CBS throw its owned-&-operated stations into such a pot? "Not beyond the realm of possibility," says CBS-TV stations pres. Merle Jones. He adds, however, that he doesn't expect FCC to amputate spot sales. He's quite emphatic about one thing -- and that is CBS's intention not to turn its own stations over to existing reps. NBC reports that its affiliates have made no similar move.

Station Representatives Assn., which fought during FCC hearings in effort to drive networks out of rep business, wouldn't or couldn't complain about establishment of a new rep to handle stations now repped by CBS spot sales. That's the re-

action of Eugene Katz, head of Katz Agency and a spokesman during FCC hearings. SRA's position was that networks held powerful weapon over affiliates, could force them to join network list of repped stations, expanding at will. Networks disavowed any intention of expanding lists. SRA said it couldn't object if networks had rep organization for their own stations, no affiliates.

Some lawyers raise this question: If CBS (or NBC) threw all its owned stations into new rep firm, would it so dominate firm as to violate spirit of FCC's decision -- if FCC says networks must get out of rep business?

Stations have tried to establish own rep firms cooperatively in past, without success. It's pointed out, however, that none ever had a big, smooth, outfit like CBS or NBC spot sales to start with for momentum.

VIDEO TAPE REVOLUTION ADVANCES: "Birth of a New Era in TV Technology" was our headline a scant 32 months ago when Ampex Corp. turned 1956 NAB convention on its ear with demonstration of a perfected magnetic TV recorder which hardly anyone in the industry even dreamed was in existence (Vol. 12:16).

Today video tape is an everyday working tool in TV industry -- in fact, on the network scene, life without it would be almost unthinkable. New uses for tape are limited only by the imagination.

Ampex has delivered nearly 240 recorders (worth almost \$11,000,000, exclusive of such accessories as color converters) in the 32-month period. In a tabulation prepared for our forthcoming 1959 Spring-Summer TV Factbook, all Ampex Videotape Recorder deliveries are listed. A breakdown of Videotape installations -- projected to Feb. 29 -- shows 83 installed in U.S. TV stations, 63 at U.S. networks, 13 at advertising agencies and film studios, 23 at schools and laboratories, 59 in foreign countries (mostly at TV stations).

Because of the industry-wide interest in video tape installations, we have pre-printed the list in this issue. It will be found on p.16.

MILITARY TV PROGRAMMING BREAKTHROUGH: It's been a long uphill fight, but the Armed Forces TV Service thinks it may now have a plan to bring both quality and quantity in TV programming to the 350,000 American troops and civilians within range of the 30 military TV stations at far-away and isolated bases.

Programming has been main problem of AFTV since its first station went up in late 1953. It has depended on largesse of networks, sponsors, packagers for films and kines -- and too often sponsor permission was withheld, even though programs were televised by AFTV with commercials intact, adding a grateful "plus" audience.

AFTV has now embarked on a new plan -- it will make its own kines of network shows, subject to permission of sponsors and packagers. Under Defense Dept. Radio & TV Branch chief Lt. Col. John H. Lay, it has just reached agreement with CBS after 6 months' negotiations, and will announce similar deals with NBC & ABC.

Something new has been added -- or subtracted: Under new policy, prompted mainly by complaints of unions, "selling" commercials will be snipped out -- although sponsor identification (backgrounds, name of show, etc.) will be retained. With a potential audience of 350,000 not duplicated by any other TV outlets -- and aside from any patriotic angles -- it's still a good bet for any sponsor, considering it won't cost him anything but his permission.

Because its budget is tightly limited, AFTV still welcomes -- and is getting some -- film prints and kines direct from sponsors and programmers.

Its kines will be made in Los Angeles field office of Armed Forces Office of Information & Education. AFTV will make 5 kines of each show it has permission to rebroadcast, bicycling these prints among its 30 stations from Eritrea to Okinawa.

AFTV stations currently are programming 40 hours weekly -- much of it outdated movies and fifth reruns, because of lack of available new programming. Seven more of the low-powered stations will be built during 1959, but no more are planned in 1960 because of tightness of budget.

FCC, INDUSTRY PREPARE FOR STEREOCASTING: First new broadcast service since color TV is due for preliminary FCC attention within next few weeks -- and an all-industry committee this week was completing organization for a research & testing program.

Commission is due to take official cognizance of demands for a stereo broadcast service within next month when it will decide whether to: (1) start rule-making on standards for stereo radio service, or (2) wait for recommendations of industry-wide National Stereo Radio Committee (NSRC) before going ahead. It's not a foregone conclusion that FCC will wait for NSRC -- but now that the committee has shown some signs of life, it's a good bet Commission will give it reasonable amount of time.

There's plenty of stereo radio service now, of course -- but it's the make-shift AM-FM or AM-TV variety. What will be under consideration is full stereo on a single FM (or AM) channel -- which, of course, requires new standards.

How long before stereo standards are approved? Under optimum conditions, it could be as little as 6 months -- but past experience and common sense indicate a more realistic estimate is a year or considerably more. While FCC's stereo discussions probably won't be repetition of vitriolic and time-consuming color standards battle, there is definite conflict shaping up -- with overtones more economic than technical. It's conceivable that NSRC could recommend more than one set of stereo FM standards as acceptable, leaving it to FCC to weigh economic factors involved.

Conflict is between wide-band and narrow-band stereo FM systems. In economic terms, this means potential battle between functional music broadcasters and those who aim to broadcast exclusively to the public.

Narrow-band system would allow broadcasters to transmit stereo program (main carrier and one subcarrier) and functional music or other auxiliary service (second subcarrier) on one FM channel. Wide-band system permits only 2 carriers (both ends of stereo), leaving no room for functional music. Wide-band exponents are already claiming the narrow-band system isn't hi fi and isn't true stereo. Narrow-banders say 'taint so, their method is good enough for all human ears.

Compatibility won't be a major problem -- both systems can be produced in compatible versions. That is, today's standard monophonic radios will be able to pick up stereo programs monophonically without degradation, and stereo radios will be able to reproduce regular monophonic radio programs accurately. NSRC plans to consider compatible systems only.

Several stereo radio systems are already being tested on air under FCC developmental authorizations to 6 FM stations. While a number of systems have been proposed, they all fall within 2 basic categories -- Crosby (wide-band) and Halstead (narrow-band) systems -- with various combinations and permutations.

Two stereo systems have officially been proposed to FCC -- Crosby wide-band FM and Philco's AM stereo system. FCC is expected to take up FM systems first, since more is known about this art. NSRC will look into any and all proposed compatible stereophonic sound systems -- for FM, AM and TV.

For more on stereophonic broadcasting and NSRC, see pp. 8 & 15.

Answer to propaganda campaign against TV as an ad medium is presented with humor and logic in full-page editorial ad by station rep Edward Petry and Co. in *New York Times* and *Herald Tribune*, *Wall Street Journal* and *Chicago Tribune* as well as broadcast industry trade magazines. Captioned "Shrimps to Telepathy," ad uses Aesopian approach in explaining how "a billion-odd years ago" the sea anemones and "all that frond-waving crowd" attacked "some forward-looking shrimps" who learned a new way to communicate (they cracked their knuckles).

Parallel is brought up to present time, citing "useless battles" by newspapers against radio, radio against TV, magazines against TV, etc.—and concludes with this message: "All advertising media might well follow the

proven path of 'peaceful co-existence,' and make sure they are geared to the wants and needs of present-day America to the nth degree. Along this path alone lie prosperity and success for all. Anyway we have to spend a lot of time thinking up all the things we're going to have to say about the next advertising competitor—telepathy. That's going to be a pretty cheap medium for the advertiser, because anybody (with brains, that is) will be able to get the message." The much-talked-about ad was written by John Ashenhurst, Petry's Chicago office manager.

Annual FCC panel session Feb. 4 at luncheon of Radio & TV Executives Society, N.Y., Hotel Roosevelt, will feature all commissioners.

The Week in Congress

Save-The-Boosters Drive: Colorado's Senators—Carroll (D) & Allott (R)—took the lead this week in mobilizing Western forces in Congress for an emergency campaign to rescue operators of 1000-1500 unauthorized TV boosters from a 90-day FCC death decree (Vol. 15:1-3).

They introduced resolutions calling on the Senate & House to go on record opposing the FCC order which calls on booster operators in western states to file applications for uhf translators or face "steps" which would knock them off.

The resolutions would: (1) Block the FCC's ruling. (2) Legalize booster stations. (3) Forbid closing by the FCC of any existing boosters for 3 years. (4) Direct the FCC to set booster rules & regulations.

Counting on solid support of all Western senators, Carroll said he hoped that they would stir up a Congressional investigation quickly, forcing the FCC to change its mind on its outright ban.

Pointing out that the FCC "delayed any action for many years, until a vast number of repeater or booster stations had been established," Carroll protested that the Commission then acted precipitately to kill them. "We can't throw back progress in that arbitrary fashion without some showing that this low cost TV is detrimental," he said.

One of the first on the House side to join with Carroll & Allott for the rescue operation was Rep. Magnuson (D-Wash.). He's no relation to Chairman Magnuson (D-Wash.) of Senate Commerce Committee, but shares latter's views in support of boosters—whose use also was defended in the Cox report on small-town TV problems (Vol. 15:2).

Rep. Magnuson complained that the FCC had "peremptorily ordered these stations off the air." He said "it has been apparent for some time that uhf translators are not the answer for many of these communities." Approvingly, he quoted from a bitter editorial in the *Wenatchee Daily World* which asked: "Why the hurry in barring reflectors from the air?"

And freshman Rep. Brock (D-Neb.), assigned to the House Commerce Committee (see p. 7), indicated that one of his first orders of business there would be to have a look at the FCC's policies on boosters. "I want the FCC to leave them alone," he told us.

Pressure on the FCC to make boosters legal also was building up out in the field. Booster operators from 15 Western states converged on

Denver Jan. 23 for one-day strategy conference sponsored by Colo. Gov. Stephen L. R. McNichols (D). Among those on hand for suddenly-called meeting: FCC Chairman Doerfer and communications counsel Nicholas Zapple of the Senate Commerce Committee. Doerfer was asked to explain "reasonableness" of Commission's booster position, Zapple to observe proceedings and test the temper of the operators.

Miscellaneous Bills: In the Senate, the first anti-pay-TV bill of its new session was introduced. Measure (S-591) was submitted by Minority Leader Dirksen (R-Ill.) on behalf of Sen. Langer (R-N.D.), an old foe of subscription TV. Similar to earlier bills in the House (Vol. 15:2-3), it would "prohibit the charging of a fee to view telecasts in private homes."

First real Congressional moves into the pay-TV area at the new session were expected from the House side, however. Chairman Harris (D-Ark.) of the House Commerce Committee, who last week introduced a sweeping joint resolution against all pay-TV systems—but permitting limited tests by the FCC (Vol. 15:3)—had not yet scheduled a definite date for starting hearings on the subject. It promises to be one of the warmest of the legislative year.

House moves to exempt professional baseball and other professional sports from anti-trust laws—so that some telecasts of major games could be blacked out to protect minor clubs' gates—were joined on the Senate side by a bipartisan coalition.

Sens. Hennings (D-Mo.), Keating (R-N.Y.) and Dirksen introduced a revised version (S-616) of Henning's sports proposals last year, when they were stopped by a Senate Judiciary subcommittee because they were too sweeping. This time, Hennings said he wasn't asking for "blanket exemption" from monopoly laws—only for those which are "vital & necessary" to save minor baseball clubs from home-game competition of major-game telecasts.

Federal aid to educational TV, already supported by \$51,000,000 equipment bills in Senate & House, got another lift in the House. Rep. Roberts (D-Ala.) submitted a proposal (HR-2926) providing up to \$1,000,000 for each state in matching grants for construction of ETV facilities. His bill also would authorize govt. grants of \$10,000 to each state to help in ETV survey costs.

In other bills introduced this week: Sens. Hennings and Wiley (R-Wis.) proposed (S-600) establishment of an Office of Federal Administrative Practice, as recommended by the American Bar Assn., to set up a career "corps of hearing

commissioners." Rep. Bentley (R-Mich.) asked (HR-2729) for an amendment to the Federal Trade Commission Act requiring equal pricing by manufacturers of products distributed to their own retail outlets and to independent merchants.

Note: Rep. Griffiths (D-Mich.) is author of a proposal, introduced at every session in recent years, to open up House hearings to TV & radio coverage by live cameras & microphones. But even Mrs. Griffiths doesn't think her measure (H. Res. 31) will get anywhere, "despite a surprising amount of support." She said this week that speaker Rayburn (D-Tex.) is against it—and that's that.

Ratings Probe Resumes. Hearings on TV ratings and their effect on programming are due to resume in "the near future," Chairman Magnuson (D-Wash.) of the Senate Commerce Committee has informed large ad agencies. His letter asks that they fill out a 3-page questionnaire.

One group of questions seeks to determine whether ratings have been responsible for changes in time periods or removal of programs from networks or stations. Agencies are also asked whether they consider ratings "to be an accurate reflection of the popularity or acceptance by the viewing public of the program" and what effect they think ratings have on success of programs and on stations. Other questions are concerned with composition of rating samples, "loaded" programs during rating weeks, etc.

Attack on concept of TV ratings, meanwhile, came from Pres. Richard A. Moore of Los Angeles' KTTV in address to Chicago Broadcast Advertising Club. Terming the true size of the audience "TV's best-kept secret," he suggested that the industry adopt a new method of audience measurement similar to Nielsen's 4-week cumulative reports. He proposed that the 4-week measurement period be adopted as the uniform unit of audience measurement, and that the "reach" of a program be measured in terms of unduplicated audience for 4 consecutive weeks.

As an example, he cited CBS's *Twentieth Century*, which late in 1958 had a Nielsen rating of about 15, indicating a one-week audience of 5,800,000 homes. But the cumulative 4-week audience—those who watched show at least once in 4 successive weeks—totaled 17,600,000 homes.

Moving day at FCC: To make room on 6th floor for Post Office, with which it shares building, FCC in next week or 2 will move offices to following corridors, exact room numbers not yet available: Chairman Doerfer to 7100, Comr. Bartley to 7400, Comr. Hyde to 7300. Secretary's office is tentatively set for 7500. Common Carrier Telephone div. goes to 2200 corridor. Also being readied is hearing room in 7420.

Designs on the Spectrum: Though AT&T has the biggest gun aimed at uhf TV spectrum, as it seeks to cut a huge swath for car-phone use (see (p. 1), there's demand from other potential users whose cumulative requests are considerable. And these are in addition to existing services (police, fire, taxi, trucking, etc.) whose expansion plans are unlimited.

Curtis B. Plummer, chief of FCC's Safety & Special Radio Services Bureau, an allocations expert familiar with TV's needs since he once was chief engineer, then chief of Broadcast Bureau, gives these as typical requests:

(1) Ramp control by airlines. About 1 mc is desired, to control airfield service vehicles, cut planes' time on ground—which costs \$150 an hour for jets.

(2) Highway electronics. This includes control of traffic lights, which should be varied to handle peaks & emergencies. GE is leading the experiments in this area. Highway engineers say that proper light control could eliminate or postpone need for construction of new highways (which cost up to \$1,000,000 a mile). Lights can be controlled by cable, but the cost of laying cable is \$15-\$20 per ft. of highway, compared with \$1 per ft. for radio control.

(3) Ambulance coordination. American Hospital Assn., spurred by a Los Angeles train wreck of 3 years ago, seeks a system to route ambulances. Many deaths were attributed to the fact that ambulance drivers and hospital management didn't get together.

(4) Bell System has some 50,000 service trucks it would like to reach by radio, but it prefers not to divert its sparse car-phone channels from regular customers.

(5) Business protection services. American District Telegraph Co., which now uses wire to detect criminal break-ins, believes it can do the job much more cheaply with radio, and reach the more isolated places such as roadhouses.

(6) American Medical Assn. Doctors now have rural dispatching service, want urban service, too.

Probe of "runaway" film production in foreign countries by American producers was urged in a unanimous resolution by Hollywood AFL Film Council this week. The investigation was suggested by Rep. Thompson (D-N.J.) who last session introduced a House resolution calling for a similar inquiry. Film Council requested Rep. Thompson to broaden scope of the investigation to include producers of TV films who go abroad "for the specific purpose of avoiding American wage and living standards which make possible the purchase of products advertised by such TV pictures."

FCC's 24th annual report, summarizing activities of fiscal 1958, is now available from the Commission.

FCC Budget Goes Up: A boost of \$1,240,096 for FCC (from \$9,759,904 in current fiscal year to \$11,000,000 in fiscal 1960) is asked by President Eisenhower in the hold-down \$77 billion Federal budget submitted to Congress this week. This increase for FCC, which has been coasting along with little budget change in recent years, would be spread across the board. The President asked for more money to take care of bigger workloads and reduce "time lag between dates of receipt and dates when applications are reached for consideration."

Proposed step-ups include: Broadcast activities, \$2,361,601 vs. \$1,942,055. Technical research & frequency allocation activities, \$859,628 vs. \$727,461. Engineering & monitoring, \$3,226,040 vs. \$3,137,022. Permanent payroll would rise to 1405 employees from 1273.

In other broadcasting-connected agency budgets, the President requested: For FTC: \$6,975,000 vs. \$6,515,000, with a major part of the increase going for investigation & litigation, including TV-radio advertising monitoring. For USIA: \$106,800,000 vs. \$101,009,246, including \$555,700 more for TV service and \$642,000 for operating new radio facilities. For Office of Education in Health, Education & Welfare Dept.: \$3,000,000 vs. \$500,000 for Defense Education Act's TV-radio-movies research program, which just got started last year (Vol. 14:46). Office of Education also is asking supplemental \$1,000,000 audio-visual research appropriation for rest of current fiscal year ending June 30.

Harris—More of the Same? House Commerce Committee Chairman Harris (D-Ark.) greased the way this week for quick return of his legislative oversight subcommittee—or a facsimile thereof—to the happy headline-hunting grounds.

The first thing he did at the first meeting of his committee in the new session of Congress was to push through an all-embracing resolution (H. Res. 56). It calls for House authorization to continue "investigations & studies" started by the oversight subcommittee (Vol. 14:2 et seq), whose legislative life expired Jan. 3 (Vol. 15:1).

Other pending business of the committee—including appointment of the regular subcommittee on transportation & communications, which normally would have FCC jurisdiction—was left waiting while Harris won unanimous support for his proposal to resume special probes.

Harris met no opposition in the House Rules Committee, and his resolution was approved for an early vote in the House. There may be token resistance but there's little doubt Harris will get the investigative authority—and money for a special staff—that he wants.

The reconstituted Commerce Committee has a 21-12 Democratic majority vs. last session's 18-15 ratio. And, of last session's 15 Republicans, only 7 were left to carry on, election defeats & retirements taking away 7 of the other 8. A hold-over, Rep. Alger (R-Tex.), chose to leave Commerce for a Ways & Means Committee assignment.

New Republican members of the committee are Reps. Harold F. Collier (Ill.), Milton W. Glenn (N.J.), Samuel L. DeVine (O), Archer Nelsen (Minn.), Hastings Keith (Mass.). We polled them on their interests—legislative or personal—in broadcasting. None professed to have any.

On the Democratic side, all 18 committee members at the last session won reelection, but Rep. Loser (Tenn.) preferred to join the Judiciary Committee, leaving 4 openings. They were filled by Reps. P. G. Rogers (Fla.), R. W. Hemphill (S.C.), D. Rostenkowski (Ill.), L. Brock (Neb.).

Rogers used to have a token interest (less than 1%) in WJNO-TV (now WPTV), Palm Beach, but has no broadcasting connections now. Hemphill introduced an anti-pay-TV bill in the last session, may put one in again. Rostenkowski told us he owns a TV set, but otherwise is no expert on broadcasting. Brock said he is particularly concerned now about the FCC's ban on boosters (see p. 5), a hot issue back home.

The Senate Commerce Committee's membership (11-6 Democratic vs. 8-7 Democratic at the last session) was rounded out meanwhile with selection of "liberal" Republicans—Sens. Clifford P. Case (N.J.) Thruston B. Morton (Ky.), Hugh Scott (Pa.)—to fill 3 vacancies. Among the Republican newcomers, Scott probably has demonstrated most interest in TV & radio. A veteran House member before he won Senate election, he once served on the House Commerce Committee, was an advocate of TV-radio coverage of House hearings. Scott, as Republican National Chairman, also pioneered use of TV in 1948 campaigns.

Only 3 of last session's Republicans on the Senate committee were left to carry on. Sens. Schoeppel (Kan.), Butler (Md), and Cotton (N.H.) survived the Democratic sweep which cost the seats of Sens. Bricker (O.), Potter (Mich.), Purtell (Conn.) and Payne (Me.). In contrast, all 8 Democrats were back, but Sen. Bible (Tex.) switched to Appropriations, giving vacancies to 4 newcomers (Vol. 15:3)—Sens. Engle (Cal.), Bartlett (Alaska), Hartke (Ind.), McGee (Wyo.).

Chairman Magnuson (D-Wash.) of Senate Commerce Committee has called organization meeting for Jan. 27, but otherwise has set no schedule for TV-radio-FCC business at this session beyond next week's hearings on his Federal-Aid-to-Educational-TV bill (Vol. 15:3).

Stereo and the FCC: Stripped of all the hystereo, when the chips are finally down in FCC's coming stereo broadcasting deliberations (see p. 4), the most important question facing the Commission will be: Wide-band or narrow-band?

The subsidiary questions, which NSRC may resolve for the FCC, are: What is good stereo? Can a narrow-band system give good stereo? Question is important because FM functional music operators want to get in on home stereo without giving up their piped-music subsidiary operations, which often mean the difference between profit and loss to them. The wide-band stereo multiplex proponents are already saying that FM broadcasters should be forced to choose between stereocasting and functional music. They maintain that good quality stereo can't be transmitted without using the whole channel for stereocasting.

Commission staffers studying the issue don't seem much worried about the "compatibility" problem. The feeling is that either wide- or narrow-band FM systems can be devised with compatibility feature.

Six stations currently have developmental authorizations for FM stereocasting. They are: WBAI, New York, testing the Crosby wide-band system; NBC's WRCA-FM, New York, to test Crosby and other systems; Westinghouse's KDKA-FM, Pittsburgh, to test all systems; Fordham U's WFUV, to test compatible version of Halstead narrow-band system; KMLA, Los Angeles, to test Calbest system, another compatible narrow-band method (somewhat similar to Percival system now being tested by BBC in England); WPJB-FM, Providence, to test Crosby system.

Some hi-fi component manufacturers already have multiplex converters on the market to equip FM tuners for stereo multiplex—and this is source of worry to FCC. In one case, the Commission cut back a station's experimental stereo multiplex hours because parts distributors were promoting and selling converters to the public—converters which might become orphans after FCC sets up final stereo FM standards.

Dismissal of indictments against ex-FCC Comr. Richard A. Mack and Miami lawyer Thurman A. Whiteside was requested by counsel Nicholas J. Chase in hearing before Federal District Court Judge Burnita S. Matthews in Washington Jan. 23. Mack and Whiteside are charged with "corruption" in Miami Ch. 10 "influence" case (Vol. 14:39). Chase argued: (1) Justice Dept. leaked word to *Washington Star* reporter Howard Dutkin that true bill was being drawn, violating grand jury secrecy rule. (2) Fair trial couldn't be conducted in Washington and the case should be moved to Miami.

Transfer of WMBV-TV, Marinette, Wis. to Murphy-Bridges interests by W. E. Walker, J. D. Macklin & associates (Vol. 14:20-21) was finalized this week by FCC. Order noted that protestants WFRV-TV & WBAY-TV, both Green Bay, had waived rights to file exceptions to initial decision. At same time, hearing examiner Forest L. McClenning, in initial decision, approved move of WMBV-TV's transmitter site and increase in antenna height from 780 to 960 ft., WFRV-TV & WBAY-TV having withdrawn objections.

Participation in Boston Ch. 5 "influence" case was granted by FCC to *Boston Globe* this week, as commission finalized its tentative decision (Vol. 15:3). *Globe's* intervention is limited to issue No. 1: "possible disqualification of one or more of the commissioners."

CP Granted: Ch. 10, Presque Isle, Me., to WLBZ Television Inc., operator of WCSH-TV, Portland (Ch. 6) & WCSH, Portland; WLBZ-TV, Bangor (Ch. 2) & WLBZ.

New and Upcoming Stations: New owners of WHCT, Hartford (Ch. 18) pulled switch and resumed programming Jan. 24 as planned (Vol. 15:3), after formal transfer of property earlier in month from CBS to new Capitol Bcstg. Inc. for \$250,000 (Vol. 14:46,49). On-air count changes to 547 (84 uhf. In Canada, CJDC-TV, Dawson Creek, B.C. (Ch. 5) began operation Jan. 15, becoming that country's 55th outlet.

WHCT pres.-gen. mgr. & 54% owner is Edward D. Taddei, ex-gen. mgr. of WNHC-TV, New Haven (Ch. 8). David K. Harris, v.p. 23.7% owner, is programming director; Bruce Compton, gen. sales mgr.; Anthony Guardino Jr., 1.67% owner, chief engineer; Jack Borden, news director. Base hour is \$400. Rep. is Young.

CJDC-TV has 200-watt GE transmitter, 70-ft. tower with Alford antenna. H. L. Michaud is pres. & gen. mgr.; Mike LaVern, station mgr.; R. W. Michaud, sales mgr.; Mel Lang, chief engineer. Base hour, \$75. Reps: Donald Cooke (U.S.); TV Representatives (Toronto, Montreal); Hunt Scharf (Vancouver); A. J. Messner (Winnipeg).

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

WAFG-TV, Huntsville, Ala. (Ch. 31) has ordered Continental transmitter from General Precision Labs, but doesn't expect to begin programming until next Aug., writes pres. John S. Gregory Jr. Plans for studio-transmitter building are complete, but construction hasn't started. It will use 150-ft. U. S. tower with GE 5-bay antenna. Rates not set. Rep not chosen.

KUAT, Tucson (Ch. 6, educational) now is without target, although 500-watt RCA transmitter has been wired and hooked to antenna on 250-ft. Utility tower, reports Wesley T. Johnson, radio-TV engineer of grantee U of Ariz. He explains work remaining on used transmitter is scheduled for completion by end of Jan., then station must compile proof of performance data.

New WJAR-TV Offer: J. S. (Dody) Sinclair, gen. mgr. of WJAR-TV & WJAR, Providence, took the stand this week in a Rhode Island Superior Court hearing on his fight to block sale of parent Outlet Co. (Vol. 14:49-50). He submitted check for \$1,000,000 as down payment on an offer to buy all stock held by the company's trustees—about 55%—for \$6,760,000 (\$122.50 a share), together with a written guarantee he would operate the Providence department store for at least 2 years, rather than spin it off and retain only the stations. He also testified he had unsuccessfully sought to buy the stations for \$6,000,000 from William Zeckendorf, head of Webb & Knapp realty firm, last month in New York. N.Y. realtor Roger L. Stevens had option to buy Outlet Co., but presumably transferred his option to 90165 Corp., jointly owned by Zeckendorf & John C. Mullins. The 90165 Corp. then offered to buy up all Outlet stock at \$120 a share. Sinclair seeks injunction to block sale of the stock (33% of total) held in trust for him.

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Personal Notes: George Shupert, pres. of ABC Films which he organized in 1953, onetime United Artists v.p., resigns to become head of MGM-TV. His successor has not been announced . . . William B. Dolph resigns as pres. of American Bestg. Stations Inc., 49% owner of WMT-TV, Cedar Rapids-Waterloo, and owner of WMT there and KWMT, Ft. Dodge. Mrs. LeRoy Marks replaces him as pres., William B. Quarton continuing as exec. v.p., Helen J. Jett named secy. Helen M. Hermann, treas. . . . Norman Racusin, NBC-TV network director of budgets, pricing & planning, adds duties of business affairs director, succeeding Howard L. Lettes, now RCA v.p. and controller . . . Brent O. Gunts, ex-Brent Gunts Productions, Baltimore, named mgr. of Hearst's WBAL-TV, Baltimore; Thomas S. Carr, ex-NBC, 1951-58 administrative asst. to Md. Gov. Theodore H. McKeldin, named mgr. of radio WBAL. They replace Leslie H. Peard Jr., who resigned as mgr. of both stations, plans unannounced . . . Oliver Treyz, ABC pres., named chairman of TV committee for National Conference of Christians and Jews Brotherhood Week. Matthew (Joe) Culligan, NBC radio exec. v.p., named chairman of radio committee . . . Michael Nitdorf, international TV administrative & programming exec., named American program rep of Radio Luxembourg . . . Harry Huey, formerly gen. mgr., KOLO-TV, Reno, named v.p. and gen. mgr., American TV Co., licensee of KNAC-TV, Ft. Smith, Ark., succeeding Walter Windsor, who returns to gen. mgr. post at KCMC-TV, Texarkana, Tex., where he succeeds Richard M. Peters, resigned . . . John Hay Whitney, Ambassador to Great Britain, will receive an honorary degree of Doctor of Laws from Exeter U., March 17 . . . Joseph E. Cain, pres. of P. R. Mallory, elected a director, Gross Telecasting . . . Lloyd E. Cooney promoted to gen. sales mgr., KSL-TV, Salt Lake City . . . James Robertson, ex-WTTW, Chicago, and WTMJ-TV, Milwaukee, joins Educational TV & Radio Center, Ann Arbor, as station relations director . . . Robert J. Rich, ex-radio WEBC, Duluth, named asst. mgr., WDSM-TV & WDSM there . . . Richard Pryor promoted to program mgr. of affiliated KTBC-TV & KBTC, Austin, and KRGV-TV & KRGV, Weslaco, Tex. . . . Avery Chenoweth, ex-educational WUFT, Gainesville, Fla., one-time art director of WMBR-TV (now WJXT), Jacksonville, named program director, WSAZ-TV, Huntington-Charleston, W. Va. . . . Alexander P. Hunter, ex-commercial mgr., KING-TV, Seattle, promoted to asst. to v.p. & gen. mgr. Otto P. Brandt. James D. Neidigh promoted to sales mgr. . . . Dr. David Parker, director of public services & educational programs, Westinghouse KPIX, San Francisco,

named to new post of editorial writer. He's succeeded as education director by Fred Joslyn . . . James H. Ferguson, ex-WSAZ-TV, Huntington, W. Va., named program mgr., WMCT, Memphis . . . Willis C. Beecher, partner in Kear & Kennedy, Washington consulting engineers, takes leave of absence because of illness . . . William A. Cornish appointed national sales director, Flamingo Telefilm Sales . . . Kay Norton, now a consultant, elected v.p. in charge of administration, United Artists Corp. . . . Marc Daniels promoted to v.p. in charge of programs, Theatre Network Television Inc. . . . Kurt Blumberg, ex-ITC, named administrative assistant to United Artists Television exec. v.p. Bruce Eells . . . James Weathers promoted from nat. sales mgr. to gen. mgr. of Ziv-owned World Bestg. System . . . Leonard S. Gruenberg, ex-RKO Radio Pictures, named v.p., Gross-Krasne-Sillerman . . . Fred Raphael, ex-J. Walter Thompson, named client relations mgr., Videotape Productions, N.Y. . . . Joseph B. Durra, ex-Ciba Pharmaceutical Co. adv. mgr., is gen. mgr. of new American Television Communications (260 Kearney St., San Francisco) specializing in closed-circuit TV programming . . . G. Carleton Hunt, General Film Labs, Hollywood, named financial v.p. of SMPTE. S. P. Solow, Consolidated Film Industries, Hollywood, becomes treas. . . . Leonard Levy to head new Chicago branch office of TV film commercial firm of Robert Lawrence Productions Inc. . . . William J. Tynan, of rep. Peters Griffin Woodward, named a v.p. and Chicago-based midwestern sales mgr.

Howard Pyle, whose resignation as deputy asst. to President Eisenhower was accepted this week, won't resume radio activity but will become pres. of National Safety Council, Chicago, Feb. 1. Ex-Gov. of Ariz., he was once program executive of Arizona Bestg. Co. (KVAR & KTAR, Phoenix; KYUM, Yuma & KYCA., Prescott).

National Religious Broadcasters gave a special citation at 16th annual convention in Washington this week to NAB pres. Harold E. Fellows for "courageous leadership" in broadcasting. The group also praised him for "significant contribution to freedom of the airways."

In accepting award, Fellows assured questioners from the floor that NAB has "held the line" against liquor commercials on TV & radio. He pointed out that "one of two" stations which had announced acceptance of hard liquor advertising was now abiding by NAB's Standards of Good Practice (Vol. 15:2). Other speakers at the convention included FCC Chairman Doerfer, and Sen. Holland (D-Fla.), who made brief remarks.

Obituary

Hulbert Taft Sr., 81, retired editor and publisher of *The Cincinnati Star* and chairman of Radio Cincinnati Inc. (Taft stations) died Jan. 19 at his home in Indian Hill, near Cincinnati. A nephew of former President William Howard Taft, and a star newsman, he raised strong objections when the *Times-Star* was sold last summer to the *Cincinnati Post*, with which it was then merged (Vol. 14:30). Radio Cincinnati owns WKRC-TV & WKRC, Cincinnati; WTVN-TV & WTVN, Columbus; WBRC-TV & WBRC, Birmingham; WKYT (TV), Lexington, Ky., and 30% of WBIR-TV & WBIR, Knoxville, Tenn. His son, Hulbert Taft Jr., pres. of Radio Cincinnati, founded WKRC-TV in 1949. Another son, David G. Taft, is exec. v.p. & TV-operations supervisor of Radio Cincinnati. He is also survived by his widow, 2 daughters, 9 grandchildren.

ADVERTISING AGENCIES: Terrell Van Ingen moves from *SatEvePost* sales staff to v.p., Erwin Wasey, Ruthrauff & Ryan . . . Frank Armstrong, pres. of Sales Communications, elected a v.p. of parent McCann-Erickson . . . George J. Poris promoted to v.p., Sullivan, Stauffer, Colwell & Bayles . . . Murray J. Leddy, John A. Garber & Montague L. Boyd elected v.p.'s of D'Arcy Adv. . . Reginald L. Dellow elected v.p., Grant Adv., Chicago . . . Arthur A. Bailey, Los Angeles senior v.p., Foote, Cone & Belding, now heads all of agency's western operations including San Francisco, Hollywood & Houston . . . Arthur Poretz named public relations director, Mogul, Lewin, Williams & Saylor Inc., N.Y. Dr. Norman Young, ex-Anahist Co., named research director . . . Gerald Pickman, ex-Wilding-Henderson, Detroit, named mktg. & research director, Kudner Adv., N.Y. . . . James Watt Jr. elected a v.p. of Young & Rubicam . . . Graeme W. Stewart & Donald L. Cuttle named v.p.'s, Henri, Hurst & McDonald, Chicago . . . Edwin Sonneck promoted to pres., McCann-Erickson subsidiary Market Planning Corp. . . . William D. Lewis promoted to v.p., Geyer, Morey, Madden & Ballard Detroit office . . . James T. Aubrey retires as chairman of Aubrey, Finlay, Marley & Hodgson, Chicago, continuing as senior consultant . . . James A. Miller, ex-radio-TV director, Joseph Katz Co., Baltimore, named v.p., Applestein, Levinstein & Golnick Adv., there . . . J. Edwin Jacobs, ex-Merchandise Mart, Chicago, named public relations director, Buchen Co. adv. agency . . . William B. Finkle promoted to v.p., Ritter, Sanford, Price & Chalek, N.Y. . . . Ted Breining named v.p., Ben Sackheim, N.Y. . . . V. C. Kenney promoted to v.p., Charles Hull Wolfe to creative director, Griswold-Eshleman, Cleveland . . . Mrs. Helen Barthelme promoted to v.p., Bruce & Mitchell adv., Houston.

Treble damage suit for \$1,691,040 against CBS, NBC, ABC and A&P Tea Co. was filed this week in U.S. District Court, N.Y., by Peter Reeves Markets Inc., alleging injury from TV-radio networks' promotional tie-ins with other grocery chains. Operating 53 stores in the N.Y. metropolitan area, Reeves claimed promotional plans constituted price discrimination and violation of anti-trust laws. FTC cited a half-dozen major grocery producers—but not networks—in 1957 (Vol. 13:43-44) for participating in allegedly illegal tie-ins, through which producers gave promotional allowances to chains by paying for the latter's broadcast time. At the time, networks denied that plans discriminated against any retailers.

TV advertising this year will match the record high of 1958—and “could rise as much as 10%,” TvB pres. Norman E. Cash predicted this week. In year-end roundup of last year's TV business, he said industry's share of advertising dollars reached 13.7%. Total TV revenue for time, talent & production rose 8% from 1957 to \$1.4 billion, networks tallying \$720,000,000, national spot \$398,000,000, local \$276,000,000, according to Cash.

National spot TV sales will total \$365,000,000 in 1959, an increase of 10% over the 1958 estimate of \$330,000,000, which in turn was 12% over 1957's figure, Station Representatives Assn. managing director Lawrence Webb told Oklahoma Bcstrs. Assn. annual meeting last weekend. He said 1958 national spot radio sales were \$178,000,000, about 5% above 1957's all-time high.

Monsanto Chemical has renewed sponsorship of an expanded series of *Conquest* programs for the 1959-60 season on CBS-TV. The 6-times-a-year program will become a half-hour weekly series for 20 weeks when it returns on Oct. 26, and Monsanto will sponsor alternate weeks.

Network Television Billings
November 1958 and January-November 1958
(For Oct. report see *Television Digest*, Vol. 14:52)

NETWORK TV BILLINGS in Nov. slipped slightly from Oct. but continued to forge ahead of the corresponding 1957 period. Total billings were 8.4% above Nov. 1957 for a total of \$52,008,793, bringing 11-month 1958 total 9.9% ahead of the same 1957 period—\$512,651,580 vs. \$466,459,830, according to TvB. CBS kept its long-standing leadership with Nov. billings of \$21,853,592 an increase of 2.1% over Nov. 1957, while ABC scored a 27.9% increase and NBC went up 7.1%. Complete TvB report for Nov:

NETWORK TELEVISION						
	Nov. 1958	Nov. 1957	% Change	Jan.-Nov. 1958	Jan.-Nov. 1957	% Change
ABC	\$10,338,126	\$ 8,079,932	+27.9	\$ 92,550,834	\$ 74,456,638	+24.3
CBS	21,853,592	21,407,125	+ 2.1	224,946,459	217,304,292	+ 3.5
NBC	19,817,075	18,511,686	+ 7.1	195,154,287	174,698,900	+11.7
Total	\$52,008,793	\$47,998,743	+ 8.4	\$512,651,580	\$466,459,830	+ 9.9

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	18,332,925	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	21,901,036*	20,664,587*	52,526,147*
November	10,338,126	21,853,592	19,817,075	52,008,793

*Figures revised as of January 16, 1959
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.

Network Business: Ford's Edsel div. will pick up co-sponsorship tab for the Feb. 6 NBC-TV one-shot colorcast starring Phil Harris, via Kenyon & Eckhardt. Other half has been signed by U.S. Time Corp. (Timex), whose increasing taste for one-shot musical “specials” is demonstrated by having pacted half of the March 29 Mary Martin show on NBC-TV and full sponsorship of a March 19 one-shot with Dean Martin. Last week, NBC-TV also signed Helene Curtis Industries, via Chicago's Edward H. Weiss, for segments of three nighttime shows: *Northwest Passage*, *Ellery Queen*, and *Cimarron City*, during the spring.

At CBS-TV, growing list of Kellogg business added a Screen Gems half-hour package, *Dennis The Menace*, tentatively slated for Fridays, 8:30-9 p.m. (no starting date set). *Dennis* will move *Rawhide* back a half hour, and spell the end of American Tobacco's long-in-difficulty *Hit Parade* in the 7:30-8 p.m. slot. Also for CBS-TV: an alternate-week, one-third sponsorship of *Rawhide* between Allied Van Lines and Gulf Oil, via Campbell-Mithun and Young & Rubicam. Two-thirds of the hour-long western is now sponsored by Lever Bros. and Pharmaceuticals, Inc.

Two Ziv-TV products figure in ABC-TV signings. Ziv's *Rough Riders* renews for 26 weeks effective in March by P. Lorillard, via Lennen & Newell, and *Tombstone Territory*, returns (after a two-month hiatus without sponsor) for Lipton and Philip Morris, through Young and Rubicam and Leo Burnett.

A third Ziv show, *Bat Masterson*, bagged a renewal from Kraft Foods and Sealtest through J. Walter Thompson, will continue 26 weeks beyond March in its present NBC-TV slot.

Stations

Farewell to Double Rate? Pressure for a "single-rate" pricing structure in TV-radio is building, according to Larry Webb, managing director of the Station Representatives Assn.

"The pressure is coming from all sides," says Webb. "Stations in many areas feel that having both a local and national rate causes them to miss important spot business, and causes price-cutting when advertisers seek the lower rate. Agencies and clients don't like a double rate, because they're never sure if a competitor has a lower price, and because local rates remove much national control of spot advertising."

The SRA reports that "one of our leading member firms"—which one of the 22 reps in the group Webb didn't say—is planning soon to announce that 12 of the repped stations are shifting to single rate. Such switches have to be voluntary, since an SRA move to force single rates would raise questions under the Robinson-Patman Act.

Difficulties of broadcasters who try to give politicians equal time under sec. 315 of Communications Act—and under FCC interpretations of it—are reviewed sympathetically in Jan. *Harvard Law Review*. In article titled "Political Broadcasting," Jack H. Friedenthal of Stanford Law School and Washington attorney Richard J. Medalie say broadcasters often are "in an impossible situation" when they try to observe letter & spirit of law during election campaigns. One remedy suggested: FCC should promulgate regulations incorporating its informal opinions on equal-time questions. Copies of *Review* are available at \$1.50 from Gannett House, Cambridge, Mass.

A station receptionist was killed and 2 other persons injured Jan. 21 when fierce winds toppled the 654-ft. tower of WLEX-TV, Lexington, Ky., into the station building, demolishing the only studio less than an hour after it had been cleared following a local show. Killed was Mrs. Susan Grazley. Another station employe and an unidentified man were taken to the hospital. V.p.-gen. mgr. Earl L. Boyles estimated damage at \$300,000-\$400,000. He said he did not know when the station would be back on the air. The tower collapsed when an old 375-ft. tower fell, cutting the guide wires which supported the higher structure.

Add tall towers: WOC-TV, Davenport, Ia. (Ch. 6) this week filed application for 1340-ft. structure to replace its 625-ft. tower, as part of project to cost \$443,000. Tower & antenna system costs \$250,000, new transmitter driver \$80,000, land \$35,000, remodeling \$50,000, installation & miscellaneous \$25,000, frequency & modulation monitors \$3000. New antenna will be located a mile northwest of Pleasant Valley, near present site. Antenna is 83-ft., 6-section RCA super-turnstile, atop 1252-ft. guyed tower.

Unique feature of new bowling alley in Memphis is \$60,000 worth of GE TV originating equipment—cameras, controls, etc.—to feed telecasts of matches to WMCT. GE asserts that it's the first in U.S. so equipped. The multi-million dollar alley has 48 lanes, no roof-supporting columns, a nursery with baby-sitters, a community meeting room—and is open 24 hours daily.

Translator starts: K76AO, Olivia, Minn. began Jan. 19 repeating WCCO-TV, Minneapolis. K72AU, Verdi, Nev. began Dec. 21 with KOLO-TV, Reno. K71AN, Boonville, Cal., also serving Philo, began Jan. 12 with KPIX, San Francisco.

NBC's flagship WRCA-TV, N.Y., increased sales 17% in 1958 over 1957, station reported this week. Year was described as "most successful" in the station's history.

Educational

ETV Research Contest: Lively competition for Defense Education Act grants for educational TV research (Vol. 14:51) was developing this week among universities, colleges, city school boards & individuals as Feb. 1 deadline for initial applications approached.

U.S. Office of Education, which administers the 4-year \$18,000,000 Federal program for audio-visual experimentation in teaching methods, said more than 100 research projects—half in ETV fields, the rest involving use of radio, films and recording—already had been proposed, and unofficial estimates of govt. money needed for all of them ran to about \$10,000,000—more than 3 times the total budget of \$3,000,000 asked by the administration for all of fiscal 1960 (see p. 7).

Details of varied ETV projects outlined in applications were withheld by Office of Education pending March 5-6 sessions of 14-member advisory committee that will recommend which proposals should be approved by Comr. Lawrence G. Derthick. But one of the most ambitious plans was reported to be a city-wide ETV experiment blueprinted by the Los Angeles school board.

Audio-visual research advisers will escape one problem—question of loyalty oaths—which is confronted by administrators of \$6,000,000 student loan provisions of National Defense Education Act. Some colleges are refusing to participate in its student loan program because of oaths required of applicants by last-minute Senate amendment to law last year. Loyalty requirement doesn't apply to TV-radio-movie project applicants.

Statewide ETV network is planned in Ohio where Ohio Council for Educational TV, State Board of Education and Governor's Committee on Education Beyond High School are drafting proposals to submit to state legislature.

Although there now are only 2 ETV outlets in Ohio—Cincinnati's WCET (Ch. 48) and Columbus' WOSU-TV (Ch. 34)—state plan envisions network of 9 stations, including Miami U's WMUB-TV (CP), Oxford (Ch. 14) and an Ohio U station at Athens on commercial Ch. 62, for which application is on file.

The full 9-station microwave system would cost \$700,000-\$1,000,000, according to proposal submitted to OCET by Sarkes Tarzian Inc., Bloomington, Ind., whose pres. Sarkes Tarzian himself is a pioneer commercial telecaster. He founded WTTV, Bloomington-Indianapolis (Ch. 4) in 1949, and WPTA, Fort Wayne (Ch. 21) in 1957.

New ETV directory, listing on-air & upcoming educational TV stations and their facilities & personnel, is included in the Jan. *Educational Television Factsheet* published by the Joint Council on Educational Television, 1785 Mass. Ave., N.W., Washington, D.C.

Educational TV & Radio Center moves its headquarters from Ann Arbor, Mich., to New York's Coliseum Bldg. at 10 Columbus Circle this spring. Move will involve pres. John F. White, program and p.r. units—total of 25 people.

COLD CATHODE TUBE — KEY TO TRANSISTOR TV? Electronics' workhorse -- "Old Unreliable," the vacuum tube -- pranced into the limelight this week and showed it can cut many of the same capers as the glamorous transistor. In fact, the major new tube development announced this week may even make transistor TV practical by removing its last major roadblock: the tremendous power required by the picture tube.

New type of cold-cathode tube, developed by Tung-Sol on basis of Signal Corps research, was hailed by Army as "the first major breakthrough in basic tube design in more than 30 years." Army predicted its impact on electronics might be as great as was the development of the transistor. Basic difference between cold-cathode and conventional tubes: no heat required. Principle can be applied to most current tube types, including receiving, power, radar, transmitting, and cathode ray tubes.

Advantages are numerous: (1) "Indefinite" life span -- the new tubes may never need replacement. (2) No filament circuit needed -- cold-cathode tubes operate on less than one-tenth the power of conventional tubes and eliminate large part of a TV or radio power supply. (3) Immediate operation without "warmup" period.

These are some of same advantages as transistors -- but there's one the transistor doesn't have yet: low cost. Tung-Sol expects to produce cold-cathode tubes for about same price as today's filament tubes -- maybe cheaper.

Commercial production of some cold-cathode tubes may be possible by year's end, Tung-Sol research director Dr. A. M. Skellett told us. First to be developed will be electron gun for TV picture tube and complete complement of tubes for table model radio. Prototypes of these tubes are already operating.

Signal Corps' first project is walkie-talkie. Tung-Sol has applied for some basic patents on the tube. Signal Corps has others.

Yes, there are some drawbacks. Tube isn't self-starting, must be "flashed" like fluorescent light. This is done with tiny tungsten filament wired to flash instantaneously when power is turned on. At present, tube requires 300 volts in plate circuit; conventional tubes operate on as little as 12 volts. Tung-Sol is already attacking this problem by reducing thickness of cathode coating.

In its application to TV, Tung-Sol engineers think electron gun's power requirements can be reduced enough to make battery-operated sets practical.

For more details on the Signal Corps-Tung-Sol cold-cathode tube, see p. 14.

DILEMMA OF STEREO — SINGLE OR DUAL CABINETS: The home electronics entertainment industry is a house divided against itself over the question of whether stereophonic sound can be truly achieved only with space-consuming dual speaker cabinets -- or whether compromise techniques already are at hand to compress stereo into a single instrument. It's a dilemma that has the engineers at loggerheads with the merchandisers. And it's a question to be settled finally by the consuming public.

There's no stampede yet among manufacturers toward single-cabinet stereo, although the trend is in that direction. Most we queried will have both types in their lines for the foreseeable future, or until the housewife decides there isn't space in her livingroom for a stereo console plus an extra speaker cabinet. Only one major phono maker, RCA, offers stereo only in dual cabinet styling, and they are reliably reported now readying at least one single-cabinet console for introduction this Spring -- mid-summer for sure.

Typical of industry comment was statement by newly appointed CBS phono dept. v.p. James J. Shallow. He said CBS would carry a full line of both single and dual cabinet stereo systems this spring, with the hope the public will indicate a pref-

erence before 1960 lines go into production. "It's my guess," he said, "that single cabinet stereo will make up 80% of next year's stereo sales."

Philco tries to solve problem of stereo sound reproduction by an acoustical arrangement of cabinet doors to deflect sounds in the upper range. They're called "Stereo-Dors" and may be adjusted to achieve a satisfactory stereo effect.

* * * *

CBS' dual channel, single amplifier is attracting industry attention as a cost-saver, eliminating the need for 2 amplifiers. Dr. Peter C. Goldmark, pres. of CBS Labs, said the single amplifier was an outgrowth of the development of a compatible stereo record which was once shown to the industry (Vol. 14-13) but has since been put back into the lab. It's being offered for license but so far has been accepted only by Heath div. of Daystrom, largest manufacturer of electronic kits.

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TV-Radio Production: TV set production was 103,696 in week ended Jan. 17 vs. 91,212 preceding week & 108,806 year ago. Two-week total for 1959 was 194,908 vs. 223,198 last year. Radio production was 279,954 (109,765 auto) for the week vs. the preceding week's total of 254,021 (197,875 auto) & 239,133 (99,578 auto) last year. Total for two weeks was 533,975 (217,649 auto) vs. 456,057 (186,148 auto).

Trade Personals: A. R. Hopkins, retired RCA mgr., broadcast & TV engineering products dept., named consultant to Ampex Corp., Redwood, Cal., specializing in videotape recorder sales... Wendell R. Smith, ex-Alderson Assoc. Inc. (Philadelphia management consultants), named RCA director of marketing research & development... J. Frank Leach, ex-manufacturing v.p. of Amphenol Electronics, named v.p. & gen. mgr., Amphenol connector div., formed under recent merger of Amphenol and Borg Electronics. Robert E. Svoboda, ex-Amphenol distributor sales mgr., promoted to gen. mgr., Amphenol distributor div.... Dr. and Mrs. Alan Hazeltine have announced the engagement of their daughter, Maud Denise, Wellesley '56 and M.A. of Brandeis U (where she is a candidate for a Ph.D. degree), to Ansel Burt Chapman, son of Col. Robert T. Chapman (USA ret.) and the late Mrs. Chapman, of Dedham, Mass. He's a Princeton graduate, studied in Paris and Algiers on a Fulbright fellowship, is presently a senior at Harvard Law School... Dominic P. Schmit, RCA v.p., product engineering, appointed senior RCA representative in C Stellerator Assoc., management-engineering organization set up by RCA and Allis Chalmers for thermonuclear power research project at Princeton U.... Leonard H. Davis named to new post of v.p. & gen. counsel, Gabriel Co.... Kenneth A. Simons promoted to chief engineer, Jerrold Electronics, in charge of research & development... Raymond T. Leary, ex-distributor sales mgr., promoted to v.p., Cornell-Dublier... H. S. Crawford, ex-Westinghouse, named purchasing agent for Packard-Bell's technical products div.... Irving Sarlin promoted to eastern regional sales mgr., Emerson Radio & Phonograph Corp.... Owen H. Klepper promoted to adv. & sales promotion director, Philco's home laundry and air conditioner dept.... Joel M. Rowley, ex-General Tire, named adv. mgr., V-M Corp.... Eli Sammett, ex-Belock Instrument Corp., named adv. & public relations mgr., Narda Ultrasonics... Larry Epstein, ex-University Loudspeakers, named sales v.p., United Audio Products... Herman Bergman promoted to asst. treas. of Standard Coil's subsidiary Kollman Instrument Corp.

Raytheon has sold its electrocardiograph business to Cardiotron Electro-Medical Products Labs, Bayshore, L. I.

ELECTRONICS PERSONALS: Dr. C. Guy Suits, GE v.p. & research director, awarded Wililam Proctor prize by Scientific Research Society of America... Walter C. Heckman, consultant in GE's Washington defense evaluation operation, retires after 38 years with company... Richard W. Lee promoted to v.p. for engineering & research General Precision Laboratory. William P. Hilliard promoted to v.p. for administration & manufacturing... Martin J. Johnson, ex-Johnson Aircraft Engineering Co., appointed director of foreign operations, Laboratory for Electronics, Boston. Matthew B. Thorp, ex-United Services Assoc., becomes Washington rep.... Robert E. S. Thompson, ex-pres. of Thompson Trailer Corp., named exec. v.p., Chesapeake Industries... Alan G. Richards, ex-Bourns Labs, named asst. sales mgr., Daystrom's potentiometer div.... Charles L. Hulswit, pres. of Orange & Rockland Utilities, Nyack, N.Y., elected a director of Dynamics Corp of America.

Obituary

Alexander M. MacLennan, 64, retired asst. v.p. for public relations of ITT, died Jan. 19 while visiting at Del Ray Beach, Fla.

RCA's 10 fellowships for advanced studies in engineering, physics, dramatic arts, bring total awards to 130 since program started in 1947. This year's recipients of fellowships, worth about \$3500 each, will study at New York U, Columbia U, Cal. Tech, Cornell, Princeton, Rutgers, Carnegie Tech, Yale, Illinois, Purdue. RCA also has awarded 63 undergraduate scholarships, \$800 each, which went to 30 students in fields related to electronics & broadcasting, 30 studying to be teachers of mathematics, physics, chemistry, biology & general science, 3 honor graduates of RCA institutes.

GE's Annual Edison Radio Amateur Award for 1958 goes to Julius M. J. Madey, 18, Clark, N.J., who spent average of 90 hours weekly sending messages to personnel on isolated Antarctic, Arctic & South Pacific bases. Presentation of trophy and \$500 will be made at dinner in Washington Feb. 26, at Sheraton Carlton Hotel.

Cold Cathode Looks Hot: New "cold" tube unveiled this week by Signal Corps and Tung-Sol Electric Inc. (see p. 12) marks major departure in the principle of electron tube operation. Since the development of the vacuum tube by Fleming and the Audion by DeForrest, electrons have always been "baked" from the filament or cathode by applying heat. The cold-cathode tube, once started, continually emits electrons without any heat, even in temperatures far below zero.

Because heat generated by the red-hot filament is the major direct or indirect cause of tube failures, cold-cathode tubes are expected to set a new mark in reliability. One has been in continuous operation for more than a year without any signs of deterioration—and it's possible development of cold-cathode types for TV & radio may end tube replacements forever, an Army spokesman said.

The principle was first discovered late in 1952 by Dr. Dietrich Dobischek of Army Signal Research & Development Lab at Ft. Monmouth, N.J. He discovered that thin magnesium oxide layers deposited on nickel and treated at a high temperature in oxygen, when bombarded briefly with ultraviolet rays or electrons, started an electron flow. The "starter" in the new cold-cathode tubes provides the brief bombardment which imparts a positive charge to the surface of the cathode so electron emission can begin.

Tung-Sol stepped into the picture under a Signal Corps contract to develop actual tubes using the principle. This was done by a team under engineer B. G. Firth at less than \$200,000.

The new cold-cathode tube is not regarded as a "substitute" for the transistor but as an important improvement in the area in which vacuum tubes are most vulnerable—reliability. Tung-Sol hopes eventually to put out an entire line of the no-filament tubes, and presumably to license others.

Upsurge in Electronics: Sales exceeding \$15 billion in 1959 were forecast for the electronics industry by RCA pres. John L. Burns before a meeting of RCA distributors in Chicago this week—an increase of 11% over the nearly \$14 billion sales total for last year.

Factory sales of consumer products, Burns said, will rise 7% above the 1958 volume of \$1.6 billion, stimulated by sales of phonos and tape recorders in the stereo hi-fi field.

Once again taking up the cudgels for color TV, Burns told the distributors that "color is ready, color is right, color is here." Color programming, he said, is more extensive than ever before, with 300 stations—well over half the U.S. total—now equipped to broadcast it. "These favorable factors are strongly reflected in the rising sales trend [which] will accelerate sharply this year," Burns added.

Greatest growth was predicted in electronic products for business and industry with the volume in this category increasing 27% over the 1958 total of \$1.4 billion. Industry sales of defense electronic products can be expected to rise by at least 14% over last year's \$3.6 billion, Burns said.

Top 100 Defense Firms: General Dynamics took top rank away from GE among electronics firms on the list of 100 leading defense contractors issued this week by the Defense Dept. for the fiscal year ended July 1958. General Dynamics was second only to Boeing in total defense contracts awarded during the fiscal year, slipping from the first place it held in fiscal 1957 (Vol. 14:37). GE ranked 3rd among all contractors.

We've consolidated 2 new "top 100" lists in the table below to show the standings of electronics firms and their changes from preceding fiscal year. (All dollar figures are in millions. Dash indicates company was not among first 100 prime contractors for the period.)

	July 1957- July 1958		July 1956- July 1957	
	Contracts	Rank	Contracts	Rank
General Dynamics	\$1,383.2	2	\$1,018.9	1
GE	783.4	3	876.8	3
AT&T	659.8	6	591.8	5
Hughes Aircraft	472.6	9	389.9	8
Sperry-Rand	361.9	11	210.3	17
IBM	316.4	14	362.0	10.
RCA	288.1	15	133.4	24
Westinghouse	268.9	18	181.8	22
Raytheon	237.0	22	217.5	16
Bendix Aviation	207.4	24	250.4	13
ITT	96.7	30	97.2	30
AVCO	86.5	31	178.1	23
Burroughs	71.6	35	65.1	40
American Bosch Arma	70.9	36	128.3	25
Philco	66.2	38	57.7	46
Collins Radio	61.3	44	63.3	42
Mass. Inst. of Technology	56.1	52	49.9	52
General Precision Equip't	52.9	54	48.3	53
Minneapolis-Honeywell	47.0	55	73.4	38
Cal. Inst. of Technology	45.4	57	30.7	77
Lear	38.4	61	—	—
Sylvania	37.0	62	—	—
Motorola	29.8	77	28.0	79
Hoffman	—	—	25.0	89
Gilfillan Bros.	23.7	95	22.0	98

Public interest in stereo will boost 1959 sales of hi-fi components 30% above 1958, according to L. Berkley Davis, gen. mgr. of GE's electronic components div. "Most of this growth will result from sales of stereo components, as 1959 will be first full year when all types of these components will be generally available. Stereo components will bear higher price tags because of their specialized nature," Davis said. He sees biggest challenge to hi-fi industry as education of the music-loving public "on basic technical points of stereo hi-fi." Receiving tube sales, he predicted, will register a 10% increase over 1958, reaching \$380,000,000. Picture tube sales will increase 5% to 12,300,000 units, of which "slightly more than half" will go into replacement market. He said principal factors in upswing will be: (1) Improvement in general business activity. (2) Decline in TV-radio inventories. (3) Repairs heretofore considered marginal now are being made by set owners. (4) Industrial and military equipment manufacturers have reduced excessive tube inventories.

Bill to end excise tax on TV-radio-phonos, as well as records and musical instruments, was introduced in new 86th Congress by Rep. Melvin Price (D-Ill.). Bill to exempt uhf TV sets from 10% excise tax was introduced by Rep. Edward P. Boland (D-Mass.).

EIA Industrial Relations Conference scheduled for Chase-Park Plaza Hotel, St. Louis, Feb. 25-27.

Stereo and the NSRC: The National Stereophonic Radio Committee, the all-industry group formed under the aegis of the EIA to test all stereo systems (Vol. 14:44, 47, 49), finally seems to be getting off the ground. A formal announcement is due next week inviting all interested members of the industry to serve on its panels, and offering to study and test any and all proposed compatible broadcast systems for AM, FM and TV.

NSRC will turn its findings over to the FCC as did the previous National TV System Committees which recommended the current standards for black-&-white and color TV—and its stereo findings are expected to carry the same weight. There is a possibility that NSRC may approve more than one stereo system as acceptable—not choosing to enter the arena of economics, which must be considered in the final decision (see p. 4).

Formal charter of NSRC charges it to conduct a technical study of compatible stereo sound, to clarify technical issues, verify its technical findings by field testing and to delineate signal specifications. Chairman of NSRC is C. Graydon Lloyd, GE; vice chairman George H. Brown, RCA. Coordinating committee under Donald G. Fink, Philco, will be composed of panel chairmen and vice chairmen and will oversee panel assignments. The policy-directing administrative committee is headed by Dr. W. R. G. Baker, v.p. of Syracuse U Research Corp., with David Smith, Philco, as vice chairman.

Six operating panels will be appointed: Panel 1, system specifications; Panel 2, interconnecting facilities; Panel 3, broadcast transmitters; Panel 4, broadcast receivers; Panel 5, field testing; Panel 6, subjective aspects.

Anti-Trust Confab: Canada's concern over anti-trust suits filed by the Justice Dept. against GE, Westinghouse and N. V. Philips (Vol. 15:3) will be the subject of high-level conference Jan. 29 between Canadian Minister of Justice E. Davie Fulton and Attorney General William P. Rogers in Washington. Allegations that Canadian subsidiaries of the 3 defendants manipulated a patent pool (Canadian Radio Patents Ltd.) in order to limit imports of U.S.-made TVs, radios & phonos into the Canadian market, have stirred vigorous protests from official Canadian quarters which see an effort by the U.S. to encroach on the affairs of private firms in the Dominion.

Decision to hold the conference was reached at the meeting of the Joint U.S.-Canadian Committee on Trade & Economic Affairs in Ottawa early this month when Canadian representatives expressed concern over the possible extra-territorial effects of the anti-trust suits. Justice Dept. seeks a decree in Federal court restraining the 2 American companies and Dutch-owned Philips, whose subsidiaries do business in this country, from operating the Canadian patent pool so as to make it virtually impossible for U.S. firms to ship home-entertainment apparatus into Canada. Result of the alleged conspiracy, the suit contends, is to force U.S. manufacturers to establish Canadian subsidiaries against their wishes and best interests.

Fulton's conference with Rogers follows a talk before the N.Y. State Bar Assn. anti-trust section (Jan. 28) on "Extra-territorial Application of the U.S. Federal Anti-trust Laws."

Sprague Electric Co. buys magnetic component & filter product lines of International Resistance Co.'s Hycor div., manufacturing equipment & inventories to be moved from Hycor's Sylmar, Pa. plant to Sprague plants at Visalia, Cal. & North Adams, Mass. Hycor continues manufacture of precision resistors.

Financial Reports

Emerson Earnings Up: Emerson Radio reports a tenfold increase in earnings for the year ended Oct. 31, 1958 compared with its poor profit showing in the preceding fiscal year. Pres. Benjamin Abrams attributed the increase to the acquisition of the DuMont line, "higher profit margins on some product lines, particularly radios and phonographs, and substantial reductions in over-all operating costs and expenses." Spurred by the popularity of transistor radios, Emerson's radio sales were "significantly higher" than 1957, he said, along with an increase in phonos, hi fi and stereo. Govt. electronics sales also increased over the previous year, and Abrams predicted a further rise in 1959. Sales and profits of Emerson's international business were higher, he added, thanks in part to the DuMont label. The company's TV sales were "lower than 1957," but in the latter part of 1958 showed an improvement over comparable 1957 figures.

Emerson Radio & Phonograph Corp. and subsidiaries, year ended Oct. 31:		
	1958	1957
Consolidated net sales	\$58,401,179	\$54,803,069
Net profits	1,410,009	138,431
Earned per common share ..	72¢	7¢

Telechrome Mfg. Co. reports increased net sales and earnings for the period ended Sept. 30, first quarter of its fiscal year:		
	1958	1957
Net sales	\$343,354	\$227,798
Net income	54,888	37,994
Earnings, "A" & "B" shares .	20¢	14¢
Order backlog (Sept. 30) ...	1,000,000	692,449

Siegler Corp. reports higher net earnings for 6 months ended Dec. 31 than the \$1,215,930 recorded for the entire preceding fiscal year ended June 30.

For 6 months ended Dec. 31:		
	1958	1957
Sales	\$41,167,719	\$39,279,806
Net earnings	1,231,661	757,781
Earned per common share ..	80¢	50¢
Common shares outstanding .	1,538,171	1,513,574
For 3 months ended Dec. 31:		
Sales	\$22,162,088	\$22,616,971
Net earnings	698,399	389,179
Earned per common share ..	45¢	26¢

National Telefilm Assoc. reports sharply higher earnings for 3 months ended Oct. 31. Increase, however, includes capital gain of \$1,144,756 (\$1.04 a share) from sale to United Artists of contract to purchase Allied Artists Productions (Vol. 14:25,33). Net operating income for the quarter totaled \$220,131 (20¢ a share). For 3 months ended Oct. 31:

	1958	1957
Net income	\$1,364,887	\$269,577
Earned per common share ...	1.24	26¢
Shares outstanding	1,099,611	1,020,350

Dividends: Gross Telecasting, 40¢ on common & 7½¢ on Class B common, payable Feb. 10 to stockholders of record Jan. 26. . . . Amphenol-Borg, 35¢ March 30 to holders March 16 . . . Stanley Warner, 25¢ Feb. 25 to holders Feb. 10 . . . Oak Mfg., 25¢ March 13 to holders Feb. 25 . . . Bc-lock Instrument, 2% stock March 2 to holders Jan. 30 . . . Paramount Pictures, 50¢ March 13 to holders Feb. 26 . . . Siegler Corp., 10¢ March 2 to holders Feb. 16 . . . Electronics Investment, 3¢ Feb. 27 to holders Feb. 2 . . . Indiana Steel Products, 30¢ March 10 to holders Feb. 25.

Gross Telecasting Inc. (WJIM-TV & WJIM, Lansing, Mich.) had 1958 earnings and revenues which "compare favorably" with 1957's earnings of \$674,239 and revenues of \$2,733,846 (Vol. 14:11), pres. Harold F. Gross announced after board meeting in Lansing this week.

Videotape Installations: Ampex Corp. will have delivered its 241st Videotape recorder by Feb. 28 (see p. 3). Here is a complete breakdown of all Ampex Videotape installations through that date:

TV Networks

American Broadcasting Co.	19
Columbia Broadcasting System	25
National Broadcasting Co.	19

TV Stations

Market	Station	No. of Recorders	Market	Station	No. of Recorders
Atlanta	WAGA-TV	1	New Haven-	WNHC-TV	2
Baltimore	WJZ-TV	2	Hartford	WTIC-TV	1
Boston-					
Cambridge	WBZ-TV	1	New York-	WNEW-TV	2
	WHDH-TV	1	Newark	WNTA-TV	2
	WGBH-TV	1		WOR-TV	1
Buffalo	WGR-TV	1		WPIX	1
Charleston, S.C.	WUSN-TV	1	Norfolk	WTAR-TV	1
Chicago	WBBM-TV	2	Pensacola-Mobile	WEAR-TV	2
	WBKB-TV	1	Philadelphia	WFIL-TV	2
	WGN-TV	2	Phoenix	KOOL-TV	1
Cleveland	KYW-TV	2	Pittsburgh	KDKA-TV	1
	WEWS-TV	2		WIIC-TV	1
	WJW-TV	1		WTAE-TV	1
Dallas-Ft. Worth	KRLD-TV	1	Portland, Ore.	KGW-TV	1
	WPAA-TV	1		KOIN-TV	1
Denver	KLZ-TV	1	Providence	WJAR-TV	1
Detroit	WJBK-TV	1	Raleigh-Durham	WRAL-TV	1
Flint	WJRT	1	Sacramento-		
Honolulu, T.H.	KONA-TV	1	Stockton	KCRA-TV	1
	KHVH-TV	1	Salt Lake City-		
Houston-			Provo	KLOR-TV	1
Galveston	KOUL-TV	1	San Antonio	KENS-TV	1
	KPRC-TV	1		WOAI-TV	1
Indianapolis-			San Francisco	KPIX	1
Bloomington	WISH-TV	1		KRON-TV	2
Lancaster, Pa.	WGAL-TV	1		KTVU	1
			Schenectady-		
Los Angeles	KCOP	2	Albany-Troy	WRGB	1
	KHJ-TV	1	Seattle-Tacoma	KING-TV	1
			Springfield, Mo.	KYTV-TV	1
	KTLA	4	St. Louis	KCPP-TV	1
	KTTV	3	Syracuse	WSYR-TV	1
Louisville	WHAS-TV	1	Tampa-		
Lubbock, Texas	KDUB-TV	1	St. Petersburg	WFLA-TV	1
Milwaukee	WITL-TV	1	Tulsa	KOTV	1
Minneapolis-			Washington, D.C.	WTTG	1
St. Paul	WCCO-TV	1	Wichita Falls,		
	KMSP	1	Texas	KSYD-TV	1

Studios and Agencies

Elliot, Unger & Elliot, N.Y.	1
Filmways, N.Y.	1
Guild Films, N.Y.	1
John Guedel Productions	
Inc., Los Angeles	1
On-Film Inc., Camden, N.J.	1
RKO Film Studios, Hollywood	1
Telestudios Inc., N.Y.	3
Termini Videotape	
Services, N.Y.	1
Videotape Productions of N.Y.	3

Laboratories and Schools

Minnesota Mining & Mfg. Co.	
Hutchinson, Minn.	2
U of Texas, Austin	1
Washington County (Md.) School	
System, Hagerstown	1
Yonkers Raceway, N.Y.	1
U.S. Govt.	13
Other research labs	5

Foreign Installations

Australia		Kyushu TV, Fukuoka	1
Amalgamated Television		NHK (Japan Brdctg.	
Network, Sydney	1	Corp.), Tokyo	3
Canada		NTV (Nippon Television Net-	
Canadian Bdctg. Corp.	7	work Corp.), Tokyo	2
England		OTV, Osaka	2
ABC Television Ltd., London	1	Radio Tokyo (TV), Tokyo	2
Assoc. Rediffusion, London	2	RHB Mainichi Bdctg.	
Associated TV Ltd., London	1	Corp., Fukuoka	1
British Bdctg. Co., London	2	Shizuoka TV, Shizuoka	1
Cinema TV Ltd., London	4	Tokai TV (TIK), Nagoya	2
Granada TV, Manchester	5	Mexico	
Southern Television		Cadena Television del Norte,	
Ltd., Southampton	1	Monterrey	1
Tyne Tees Television,		Television de Chihuahua,	
Ltd., London	1	Guadalajara	1
Japan		TV de Mexico, Mexico City	2
Chuhu Nippon Bdctg., Ltd.,		West Germany	
Nagoya	2	Siemens & Halske	7
Fuji TV, Tokyo	2	Scotland	
Kansai TV, Tottori	2	Scottish Television, Ltd.,	
Kyoiku TV, Tokyo	2	Glasgow	1

"License-TV" Bill: Measure introduced in the N. Y. state legislature late last week by Assemblyman A. Bruce Manley seeks TV censorship in a new form, with a "license" revenue gimmick thrown in as well. Manley, a young Republican from Freedomia, N.Y., wants the state's top education brass—the Board of Regents—to pass on all network or local "entertainment" TV shows—news, special events, public service exempted—and then O.K. them for TV air use after payment of a license fee of \$50 per half-hour or less. The fee would be paid by the station telecasting the show.

Manley's move got a quick play in the N.Y. daily press, which emphasized a quote from him that TV is airing "a disproportionate amount of crime, sex, horror, terror, brutality and violence."

However, when contacted by *Television Digest*, Manley proved much milder. "I'm not a TV expert," he said, "We're not trying to hurt the TV industry." He admitted that "opposition"—he didn't elaborate—was already forming, and that bill's chance of passing this year was "remote."

The Business Of Sex: CBS's Edward R. Murrow isn't likely to join TV-radio columnist Marie Torre as the latest personality to land behind bars for refusing to reveal a news source—or so CBS spokesmen believed this week. Murrow, CBS public affairs director Irving Gitlin & producer George Vicas were interviewed by Deputy Police Commissioner James R. Kennedy because of Murrow's Jan. 19 *The Business of Sex* on CBS radio—an hour-long taped documentary including interviews with madams and deluxe call girls, one of whom told how she aided in a deal for "a man who was selling electronics."

They were asked for names. They politely declined. Kennedy said, however, "No one is going to jail here." N.Y. District Attorney Frank Hogan ordered a transcript of the show. Mayor Wagner indicated he'd seek a police investigation of the whole thing. Chief Magistrate John M. Murtaugh, author of *Cast the First Stone*, a book dealing with the same subject, charged the CBS show had "exploited" the prostitution problem for audience interest.

Gitlin denied charges the show was a hoax. "Every element in the show was factual, and we stand unqualifiedly behind it. These were real people, not actors. Research for the show went on for at least a year and involved local reports on prostitution from over 200 CBS stations to make it a national story." He added that the show was "not an attack on big business" but "the story of a social ethic."

In general, the reaction appeared to be shocked surprise on the part of city officials. CBS feels its legal position is protected by the First Amendment. The network will face charges by the District Attorney as they arise—which they haven't as yet—but won't give any names. It reported national reaction to the show was about "60-40" in favor.

On another broadcast chore, Murrow cancelled a scheduled *Person to Person* visit to the New York apartment home of Mrs. Babe Ruth Jan. 23 when the building manager demanded payment to permit camera crews to enter. Co-producer Jesse Zousmer said this was the first time the issue had come up in the history of the program, which has visited homes of "75 to 100" people in the New York area. French singer Genevieve went on instead.

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SUMMARY-INDEX OF THE WEEK'S NEWS

NO PAY-TV TESTIMONY planned by CBS at Congress hearings, Stanton announces. Networks expected to urge NAB board to adopt similar change in tactics (p. 1).

FCC RETREATS ON BOOSTER FRONT as Congressional revolt grows. Commission extends deadline for ban on illegal stations, will "study" relaxations (pp. 1 & 5).

TAPE SYNDICATION IS HERE NOW. Guild Films sells 3 taped shows to 25 stations. Many stations in 'miniature syndication.' CBS Films, NTA stepping in (pp. 2 & 6).

FEDERAL AID TO ETV PLAN gets quick Senate consideration as sponsors push \$51,000,000 Magnuson measure toward almost certain approval by Congress (pp. 3 & 6).

FCC WOULD SHEAR NETWORKS of station rep business, if proposed rule-making is finalized. Commission vote unanimous at this stage (p. 3).

NO LETUP, APPARENTLY, IN MAGAZINE barrage against TV, as Post shoots off another gun. Other critics of TV in the Fund for the Republic's spotlight (pp. 4 & 16).

HOUSE ENDORSES PROBE OF FCC and other agencies, gives Commerce Committee \$125,000 to continue oversight unit's work. Other Congressional developments (p. 5).

NETWORK TV IS ONLY MEDIUM showing gain in Nov. 1958 over Nov. 1957 in *Printer's Ink Nat. Adv. Index* (p. 16).

Manufacturing-Distribution-Finance

"NEW LOOK" IN TV will appear in June lines as major set makers prepare to use new 23-in. rectangular Corning tube. Plans of manufacturers outlined (p. 12).

PICTURE-ON-WALL TUBE now practical, using flat cold-cathode design, Tung-Sol believes. Tube engineers see cold-cathode demonstrations, react cautiously (p. 13).

CANADA MAY RETALIATE against extra-territorial application of U. S. anti-trust laws. Dominion Justice Minister Fulton cites objections to U. S. trade policy (p. 14).

NSRC PANEL CHAIRMEN NAMED, duties of panels outlined, as EIA-sparked committee organizes to recommend compatible stereo standards to FCC (p. 14).

CBS PLANS TO SIT OUT PAY-TV HEARINGS: CBS won't testify at upcoming pay-TV hearings before House Commerce Committee -- unless called. NBC is understood to have adopted similar line, and both networks will present this position to NAB board when it meets next week at Hollywood Beach Hotel, Hollywood, Fla.

Confirming our exclusive Jan. 17 report on this change in network tactics (Vol. 15:3), CBS pres. Frank Stanton told affiliates board meeting in New York this week: "We continue to believe that the use of the public's channels for pay TV is against the public's interest. We believe that we have fully met every reasonable obligation for informing the people . . .

"Certainly we have put before Congress and the American people our views and all the facts available to us. . . . If our views are sought, we will, of course, respond. Further than this we don't propose to go -- certainly at this time."

Whether a virtual industry-wide boycott of any further pay-TV discussions will result depends largely on policy adopted by NAB board.

THE GREAT BOOSTER REBELLION OF 1959: Power of political pressure to influence FCC -- the subject of much pious indignation in Congress during last year's House investigation of TV licensing practices (Vol. 14:2 et seq.) -- was never more convincingly demonstrated than by members of Congress themselves this week, operating openly.

FCC was stopped cold in its determination to outlaw illegal TV booster stations by March 30. And it took only some gestures of defiance on Capitol Hill -- not even back-stage maneuvering -- to do it.

Confronted with flock of bills introduced and speeches made (see p. 5), FCC

began beating retreat from its "final action" of last Dec. 30 on long-troublesome booster question (Vol. 15:1).

There is now a very strong chance that FCC will find a formula to legalize boosters. It's likely that Commission will: (1) Ask Congress to amend Sec. 319(a) of Communications Act to "excuse" booster operators for building without permission. (2) Relax its engineering standards to permit construction of boosters cheaper than uhf translators. (3) Relax operating-personnel requirements to permit simplest kind of engineering supervision over booster installations.

After 4 years of rule-making wrestling with problem -- and coming to a 6-1 decision that the "public interest" can't be served by unlicensed uhf stations -- FCC needed only a touch of political pressure to reconsider. No Congressional hearings on the subject were held or even scheduled. No new technical evidence was produced to disprove case against unauthorized repeaters. But Commission nevertheless voted -- unanimously this time -- to give operators 6 months instead of 90 days to apply for uhf translators or shut down. Commission said it now finds it needs to "give further study to the legal & technical aspects of the problem."

VIDEO TAPE SYNDICATION IS HERE--NOW: All TV film producers and syndicators are preparing right now to begin gradual changeover to tape -- no matter how loudly they publicly deprecate the medium of electronically-recorded TV programming.

Even as the "can't-be-done" chorus rings loud and clear, the inevitability of tape as a substitute for film programs produced for TV is foreshadowed by the fact that magnetic video pickup heads already are scanning syndicated non-film subjects in dozens of TV stations across the country.

Today's infant tape syndication industry is living on distribution of programs which started as local shows -- in short, recorded in the TV station. But CBS Films' announcement this week of a new original tape series by Robert Herridge (see p. 6) was opening gun in the produced-especially-for-tape race. Also poised for original tape shows are NTA, Guild and other as-yet-to-be-announced producers -- in fact, virtually all of the TV film majors probably will be in some tape activity in '59.

Biggest syndicator of tapes today is Guild Films, which now has co-production syndication deals to handle local shows originated by 3 stations. It has 3 taped series in syndication -- each one bought by approximately 25 stations. They are 60-min. "Divorce Court" (originating at KTTV, Los Angeles), 30-min. "Bedlam from Boston" wrestling (from WBZ-TV, Boston) & "People's Court" (from KCOP, Los Angeles).

How about "ole demon incompatibility" -- the legendary gremlin which is supposed to degrade playback quality of tape recorded on a different machine? We've never heard of one instance of it," says Guild sales v.p. Irving Feld. He adds that stations are treating tapes with loving respect; there's been no damage to date.

Guild makes 2 prints of each tape, bicycles them among subscribing stations. It's looking for more local station programs which might make good national tape shows, and has several originals on books for syndication in next 6 months.

Approximately 80 stations now have TV tape facilities (see list, Vol. 15:4), and this is the current market for syndicated tape product.

* * * *

There's plenty of bush-league tape syndication going on -- mostly among stations under common ownership. Some of the Storer stations are interchanging taped programs. Bullitt stations KING-TV, Seattle, & KGW-TV, Portland, are swapping programs and special events. WFLA-TV, Tampa, & WEAR-TV, Pensacola, Fla. are exchanging. Metropolitan's WNEW-TV, New York, will begin sending tapes to its WTTG, Washington, when latter gets its recorder on Feb. 11.

In the immediate offing are bigger projects: Brooklyn Union Gas Co., sponsor of "Dione Lucas' Gourmet Club" on New York's WPIX, is hoping to interest other gas utilities in sponsoring tapes of the show on their own local stations. Paramount Pictures' KTLA, Los Angeles, has set up syndication div., and will offer 6 taped shows. Los Angeles' KTTV is understood to be ready to syndicate "Peter Potter's Juke Box Jury," a one-time network show. ABC may syndicate its "Stars of Jazz."

Sure, there are problems -- lots of them. There's still no quick way to make duplicate tapes. Most stations still don't have VTRs. Tapes are heavy for shipment. And what's to stop a station engineer from making his own duplicate on old tape to send back to the syndicator, while keeping the new tape? Yes, there are problems -- but those of faint heart, those who missed the boat on TV in the first place, will be first to attest to the fact that in this industry problems are licked, and fast.

"Syndication by microwave" is a proposition which has occurred to programmers. The idea: lease network lines during off-time in wee small hours, transmit programs to stations, let them re-tape them off the line for later use. Though there's been some active investigation of this delivery method, nobody is planning to use it now -- but you'll be hearing more about it.

For other stories on tape and syndication, see pp. 6 and 10.

OUTLOOK FOR FEDERAL AID TO ETV--ROSY: Clear sailing for the first federal program to provide direct financial help -- \$51,000,000 worth -- to the country's slow-moving, money-starved educational-TV system now seems assured. It's good news not only to educational broadcasters but to equipment manufacturers.

Top priority for govt. ETV subsidies has been marked on the legislative calendar of the powerful Senate Commerce Committee. It held swift hearings this week -- and is expected to stamp unanimous approval next week -- on proposal by Chairman Magnuson for up-to-\$1,000,000 in grants to each state & territory (see p. 6).

No legislation introduced at this session of Congress has had earlier -- or faster -- treatment. And there are no reports that the program will run into trouble in the House Commerce Committee. Unlike last session, when similar ETV proposals ran up against a last-minute House logjam after clearing the Senate (Vol. 14:34), the momentum already started should carry through to final passage this time.

Problems of activating more ETV stations (only 36 are on the air for the 257 non-commercial channels reserved by FCC) won't be solved by federal aid, of course -- \$51,000,000 isn't enough for that. But the sum should at least get things started toward fuller attainment of ETV's vast potentials. As Westinghouse Broadcasting Co. pres. Donald H. McGannon put it at Senate hearings: "The longer this is delayed, the longer these vital frequencies are unused, the longer will the American people be deprived of [educational] opportunity."

FCC MOVES TO OUST NETWORKS FROM REP FIELD: Suddenly and with no dissents, FCC this week started rule-making to consider the concept of kicking CBS & NBC out of the rep business (ABC isn't in it). Though action was unanimous at this stage (Ford absent), it should not be presumed that Commission's mind is made up -- although lack of any kind of dissent is good indication the majority is in favor of idea.

Though CBS & NBC are expected to fight to keep their spot sales activities, which are profitable, it's common conjecture that they would pull out in a minute if they had any assurance that this concession would allow them to keep their stations and option-time. Networks already have given in on minimum buy, which Justice Dept. and FCC's network study staff termed "monopolistic" (Vol. 14:49, 15:2).

Commission discussion of the rule-making proposal was brief, we're told, and its official order isn't illuminating. It merely notes that its staff concluded that "national spot and network TV are competing forms of national TV advertising and that there is a potential if not actual conflict of interest when the same party engages in both activities." As for Commissioners themselves, FCC said:

"On the basis of the (staff) report on network broadcasting and the testimony presented in the hearing in docket No. 12285, the Commission is of the view that a rule-making proceeding should be instituted to consider the adoption of a rule prohibiting TV station licensees from being represented in national spot sales by an organization which also operates a TV network. This proposed rule does not apply to the representation in spot sales of TV stations licensed to the organization which operates a TV network." The last sentence means networks could rep stations they own.

Comments are due Feb. 28, counter-comments 15 days later. Commission asks parties to suggest deadline by which networks should be out of the business, and it also asks parties whether networks should be forced out of radio station rep business, too -- even though its network study staff didn't get into radio and made no recommendations on network radio representation. FCC's order is docket No. 12746, public notice 59-63, mimeo 68406, only 2 pages, available from Commission or us.

NBC was quick to react, stating: "NBC will oppose the proposal . . . believes (it) is completely contrary to the public interest . . . has consistently opposed such action by FCC since 1948 because it believes banning network companies from this field would restrict, not enhance, competition among spot representatives."

CBS issued no official statement, but CBS-TV stations pres. Merle Jones made no bones about intention to fight. He, too, insisted that FCC staff report failed to show how network operation of rep business harms public. Station Representatives Assn. had no formal comment, but members were obviously delighted.

Commission action renders quite apropos the move of some CBS affiliates to find ways of carrying on if CBS Spot Sales is dissolved (Vol. 15:4). Some of those repped by the CBS div. are mulling idea of taking it over, continuing it as is.

Next item on FCC's network agenda: Feb. 2, multiple ownership, Feb. 6, network-producer relationships regarding program "tie-ins" (Vol. 15:4).

COMPETITORS AND CRITICS: SatEvePost, hard on heels of its own promotion ads which bemoaned catastrophic manner in which advertisers can fail on TV, is out this week (Jan. 31) with full-page editorial entitled, "Why Not Let Pay TV Have a Trial Run?" Leads off Post: "Commercial television has been running into heavy weather of late. Nobody seems completely satisfied with it. The sponsor, etc., etc."

This is typical of kind of current printed comment which is causing double-takes throughout TV industry -- especially because such denunciations are from print media that invariably turn editorially to a television personality when their newsstand sale needs a shot in the arm. We admit bias for TV, but in name of logic, must at this time call following facts to attention of our colleagues in other media who are suddenly and almost unanimously concerned about TV's health:

Americans still spend more time with TV than in any other activity. And advertisers have just invested a record expenditure in TV: \$1.394 billion in 1958.

All other media, according to Printers' Ink Index (see p. 16) were down in ad revenue -- from 2% to 18%, including 7% drop for weekly magazines -- during first 11 months of 1958, compared with same 1957 period. In circulation, the 9 national weeklies are down in single copy (to many, the significant) sales, dropping from 2.5% to 33.1%. There were only 2 exceptions: a piddling increase for one, and a ¼-million increase for another -- latter being only title on list devoted exclusively to TV!

In face of these figures, we are forced to ask: Just WHO is it that's "running into heavy weather"?

During same week Post shot off its cannon in what appears to be an interestingly-spaced barrage that has now included formidable bursts from such other big guns of magazine business as Life, Reader's Digest, and Fortune, the Fund for the Republic's Pat McGrady gave a broadcasting audience (see p. 16) a preview of his findings in a 7-month study of TV's critics. Said he in part:

"By and large, TV criticism is the fitful labor of tired writers of monumental goodwill, a degree of talent and a jaded perspective. As such, its effect has been profound. In instances it has been positive, but it is generally inconsistent, capricious and of questionable value. Chief cause for this unhappy state of affairs is the critics' concern with a fantastic amount of mediocre, trivial material."

Their "vitriolic unpleasantness," he added, "is not characteristic of other critical relations -- in art, literature, drama, or music. . . . There is no reason why the critics should have to resort to verbal bludgeoning to have their way. In fact, there is no reason why they should give the orders in programming. They have not the responsibilities, nor the creative faculties for the job."

The Week in Congress

More about

Boosters Win a Battle: The Western revolt in Congress against FCC's decree that operators of more than 1000 illegal, unregulated TV booster stations must take them off the air (Vol. 15:4) gathered such force this week that the Commission hastily met, and voted unanimously to start a strategic retreat (see p. 1).

In the House alone, more than 25 bills & resolutions peppered the hopper. They demanded investigations of FCC's ban, proposed Communications Act amendments making them legal, and an expressed sense-of-Congress policy favoring the operation of vhf TV booster or repeater stations.

On the Senate side, Sens. Carroll (D-Colo.) & Allott (R-Colo.) were marshals of the rebellion. A wide-ranging bipartisan coalition joined them in support of measures (S. Con. Res. 4 & S. J. Res. 26) to block FCC's action. Recruits included Sens. Mundt & Case (R-S. D.), Curtis (R-Neb.), O'Mahoney & McGee (D-Wyo.), Mansfield & Murray (D-Mont.), Langer (R-N. D.), Chavez (D-N.M.). They were assured of a powerful ally in Chairman Magnuson (D-Wash.) of the Commerce Committee, too.

In addition, one western state legislature after another poured petitions on Capitol Hill imploring Congress to step in and stop FCC from depriving citizens of booster service.

Immediate result: FCC voted unanimously to revise its 6-1 decision of last Dec. 30 (Vol. 15:1) giving booster operators 90 days until March 30 to apply for uhf translators instead or go off their unauthorized air.

The deadline was stretched to 6 months—to June 30—"during which time the Commission will study the legal & technical aspects of the problem."

Presaging moves by FCC to ask Congress to write its own rules on boosters, the Commission said "studies will include possible new legislation looking toward amending the Communications Act to provide more flexibility in administering Sec. 319 (a) and a possible relaxation of the operator requirements for broadcast stations."

No voice in Congress was raised to defend FCC's original "final action" banning boosters, which followed 4 years of rule-making proceedings. But outside Congress, NAB and National Community TV Assn., which have suffered booster headaches for years, did speak up.

"We thought the FCC was right in the first place, and we certainly didn't think it would come around now and reconsider it," NAB TV v.p. Thad H. Brown told us sorrowfully. "We're only hopeful now that the situation will be cleared up so that there won't be illegal stations on the air." The issue will have a top place on NAB's winter meeting agenda next week in Florida.

"For a solid year," said NCTA gen. counsel E. Stratford Smith, "Congress has been highly critical of the FCC for decisions allegedly based on influence & political pressures rather than on the FCC's own sound judgment. Now Congress itself is forcing the FCC to

take action that the Commission has found not to be in the public interest—for good safety & engineering reasons. We honestly think the FCC's decision in Dec. was a sound one. In the last analysis, Congress should agree that extremely technical problems should be left to the FCC."

Go-Ahead for Harris: Chairman Harris (D-Ark.) of the House Commerce Committee this week got his authority—and \$125,000 for staff hire—to continue investigations of FCC & other federal agencies which his legislative oversight subcommittee started last year (Vol. 15:4).

Without objections from anybody on the floor, the House approved 12-part resolution (H. Res. 56) giving Commerce Committee broad power to look into many jurisdictional areas, including: (1) Allocation of radio spectrum. (2) Color TV. (3) Pay TV. (4) Educational TV. (5) Ownership & control of radio & TV Stations. (6) Technical developments in communications field.

With equal ease, Harris also won a \$125,000 special appropriation for probes (vs. total of \$325,000 for oversight unit in 1957-58), which will be conducted by an as-yet-unnamed subcommittee or subcommittees. At week's end, he and ranking minority committee member Bennett (R-Mich.) were trying to reach an agreement on subcommittee makeup. Meanwhile, the Committee itself was embarked on hearings into such non-TV-radio subjects as railroad retirement and airports, setting no schedule for any other business.

* * *

On other legislative fronts this week:

Rep. Dingell (D-Mich.) added more anti-pay-TV proposals to those already made by Harris (Vol. 15:3) and others in House & Senate. One Dingell bill (HR-3287) would amend Communications Act to prohibit pay TV. Another (HR-3288) would "clarify existing law" on pay TV. Rep. Vanik (D-O.) suggested that if there were more "superb" programs like "What Every Woman Knows" on CBS-TV's *Du Pont Show of the Month* Jan. 28, "any interest in pay TV" would vanish.

Reps. Horan (R-Wash.) & Magnuson (D-Wash.) introduced bills (HR-3651) & (HR-3666 to repeal manufacturers' excise tax on uhf or all-channel TV sets. Reps. Henderson (R-O.) & Whitener (D-N.C.) proposed (HR-3308 & HR-3395) to eliminate communications excise taxes.

Sen. Eastland (D-Miss.) submitted resolution (S-61) from his Judiciary Committee authorizing "study of administrative practice & procedure in govt. depts. & agencies," including "rule-making, licensing & adjudicatory functions."

Rep. Steed (D-Okla.) offered a bill (HR-3506) setting up ham radio networks as auxiliaries to military communications.

Chief counsel Robert F. Kennedy of Senate rackets committee got the transcript of Edward R. Murrow's now-celebrated CBS radio documentary *The Business of Sex* (Vol. 15:4), to see if his committee should look into alleged employment of call girls by business.

More about

Fresh Start for ETV: Proposals for \$51,000,000 Federal Aid to Educational TV—which came close to approval by Congress last session (Vol. 14:34)—got off to a strong new start in the Senate this week.

No sooner had the Commerce Committee organized for 86th Congress than it made ETV its No. 1 order of legislative business. It moved at once into hearings on—and certain endorsement of—program (S-12) re-submitted by Chairman Magnuson (D-Wash.) for \$1,000,000 equipment grants to each state, D. C. & Hawaii.

“We need it,” said Magnuson in an opening statement read by Sen. Monroney (D-Okla.), who took over hearings when the Chairman went home with a cold. “We cannot afford to be too little, too late. Let us move forward while there is time. Now is the time.”

In 2 swift days of proceedings, conducted in committee’s plush hearing room in the new Senate Office Building, a dozen professional ETV advocates—and Westinghouse Bcstg. Co. pres. Donald H. McGannon—piled up testimony in support of Magnuson’s plan.

Leadoff witness was Rep. Udall (D-Ariz.) author of companion bill (HR-1961) in the House, where similar measures (HR-31 & 2926) by Rep. Boggs (D-La.) & Roberts (D-Ala.) await Commerce Committee action there. Udall said he’s confident that this time ETV aid will go on to the House floor and an early vote instead of dying—as it did last year—after Senate passage and House committee approval.

“Everything that was said last year [about urgency of federal grants] is more true now than ever before,” Udall told the Committee. He seconded Magnuson’s argument that ETV’s failures are due to “lack of adequate funds to pay for the basic installation of TV facilities—not to educational broadcasters’ lack of interest, desire, planning or zeal.”

Lining up in support—most of them repeating voluminous testimony about ETV problems which was put in the record in 1958 hearings—were such pros as exec. director Ralph Steetle of the Joint Council on Educational TV, pres. William Harley of National Assn. of Educational Broadcasters, gen. mgr. Raymond Hurlbert of Ala. Educational TV Commission, exec. v. p. John Ivey of NYU, supt. William Brish of Washington County (Md.) schools, director Richard Hull of Ohio State U’s Radio & TV Service, and spokesmen for D. C. schools which have been unsuccessful in attempts to set up an ETV station in the capital. The latter included schools supt. Dr. Carl F. Hansen and pres. Mrs. Edmund G. Campbell of Washington ETV Assn.

Typical of their statements was Harley’s “Unless federal support is provided, we believe that for many years there will be no more than some 40 to 50 educational stations in the nation, while over 200 other frequencies allocated for education lie fallow.”

Westinghouse’s McGannon put in his case for ETV as a commercial broadcaster. He said more ETV stations—and quickly—are a must for U.S. “if our people are to keep pace with our fast-changing times.” McGannon backed federal aid, pointing out that: (1) local school finances already are overtaxed. (2) Ford

Foundation isn’t the ETV angel it once was. (3) Commercial broadcasters, try as they do to include education in their programming, can’t be expected to do ETV’s job because they’re in the highly competitive entertainment business to make some money.

Only non-committal testimony at hearings came from FCC Comr. Craven, who restated his position last year that Commission is in favor of ETV but “does not have any special competence as to whether or not federal appropriations should be used” to help educational stations. No spokesman for Eisenhower administration (which opposed Magnuson’s plan last year) testified. Views of Health, Education & Welfare Dept., whose office of education would administer the aid plan, are to be filed for the record.

Note: At organization meeting preceding hearings, Senate Committee renamed Sen. Pastore (R-R.I.) as chairman of communications subcommittee, which was expanded from 5 to 8 members. Holdover subcommittee members are Sens. Monroney & Thurmond (D-S.C.). New Democratic members are new Sens. McGee (Wyo.) & Hartke (Ind.). Republicans on subcommittee are Cotton (N.H.), Case (N.J.) & Scott (Pa.). (Other story on p. 3.)

More about

TV Tape Syndication: You’ll see more and more announcements of taped shows being offered for syndication from now on (see p. 2). First to break the ice with the taping of an original series (as opposed to tapes of live shows which have been originally telecast on stations or networks) is CBS Films, which has 13 half-hour episodes in an as-yet-untitled anthology series scheduled for completion by Aug. 1.

Shooting will take place at CBS-TV in New York. The producer is Robert Herridge, whose credits range from *Camera 3* to *Kraft TV Theatre*. CBS Films operations director Fred Mahlstedt expects the number of video tape-equipped stations to reach the level of “a good, basic sales market” by the time his first group is on tape reels—but the producers hope, of course, to place the series first on a network, where equipment is no problem.

Whether another TV filmery will beat CBS Films with the first original program tape is uncertain. But Guild Films expects to do some syndication taping of brand-new shows, and NTA chairman Ely Landau this week made specific reference to his company’s plans to produce taped programs at recently acquired Telestudios, which soon will have 3 recorders & mobile unit.

Landau told NTA stockholders he expects that “sale of TV programs on tape produced through NTA’s Telestudios and our owned-&-operated stations will become an important source of income.” First syndicated NTA tape—although not an “original”—will probably be David Susskind’s *Open End* conversation program from WNTA-TV, Newark-N.Y.

The newly-formed syndication div. of Paramount Pictures’ KTLA, Los Angeles, now has pilot tapes of 6 shows, and is understood to be ready to screen them for sponsors or stations: *Indictment*, *Mark Brand*,

Youth Court, Guy Mitchell Show, Municipal Court, Emergency Ward.

There's still a big barrier to international syndication of tapes—aside from the fact that few foreign stations have tape equipment. The problem of transmission standards, unimportant in film sales, is a major vexation in countries which don't use U.S. standards. Countries with U.S. standards which now have TV tape recorders are: Japan (22 recorders), Canada (7), Mexico (4) and Cuba (1).

In Manchester, England, engineers of commercial programmer Granada TV are developing an electronic standards converter, as an accessory to their Ampex recorder—so that U.S. 525-line tapes will produce a British-standard 405-line picture. This will have important implications for Eurovision and all international TV activities, since it will be usable with live TV, too. Eurovision currently uses "optical conversion"—aiming a camera at the face of a monitor.

The FCC

Protest Base Broadened: The U.S. Supreme Court certainly didn't ease FCC's burden this week, when it upheld the Court of Appeals' ruling that the Commission must give Philco a hearing on its protest against renewal of RCA-NBC's WRCV-TV & WRCV, Philadelphia (Vol. 14:52).

The net effect of this decision, in addition to guaranteeing Philco a hearing, is to insure that a new large class of non-broadcast interests will have a chance to air complaints against stations in Commission hearings. FCC had fought the Philco protest vigorously, asserting that its claims of injury by RCA-NBC stations were "vague & insubstantial . . . remote & speculative." Hitherto, non-broadcast interests such as Philco, got short shrift from FCC.

Lawyers aren't agreed on how wide the door has been opened to protests. One veteran practitioner comments: "Any good lawyer can get a hearing for almost any party with a gripe against a station. He's limited only by the fertility of his imagination." But an experienced FCC attorney claims: "It broadens it a bit—not necessarily real wide. It really depends on the facts in each case." More test cases will provide the answer.

Philco had sought the hearing in an effort to prove RCA-NBC is a "monopoly" not qualified to be a station owner. To get a hearing, the law requires Philco first to prove that it has "standing"—i.e., is injured by the practices complained of. As a competitor to RCA, Philco charged that RCA used NBC's stations in such fashion as to give RCA products a promotional edge—e.g., identifying NBC on the air as "a service of RCA."

Both FCC & NBC called Philco's grounds far-fetched, and the Commission was particularly apprehensive lest it be overwhelmed with protest hearings. Curiously, the Dept. of Justice didn't agree—so Justice & FCC filed opposing opinions in briefs before the Supreme Court, a rare procedure (Vol.14:52).

Comments on new space proposal by FCC (Vol. 15:2) may be filed until Jan. 26. The Commission has extended the deadline at the request of the American Rocket Society.

Dr. Schwartz vs. FCC: A new book on the House legislative oversight subcommittee by ex-chief counsel Dr. Bernard Schwartz (Vol. 15:1) promises the "full, shocking inside story of corruption & influence-peddling in the federal regulatory agencies"—with FCC getting the fullest treatment. Jacket blurb for *The Professor & the Commissions*, scheduled for publication Feb. 17 at \$4 by Alfred A. Knopf, says the book tells "what important areas the Harris Committee has barely touched upon."

Among those mentioned: TV cases in Fresno, Madison, Albany-Schenectady, Mobile, Chicago, Indianapolis, Denver, Tampa, Hartford, Petersburg, Va. It's likely, however, that the book will reveal less about untouched FCC scandals than about Dr. Schwartz. He's the NYU law professor who came to Washington as an expert on administrative law and was fired by subcommittee last Feb. (Vol. 14:7) after earning a reputation as the most unorthodox Congressional investigator since the late Sen. Joseph R. McCarthy.

Stations

Court Scans Dropout Expenses: When an applicant drops out of a competitive hearing and has his hearing expenses paid by the remaining applicants, the parties involved must satisfy FCC that the expenses are truly out-of-pocket—and nothing more. That's the nubbin of a Court of Appeals decision this week, sending back to the FCC the much-litigated Beaumont Ch. 6 case. Winner Beaumont Bcstg. operates KFDM-TV on the channel now.

There were originally 3 applicants—Beaumont Bcstg., KTRM & Enterprise Co. KTRM stockholder W. P. Hobby, head of *Houston Post* (KPRC-TV), lent \$55,000 to Beaumont Bcstg. to give to KTRM to drop out. In turn, Hobby got an option to acquire 32½% of a new corporation in which Beaumont Bcstg. would hold 67½%. Enterprise appealed on the grounds that the agreement changed the original Beaumont Bcstg. application. The court agreed, but FCC issued another final decision, again in favor of Beaumont Bcstg. Enterprise appealed again, and included the "expense" question. This week's court decision sends the case back to FCC, for the latter to determine that the \$55,000 was for legitimate expenses. Decision came from Judges Bazelon, Fahy & Danaher. It was written by Bazelon. They had no quarrel with rest of FCC's decision.

In another decision, Court of Appeals turned down the argument by Gerico Investment Co., holder of CP for WITV, Ft. Lauderdale, Fla. (Ch. 17), that FCC should have given it Ch. 6 when the channel was dropped into the Miami area. WITV now competing for Ch. 6 with 3 other applicants. Judges Miller, Fahy & Danaher had this to say of WITV's argument:

"To sustain this contention, we would be required to hold, as we cannot do, that the Commission has been arbitrary, capricious and unreasonable in opening the question of allocating Channel 6 to other applicants as well as to Gerico. The disposition of this Channel is now before the Commission to be determined in a consolidated proceeding in which we must at present assume that the rights of the respective applicants, including Gerico, will be respected by the Commission, subject to judicial review."

Quick Indianapolis Hearing: The essence of an entire competitive TV hearing was crammed into about an hour of oral argument this week as FCC heard WIBC & Crosley argue over Indianapolis' Ch. 13.

Crosley had won the original decision and now operates WLWI, but the Court of Appeals sent the case back to the FCC for a fresh look, ruling that Conn. Craven shouldn't have voted in the case because he hadn't heard

the original oral argument (Vol. 14:25 et seq).

The big question in the case now is presented by the composition of the Commission. Originally, Comrs. Doerfer, McConnaughey & Mack voted for Crosley, with Comrs. Hyde, Bartley & Lee dissenting. Now, Doerfer is sole remaining member who voted for Crosley—because Craven said he won't participate this time. New members to vote for the first time, are Comrs. Ford & Cross.

WIBC's arguments, presented by attorneys Harry T. Icc and Thomas W. Wilson, stressed local ownership and ownership-management integration, and attacked Crosley's "concentration" of station ownership in the general area—since it operates WLWT, Cincinnati (Ch. 5); WLWD, Dayton (Ch. 2); WLWC, Columbus (Ch. 4). Crosley also owns WLWA, Atlanta (Ch. 11).

Crosley, through attorney Duke Patrick, stressed its considerable TV-radio experience and long record of pioneering in broadcasting. Patrick also made a point of the fact that local ownership isn't necessarily permanent, noting that Indianapolis' WFBM-TV & WISH-TV have both been sold to non-resident owners—Time Inc. and Whitney interests, respectively.

Boston Hearing Shaping Up: The Boston Ch. 5 "influence" hearing will start Feb. 16 instead of March 2, it was agreed in a pre-hearing conference this week—because examiner Judge Horace Stern has called off his projected trip (Vol. 15:2). FCC counsel Edgar Holtz gave a tentative list of his witnesses, estimating that their testimony would run 1½-2 weeks, and that the other parties' cases might take another week.

Following are FCC's witnesses: Robert B. Choate, publisher of the *Boston Herald Traveler*, which won Ch. 5 decision and operates WHDH-TV; Forrester A. Clarke, of applicant Mass. Bay Telecasters; Former FCC Chairman George McConnaughey; John L. Taylor & W. Davis Taylor, *Boston Globe*; John B. Fisher, Washington public relations consultant and former asst. to Sen. Saltonstall (R-Mass.); Charles F. Mills, former member of the Renegotiation Board. Holtz also said that he may have statements for the record from unidentified Senators and Congressmen.

Also a possible witness is former Commerce Secy. Sinclair Weeks, although Holtz didn't mention him. Rep. John Dingell (D-Mich.) once stated that Weeks aided *Herald Traveler's* case.

Temporary operation on Ch. 13, New Orleans, to April 30, was granted by FCC this week to New Orleans TV Corp., a new company resulting from merger of WJMR-TV and Coastal TV Co. after dropout of competitor Okla. TV Corp. (Vol. 15:3). Commission said temporary operation not to be construed approval of merger, yet to be considered.

International Transmissions Inc., 480 Lexington Ave., N. Y. (Murray Hill 7-7744), new overseas news service for radio stations, reports these customers to date: WTOP-TV & WTOP, Washington; WIIC, Pittsburgh; radio WMCA, N. Y.; WIP, Philadelphia; KWK, St. Louis; WEMP, Milwaukee; WOHO, Toledo; WRFD, Columbus, O.; WBUD, Trenton. It has correspondents in 13 European capitals, plans more, offers 5 one-min. reports 3 times weekly, transmitted via cable and taped in U.S. Pres. is Sumner J. Glimcher, ex-Radio Free Europe and NBC. Exec. v.p. in London is Noel Bernard, ex-BBC. Sales v.p. is Frederick A. Bell, ex-Compton Adv.

Facility Changes: WSBA-TV, York, Pa. (Ch. 43) boosted power to 132-kw Jan. 9 . . . WKBN, Youngstown (Ch. 27) boosted power to 430-kw, using new 650-ft. tower, week of Jan. 26.

Cox Buys WSOC-TV, Charlotte: The \$5,600,000 purchase of WSOC-TV Charlotte, N.C. (Ch. 9) & WSOC by Cox interests raises to 4 the vhf stations in which it holds ownership. Headed by James M. Cox Jr., the organization controls WSB-TV, Atlanta (Ch. 2); WHIO-TV, Dayton, O. (Ch. 7), and holds 42.5% of WCKT, Miami (Ch. 7). Principal stockholder in WOSC-TV was E. E. Jones, who said he wanted to reduce his activities. He recently resigned as pres. of Pyramid Life Insurance Co. Pres.-gen. mgr. Larry Walker will remain in charge. According to J. Leonard Reinsch, managing director of purchaser, no changes in personnel or organization are planned. Cox interests also publish *Atlanta Journal & Constitution*, *Miami Daily News*, *Springfield (O.) Sun & News*.

NAB TV board agenda for Feb. 4 winter meeting at the Hollywood Beach Hotel, Hollywood, Fla. includes code amendments, FCC's policies on boosters, community antenna problems, TV allocations and TASO report, pay TV, public relations. Radio board meets at the same time to hear reports from AM, FM, good practice standards, and tariff committees. Joint board session Feb. 6 will hear from committees on membership, finance, editorializing, freedom of information, 1959 convention, Hall of Fame, and legislation.

Ex-FCC Comr. Richard A. Mack and friend Thurman A. Whiteside are still due to start trial in Washington Feb. 16 on charges of "corruption" in Miami Ch. 10 case (Vol. 15:4), Washington Federal District Court Judge Burnita S. Matthews having denied their request that the case be dismissed or moved to Miami. They had argued that the case was prejudiced by the fact that the *Washington Star*, 11 days before the grand jury acted, carried a leak from Justice Dept. that a true bill was being drawn. They had claimed that this prejudiced their case.

WRW, Reading, Pa. (1340 kc, 250 watts) has been sold by the Steinman interests for \$290,000 to Phoenixville, Pa. meat packer Charles T. Weiland, Attorney Perrin C. Hamilton of Philadelphia and Hugh L. Hamilton, who is majority owner of A. V. Smith Engineering Co., Narberth, Pa.

In Montana Microwave case (Vol. 15:50-51), the Court of Appeals this week denied a request by KXLJ-TV, Helena, that Montana Microwave be stayed from feeding the signals of Spokane stations to the Helena CATV system. Judges Washington, Danaher & Bazelon then scheduled argument in the case for early March.

CP Granted: Ch. 9, Hot Springs, Ark., to Southwestern Operating Co., headed by broadcaster-publisher Donald W. Reynolds (for other holdings, see *Television Factbook No. 27*, p. 177). At same time, FCC denied petition of Henry B. Clay to delete Ch. 9 from Hot Springs, add Ch. 10 to Shreveport, La.—Comrs. Doerfer & Hyde dissenting.

Call letter change: KIDO-TV, Boise, Ida. (Ch. 7), changes to KTVB Feb. 1.

Radio station sales: CBS announcer Olin Tice, owner of WKEN, Dover, Del.; WCAY, Columbia, S. C.; WBLR, Batesburg, S. C. and WMYB, Myrtle Beach, S. C.) is buying WAKN, Aiken, S. C. (990 kc, 1 kw D) for \$117,000 from John Mare & Oliver Grace. Broker is Allen Kander & Co. Also being sold is WTRX, Bellaire, O. (1290 kc, 1 kw D) by public relations man Robert K. Richards and associates Walter Patterson and Fred Allmon for \$130,000 to Frederic Gregg (owner of WCMI, Ashland, Ky.) and General Dynamics exec. Charles Wright. Richards and associates also own WKYR, Keyser, W. Va. and WKBZ, Muskegon, Mich. Broker is Blackburn & Co. [For news about other radio station sales, see *AM-FM Addenda D.*]

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TV and AM-FM Addenda
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Personals: J. W. Wright, exec. v.p. of KSL-TV & KSL, Salt Lake City, appointed pres., succeeding J. Reuben Clark Jr. Ivor Sharp, v.p. for corporate development, retires after 20 years with parent Radio Service Corp. . . . James E. Denning, ex-NBC v.p., joins MCA-TV Feb. 16 as v.p. in charge of talent and program contract administration . . . Robert D. Kasmire, ex-asst. to former N.Y. Gov. Harriman, named coordinator of special projects, NBC corporate planning dept. . . . Court McLeod, recently appointed administrative mgr. of ABC-TV program dept., Western div. (Vol. 15:2), assumes duties also of program service mgr., succeeding Thomas M. Lufkin, resigned . . . Salvatore Iannucci named to new CBS-TV network business affairs dept. post of director of contracts-talents & rights. Bernard Krause named coordinator of program costs . . . Leonard H. Goldenson, pres. of AB-PT, named chairman of advertising, publishing & entertainment section, N.Y. Red Cross chapter's 1959 campaign . . . M. S. (Bud) Rukeyser Jr., named to new post of press editor, news & public affairs, NBC press dept. . . . Robert M. Light, ex-West Coast promotion director, Pacific Coast broadcasting properties of RKO Teleradio Pictures, appointed managing director of Southern California Bcstrs. Assn., succeeding Art Holbrook . . . John A. Patterson, sales mgr. of WPIX, N.Y., promoted to sales v.p. . . . T. H. (Pat) Patterson elected exec. v.p. of WITN, Washington, N.C. . . . Harry Edelman resigns as gen. mgr. of KELP-TV & KELP, El Paso . . . Edward V. Cheviot, ex-commercial mgr., promoted to mgr. of WOAI-TV, San Antonio, Tex. . . . Chet Huntley, 48, NBC commentator, and Lewis Tipton (Tippy) Stringer, 28, "weather girl" of WRC-TV, Washington, to be married, date not yet set. Huntley, divorced recently, is father of 2 children . . . Ray Thompson, ex-KTVK, named promotion mgr. of KVAR & KTAR, Phoenix . . . Howard Morris, ex-mgr. of WARD-TV, Johnstown, Pa., named mgr. of N.D. Bcstg.'s KBMB-TV, Bismarck . . . Kenneth H. Berkeley, one of NBC's first radio managers, founding mgr. of *Washington Star's* WMAL-TV, now in retirement and owner of radio WIPC, Lake Wales, Fla., has recovered from a serious illness. His son-in-law, Charles D. Bishop, ex-WSUN-TV, St. Petersburg-Tampa, manages his radio station . . . Louis C. Stephens, legal asst. to FCC Comr. John S. Cross, appointed asst. chief, rules & standards div. He's replaced by Leonidas P. B. Emerson from rules & standards div. . . . Cal Perley named exec. asst. to pres. Kenyon Brown of KCOP, Los Angeles . . . Joseph E. Baudino, Westinghouse stations v.p., elected pres. of Broadcasters Club of Washington. Carleton D.

Smith, v.p.-gen. mgr. of WRC-TV, 2nd v.p. Fred Houwink, gen. mgr. of WMAL-TV, secy. Re-elected: Harold E. Fellows, NAB pres., chairman; Robert K. Richards, public relations consultant, 1st v.p.; James D. Secrest, EIA exec. v.p., treas. . . . Arthur J. Smith, managing director of news, special events and public affairs, WHTN-TV & WHTN, Huntington, W. Va., leaves Feb. 14 on a 30-day tour of the Orient, heading a delegation of local residents . . . Herb Robinson promoted to director of news operations, KOMO-TV & KOMO, Seattle . . . William D. Bryan named southern area sales mgr., Screen Gems, headquartering in Atlanta . . . George Gruskin, co-head of William Morris Agency's TV dept., resigns to form own TV consulting firm in N.Y. & Los Angeles . . . Robert Nash named sales & production mgr., Faillace Productions (musical commercials) . . . Stanford Meigs, ex-ABC central div., named director of TvB central div. office to open Feb. 2 in Wrigley Bldg., 400 N. Michigan Ave., Chicago . . . Phil Wygant promoted from operations mgr. to promotion director of WBAP-TV, Ft. Worth, succeeding Margaret McDonald, retired . . . Ruth Hider named merchandising mgr. of WNBF-TV & WNBF, Binghamton, N.Y.

Herbert E. Evans, v.p. & gen. mgr. of Peoples Broadcasting Corp. (KVTV & WNAX, Sioux City, Ia.; radios WRFD, Worthington, O.; WTTM, Fairmont, W. Va.; WGAR, Cleveland; WMMN, Trenton) will be NAB's delegate to Inter-American Assn. of Broadcasters, replacing Gilmore Nunn, Lexington, Ky. Appointment by NAB pres. Harold E. Fellows will be effective following IAAB's 6th general assembly in April in Mexico or Cuba, which both Evans & Nunn will attend.

Irl T. Newton Jr., who recently closed consulting engineering offices in Haddonfield, N.J. and Washington, re-opens at 7013 State Rd., Parma, O., (Victory 2-1621), with branch at 15 N. Ft. Harrison Ave., Clearwater, Fla. (phone 3-7388) where George H. Bowles is mgr. Newton has joined Smith Electronics, Cleveland.

Col. Robert D. Heintz Jr., 42-year-old son of the late Washington newsman who was one of the first to specialize on radio in its pioneer days and who enjoyed the confidence of most of the industry's leading figures, has been made chief of a Marine Corps mission to Haiti.

Metropolitan Phoenix Broadcasters elects: John Redfield, radio KIFN, pres.; Howard Stalnaker, KPHO-TV, v.p.; Sheldon Engel, radio KRIZ, secy.-treas. New directors are Bill LaDow, KTVK; Ray Smucker, KVAR & KTAR; Homer Lane, KOOL-TV & KOOL; John Hogg, radio KOY.

NAEB elects these regional directors: Raymond D. Hurlbert, Ala. ETV Commission, Birmingham; James Miles, radio WBAA, Lafayette, Ind.; John Schwarzwald, Twin City Area ETV Corp., St. Paul; Duff Browne, WYES-TV, New Orleans; Mrs. Gertrude Broderick, U. S. Office of Education. Run-off election was ordered to decide contest between Kenneth Harwood, radio KUSC, Los Angeles, and Glenn Starlin, radio KWAX, Eugene, Ore.

Obituary

Gilbert Martyn, 53, veteran newscaster and for the last 8 years news director of KTLA, Los Angeles, also author of the educational series, *Guidepost*, died of cancer Jan. 24 in Los Angeles.

Carl Kinsley, 88, pioneer radio engineer, died Jan. 30 at his home in Falls Church, Va. He started radio experiments in the 1890's, installed America's first radio station at Fire Island, N.Y., contributed substantially to start of commercial radio. His widow, 3 daughters survive.

Advertising

'Location' Tape Commercials: The door to location shooting of video tape commercials—primarily for network shows now, for spot campaigns later—has been opened with the introduction by Ampex of the "Videotape Cruiser" mobile tape recording unit.

The cruiser was put through its paces this week by Ampex Corp. and an NBC-TV crew at a farm near Yuma, Ariz., where it shot a 30-min. documentary tape for Ford Tractor & Implement div., of Birmingham, Mich. Its use Feb. 3 will mark wedding of tape and closed-circuit business meetings.

The tape will be used as keystone of a 2-hour closed-circuit distributor sales rally to be piped to 30 cities by TelePrompTer's Group Communications div., to be viewed on projection screens in hotel ballrooms by Ford farm vehicle distributor personnel. The telecast will replace the huge traveling industrial shows, costing up to \$1,000,000, which Ford Tractor previously used to pep up its distributors. Tractor div.'s ad agency, Meldrum & Fewsmith, told us the entire TV sales convention won't cost more than \$250,000 and that the tape provides further savings, costing "far less than film."

After final check-outs, Ampex will take its Videotape Cruiser around the country as part of its VTR sales drive—lending it to stations, using it for demonstrations, etc. It has recording-playback equipment, own power plant, can even record while in motion.

A somewhat similar mobile unit is being put together by Telestudios, N.Y., NTA subsidiary.

There are indications that the networks will be next to equip themselves with mobile recording units—since the cost of a completely equipped tape cruiser (probably as much as \$250,000) is beyond all but the best-heeled concerns. Whether the networks will go whole hog in setting up independent tape commercial operations remains to be seen, but indications are that all 3 are considering the idea.

Advertising people will be watching the progress of the Videotape Cruiser closely—they consider "flexibility of location" of major importance in the production of commercials. This point was made to us by toppers of such agencies as Benton & Bowles, J. Walter Thompson and Bryan Houston.

Remote taping has been done before—but usually by microwave from a standard mobile TV station unit, beaming a microwave signal to the station, where the actual recording has taken place. With the self-contained mobile units, the line-of-sight limitation is removed and TV taping offers much the same flexibility as film, but with cost savings estimated by agencies to run to a third or a fourth of location filming tabs.

Growing agency interest in taped commercials was highlighted in N. Y. this week by special "previews" of new TV tape installations at Filmways Productions, commercial producers, and the new, partly-Ampex-owned Videotape Productions. Filmways showed an Ampex recorder, 3 camera chains, control room, viewing room, etc. Howard Meighan of Videotape invited more than 100 J. Walter Thompson creative, commercial and film personnel, for demonstrations.

People: Robert E. Kilgore elected pres. of Detroit's Gray & Kilgore succeeding Charles M. Gray, founder, who becomes chairman . . . William R. Gillen, Chicago v.p. of BBDO, named asst. to pres. C. H. Brower. He's succeeded by Wayne Tiss, formerly head of the Hollywood office who, in turn, is succeeded by TV production supervisor Robert J. Stefan . . . William E. Matthews promoted to v.p. & media relations director, Young & Rubican . . . William V. Patten elected a v.p., Lennen & Newell . . . Dale Anderson, ex-Lennen & Newell v.p., named v.p., Compton Adv. . . Jack Runyon, onetime Kenyon & Eckhardt v.p., forms Jack W. Runyon & Co. (26 O'Farrell St., San Francisco) . . . Gertrude Neuren promoted to v.p., Sterling Adv. . . Sidney G. Alexander, ex-Doner & Peck, named v.p., Kastor, Hilton, Chesley, Clifford & Atherton . . . John F. Neary promoted to v.p., John C. Dowd Inc., N.Y. . . F. R. Risley, senior v.p. & mgr. of Reach, McClinton's Newark office, named vice chairman. He's succeeded by v.p. Don Mayer.

Obituary

Wallace J. Rigby, 52, v.p. of McCann-Erickson's subsidiary Sales Communication, died Jan. 22 in N.Y.

Giveaway Show Rule: NAB's TV Code Review Board this week set 10 seconds as the time limit, effective Feb. 1, for identification of products to be given away on audience participation shows. Code subscribers may complete existing contracts providing for longer plugs, but prize agreements after Feb. 1 must comply with the new rule.

"Impact of TV" Campaign by NAB for spot promotion of the medium by members has been carried on by 196 stations. NAB estimates that air time given to animated film spots in the campaign is worth more than \$2,500,000.

New reps: KIMA-TV, Yakima, Wash. with 3 satellites, to Hollingbery Feb. 1 (from Weed). WOWL-TV, Florence, Ala. to Rambeau, Vance & Hopple (from Forjoe).

CBC appoints McGavren-Quinn as its first U.S. rep, for radio only. Liaison will be R. S. Joynt, CBS asst. director of radio network sales.

Rate Increases: WHDH-TV, Boston (Ch. 5), Jan. 1 raised base hour from \$2500 to \$3000, min. \$500 to \$600. KFDX-TV, Wichita Falls (Ch. 3), Jan. 1, hour from \$350 to \$400, min. \$80 to \$100. WTVY, Dothan, Ala. (Ch. 9), Jan. 1, hour \$150 to \$200, min. \$30 to \$40. WFBC-TV, Greenville, S. C. adds AA hour (7:30-10 p.m.) at \$650, min. at \$135, class A hour from \$525 to \$550. KMJ-TV, Fresno (Ch. 24), Feb. 1 raises base hour from \$600 to \$650, min. \$150 to \$175. WLOS-TV, Asheville, N. C. (Ch. 13) Feb. 1 adds class AA hour (7:30-10 p.m. daily) at \$600, min. at \$120, class A hour going from \$450 to \$425. KSLA-TV, Shreveport (Ch. 12), Feb. 1 raises hour from \$500 to \$550, min. \$125 to \$150. WJTV, Jackson, Miss. (Ch. 12) Feb. 1 from \$400 to \$450, min. \$90 to \$120. KTVC, Ensign, Kan. (Ch. 6) Feb. 1 adds class AA hour (6:30-9:30 p.m.) at \$130, min. \$28.60, class A hour going from \$100 to \$91. Rate decrease: WTVH, Peoria (Ch. 19), Feb. 1 cuts base hour from \$550 to \$500, min. \$110 to \$100.

Spot increases: WCCO-TV, Minneapolis (Ch. 4), Jan. 1, raised base min. from \$400 to \$600. KGO-TV, San Francisco (Ch. 7), Jan. 1, min. \$500 to \$550. WWLP, Springfield, Mass. (Ch. 22) Dec. 1, min. \$170 to \$190. WCPO-TV, Cincinnati (Ch. 9), Jan. 1 raises base min. from \$290 to \$340. KBET-TV, Sacramento (Ch. 10), Feb. 1, min. \$225 to \$250. WTAR-TV, Norfolk (Ch. 3), Jan. 15, min. \$200 to \$220. KOTV, Tulsa (Ch. 6), has raised min. from \$200 to \$220. KOLN-TV, Lincoln, Neb. (Ch. 10) min. from \$90 to \$100.

Film

Film Business: The latest New York film ratings provide eye-openers for film buyers—and Madison Ave. Backstopped by strong promotion, the MCA-sold Paramount features bought by flagship WCBS-TV last week redemonstrated how “new blood” can revitalize ratings for feature showcases. Opening night (Sunday, Jan. 15) “Going My Way” gave *The Late Show* a whopping 73.0 audience share, with Arbitron averaging 20.0. The lead over WRCA-TV ran about 4 to 1. WCBS-TV also scores a high mark in syndicated film honors. The Nov.-Dec. N. Y. Nielsen shows a 60.0 audience share for the Saturday, 10:30 p.m., Ziv-syndicated *Sca Hunt* series. It's now the second-highest-rated Nielsen show among *all* shows, network and local, in N. Y. with a 35.2—out-ranked only by *Como* with a 39.3. It even beats *Gunsmoke* (34.5), immediately preceding.

Screen Gems has a second half-hour film property, *Gangster Squad*, in the works for syndication or networking, with the Clarence Greene-Russell Rouse team, now contracted to produce 2 series a year for 3 years for SG. First project, *Underworld*, starts shooting later this month. . . . Bing Crosby Productions, in a co-production deal with ABC-TV, will start shooting *Lincoln Jones* in Hollywood. In charge will be Sy Gomberg, who created the series. Program will be sold by ABC-TV when the pilot is completed.

Bat Masterson, network film series, co-sponsored by Kraft and Sealtest, is due for a major promotional ride, with the first prize being a role in the Western adventure series. It's tied into a jingle contest, and Kraft has scheduled a backstopping print ad campaign in *Metro Comics*, *Independent Comics*, *Dell Comic Books*, and *Life Magazine*. Grand prize winner gets two weeks' work in the Ziv-produced *Bat Masterson* show at \$10,000 per week.

Producer-star Jack Webb has closed a deal with NBC-TV to shoot a half-hour film series, *The Black Cat*, through Webb's Mark VII Productions. Otis Carney will produce and script the film series, which will have a newspaper background and be sold at network level.

Wire Service telefilm series, aired in 1957 on ABC-TV, is due back on that network in rerun form starting Feb. 8 under the title *Deadline for Action*. No sponsor for the Don Sharpe-Warren Lewis package has been announced. . . . United Artists, a major factor in the field of feature film TV packages, is starting to move strongly in the program field, having scored an advance network sale to Philip Morris' Marlboro cigarettes for a new half-hour series, *Trouble Shooters* starring Keenan Wynn. UA has 4 more film shows in the works and will gun first for network sales—rather than syndicated release—on all of them.

Contract covering 15,000 film workers in TV and theatrical pictures was signed in Hollywood Jan. 31 by major TV and movie film producers with International Alliance of Theatrical Stage Employees (IATSE). Providing 21¢ hourly wage boost and fringe benefits, the pact was signed after 3 weeks of negotiation—the first time major motion picture producers, TV film producers and film processors have joined together to set terms of a labor agreement.

Coming—Silent Movies: The next big advance in the motion picture art for TV and theatres (after color, 3-D, Cinemascope and Cinerama) will be movies without sound. Paramount Pictures, searching through its vault for saleable material, has come up with 300-500 non-talkies which “could be put in good condition” for TV and/or movie houses, out of 1,500 silent pictures in its backlog. Pres. Barney Balaban says a sound track may be added.

Networks

Network Business: In a strong upbeat of network sales NBC-TV late this week signed the Edison Electric Institute and the Gold Seal Company for segment sales of several of the network's morning and afternoon shows. Edison Electric—via Fuller & Smith & Ross—will sponsor a quarter-hour segment on alternate Thursdays, starting Feb. 12, in the *Price Is Right*, *Young Dr. Malone* and *County Fair*. Gold Seal is slated for alternate-week quarter-hour segments of four daytimers: *Tic Tac Dough*, *Treasure Hunt*, *Concentration* and *County Fair*, via Campbell-Mithun.

Sponsors for two major awards shows were also paced by NBC-TV. The Academy of Motion Picture Arts and Sciences again signed to sponsor the annual “Oscar” presentations on April 6, with the Hollywood-based show—now in its 7th straight year on NBC—expected to run at least 105 minutes on a 192-station lineup. It will also be Academy-sponsored, simulcast fashion, on 199 radio stations. Procter & Gamble, in a team-up with Benrus Watch Co., will sponsor TV's own Emmy awards on May 6 in a 90-minute, 2-coast origination. In other NBC-TV business, Mennen purchased alternate-week sponsorship starting Jan. 31 of *Cimarron City* and *Dagnet*, as well as a participation schedule on the *Jack Paar Show*, effective immediately. Both Mennen agencies, Warwick & Legler and Grey, are represented in the signings.

Completing its busy sales week, NBC-TV signed a 52-week daytime order with the Bauer & Black div. of Kendall Co., via Leo Burnett, for sponsorship of an alternate-Friday quarter-hour segment of *Concentration*, late-morning quiz series, effective immediately. RCA via Kenyon & Eckhardt, signed to sponsor “The Third Commandment,” a Ben Hecht teleplay in the *Kaleidoscope* series on Feb. 8.

CBS-TV scored a full-sponsorship sale of *Keep Talking*, Sunday-night comedy game show, to Mutual of Omaha starting Feb. 11, through the Bozell & Jacobs agency. The insurance firm has, up to now, been an alternate-week sponsor of *Keep Talking* with P. Lorillard, which is dropping out. Helene Curtis also appears on the CBS-TV sales list, with the cosmetic firm signing for three alternate-week half-hours of *Playhouse 90* starting Feb. 5. Elgin Watch signs for a one-time half-hour of the Mar. 12 *Playhouse 90*. In other CBS pacts: Coca-Cola will sponsor an hour-long musical special, *America Pauses for Springtime*, on Mar. 30, via McCann-Erickson, and two Jack Benny comedy specials—both hour-long—are slated for March 18 and May 23 on CBS-TV under joint sponsorship of Greyhound Bus and Benrus Watch, both represented by Grey Advertising.

ABC-TV signed the Albert-Culver Co., maker of hair preparations, for full sponsorship of the *Meet McGraw* series on ABC-TV, starting Feb. 1 in a new time slot (Sundays, 10:30 p.m.) on behalf of the firm's “Command,” men's hair spray. The contract was placed via the Geoffrey Wade agency for the Don Sharpe-Warren Lewis package. Elsewhere on ABC-TV, Massey-Ferguson Inc.—farm equipment manufacturer which sponsors the network's *Jubilee, U.S.A.* series—has set up an unusual arrangement whereby the cast and production personnel of the show have become “sponsors” in their own right. Show personnel as well as every member of the show's parent organization, Crossroads TV Productions, has been gifted with one share of Massey-Ferguson common stock—about 120 people altogether. A blackboard has been placed in the show's studio for the daily stock quotations.

First Jan. Nielsen ratings give ABC-TV its best nighttime showing to date: It tied with CBS in top-10 ratings—4 for each, 2 for NBC-TV. In nighttime half-hour competition, 15 ABC-TV shows were on top vs. 14 CBS-TV and 12 NBC-TV.

SET MAKERS COTTON TO 'NEW LOOK' IN TV: Long-sought "new look" in TV, a dream of the industry's merchandisers to reverse the sagging sales trend, will be apparent in lines to be shown distributors in June. That's consensus we get from major set makers we queried about their plans to use the new Corning 23-in. rectangular "twin-panel" picture tube that's starting the TV industry once again on the march toward bigger picture screens (Vol. 14:43,49).

New tube won't be in many models at first, for the reason that Corning can't make quantity deliveries of envelopes to the tube makers until after June 1 -- too late for widespread incorporation in new lines. But, tube will be featured strongly by some makers -- less enthusiastically by others -- with the hope by all that it will hypo sagging TV sales in the big selling season next fall.

Hassle within industry over deflection angle -- whether it should be 110 or 118 degrees -- has been settled and Corning will turn out only the 110-degree version this year. That decision is another indication the industry is settling on the 110-degree tube and gradually abandoning the 90-degree tube, but is still unwilling to carry the trend further. Even Zenith, last hold-out among the majors for the 90-degree tube, is said to be highly interested in the new 23-in. Corning tube, indicating that this leading manufacturer may swing to 110-degree tubes throughout line.

Set designers are having a field day with the new tube. Briefly, its features are: (1) Curved safety glass panel is joined directly to the face of the tube by a special plastic cement. (2) Tube face is flattened to a considerable degree. (3) Square corners give a more rectangular picture, and viewing area is increased from 262 sq. in. in the standard 21-in. tube to 282 sq. in. (4) Tubes are dust-free because dust-collecting surfaces have been eliminated. (5) Reflections are reduced because there are only 2 reflecting surfaces, not four. (6) Light output is increased about 8%, attributable to elimination of reflections. (7) Both depth and width of the cabinet can be reduced because of sharp corners and flat tube surface.

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Here's what we learned from manufacturers about their individual plans:

Sylvania, most enthusiastic among all those with whom we talked, will incorporate the 23-in. tube in its June line as widely as possible. It will be used in most of the high-end sets, priceleaders continuing to use the standard 21-in. tube. Gen. marketing mgr. Robert L. Shaw believes bigger tube offers an opportunity for increased profits at the manufacturing, distribution & retail levels.

Philco has evaluated the new tube and may use it in a few models. Armin Allen, v.p. for product development & planning told us, however, that Philco will proceed cautiously because of the increased costs resulting from use of the new tube (approximately \$10-\$20 per set at retail). He said the tube also presents a styling problem because "it may not appear as decorative in high-end models as the present tube with a safety glass front."

RCA has not yet reached a decision on using the 23-in. tube this year. Most models in its 1960 line are now "frozen" but we are told there are a few openings left where the tube may be added at the last minute.

GE advised us that it has tested the Corning tube and there is a possibility it will be used in a few models. It presents a peculiar problem for them, GE told us, because of the high brightness factor in their picture tubes, which is then softened by the use of a tinted safety glass filter.

Westinghouse will incorporate the 23-in. tube in some models if it is available in time. However, doubt was expressed that sufficient quantities of envelopes will be on hand to make the June showing.

Motorola informed us that it had not received enough samples to decide whether it will be able to use the new tube in its upcoming line. The tube has been evaluated and turned over to the company's designers.

Admiral foresees the possibility of using the new tube in a "limited" number of models this year, depending on availability. TV sales mgr. Ross D. Siragusa Jr. said, however, its use will increase set prices "considerably."

Hoffman plans to use the new tube in high-end models as soon as it is available and add it to other models as quantity production gets under way.

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Adaptations of the "twin-panel" idea are coming from other glass manufacturers, we learned. Kimball Glass Co. of Toledo is sampling the industry with a contoured safety glass front similar in many respects to the Corning tube. Also, Pittsburgh Plate Glass is offering a bent glass front which makes possible many of the styling innovations inherent in the Corning tube. Several plastic manufacturers are talking with TV set makers about the use of moulded plastic implosion plates similar to those incorporated this year in Philco's Predicta line.

Whether the twin-panel tube may be recovered was a question to which we got contradictory answers. Some time ago we were told the tubes could not be recovered. However, we now learn that some tube re-builders have been able to bake the plastic from the face of the tube and return the envelope to its original condition for re-use. The process is expensive and may preclude the use of twin-panel tubes by re-builders until a more economical method has been developed.

TV-RADIO PRODUCTION: TV set production was 112,762 in week ended Jan. 23 vs. 103,696 preceding week & 103,444 year ago. Three-week total for 1959 was 307,670 vs. 325,491 last year. Radio production was 293,721 (108,359 auto) for the week vs. the preceding week's total of 279,954 (109,765 auto) & 232,845 (80,036 auto) last year. Total for 3 weeks: 827,696 (325,999 auto) vs. 708,585 (262,260 auto) last year.

Trade Personals: Titus Haffa, chairman of Webcor, assumes duties also of pres., succeeding Nick Malz, resigned. John H. Ihrig, v.p.-gen. mgr., lam'nation div., promoted to exec. v.p., succeeding Joseph L. Raffel Jr., also resigned. L. O. Kressman promoted to secy. L. A. Garfinkle to treas. . . . Joseph J. Toyzer promoted to mgr., RCA TV receiver plant, Indianapolis. Robert W. Sears named mgr. of TV cabinet plant, Monticello, Ind. . . . Raymond C. Clevens, ex-gen. sales mgr., promoted to v.p., Symphonic Radio & Electronics. Joel J. Zimmer promoted to chief purchasing agent, succeeding Harold Beck . . . Leonard C. Truesdell, Zenith sales v.p., elected to the board of directors . . . Roger S. Drew resigns as Philco's asst. gen. merchandising mgr. He was formerly RCA coordinator of color TV set sales . . . Raymond K. McClintock named mgr. of Sylvania's new Mountain View (Cal.) special tube plant. Elmer J. Perry promoted to manufacturing mgr., semiconductor div. . . . Thomas L. Taggart, treas. of Ampex Corp., elected a v.p. . . . Lewis E. Gillingham, ex-RCA International, named marketing & adv. mgr., Altec, Los Angeles . . . Maj. Gen. George I. Back (USA ret.), ex-Chief Signal Officer, now asst. to pres. of International Resistance Co., elected to the board of directors . . . Abe Morin, ex-Radio Receptor, named purchasing agent, Siegler's Bogen-Presto div., succeeding Louis Ellenson . . . Herbert A. Frank, formerly national sales mgr. of Steelman Phono & Radio Co., named sales director, Granco . . . Joseph C. Mathews named national promotion mgr., Capitol Records Distributing Co.

Flat Tube from Tung-Sol? A practical picture-on-the-wall TV display tube may be an important byproduct of the cold-cathode tube discovery announced last week (Vol. 15:4), Tung-Sol engineers believe.

"We have a design we think will work," research director Dr. A. M. Skellett told us. The next step, he said, will be to build a small experimental model, probably no more than 6-in. square. Basically the cold-cathode flat picture screen would be an extremely thin vacuum tube. The unusual feature—made possible by the development of the cold cathode—would be a large flat cathode covering the entire inside back portion of the flat tube and replacing the cathode ray gun.

Horizontal and vertical voltages applied to a criss-cross grid would let electrons through one spot in the cathode at a time. Dr. Skellett called this arrangement an "electron spotlight" as opposed to the conventional electron beam. He said brightness should be better than a CR tube and "1000 times better than the flat electroluminescent devices shown to date."

This flat-tube approach, if it comes, is still a long time off, but Dr. Skellett says Tung-Sol hopes to be producing conventionally shaped CR picture tubes with cold cathodes this summer and "a line of receiving tubes for 3-way portable radios" by early 1960. Already

developed is a design for a cold-cathode audio power amplifier and "a preamplifier employing secondary emission that will produce more amplification than any hot-cathode tube."

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It was open house at Tung-Sol this week, as set makers and competitive tube manufacturers visited to observe demonstrations of the new development. Most industry people we contacted took the cautious approach. While there were no on-the-record statements, the gist of their comments was that last week's announcement was the early disclosure of an exciting principle. There was no attempt to minimize the development—but other tube makers seemed dubious about any possibility of early commercial production.

Some engineers felt that the power currently required to supply grid and plate voltages may well eat up any power advantages gained by removing the heater circuits.

The announcement of the cold-cathode tube sharply affected Tung-Sol stock prices. Last week it rose $7\frac{3}{4}$ points, closing at $50\frac{1}{4}$. By this week's end, it had levelled off at $48\frac{1}{4}$.

Canada's 'Hands Off' Warning: Extra-territorial application of the U.S. anti-trust laws to Canadian subsidiaries of American companies may bring retaliatory legislation, E. Davie Fulton, Canadian Minister of Justice, warned in a speech (Jan. 28) to the N.Y. Bar Assn. anti-trust section. He made specific reference to recent anti-trust complaints filed by the Justice Dept. against GE, Westinghouse and N.V. Philips, which alleged that the patent operations of their Canadian subsidiaries prevented the importation of U.S.-made TV's radio & phonos (Vol. 14:48,52 & Vol. 15:3,4).

These cases, Fulton said, "appear to be directed against arrangements entered into by Canadian companies in Canada which are matters of Canadian commerce governed by Canadian laws. [They] appear to illustrate a tendency . . . for U.S. authorities to regard foreign subsidiaries of U.S. companies merely as projections of U.S. trade and commerce, and thereby subject to U.S. policies [prior to] the laws, customs and interests of the countries in which such subsidiaries are incorporated and carry on business."

Continued extra-territorial application of U.S. anti-trust laws might compel Canada to move to preserve its sovereignty in such matters, although "we share the aversion which I know you feel to that action."

Fulton suggested the U.S. enforce anti-trust laws with a "proper regard for the feelings, rights and objections of friends and neighbors." He added that if the U.S. feels Canadian practices are unduly restrictive of international trade, it should express this concern through the usual diplomatic channels.

Next day, in Washington, Fulton saw U. S. Attorney General William S. Rogers. Upshot of the conference was Roger's assurance that U.S. would consult with Canadian officials before starting proceedings affecting the Canadian economy. There was no indication, however, that the Justice Dept. will call off its anti-trust suit against GE, Westinghouse & N. V. Philips.

NSRC Panels & Chairmen: The new National Stereophonic Radio Committee, an all-industry group organized to recommend stereo standards to FCC, this week announced the chairmen and duties of its 6 panels. Top NSRC officers were reported last week (Vol. 15:4). Following are panels, chairmen, chores:

Panel 1—System Specifications (Charles H. Hirsch, Hazeltine, chairman), shall consider system proposals for compatible stereophonic broadcasting; shall identify the technical issues in said proposals and refer them where necessary to other panels for detailed study; shall formulate a consistent set of transmission specifications for each form of broadcasting; and shall provide an overall evaluation of the system performance implied in the specifications.

Panel 2—Interconnecting Facilities (Axel Jensen, consultant, Bell Labs, chairman; John M. Barstow, Bell Labs, vice chairman), shall study and recommend technical characteristics of interconnecting lines, networks, studio-transmitter links and related stereo-transmission facilities between program origination points and the transmitters proper, said characteristics to include tolerable limits on cross talk, relative time delay, frequency response, gain, and such other matters as must be controlled to assure a stereo signal of adequate quality at the transmitter input.

Panel 3—Broadcast Transmitters (Ralph N. Harmon, Westinghouse Stations, chairman), shall study the system proposals referred to it by Panel 1 with particular regard to (1) the feasibility of the proposed transmission method and (2) methods of adapting the proposals to existing broadcast transmitters.

Panel 4—Broadcast Receivers (Joseph N. Benjamin, David Bogen Co., chairman), shall study the system proposals referred to it by Panel 1 with particular regard to (1) the performance of existing monophonic receivers when tuned to the stereophonic signal (receiver compatibility), (2) the performance of stereophonic receivers designed for the stereophonic signal (stereo performance) and (3) the performance of stereophonic receivers when tuned to monophonic signals (reverse receiver compatibility).

Panel 5—Field Testing (A. Prose Walker, NAB, chairman; Ross H. Beville, WWDC, Washington, vice chairman), shall study and compare the system proposals referred to it by Panel 1 and the existing services with particular regard to coverage, interference effects and other matters related to channel utilization; and shall conduct field tests with the advice and assistance of the other panels.

Panel 6—Subjective Aspect (Dr. A. N. Goldsmith, consultant, chairman), shall provide to the other panels the available scientific information on the subjective aspects of the stereophonic reproduction of sound.

Improved performance of TVs, radios and other electronic equipment will result from new process for coating cathodes of electron tubes, Sylvania Electron Tubes div. pres. Matthew D. Burns, announced recently. Sylvania calls its new coating "Sarong," since it is a skin-tight film which is wrapped around cathode, replacing former method of spraying coating on in liquid form. It is this coating of carbonates, which, when heated, gives off electrons, making the tube function. Burns explained that the weight of sprayed materials on cathodes may vary as much as 20% from tube to tube, while variation in "Sarong" coatings doesn't exceed 2%. The result, he said, is longer tube life, more stable operation and less "noise." The first application of the new process will be in tube types designed for TV tuners, where Sylvania states they will reduce "snow." Extension to all tube types is anticipated.

Financial Reports

Philco Comeback: Despite a poor showing for the full year, Philco's fourth-quarter 1958 profit was nearly double the corresponding 1957 figure, a preliminary earnings statement shows. For the first half of 1958, Philco operated at a loss of \$1,442,000 (Vol. 14:31), but third-quarter earnings wiped out the deficit.

Pres. James M. Skinner Jr. said: "The increase in sales and net for the last quarter of 1958 over the 1957 period was even better than the third quarter's substantial gain. Thus, while sales and net for the full year were below 1958, sales for the last 6 months were up 8% and net increased 34%." Philco's report for the year ended Dec. 31:

	1958	1957
Sales	\$351,000,000	\$372,629,000
Net income	2,866,000	4,081,000
Earned per common share..	61¢	91¢
Common shares (computation basis) ..	4,069,629	4,069,629
For 3 months ended Dec. 31:		
Sales	105,000,000	97,558,000
Net income	2,534,000	1,138,000
Earned per common share..	60¢	31¢

Jerrold Electronics Corp. profits for 9 months ended Nov. 30 were 20 times higher than in the comparable 1957 period, and sales were up nearly 25%. Pres. Milton Shapp attributed the increase to all aspects of Jerrold's business: new products, development and installation of master TV antennas, community antenna equipment and operation, closed-circuit TV and military work. He said the 10 Jerrold-owned CATV systems had added 250 subscribers in 9 months, and that the company had installed closed-circuit facilities at Ft. Eustis, Va., and Ft. Gordon & Hunter Air Base, Ga. A city-wide closed-circuit system is being built in Ellenville, Wash., where Jerrold is connecting Central Washington College of Education to all city public schools. The report for 9 months ended Nov. 30 (1958 income includes a non-recurring credit of \$27,268):

	1958	1957
Net sales & service revenues	\$5,262,166	\$4,326,766
Net income	210,573	9,960
Earned per common share	19¢	0.9¢
Shares outstanding (approx.)	1,100,000	1,100,000

Westinghouse reports a 2.9% increase in next income for 1958 over 1957, although net sales declined. In a preliminary financial report, the company attributed profit improvement to "vigorous cost and expense control measures." The report for the year ended Dec. 31:

	1958	1957
Net sales	\$1,895,699,000	\$2,009,043,000
Net income	74,772,000	72,652,000
Earned per common share.	4.25	4.18
Common shares outstanding	17,180,128	16,943,337
For quarter ended Dec. 31:		
Net sales	511,200,000	531,770,000
Net income	25,761,000	23,550,000
Earned per common share .	1.47	1.36

Reports & comments available: Amphenol-Borg, an analysis by Hallowell, Sulzberger, Jenks, Kirkland & Co., National Bank Bldg., Philadelphia . . . Bendix Aviation, a study by Harris, Upham & Co., 120 Broadway, N.Y. . . . General Dynamics, a review by Sartorius & Co., 39 Broadway, N.Y. . . . Walt Disney Productions, a study by W. E. Burnet & Co., 11 Wall St., N.Y.

Packard-Bell Electronics reports record sales for the first fiscal quarter ended Dec. 31, 1958. Profits were 93% above the comparable 1957 period. Pres. Robert S. Bell said the home products div., in the midst of an unsteady market for TV receivers, increased its sales 11% over the same quarter of 1957, and noted "accelerated activity in color TV." Sales of the technical products div. were double the preceding year's period. For quarter ended Dec. 31, 1958:

	1958	1957
Sales	\$12,869,602	\$8,554,431
Net income	421,361	218,314
Earned per common share .	61¢	32¢

Raytheon Mfg. Co. had its most successful year in 1958, with both sales and earnings setting records, pres. Charles F. Adams told the Boston Society of Security Analysts this week. "We expect continued improvement in both sales and earnings in 1959," he added. Adams said dividend payment "is no longer impossible [but] the current requirements of our growing business are such that we should continue to retain earnings." Highlights of Raytheon's best year to date, as outlined by pres. Adams:

	1958	1957
Sales	\$375,156,000	\$259,865,000
Net earnings	9,403,000	4,828,000
Earned per common share ...	3.08	1.70
Shares outstanding	3,050,459	2,831,980

Meredith Publishing Co. reports revenues slightly down, net income up, for 6 months ended Dec. 31, 1958. Meredith publishes *Better Homes & Gardens* and *Successful Farming*, and owns WHEN-TV and WHEN, Syracuse; WOW-TV and WOW, Omaha; KPHO-TV and KPHO, Phoenix; KCMO-TV and KCMO, Kansas City, Mo.; radio KRMG, Tulsa. For 6 months ending Dec. 31:

	1958	1957
Revenue	\$23,937,131	\$24,110,964
Net income	1,772,865	1,685,063
Earned per common share .	1.37	1.30
Shares outstanding	1,298,203	1,293,844

Cornell-Dubilier reports, for quarter ended Dec. 31:

	1958	1957
Sales	\$5,932,977	\$6,994,023
Net income (loss in 1957) .	54,643	(80,153)
Earned per common share .	9¢	—
Common shares outstanding	512,390	512,390

Zenith Radio Corp. directors, in a surprise move this week, proposed a 3-for-1 stock split, subject to approval by stockholders April 28. It will be the company's second in 13 months—a 2-for-1 split having been effective last March (Vol. 14:6). Zenith expects first-quarter sales of about \$53,000,000, about 25% higher than the record set in the first-quarter of 1958. News of the stock increase, together with a regular dividend increase from 50¢ to 75¢, pushed Zenith up 11½ points Jan. 28 to 189½. Friday closing: 188.

Symphonic Electronic Corp. plans new plant for manufacture of stereo hi-fi equipment at Woodbridge, N. J.

Dividends declared this week:

Corporation	Amt.	Payable	Stk. of record
Consol. Electrodynamics	\$0.10	Mar. 13	Feb. 25
Cornell-Dubilier20	Mar. 24	Mar. 10
Intl. Resistance05	Mar. 2	Feb. 13
P. R. Mallory & Co.35	Mar. 10	Feb. 13
Sperry Rand20	Mar. 26	Feb. 11
Standard Radio Ltd.15	Apr. 10	Mar. 20
TV-Electronics Fund08	Feb. 28	Feb. 2
20th Century-Fox40	Mar. 28	Mar. 13
Tung-Sol35	Mar. 2	Feb. 11
Westinghouse50	Mar. 2	Feb. 9
Zenith75	Mar. 31	Mar. 13

More about

Fund and the Critics: Underlining what knowledgeable broadcasting people have long suspected, Fund for the Republic's Patrick M. McGrady Jr. told an RTES luncheon audience this week what, in his opinion, makes a critic influential. "Even more important than [his] actual persuasive powers," asserted the researcher, "is his *reputation* for them. The single most important factor of power is a critic's reputation for being read by industry people. Most agency & network people are outwardly cynical about the soundness of critical opinion generally, but they all believe that the *sponsor* depends excessively on the critics for his determinations of value."

McGrady, whose long-awaited study of TV criticism will appear as a free pamphlet in about 4 weeks (Fund for Republic, 60 E. 42 St., N.Y.C.), gave the Radio & TV Executives Society a preview which was interesting, literate, and not particularly news to long-time observers of this phase of the industry.

"The Fund's Committee of Consultants decided, in its study of the mass media, to place emphasis on television," explained McGrady, adding, "A great deal has already been said on the subject. Some is cogent and persuasive; much is utopian. The prime need is for an approach which . . . recognizes television's practical limitations as well as its potentialities."

His conclusion: TV's "abiding overriding concern with making money—a concern of almost any business" clashes with the critics' "violent, often confused refusal to countenance" this. "If TV and criticism are going to make more sense than they do now," ended McGrady, "this fundamental issue must be resolved."

Highlights: McGrady's 4 requirements for a critic: taste, wit, courage, time for reflection . . . A third of the critics interviewed complained of "occasional improper interference from managers of stations owned by their newspaper" . . . Of 46 critics he wanted to interview, McGrady was unable to see only 2: Jack O'Brian and Nick Kenny . . . One critic (Aldine Bird of *Baltimore News-Post*) had 8 other beats (including Mr. Fixit-Safety, R.O.T.C. Rifles, and Christmas Party) on top of which he was "subject to general assignment" . . . Publicity junkets as described by some press people: "drunken parties—outrageous—undignified—the critics are like pigs in a trough" . . . McGrady cited 7 cases in which critics caused alterations in programs; promised more instances in the full report . . . His choices for 10 best critics: Jack Gould, John Crosby, George Rosen, Harriet Van Horne, Jack O'Brian, Marya Mannes, Janet Kern, Hal Humphrey, William Ewald, Terrence O'Flaherty . . . One critic (anonymous) did his column for 4 years without a television set. (Other story on p. 4.)

Quiz show was dropped like a hot potato by CBS-TV when it was discovered—as programming exec. v.p., Hubbell Robinson Jr. delicately phrased it—"the decimal machine used on the show to determine the size of cash prizes awarded to contestants, had from time to time unknown to management, not been free from control." The show, *For Love or Money*, produced by Walt Framer, had run on the network Mon.-Fri. 10-10:30 a.m. from June 30 through Jan. 30 when reports by crewmen to CBS management indicated irregularities in the "floating decimal" machine, which by placement of a decimal point, could determine whether a contestant could win—for example—\$1, \$10, \$100 or \$1000. Beginning Feb. 2, a film anthology series will replace the quiz.

Only Networks Up in Index: The sole medium to show a gain in Nov. 1958 over the same month in 1957 was network TV, according to the latest *Printers' Ink* monthly National Advertising Index. It shows all media down an average of 3%, while networks gained 9%. Network radio was down 24%, weekly magazines 11%, women's magazines 1%, general monthlies 2%, farm magazines 1%, newspapers 8%, business papers 6%, outdoors 13%. Following are index figures for Nov. & cumulative Jan.-Nov. 1958:

	Index		% change from		%
	Nov. 1958	Nov. 1957	month ago	year ago	11 month cumulative change (57-58)
General Index	205	213	- 3	- 4	- 3
Total Magazines	158	172	- 4	- 8	- 6
Weekly	177	199	- 6	-11	- 7
Women's	117	118	+ 1	- 1	- 9
General Monthly	194	197	+ 2	- 2	- 3
Farm	92	93	0	- 1	-18
Newspapers	181	196	-11	- 8	- 9
Network Television	432	397	+ 1	+ 9	+10
Network Radio	25	33	- 4	-24	- 9
Business Papers	202	215	+ 2	- 6	- 7
Outdoor	148	170	- 1	-13	- 2

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 years 1947-49 except for TV base which covers the years 1950-52.

Weaver of Dreams: Sylvester L. (Pat) Weaver last week renewed his plea for a higher level of programming and a "new force" outside the networks to improve viewers' cultural level while entertaining. He appeared with *New York Times'* TV-radio editor Jack Gould on David Susskind's *Open End* (WNTA-TV, Newark-N.Y.), a program which habitually mourns the state of television.

The former NBC president—now a consultant to McCann-Erickson—saw in video tape a "second chance" to improve programming, and he said most stations would gladly clear prime time for good independent tape shows, although "the networks won't like it." He said he had been exploring a form of pay TV—in fact, "we came within one conference of doing it." His plan: A series of monthly spectacles using regular commercial TV facilities but with program notes sold to the public for \$1 a month—title & subject of shows to be withheld from the press.

He blamed Washington for sameness in TV fare—"I would have been in business long before this" if there were 5 stations in every market.

Gould suggested that the Advertising Council "take the initiative in revitalizing TV" by sponsoring cultural spectacles. He predicted that home TV tape would some day let viewers choose their own program fare, just as music lovers now program their own hi-fi listening with records.

(Controversial *Open End* got its first sponsor this week. Helena Rubinstein purchased the 10-11 p.m. hour.)

Bans on broadcasting of legislative sessions, whether Congressional, state or local, are "a serious impediment to the free flow of information at a time when the country can ill afford it," says chairman Robert D. Swezey (WDSU-TV & WDSU, New Orleans) of NAB's freedom of information committee. Addressing Ga. Radio-TV Institute at Athens this week, he cited House rules by Speaker Rayburn (D-Tex.) as sample of how lack of TV-radio coverage "deprives the people of an opportunity to watch their govt. in action."

Fidel Castro will appear live on Edward R. Murrow's *Person to Person* Feb. 6 on CBS-TV. Pickup from the Castro apartment in the Havana Hilton Hotel will be handled by CMAB-TV, Havana (Telemundo) and the program will be beamed over the AT&T-ITT scatter relay from Guanabo, Cuba, to Florida City, Fla.