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# Television Digest

with **ELECTRONICS REPORTS**

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TV IN RUSSIA, as observed by Bell Labs' Axel Jensen: Equipment well designed; production mechanization needed; NTSC-type color system (p. 3).

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SAN FRANCISCO-OAKLAND decision turns on service to whole area, FCC disagreeing with examiner. Several petitions for reconsideration denied (p. 8).

PORTABLE TV PRODUCTION for 1957 hits 800,000, or 30% of 6-month total; RCA, Motorola, Sylvania, Admiral, Philco, DuMont assess market (p. 10).

FLAT WALL TV not around corner, but closer than many think, as Sylvania treads carefully to underplay TV possibilities of its image-producing panels (p. 11).

TRANSPARENT-PHOSPHOR cathode ray tube to be shown by GE in resumption of once-discarded development; Navy developer tells of progress (p. 12).

CENSORSHIP OF INTERVIEWS with Iron Curtain leaders, through screening of questions, urged by Rep. Maden. President denounces proposal (p. 8).

NATIONAL ADVERTISER SPENDING on TV to exceed \$1 billion this year for first time, according to McCann-Erickson tabulation for Printers' Ink (p. 14).

**FORD FCC NOMINATION DELIGHTS INDUSTRY:** Designation of Frederick W. Ford as FCC nominee to succeed Comr. McConnaughey, announced by President Eisenhower this week, truly pleased and relieved just about everybody. We can't recall when a Commission appointment evoked such warm approval. Unique thing about it is that approbation came from the entire political spectrum -- from GOP to Democratic extremes.

Darkest of dark horses, the 47-year-old Ford never had been mentioned during the month of speculation. Currently a Justice Dept. official -- assistant deputy attorney general under Wm. P. Rogers -- he had made excellent record at FCC during service on staff from 1947 to 1953, rising to chief of hearing div. before joining the Justice Dept. as first assistant to asst. attorney general J. Lee Rankin, who is now U.S. solicitor general.

Ford is regarded as a solid, savvy lawyer -- no bleeding heart, nobody's pawn. Under both Democratic and GOP leadership at FCC, he gained the industry's respect. His 2 biggest cases were hearing on ABC-United Paramount Theatres merger and the Richards case. In the first, as Commission counsel, he made all parties toe the line -- but everyone ended up feeling he'd been fair. Richards case was a messy fight over charges that G. A. (Dick) Richards had ordered news slanted on his KMPC, Los Angeles (Vol. 5:1 et seq.). A less stable lawyer could have wound up badly smirched. Ford didn't.

Ford also led FCC's activities in streamlining hearing procedures to cope with enormous load brought on by end of TV freeze in 1952. In fact, Commission's work was cited as example for other govt. agencies -- when the Administration was striving to cut red tape of administrative procedures.

Nomination was surprise to Ford himself. He says he was called over to the White House June 27, asked if he'd take the job. "I gulped and said 'yes'," Ford relates. Next evening, he was told he was in. He shouldn't have any trouble getting Senate approval; hearing on nomination is expected within a couple weeks. New job won't mean huge jump in pay; he gets \$16,000 now, will get \$20,000.

A West Virginian, he was active in GOP politics before beginning government service in 1939. His late father had been state supt. of schools. A 1934 W. Va. U law school graduate, Ford was associated with law firm of Stathers & Cantrell, in Clarksburg, 1934-39. In Govt., he served in Federal Security Agency & OPA 1939-42. In Air Force 1942-46, he emerged with rank of major. After military service, he returned to OPA for a few months before joining FCC in 1947.

Ford is married, has one daughter, is a resident of suburban Alexandria, Va. He's very active in professional, civic and religious (Episcopalian) affairs. Personal characteristics: easy-to-know, direct -- and when at Commission he used to be described as "handsomest man on the staff."

**FRANK STANTON OF CBS MEETS THE PRESS:** Broadcasters as journalists are "duty-bound to bring the most important men and ideas of our times to the American people" who can be counted on to judge issues -- including Communist issues -- properly, CBS Inc. pres. Dr. Frank Stanton told National Press Club in Washington July 2.

In wide-ranging speech on "Journalism on the Air" he slapped back at press & Congressional -- and White House -- critics of CBS-TV interviews with such Communists as Nikita Khrushchev (Vol. 13:23-26): "The less this man -- or any man of his importance -- remains a myth or a dark legend or a mystery to the American people, the more certain they are to size him up correctly."

And Stanton brought burst of applause from the big Press Club audience when he said "a dark day is outside the door" if Congress ever agrees to proposal (H. Res. 305) advanced July 1 by Rep. Madden (D-Ind.) to require State Dept. screening of all questions in TV-radio interviews with Iron Curtain leaders (see p. 8). "I know we will do everything we can to make sure it doesn't come to pass," he said.

There's "no hope for a free press" unless it accepts Thomas Jefferson's opinion that the people "may be safely trusted to hear everything true & false and to form a correct judgment between them," Stanton said. "Indeed, there will be no use for it, because there will be no free society for it to serve."

In oblique reference to deprecatory remark by President Eisenhower last month that CBS-TV was just "commercial firm in this country trying to improve" its commercial standing with "unique performance" by Khrushchev, Stanton opened speech with: "Gentlemen, I come from a commercial firm."

Asked in question-&-answer period why CBS had made no retort to President then, Stanton said he now wished he had. His Press Club speech would have been the answer, and "you can't have a free press unless you have commercial enterprise. There has to be someone that provides the oil for the lamps of the journalist, and I didn't think that there was anything wrong with being commercial. . ."

\* \* \* \*

Other points in Stanton's "Journalism on the Air" credo:

"You can't say that it's all right for some people to be exposed to ideas or personalities but it's dangerous for others to be exposed. You can't say the people can be trusted once in a while or almost all the time. Once you start doing that, who is going to make the exceptions and on what grounds?"

"We have decided that it is unwise for our newscasters to act as editorialists. . . For one thing we are certain in our own mind that for radio & TV at least, reporting & editorializing are separate and quite distinct functions. . . Intermingling the two enervates them both; the news loses authority as it is sifted through the filter of opinion, and opinion loses its force as it is tugged & compressed to pass as the coverage of news."

"As journalists, we have seen our first job as reporting and our second as providing a forum for discussion & debate by public figures. . . The development of this newer function of airing editorial opinion is still subject to the sweat & care of responsible experimentation. But we know. . . we will not have achieved full

stature in journalism until. . . we exercise fully and as wisely as possible our fundamental [management] right to editorialize."

TV-radio press privileges, subscription TV, outlook for color TV, merger rumors, were covered by Stanton in question-&-answer period:

Question -- Radio & TV fought hard for their right to film & record the Presidential news conferences. Yet rarely are they broadcast in full. Why?

Answer -- A matter of news judgment.

Question -- What is the matter with pay TV?

Answer -- I think that the public would be short-changed if we had pay TV. I am not at all persuaded. . . that the public would go for it, but if the public did go for it, I think they would soon discover that they were then only beginning to pay for what they had been getting free up until that time . . . I think that the promoters would be hijacking the public . . . I think it would be only a very short time before most of your big shows that are now coming to the public free would be on the pay-TV schedule if it works.

If that happens and your networks as you now know them and your free stations as you now know them are converted, you will have a different kind of service in this country. . . And when you talk about getting more culture, I can't think of a promoter who if he had his choice between putting on Sadler Wells Ballet and Jayne Mansfield or Monroe -- is there any doubt in your mind what he is going to do?

Question -- What is the future for color TV?

Answer -- I think the future is very bright. . . I think eventually we will have most of our programs in color, but the timing is something that I don't think I would care to predict. But just as sure as we are here, some day you are going to have the majority of your schedule -- your live schedule at least -- in color. And I think you will get more out of it.

Question -- Would you comment on the rumor that CBS & Westinghouse are merging?

Answer -- One of you called me in N. Y. when that story broke. . . I commented at that time that there was nothing to it, there had been no conversations of any kind, and there has been no change since the date of that statement.

**AXEL JENSEN DESCRIBES SOVIET TV PROGRESS:** One of America's outstanding TV scientists -- Axel Jensen, Bell Labs director of TV research -- has returned from Russian trip with a healthy respect for the products of the Soviet TV industry and the technical brains behind them. He was one of 4 American electronics engineers invited to tour Russia by the Popov Society, Soviet equivalent of the IRE.

Jensen gave us his impressions of his tour of Russian TV-electronics facilities this week. His observations, in summary: While Russians unquestionably are far behind us in TV expansion, their electronic workmanship is excellent; their big need now -- which they apparently are hurrying to meet -- is for greater mechanization of production so that more products may be turned out at lower cost.

\* \* \* \*

Russia currently has 26 stations in operation, he was told -- all originating their own programming, with no interconnections, though the aim is to hook up all big population centers. Official goal is 65-70 stations by 1960. Only city with more than one station in operation is Moscow, which has 2 and is building a third.

Jensen toured Moscow stations. He found telecasting installations "not nearly as large as ours, but technically very good." Main station has 2 large studios, one using Soviet-built image iconoscope cameras of the type very popular in Europe, the other employing Russian image orthicon chains "similar to ours and just as good." Vidicon cameras, he said, are also used for some studio and closed-circuit purposes.

Transmitting equipment is similar to U.S. design, he found -- in fact, the original RCA transmitter purchased by Russia in 1930's is still in use, though "much

modified." Russian transmitters, he said, are "functionally designed, with fine workmanship, easily accessible for maintenance."

Moscow studios are housed in sprawling old buildings, he said -- but new and ultra-modern studios, which he compared with CBS-TV's Hollywood TV City, are now under construction, covering a large city block.

Clearing up widespread confusion about Russian color TV progress, Jensen -- who was a member of NTSC which devised U.S. color standards -- observed color development work in progress at TV Research Institute in Leningrad, where TV equipment is designed and manufactured for all Soviet stations. Building of a complete color TV studio was well under way there, he reported.

"They're doing a lot of color experimentation there," he said. "They have played with all the systems and they're leaning more and more toward a modified NTSC system compatible with their black-&-white standards. We discussed color and argued about it for more than 3 hours," he added -- not without a trace of nostalgia -- "and I felt as though I were back at NTSC."

"They asked all the proper questions about our color troubles -- they're quite conversant with the latest American developments, even quoting recent articles in our technical journals," he said, decrying fact that so few American electronic engineers are able to keep abreast of Russian developments in the field. "I have every reason to believe their color will be as good as ours -- and they may have fewer problems, since they have a wider band [7-mc] to work with."

\* \* \* \*

On visit to one of Russia's TV receiver factories, he saw sets being assembled by hand on moving belt by techniques "very much like ours," but with somewhat less mechanization. "Their biggest worry," he said, "apparently is how to supply the demand for sets; they're trying to mechanize production, speed up manufacture of equipment and components. Quality-wise, they have it."

Sets are now being made with screen sizes varying from 12 to 17-in., priced \$100-\$350 at official exchange rate -- but undoubtedly at least twice the equivalent of those prices in terms of buying power of the average Russian.

TV sets are obviously selling, nevertheless. "If you walk around Moscow or Leningrad and look at the rooftops -- not only of fine houses and apartments, but of the little shacks -- you see a sea of antennas, just like at home." He said he was told there are 2,000,000 sets in Moscow area alone.

Pictures that the Russians see are very good technically, he stated. As to programming, he said he didn't have much opportunity to observe, though there was a TV set in his hotel room. What he did see, he said, consisted of some live ballet from the Bolshoi Theatre, some filmed news shots and a children's program "conducted by a very pretty young lady." By and large, he said, it was similar fare to "the govt.-controlled programming you see all over Europe. It reminded me of the BBC."

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Camera access to courtrooms is demanded by editors, not to assert freedom-of-press principles but to sell "sensational pictures of sensational trials," according to article in Jan. *Journal of Criminal Law, Criminology & Police Science*, which is distributing reprints. Newspapers are "comparatively dishonest" in expressing principled opposition to American Bar Assn.'s Canon 35 against court photography, article maintains, citing answers to questionnaires sent to managing editors, judges, lawyers, criminologists. Authors are Dr. Gilbert Geis, U of Okla., and Robert E. L. Talley, ex-Hollywood *Citizen-News*.

TV staff artist Bill Sayre covered recent hammer-murder trial in Huntington, W. Va. for WHTN-TV there, using old newspaper device to circumvent court ban on cameras. Sayre's sketches of proceedings were shown regularly by station during trial.

Pat Weaver's "Program Service" network has officially affiliated DuMont's WABD, N. Y., and WTTG, Washington. Only other announced affiliate is Chicago's WGN-TV, though it is known that a number of independents such as Milwaukee's WITI-TV are also on the list. Programming is now scheduled to start next month--with *Ding Dong School* and Mary Margaret McBride interview-home-making show 10-11 a.m. weekdays and *Saturday Night Party*, dance band variety show from Chicago's Aragon Ballroom Sat. evenings for 90 min.

TV substituted for comics section of *St. Louis Post-Dispatch* June 30 when jurisdictional dispute between Printing Pressmen and Teamsters prevented delivery with rest of Sunday paper. George Abel & Clif St. James of newspaper's KSD-TV took turns narrating developments in missing section.

**Personal Notes:** Thomas O. Loeb promoted to director of special NBC-TV programs . . . Lew Arnold, gen. mgr. of KTLA, Los Angeles, elected a v.p. & director of Paramount TV Productions . . . Claude H. Frazier, managing director of radio WAGA, Atlanta, and Lionel Baxter, managing director of radio WIBG, Philadelphia, elected v.p.'s of Storer Bestg. Co. . . . Louis Chesler, chairman of Associated Artists Production, also elected pres. . . . Mark Starr, educational director of International Ladies Garment Workers Union, elected a director of Educational TV & Radio Center, Ann Arbor . . . Wm. L. Putnam, treas.-gen. mgr. of WWLP, Springfield, Mass., also named pres. of Springfield TV Bestg. Corp., succeeding father Roger L. Putnam, who becomes chairman . . . Ray Baker named sales director of KFSD-TV, San Diego . . . John F. Cundiff, ex-KCRG-TV, Cedar Rapids, named sales mgr. of WNHC-TV & WNHC, New Haven . . . Wm. B. Ryan, ex-BAB, Quality Radio Group & NARTB, joins broker Blackburn & Co. . . . Alvin H. Barnard named engineering director of KVAL-TV, Eugene, and satellite KPIC, Roseburg, Ore.; Wm. R. Riley succeeds him as KVAL-TV chief engineer . . . Jack Eisele, ex-KGUL-TV, Galveston, named mgr. of rep Clarke Brown Co. Houston office . . . Robert J. Dean, ex-gen. sales mgr. of WFIE-TV, Evansville, Ind., joins WBNS-TV, Columbus, O. as account exec. . . . Walter Reese, ex-production director of WDMJ-TV, Marquette, Mich., named sales service mgr. of WEHT, Evansville, Ind. . . . Barbara Haddox, ex-WBNS-TV, Columbus, named press information & audience promotion director of WCAU-TV & WCAU, Philadelphia . . . Betty Boucher promoted to head of ABC's station clearance dept.

**ADVERTISING AGENCIES:** Advertising Assn. of West elects John Hoefler of Hoefler, Dietrich & Brown, San Francisco, as pres. at Honolulu convention. Other officers: Nelson Carter, Foote, Cone & Belding, Los Angeles, senior v.p.; Mrs. Billye Luedtke, Billye's, Stockton, v.p. at large; Richard Ryan, radio KLOK, San Jose, secy.; Don Ostensoe, First National Bank, Portland, treas. . . . Charles E. J. Clifford elected pres. of Kastor, Farrell, Chesley & Clifford, succeeding W. S. Chesley, who becomes exec. committee chairman & treas.; Lloyd G. Whitebrook promoted to senior v.p. . . . Daniel Potter, ex-Wm. Esty, named TV-radio director of Norman, Craig & Kummel.

### **Obituary**

Hugh Roy Cullen, 76, Texas oilman-philanthropist whose estimated \$30,000,000 gifts to U of Houston included funds to help establish KUHT there as nation's first educational TV station in 1953, died July 4 of heart disease in Hermann Hospital, Houston, one of many medical institutions which also were his beneficiaries. He was chairman of U of Houston's board of regents, which shares ownership of KUHT with Houston Independent School District. Surviving are his widow and 4 daughters.

C. E. Palmer, 80, whose Camden News Publishing Co. owns KCMC-TV & KCMC, Texarkana, Tex., and publishes *Camden (Ark.) News*, died July 4 in Texarkana following heart attack. His interests also included radios KAMD, Camden, and KWFC, Hot Springs, and 6 other newspapers in Ark. & Tex. He pioneered in newspaper teletypesetter system. In 1944 he founded philanthropic Palmer Foundation, which helped publish Golden Rule Series school textbooks.

Percy J. Orthwein, 68, pres. of D'Arcy Adv., St. Louis, died July 2 at home there. He joined agency in 1914. Surviving are his widow and 2 sons.

Approval of merger of WGR Corp. with Transcontinent TV Corp. was sought in application filed this week with FCC, revealing that General Railway Signal stock holdings in Transcontinent are being reduced to 5.4%—GRS getting \$1,550,000 for 15,500 shares of Class B stock and \$1,162,500 of 5% debentures. Merger brings under one corporate roof WGR-TV, Buffalo (Ch. 2) & WGR with WROC-TV, Rochester (Ch. 5). Transcontinent also owns 50% of WSVA-TV, Harrisonburg, Va. (Ch. 3). WGR Corp. had earned surplus of \$869,302, according to March 31 balance sheet. It lists \$916,967 current assets, \$1,167,292 operating assets; \$919,645 current liabilities, \$913,561 long term debts. Pro forma consolidated Transcontinent TV Corp. and WGR Corp. balance sheet dated March 31 lists \$2,372,494 surplus after deduction of earned deficit of \$384,565 by Transcontinent and stock devaluation and other expenses involved in merger. It had \$1,993,342 current assets, \$8,654,628 operating assets; \$1,484,895 current liabilities, \$2,463,561 long term debts, \$3,267,600 debentures, \$4,210,534 stock equity.

WNOV-TV, York, Pa. (Ch. 49) & WNOV are being sold for \$255,000 by Helm Coal Co. partners Morgan E. Cousler & Lowell W. Williams, who state they have suffered "serious financial losses" from uhf operation. New owners will be Wm. F. Rust Jr., Manchester, N. H. electronic equipment mfr., who will be pres. & 51% owner (with wife Margaret holding additional 19%) and Ralph Gottlieb, v.p. & 30%. Gottlieb is gen. mgr. and Rust is treas. of Granite State Bestg. Co., operator of N. H. radio stations WKBR, Manchester; WTSL, Hanover; WTSN, Dover; WTSV, Claremont. Same group also is buying radio WAEB, Allentown, Pa. for \$200,000. Helm radio-TV April 30 balance sheet lists \$25,807 current assets, \$405,209 fixed assets (\$293,629 in TV building & equipment); \$19,938 current liabilities, \$224,473 depreciation reserve (\$157,508 for TV), \$186,605 partnership equity.

Louis H. Peterson owns 49.9% of WTOV-TV, Norfolk (Ch. 27), it's revealed in application seeking acquisition of another share by his Norfolk Bestg. Corp. (WNOR), to bring holdings to 50%, with Temus R. Bright holding other 50%. Peterson acquired holdings in May for \$52,900. Norfolk Bestg. also owns 21% of WLVA-TV, Lynchburg, Va. (Ch. 13) & WLVA, and Peterson controls WSSV, Petersburg, Va. WTOV-TV balance sheet dated May 31 lists net worth at \$166,513. It had \$80,833 current assets, \$148,780 in property; \$3100 current liabilities, \$60,000 other liabilities. Norfolk Bestg. shows \$335,993 surplus. Statement filed with application says Bright's Starlight Motors, Norfolk auto agency, has been buying sufficient time at regular rates to compensate for operating deficit of WTOV-TV.

WNAO-TV, Raleigh, N. C. (Ch. 28) is selling radio WKIX for \$168,000 to Ted Oberfelder (ex-pres. of rep Burke-Stuart and ABC v.p. for o-&o stations) and N. Y. theatrical attorney Lou Randell. WNAO-TV owners include *Raleigh News & Observer* and *Times* (Frank A. Daniels); pres. John W. English and secy. George J. Mead also have interest in WSEE, Erie. Broker was Blackburn & Co.

Sale of translator K80AB, Tucumcari, N. M., for \$11,000 is proposed by Howard L. Sauter in application filed with FCC. He's moving from town and buyer is UHF TV Assn., non-profit group of 5 local merchants, with John Thomas, operator of retail appliance store, as secy. Owner estimates equipment cost at \$7659, first year operating expenses at \$2000.

**REP. HARRIS** angrily accused FCC of violating the law in its pay-TV rule-making order, as he fired third of his letters to the Commission this week in his campaign against subscription TV. The day after the Arkansas Democrat, chairman of House Commerce Committee, shot off his latest blast, Paramount Pictures' International Telemeter—one of the 3 main proponents of subscription TV—filed its comments in the proceeding, urging FCC to dispense with tests and authorize fee TV on regular basis as soon as possible.

Apparently unable to get satisfaction from former Chairman McConnaughey, Harris addressed letter to Chairman Doerfer July 1—the day he took over as FCC chief—expressing “amazement” at McConnaughey’s statement that Commission didn’t prepare any formal opinion to back up its claim that it has statutory authority to order fee-TV tests. Wrote Harris:

“It seems to me that the failure of the Commission to set forth in a formal opinion the basis for its conclusion is a shocking disregard of the rights of interested parties and the rights of the general public as well. Furthermore, the Congress has a right to learn from the FCC, which is an arm of Congress, the basis for conclusions reached by the Commission with respect to authority which the Commission claims to have been delegated to it by the Congress.

“Finally, it would appear that the Commission’s failure to state the basis for its conclusions is a violation of the spirit as well as the letter of the provisions of the Administrative Procedures Act.”

As to McConnaughey’s offer to prepare for Harris “a legal memorandum in connection with our authority on subscription TV,” the congressman wrote: “The assembling and preparation for the chairman of this Committee of a legal memorandum which is not formally a part of these proceedings would not appear to constitute a proper discharge of the Commission’s responsibilities in the instant proceeding.”

Doerfer answered Harris’ letter July 5, enclosing legal memorandum giving Commission’s documentation for its belief that it has power to authorize trial. In covering letter, he said in effect that Commission feels it has authority for its actions so far; that it doesn’t know whether it will need legislation during tests, after tests or after it authorizes pay TV—if it does authorize it. Only practical way of determining full impact of fee TV, and what legislation is needed—if any—is to go through with tests, he said, adding that if FCC finds it needs new laws it will come to Congress for them.

\* \* \* \*

First of the subscription-TV groups to file comments (due July 8) in Commission’s request for specific proposals for pay-TV tests (Vol. 13:21), International Telemeter made these main points:

- (1) FCC should classify subscription TV as a broadcast service.
- (2) No limited “test” can properly answer the questions about fee TV. “Telemeter cannot agree that subscription TV on a permanent basis should be postponed. In the final analysis there is only one true test as to public acceptability of a new product or service—the test of the market place. And that test can be made only by offering the product or service to the public and seeing if it will

pay the price that will render the project self-supporting.”

(3) No matter what FCC does, Telemeter is embarking on wired fee-TV systems on a large-scale basis. This operation will furnish valuable data—a limited broadcast test is not necessary for this purpose.

On latter point, Telemeter says its plans and equipment are fully developed and that it is now negotiating franchises for “selected territories.” It says complete wiring job can be done at full cost of \$100 a home, and already-wired community antenna systems can be converted to Telemeter for \$50 a home. Telemeter system would have 3 channels—for 3 separate pay programs or 2 pay programs plus a “public service” channel.

Though it opposes principle of a test, Telemeter answered FCC’s questions about test proposals—stating that if test is necessary, these should be the conditions:

(1) “The Commission should clearly limit the participating stations to non-network, unaffiliated, independent stations . . . Any test in which a network station is permitted to participate might well be abortive if some of the participating stations have a vested interest in seeing the tests fail.”

(2) There should be no limit on the number of stations or subscribers.

(3) Commission should adopt single set of standards for subscription TV, but if it is unwilling to do that before tests it should leave choice of system to the individual participating stations.

(4) No specific time limit should be placed on tests; FCC should give at least 9 months advance notice before they are terminated.

(5) No maximum number of pay-TV program hours should be set; stations will determine this themselves, since sponsored broadcasting is their bread-&-butter. Stations should be required to comply with FCC rules relating to minimum hours of operation; subscription programs shouldn’t be counted in determining compliance.

Meanwhile, Telemeter won at least a partial victory in the “Battle of Los Angeles” this week. City’s Board of Public Utilities gave Skiatron a franchise to wire up city for closed-circuit pay TV—but on a non-exclusive basis. Telemeter immediately announced that it would apply for franchise, too. Under terms of Skiatron application accepted by the board, company would be required to post \$25,000 bond as token of “faithful performance” and to pay city 2% of its annual gross income as service fee. City has option to use part of the 2% fee to pay Skiatron for use of its closed-circuit facilities for televising of up to 5 hours a week of municipal programs. Skiatron is required to put system into operation within 2 years.

Skiatron officials this week acknowledged that they have reached no agreement with telephone company for any services in California—not even use of its poles for wiring—as reported in *Television Digest* June 15 (Vol. 13:24).

Note: FCC this week turned down all requests for extension of July 8 & 22 deadlines for filing comments & replies in its subscription-TV test proceeding.

At least 2 World Series games will be colorcast this fall, according to NBC-TV’s current plans. Network says the improvements in color pickup equipment make possible the use of color for the games. Last year’s series was not telecast in color after protests about quality of 1955 series colorcasts. This year first 2 games, possibly others, will be in color.

**New and Upcoming Stations:** KXGN-TV, Glendive, Mont. (Ch. 5) has 5-kw DuMont transmitter installed and plans Sept. programming, reports Dan C. Palen, mgr. of radio KXGN, for owner Lewis W. Moore, also operator of local theatre. Studio-transmitter building is ready in downtown area. It will use 192-ft. Fisher tower. Rates not set, rep not chosen.

KDHS, Aberdeen, S. D. (Ch. 9) hasn't ordered equipment yet, but plans Oct. 1 start, reports John Boler, whose North Dakota Bestg. Co. acquired CP from Joseph E. McNaughton interests (Vol. 13:25). Rep will be Weed.

WMUB-TV, Oxford, O. (Ch. 14, educational) has ordered 1-kw RCA transmitter and 6-section helical antenna, plans Nov. test patterns, Dec. programming, reports Stephen Hathaway, TV-radio director for grantee Miami U.

CHBC-TV, Kelowna, B. C. (Ch. 2) has ordered 2-kw RCA transmitter for July delivery, plans Sept. 1 test patterns, Sept. 21 programming, reports gen. mgr. Roy G. Chapman, ex-radio CKOK, Penticton, B. C. It has 50% of studio built, begins construction at transmitter site July 2. It will use 100-ft. Stainless tower with batwing antenna. It also is licensee for satellites CHBC-TV-1, Penticton (Ch. 13) and CHBC-TV-2, Vernon (Ch. 7), which won't have definite targets until master station begins. Satellites will have RCA transmitters, wavestack antennas. One-third of TV is held by radio CKOV, Kelowna (J. H. B. Browne & Mrs. J. W. B. Browne), 1/3 by CKOK, Penticton (Roy G. Chapman-Maurice P. Finnerty); 1/3 by CJIB, Vernon (Charles Pitt-Richard Peters). CHBC-TV base hour will be \$170. Rep will be All-Canada.

CHAT-TV, Medicine Hat, Alta. (Ch. 6) plans Aug. 15 test patterns, Sept. 1 programming, writes gen. mgr. R. J. Buss. RCA transmitter is due July 8 and studio-transmitter building is nearly ready. It will use 300-ft. Stainless tower. Base hour is \$100. Reps are Weed and H. N. Stovin.

Five new Canadian TV stations were recommended by CBC Board of Governors at June 25 meeting, which turned down one application. Approved were CHCA TV Ltd. for Ch. 6 Red Deer, Alta.; radio CKBL (Rene Lapointe, managing director) for Ch. 9, Matane, Que.; Henri Audet, CBC regional engineer for Quebec, for Ch. 13, Three Rivers, Que.; radio CKBI (E. A. Rawlinson, pres.) for Ch. 5, Prince Albert, Sask.; Wm. D. Forst for Ch. 5, Swift Current, Sask. Radio CHOV (E. Gordon Archibald, pres.) was turned down for Ch. 5, Pembroke, Ont. Also denied was request by CKCO-TV, Kitchener, Ont. (Ch. 13) for boost to 275-kw.

Bullhead City, Ariz. translator K72AH began operation June 20, reports operator Mohave County Board of Supervisors, stating it will seek change to Ch. 78. Globe-Miami, Ariz. translators K77AD & K80AE expect Adler equipment after Aug. 15, plan Sept. 1 start, reports Kenneth G. Nylund, pres. of non-profit Community TV Prospect.

New "TV City" will be built by WSOC Bestg. Co. at N. Tryon & W. 23rd Sts., Charlotte, to house WSOC-TV studios and WSOC studios & transmitters. Scheduled for completion next spring, 2-story center will have 27,000-sq.-ft. floor space on 8 1/2-acre site.

GE shipped 10-kw Ch. 12 transmitter and 12-gain helical antenna July 5 to WJMR-TV, New Orleans (Ch. 20), which last week was granted permission to experiment with simultaneous transmissions on Ch. 20 & 12.

RCA has shipped conversion equipment, to boost to 25-kw the transmitter of WHP-TV, Harrisburg (Ch. 55), which plans hike to 514-kw ERP.

WHDH-TV, Boston (Ch. 5) will be ABC-TV primary affiliate when it begins in late fall.

WFIE-TV, Evansville, resumed programming on Ch. 14 at 7 a.m. July 3, after quitting Ch. 62 July 1.

Radio station sales approved this week: WILD, Birmingham, by Sherwood R. Gordon for \$335,000 to Bartell Bestrs. Inc. (Gerald A. Bartell, pres.), operators of 5 other AMs (Vol. 13:23) . . . WNAV, Annapolis, control by Capital Bestg. Co. (Albert H. MacCarthy estate and Alfred H. Smith) for \$91,000 to Washington Bestg. Co. (Henry Rau, 58% owner), operator of WOL, Washington and WDOV, Dover, Del. (Vol. 13:23) . . . KUDI, Great Falls, Mont. (formerly KBGF) by Dan Snyder & associates for \$70,000 to co-owners Walter N. Nelskog, Paul Crain, D. Gene Williams & Delbert Bertholf, who also have interests in Wash., Ore. and Billings, Mont. radios (Vol. 13:16) . . . WWOC, Manitowoc, Wis. by Edward W. Jacker & Edward D. Allen Jr. (52% of WDOR, Sturgeon Bay, Wis.) for \$62,300 to Joseph Clark, owner of WFOX, Milwaukee (Vol. 13:22) . . . WSTN, St. Augustine, Fla. by James D. Sinyard for \$60,000 to group headed by Lawrence R. Pincus, mgr. of WIVY, Jacksonville (Vol. 13:23) . . . WKBL, Covington, Tenn. by R. Wm. Hoffman (owner of WGFS, Covington, Ga.) and Charles K. Sparks for \$55,000 to Robert C. Whiteley Jr., chief engineer of WBOP, Pensacola, Fla. (13:24) . . . WORM, Savannah, Tenn. by owners of WJOL, Florence Ala. (Joe T. Van Sandt, pres.) for \$50,000 to W. L. Barry & Neal B. Bunn, also mgr. & 25% owner of WDXL, Lexington, Tenn. (Vol. 13:23) . . . KLUF, Galveston, by Mayor George Roy Clough & family for \$40,000 to local businessmen (with minority interest in KGUL-TV) including banker R. Lee Kempner, KGUL attorney Ballinger Mills (Vol. 13:22).

Radio station sales reported this week: KUDU, Ventura-Oxnard, Cal. by Voice of Ventura Co. (Wm. H. Haupt, pres.) for \$162,500 in bankruptcy proceeding to group headed by Mrs. Virginia Wallace (50%), whose husband is asst. mgr. of CKNW, New Westminster, B. C.; other stockholders will be Wm. Rea Jr. (20%), former owner of CKNW, and Mr. & Mrs. Robert Grettenberg, 30% . . . KLYN, Amarillo, by Kenyon Brown (also applicant for Ch. 7 there) for \$110,000 to Boyd Whitney, founder and co-owner of KLOS, Albuquerque . . . KCIJ, Shreveport, La. by Southland Bestg. Co. (Lester Kamin, pres. & 1/3 owner) for \$75,000 to Edward McLemore, also owner of "Texas Rasslin'" film show and 50% of radio KZEE, Weatherford, Tex. . . WFYC, Alma, Mich. by L. R. Kamperman & associates for \$70,100 to gen. mgr. David W. Somerville (30%), Gilbert E. Thomas, WWTW, Cadillac, account exec. (15.5%) and local businessmen Wayne G. Harris (40%) and H. B. Gase (13.3%) . . . WKTL, Kendallville, Ind. by Charles R. Palmquist Sr. & Jr. and associates for \$48,000 to co-equal owners Paul L. King (program mgr. of WOHO, Toledo) and restaurateur Weldon M. Cornell. Brokers: KUDU, Wilt Gunzendorfer & Assoc.; KLYN, Hamilton, Stubblefield, Twining & Assoc.

Radio is driving adults away by playing too much music aimed exclusively at teen-agers, Columbia Records musical director Mitch Miller told recent Fla. Broadcasters Assn. meeting. He said too many stations play music to "please the kids who can only buy Popsicles and peanut brittle," urged them to try pleasing adults for a change.

**A**FTERMATH of final decisions—petitions for reconsideration—continue to be disposed of by FCC—which seldom changes its mind. In addition to releasing San Francisco-Oakland Ch. 2 final decision, Commission denied requests for “second chance” filed by losers to WWL-TV, New Orleans (Ch. 4); KSLA, Shreveport (Ch. 12) and WTIC-TV, Hartford (Ch. 4).

Four new translators were authorized: Ch. 71, Newport, N. H.; Ch. 70, La Grande, Ore.; Ch. 82, North Warren, Pa.; Ch. 76, Raymond, Wash.

\* \* \* \*

Reversing initial decision on very grounds on which examiner made it—proposed localized service—FCC this week released text of final decision awarding San Francisco's Ch. 2 to San Francisco-Oakland TV Inc. (Vol. 13:20, 26). As previously reported, vote was 4-3 in unusual party-line split. Democrats Bartley, Mack & Craven dissented but issued no statement of views.

Winner is headed (47½% each) by gen. mgr. Ward D. Ingram of General Teleradio's Don Lee Broadcasting System and gen. mgr. Wm. D. Pabst of radio KFRC, San Francisco. Losers are TV East Bay, in which influential Democrat Edwin W. Pauley has 60.85% interest, and originally-favored Channel Two Inc. (Vol. 12:25), in which 5% is held by publisher Joseph R. Knowland of *Oakland Tribune*, father of the Senate Republican leader.

Main factor in examiner Thomas H. Donahue's recommendation of Channel Two Inc. year ago was that it would concentrate on “neglected” Oakland-East Bay communities instead of 5-outlet San Francisco (KGO-TV, KPIX, KRON-TV, KSAN-TV, educational KQED). FCC said this actually was “adverse factor,” scored examiner's choice for planning “virtually a total neglect [of] a large segment of the area to be served.” Commission commended San Francisco-Oakland TV Inc.'s plans for area-wide coverage, including auxiliary studio in San Francisco. Winner also was found superior in experience, ownership-management integration, planning & preparation and policy.

System for telecasting color from black-&-white film is “under development” by Bryg Inc., 324 S. McKean St., Butler, Pa., according to announcement by pres. Ralph A. Nicholas & exec. v.p.-gen. mgr. Samuel H. Depew. Initial demonstrations were held recently for officials of WJAC-TV, Johnstown, which is joining Bryg for testing and development work. Demonstrations of new system in action are planned by late summer. Photographic and TV engineers have been working for many years on various color TV recording systems using black-&-white film—to take advantage of cheapness and quick processing of black-&-white film. Bryg says it is developing 2 systems—mechanical system using color filters in camera and projector, and electronic process using different filtering technique to achieve same result. Bryg Inc. was formed last year to develop and market the new film system.

Triple damage suit for \$150,000 under anti-trust laws was filed July 2 against *Kansas City Star* and adv. director Emil A. Sees by Vogue Theatre proprietor Edward R. Golden. He alleged in U. S. District Court there that newspaper and Sees forced him to advertise in *Star's* afternoon & morning issues when he wanted ads only in afternoon. Supreme Court last month rejected appeal by *Star* from criminal anti-trust conviction (Vol. 13:25).

**T**V-RADIO CENSORSHIP plan, promptly denounced by President Eisenhower as aligning U. S. with totalitarian systems, was proposed July 1 in House by Rep. Madden (D-Ind.) in protest against “false propaganda” he said was spread by CBS-TV interviews with leaders of Communist countries (see p. 2).

Denouncing CBS-TV for putting Soviet boss Khrushchev and Yugoslav President Tito on U. S. TV screens, Madden introduced measure (H. Res. 305) expressing “sense” of House that Secy. of State must screen & approve questions in TV-radio interviews “with any official representative of the Union of Soviet Socialist Republics or of any other Communist or Communist-dominated government.”

President Eisenhower, who had been critical of “commercial” aspect of Khrushchev interview (Vol. 13:23), said at July 3 news conference that he was opposed to making it mandatory that any future telecast here by Communist leaders be submitted in advance for govt. approval. He said that would align us with countries which control press at expense of its freedom.

Censorship proposal aroused little apparent interest in House, although Rep. Feighan (D-O.) said he wanted “to congratulate the distinguished gentleman from Indiana for his timely & practical resolution,” which Feighan said “would clearly fix responsibility for the questions asked of any Communistic dictators.” Only other comment on floor came from Rep. Derounian (R-N. Y.), who wondered if “Mr. Murrow might be put out of business” by Madden's measure, which was referred in routine to House Commerce Committee.

In statement July 5, NARTB pres. Harold E. Fellows said Madden resolution is “gratuitous insult to broadcasters” and “repugnant to the most fundamental American concepts.”

“Campaign of deception” by TV, radio & press has aided supporters of “cunningly devised” civil rights legislation proposed by Eisenhower administration and passed by House, Sen. Russell (D-Ga.) charged July 2 in floor speech. He said news media are guilty of “abuse of the constitutional guarantee of freedom of the press” in promoting “propaganda line” that measure is intended to insure Negro voting rights. Instead, Russell said, bill gives “unprecedented power” to attorney general to “force a commingling of white & Negro children in the state-supported schools of the south.”

New reps: WAAM, Baltimore, to Blair-TV July 1 (from Harrington, Righter & Parsons); KVIP, Redding, Cal. to Hollingbery (from Branham); WTVP, Decatur, Ill. to Gill-Perna (from Bolling); WWTW, Cadillac, Mich., to Hollingbery Sept. 1 (from Weed).

ASCAP's gross revenue from licensees in 1956 hit all-time record of \$24,731,156, according to financial report to membership. Distributions to members totaled \$18,689,638, with expenses of Society coming to \$4,462,251.

Award for “distinguished service to higher education” was presented Joint Council on Educational TV (Ralph Steetle, exec. director) by American College Public Relations Assn. at annual meeting in Omaha.

Mobile color TV unit delivered July 1 by RCA to Crosley's WLWT, Cincinnati, is an air-conditioned \$250,000 van with 3 color cameras, equipment for cable and microwave relay.

**Telecasting Notes:** One of slickest Hollywood publicity stunts in years was recent TV spot announcement prepared by a couple of movie producers who were certain that no TV station would use it. When it received its pilot turndown by a station (Los Angeles' KNXT, in this case), it got plenty of free publicity in the newspapers—which quoted the purported TV "spot" in full, giving name of picture, etc. . . . The rejected spot used the following copy (expurgated by us to avoid giving free publicity): "Hey you. You look terrible. I mean it. You are suffering from T.T., which means Television Tension. Now why don't you stop looking at this silly little box; stop straining your eyes on this bleak, foggy picture. Tear yourself away from these nauseating wavy lines and break away right now from this TV trap. Button your shirt. Put on your shoes, grab the little woman and take her out to some real entertainment, the movies" . . . We think TV stations should accept the commercial—on one condition: That the movie theatres of the nation (85% of which subject their paid audiences to advertising films) give equal time, using copy running something like this: "Are you disgusted? Have you had it? Did you pay \$1 for parking plus \$1.80 admission plus baby-sitting fees to come to this theatre and see a real turkey? Tired of dressing up and paying hard-earned money to be bored? Treat yourself and your family to free entertainment in the home—try television, and see the top stars of yesterday and today, plus up-to-date newsreels, in the comfort of your own living room. And remember—it doesn't cost you anything to watch. And you can turn it off if you don't like it" . . . British TV sensation, Prince Philip's 75-min. BBC show explaining International Geophysical Year, will appear on Russian & Czech TV via kinescope, at the

request of those countries; Australia, Canada and Belgium have also requested prints of the show . . . More than 40 western series will be seen on TV next season—network and syndicated—July 1 *Billboard* reports, estimating sponsors will spend about \$25,000,000 for the eaters . . . TV-radio spectacular: Sponsor Rexall Drugs has ordered NBC simulcast for Oct. 13 "special" *Pinocchio*, featuring Mickey Rooney . . . Big ABC-Kaiser deal for Sun. evening next season is on again—and this time it's final. It involves total of \$7,000,000 in time & talent for year, of which \$3,300,000 represents time charges for 7:30-8:30 p.m. Period will be filled by 60-min. filmed western series, *Maverick*, to be produced by new corporation owned jointly by Kaiser Industries, Warner Bros. & AB-PT . . . National college football telecasts sold out on NBC-TV, Libbey-Owens-Ford Glass Co. signing as fourth sponsor . . . United Artists' post-1948 package of 52 features reportedly has been sold in 40 markets in first 4 weeks of active selling, for gross of nearly \$3,000,000 . . . Time-for-films barter deal blanketing country, similar to C&C-International Latex pact, reportedly in the making between NTA and Exquisite Form (brassieres).

Senate hearing on terms of 1957 Mexican broadcasting compact and 1951 North American Regional Broadcasting Agreement will be held July 10 by Foreign Relations subcommittee headed by Sen. Fulbright (D-Ark.).

Republic Pictures will double its Hollywood TV and feature film production facilities under new \$5,000,000 expansion project announced last week end.

Commercial telecasting for Sweden has been rejected by Parliament. Country currently has 4 govt.-operated stations and about 36,000 sets.

**Electronics Reports:** Radio "relays" in the sky might be "practical in the immediate future," International Geophysical Year Chairman Dr. Joseph Kaplan said this week in interview on CBS Radio's *Capitol Cloakroom*. "Ten pounds of chemical injected into the upper regions of the atmosphere can play a significant role," he said. He added he had induced Air Force to "toss 10 lb. of nitric oxide out at a height of about 60 mi. just to see what would happen. The results were amazing. During the daytime, it produced a new ionized layer from which we bounced radio signals, just as intense as the normal ionized layer. In other words we formed a mirror in the sky. At night the nitric oxide reacted with the atomic oxygen in the high atmosphere—a very simple, elementary reaction—and formed a blob of light about 10 mi. across and as bright as Venus. And so we realized that at least we were making a beginning on an artificial modification of the atmosphere."

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Electronic industry financial failures are increasing at faster rate than for business generally, says National Credit Office Inc. For year ended April 30, it lists 30 electronic manufacturer & 20 jobber failures, compared with 29 manufacturer & 22 jobber dropouts preceding year, 12 manufacturer & 9 jobber in 1952. It says electronic failures in year ended April 30 increased 175% over 1952 while all business failures increased 66%. Liabilities of manufacturers failing in year ended April 30 amounted to \$19,500,000 vs. \$11,000,000 a year earlier, NCO said. Report showed average age of companies failing in current year was 13 years—2 years greater than for preceding year and twice the age of those failing 2 years ago.

**ELECTRONICS PERSONALS:** Harold B. Richmond, ex-RMA (now RETMA) pres. and director, retires as chairman, General Radio Co. . . . Newland F. Smith elected pres. of Gray Research & Development Co. . . . Dr. Cleo Brunetti resigns as managing director, engineering research & development, General Mills mechanical div., takes exec. post at Food Machinery & Chemical Corp., San Jose, Cal. . . . Brig. Gen. Alfred R. Maxwell (USAF-ret.) named v.p. of Siegler Corp. Hallamore Electronics div. . . . Charles A. Parry, ex-RCA international div., named consultant to engineering director Ross Bateman, of Page Communications Engineers, also will be technical advisor on international telecommunications projects . . . Joseph T. West named mgr. of new Western Electric plant in Oklahoma City . . . Gilbert M. Davidson, ex-ACF Avion div., named DuMont Labs market research mgr. for instrument sales . . . Paul E. Gregg, Midwestern Instruments adv. director, takes on Magnecord div. adv. & merchandising duties . . . Wm. H. Martin appointed pres. of Clevite Ltd., St. Thomas, Ont., succeeding Wilbur D. Prescott, named to Clevite Corp. central management staff.

New industrial products div. of IT&T takes over electronic instrument manufacturing & distribution activities formerly conducted by IT&T's Federal Telephone & Radio Co. New div. will specialize in manufacture & sale of large-screen oscilloscopes, bar graph oscilloscopes, sweep frequency generators and distribution of Rohde & Schwarz and other imported precision test equipment. Instrument organization is headed by Rudolph Feldt, IT&T industrial products v.p.; Richard Hess, sales mgr.; Henry Wolcott, engineering mgr.; Leon Seldin, mfg. mgr.

**MID-YEAR ASSESSMENT OF TV PORTABLES:** With industry striving to "sell public up" to higher-end higher-profit receivers, we've taken pulse of good cross-section of industry -- seeking current facts and feelings about portables.

Production of portables for first 6 months ran about 800,000 units, some 30% of the 2,718,000 sets produced. This compares with 325,000 portables for first 6 months of 1956, about 9½% of the TV output for the period.

Statistical authorities tell us that portable inventories at end of June for all levels of industry were about 650,000, some 27% of total, compared with 550,000 at beginning of year. At this time last year, portable inventories were about 10% of total. Inventories aren't considered excessive. Retail sales of portables in May were about 125,000 and June sales probably were higher. Average factory price of portables is about \$100, not including excise tax.

Ratio of 17-in. to 14-in. portable production was about 5-1 during first 6 months, compared with 2-1 ratio for similar period last year.

Here are evaluations of portables by some top producers:

Robert A. Seidel, RCA exec. v.p., consumer products, says portable TV won't continue to get as great a percentage of total market because of changed appearance in console cabinets -- due to slim styling and 110-degree tube. However, he adds that RCA hasn't sold "the percentage of portables that the industry has -- the RCA line is heavily weighted to the console end, having 5 portables to 25 consoles."

Seidel declared he didn't know whether "sales will increase RCA's ratio of portables to consoles...so far we've been able to merchandise a broad line of consoles...but we have to gauge production on what customers buy."

Example of consumer preference, he said, was recent RCA survey which showed lowboy styling picked over higher TV sets, liking for light finishes over mahogany.

Some increase in RCA's proportion of portable sales is expected, Seidel said, because "we haven't been strong there." He also expects some step-up in sale of table models because of improved appearance.

S.R. Herkes, Motorola consumer products marketing v.p., commenting on GE's changed advertising emphasis, shifting away from portables, told us: "GE echoed what most of us believe...that there's no money in portable TV." He went on to say that "Motorola's emphasis will not be there at all" (on portable TV). As a matter of fact, promotion for Motorola's new line -- which will be introduced July 18 -- features teaser ad on "Golden Satellite" which, Herkes said, "you can believe me, will be on the high end."

Motorola production currently is running about 25% portables, Herkes said, while "ordinarily we try to keep it to 20%." He explained increase is due to introduction of new 17-in. portable -- and need of filling pipelines.

Robert L. Shaw, gen. sales mgr., Sylvania radio-TV div., said it's a "normal situation that portable TV, like portable radios, will take a seasonal curve in Sept. & Oct. when emphasis shifts to table and console models -- merchandising sets inside the home." However, he said shift will be back to portables for Christmas.

"Sylvania will continue to push portables," Shaw said, adding that heavy emphasis will be put on 21-in. portable. He said that biggest profit squeeze is in portables 14-in. and under -- not in 17-in. sets at \$170 and 21-in. at \$200.

Portable production at Sylvania is running "well in excess of 1/3" of total production, he said, and he expects total for year to run about 1/3.

Admiral spokesman said portables will be featured in its substantially increased fall and winter national advertising campaign. And he said about 1/3 of Admiral TV production now is in portables.

Philco official told us its feeling is that "portables meet market no other set reaches; portable TV will be with us for a long time." He described portable market this way: "Highly competitive...profit margin thin...not the profitable end."

DuMont spokesman described position as "quite light on portables and not putting emphasis on them." DuMont aim is to put sets in the living room, he said.

**Retail Sales:** TV set sales at retail in year's first 5 months were 2,420,633, says RETMA, only slightly below the 2,428,888 sold in similar 1956 period. For May alone, sales amounted to 399,757, compared with 392,080 in May 1956. Radio sales at retail, excluding auto sets, totaled 2,909,548, compared with 2,551,272 sold in the first 5 months of 1956. Sales in May were 547,480 vs. 566,357 in May 1956.

**Production:** TV output was 117,337 week ended June 28, compared with 116,302 preceding week and 98,597 in corresponding week one year ago. It was year's 26th week and brought TV production for year to date to about 2,718,000, compared with 3,415,202 in same period of 1956. Also this week, RETMA officially estimated first 5-month production at 2,178,361 compared with 2,862,177 in similar 1956 period. May production was 342,386 (41,956 uhf), compared with 361,246 in April and 467,913 in May 1956. Radio production was 200,242 (80,129 auto) week ended June 28, compared with 252,299 (98,616) preceding week and 199,107 (58,491) in corresponding week year ago. Radio output for 26 weeks totaled about 7,186,000 (2,839,000) vs. 6,659,165 (2,313,651) in same 1956 period. First 5 months' production was placed at 6,098,951 compared with 5,585,390 in similar period last year. May production totaled 1,023,-771 (396,151 auto), compared with 1,115,813 in April and 1,060,165 in May 1956.

**SYLVANIA'S DILEMMA: 'FLAT' vs. 'THIN' TV:** Sylvania is deliberately soft-pedaling the very substantial TV possibilities of its developmental "Sylvatron" image-producing panels, demonstrated this week in New York. This apparent unnatural aversion to horn-blowing is easily understandable in light of public's aptitude for conclusion-jumping and the large stake of Sylvania in new "thin" TV sets.

Remembering what "wait for color" once did to the black-&-white set market, Sylvania went out of its way in press releases and at demonstration to stress that "we are restricting our attention to national defense applications and relatively specialized commercial and industrial fields. Exploratory work in any other fields will have to take a back seat for quite some time...As far as TV, specifically, is concerned, there will be no application of Sylvatron in the foreseeable future."

But newsmen at the demonstration quickly spotted the natural TV potential of the one-eighth-of-an-inch-thick panels (currently being made in 2-&-4-in. squares, but said to be virtually unlimited in size possibilities) -- particularly those versions which can reproduce moving pictures when excited optically or electronically. When pressed as to how much territory "foreseeable future" actually took in, company officials gave the rather surprising answer that flat wall TV "is possible in about 4 or 5 years and a few million dollars from now." In terms of time, this is about 10 years less than most industry leaders have previously been willing to predict.

There's no question that Sylvania topkicks are more excited about Sylvatron's TV possibilities than any of its other uses -- particularly in view of fact that the company already has made panelescent lamps, operating on similar principles, capable of giving off 40-50 foot-lamberts, about the brightness of today's monochrome picture tubes. Though 4-5 years would be relatively short time for such a revolutionary TV development, there are indications that Sylvania is hoping to cut even this period.

From thin to flat is a big step -- and the company has adopted a policy of tiptoeing ever so gently in order not to step on any eggs which it hopes will hatch this fall into heavy sales for new "slim" 110-degree sets.

**Topics & Trends of TV Trade:** Transparent phosphors for cathode ray tubes will be displayed for first time by GE Aug. 20-23 at Western Electronics Show & Convention (WESCON) in San Francisco. Announcement marks first hint that GE has renewed its activity in development of transparent phosphors—which it had discontinued after many years of research.

Though no GE officials were available for comment, there was speculation that the new phosphors were inspired by the approach taken by Naval Research Lab's Dr. Charles Feldman, who last May demonstrated transparent phosphors in various colors (Vol. 13:17-18). At that time, industry observers agreed that principal drawback of his method was the need for special expensive glass (such as Corning's Vicor) which could withstand the temperatures at which his phosphors are applied.

Dr. Feldman told us this week that CR tubes using his transparent phosphor would probably be in use this year in military aircraft. For TV purposes, he speculated, it may be more practical to develop new types of glass for use with the transparent phosphor than to attempt to develop a low-temperature version of the phosphor. He said both Corning and Kimble (Owens-Illinois) had submitted "promising" samples of lower-cost high-temperature glass; he also suggested the possibility of metal-coned picture tubes sealed to high-temperature glass screens. He said he had investigated possibilities of Corning's newly announced ceramic Pyroceram (Vol. 13:21), but had been told that transparent version was still far off and prices would be too high in foreseeable future.

Principal immediate advantage of transparent-phosphor picture is its extreme contrast—which would be particularly advantageous for viewing outdoors or other places where external light is bright. Using 3 layers of color phosphors, new type of color tube might be possible—but this is considered even further in future than the monochrome tube. Dr. Feldman said he is not working with GE on the phosphors.

GE didn't announce potential uses of its new phosphors, except to say they "can radically improve the clarity of pictures on a cathode ray tube screen" and permit "spot and line resolution to approach the diameter of the electron beam itself, instead of the usual 2-3 times enlargement found in powdered phosphor screens."

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Uhf receiver radiation limits were increased from 500 to 1000 uv/m above 260 mc for one year at request of RETMA, which told FCC that new 500 uv/m limit can't be met by manufacturers by Dec. 31, 1957 deadline (Vol. 13:19). In postponing its original limit until Dec. 31, 1958, Commission noted that Sarkes Tarzian Inc., commenting on proposal, had stated that all of its uhf tuners currently meet 500 uv/m limit, and FCC said "it would appear that this achievement should serve as an indication that the industry as a whole will find it practicable" to comply with that limit by end of next year. FCC rejected a proposal by RETMA to relax power line interference limits for TV sets, but agreed to relaxation of the limits for radios. Text of amended rules is available from Commission (Doc. No. 12018, Mimeo 57-706) or we'll get a copy for you.

Business failures in May among TV-radio-appliance retailers totaled 47, representing liabilities of \$1,466,000 according to Dun & Bradstreet monthly reports. In May 1956 there were 22 failures & \$632,000 liabilities.

More than 20% of N. Y. area homes have 2 or more TV sets, according to special survey of 1000 homes by Pulse Inc. for *Television Age*, detailed in its June 17 issue—shedding light on TV buying intentions of New York families. Capsule summary: (1) Of 1000 families, 78.3% said they had one set in working order, 20.1% had two, 1.6% had 3. (2) The 783 respondents in one-set homes were asked what they would do if they had money available to buy second black-&-white set now; 197 (25.2%) said they'd buy it now, 586 (74.8%) would use the money for something else. (3) Of those who would buy it now, 105 (53.3%) preferred portable as second set, 92 (46.7%) would buy console or table model. Some 87 (44.2%) said they have plans to buy another set this year, and of those, 45 (51.7%) plan to buy portable. (4) Of 586 who expressed no interest in buying second black-&-white set now, these were principal reasons given: 124 (21.9%) prefer color TV; 316 (55.9%) said they had no need for another set; 50 (8.8%) said they couldn't afford it; 48 (8.5%) said "necessities first;" 31 (5.5%) had no room for another set. (5) Of the 1000 TV homes, respondents in 44% had seen color TV. Of these, 241 (54.6%) were satisfied with color quality, and 199 (45.4%) said they weren't.

Philco has reorganized govt. & industrial div. sales dept., gen. sales mgr. Marshall A. Williams reporting following setup: (1) C. Paul Young named director of govt. & industry relations, covering general sales policy and contract negotiations. (2) F. D. Langstroth, marketing mgr., govt. products, supervises the 5 regional offices and home office govt. sales. (3) H. E. Taylor Jr., marketing mgr., industrial products, coordinates 3 depts.—communications & TV broadcast equipment, export and manufacturer's rep support. (4) C. C. Pond is marketing mgr., computer & automation equipment. (5) W. M. Carey is mgr. of business operations. (6) Richard M. Fielding, mgr. of public information, covers advertising, sales promotion & public relations. (7) A. T. Pollock, mgr. of field engineering, supervises installation, maintenance & warranty of div. products.

Admiral's fall & winter advertising for TV receivers will be substantially increased, probably about 20-25%, spokesman reports. Kickoff will be 4-page spread in Sept. 9 *Life*, followed by single pages at regular intervals for balance of year. He said ad program will hit these points: (1) Slimline styling with 110-degree tube. (2) Sonar remote control. (3) Hi-fi power pack. (4) Portable TV. Campaign also will use *Holiday*, *New Yorker*, *Sports Illustrated*, *Sunset*, etc.; 24-sheet posters; trade publications; co-op ads—which will be boosted over 25%; separate programs for radio & hi-fi.

First phase of Zenith patent suit has been settled by Wilmington, Del. federal district court ruling that Zenith did not infringe on a tuning condenser patent held by Western Electric. Remaining are 7 phases of 1947 Zenith patent suit against Western Electric, RCA and GE. Tuner was developed by Sidney E. Anderson, with patent held by Western Electric. Judge Paul Leahy declared "Zenith's is a different system from Anderson's and independent of the concept of Anderson."

Philco has been given until Aug. 1 to answer RCA treble-damage suit (Vol. 13:24) charging Philco and its subsidiary, Lansdale Tube Co., has been infringing on RCA patents since Jan. 1955. RCA suit was counterclaim to Philco's \$150,000,000 anti-trust action against RCA, GE, AT&T, Western Electric and Bell Labs.

**Trade Personals:** Charles K. Rieger, GE v.p. and gen. mgr. of TV-appliance div., elected chairman, NEMA major appliance div., succeeding R. J. Sargent, mgr. Westinghouse marketing & distribution, consumer products div.; John A. Hurley, RCA-Whirlpool v.p.-sales, named vice chairman . . . Richard J. Sargent, Westinghouse consumer products div. marketing & distribution gen. mgr., elected a trustee of alma mater Hiram College . . . Louis H. Cohen, ex-manufacturers' rep in Canada and ex-gen. mgr. of Philco Service Inc., appointed gen. sales mgr., IT&T components div. . . . Gerald M. Miller appointed RCA components div. & adv. sales promotion administrator, Joseph C. Weitzman market planning research analyst . . . Joseph T. Nolan promoted to mgr. of RCA editorial & press services . . . Lowell H. Good promoted to RCA director, engineering utilization.

### Obituary

Manton Davis, 80, retired RCA v.p. & general counsel, died July 1 following heart attack at Fishers Island, N. Y. summer home. A native of Mayfield, Ky., he joined RCA in 1923 following 6 years in army. He retired from RCA in 1941 because of poor health.

Stromberg-Carlson appoints 4 regional mgrs. in reorganization of commercial product sales, special products div.: northeast, W. E. Cutler, New York; southeast, Alighero Cortese, Philadelphia; north central, A. V. Samuelson, Chicago; Pacific, E. V. Goodwin, Los Angeles. Martin T. Zegel, sales mgr.-commercial products, says southwest region office is also planned.

Motorola pres. Robert W. Galvin is subject of "Pat on the Back" section of July 8 *Sports Illustrated*, noting that he has made sports an important part of his company's corporate philosophy. Item says he has been known "to rush out of a West Coast business meeting to fly to Evanston, Ill. for weekly practice session" of softball team he plays with.

False advertising for "Color Filter" TV set device by Sunset House Distributing Corp., 792 Sunset Bldg., Hollywood, was charged July 2 by FTC. Complaint said company claimed plastic adapter, attached to black-&-white screen, would produce same visual effects as color set.

GE franchises for radio & housewares div. are being extended to 2 years from current one year. If franchise is terminated, distributor will have option of reselling merchandise to manufacturer.

P. R. Mallory & Co. and Radio Materials Corp. have agreed to merge, RMC—which makes ceramic capacitors—changing name to Radio Materials Co. and operating as div. of Mallory, which makes electronic & electrochemical products. RMC stockholders will receive total of 176,488 Mallory common shares. Mallory pres. J. E. Cain said merger is "expected to add materially" to earnings from combined sales in excess of "\$80,000,000 in 1957." Mallory earnings last year were \$3,065,108 (\$2.60 per common share) on sales of \$68,356,203. Effective date of merger is not set, but expected to be before Oct. 1.

Tung-Sol has registered \$5,000,000 issue of 100,000 shares of \$50 preferred stock with SEC for marketing through underwriters headed by Harriman Ripley & Co., N. Y. Proceeds from stock convertible into common shares until Aug. 1, 1967 would be used to reduce \$6,600,000 short-term borrowings and increase working capital.

**DISTRIBUTOR NOTES:** Graybar appoints E. E. Leavey asst. district mgr., Los Angeles, effective Aug. 16; H. G. Cook succeeds him Aug. 1 as Miss. Valley district mgr., St. Louis; D. A. Williams succeeds Cook Aug. 1 as Wolverine district mgr., Detroit. W. B. Whaley becomes asst. district mgr., Kansas City. C. C. McGraw named supply sales mgr., Houston, Aug. 1; F. M. Sholders succeeds him as Omaha branch mgr. Creighton C. Kohnert named district appliance sales mgr., Gulf Coast district, Houston; K. D. Leavitt succeeds him as Cleveland district appliance sales mgr.; Rudy Johnson takes over Leavitt's post as Cleveland mgr., major appliance sales. R. W. Miller becomes Duluth branch appliance sales mgr. . . . Admiral Distributors names Carl Lantz exec. v.p. replacing Clarence Tay, retired . . . Hamburg Bros. Inc. (RCA), Pittsburgh, appoints Wm. C. Lawrence sales mgr., RCA Victor div. . . . Ohio Appliances Inc. (RCA), 804 Sycamore St., Cincinnati, to move to 45,000-sq.-ft. building in suburban Edgemoor by year's end . . . DuMont names Lyle Winslow for Columbus, O.; he's rep for DuMont National Distributors Inc. in Cleveland, Cincinnati, Dayton, Toledo—has offices and warehouse at 701 Clair St. NE, Cleveland . . . DuMont corrects its announcement (Vol. 13:26) to show that Orgill Bros. Hardware Co. Inc., 301-11 W. Pearl St., Jackson, Miss., will handle central and southern Miss., including Jackson, Meridian, Hattiesburg, Brookhaven, Vicksburg, Yazoo City, but excluding 6 southernmost counties . . . Philco 5-star annual merchant award presented 5th time to Larry May, owner-mgr., General Appliance Co., San Jose, Cal. . . . CBS-Hytron appoints John M. Bearse Seattle district mgr.; Joseph H. Denselbeck succeeds him in Detroit office . . . RCA Victor Distributing Corp., Chicago, appoints Fred Parsons, ex-Zenith, as sales v.p., effective Aug. 1; he succeeds Wm. Boss, recently named asst. to RCA pres. John L. Burns . . . Motorola appoints Central Distributing Co., 1201 E. Houston St., San Antonio (Cal Michelson, pres.), replacing South Texas Appliance Corp.

Celebrating Golden Anniversary, RCA distributor Krich-New Jersey Inc., Newark, notes that RCA TV receiver saturation in area is now 26.6%, highest of markets covered in 23-city Consumer Analysis conducted by newspapers (Vol. 13:24); that survey shows 43.6% of families in area planning to buy TV this year list RCA first. Demand, says exec. v.p. Frederic M. Comins, "is unique in comparison with any trademarked product in the entire survey, whether it be toothpaste or automobiles."

Walt Disney Productions, 26.6% held by Atlas Corp., has options to buy 31% of outstanding stock of Disneyland Inc. from Walt Disney, WED Enterprises and Western Printing & Lithographing Co., bringing total ownership to 66%, balance being held by American Broadcasting-Paramount Theatres. Option price was \$528,810, of which \$100,000 was in cash, remainder in notes to sellers. Disneyland Inc. is expected to earn \$1,000,000 in fiscal year ending July 31 following depreciation of \$2,200,000.

Unitronics reports \$200,126 net profit (40¢ per share) on first quarter sales of \$8,434,735, compared with \$134,454 (26¢) on sales of \$6,160,974 in similar 1956 period. Pres. Brantz Mayor said special meeting will be held this summer for stockholders' action on board's approval of merger with Siegler Corp., which also is acquiring Hufford Corp. Unitronics is parent of Olympic Radio & TV, David Bogen Co., Presto Recording Corp.

**N**ATIONAL TV advertising expenditures—network plus spot—will exceed \$1 billion for the first time this year, *Printer's Ink* predicts on basis of projection of McCann-Erickson research figures. The ad magazine estimates 1957 national TV expenditures at \$1.035 billion, 8.4% above 1956 estimate of \$954,700,000. The estimate for 1957, incidentally, is extremely close to the \$1.02 billion we predicted for the year in our issue of Dec. 29, 1956 (Vol. 12:52).

Biggest increase predicted by *Printers' Ink* is for radio—rise of 21.8% in national business, from \$229,900,000 in 1956 to \$280,000,000 for 1957. Total ad expenditures for 1957 were forecast at record \$10.2 billion, 3.4% increase over 1956's \$9.9 billion. The complete *Printers' Ink* projection (for comparison with other years, see p. 42, *Television Factbook No. 24*):

First-Quarter 1957 Estimate of Current Annual Rate of Advertising Volume

Medium	Expected 1957 total advertising revenue (millions)	1956 final estimate (millions)	% change 1957 vs. 1956
Newspapers (national)	\$ 815.0	\$ 788.9	+ 3.3
Magazines	805.0	794.7	+ 1.3
Television (network and spot)	1,035.0	954.7	+ 8.4
Radio (network and spot)	280.0	229.9	+21.8
Business papers	540.0	495.5	+ 9.0
Outdoor (national)	133.0	134.7	- 1.3
Other investments by national advertisers	2,590.0	2,527.2	+ 2.5
Estimated total investments by national advertisers	6,198.0	5,925.6	+ 4.6
Estimated total investments by local advertisers	4,040.0	3,979.1	+ 1.5
<b>Grand total</b>	<b>\$10,238.0</b>	<b>\$9,904.7</b>	<b>+ 3.4</b>

**Doctor in the house:** A mistaken-identity problem is responsible for use of "Dr." in front of the name of CBS Inc. pres. Dr. Frank Stanton, he revealed in July 2 address to National Press Club in Washington. Referring to the title, he explained: "It is not something that I think I would have carried over from academic life into business were it not for the fact that in the New York area there is a man who issues a tip sheet in electronics stocks who has unfortunately the name of Frank Stanton, and I have not been able to separate him from my life except by going back and putting the Ph.D. in front of my name and then there is no doubt about it because he does not have that."

Tele-Broadcasters Inc. gained \$44,745 on \$108,000 sale of radio WKXL, Concord, N. H., to Joseph L. Close (WKNE, Keene, N. H.) and Frank B. Estes (Vol. 13:8), according to interim report to stockholders for quarter ended April 1. Company headed by H. Scott Killgore, incorporated last Aug., had net profit of \$38,491 on net revenues of \$149,120 in period, when earned surplus was \$17,624, compared with \$20,866 loss in all 1956. Tele-Broadcasters now is selling WKXV, Knoxville (Vol. 13:24), leaving these radio holdings: WPOW, N. Y.; KALI, Pasadena; WPOP, Hartford; KUDL, Kansas City.

Federal court injunction against IBEW Local 1212 in N. Y. TV jurisdictional dispute was issued July 1 by Judge Archie O. Dawson, who ordered union to stop unfair labor practices in handling lights for remote telecasts. Injunction was sought by NLRB on complaint of CBS-TV, whose April 21 telecast of "Tony" awards was cancelled as result of inter-union squabble with members of IATSE (Vol. 13:17-19). Injunction will stand until NLRB resolves dispute.

Jail & fines for leaks from govt. regulatory agencies, including FCC—and for improper attempts to "influence any adjudication" by them—are provided in bills (S. 2461 & 2462) introduced July 2 by chairman Jackson (D-Wash.) of Senate investigating subcommittee (Vol. 13:23). Penalties for violations would be fixed at imprisonment up to year and \$500 fines. First measure makes it Federal crime for "members, officers & employes" of agencies to make unauthorized disclosure of votes, plans to vote, or advice they receive from subordinates on pending issues. Second measure forbids "undue influence" on members of FCC, CAB, FTC, ICC, SEC or FPC, requiring notice to all interested parties when "certain communications" are submitted to them. Jackson said anti-leak bill was needed because of "willful disclosure" of CAB information which brought burst of trading in Northeast Airline stock, that only FTC now has criminal provision covering such tips. Second bill "in no way curtails any interested party from presenting his views" to agencies so long as "all parties are first advised," Jackson said, adding: "It is only fair & just because it relieves the commissioners from undue influence." Sen. McClellan (D-Ark.) is co-author of both bills, which are expected to gather additional sponsors. They were referred to Judiciary Committee.

Flexible tax depreciation schedules are necessary in broadcasting industry in which equipment obsolescence is increasing factor, NARTB maintains in 25-page argument against tighter general all-industry standards proposed by Internal Revenue Service. Responding to request by IRS for comments on proposed changes in Bulletin F, last revised in 1954, NARTB attorneys Walter R. Powell Jr. & Walter J. Murphy Jr. urged that tax depreciation determination be left largely to agents in field, as it is now. They said any attempt to set rigid rate tables would raise peculiarly difficult tax problems for broadcasters because industry is changing constantly, equipment is replaced frequently by new inventions, buildings can't be salvaged for other industrial uses. Any new ruling by IRS on depreciation rates will be delayed at least until Sept.

October opening is set for Broadcasters Club in Washington (Vol. 13:21) with 32 resident and 43 non-resident members already signed up. Club will be on second floor of Colony Bldg., 1737 DeSales St., food and bar operations to be handled by Colony Restaurant. Membership is to be limited to 150 resident, 250 non-resident executives in broadcasting and related manufacturing industry, allied professions and business assns. Fees are: non-resident, \$60 initiation, \$50 annual dues; resident, \$120 & \$100. For non-resident applications, contact Howard Lane, KOIN-TV, Portland, Ore.; for resident, Leonard H. Marks, Cafritz Bldg., Washington.

Two TV station applications were filed with FCC this week, bringing total to 126 (34 uhf). Applications were for Norfolk, Va., Ch. 13, by group headed by Emil J. Arnold, who has ownership in group of southern radio stations; for Erie, Pa., Ch. 66, by local WLEU, which formerly held CP for same channel when under different ownership. No translator applications were filed. [For details, see *TV Addenda 24-Z* herewith.]

ODM takes over work of discontinued Cabinet Committee on Telecommunications Policy and Organization. Defense Mobilizer Gordon Gray plans to consult with Telecommunications Advisory Board—which includes FCC representative—in carrying out work. Spokesman said telecasting and broadcasting are excepted from ODM responsibility.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — July 13, 1957

**FEE-TV BACKERS** ask fullscale service now, looking askance at limited test; proposals to FCC are vague. More "antis" than "pros" (pp. 1 & 5).

**40,000,000 TV HOMES** are counted by NBC for sets-in-use high mark; new tabulation shows TV's saturation spread from .02% in 1946 to 80.3% now (p. 3).

**RAPID RADIO GROWTH** reflected in station totals. 3079 AMs, 530 FM's on air, vs. 500 TV's. Total tripled since construction resumed at end of war (p. 4).

**SUMMER TV FARE** draws criticism from critics and trade alike. Jack Gould proposes talent "try-outs," repeats of winter season's best shows (p. 7).

**TWO "WHITE SPOTS"** in U. S. filled in as KGEZ-TV, Kalispell, Mont. and KPLO-TV, Reliance, S. D. begin, latter to operate as a satellite (p. 8).

**ANNUAL "GUESSTIMATE"** sees 7,000,000-set year. Greenebaum & Assoc. also venture output predictions for top 11 producers (p. 10).

**ATTRITION IN SET MAKERS** to be pointed up in forthcoming TV Factbook; 44 U. S. & 16 Canadian left from peak of 94 & 13 in 1951 (p. 10).

**NATIONAL TV WEEK** plans shaping up, sponsors NARDA, NARTB, RETMA & TvB vowing to avoid fizzle of Radio Week promotion (p. 11).

**RAYTHEON'S "SPACISTOR,"** newest semi-conductor device, said to be capable of operating up to 10,000 mc at 500° C. Regular use 3-5 years off (p. 12).

**BARTLESVILLE "TELEMOVIE"** debut postponed to Sept.; NCTA begins large-scale closed-circuit fee-TV study. Los Angeles postpones action on Skiatron (p. 9).

**PAY-TV PROPONENTS DISLIKE 'TRIAL' IDEA:** FCC thought it was opening the door a crack when it asked fee-TV backers to propose conditions for a trial operation—but when the comments came in this week, it was clear that subscription-TV proponents want a hole big enough to drive a bulldozer through.

Two of the 3 opposed the idea of a trial altogether, but indicated they'd go along if it were made broad enough. The third pouted, threatened to pick up its marbles and go home unless FCC gives it virtually free hand.

This week's filings added little to the sum total of knowledge of how fee TV would work if authorized, and there was some chagrin at Commission because pay-TV's promoters were unwilling or unable to present more concrete plans.

■ ■ ■

The opponents, sparked by NARTB and the networks, again pointed up all the arguments they could muster—none of them new.

They were joined by a strange bedfellow—Rep. Celler (D-N. Y.)—who, as chairman of House Judiciary Committee and its anti-trust subcommittee, has repeatedly accused them of monopolistic tendencies.

In letter to FCC this week, he demanded that Congress be permitted to decide whether there is to be a test of subscription TV—and his arguments seemed to hew closely to the "network line." But the author of the House's anti-fee-TV bill reverted to anti-network form at end of letter when he predicted that networks eventually would take over subscription TV, thereby compounding their "monopolies."

Chairman Harris of House Commerce Committee, meanwhile, is understood to be satisfied with FCC's current attitude as expressed in Chairman Doerfer's letter to him last week (Vol. 13:27). It's said that he feels Commission has receded considerably from its original position that it had blanket authority

to order tests, and he's accepted its assurance that it will come to Congress, if necessary, when it determines exactly what legislation is needed. Next move, he feels, is up to FCC.

Of the more than 30 comments filed, 21 opposed subscription TV and/or a test, 8 favored it, and a couple were undecipherable. While most stations filed "anti" comments, some broadcasters did favor a test.

Notable was RKO Teleradio, whose WOR-TV, New York, in the past has cooperated with Skiatron on fee-TV tests. It offered its 2 independent outlets—WOR-TV and KHJ-TV, Los Angeles—for trials, but said it wasn't wedded to any specific fee-TV system.

Other stations favoring trial, and suggesting their outlets be used, were: WITV, Ft. Lauderdale-Miami, Fla. (Ch. 17)—and permittees of uhfs WFMZ-TV, Allentown; WCAN-TV, Milwaukee; WSES-TV, Philadelphia; KBAY-TV, San Francisco. None of the latter 4 is on the air.



Subscription-TV proponents definitely gave impression they were throwing cold water on idea of a test. Comments filed jointly by Skiatron Electronics (Arthur Levey) and Skiatron TV (Matty Fox) expressed disappointment that FCC is talking about a test instead of fullscale service, stating that they were "skeptical of the validity of the trial suggested" and that a test "to be worthwhile must in essence be a full-fledged operation."

Paramount's International Telemeter flatly opposed a trial—as reported last week (Vol. 13:27)—giving lengthy arguments why test idea should be discarded and regular fee TV authorized forthwith.

Zenith wasn't as specific, but pres. E. F. McDonald Jr., in statement filed with his company's comments, urged Commission not to "tie our arms behind our backs," testily asked it "to reject our petition altogether rather than to bog us down in further endless administrative hearings and proceedings."

Proponents' comments had much in common, though details differed. All gave their versions of test conditions—even those opposing principle of a test.

All want a trial in large cities.

All seek relatively "open-ended" trial with no fixed termination date—Zenith asking at least 2 years, Skiatron 5-10 years, Telemeter no specific limit.

All want vhf as well as uhf stations to participate in test. Skiatron, which long ago proposed that fee TV be limited to uhf stations at outset, decided to "withdraw this previous suggestion" for purposes of the trial.

Their attitudes on wired systems were interesting—and divergent. Telemeter devoted 6 pages to its closed-circuit plans, describing them as "interim" step which will provide FCC with valuable data and aid broadcast subscription operation by establishing ready-made pay-TV audience.

Zenith blasted wired fee TV all over the map, accused networks of fostering it and warned "they may find when the time comes that AT&T has not only preempted the field but created a Frankenstein which will reduce broadcasting to a third-rate service."

Skiatron, most active of all in publicizing grandiose wired-TV ideas, mentioned nary a word about closed-circuit fee TV.

As to details of how they plan to operate, all 3 were so vague they gave definite impression they were holding back—either for competitive reasons or because they just plain weren't ready to say.

The opponents—networks, stations, theatre owners—pulled out all the stops, giving birth in the process to such colorful phrases as:

"If someone is confronted with an unmarked bottle, there are measures short of drinking a little of the contents to determine whether it is a mouthwash or a poison" (CBS).

"Any broad-scale test of pay TV would be like testing a new weapon by shooting it into a crowd of people to see how it works" (NBC).

“. . . What stands if freedom falls? We suppose, in the present context, a promoter's dream—which bids fair to become the public's nightmare" (NARTB).

Principal arguments of the "antis": Commission doesn't have legal authority to order tests, nor can fee TV be classified as broadcasting. Congress must settle issue. Small-scale trial would be meaningless; fullscale trial might be impossible to turn off. If there are tests, they shouldn't be in broadcast band; use other frequencies or wired TV. Tests would aggravate competitive station shortage problems. Basic public interest questions and technical standards should be settled before trials. Full evidentiary hearings should be held.



Continuing to occupy its unique position on toll TV, Jerrold Electronics Corp. told FCC that broadcast subscription TV is unworkable, while closed-circuit method is practical and feasible.

Video Independent Theatres' "Cable Theatre" project in Bartlesville, Okla., Jerrold said, will provide test information without dangers of on-air test; it offered to make available any data Commission wants, said scrambled-picture facilities can be tested in lab without on-air trial.

For comparison of 3 major fee-TV proponents' ideas of what trial should be like, see p. 5. For developments on closed-circuit pay-TV projects, see p. 9.

**NBC ESTIMATES TV SATURATION AT 80.3%:** Total TV homes attained 40,000,000 milestone July 1, NBC Research estimated this week in new tabulations underscoring industry's astonishing growth from a standing start just 12 years ago.

TV saturation has spread from two-hundredths of one per cent in 1946 to 80.3% now, according to measurements tallied under direction of NBC planning & development v.p. Hugh M. Beville Jr.

Only 8000 homes boasted TV-sets-in-use in 1946, and it was 1948 before number of second sets (1000) was significant enough to be counted in continuing NBC tables now built from Advertising Research Foundation-Census Bureau surveys (Vol. 12:8).

All but 9,800,000 of estimated 49,800,000 homes in all U.S. (they increased from 37,825,000 in 1946) had TV sets by July this year—and 3,160,000 of TV homes had extra sets—according to NBC figures, which will be condensed in our TV Factbook No. 25, due in mails in mid-Aug. Here's NBC's graphic story of TV's rise:

TV's 12-YEAR GROWTH (Figures in thousands)

Jan. 1	TV Homes	Secondary Sets in Homes	Public Place Sets	Total TV Sets	Total Homes	% TV Saturation
1946 .....	8	—	2	10	37,825	.02
1947 .....	14	—	2	16	38,575	.04
1948 .....	172	1	17	190	39,950	.4
1949 .....	940	10	50	1,000	41,475	2.3
1950 .....	3,875	50	75	4,000	43,000	9.0
1951 .....	10,320	165	115	10,600	43,888	23.5
1952 .....	15,300	315	185	15,800	44,760	34.2
1953 .....	20,400	505	295	21,200	45,640	44.7
1954 .....	26,000	800	500	27,300	46,660	55.7
1955 .....	30,700	1,000	800	32,500	47,621	64.5
1956 .....	34,900	1,610	1,080	37,600	48,600	71.8
1957* .....	38,850	2,520	1,280	42,650	49,500	78.7
July 1, 1957* .....	40,000	3,160	1,340	44,500	49,800	80.3

\* Estimated

**RADIO GROWTH—IN TERMS OF STATION TOTALS:** For years, much of FCC's time has been taken up with haggling over scarcity of TV stations. No such problem with radio. Tallying AM-FM station figures, you can see that radio has continued without letup its speedy multiplication. As for "media of local expression," to employ a choice FCC expression, radio is localer and localer. Consider these grass-roots CPs granted in recent weeks: Gillette, Wyo. (pop. 2191); Wauchula, Fla. (2872); Alma, Ga. (2588); Mount Dora, Fla. (3028); McRae, Ga. (1904).

First half of 1957 ended with exactly 3079 AM and 530 FM stations on air, compared with 500 TVs. These compare with year-ago figures of 2893 AM, 532 FM, 477 TV. During first 6 months of this year, only one AM license was turned in, 4 CPs dropped, compared with 9 TVs quitting and 5 CPs dropped.

July 1 count is based on our 1957 annual AM-FM Directory, which is kept current with weekly Addenda covering FCC grants, changes, withdrawals, etc. It actually shows 3247 AM stations authorized (including on-air or under-construction), as against 3140 last Jan. 1 and 3021 July 1 year ago.

Authorized AMs have almost exactly tripled since 1945, when wartime freeze on construction was lifted. Here's how list has grown (as of Dec. 30 each year): 1945, 1056; 1946, 1579; 1947, 1961; 1948, 2131; 1949, 2246; 1950, 2351; 1951, 2410; 1952, 2516; 1953, 2644; 1954, 2782; 1955, 2941; 1956, 3140.

Applications pending for new AMs totaled 270 June 30, while AMs in CP status totaled 169.

Even FM has crept up a bit, with stimulus of multiplexing, etc. There are 568 authorized, up from 549 year ago. Peak was 706 FMs at end of 1950.

Emerging as the major power in Pacific northwest broadcasting, Mrs. A. Scott Bullitt's King Broadcasting Co. this week completed negotiations for purchase of KREM-TV, Spokane (Ch. 2) with KREM & KREM-FM. Purchase will give King ownership of TV-radio combinations in the 3 major Pacific northwest markets, with Seattle's KING-TV-AM combination and Portland's KGW-TV & AM. Spokane stations are to be purchased from Louis Wasmer for \$2,000,000 (\$500,000 down, balance over 11 years) through establishment of new KREM Broadcasting Corp., of which Wasmer will be pres. and presumably a minority stockholder. Sale was negotiated through Blackburn & Co.

Purchase of KOVR, Stockton, Cal. (Ch. 13) for some \$3,500,000 by Lowell Thomas, Frank M. Smith and associates is being negotiated. They will form new corporation to take over ABC-TV affiliate from Television Diablo Inc., majority owned by manufacturer H. Leslie Hoffman. Thomas-Smith interests also operate WCDA, Albany, N. Y. (Ch. 41), with satellites WCDB, Haganan, N. Y. (Ch. 29) and WDCD, Adams, Mass. (Ch. 19); they also control WTVD, Durham, N. C. (Ch. 11).

Bait advertising is outlawed in Ohio bill, signed by Gov. C. Wm. O'Neill and effective in Sept., providing \$200-\$1000 fines and/or 20-day jail terms for advertisers who offer "any merchandise, commodity or service" with intent not to sell at stated price—or not to sell at all. Media will not be implicated in violations if they act "in good faith" in accepting such advertising without knowledge of "false, deceptive or misleading character."

First foreign TV station built by private firm for its own employes is under construction at Dharan, Saudi Arabia, by Arabian American Oil Co. Station management advisory services will be provided by NBC International Inc.—second such deal signed by the NBC subsidiary (first being with British commercial TV program contractor for upcoming Cardiff, Wales, station). Aramco plans to have station on air within 6 months, using 6-kw transmitter and concentrating on kines and films of U. S. TV shows—many dubbed in Arabic. The population of Dharan and environs consists of 25,000 Arabs and 5000 Americans. New outlet won't be first TV service for area, since U. S. Air Force maintains AFTV station AJL-TV (100 watts) for American Armed Forces personnel there. Under management services contract, NBC is sending 2 programming advisors—Wm. Parrish, of network's public affairs dept., and TV-radio writer Jack Krutcher—who will remain with the station 3 months to a year.

In effort to dissuade FCC from its firm stand against unauthorized vhf boosters, Colo. Gov. Steven R. McNichols met late July 12 with FCC Chairman Doerfer, key Commission staff members and representatives of congressmen. McNichols is following pattern set by former Colo. Gov. Edwin Johnson, who encouraged groups to establish boosters despite FCC disapproval. Among Commission staff members at this week's meeting: Warren Baker, Harold Cogwill, James Barr, McIvor Parker. Nick Zapple represented Senate Commerce Committee; Richard Pelz sat in for Rep. Don Magnuson (D-Wash.), vigorous supporter of the booster operators.

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**SUBSCRIPTION-TV proponents' responses to FCC's requests for specific pay-TV test proposals (though Skiatron & Telemeter expressed opposition to basic idea of a limited trial):**

**(1) Cities in which tests should be conducted:**

**Skiatron**—At least one metropolitan market for each system, preferably a "mixed" vhf-uhf market, with proponents also to be permitted to operate on stations in markets adjacent to metropolitan areas.

**Telemeter**—Prefers no limit to number of cities, but participating stations should be limited to those unaffiliated with networks.

**Zenith**—Maximum of 3 communities for each system, chosen from list of 30 communities which have 4 or more authorized stations—proponents of each system being permitted to select one Class A, one Class B and one Class C market.

**(2) Number of stations to be permitted to participate in each test market:**

**Skiatron**—All stations in the community should have opportunity to participate at various times during trial period.

**Telemeter**—All non-network stations should be permitted to participate.

**Zenith**—Same as Telemeter.

**(3) Should test in any community be limited to single fee-TV system?**

**Skiatron**—Yes.

**Telemeter**—Prefers to have FCC select single system for fee TV, but otherwise would leave choice to individual stations.

**Zenith**—Has no objections to more than one system in a community, but feels its own system may be only one which can qualify under standards it proposes to Commission.

**(4) Name proposed individual stations for test:**

All three—No specific stations mentioned.

**(5) Time required for production, distribution and installation of necessary equipment:**

**Skiatron**—Initial production of minimum required amount (200,000 decoders) should take about a year.

**Telemeter**—No answer possible now.

**Zenith**—At least 6 months to commence operations in first community, more could be added at "somewhat faster rate."

**(6) Minimum test period:**

**Skiatron**—Five years minimum, 10 years desirable.

**Telemeter**—No time limit, FCC to give 9 months advance notice before termination.

**Zenith**—No time limit, but minimum of 2 years.

**(7) Approximate minimum & maximum numbers of subscribers to be permitted in each trial area:**

**Skiatron**—Minimum 200,000, no maximum.

**Telemeter**—No limits.

**Zenith**—As many as possible.

**(8) Should decoders be leased or sold?**

**Skiatron**—FCC shouldn't concern itself with this; it is a merchandising problem. Would prefer to sell equipment, but would lease if required.

**Telemeter**—Lease only.

**Zenith**—Lease for \$1-\$2 a month, plus installation charge.

**(9) Number of fee-TV programming hours per week:**

**Skiatron**—No limit in multiple-station markets; limit

to be worked out area-by-area in other markets, possibly maximum of 20 hours weekly during 6-11 p.m. segment with maximum of 35 hours a week during all segments.

**Telemeter**—Only limitation should be FCC rules on minimum hours of operation, fee-TV hours not to be counted as programming.

**Zenith**—15% of annual operating hours, with no more than 3 hours in any time segment; this rule may have to be relaxed in markets with 4 or more stations, where only one station is carrying subscription programs.

\* \* \* \* \*

These parties filed in opposition to broadcast trial of fee TV: NARTB; ABC; CBS; NBC; Joint Committee on Toll TV; Jerrold Electronics; WDSM-TV, Duluth; WBRZ, Baton Rouge; WSAZ-TV, Huntington; WGAL-TV, Lancaster; WXEX-TV, Petersburg, Va.; KVOO-TV, Tulsa; WVEC-TV, Hampton-Norfolk; WSYR-TV, Syracuse, & WSYE-TV, Elmira; WBRE-TV, Wilkes-Barre; KTRK-TV, Houston; KHAS-TV, Hastings, Neb.; WHBF-TV, Rock Island, Ill.; WTOP-TV, Washington, & WMBR-TV, Jacksonville, Fla.; KOTV, Tulsa, with KGUL-TV, Galveston, WISH-TV, Indianapolis & WANE-TV, Fort Wayne (Whitney stations).

All parties filing in favor are listed in story on p. 1. Petitions by Cinema-Sound Co., Chicago, and TV Consumers Inc., East Orange, N. J., were not specifically pro or con.

Stations which opposed a test generally gave same arguments as those covered in comments of the networks and movie exhibitor-dominated Joint Committee on Toll TV—with particular emphasis on allegations that FCC has no authority to permit toll TV and that a limited test wouldn't prove anything, while a fullscale test might severely damage free TV.

RKO Teleradio's comments, submitted by v.p. John B. Poor, stated that tests "will provide the Commission with complete, factual and incontrovertible evidence" whether there is demand for pay-TV, whether it is technically and economically feasible and whether it can coexist with free TV. RKO proposed that test stations be non-affiliated vhf & uhf outlets in multiple-station markets, that fee programs be limited to 35 hours weekly, that they not be confined to single station in any test market where there are enough outlets to assure "continuous availability of non-subscription service."

The uhf broadcasters favoring trials all proposed that tests be confined mainly to uhf outlets. Each suggested its own market and station as a possibility. Allentown's WFMZ-TV, instead of proposing time limit for tests, said subscription-TV proponents should be given time to recover their costs, "but only their costs, before their operations are halted by the Commission."

Cinema-Sound Co. (Almer S. Linkton, managing director) claimed "copyright" on all fee-TV systems (it proposes a wired system), asked FCC to notify all 25,000 parties which have commented in fee-TV proceedings of this fact "and inform them to communicate with us" about licensing. "We are presently compiling data of our damages," Cinema-Sound said ominously.

TV Consumers Inc. (Walter C. Routson, pres.), claiming to represent independent servicemen, urged that this group of enterprisers be "a part of the over-all picture" through change in "relationships between the producer and the retailer." What this group was driving at was unclear.

Deadline for counter-comments is July 22.

**Personal Notes:** Robert E. Kintner, NBC exec. v.p. for TV programs & sales, and Manie Sacks, v.p. for TV programs, elected directors . . . Lew Arnold, gen. mgr. of KTLA, Los Angeles, named v.p. & director of owner Paramount TV Productions, replacing Bernard Goodwin who resigned to give full time to DuMont Bcstg. Corp. as pres. . . Ken Carter resigns as gen. mgr. of WAAM, Baltimore, recently bought by Westinghouse . . . Elliott F. Alexander, ex-BBDO, named adv. & promotion mgr. of ABC-TV's western div. . . Daniel M. Curtis promoted to regional sales mgr. of NBC-TV Films, succeeded by John F. Tobin as eastern sales mgr. . . Gunnar Rugheimer promoted to national TV-radio sales director of CBC, Toronto . . . Erik Hazelhoff, ex-NBC, appointed deputy director of Radio Free Europe, Munich . . . James S. McMurry, ex-WRC-TV, Washington, named operations mgr. of WVUE (formerly WPFH), Wilmington-Philadelphia . . . Ray Baker named sales director of radio KFSD, San Diego, not KFSD-TV, as reported in Vol. 13:27; Jay Grill remains KFSD-TV sales mgr. . . John Holbrook, ex-Washington & N. Y. network commentator, named news director of upcoming WPST-TV, Miami . . . Chester G. Matson retires as Los Angeles mgr. for rep Edward Petry; L. D. Larimer, TV-radio dept. mgr. there, replaces him . . . Ray Carow, ex-WCTV, Thomasville, Ga. named sales mgr. of WALB-TV, Albany, Ga. . . George A. Greenwood, ex-radio WNAX, Yankton, S. D., named promotion director of WSAZ-TV & WSAZ, Huntington, W. Va. . . George Vickery, publicity director of WTVJ, Miami, also named merchandising director . . . Allen W. Dunn, ex-KNTV, San Jose, joins KLRJ-TV, Las Vegas, as national sales mgr. . . Edwin J. Lasko promoted from program mgr. to asst. mgr. in charge of programs of WSJV, Elkhart-South Bend; Bill Dorrow named program production mgr.; Vince Doyle, ex-sports director for radio WJVA, South Bend, named national sales director; Don Fuller promoted to local & regional sales director . . . S. John Schile, ex-KLOR (now KPTV), Portland, Ore.

**ADVERTISING AGENCIES:** Harry W. Chesley Jr. succeeds late Percy J. Orthwein as pres. of D'Arcy Adv., St. Louis; Pettersen B. Marzoni & Wm. Raidt, N. Y., and David W. Lockwood, Peter Cavallo & James A. McPhail, Chicago, named v.p.'s . . . Warren Fales, H. G. Bissinger, Wm. E. Macke, E. L. Whitney promoted to v.p.'s of Norman, Craig & Kummel . . . Robert Kirschbaum, TV-radio copy chief, and Guy Oring, administrative art director, elected v.p.'s of Grey Adv. . . Jack Kaduson, ex-Roy S. Durstine, joins Warwick & Legler as a v.p. . . Walter F. McNiff, TvB western div. director, elected a director of Advertising Assn. of West . . . Robert L. Whitehead resigns as v.p. & mgr. of Roy S. Durstine Inc., San Francisco . . . Berkeley C. Quill promoted to TV-radio production director of Harold F. Stanfield Ltd., Montreal . . . Richard P. Slade promoted to v.p. & TV-radio director of Rogers & Smith, Kansas City . . . Wm. F. Maughan, Dancer-Fitzgerald-Sample treas., also named a v.p. & business mgr.

Warren E. Baker, FCC general counsel, adds duties of acting liaison representative with Congress, with associate general counsel Edgar W. Holtz as alternate. Holtz also adds responsibilities of acting security officer, Baker as alternate. Both jobs had been held by Robert D. L'Heureux, now in private practice.

Harrington, Righter & Parsons rep firm opens Boston office, 80 Boylston St. (Liberty 2-7537), Carter S. Knight in charge.

named gen. mgr. of KMSO-TV, Missoula, Mont., succeeding A. J. Mosby, who remains pres. . . Edward Wetter resigns as exec. secy. for special operations of Defense Dept.'s Research & Engineering Office to join brokers Allen Kander & Co., N. Y. . . Arthur Snowberger sells his 48.3% of WPTX, Lexington Park, Md. to James S. Beattie, with whom he recently acquired station (Vol. 13:10), joins consulting engineers Page, Creutz, Steel & Waldschmitt . . . Alvin A. Dann, ex-NBC; Merryle S. Rukeyser Jr., ex-Young & Rubicam; Mrs. Beth Drexler Brod, ex-Tide, join Lynn Farnol Group, N. Y. public relations firm . . . Eric H. Haight, ex-International Affiliates Inc. & Encyclopedia Britannica Films Inc., named treas. of NTA . . . Syd E. Bades promoted to marketing director of International News Photos sales dept. . . Wm. E. Young named north-central div. mgr. of Screen Gems, Detroit; Harry Bubeck, ex-Leo Burnett, joins Chicago sales staff . . . Joe Levine of *Boston Herald-Traveler* news staff joins paper's upcoming WHDH-TV as head of news & film depts.

### Obituary

Frank Samuels, 46, west coast mgr. of CBS-TV sales, died July 7 in General Hospital, Hollywood, of encethial myclitis, rare virus-type disease, following 2½-month illness. He formerly was a v.p. of ABC & Wm. Morris Agency. His widow, 2 sons, daughter and sister survive.

Art Van Harvey (Arthur Van Berschot), 73, TV & radio actor who was "Vic" on NBC's *Vic & Sade* which started in 1932 for 12-year radio run, died July 7 at Chicago home. Later he was in NBC-TV's *Hawkins Falls* cast and played old "Vic" role when series was resumed on TV on WNBQ, Chicago, early this year. Surviving are his widow, sister, brother.

Robert W. Sedam, 52, asst. v.p. of AT&T in charge of press information & customer relations div., died July 10 of leukemia in Lenox Hill Hospital, N. Y. Surviving are his widow, parents, 2 sons.

Harry Butcher is acquiring KIVA, Yuma, Ariz. (Ch. 11) under agreement whereby all but \$37,000 (to be retained for working capital) of \$241,000 involved is earmarked to clear up obligations of station which calls itself "underfinanced and . . . insolvent" in transfer application filed with FCC. Butcher owns radio KIST, Santa Barbara, once had interest in KEYT (Ch. 3) there. Agreement states KIVA has "secured creditors in excess of \$225,000; unsecured creditors of approximately \$180,000; owes taxes to various governmental agencies of approximately \$22,000 . . ." May 31 balance sheet shows April 1 - May 31 loss of \$2249, total loss being \$159,120. It had \$96,342 current assets, \$204,177 fixed; \$359,236 accounts payable, \$100,403 loans from stockholders.

NBC is reorganizing overseas news setup, sending Joseph C. Harsch to London as bureau chief & senior European correspondent. Ed Newman, former head of London bureau, goes to Rome as Mediterranean area chief. Frank Bourgholtzer moves from Bonn to new Vienna bureau, John Rich from N. Y. to Berlin, Jim Robinson from Hong Kong to Tokyo.

Certificates of Appreciation have been awarded by Army to Edward R. Murrow & Walter Cronkite (CBS) and John Daly & John Cameron Swayze (ABC) for "outstanding patriotic civilian service" in narrating Army Reserve documentary film series.

Sylvia D. Kessler, Washington communications attorney, moves to Washington Bldg. (Sterling 3-0116).

**Telecasting Notes:** Caustic comments on summer TV are more prevalent—and more deserved—this year than ever before, with trade press as well as newspapers and magazines getting licks in. July 8 *Advertising Age* leads off a pro-&-con roundup of summer programming letdown with this statement: "The summer network TV schedule would be understandable if it had been put together by a committee composed of magazine editors, book publishers, dance hall operators, amusement park owners, drive-in-theatre managers and beach concessionnaires" . . . Says the agency trade journal: "All these people have their own perfectly logical and thoroughly honorable reasons for wanting to drive the public away from TV and toward other pursuits." But why should TV "try to strangle itself?" . . . Similar commentary from *New York Times'* Jack Gould July 7: "TV this summer is an unmitigated mess. The slack season once was regarded as the ideal time to experiment with new formats and afford a hearing for new personalities. Now the warm weather is the time for rerunning half-hour TV films or putting on trivia that requires little time or trouble" . . . Gould has 2 suggestions for summer TV: (1) As "the logical 'minor league' where newcomers in all branches of the creative arts can have a fair chance to compete for the first team." (2) As a showcase for really top-notch repeats—both kinescope and film—of hit shows of previous season, with all-inclusive format such as *The Best of NBC* or *The Best of CBS* . . . Caution is watchword of TV advertisers for upcoming season, according to July 13 *Sponsor*, noting that for first time joint sponsorships (57) will outnumber full sponsorships (53) in fall, compared with 49 & 65 last season . . . Figaro Inc., jointly owned by Joseph L. Mankiewicz and NBC, now has definite plans for both live and film TV production, as well as at least one legitimate

show to open on Broadway next fall and several theatrical film projects . . . Warner Bros. will spend \$15,000,000—up \$10,000,000 from last year—on TV film production in coming year, including 4 one-hour programs for ABC-TV in fall; movie maker also has earmarked \$1,000,000 for expansion of TV production facilities, with work on new 2-story TV building to begin immediately . . . Two major 30-min. drama series will be shot simultaneously by NBC's CNP—beginning "immediately." One of them, *Boots & Saddles*, is being offered for non-network sale; future of the other, *Union Pacific*, hasn't been decided . . . Official Films will handle first-run syndication of new *Big Story* series in \$1,500,000 deal with Pyramid Productions. Advance orders for former NBC-TV show, now featuring Burgess Meredith as narrator, have come from WABD, N. Y.; KTLA, Los Angeles; WTTG, Washington . . . TV film series boosting New York City's industry will be produced by Walt Framer Productions on contract for N. Y. Board of Trade, for network or station use on commercial or sustaining basis . . . Reruns of Ann Sothern's *Private Secretary (Susie)* have grossed \$3,220,000 for TPA; more income still expected from stripping in syndication . . . "Largest ever" Canadian TV deal is in works, according to CBC, now negotiating with General Motors for sponsorship of drama series Tues. 9-10 p.m. after year's lay-off, along with renewal of variety program on French network.

Nathan Leopold cancelled scheduled July 12 interview by Irvin Kupciet of *Chicago Sun-Times* on NBC-TV's *Tonight*, explaining at Stateville Penitentiary that it "might jeopardize my opportunity for freedom" in application for parole from 85-year sentence for 1924 Bobby Franks slaying. Prison officials had approved arrangements for telecast from Stateville.

**Radio Station Sales Reports:** WHDL, Olean, N. Y. 49% of radio and *Olean Times-Herald* by Gannett Co. for \$213,566 to Olean Times-Herald Corp., with stock being retired to treasury, increasing holdings of pres. E. B. Fitzpatrick from 35% to 68.6% . . . KOME, Tulsa, by John Brown U, Siloam Springs, Ark. for \$100,000 to partners John W. Kluge, Washington industrialist and radio station owner (80%), and Marcus J. Austad (20%), better known as TV-radio performer Mark Evans . . . WLBN, Lebanon, Ky. by Charles Shuffett & Clarence H. Hulse Jr. for \$65,000 to W. Dee Huddleston, gen. mgr. of WIEL, Elizabethtown, Ky. in association with 5 WIEL owners, Huddleston and others to own 16% each of WLBN . . . WPLY, Plymouth, Wis. by Milton Maltz & Robert Wright for \$65,000 to Charles & Marion Boonstra, R. B. Rogoski & Dalton C. Hille; latter being gen. mgr. of WMUS, Muskegon, in which Boonstras are substantial stockholders . . . KERV, Kerrville, Tex. by Arthur G. Rodgers for \$65,000 to Clyde Jones, KERV chief engineer, and Albert F. Mason Jr., employee of KVOU, Uvalde, Tex. . . . WARB, Covington, La. sold by A. R. Blossman for \$50,000 to co-equal owners brother David C. Blossman, station mgr., and son A. R. Blossman Jr. . . . WBSE, Hillsdale, Mich. by Lloyd V. Hickok, acting as attorney for stockholders, for \$35,150 plus nearly \$20,000 in current assets (book value) to co-equal owners movie actor Harmon L. Stevens & John F. Wisner, also owners of WHLS, Port Huron, Mich., holding CP for WHLS-TV (Ch. 34), and WLEW, Bad Axe, Mich. . . . WGAD, Gadsden, Ala. by Coosa Bestg. Co. (Richard B. Biddle, principal owner) for \$25,000 to group with interest in WGSV, Guntersville,

Ala., including Rep. Albert M. Rains (D-Ala.), gen. mgr. Edward Z. Carrell & chief engineer D. L. Jackson. Biddle is pres. & 25% owner of grantee WOWL-TV, Florence, Ala. (Ch. 41). Brokers: WLBN, Paul H. Chapman & Co.; WPLY, Allen Kander & Co.

Radio station sales approved this week: WMBH, Joplin, Mo. by D. J. Poynor for \$110,000 to Don O'Brien & Herbert Lee (Vol. 13:21) . . . WWPF, Palatka, Fla. by L. C. McCall & J. E. Massey for \$100,000 to George W. Hall (Vol. 13:23) . . . WMRO, Aurora, Ill. by Martin R. O'Brien for \$85,000 to equal partners Vincent G. Cofey & Benjamin A. Oswalt (Vol. 13:24) . . . KVOE, Emporia, Kan. by Lyon County Bestg. Co. (Sherwood R. Parks, pres.) for \$83,500 to Edward J. McKernan Jr. (90%) and Charles N. Putt (10%) (Vol. 13:25) . . . KOVE, Lander, Wyo. by Edward J. Breece for \$75,000 to Fremont Bestg. Inc., in which he has 4% interest; sons Daniel E. & John L. Breece, 32% each; sister-in-law Mrs. Dorothy Reed, 32% (Vol. 13:24).

"Major upswing" in radio sales is reported by NBC Radio, which announced new and renewal business totaling \$1,500,000 in net revenue was placed with the network by 14 advertisers last week. Announcement followed CBS's disclosure last week that it signed \$2,200,000 gross radio billings in single week.

Dismantling of old WOR-TV tower in North Bergen, N. J.—or what was left of it after last fall's plane crash (Vol. 12:45-46)—was started this week. Tower originally was 810-ft.; top was removed after accident, leaving 450-ft. section to be demolished. North Bergen's mayor had ordered tower removed as a hazard.

**New and Upcoming Stations: KGEZ-TV, Kalispell, Mont. (Ch. 9)** began 6 p.m. July 9 with CBS-TV while KPLO-TV, Reliance, S. D. (Ch. 6) was all set for start on July 15, using mostly film, having received program test authorization from FCC July 11. On-air box score now is 502 (91 uhf).

KGEZ-TV has 5-kw RCA transmitter and 300-ft. Ideco tower with 3-bay antenna at Flathead. It's picking up CBS-TV programs from KXLY-TV, Spokane, Wash. (Ch. 4), 131-mi. away, taking advantage of freak condition which puts 350 uv/m signal to mountain, and transferring it by cable ½ mi. to KGEZ-TV transmitter.

Principal owners are pres. Frank Reardon and community antenna operator Northwest Video Inc. (G. Norman Penwell, pres.), which exercised option for 30% of stock. Reardon controls Montana radios KGEZ; KBOW, Butte; KLCB, Libby. Richard K. Vieck, v.p. & 2.4% owner, is TV gen. mgr.; Robert S. Bennett, commercial mgr.; Martin Tollberg, ex-WBZ-TV, Boston, program director; Wilbur E. Myhre, chief engineer. Base hour is \$125. Rep is Donald Cooke Inc.

KPLO-TV has 10-kw RCA transmitter in Butler steel building, 700-ft. Stainless tower with 6-section superturnstile antenna. Live programming, as semi-satellite, is scheduled for mid-Aug. upon completion of microwave link with parent KELO-TV, Sioux Falls (Ch. 11), 146 mi. away. Owners, also operators of satellite KDLO-TV, Florence, S. D. (Ch. 3) and radio WLOL, St. Paul, are Joseph L. Floyd, N. L. Bentson and Edmund R. Ruben, each with ½. C. J. Johnson, ex-KDLO-TV, is station mgr.; Charles Delperdang, ex-KELO-TV, engineering supervisor. KELO-TV base hour is \$510. Rep is H-R Television.

\* \* \* \*

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

WBOY-TV, Clarksburg, W. Va. (Ch. 12), changing from WBLK-TV July 15, has 25-kw RCA transmitter due in Aug. and plans start with NBC-TV first day of World Series. It has changed to 380-ft. Ideco tower, and construction of transmitter house and tower base has begun on Pinnickinnick Mt. It's part of Friendly Group, opera-

New deal for Canadian broadcasters, in line with Royal Commission recommendations for end of CBC monopoly controls (Vol. 13:13, 15), may be expedited by new Progressive Conservative Govt. in Ottawa. Report by Commission headed by industrialist Robert M. Fowler had been favored generally by ousted Liberals, and it wasn't big election issue. But incoming Conservatives have aggressively advocated such Commission measures as replacement of CBC Board of Governors with separate govt. regulatory agency. It would have authority over CBC and private TV & radio stations. Probable results if Conservatives carry program through Parliament in session opening in Oct.: Early loosening of licensing restrictions on private stations in competition with publicly owned CBC stations; increased promotion by CBC of commercial business.

NBC-TV is severing dual affiliations in Dallas-Fort Worth area, station relations v.p. Harry Bannister stating that basic affiliate there will be WBAP-TV, Ft. Worth, and that contract with WFAA-TV, Dallas, will be terminated. Long-standing share-time radio affiliation isn't affected.

tor of WSTV-TV, Steubenville, O. (Ch. 9) and KODE-TV, Joplin, Mo. (Ch. 12). Peter Lyman will be program-production chief, with Vilah Brooks, from WPAR, Parkersburg, W. Va., chief engineer. Base hour will be \$250. Rep will be Avery-Knodel.

WRIK-TV, Ponce, P. R. (Ch. 7) has ordered 500-watt DuMont transmitter and plans Sept. 1 start, reports 50% owner George A. Mayoral, also exec. v.p. of WJMR-TV, New Orleans, and WORA-TV, Mayaguez, P. R. Construction is under way and 100-ft. custom-built tower will be used. Rep will be Forjoe.

RCA shipped 25-kw transmitter with 6-kw standby July 11 to upcoming WWL-TV, New Orleans (Ch. 4), due in mid-Aug., previous day shipped 6-section superturnstile antenna; 12-section custom-built superturnstile antenna July 8 to upcoming WPST-TV, Miami (Ch. 10), due Aug. 1; used 12-kw transmitter July 11 to upcoming WPTA, Roanoke-Ft. Wayne (Ch. 21), due in mid-summer; 46-gain antenna July 8 to WBUF, Buffalo (Ch. 17), planning boost to 1000-kw; 24-gain antenna July 1 to WFIE-TV, Evansville (Ch. 14), which has switched over from Ch. 62.

Rock Springs, Wyo. translators K74AF & K78AB began July 4 repeating KTVT & KSL-TV, Salt Lake City, reports R. A. Forsgren, director of Translator T.V. Bestg. Co-op Inc. Redmond, Ore. translators K73AE & K83AA had July 10 target to begin repeating KOIN-TV & KPTV, Portland, writes A. J. Sheffield for grantee Redmond Jr. Chamber of Commerce. Newport, Ore. translator, also planned to serve Otter Rock, has Aug. 1 target to begin relaying KOIN-TV, Portland, reports owner Paul Kafoury.

First Canadian translator application comes from J. Conrad Lavigne, owner of CFCL-TV, Timmins, Ont. (Ch. 6), who asks grant for 34-watt Ch. 3 satellite in Kapuskasing, Ont. be changed to Ch. 70 translator. If change is approved, he reports he will probably order Adler equipment, plans to use 300-ft. tower of Spruce Falls Power & Paper Co., hopes to begin by Christmas.

WMBD-TV, Peoria (Ch. 31) signs with CBS-TV as primary interconnected affiliate, to replace WTVH (Ch. 19), has Jan. 12 programming target.

RCA shipped 3-V color film chain July 9 to WLWT, Cincinnati.

More classroom TV will be used at U of Texas as result of televised courses which showed students progressed faster with chemistry lab experiments than those in regular classes. Faculty report by Dr. W. H. R. Shaw, Dr. Pete D. Gardner & Dr. L. O. Morgan said lectures limited to factual exposition were no more effective on TV than in regular courses, but that experiments could be demonstrated better on TV. "Our feeling is that in no sense will TV replace the conventional classroom, but TV can be used very efficiently to supplement regular lectures," they said.

Printers' Ink Publishing Co. has sold *Printers' Ink* to Vision Inc., management service & publication firm. Confirming deal at press conference July 11 in N. Y., Vision pres. Wm. E. Barlow said 69-year-old magazine will continue as "authoritative business paper of advertising," that "series of publishing improvements" will be announced soon. Terms of sale were not disclosed, but *Printers' Ink* pres. Richard W. Lawrence Jr. will be Vision chairman, Eldridge Peterson continues as publisher, operating magazine as autonomous division.

**WIRED "TELEMOVIE" project's debut** in Bartlesville, Okla., has been postponed for a month to Sept. 1, Video Independent Theatres pres. Henry Griffing attributing delay to need for extensive equipment and reception tests. He says public subscription campaign will begin in late Aug., though he doesn't expect mass audience until the first-run-movies-in-the-home begin.

He estimated that it would take a year of hard selling to build up audience of 2000 homes and said his eventual goal is 4000. When project starts, however, Bartlesville is expected to become the research capital of the U. S.—with possibly more researchers studying the effects, whys & wherefores of wired fee TV than there are citizens of Bartlesville.

One of first groups to begin such a study met last week in Oklahoma City—National Community TV Assn.'s home theatre committee, which started work on most intensive research project in NCTA history. Headed by Wm. Daniels, the committee outlined tentative program covering all technical aspects of constructing a cable theatre system or converting existing community antenna systems to cable-theatre operation, continuing analysis of Bartlesville test together with study of legal problems of cable theatre operation.

In Los Angeles, meanwhile, city council postponed for another week consideration of Skiatron's request for franchise to wire up city for closed-circuit fee TV.

Last week city's Board of Public Utilities approved Skiatron's request for franchise, but on non-exclusive basis, cancellable if system isn't in operation in 2 years (Vol. 13:27).

A leading advertising executive, visiting in Los Angeles this week, predicted that wired pay TV would not be economically feasible for an area like Los Angeles, and went on record as favoring on-air test of subscription TV—which he said "will fall on its face."

He was BBDO exec. v.p.-gen. mgr. Charles Brower, who said Skiatron would be in pay-TV business in Los Angeles next summer, carrying games of the Dodgers—but on a regular broadcast basis. He said he favors a test because "I don't believe in saving people from themselves." Test will fail, he added, since "the public will not feed quarters into a machine all day."

Film distribution monopoly by 20th Century-Fox & affiliated theatre interests in 1947-50 was charged by Samuel Goldwyn of Samuel Goldwyn Productions Inc. in \$1,800,000 anti-trust trial opening this week in Federal Court, San Francisco. Civil action claimed theatre market was "honeycombed" with Sherman Act violations by 20th Century-Fox & National Theatres Inc., preventing Goldwyn from obtaining fair market rentals for his films.

Rate increases: KAKE-TV, Wichita, July 1 raised base hour from \$600 to \$675, min. \$135 to \$151.50; WLOS-TV, Asheville, N. C. July 1, hour \$400 to \$450, min. \$80 to \$90; WSAV-TV, Savannah, Aug. 1 raises hour \$275 to \$300; KHVH-TV, Honolulu, sets base min. at \$75 for MGM & Warner Bros. special feature participations.

Projection TV receivers for closed-circuit educational and business meeting use are being manufactured by new Tela-Electronics div. of Meilink Steel Safe Co., Toledo. Sales chief of new div. is W. R. Smith, ex-v.p. of East-West TV Network, closed-circuit TV organization.

Do's-&-Don'ts for producers of children's TV programs are offered in new 60-page illustrated booklet, *Television for Children*, prepared by Foundation for Character Education, Boston, in cooperation with Boston U's School of Education. Principal theme of manual, written by specialists in TV, education & psychology, is that programmers—and parents—make many "purely adult" assumptions about child's mind which "do not square with the ideas which children actually have about the world." Foundation is mailing 11,000 copies to networks, educational & psychological organizations, package producers, sponsors, FCC; NARTB is distributing them to member stations; U. S. Office of Education to special libraries.

School Bell Awards in second annual competition co-sponsored by U. S. Office of Education & 6 national school organizations have been won by Loretta Young (NBC-TV), Bette Davis (ABC-TV) and WRCV-TV, Philadelphia. Citations for "most distinguishing dramatic interpretations of education" on TV network in 1956-57 school year were given for "End of the Week" on *Loretta Young Show* Nov. 11 and "Stranded," featuring Miss Davis, on *Telephone Time* May 9. WRCV-TV was cited for "outstanding local or state reporting of education" in *Progress* series.

Suit for \$149,500 against CBS and 4 other defendants has been filed in Nassau supreme court, Mineola, N. Y., by song writer Paul W. Flynn, alleging that CBS-TV's *High Finance* used quiz show format he had submitted to producers Mark Goodson & Wm. S. Todman. Naming all as defendants, he claimed producers either "sold" or "divulged" his format to Jade Productions Inc., which in turn delivered it to CBS & employe Peter Arno. Defense attorneys denied charges at hearing this week before Judge Joseph M. Conroy.

Full texts of speech by CBS Inc. pres. Dr. Frank Stanton and transcript of question-&-answer period at Washington's National Press Club July 2 (Vol. 13:27) were inserted in July 8 *Congressional Record* by Rep. Celler (D-N. Y.). Meanwhile State Dept. press officer Lincoln White reported that Kremlin had made no reply to official U. S. proposal for regular U. S.-Soviet TV-radio exchange as follow-up to CBS-TV's June 2 interview with Communist boss Nikita Khrushchev (Vol. 13:26).

Children in Fairfax County, Va. watch screens 2-3 hours "regularly" in evening, Mon.-thru-Fri., according to survey of 1500 students by local American Assn. of University Women branch. Other findings: 41% watched TV one hour after school; 93% watched Sat.,  $\frac{2}{3}$  spending 2½-5 hours at it; "comparatively high percentage" in all grades watched Mon.-thru-Fri. after 9 p.m.

Hearing on Frederick Ford's nomination to be FCC commissioner hasn't been set by Senate Commerce Committee yet. Committee is due to meet for short closed session July 16, could set date for hearing at that meeting. No opposition to nomination is expected.

Sweden will have 1,000,000 TV sets by 1965—or one set for every 7 people—according to report by Swedish Institute of Industrial Administration. There currently are 4 TV stations serving approximately 45,000 sets.

Guild Television International S. A. is new Guild Films subsidiary formed to handle foreign TV program activities. Incorporated in Panama, it will have offices in Panama City, Mexico City, London, Rome & Dusseldorf.

"Interim" agreement on staff requirements for video tape recording has been reached by NABET and NBC in Hollywood. Details weren't announced.

**OUT ON A LIMB WITH 1957 'GUESSTIMATES':** Prediction of 7,000,000 TV set output this year keynotes annual "guesstimate" made for us this week by financial analyst Edgar N. Greenebaum Jr., of Greenebaum & Assoc., Chicago.

Estimate was revised upward from 6,000,000-6,500,000 forecast earlier this year, he said -- the 7,000,000 figure reflecting industry's optimism, due partly to "excellent reception accorded some of the 1958 lines by distributors and dealers."

The 110-degree tube seems to have caught on, Greenebaum stated, "though time will tell whether the 2 majors who have shunned this development (Zenith & Magnavox) have had good reason to do so or were merely ultra-conservative."

Greenebaum's estimate of 7,000,000 is somewhat higher than most we've heard. Many have given us guesses from 6,500,000 to 7,000,000. Nonetheless, Greenebaum's neck-sticking-out year ago -- foreseeing 7,400,000 by year's end -- was phenomenally accurate: RETMA official figure was 7,387,029.

Turning to something considerably more controversial, always vigorously challenged by some set manufacturers, he proffered his estimates of year's output for individual producers. Without endorsing his figures, which are sometimes protested with considerable heat and which are never officially verifiable, we pass along these estimates for 1957, compared with those he made for 1956:

	1957	1956		1957	1956
RCA.....	1,000,000	1,150,000	Magnavox.....	285,000	300,000
GE-Hotpoint.....	850,000	800,000	Emerson.....	225,000	380,000
Admiral.....	700,000	900,000	Sylvania.....	225,000	no est.
Philco.....	600,000	750,000	Westinghouse.....	225,000	200,000
Zenith.....	600,000	675,000	TOTAL.....	5,560,000	6,230,000
Motorola.....	500,000	675,000			
Silvertone.....	350,000	400,000	Balance of Industry	1,440,000	1,170,000

**Set Maker Attrition:** Following up foregoing estimates, which show just 11 majors producing about 80% of whole industry's output, we've gone back over our semi-annual Television Factbooks and marked the rise & decline in number of TV manufacturers. Though the majors have always had the lion's share of business, there was a time when anyone who could use a soldering iron could call himself a set manufacturer -- and make money at it. However, even today, TV-radio industry is far more competitive than most -- no one producer really dominating the field.

Here is the number of set producers we listed in each mid-year Factbook since 1948, when the figures began to jell into significance: 1948, 70; 1949, 77; 1950, 90; 1951, 94 U.S. & 13 Canadian; 1952, 93 & 21; 1953, 87 & 27; 1954, 75 & 25; 1955, 80 & 24; 1956, 56 & 20; 1957, 44 & 16.

Some of the 44 U.S. & 16 Canadian organizations to be listed in the new Fall-Winter Factbook, due off presses in mid-Aug., may be scarcely worthy of the title "set manufacturer," but we prefer to err on side of generosity. However, a few more are certain to slip out of the picture by Spring-Summer Factbook time.

**Business Better?** Revised govt. statistics make upward adjustment in U.S. economy for 1956 and first quarter 1957. Commerce Dept.'s final figure for 1956 Gross National Product is \$414.7 billion, compared with previous estimate of \$412.4 billion; new estimate for 1957 first quarter is at annual rate of \$429.1 billion -- or \$2 billion higher than earlier predictions. At same time, downward revision was made in first quarter's \$1.2 billion estimated inventory liquidation to \$800,000,000.

**Production:** TV production was 63,785 week ended July 5, reflecting July 4 holiday and start of plant vacations, compared with 117,337 preceding week and 48,115 in corresponding week one year ago. It was year's 27th week and brought TV production for year to date to about 2,782,000 compared with 3,499,435 in same period of 1956. Radio production totaled 76,832 (35,714 auto) week ended July 5, compared with 200,242 (90,129) the preceding week and 92,751 (35,937) in corresponding week year ago. Radio output for 27 weeks totaled about 7,263,000 (2,875,000) vs. 6,800,839 (2,363,292) in same 1956 period.

**Topics & Trends of TV Trade:** Campaign for National TV Week, Sept. 8-14 (Vol. 13:26), is getting up full head of steam as co-sponsors NARDA, NARTB, RETMA, TvB, line up promotional plans. One active participant, seeking to jog his confreres, remarked to us: "You know, I hope this doesn't fall on its face, as Radio Week did, because some of the sponsors sat on their hands."

NARTB and TvB, representing broadcasters, will use theme: "Television—A Member of the Family." NARTB pres. Harold E. Fellows says objective will be to unite stations and networks in showing how TV serves America. TvB pres. Norman Cash plans "expanded services to advertisers to assist them in the effective use of this moving medium."

NARDA and RETMA, representing manufacturers and dealers, are planning a "Television Fall Festival" in 148 cities. A. W. Bernsohn, NARDA exec. v.p. and chairman of manufacturing-retailing steering committee, said "the retailer is the key factor in our program." RETMA exec. v.p. James D. Secrest represents manufacturers on committee. Other groups active in supporting campaign are NEDA, NRFA, NAMM.

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Capehart Corp. has no immediate plans to produce TV sets, pres. Robert A. Gross indicated in July 8 *Home Furnishings Daily* report. He said "TV today is in a chaotic and non-profitable state. We will not produce or enter into fields which we know in advance are not profitable for our company." Capehart—former IT&T div. which was sold last year (Vol. 12:18) to Ben Gross Corp.—is reported planning to introduce a British-made hi-fi line and considering possibility of domestic radio & hi-fi lines.

Functions of advisory groups to Govt. are spelled out in bill passed this week by House and sent to Senate. Opposed by Administration, bill says Federal Govt. would have to advise Congress of membership and aims of advisory groups and meetings would have to be supervised by govt. employe who would supply summary of proceedings. In opposition, Rep. Halleck (R-Ind.) said bill's red tape might make capable people hesitant to accept membership on such panels.

Transistor sales for first 5 months of 1957 were 8,954,300 worth \$25,128,000, compared with 3,628,000 valued at \$10,082,000 in similar 1956 period, RETMA reports. May factory sales were 2,055,000, compared with 898,000 in May 1956, and 1,774,000 in April 1957.

Closed-circuit meetings of GE appliance dealers, distributors & retailers introduced new TV sets and automatic clothes washers & dryers in 39-city coast-to-coast hookup from Los Angeles July 10. Teleprompter handled technical facilities for show produced by Young & Rubicam.

Westinghouse introduces its first major hi-fi line, 4 basic models priced \$159-\$298. Consoles—to be available in fall—have 3-4 speakers, 6-18 watt amplifiers.

Picture tube sales in first 5 months of 1957 totaled 3,710,646 valued at \$67,005,712, compared with 4,376,142 at \$81,132,537 in similar 1956 period, reports RETMA. Receiving tube sales totaled 185,847,000 worth \$159,147,000 in first 5 months vs. 188,619,000 at \$152,680,000 in same period year ago. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan. ....	760,860	\$13,594,525	37,571,000	\$31,170,000
Feb. ....	728,363	13,134,778	44,460,000	36,631,000
March ....	833,257	14,850,847	43,010,000	37,007,000
April ....	629,838	11,394,043	27,970,000	25,384,000
May ....	758,328	14,031,519	32,836,000	28,955,000
<b>TOTAL</b> .....	<b>3,710,646</b>	<b>\$67,005,712</b>	<b>185,847,000</b>	<b>\$159,147,000</b>

Supreme Court Justice Harlan has refused GE request for injunction to prohibit Masters Mail Order Co. of Washington from advertising GE products in N. Y. at less than "fair trade" prices. GE asked the injunction in appealing a U. S. Circuit Court decision in N. Y. reversing a lower court order which had banned such advertising. Harlan said GE can make a new request for an injunction this fall if Supreme Court decides to consider GE's appeal.

Sonic Industries Inc. has filed \$1,000,000 damage suit in N. Y. Federal Court against resistor manufacturer Globe-Union Inc., charging breach of warranty. Suit claims controls purchased from Globe-Union proved defective when phonographs containing them were returned by customers.

Industrial closed-circuit 3-dimensional color TV system has been developed by GE for use initially in its nuclear aircraft propulsion research project for Air Force. In application, twin-lensed TV camera is positioned within radioactive area to transmit double image outside to technician who views screen through polarized glasses.

United Kingdom TV sales for first 5 months amounted to 426,000 at retail, compared with 352,000 for similar 1956 period, says British Radio Equipment Mfrs. Assn. Radio sales for 5 months were 412,000 vs. 339,000 a year ago.

Hoffman Labs buys 3-story building at 2621 S. Hill St., Los Angeles, to house new electro-mechanical dept. Laurence Mendelsohn, ex-Atlantic Instrument Co., Norwood, Mass., heads dept. as v.p.

Philco plans to mail 9,000,000 copies—one of its largest mail undertakings—of 8-page promotion of 1958 TV-radio-hi-fi line to coincide with early Sept. national ad campaign.

Canadian Admiral new models introduced this week use 110-degree tubes, as does full Admiral line (Vol. 13:24). Table models run \$270-\$290; consoles, \$330-\$450; combinations, \$600.

RCA color advertising will be sustained at high level, reports adv. & sales promotion mgr. J. M. Williams, who says color will be featured during Aug.-Sept. on TV-radio, *TV Guide*, *Life*, *Sports Illustrated*, *New Yorker*.

**Trade Personals:** Charles M. Odorizzi, RCA exec. v.p., sales and service, elected member of RCA board, succeeding Wm. E. Robinson, Coca-Cola pres., who resigned; Pinckney B. Reed promoted to v.p.-international sales, effective July 16 . . . Roger S. Drew named mgr., RCA color TV market development, with 8 field reps: W. J. Cummins, Chicago; P. E. Cunningham, Boston; J. E. Decker, Dallas; R. P. Edwards Jr., Los Angeles; J. V. C. Harter, Kansas City; C. G. Miller, Cleveland; G. F. O'Brien, N. Y.; G. W. Rogers Jr., Atlanta . . . Alfred P. Petrusky promoted to mgr., Sylvania marketing research-electronics . . . C. Kenneth Emery named media planning & research mgr. of GE's adv. & sales promotion dept. . . . W. J. Turnbull elected exec. v.p. and a director of National Theatre Supply Co., subsidiary of General Precision Equipment Corp. . . . James N. Bailey, ex-RCA, appointed Dot Records director of administration & finance, succeeding L. L. Thornton, resigned . . . Robert E. Lake promoted to Whirlpool international div. director of technical services . . . B. J. Snow named Westinghouse Dallas area sales mgr. . . . Irving Tjomsland named director of TV component renewal sales dept., Triad Transformer Corp.

Frank M. Folsom, chairman of RCA board's executive committee, was named member of advisory board of Loeb Awards for business and financial journalism. Other members: Laurence J. Ackerman, U of Conn.; Gerald M. Loeb, E. F. Hutton & Co.; Raymond L. Hoadley, N. Y. *Herald Tribune*; Herbert E. Dougall, Stanford U. Two winners are to be picked annually starting next April, with prizes of \$1000 and bronze plaque.

**DISTRIBUTOR NOTES:** Westinghouse appoints Dudley E. Warner district mgr. of new Richmond, Va. district headquarters, Westinghouse Appliance sales; Harry A. Cheyney becomes district sales promotion & training mgr.; Jack Adams, sales mgr., major appliances; Gene Roberts, sales mgr. for TV, room air conditioners & vacuum cleaners; Robert E. Moesta, service mgr. Westinghouse also appoints Glen Whitaker southwest district mgr., San Antonio, with Si Degulis, promotion & sales training mgr. and Joe Cutler district sales mgr. . . . Philco appoints Bud Schuster, ex-California Electric Supply Co. (Philco), San Francisco sales development mgr., succeeding Lawrence Kulp . . . Sylvania appoints Allentown Wholesale Distributors Inc., Penn & Green Sts., Allentown, Pa. (Ralph L. Way, pres.), for Lehigh, Berks & Northampton counties . . . Motorola appoints Robert L. Perretz northwestern N. Y. regional sales mgr., replacing Rit Bottorf, resigned; Harry Schecter named regional sales mgr. for N. Y., Newark, Philadelphia, Atlantic City; Herb Dorrance transferred from N. Y. to Fla. regional sales mgr., succeeding Wm. E. Laswell, recently transferred to Cal.

RETMA teacher training seminar on advanced TV servicing (Vol. 13:24) will be held Aug. 12-31 in Los Angeles in cooperation with UCLA University Extension and Western Electronics Institute. Course is open to teachers of TV courses, tuition \$27, payable to Regents of U of Cal., 10851 Le Conte Ave., Los Angeles 24.

RETMA is polling members on recommendation to change name to Electronic Industries Assn. (Vol. 13:11, 19, 21). Answers received so far are heavily in favor of change. Result will be disclosed after proxy meeting July 23 in Washington. Change, if voted, will be effective couple weeks later when approved by State of Illinois—where RETMA is incorporated.

**Electronics Reports:** "Spacistor" is latest in family of semi-conductor devices, and developer Raytheon makes strong claims for its potential. So-called because of importance of spacing in its parts, spacistor is said to have potential of operating up to 10,000 mc at 500 degrees centigrade. It's still in research stage, may take 3-5 years for commercialization, Raytheon says.

Raytheon reports device can be made of variety of semi-conductor materials, more than those applicable to transistors. Small as transistor, it's said to operate electrically like a vacuum tube. Patents have been applied for by inventors—Dr. Herman Statz, Dr. Robert Pucel, Conrad Lanza.

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Five new recommended standards for electronics industry, approved by industry reps, are available through RETMA engineering dept., 11 W. 42nd St., New York 36, N. Y.: RS-185, *Dimensional and Electrical Characteristics Defining Miniature Receiver Type Tube Sockets for Printed Circuits*, \$2.80; RS-187, *Vibrators for Auto Radio*, \$1.65; RS-188, *Standard Dimensional System for Automation Requirements*, 25¢; RS-190, *Pin Straighteners and Wiring Jigs for Electron Tubes*, 50¢; RS-191, *Measurement of Direct Interelectrode Capacitance*, \$1.50 (minimum order charge \$1).

Navy Electronics Lab manual, *Reliability Design Handbook* (PB 121T839), used by engineering personnel & Navy contractors as guide to construction techniques, design procedures & application design data, is available for \$3 from Commerce Dept.'s Office of Technical Services, Washington 25, D. C.

Construction of new plant of Sylvania-Corning Nuclear Corp. at Hicksville, N. Y., to manufacture nuclear fuel elements for atomic reactors was started July 10. Scheduled for completion early next year, 25,000 sq.-ft. building will double Hicksville facilities.

Air Force guidebook on *Electron Tube Operation as Influenced by Temperature & Voltage* by T. H. Briggs of Wright Air Development Center (PB 121798) is available for \$2.50 from Office of Technical Services, Commerce Dept., Washington 25, D. C.

New \$3,000,000 plant will be built by IT&T subsidiary Farnsworth Electronics Co. at Ft. Wayne, scheduled for completion in 1958. Facilities are expected to add 1000 to Farnsworth's 4500 employes there.

Motorola leases 60,000-sq.-ft. bldg. (4900 Flournoy St., Chicago) for regional sales offices and electronics div. parts warehouse.

**ELECTRONICS PERSONALS:** Glen McDaniel, RETMA pres.-emeritus, appointed director of Litton Industries . . . Frank A. Ungro elected exec. v.p. of Westrex, Western Electric Co. subsidiary, effective July 31; R. A. Colistra succeeds him as treas. . . . Forrest E. Gehrke promoted to mgr. of Sylvania's microwave power tube plant, Williamsport, Pa. . . . Dr. Kenneth R. Eldredge appointed asst. director of Stanford Research Institute's engineering research div., Menlo Park, Cal.; Dr. Manning Hermes succeeds him as mgr. of control systems lab . . . Dr. Clarence Zener, Westinghouse research labs director, lectures on "Anelasticity in Solids" at summer session of International School of Physics, Varenna, Lake Como, Italy . . . S. M. Barr, Western Union v.p.-plant & engineering, named to new post of v.p.-planning, in charge of administering company's diversification program.

**Financial & Trade Notes:** Officers - & - directors stock transactions during May, as reported to SEC: American Bosch Arma—Charles Allen Jr. sold 3500 through Allen & Co., holds 70,214 indirectly, none personally; Frank I. Berisch sold 250, holds 800; Clifton T. Foss sold 1500, holds 600; Harold R. Sennstrom bought 200, holds 305; Wm. S. Wasserman sold 100 through holding company, holds 14,000 in holding company, 4969 in trusts, 12 personally. **AB-PT**—Robert H. Hinckley bought 1000, holds 1000; Herbert B. Lazarus bought 1000, holds 1500. **American Electronics**—Clifton W. Reed sold 3000, holds 1200. **American Machine & Foundry**—Morehead Patterson sold 200, holds 48,862 in trust, 35,453 personally. **Amphenol**—Arthur J. Schmidt bought 500, holds 29,858. **Arvin Industries**—Eldo H. Stonecipher exercised option to buy 150, holds 1700. **Avco**—Arthur R. Kantrowitz bought 10,000, holds 11,000. **Bendix Aviation**—W. H. Houghton sold 500, holds 2383; Raymond P. Lansing exercised option to buy 750, holds 4198; Palmer Nicholis exercised option to buy 2247, holds 3484. **Consolidated Electrodynamics**—Philip S. Fogg sold 1000, holds 20,000; Edwin Harbach bought 200, holds 1000. **Daystrom**—Thomas Roy Jones bought 4500, holds 15,610. **DuMont Labs**—Armand G. Erpf bought 2100, holds 5800; George Etkin bought 200, holds 200; George C. McConeghy bought 100, holds 100; David T. Schultz bought 2800, holds 4200. **Gabriel**—L. H. Davis bought 500, holds 5500. **General Dynamics**—Robert C. Tait bought 7500, holds 23,925. **GE**—Wm. R. Herod sold 330, holds 8176; Willard H. Sahloff sold 475, holds 3080. **Globe-Union**—George C. French Jr. bought 100, holds 3175; Wm. B. Fyie sold 100, holds 4400; Chester O. Wanvig Jr. bought 100 for trust, holds 15,000 in trust, 10,100 personally. **Hazeltine**—Henry Reeve sold 250, holds 10,000. **International Resistance**—Edward A. Stevens exercised option to buy 600, holds 5100. **IT&T**—Robert McKinney bought 5000, holds 30,000. **Litton Industries**—Roy L. Ash exercised option to buy 5000, holds 19,357 in partnership, 52,415 personally; L. W. Howard sold 700, holds 200 in trust, 4762 personally. **Magnavox**—Stanley S. Sondles bought 10, sold 105, holds 3200; Richard A. Wilson sold 1600, holds 1524. **Minneapolis-Honeywell**—Richard P. Brown sold 200, holds 64,034; J. J. Wilson sold 1800, holds 75,270. **Paramount Pictures**—Duncan G. Harris bought 500, holds 2500; Randolph C. Wood sold 2100, holds 39,900. **Raytheon**—D. R. Hull exercised option to buy 1000, holds 1500. **Sperry Rand**—Harry Landsiedel sold 3000 from joint account, holds 26,960 in joint account, 13,904 personally; Bernard O. Reuther sold 5000, holds 25,000. **Sylvania**—W. Benton Harrison sold 200, holds 466; Robert E. Lewis exercised option to buy 390, holds 8310. **Unitronics**—Robert A. Kerr sold 220, holds 200. **Webeor**—Harry R. Ferris bought 1100, holds 1200. **Westinghouse**—Bruce D. Henderson bought 150, holds 600.

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Avco reports net income of \$5,232,621 (56¢ per common share) on sales of \$165,016,259 in 6 months ended May 31 compared with \$28,716 profit on \$167,844,606 in similar period year ago. No provision was required for income taxes due to loss carry-forward. Avco sold its Bendix home laundry business to Philco, discontinued its Crosley TV-radio-appliances, last Nov.

National Telefilm Assoc. offered new \$5,000,000 issue of 6% 5-year sinking fund subordinated notes (Vol. 13:24) this week at par through Cruttenden, Podesta & Co., Cantor, Fitzgerald & Co. and Westheimer & Co. At same time, 350,000 common stock shares were offered at \$7.75 per share.

RCA second quarter sales are up, profits about same, *Wall Street Journal* reports, making comparison with similar 1956 period. For quarter ended June 30, story says sales were 6% higher than \$251,600,000 in corresponding quarter last year, while profits showed little change from the \$7,310,000 (47¢ per share) reported then. RCA financial report will be released about July 30. RCA had no 1957 TV or hi-fi factory inventory at end of June, report adds, while last year it had some old model inventory until Sept. Shipments of new line to distributors are said to be running substantially ahead of last year. Bloomington, Ind. TV plant is reported operating on 2-shift basis, having recalled most of 1800 laid off last winter.

Aerovox will have good profit in first 6 months of 1957, despite fact sales were lower than during similar 1956 period, says pres. W. M. Owen. Improved earnings on lower volume are due to operating economies and dropping of some unprofitable lines of resistors and capacitors, he said, adding that he was optimistic about second half. He added part of Aerovox volume decline resulted from TV inventory reduction, that a step-up in TV production "could help us quite a bit." He stated only 30% of Aerovox production goes to TV-radio, compared with 45% two years ago.

C&C Super Corp., which owns pre-1948 RKO feature films, will change name to C&C TV Corp. and turn over all non-TV operations to subsidiary National Phoenix Industries Inc. if stockholders approve company plans at special meeting July 29. Proxy statement proposes distribution of about 4,000,000 National Phoenix shares on basis of one share for each 2 shares of C&C Super, whose TV operations are headed by Matty Fox. Company and consolidated subsidiaries had total operating revenues of \$10,664,725, net loss of \$1,594,764 in 1956.

Sanders Assoc., Nashua, N. H. manufacturer of electronic components and research & development firm, has filed with SEC for registration of 110,000 shares of non-voting Class A common stock (\$1 par). Company plans public issue of 100,000 shares, reserving remaining 10,000 for employees. At least \$700,000 of net proceeds will be applied to reduction of bank loan.

Stromberg-Carlson is "bright light" div. of General Dynamics, pres. Frank Pace Jr. of parent company told N. Y. Society of Security Analysts recently. He predicted that it "will be the fastest growing in the future," that overall General Dynamics sales & earnings "will increase substantially" this year over 1956, when net was \$31,946,995 on sales of more than \$1 billion.

**Dividends:** Gross Telecasting, 40¢ payable Aug. 9 to stockholders of record July 25; Howard W. Sams, 10¢ July 25 to holders July 12; International Resistance, 5¢ Sept. 3 to holders Aug. 15; Warner Bros., 30¢ Aug. 5 to holders July 19; General Telephone, 45¢ Sept. 30 to holders Sept. 3; National Theatres, 12½¢ Aug. 8 to holders July 25.

Airborne Instruments Lab has been granted exemption by SEC from Investment Company Act of 1940 for non-public sale of \$1,000,000 convertible notes to small group of purchasers, including American Research & Development Corp., which has inter-company affiliations with Airborne (Vol. 13:20).

Television-Electronics Fund reports record net assets of \$155,073,811 June 30 vs. \$128,181,192 year earlier. Net asset value per share increased to \$12.46 on 12,443,606 shares from \$11.96 on 10,713,875 in period after deduction of 55.7¢ per share paid in realized capital gains.

U. S.-Europe live TV link in 5 years was predicted by NBC pres. Robert Sarnoff in July 10 edition of his newsletter to TV-radio editors, devoted to his recent European trip. He said question most frequently asked him by European TV officials was: "When will we have a live link-up with the American continent?" Europeans are eager for the link, he added, "as a means of generating new interest in new programming." He said western Europe currently has about 10,000,000 TV sets and estimated that number would double within 3 years. "The spark for this expansion must come from programming," he added, "and the best hope for fulfillment appears to lie in the rise of competing commercial services."

Asking for special microwave channels or permission to share telecasting STL frequencies, Jerrold Electronics Corp. pres. Milton J. Shapp told FCC, in testimony during microwave hearing this week, that there are 501 towns of 1500-10,000 population beyond range of reliable direct TV service from stations. He said 375 are within 60-100 mi. of stations, 126 beyond. Need for microwave, he said, is to provide "run-to-town" link from reception point to heart of town where signal may be distributed by CATV system. He stated that cost of cable run from suitable reception point is prohibitive for most of the towns. Analyzing STL distribution, Shapp asserted that use of station STLs is such that sharing of frequencies may be accomplished with no interference problems.

First TV coverage of murder trial in Ark. history started July 10 in Texarkana, where Judge Lyle Brown permitted KCMC-TV, Texarkana, Tex., to film court proceedings. Disregarding American Bar Assn.'s Canon 35 against cameras, judge authorized TV recordings, stipulating only that they be withheld until after end of retrial of once-convicted James Moore on robbery-slaying charges. In addition, newscaster for radio KCMC sat in adjoining room listening to trial through earphones, breaking into programs to give running account.

Unusual public service "network" has been established by Ohio State U's educational WOSU-TV and commercial WHIZ-TV, Zanesville, and WTAP, Parkersburg, W. Va. The 3 uhf stations are cooperating to carry WOSU-TV's *Five & Ten Show*, daily 5 p.m. children's educational variety program, on live basis via private microwave—possibly first daily program originated on educational station for live "networking" to commercial outlets. Additional programs are slated to be added to 3-station schedule later this year.

Polish Govt. has ordered at least \$14,000,000 worth of TV sets from Pye Ltd. of London, after company had displayed sets at Poznan fair. Polish Govt. Buying Agency placed immediate order for 12,000 sets, with at least 100,000 more to be delivered later, according to Pye.

FCC allocations actions: (1) Finalized assignment of Ch. 8 to Ainsworth, Neb. (instead of originally assigned Ch. 3), added Ch. 3 to McCook, Neb. (2) Received petition from WTVP, Decatur, Ill. (Ch. 17) to shift Ch. 3 from Champaign, Ill. to some other area to effect deintermixture, giving a uhf channel to WCIA, Champaign.

Single TV application for new station filed this week was by Tele-Views News Co. Inc., Rock Island, Ill. printer of *TV Guide*, for Ch. 8 in Moline, Ill. This brings total to 127 (34 uhf). No translator applications were filed. [For details, see *TV Addenda 24-AA* herewith.]

Translator CPs granted: Ch. 79 & Ch. 82 to Morrison-Knudsen Co., Brownlee Trailer Court, Ore.; Ch. 70 to Town of Pinedale, Wyo.

New inexpensive movie-making technique—high-quality adaptation of the kinescope—is being offered to businesses, educators, etc., in new venture of NBC's burgeoning subsidiary California National Productions Inc. New system, not designed for TV use, is called "Calnatron," offers quick quality films at fraction of cost of conventional methods, CNP says. Using special lighting techniques, film and processing methods, the kines can be made via closed-circuit TV from remote as well as studio locations. NBC's entire film library of stock shots will be made available to Calnatron users for backgrounds, settings, etc. Calnatron operations, concentrated in New York, will be headed by Theodore H. Markovic, under NBC-TV Film Sales v.p. H. Weller Keever.

Advertising agency profits are down, July 12 *Printers' Ink* reports in 1956 survey, first undertaken by magazine since similar 1953 roundup. Study of 315 agencies shows before-tax profits last year averaged only 1.46% of billings, or 9.74% of income including commissions, percentage charges & fees, compared with 10.8% in 1953. Income from TV time & talent increased last year to 11.42% of total from 9.59% in 1953, but income from radio time & talent was down to 7.62% compared with 9.26%. *Printers' Ink* says big reason for lower profits is that "the advertising agency, like other service businesses, can never increase its charges as rapidly as costs increase."

Billion-dollar radio industry can be achieved as "immediate target"—and "then we're going to go on from there"—pres. Robert E. Eastman of ABC Radio told Station Representatives Assn. at meeting July 9 in ABC's N. Y. headquarters. He said ABC is "going to be a constructive force to stabilize rates & values" in support of objective, outlining these network policies: (1) No selling 6-9 a.m. & 4-6 p.m. (2) "Smallest unit of sale—5 min." (3) "No negative selling." (4) "Only live programming." (5) "No expediency selling."

Suits for \$3,000,000 for libel & slander on ABC-TV's *Mike Wallace Interviews* show May 19 were filed against ABC July 8 in Los Angeles superior court by police chief Wm. H. Parker and captain James Hamilton, alleging ex-gambler Mickey Cohen damaged them by remarks he made on program (Vol. 13:22-23). Parker demanded \$2,000,000, Hamilton \$1,000,000, in actions which also named Wallace, Cohen, sponsor Philip Morris, N. W. Ayer agency, 10 "John Does" as defendants.

New by-laws of NBC-TV affiliates, effective at annual meeting Sept. 11-13 at Waldorf-Astoria, N. Y., provide for replacing 9-member executive committee with 10-member board of delegates elected for 2-year terms. Officers of station-network liaison board will be chairman & vice chairman representing basic affiliates, vice chairman representing optional affiliates, secy.-treas. selected from either group. Walter J. Damm of WTMJ-TV & WTMJ, Milwaukee, is chairman of executive committee.

Closed-circuit TV was used for first time in a British art auction this week when Sotheby's of Bond Street used it to show paintings to overflow crowd in the \$914,000 auction of collection of late Wilhelm Weinberg. Potential buyers who couldn't get into main room saw the pictures by TV and their bids were relayed to auctioneer by telephone.

Industrial TV training devices are rated according to image clarity in new study, *Visual Principles for Training by Television* (PB 121931), by R. Jackson of Office of Naval Research, available for 75¢ from Commerce Dept.'s Office of Technical Services, Washington 25, D. C.

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JUL 22 1957

# Television Digest

with **ELECTRONICS REPORTS**

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| <p><b>SAFETY OF PORTABLE SETS</b> reaffirmed by manufacturers, warning public against jumping to conclusions following "electrocution" report (p. 2).</p>                  | <p><b>RCA REPORTS RECORD</b> first-half sales of \$564,990,000, more than \$38,500,000 higher than previous record; profits up slightly (p. 10).</p>              |
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**ASSAULTING THE COURT-COVERAGE IRON CURTAIN:** It's time for courts "to go along with history—and to stop fighting it" with bans on TV-radio trial coverage, ABC v.p. John Daly, in charge of network's news & public affairs, told American Bar Assn. convention this week in N. Y., demanding unrestricted freedom of press for broadcasters.

In vigorous assault on ABA's Canon 35—"the major barrier to our inherent rights under the Constitution"—Daly called for repeal of non-binding but generally-observed lawyers' dictum:

"The taking of photographs in the courtroom . . . and the broadcasting or televising of courtroom proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness, degrade the court, and create misconceptions thereto in the minds of the public and should not be permitted."

Daly said: "Let's set the record straight on a few basic facts," emphasizing that "the news function is broadcasting's first responsibility to the public." He listed commonly-heard objections to TV-radio coverage—and answered them, paraphrasing points in Colo. Supreme Court ruling last year (Vol. 12:9) which authorized individual state court judges to permit cameras & microphones:

(1) Broadcasters are in entertainment field, not protected by freedom of speech—"The Supreme Court of the United States has ruled otherwise."

(2) Broadcasters merely want to satisfy curiosity & entertain public—"Public is poorly informed about the courts; additional coverage will be beneficial."

(3) Publicity-hungry judges & attorneys will play to cameras—"We can't deny the Constitutional right of all citizens just to prevent a few persons from making fools of themselves before a larger audience than usual."

(4) TV & radio violate privacy of everybody in courtroom—"There just isn't a law protecting anybody's privacy on a public matter." Moreover, "Canon 35 violates freedom of the press in that it constitutes censorship."

(5) Cameras, mikes, technicians will make "madhouse" of court—"Industry's agreed to pool its coverage of trials."

Possible softening of Canon 35 by ABA was hinted in report by board of governors to house of delegates that special committee is studying rule. Findings will be presented to ABA meeting next Feb. But Daly was dubious about it:

"Where Canon 35 is concerned, we feel that documentary dynamite not only fails to stampede you; you hardly even look around . . . For us, relaxation of the ban is insufficient; for you abandonment is still unthinkable."

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Meanwhile Daly's arguments for court coverage were supported by results of latest in succession of dozen TV-radio tests in which Circuit Court Judge Lyle Brown permitted KCMC-TV, Texarkana, Tex., to film murder trial across state line in Texarkana, Kan. (Vol. 13:28).

Judge Brown complimented broadcasters on orderly work. Following guilty verdict, other court officers, including defense lawyer Harold Flowers, also agreed that coverage was success. And no complaints were reported earlier when Judge James W. Crawford permitted televising part of perjury trial in Portland, Ore. of Mayor Terry D. Schruck, who was acquitted by jury.

Score kept by NARTB since 1954 shows similar successes when other telecasters have had access to courts: KWTX-TV, Waco, Tex., murder trial; KEYD-TV (now KMGM-TV), Minneapolis, murder trial; WOAI-TV, San Antonio, hearing; WTMJ-TV, Milwaukee, sentencing; WSM-TV, Nashville, murder trial; WBTV, Charlotte, superior court proceedings; KCSJ-TV, Pueblo, murder trial; WKY-TV, Oklahoma City, general trial coverage; WWJ-TV, Detroit, and WRC-TV, Washington, traffic court.

**PORTABLE TV, SAFETY & PUBLIC RELATIONS:** Set manufacturers and distributors moved quickly this week to reassure public about safety of metal-cased portable receivers.

Manufacturers rechecked their own safety precautions following July 14 tragedy in which 6-year-old boy was killed in Skokie, Ill. when he reportedly brushed against aluminum TV stand while reaching into kitchen cabinet for a knife. Reports from Cook County coroner's office, where the 17-in. 1958 GE portable was impounded, indicated that receiver's cabinet was in electrical contact with hot (110-v.) chassis, though coroner said tests on set so far were "inconclusive."

Incident received widespread newspaper publicity, including big story by TV editor Jack Gould in July 17 New York Times decrying portables' "hazards" and urging review of safety standards.

Congress stepped into the act next day when Chairman Magnuson (D-Wash.) of Senate Commerce Committee wrote FCC Chairman Doerfer expressing "grave concern" and asking what steps Commission can take "in order to require adequate safeguards to protect the public against this type of a hazard." Magnuson asked if FCC had authority to meet this type of situation. "If not," he added, "I would welcome any suggestions for legislation to meet this problem head-on."

There is only one other case of TV electrocution on record which cannot be traced directly to tampering. It also is said to have involved child and a portable, but what actually happened in this case was never fully explained.

Set makers point out that TV safety record is perhaps better than that of almost any other type of appliance around the home; that over 43,000,000 are in use, including more than 2,500,000 portables.

■ ■ ■

Underwriters' Laboratory, whose safety standards are followed by all major set makers, took wait-&-see approach, stressing that full facts in case aren't known, that the allegedly faulty set hasn't

yet been examined to determine responsibility for the trouble. An official expressed regret that so much publicity was given the case before "the cause of the fatality is actually known."

"There's no reason why a TV receiver complying with our requirements shouldn't be as safe as any other appliance," we were told by UL assoc. managing engineer Arnold Smoot. "It's certainly possible that we may make changes in our rules, but not until all the facts are known. We have felt that, considering everything—including the economics of TV receivers—our standards are entirely adequate." He said Underwriters had never even heard a complaint involving a GE portable.

There was immediate public reaction. GE said its offices have been receiving calls from owners of its portables asking for servicemen to check their sets for shock hazard. Company ordered immediate field tests of its TV sets, and at week's end a check of stocks in hands of distributors and in factory hadn't turned up a single defective one.

GE engineers said a preliminary check of the set involved in tragedy showed that it had been damaged—but there were also reports that it was dropped after the reported electrocution.

Like other set makers, GE said that every set is normally tested for safety before it leaves factory, and that Underwriters' standards are rigidly followed.

Despite its widespread publicity, the incident has caused no consumer panic, set manufacturers agreed. We contacted a number of them, and all agreed there was no drop in sales of portables or any other kind of sets this week. Nor was there any evidence that people were afraid to use their sets.

Set makers do realize they may have a public relations problem on their hands. RCA and Admiral wired distributors spelling out in detail the safety factors in their portable sets.

None of the manufacturers we contacted could understand how accident could have happened unless set had been tampered with or improperly serviced.

Admiral pres. Ross D. Siragusa said portable TV sets are no more dangerous than AC-DC radios, which have used similar hot-chassis principle for past 25 years—"and more than 100,000,000 of these are in use today."

Emerson pres. Benjamin Abrams said all receivers leave factory with proper insulation and instructions for servicing. Unless tampered with or improperly serviced, he added, such an accident never could have happened.

Most set makers, like Motorola, expressed interest in taking any further steps possible to add further safeguards to what they consider an already safe set.

In Chicago, meanwhile, Coroner McCarron began assembling "blue ribbon" jury of electrical & TV experts—with assistance of Illinois Institute of Technology—to examine the receiver involved in tragedy, as well as factory-fresh portables from other manufacturers. Jury is due for fact-weighting session July 30.

Always feuding with manufacturers, pres. Frank Moch of National Alliance of TV & Electronic Service Assns. (NATESA), with headquarters in Chicago, called conference of his board to draft statement which he hopes servicemen will have their customers sign when a portable is fixed. Draft statement says flatly: "This set can cause electrocution." It adds that serviceman has taken all possible precautions and has checked set after servicing, but that he is not legally liable for any injuries.

Manufacturers emphasized that there is some danger in any appliance if misused or improperly serviced; that a power lawnmower can amputate toes, a gas range can cause asphyxiation, an electric iron can burn down a house. Almost daily, misused or damaged electrical appliances cause electrocution, but these incidents no longer get nationwide publicity.

Meanwhile, industry seems to be faced with potential problem similar to those of TV's early days—the days of picture tube implosion scares, X-ray and sterility scares, eyestrain scares.

**PAY-TV PENDULUM SWINGS TO WIRED SYSTEMS:** Subscription-TV spotlight turned again to closed-circuit approach this week—in lull between comments and counter-comments (due July 22) on FCC's proposal for trial of broadcast fee TV—as Skiatron TV's Matty Fox assured a Congressional committee that people will be paying-as-they-see next year in Los Angeles, San Francisco or New York, that he has adequate financial backing, that programs will be cheap, that his wired pay TV will give people programs they couldn't see on free TV. Baseball, for instance.

On FCC's pay-TV front, business was mostly mail-order, with these letters going back and forth:

(1) From Commission to Chairman Celler (D-N.Y.) of House Judiciary Committee, in answer to his letter of last week demanding that Congress be permitted to decide question of pay TV (Vol. 13:28). Letter, approved unanimously by FCC, said, in part:

"We agree that Congress could reach the conclusion that the use of radio frequencies for a subscription-TV service should be prohibited. However, in the absence of Congressional action . . . the Commission is obligated to abide by the provisions of the Communications Act and the Administrative Procedures Act [and] we believe it is FCC's duty to make some disposition of the pending petitions . . .

"On the basis of these comments and reply comments we will carefully examine the problems involved in a determination of the proper scope of trial demonstrations and the Commission's power under the present law to safeguard the public interest adequately during a trial period."

(2) From Rep. Chelf (D-Ky.), also a Judiciary Committee member, to Chairman Doerfer, urging trial of fee TV without further delay, expressing opinion that FCC has "full, complete and final authority" and warning it not to "allow anybody, no matter what position he may hold in or out of Govt., to attempt to either pressure or intimidate you."

Letter referred to Rep. Celler's opposition to fee-TV trial, and Chelf repeated the oft-denied charge that RCA chairman Brig. Gen. David Sarnoff "tried to buy the patents of pay-as-you-see TV from its inventors when it was first developed."

(3) From Gen. Sarnoff to Chairman Doerfer, denying as "utterly false and untrue" Chelf's statement that he tried to buy subscription-TV patents, blaming "the president of Zenith Radio Corp." for originating the report, and reiterating his belief that pay TV would "cripple this great democratic medium for the free dissemination of ideas, education and entertainment to all the people of America."



House anti-trust subcommittee's hearings on professional baseball meanwhile delved again into closed-circuit subscription-TV issue this week. As did Dodgers Pres. O'Malley (Vol. 13:26), Giants Pres. Stoneham told hearing that he had tentative contract with Skiatron TV to carry his team's games on toll TV next season if team moves to west coast or on expiration of current TV commitments (3 years) if team stays in New York. He said contract guarantees Giants one-third of gross, with specific minimum which is larger than the \$730,750 Giants received from TV in 1956.

Just before Stoneham's appearance in Washington, San Francisco Mayor Christopher let out a groan heard coast-to-coast after Pacific Telephone Co. pres. Mark Sullivan observed that it would cost \$30-\$60,000,000 to wire San Francisco Bay Area and this money "was not forthcoming immediately."

After conferring with Skiatron officials later, however, Sullivan—while still maintaining project involved "tens of millions of dollars" and "thousands of man-years"—said it was "well within the range of commercial possibility."

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MARTIN CODEL, Editor and Publisher; ALBERT WARREN, Senior Editor; ROBERT CADEL, Business Manager;  
DAVID LACHENBRUCH, Associate Editor; JAMES S. CANNON, Trade Reports Editor  
Editorial Associates: Paul Stone, William J. McMahon Jr., Wilbur H. Baldinger

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Sullivan scotched reports that telephone company has signed contract with Skiatron or that it would put any risk capital into the venture. He indicated that PT&T is considering contract to let Skiatron use its poles and conduits, and stated:

"We have decided that our company cannot enter into a speculative business. We might put in some money on a guaranteed basis. Costs must be borne by TV people or guaranteed in some fashion."

■ ■ ■  
Skiatron pres. Matty Fox, star pay-TV witness before Rep. Celler's subcommittee, drew interested attention as he explained his plans to "go nationwide," to wire up cities "in a great many places." In response to questions, he made these points:

(1) Sullivan's estimate of \$30-\$60,000,000 to wire San Francisco area did not apply to Skiatron system. He said "wire grid system" covering greater Bay area would cost about \$6,000,000, for Los Angeles County under \$12,000,000—not including connecting loops to homes or decoder attachments. He didn't say what they'd cost.

(2) He could start operations 4-6 months after beginning to wire San Francisco, could give service to all TV homes in Los Angeles County in 11 months. He promised service could begin to some homes either on coast or in New York (outside of Manhattan) by 1958 baseball season.

(3) Skiatron would charge subscribers \$3 monthly covering installation and rental which would include 2 pay-TV channels and one free "hi-fi music" channel. Then, viewers would pay on per-program basis through Skiatron's IBM card system. He said no specific charge had been decided for baseball games, but 50c-\$1 had been discussed with O'Malley.

(4) He's negotiating for other program attractions and for wiring other cities. Skiatron wouldn't put on any programs that public could ordinarily see free. He added that without pay TV, baseball games would soon be withdrawn from TV to preserve box office.

(5) He owns 87½% of Skiatron TV, only stockholders are "myself and another fellow" (unidentified). Company has no corporate tie with Skiatron Electronics & TV Corp., which developed system.

(6) Discussions and tentative agreements with Giants & Dodgers aren't limited to closed-circuit TV, also apply to on-air fee TV, if authorized.

Celler and other congressmen listened attentively and politely, asked few questions. At one point, however, Celler told Fox: "I think you better be prepared for state legislation [to control rates] if there aren't already regulations which apply."

Rep. Rogers (D-Colo.) injected only harsh note into proceedings when he said: "From the letters that I have received, the public is pretty much in opposition to paying for programs."

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Limited Red China coverage by U. S. newsmen was proposed July 18 by Secy. of State Dulles to TV-radio-press representatives as modification of outright ban on travel there (Vol. 13:17), but they insisted on removal of all restrictions. Dulles suggested that dozen reporters, presumably selected from newspapers & news organizations which now have foreign bureaus, be permitted to go to China mainland for 6-month trial period. Disagreement with compromise was expressed at State Dept. conference by committee composed of pres. Theodore Koop of Radio-TV News Directors Assn., chairman Robert Hurleigh of Radio & TV Correspondents Assn., ANPA pres. Wm. Dwight, J. Russell Wiggins of American Society of Newspaper Editors, editor Henry R. Luce of *Time*. Next step: State Dept. will try to find out how many correspondents would go if China ban is lifted.

Peru will get TV by Nov., according to RCA International, which announced this week that Radio America Co. has ordered 2-kw transmitter, 2 camera chains and studio equipment for installation in Lima.

Slow-starting "watchdog" probe of FCC and 16 other govt. agencies by special House Commerce Oversight Subcommittee, headed by Rep. Moulder (D-Mo.), moves another step July 22 when it meets to pick staff director. Leading candidates for job are J. E. (Buck) Taylor, 1944-52 attorney general in Moulder's home state, and Bernard Schwartz, director of NYU's Institute of Law. Set up 3 months ago with \$250,000 appropriation to see whether regulatory agencies are administered properly (Vol. 13:22), Subcommittee isn't expected to get down to hearings before fall or winter, when FCC will be No. 1 investigative target. Staff so far consists of chief investigator Baron I. Shacklette, consultant Dr. Walter M. W. Splawn, attorneys Mary Louise Ramsey & Joseph T. Conlon Jr., clerk-coordinator Herman Clay Beasley.

Asking WJZ call letters for newly purchased WAAM, Baltimore, Westinghouse told FCC history of the call: Owned by Westinghouse for radio in Newark 1921-23, then transferred to RCA and moved to N. Y., later sold to ABC and changed to WABC—unused since.

**Personal Notes:** Sylvester L. (Pat) Weaver retained by Kaiser Industries Corp. to direct all of its TV advertising activities, including new weekly 60-min. *Maverick* drama on ABC-TV, to be produced by new company owned jointly by Kaiser, Warner Bros. & AB-PT; Weaver and his associates assume the Kaiser duties in addition to their Program Service networking organization; Mort Werner, NBC v.p. for daytime programming, Aug. 19 joins Kaiser in executive capacity with responsibility for all "internal TV activities of the affiliated Kaiser companies;" he'll be elected a v.p. . . . Stanley Moldov promoted to film coordinator of CBS TV Film Sales . . . Eugene R. Myers named mgr. of CBS Radio spot sales, St. Louis . . . Herman Rush resigns as v.p. & director of Official Films to establish own business . . . Ben A. Hudelson, ex-Westinghouse Bestg. Co., named production mgr. of WRCA-TV, N.Y. . . . Bob Lemon resigns as gen. mgr. of WTTV, Bloomington-Indianapolis after 8 years with Sarkes Tarzian organization, says he has no immediate plans . . . Tom Sheeley promoted to operations mgr. of KELO-TV, Sioux Falls, S. D., J. C. Johnson to mgr. of satellite KPLO-TV, Reliance . . . A. Schneider, first v.p. of Columbia Pictures, assumes duties of late exec. v.p. Jack Cohn; A. Montague named v.p. in charge of distribution . . . Chester R. Cooper promoted from Triangle Publications program dept. to program mgr. of WNHC-TV, New Haven . . . Harry Travis promoted to v.p. & asst. gen. mgr. of WNEM-TV, Bay City-Saginaw, Tom Matthews to operations director; John J. Keenan resigns as sales mgr. to join WINT, Ft. Wayne . . . Kendall Smith, ex-WHYN-TV, Springfield-Holyoke, Mass., joins upcoming WTIC-TV, Hartford, as asst. program mgr. . . . Mrs. Anne Kohler promoted to v.p. of Roger Wade Productions . . . Robert Schultz, ex-Perceptual Development Labs, St. Louis, named

sales mgr. of Shamus Culhane Productions . . . Ken Bagwell, ex-radio KXYZ, Houston, named asst. national sales mgr. of WTVJ, Miami . . . Sheldon W. Peterson, ex-KLZ-TV, Denver, joins WTCN-TV & WTCN, Minneapolis-St. Paul, as news & special events director . . . Edward M. Gray, NTA v.p., named head of NTA's new Famous Films-Programs for TV div. to supply low-budget specialized programming, headquartering at 8721 Sunset Blvd., Hollywood; Cy Kaplan appointed special asst. to NTA sales v.p. Harold Goldman, N. Y. . . . Robert Livingston promoted to Pacific Coast mgr. of CBS-TV sales, succeeding late Frank Samuels.

### Obituary

James M. Cox, 87, Democratic Presidential candidate in 1920 and 3-term Governor of Ohio who had wide newspaper & radio-TV interests, died July 15 in Dayton home. His health had been failing several years during which son James Cox Jr. assumed management of properties, but he was at work last week at *Dayton Daily News* when fall led to fatal heart attack. He bought *News* in 1898 with borrowed \$26,000, spread from it into political-publishing-broadcasting career. Properties included *Dayton News* and *Journal-Herald* (WHIO-TV & WHIO), *Atlanta Journal and Constitution* (WSB-TV & WSB), *Miami News* (part of WCKT & WCKR), *Springfield (O.) Sun and News*. He served in Congress 1909-13, was Ohio Governor 1913-15, 1917-19, 1919-21, lost to Warren G. Harding in Presidential campaign in which he carried on Woodrow Wilson's League of Nations fight. Many newspapers eulogized Cox, while bipartisan tributes were paid in Senate & House this week. Surviving in addition to widow and James Cox Jr. are another son, 2 daughters, 5 grandchildren.

**ADVERTISING AGENCIES:** Jere Patterson, ex-*Life*, joins Erwin, Wasey & Co. as exec. v.p. . . . Harry S. Bean elected a v.p. of BBDO . . . Gilbert L. Burton, gen. mgr. of Guild, Bascom & Bonfigli, elected a v.p. . . . Fred Becker named TV-radio director of Roy S. Durstine, San Francisco . . . Robert J. Black, ex-Hicks & Greist of Cal., named a v.p. of Calkins & Holden, Los Angeles . . . Ruth Chilton named TV-radio director of Robinson, Adleman & Montgomery, Philadelphia.

One of FM's greatest enthusiasts, Capt. W. G. H. Finch (USN-ret.) is on air again—this time with a multiplex operation at Brookfield, Conn. Associated with him is another retired Navy captain, A. J. Detzer. Finch had once operated WGHF, New York, a pioneer FM station, was an early experimenter with facsimile. New station is WGHF-FM, operates on 95.1 mc with regular service, also offers stereophonic sound through multiplexing—latter carrying no commercials, aimed primarily at commercial establishments. Finch's last active duty with Navy was as chief of patents. Detzer was also an electronics specialist, served as chief of staff, New York Navy Base, before retirement in 1951, most recently was exec. v.p. of Haller, Raymond & Brown electronics research & development firm.

Lawrence Creshkoff, ex-asst. director of Boston's educational WGBH-TV & WGBH-FM, named director of Chelsea closed-circuit TV project, Ford Foundation-backed experiment which will bring special educational TV programs to homes of 608 low-income families in New York's John Lovejoy Elliott Houses (Vol. 13:16).

Wm. H. Bauer, FCC patent adviser, retires Aug. 31 to enter private practice. With Govt. 42 years, with FCC since 1935, he worked persistently in attempt to get Commission to adopt strong rules governing TV-radio patents. In letter of resignation tendered to gen. counsel Warren Baker, he stated: "As you know, I have a number of times, in memoranda and orally, pointed out to the Commission that my work is ineffective without patent rules such as defined, and the purposes and benefits stated, in Comr. Lee's dissenting statement to the Commission's recent Report & Order terminating rule-making proceedings in Dockets 10090 & 11228. It is my hope that I will find a way to continue my work for the adoption of such rules by the Commission."

Three-point cold war plan was advocated by RCA chairman Brig. Gen. David Sarnoff in interview with Drew Pearson for column syndicated July 15. Sarnoff said U. S. should: (1) Spend 1/10th of military budget in propaganda contest with Russia. (2) "Set up a strategic board for political defense equivalent to the Joint Chiefs of Staff." (3) Change name of VOA to "Voice of America—For Freedom & Peace." He argued: "No investment to win the cold war is exorbitant when measured against the cost of a bombing war."

New AT&T govt. communications mgr. in Washington is Robert E. Gradle, replacing Claude M. Blair, promoted to asst. treas. in N. Y. headquarters. In other Washington div. promotions, AT&T named Ernest H. Crabb commercial mgr., Arthur L. Winner plant supt.

New rep: KOB-TV, Albuquerque, N. M. to Petry July 1 (from Branham).

**T**ASO, the all-industry uhf-vhf crash-research organization, appears to be running into some trouble—apparently largely due to Justice Dept.'s insistence on controlling panels if anti-trust possibilities are to be minimized. Chairmen of panels are chafing, because Justice insists govt. representative must actually preside—making chairmen something even less than figureheads. Panel 2, on receivers, hasn't met for months—has no date to meet—manufacturers being understandably shy in view of Justice's refusal to guarantee anti-trust immunity for panel actions.

Another uhf-vhf development being watched closely is proposed experimental operation of WJMR-TV, New Orleans (Ch. 20), planning to test Ch. 12 at site 162½ mi. from WJTV, Jackson, Miss. (Ch. 12), instead of rules-required 190 mi. Commission has ordered WJMR-TV's Ch. 12 power kept at no more than 40 kw towards WJTV, but latter still fears interference. Legally cautious, Commission has ordered WJTV to "show cause" why the WJMR-TV operation shouldn't be permitted. Maximum Service Telecasters members have joined WJTV in fighting the mileage-cut experiment.

\* \* \* \*

A long fight evaporated this week when WMUR-TV, Manchester, N. H. (Ch. 9) dismissed application to sell to Storer Bestg. Co. after sale agreement expired July 7. Storer loosed blast at applicant TV for New Hampshire, which participated in blocking sale by filing for Ch. 9 at WMUR-TV's renewal time, calling the application "almost without precedent." WMUR-TV is retaining application to move nearer Boston.

One vhf CP was granted—KSOO, Sioux Falls, S. D. (Ch. 13)—along with 3 translators: Ch. 71 & Ch. 74, Flagstaff, Ariz.; Ch. 72, Susanville, Cal. Two CP-holders were told to ask for hearings to show why they haven't built—or surrender grants: KOLF-TV, Flagstaff (Ch. 9); KAMT-TV, Alpine, Tex. (Ch. 12).

Sole FCC allocations action was to start rule-making on conflicting proposals to assign Ch. 12 to Mankato, Minn.; Fairmont, Minn.; Estherville, Ia.

Three applications for stations and 5 for translators were filed with FCC this week, bringing total pending to 129 for stations (35 uhf) and 43 for translators. Station applications were: (1) For Los Angeles, Ch. 34, by Sherrill C. Corwin, who holds CP for KBAY-TV, San Francisco, and owns 15% of KAKE-TV, Wichita, with interests in 4 Cal. AMs; (2) for Moline, Ill., Ch. 8, by group headed by H. Leslie Atlass Jr.; (3) for Farmington, N. M., Ch. 12, by group including owners of radio KVBC and local community antenna operator. Translator applications were for 3 channels in McGill, Nev., one each in La Grande, Ore. and Benton City, Wash. [For details, see *TV Addenda 24-BB* herewith.]

Quick Senate confirmation of Frederick Ford as FCC commissioner appeared assured this week following July 19 hearing by Senate Commerce Committee in which no opposition was heard and all of Committee's members praised nominee highly. Senators' questions in 45-min. hearing concerned expediting of pending FCC cases, recognition that FCC is "arm of Congress," importance of educational TV. Sen. Revercomb (R-W. Va.) testified in Ford's behalf. Committee recessed hearing until July 24, when Ford's current boss—Deputy Attorney General Wm. Rogers—will testify.

**H**ELP-UHF campaign to exempt all-channel sets from 10% manufacturers' excise tax—now a hardy perennial—started anew this week with aim of amending House-passed excise tax revision bill (HR-7125) either before or after it is reported out of Senate Finance Committee. Opening gun was fired in featured Sunday TV article July 14 by *New York Times'* Jack Gould, who pointed out the unanimity with which entire industry endorses proposal and expressed hope that Treasury Dept. would reconsider its opposition.

Gould's column was inserted in *Congressional Record* by Senate Commerce Committee Chairman Magnuson (D-Wash.) with the notation that "every impartial group, every Congressional committee that has looked into this subject matter, as well as the FCC, has strongly recommended the removal of the Federal excise tax on all-channel sets . . ."

Meanwhile, Rep. Ikard (D-Tex.) reintroduced his bill, which died in committee last session, to accomplish the exemption (HR-8675). Committee For Competitive TV also got to work on the issue this week, is pushing for amendment of HR-7125 from floor in both House and Senate. Senate Finance Committee still has set no date for consideration of excise tax revisions.

Translator starts: K75AD, Blythe, Cal. began July 11 repeating KRCA, Los Angeles, reports Paul Micalizio, secy. of Palo Verde Valley TV Club, also operator of K71AB there and holder of CP for K79AA. W79AA, Claremont, N. H. is on air with equipment tests, reports Bill Putnam, pres.-gen. mgr. of parent WRLP, Greenfield (Ch. 32), satellite of WWLP, Springfield (Ch. 22). K83AB, Santa Rosa, N. M. began equipment tests July 3, repeating KGGM-TV, Albuquerque, reports E. M. Lucero, pres. of local Chamber of Commerce, owner. K77AC, John Day, Ore. plans start by Aug. 1, repeating KIDO-TV, Boise, reports R. W. Southworth, pres. of John Day Valley TV Inc. operator of K72AG there. K70AW, Pinedale, Wyo., plans Aug. 1 start repeating KID-TV, Idaho Falls, reports Glen W. Wise for owner, Town of Pinedale.

Power & height increases: WMT-TV, Cedar Rapids, Ia. (Ch. 2) began telecasting from its new 1355-ft. tower July 17; WHP-TV, Harrisburg, Pa. (Ch. 55) July 12 increased power to 514-kw ERP, plans boost to 1000-kw in several months; WEAU-TV, Eau Claire, Wis. (Ch. 13) July 11 to 310-kw; CKVR-TV, Barrie, Ont. (Ch. 3) July 9 to new 740-ft. tower with 26.7-kw; WJTV, Jackson, Miss. (Ch. 12) plans boost to 316-kw Aug. 10.

Rate increases: WTMJ-TV, Milwaukee, Aug. 1 adds Class AA hour (6:30-10 p.m., daily) at \$1450, 20 sec. at \$275, Class A hour going from \$1150 to \$1250. WSYR-TV, Syracuse, July 1 raised base hour from \$900 to \$1100, min. \$175 to \$200. WBRZ, Baton Rouge, Aug. 1, hour \$300 to \$400, min. \$65 to \$90. Note: KAKE-TV, Wichita, \$675 hourly rate reported last week (Vol. 13:28) is for combination including affiliated KTVC, Ensign, Kan.

WHYY-TV, Philadelphia (Ch. 35, educational), delayed by controversy over station control, now has Sept. 16 programming target, following reorganization of board of directors, giving greater representation to school board and city council. Public school authorities have approved payment of \$100,000 to station, withheld pending outcome of dispute.

Video tape for Ampex recorders is now commercially available from Minnesota Mining & Mfg. Co. in 4800-ft. rolls at \$306 each.

**Telecasting Notes:** Drive to preserve New York's film production industry got sympathetic ear of Mayor Wagner this week at meeting with representatives of Film Producers Assn. of New York. Wagner designated city's first Asst. Corporation Counsel Leo A. Larkin to meet with group July 25 to provide whatever immediate assistance is necessary to head off the widely heralded (but undocumented) exodus of TV film commercial production to west coast . . . New York film companies asked mayor to name special coordinator "to promote and expedite civic cooperation with respect to location permits, revision of antiquated fire regulations, clarification of sales tax provisions [on commercial films] and encouragement generally of film producers to schedule shooting in New York City . . . City's non-theatrical film industry, FPA pointed out, is \$70,000,000 business, employing 25,000 in production, laboratory and creative posts . . . MCA's *Revue Productions* is No. 1 in this year's TV film production race, reports July 15 *Billboard*, which says it has \$20,800,000 worth of business in the works and planned. Same article reports that top 4 companies account for about half of this year's TV film output; in addition to *Revue*, they are *Desilu* with \$15,875,000 gross (largely being produced for others), *Screen Gems* with \$10,200,000 and *Warner Bros.* (new-comer to the top ranks) with \$8,000,000. Others, in order, are *McCadden* (\$5,600,000), *4 Star* (\$5,500,000), *Ziv* (\$4,800,000), *Disney* (\$4,000,000), *Don Fedderson* (\$3,200,000), *Official Films* (\$3,100,000) . . . *MGM-TV's* first TV film series, *The Thin Man*, has been purchased by *Colgate-Palmolive* on 26-week contract for Friday evening NBC-TV exposure beginning next fall . . . *Revlon* seeking injunction to prevent *Hal March, m.c.* on its \$64,000 *Question*, from taking on similar duties on NBC-TV's *What's the Use?*; both shows are owned by *Entertainment Productions Inc.* . . . Second sponsor has been signed by *Pat Weaver* for his Program Service network's *Ding Dong School*, which starts Aug. 26 on 8 stations—*Climax Industries*, for *Kid-O*, synthetic modeling compound, buying unspecified number of participations thru *Hicks & Greist Inc.*

Plumping strongly for TV-radio use of microwave facilities, NARTB pres. Harold E. Fellows and engineering mgr. A. Prose Walker testified this week in FCC's above-890-mc hearing, documenting value of remotes and STLs. Walker made these specific recommendations: (1) Use of 940-952 mc exclusively for aural STLs. (2) Exclusive use of 1990-2110, 6875-7050 & 12,700-13,200 mc, with TV-radio foregoing sharing of 2450-2500 & 10,500-10,700 mc. (3) The 3 channels in 7050-7125 mc, allocated to TV-radio but "temporarily" reserved for sole use of common carrier should be made available to TV-radio on same basis as other channels in these bands. Walker noted that most remote equipment has been in 7000-mc band but said he expects equipment development in 2000 & 13,000 mc range to ease congestion. Also testifying this week was John Boler, North Dakota telecaster (*KXJB-TV*, Fargo, etc.), who launched severe attack on AT&T, saying he's paid \$364,211 in 2½ years for 8-hour-daily service he could have provided himself for \$90,000—24 hours a day. Last April, he said, after he told AT&T he could no longer afford service, basic tariffs were cut from \$10,650 to \$4580 monthly. He asked for investigation, called AT&T "vicious, arrogant and arbitrary."

Primary affiliation of *WFAA-TV*, Dallas, with *ABC-TV* is effective Sept. 9, following termination of arrangement whereby *WFAA-TV* and *WBAP-TV*, Ft. Worth, shared both NBC-TV & ABC-TV (Vol. 13:28).

**SALE OF MUTUAL Broadcasting System** for "under \$1,000,000" to syndicate headed by Paul Roberts, mgr. of *KRDK-FM*, Los Angeles, is expected to be agreed upon next week. Not involved in sale are any of the stations owned by *MBS' parent RKO Teleradio Pictures Inc.* Assets to be transferred include contracts with 480 affiliates, good will, contracts for AT&T lines, contracts with talent, office equipment, etc.

No official word at all was forthcoming from principals, but considerable partial information was floating around. Roberts wasn't telling who his backers were, but one may be Roger L. Stevens, investment broker and theatrical producer ("*Tea & Sympathy*," "*Bus Stop*" and other hits). Stevens told us he may or may not lend Roberts group some money. "That would be my only connection," he said. "I'm not interested in radio—but I'd only have a small amount involved, if any. I understand Roberts doesn't have a deal yet. I don't know who else has been approached for loans."

Apparently, the Thomas F. O'Neil enterprise is being sold because O'Neil chooses to concentrate on his profitable TV-radio station holdings: *WNAC-TV & WNAC*, Boston; *KHJ-TV & KHJ*, Los Angeles; *WOR-TV & WOR*, New York; *WHBQ-TV & WHBQ*, Memphis; radio *KFRC*, San Francisco; ⅓ of *CKLW-TV & CKLW*, Windsor-Detroit, along with Don Lee and Yankee Networks, *RKO Teleradio* film syndicate; is buying radio *WGMS*, Washington.

*MBS* spokesmen were quick to scotch rumors network is going out of business, pointing to new business signed this week. Network currently has only 63 employees. It was started in 1934 by *WOR*, New York; *WLW*, Cincinnati; *WGN*, Chicago; *WXYZ*, Detroit. In 1943, parent of *RKO Teleradio Pictures* and *MBS*, *General Tire & Rubber Co.*, began buying into groups holding part of network. *General Tire* obtained controlling interest in 1952.

Sale of *KERO-TV*, Bakersfield (Ch. 10) for \$2,150,000 by Gene DeYoung & associates to *Wrather-Alvarez Bcstg. Inc.*, operator of *KFMB-TV*, San Diego (Ch. 8) & *KFMB* (Vol. 13:11) was approved by FCC. However, approval was with following conditions: (1) Agreement *KERO-TV* has with *KFSD-TV*, San Diego, not to increase coverage by either station is to be cancelled. (2) Grant is subject to action FCC may deem necessary as result of court proceedings regarding sale. (3) Grant is subject to FCC action on petitions regarding Ch. 10. Sale has been protested in courts and with FCC by Robert K. Strauss, 10% owner of *WITI-TV*, Milwaukee, who is suing sellers, charging abrogation of contract to buy *KERO-TV* (Vol. 13:17).

Transfer of *KSBY-TV*, San Luis Obispo (Ch. 6)—formerly *KVEC-TV*—to owners of *KSBW-TV*, Salinas-Monterey (Ch. 8) was approved by FCC. Former co-owners John C. Cohan & Jerome Kantro get \$25,000 each, plus advances they made to station, and *KSBW-TV* assumes \$372,021 obligations (Vol. 13:22). Cohan is pres. & 32% owner of *KSBW-TV & KSBW*, Kantro 5%. Also approved was transfer of radio *KVEC* to Cohan, who pays Kantro \$50,000 for 50%, becomes 100% owner.

Frank J. Russell's *WDMJ-TV*, Marquette, Mich. (Ch. 6) has purchased CP for *WJMS-TV*, Ironwood, Mich. (Ch. 12), provided FCC will permit Ironwood operation as satellite and construction of private intercity relay. Seller Wm. L. Johnson, also owner of radio *WJMS*, is to receive \$10,000 out-of-pocket expenses.

**TV HOMES outnumber newspaper homes** — and editors had better “take stock” and “plan accordingly” if they “want the newspaper to maintain its present strong position” against TV competition, according to report by American Institute of Public Opinion being prepared by Dr. George Gallup for fall publication.

Reporting “disturbing” and “rather startling” findings in survey to American Society of Newspaper Editors convention July 11 in San Francisco, Dr. Gallup said special poll based on 7000 interviews showed that:

(1) “As of June 1, a total of 41,000,000 households had TV receivers. The number getting a daily newspaper at that time was 39,000,000.” (NBC estimates 40,000,000 TV homes as of July 1, Vol. 13:28).

(2) “. . . only one adult in 5 gets his news, on a typical day, solely from newspapers. And as many persons listen to news on radio before 9 a.m. as read a newspaper before 9 a.m. And as many look at TV news after 6 p.m. as read a newspaper in this time period.”

(3) “Radio won by a vote of nearly 3 to one” in answers to question whether newspapers or broadcasts were preferred if only 15 minutes could be spared for news. And TV won by the same margin.” Why? The people who voted for radio or TV said that broadcast news is more understandable, easier to get.”

(4) “It is too much to expect people to pay more money [in increased price] for a newspaper whose editorial emphasis is on the very same news which these people have already heard on their radios, or seen on their TV sets.”

Dr. Gallup warned ASNE that TV & radio “competitors are on the march, experimenting constantly with new types of material, new techniques, new forms of presentation.” Nevertheless: “The evidence is overwhelming as to the basic strength of the newspaper with the American public.”

Communications systems survived simulated atomic attacks this week in Operation Alert 1957, ODM officials indicated July 19 at close of nationwide exercise in which 167 nuclear weapons were assumed to have destroyed 155 key target areas. Reports of presumed damage to broadcasting, telephone & telegraph facilities were charted by ODM’s Emergency Communications Agency in secret relocation center, where it was estimated that vital inter-city messages could have been sent & received despite attack—and adequate services to peripheries of bombed-out areas restored by end of week. Maj. Gen. Jerry V. Matejka (ret.) was acting ECA administrator for tests.

DuMont appoints 10 distributors for new industrial TV line: Audio Equipment Co., Detroit; Engineered Electronics Inc., Pittsburgh; Hunter & Bell Inc., Buffalo; A. B. Loudermilk Co., San Francisco; John A. Morefield Co., Camp Hill, Pa.; N. J. Communications Corp., Kenilworth, N. J.; Research Instruments Corp., Richmond; Sound Systems Inc., Long Island City, N. Y.; J. H. Sparks Inc., Philadelphia; Telephone Electronic Sound Corp., St. Louis.

Control of WTOV-TV, Norfolk (Ch. 27) will be equally held by Louis H. Peterson’s Norfolk Bestg. Corp. (WNOR) and Temus R. Bright, FCC this week approving transfer of another share to bring Peterson’s holdings to 50% (Vol. 13:27). Norfolk Bestg. also holds 21% of WLVA-TV, Lynchburg, Va. (Ch. 13) & WLVA, and Peterson owns 94% of radio WSSV, Petersburg, Va.

Unique TV audience measurement service is being offered by ARB, surveying all counties in which station claims effective coverage. Report will give total homes reached by each program, average number of viewers per set, percentage of men, women, children watching—in place of ratings stated in terms of percentage of specific “coverage areas.” New surveys will be done simultaneously with metropolitan area surveys in order to provide method of evaluation. Effort will be made to interest ad agencies in new method—which will cost \$2400-\$4000 for one-week survey. Example of new area survey: Memphis area, now being measured, includes 60 counties. Because of overlap in outlying areas, audience data will be supplied only for home market stations. Another area currently being surveyed is Wichita-Hutchinson.

WEWS, Cleveland, makes unique use of precast concrete stave silo for microwave equipment which beams programs from downtown station to transmitting tower in suburban Parma, O. Parabolic antennas are enclosed in circular room with plexiglas windows at top of 16 x 100 ft. structure, thus eliminating weather interference, “particularly bounce caused by high winds.” Silo also enables workmen to service equipment by using inside ladder. WEWS chief engineer J. B. Epperson conceived and developed idea; Mann Engineering Co., Pittsburgh, handled construction; Marietta Concrete Corp. built silo.

Deaf-blind communication by electronic Braille was demonstrated July 17 at meeting of World Council for the Welfare of the Blind and Committee on Services for Deaf-Blind in N. Y. Messages are tapped out on typewriter-like machine, transmitted over regular telephone circuit, translated into Braille through pins in “feeling box” at other end. System was developed in labs of Netherlands Telephone & Telegraph Co. at The Hague by Dr. Wm. L. van der Poel & Dr. Gerrit van der May, who is himself deaf & blind.

Educational TV stations average 31 hours on air per week compared with 25 hours year ago, but proportion of live programming dropped to 58% from 60%, according to report released July 17 by Educational TV & Radio Center, Ann Arbor. Survey of 21 stations in week of April 1-7 showed in-school & after-school programs for children increased 52%, most popular categories being music & dance, literature & philosophy, science, national & world affairs. Least scheduled were vocational guidance programs.

Lowell TV Lecturers at Harvard for 1957-58 are Prof. I. A. Richards, critic & language teacher who pioneered in basic English techniques, and Prof. Jakob Rosenberg, art historian. They will give weekly lectures, adapted from college class work, on Boston’s educational WGBH-TV. Richards will present “Poetry through TV”; Rosenberg, “History & Appreciation of Graphic Arts.” First Lowell TV Lectureships, established by Harvard in 1956, were held by Edwin G. Boring and late Zechariah Chafee.

TV spurs reading, according to annual report of Brockville, Ont. Public Library. Report says librarians should drop fears that TV lures viewers from books, and states that TV’s “frequent screening of the classics has directly resulted” in increased library use. For instance: “The juvenile division is bursting at the seams.”

Fellowship grants of \$2000 each have been given to MIT, Stanford U & U of Ill. by TV Shares Management Corp., principal underwriter of TV-Electronics Fund Inc., for graduate students in electronics. Similar grants totaling \$6000 were made last year.

Radio station sales approved by FCC: WIL, St. Louis, & WWIL, Ft. Lauderdale by Missouri Bestg. Corp. for \$650,000 by H. & E. Balaban Corp. (1/3), Atlantic Brewing Co., Chicago (1/3) and 4 family trusts (Vol. 13:26) . . . WLOW, Portsmouth, Va. by owners of WTOB, Winston-Salem (Ch. 26) for \$250,000 to James Bestg. Co. (Vol. 13:24) . . . KUTI, Yakima, by Independent Bestrs. for \$237,500 to Harrison Roddick (Vol. 13:19) . . . KCRS, Midland, Tex. by Ruth & Clarence Scharbaur Jr. for \$220,000 to Wendell Mayes (Vol. 13:16) . . . WMEX, Boston, by Northern Corp. for \$215,000 to brothers Robert S. & Max E. Richmond (Vol. 13:21) . . . WTOP, Toledo, by Edward Lamb for \$122,500 to John L. Booth (Vol. 11:34) . . . KRKD, Los Angeles & KITO, San Bernardino, 36 2/3% by Richard C. Simonton for \$107,500 to parent corp., with Albert Zugsmith increasing holdings from 35 1/2% to 55.57% (Vol. 13:26) . . . KBYE, Oklahoma City, by co-owners Frank J. Lynch & Kenyon Brown for \$90,000 to Great Empire Telecasting Corp. (Vol. 13:11) . . . WANS, Anderson, S. C. by J. C. Johnson & associates for \$85,000 to W. Ennis Bray, George C. Nicholson & Mrs. John C. Amick (Vol. 13:26) . . . WHBG, Harrisonburg, Va. by Rockingham Radio Corp. for \$65,000 to co-owners Robert C. Currie Jr. & Frederick R. Griffiths (Vol. 13:25) . . . KIHR, Hood River, Ore. by C. H. Fisher for \$60,000 to Clarence J. McCredie (Vol. 13:23) . . . WNTM, Vero Beach, by Mrs. Naomi Murrell for \$52,500 to Frank Spires (Vol. 13:20) . . . KLOG, Kelso, Wash. by Northwest Public Services Inc. for \$50,000 to J. J. Flanigan (Vol. 13:26). Note: Also approved was transfer by Mrs. Louise P. Pursley of all but 10% of WKAB, Mobile, under refinancing deal to John E. & George D. Hopkinson and Quentin C. Sturm (Vol. 13:25).

Radio station sales reported this week: WXRA, Buffalo, by Thaddeus Podbelniak for \$175,000 to John W. Kluge, also buying KOMA, Tulsa (Vol. 13:28) and owner of stations in Washington, D. C. area, St. Louis, Nashville, Pittsburgh & Ft. Worth . . . WNAM, Neenah, Wis. by owners of WFRV-TV, Green Bay, Wis. (Ch. 5) for \$154,000 to Neenah-Menasha Bestg. Co. . . . KPEG, Spokane, by Martha & Robert D. Rapp (owners of WINI, Murphysboro, Ill.) for \$137,500 to F. Kemper Freeman (46.67%), Elwell C. Case (46.67%) & Mrs. Florence C. Hayes (6.66%) . . . KSEO, Durant, Okla. by B. F. & Bennett Story for \$60,000 to U of Okla. journalism professor Robert V. Peterson & wife (30% each) and sons Robert H. & Richard P. Peterson (20% each); Petersons also have purchased *Durant Daily Democrat* from Storys.

TV refinement for sidewalk superintendents is provided by Sam Minskoff & Sons Inc., builder of new 34-story office structure at Lexington Ave. & 51st St., N. Y. Closed circuit links camera with three 21-in. receivers mounted on wooden fence along Lexington Ave., giving bystanders close-up of construction details 8 a.m.-4 p.m. daily.

List of firms offering films for co-op TV use has been compiled by TvB. First of kind, it contains 203 company names divided into product categories. Largest groups are household appliances with 43 firms listed, toilet requisites with 17, food products with 14. List is available from TvB.

Hour a day of educational programs will be scheduled beginning next fall by WSOC-TV, Charlotte, N. C. (Ch. 9), which plans to pick up and rebroadcast programs from educational WUNC-TV, Chapel Hill (Ch. 4) daily 9-10 a.m. during coming school year.

**Financial & Trade Notes:** RCA reported record sales of \$564,990,000 for first 6 months of year, a 7% increase over previous first-half record of \$526,488,000 in 1956. Net income amounted to \$20,311,000 (\$1.35 per share) in first 6 months of 1957 compared with \$20,037,000 (\$1.32) in similar period last year.

Second quarter earnings were \$7,501,000 (48¢) on sales of \$269,217,000, compared with \$7,310,000 (47¢) on sales of \$251,640,000 in same period of 1956.

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General Instrument earned \$77,454 on \$7,042,565 in first fiscal quarter ended May 31 vs. loss of \$84,355 on \$5,668,079 in corresponding period last year, chairman Martin H. Benedek ascribing firm's bettered position to diversified electronics program. Figures include earnings & sales of Micamold Electronics & T. S. Farley Ltd. of Canada, both bought in 1956, but exclude those of Radio Receptor, acquired in April (Vol. 13:15). Benedek said diversification in industrial & military fields provides "a broader cushion against fluctuations of the TV & radio market while allowing the company to maintain its position as a major supplier of components in the field of 'entertainment' electronics. . . ."

GE reports record sales and earnings for first half 1957—\$127,823,000 (1.47 per share) on sales of \$2.121 billion, compared with \$112,864,000 (\$1.30) on sales of \$1.958 billion in first 6 months of 1956. Second quarter profits were \$63,817,000 (74¢) on \$1.072 billion sales vs. \$57,902,000 (67¢) on sales of \$1.012 billion in similar period last year. Pres. Ralph B. Cordiner said sales of capital goods equipment continued at "high levels," durable goods remained about the same, several home appliance lines "declined in recent months." He blamed drop on smaller number of housing starts, unusual weather—and appliances are "lasting longer before replacement is necessary."

Raytheon reports operating profits of \$2,296,000 (81¢ per share) on sales of \$111,950,000 in first 6 months of 1957, plus non-recurring gain of \$2,671,000 (94¢) from sale of 40% interest in Datamatic Corp. to Minneapolis-Honeywell (Vol. 13:25). Second quarter profits were \$1,153,000 (41¢) on sales of \$59,680,000. (No comparison with previous year available since Raytheon changed this year from fiscal to calendar year basis.) Pres. C. F. Adams says backlog of govt. business exceeds \$250,000,000 despite increased volume of shipments.

United Artists already has grossed \$2,500,000 of anticipated \$5,000,000 in contracts for 52 films released in May for TV syndication (Vol. 13:21), chairman Robert S. Benjamin reported this week. He said company is headed toward record gross income of around \$70,000,000 from theatre & TV films this year for net in excess of last year's \$3,106,000 (\$3.84 per share). Gross for second quarter ended June 30 was about \$3,500,000 ahead of \$15,147,000 in same 1956 period.

ORRadio Industries earned \$59,700 (13¢ per share on 477,335 outstanding) on sales of \$524,400 in 3 months ending May 31, compared with \$37,100 (7¢ on 422,515) on sales of \$314,300 in similar 1956 period.

International Resistance Co. reports net income of \$255,980 (19¢ per share) on sales of \$7,667,065 in 25 weeks ended June 23, compared with \$111,455 (8¢) on sales of \$7,725,097 in similar 1956 period.

Teleprompter Corp. stockholders approved 2 1/2-for-1 stock split, increase in shares from 250,000 to 1,000,000, at special meeting in N. Y. July 15 (Vol. 13:26).

**SETMAKERS SEE SECOND SEMESTER SURGE:** Predictions for TV set sales during last 6 months of 1957 continue bullish -- ranging from ebullient to restrained. Add the following to previous string of optimistic judgments:

\* \* \* \*

(1) Last of the majors to show new line, Motorola held sales convention in Chicago this week, and consumer products exec. v.p. Edward R. Taylor predicted that industry would sell 4,500,000 sets in second half, making year's total 7,000,000. He also forecast 1957 phonograph sales 60% higher than last year, radio up 15%. He could see only 100,000 color sales this year -- "about the same as in 1956." To emphasize Motorola's drive, he said its ad budget would be double that of year ago. For Motorola's new line, see p. 12.

(2) "TV business is beginning to look up," says Emerson pres. Benjamin Abrams, who reports radio has been "fairly good, helped along by hi-fi." However, he said, hi-fi is being "overdone" -- with too many companies climbing on bandwagon.

(3) Admiral pres. Ross Siragusa, reporting June distributors' convention produced orders for 300,000 Admiral hi-fi & TV units -- "second best in the company's history"--looks for exceptionally good last half. Commenting on Greenebaum & Assoc. estimates that Admiral would produce 700,000 sets this year, compared with 900,000 in 1956 (Vol. 13:28), Siragusa said that the 1957 figures excluded Canadian production, whereas 1956 total included some 150,000 Canadian units. Thus, he added, Admiral U.S. production may be running about same as last year in units -- but a far higher dollar total is in prospect.

(4) Sylvania expects larger share of market than the 225,000 sets in the Greenebaum "guesstimate." Robert L. Shaw, TV-radio-gen. sales mgr., declined to give a figure but indicated Sylvania is expecting considerably more. At any rate, company appears to have the capacity to produce. We visited Batavia, N.Y. plant this week, were told it can turn out 12,000 or more sets weekly on single-shift 5-day basis -- more than twice the rate planned when plant was built 3 years ago.

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**Business Outlook:** Slight hedging on economic forecast is seen in July report of National Assn. of Purchasing Agents' Business Survey Committee, describing business situation as "spotty and mixed." NAPA says "conditions are not quite meeting expectations, and this is causing concern, despite the fact that, in the aggregate, a high level of activity is reported."

"Upswing in the second half" is hope of most of NAPA group members, but they don't have "same degree of assurance that was expressed in the May and June reports."

Majority of members -- 54% -- report production since June about same, 25% say their production is down, 21% list increase. New orders are better for 23%, worse for 29%, unchanged for 48%. However, NAPA says commodity prices were up, due mainly to steel; inventories are coming into balance; employment shows little change.

\* \* \* \*

**Production:** TV production was 65,338 week ended July 12, compared with 63,785 preceding week and 62,657 in corresponding week one year ago. It was the year's 28th week and brought TV production for year to date to about 2,847,000, compared with 3,583,668 in same period of 1956. Radio production totaled 110,092 (50,197 auto) week ended July 12, compared with 76,832 (35,714) the preceding week and 105,560 (42,748) in corresponding week year ago. Radio output for 28 weeks totaled about 7,373,000 (2,925,000) vs. 6,942,513 (2,412,933).

**Topics & Trends of TV Trade:** Shipments of TVs to dealers totaled 2,121,267 in year's first 5 months, when production was 2,178,361, according to RETMA state-by-state report. They compare with shipments of 2,386,108, production of 2,862,177, in first 5 months of 1956. New York again led with 247,590; California was second with 204,582; Pennsylvania was third, 142,634. May shipments were 333,921, compared with 329,710 in April and 326,979 in May, 1956. Here's first 5 months' report (county-by-county tables available to RETMA members):

State	Total	State	Total
Alabama	33,397	New Jersey	74,397
Arizona	13,361	New Mexico	8,749
Arkansas	19,209	New York	247,590
California	204,582	North Carolina	42,277
Colorado	18,459	North Dakota	7,229
Connecticut	34,481	Ohio	118,744
Delaware	4,862	Oklahoma	22,650
District of Columbia	20,620	Oregon	22,624
Florida	77,894	Pennsylvania	142,634
Georgia	43,861	Rhode Island	11,210
Idaho	6,946	South Carolina	18,162
Illinois	124,244	South Dakota	7,323
Indiana	51,613	Tennessee	37,836
Iowa	22,875	Texas	117,459
Kansas	23,342	Utah	9,642
Kentucky	35,919	Vermont	4,376
Louisiana	41,896	Virginia	34,360
Maine	11,083	Washington	33,769
Maryland	29,384	West Virginia	21,992
Massachusetts	61,813	Wisconsin	34,128
Michigan	81,072	Wyoming	4,697
Minnesota	30,111		
Mississippi	20,033	U. S. Total	2,115,313
Missouri	47,267		
Montana	10,917	Alaska	1,460
Nebraska	15,386	Hawaii	4,494
Nevada	3,399		
New Hampshire	5,439	Grand Total	2,121,267

\* \* \* \*

Motorola's 1958 line, using 90-degree short-neck CR tube in all but carry-over 17-in. portable which has 110-degree, features "Golden Satellite" wireless transistorized remote control tuner which operates on "supersonics generated by a magnetostrictive transducer" to turn set off or on, change channels. Also featured is automatic tube warm-up system which Motorola says adds to life of tubes. Leader 21-in. table model starts at \$200, console at \$230; 24-in. console, \$300; 17-in. table model, \$170-\$180. Upper-end Golden Satellite series has no suggested list. Hi-fi line runs from \$35 to \$775. Motorola plans ad campaign doubling 1956 expenditures. Harold J. McCormick, ad & sales promotion director, says full page ads will be used every other week in *Saturday Evening Post*, plus 2-page spread in *Life* on Golden Satellite line. Newspaper ads will be used every other week, starting in Sept. in every distributor market, with local newspaper campaign in 100 key cities.

Magnavox dropped in 3 new TV sets this week at Chicago Music Show; 21-in. lowboy console with short-neck 90-degree tube at \$300 in mahogany, \$310 in oak & cherry; 21-in. combination with 110-degree tube at \$595; 24-in. console with 110-degree tube at \$390 in mahogany, \$400 in walnut, blond walnut, cherry. New hi-fi models introduced range \$200-\$995.

Hotel-motel styled TV sets were unveiled this week by RCA Victor TV div., using 110-degree tubes: Whitfield (series 21H822), 262-sq.-in.; Ashton (series 17S807), 156 sq.-in. Sets are available in mahogany, walnut, limed oak grained finishes, are alcohol and burn-resistant, have tamper-proof back and hidden volume limiter. Both are table models, have optional metal stands.

FTC has approved consent order prohibiting J. David Paisley Co., St. Louis, from claiming plastic sheet it sells for TV screens will produce same visual effect as color TV (Vol. 13:16), prevent eyestrain or eliminate snow, blurring or haziness.

**DISTRIBUTOR NOTES:** Admiral appoints Capital Radio & Television Co., 1705 Charlotte Ave., Nashville (Herbert Eskind, pres.) for middle Tenn. and southern Ky., replacing Radio & Appliance Corp. of Nashville; Admiral Distributor-Detroit div. and Independent Distributors Inc., Grand Rapids, for Michigan counties formerly handled in Lansing; Detroit div. will operate branch at 1100 S. Water St., Saginaw . . . Canadian Admiral appoints J. Albert Reed Montreal branch manager . . . Sylvania appoints Electric Sales & Service Co., Atlanta (Arthur Butts, pres.), replacing Electrical Wholesalers Inc., and Northwest Radio & Electronic Supply Co., 116 E. St. Germain St., St. Cloud, Minn. (branch of Northwest Co., Minneapolis) for TV-radio; Lavender Radio & TV Supply Inc., 1307 E. Hillsboro, El Dorado, Ark., and Superior Radio Parts Co., 1433 E. Main St., Madison, Wis. for electronic tube products . . . Westinghouse appoints Walter Frederiksen, ex-Buffalo Electric Inc., Buffalo sales mgr., major appliances; Wm. J. Mara, sales mgr., TV, air conditioners and vacuum cleaners; Roland R. Hand, adv. and sales promotion mgr. . . Sues, Young & Brown, Los Angeles (Zenith), appoints Ed J. Dymek gen. merchandise mgr. . . Delmonico International Corp. names Ray Gincavage v.p.; he's ex-pres. of Olympic of Conn. and Raymond Distributors, New Haven . . . Allied Stores Corp. appoints Jay Murphy asst. market rep, TV-radio-hi-fi, replacing Howard Edelman, resigned . . . Isador Kaufman resigns as gen. sales mgr., Jos. M. Zamoiski Co. (Zenith), Baltimore.

Canadian Electronic Wholesalers Assn. elects M. L. Poole pres., succeeding John Dunn; W. H. Cowley, v.p.; John T. Rochford, secy.-treas.

Magnavox and Sentinel were charged with "conspiracy and agreement in restraint of trade" and sued for \$900,000 treble damages this week by National Sales Co., Rochester, N. Y., former Sentinel distributor. Suit, filed in U. S. District Court, Buffalo, charges that prior to Magnavox purchase of Sentinel (Vol. 12:8), firms reached agreement which had "design and purpose of compelling withdrawal of Sentinel radio and TV receivers from the market" by supplying distributors with faulty equipment so as to "create an unfavorable market" for the brand.

NRDGA report says dept. stores having annual sales volume of \$10-\$20,000,000 sold 7% fewer TV sets in 1956, compared with 1955, while their radio-phonograph sales increased 31%. Dept. stores with annual sales volume of over \$50,000,000 report TV sales increased 4%, radio-phonographs 22%. Figures are contained in *Departmental Merchandising and Operating Results of 1956*, published by NRDGA, 100 W. 31st St., N. Y.

Canadian TV sales by distributors for first 5 months of year were 149,215, compared with 189,059 in similar 1956 period and 218,350 in 1955, reports RETMA of Canada. May console sales were 7983 compared with 9641 in May, 1956; table models were 5833 vs. 10,301. Portable sales in May amounted to 4388 (no comparable figures available for May, 1956).

NAMM reelects pres. Paul E. Murphy, Steinert & Sons, Boston, and v.p. Clay Sherman, Sherman Clay & Co., San Francisco. Others elected: R. Gregory Durham, Lyon & Healy, Chicago, treas.; Ray B. Fitzsimmons, Fitzsimmons, Dayton, O., secy.

RCA's \$100,000,000 color TV investment will be detailed in fourth and final article in *Fortune's* electronics series in Aug. issue.

**Trade Personals:** Arthur A. Currie, ex-Adams Distributing Co., Boston, and Sylvania, named Westinghouse TV merchandise mgr. . . . Selwyn Jones promoted to appliances mgr., RCA Victor Co., Ltd., Montreal . . . Richard W. Griffiths, ex-Graybar, named sales director of Litton Industries components div. . . . George E. Eyer, Stromberg-Carlson v.p.-properties, received diamond pin July 15 to mark 50 years with firm . . . Arthur M. Liebschutz promoted to administrator, planning-entertainment, RCA semi-conductor div. . . . Dr. Cleo Brunetti, ex-General Mills, joins ordnance div. of Food Machinery & Chemical Corp. . . . Chester W. Nimitz Jr. resigns as Navy captain to join Texas Instruments, Dallas, in apparatus div. . . . Robert Beck named chief engineer, Packard-Bell Computer Corp. . . . Brig. Gen. Wm. L. Bayer resigns as exec. v.p., Tele-Dynamics Inc., subsidiary of Raymond Rosen & Co., Philadelphia . . . Robert T. Plummer promoted to Eitel-McCullough commercial marketing mgr., succeeding O. H. Brown, recently promoted to marketing director . . . Allen S. Johnson, ex-Thompson Products, named sales mgr. of Cletron Inc., sales div. of Cleveland Electronics, succeeding Dave Harris who is Cletron v.p. & gen. sales mgr. of Cleveland Electronics . . . Charles H. Berman, Trav-Ler adv. mgr., resigns . . . Dr. C. B. Jolliffe, RCA v.p. & technical director, appointed to new post of v.p. & technical director of RCA Defense Electronics Products; Joseph M. Hertzberg, mgr. RCA airborne systems dept., promoted to mgr. defense marketing; Wm. B. Kirkpatrick succeeds Hertzberg.

### Obituary

John Woods, 48, v.p. & gen. mgr., Canadian Admiral Sales, was believed to have drowned July 14 in Mud Lake, near Peterborough, Ont. He was seen in motor boat, apparently going from a friend's cottage to his own. Short time later, boat was found empty. He had been vacationing with his wife, son and daughter.

RCA electron tube div. has been divided into three units to meet requirements of growing industrial tube market. L. F. Holleran was named mgr., distributor products; John B. Farese, mgr., entertainment tube products; C. E. Burnett, mgr., industrial tube products. V.p. & gen. mgr. Douglas Y. Smith placed Holleran in charge of renewal sales and the products of components & semiconductor divs. sold through distributors; Farese is responsible for marketing, engineering & manufacturing of entertainment-type receiving & CR tubes; Burnett supervises development, design & marketing of all types of industrial receiving tubes. Following continue present posts: W. H. Painter, mgr., administration; T. J. Scanlon, purchasing agent; L. S. Thees, gen. commercial mgr.; G. R. Shaw, chief engineer. L. A. Kameen was promoted from labor relations administrator to mgr. personnel, succeeding Farese.

Reorganization of RCA Service Co. includes these new assignments: Donald H. Kunsman, v.p. & operations mgr.; R. N. Baggs, v.p. & gen. sales mgr.; Anthony L. Conrad, v.p., govt. service; Stephen D. Heller, v.p., missile test project; Gerald W. Pfister, v.p., consumer products service; Edgar H. Griffiths, treas. & controller. Pres. E. C. Cahill says reorganization provides "necessary flexibility required at the operations level to assure continued growth in the expanding industrial and govt. service fields."

Excise tax on children's phonograph records retailing at 25¢ or less would be repealed under terms of bill approved this week by House Ways & Means Committee.

Growth of west coast electronics industry is highlighted by Calvin K. Townsend, pres. of West Coast Electronics Mfrs. Assn. and exec. v.p. of Jennings Radio, with statement that 15% of U. S. electronics firms, 17% of employment, 24% of sales are in west. In San Francisco area, he says, 3,500,000 sq.-ft. plant capacity is expected to increase 50%, sales to go up 41% by end of 1957. WCEMA survey showed at end of 1956 that 470 electronic firms in Los Angeles area employed 73,000, had \$300,000,000 payroll, \$1 billion sales.

Hi-fi boom is evidenced by RETMA figures on 5-month production of phonographs, combinations and record player attachments totaling 1,293,000 units, an increase of more than 300,000 over similar 1956 period. Breakdown showed phonographs made up 955,000 of total compared with 737,000 last year; combinations, 234,000 vs. 143,000; record player attachments, 104,000 vs. 95,000.

RETMA TV Week promotion committee, announced this week: chairman, Julius Haber, RCA; Joseph R. Owen, GE; David B. Van Winkle, Hoffman; Karl H. Carstens, Magnavox; Allen Center, Motorola; Wm. T. Reedy, Packard-Bell; Jack Frietsch, Philco; John J. Tormey, RCA; Charles R. Lunney, Sylvania; Earl L. Hadley, Westinghouse; Joseph Ptacin, Zenith.

Color receiver convergence & purity checker (PC-120) has been introduced by Vidair Electronics Mfg. Corp., Baldwin, N. Y. Accessory operates by removing CRT socket from color tube, plugging in checker, then using switches to turn colors on & off.

Plamondon Magnetics Co. has been adjudicated bankrupt by referee Wallace Streeter. Company previously filed Chapter XI proceedings (Vol. 13:9, 12, 21), offering unsecured creditors full payment in 5% monthly installments.

GE cut prices of high frequency tetrode transistors this week, reductions running 42-75% on transistors costing \$4-\$18. GE said price reduction on transistors—which are used in TV amplifiers, radar, 2-way radio equipment—resulted from improved production methods.

Collins Radio announces start of construction of new \$2,750,000 fabrication plant in Cedar Rapids, to begin operation early in 1959. Collins is also building \$1,700,000 engineering lab in Dallas.

RCA showed 2-speed record player—45 & 33 $\frac{1}{2}$ —at this week's Chicago Music Show. Priced \$33-\$55, player line has 2 portables, 2 table models, an attachment. Shipments are planned for Aug.

Radio shipments for first 5 months of year totaled 2,670,709 compared with 2,472,395 in similar period of 1956, reports RETMA. May shipments were 503,693 vs. 554,972 in April and 551,712 in May 1956.

New Capehart hi-fi line (Vol. 13:28) made by British affiliate, Radio Gramophone Development Co. Ltd., Romford, includes portable phonographs, consoles, combinations, priced \$140-\$619.

New color TV repair manual, *Servicing Color TV*, by engineer-author-lecturer Robert G. Middleton, has been published as Gernsback Library Book No. 65 (224 pp., \$2.90, hard cover \$4.60), 154 W. 14th St., N. Y.

Tieing in with color TV, Channel Master introduces "Color King" outdoor antennas at \$29 to \$72.

Zenith introduces hi-fi and combination line priced at \$100-\$625.

Sylvania starts commercial production of 24-in. 110-degree, non-ion-trap, aluminized picture tube.

**F**IRST FTC CRACKDOWN on TV toiletry commercials came July 19 with filing of formal complaint against Lanolin Plus Inc., 30 W. Hubbard St., Chicago, alleging advertising for its hair shampoo falsely disparages competitive products in violation of Federal Trade Commission Act.

FTC's special TV-radio monitoring unit previously had singled out TV commercials for several medicinal preparations in campaign against deceptive advertising (Vol. 13:20). But new case represents initial TV step by agency into general cosmetics field.

Cited in FTC complaint against Lanolin Plus are "false & misleading" TV pictures & words which FTC says "frighten beauty-conscious young girls" by showing "model washing her hair and looking up startled at the words, 'Stop! Don't burn your hair . . . with harsh detergent shampoos!'" Also challenged is TV footage in which model is shown "scooping up a handful of suds and looking at them scared and puzzled" while announcer explains detergent shampoos strip hair of "vital, natural oils . . . leave it dry . . . brittle . . . dead looking" . . . hard to manage."

"In truth and in fact," FTC observes, "detergent shampoos will not burn the hair of beauty-conscious young girls or the hair of any other individuals."

Cosmetic firm was given 30 days by FTC to answer complaint, on which examiner's hearing was scheduled for Sept. 11 in Washington. No TV network or station was listed as party in proceedings, but complaint named NBC-TV facilities as having been used for commercials.

"Conflict of interest" between clients American Tobacco Co. and *Reader's Digest*, whose July issue carried article on "The Facts Behind Filter-Tip Cigarettes," was blamed July 17 by BBDO for unannounced dropping by agency of magazine's advertising account 2 days earlier after 18 years. BBDO exec. v.p. Charles H. Brower denied reports in trade that tobacco firm, which spent \$22,000,000 in all media last year, had given agency ultimatum to abandon it or *Reader's Digest*, whose 1956 budget was \$1,250,000. "We understand it," magazine's advertising director Fred D. Thompson said. Newsstand promotion was transferred to J. Walter Thompson, mail order book advertising to Schwab & Beatty. Meanwhile, in unrelated agency development, Manischewitz transferred its account from Emil Mogul to Lawrence C. Gumbiner as result of what Mogul described as "policy differences." Wine company billings were estimated at \$1,500,000.

NBC color mobile unit is making 6th coast-to-coast trip, expected to arrive in N. Y. July 24 for 2-month checkup in preparation for World Series. Plans call for full TV-radio coverage of series with American League home games colorcast. National League home games also may be colorcast if there is sufficient time for mobile unit to make trip.

Theatre TV will try for comeback Sept. 23 when Nathan Halpern's Theatre Network TV will closed-circuit Ray Robinson-Carmen Basilio middleweight championship bout to motion picture theatres, with home TV blacked out. This will be first theatre-TV event in 2 years and 16th theatre-TV bout to be relayed by TNT, which carried its first fight telecast to theatres June 1951.

National TV Week sponsors NARTB, NARDA, RETMA & TvB have agreed to extend program (Vol. 13:28) past announced Sept. 8-14 week to a "Television Fall Festival."

ANPA attacks again: "Newest anti-TV presentation" is what July 13 *Editor & Publisher* calls upcoming booklet, *Spots Before Their Eyes—But Not in Their Minds*, produced by ANPA's Bureau of Advertising. It's report on "C. E. Hooper study of memorability of TV spot advertising by the viewer," claiming that telephone checks in half-dozen cities showed recall rating of only 2.4% among Boston viewers, 2% in Cleveland, "equally murderous" ratings in Detroit, St. Paul, N. Y. *E&P* also mounts its own offensive against TV-radio advertising. Editorial wonders why TV & radio "place so much ad copy in the columns of newspapers to attract audiences for their shows."

"Who's Afraid of TV?" July 22 *Life* asks rhetorically in 7-page spread on "Radio's New Riches," recounting how radio "is having the best year in its history" with independent stations as "front runners." *Life* says: "While talk persisted that TV had turned radio into a relic, an unremitting staccato of persistent interviewers, strident newscasters & chuckling disk jockeys gave jarring evidence day & night to the contrary." As examples of trend *Life* picks out radio shows in N. Y., Chicago, Troy, Hollywood, Los Angeles, Boston, Birmingham, Houston, Nashville, Columbia, S. C., Silver Springs, Fla.

"Note of caution" on advertising boom is sounded by investment management dept. of Calvin Bullock Ltd. in July *Perspective*. Bulletin for customers says "advertising business has been relatively immune to the moderate business recessions of recent year," but "sizeable part of the overall increase in advertising expenditures represents higher costs and not more advertising." If "important downturn" comes, advertising won't escape "cost reduction programs which will follow" and media competition will be intensified.

CBS Inc. sued Amana for \$284,545 for alleged contract failure in Chicago Federal Court this week, claiming refrigerator firm refused full payment for costs of *Phil Silvers Show* series last Sept. 25-Dec. 18. CBS said Amana agreed through Maury, Lee & Marshall to pay program production charges of \$38,250 for each of 7 programs after deducting 15% for agency's commission, but refused payment of \$41,401 balance due. CBS also claimed Amana owes it \$243,144 in facilities charges.

Educational radio grants totaling \$42,000 were announced July 17 by pres. H. K. Newburn of Educational TV & Radio Center, Ann Arbor. Recipients are U of Ill., \$1200; Indiana U, \$1788; Iowa State College, \$3400; Lowell Institute Cooperative Broadcasting Council, Boston (WGBH), \$3200; Pacifica Foundation, Berkeley, Cal. (KPFA), \$4500; St. Louis public schools, \$6700; U of Tex., \$5350; Union Theological Seminary, N. Y., \$4700. U of Wis., \$6975; Michigan State U, \$3800.

Network TV & radio gained 3% each in national advertising volume in May compared with year earlier, according to *Printers' Ink* index, which showed magazines up 6%, business publications up 5%, newspapers up 3%. Network radio paced cumulative May-to-May advertising increase with 10% gain, trailed by business publications, 7%; network TV, 6%; magazines, 2%, while newspapers showed no change.

"Soft sell pervades TV," titles July 12 *Tide* article which cites these as leading examples of commercials which try to "sell by leaving people with a pleasant feeling about your product": Alka-Seltzer, Zest, Chesterfield & Parliament, Coca-Cola, Pet Milk, Jello, Sugar Jets, Ford, Chevrolet, Nash.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — July 27, 1957

**WORLD TV BOXSCORE** at midyear: 900 stations, 63,000,000 sets shown in new TV Factbook. Commercial TV dominates. Italy's coverage (pp. 1 & 11).

**TV NETWORKS MOBILIZE** statements, statistics to refute New York Times report by Jack Gould that they lack sponsors for "softest" season (p. 2).

**PAY-TV TRIAL POSSIBILITIES** dimmer, as proponents devote energies to closed-circuit. FCC decision seen likely in fall. National Theatres in pay TV (p. 3).

**"OPEN WIRE" SYSTEM** for closed-circuit TV, proposed by Siatron for San Francisco, backed enthusiastically by some, but most engineers skeptical (p. 5).

**USIA CUTS TV 76%** in economy drive; Arthur Larson allows only \$567,000 from \$92,600,000 budget for overseas TV programming this year (p. 7).

**LATEST TV STARTER** is KTVC, Ensign-Cimarron, Kan., whose July 24 start brings on-air total to 503. Roundup of plans of upcoming stations (p. 8).

**MANSFIELD ESTIMATES** 1,052,000 sets scrapped in first 6 months while dealers sold 2,865,000 to public; total sets in use: 44,553,000 (p. 12).

**MANAGEMENT INSTITUTES** attract NARDA members and TV manufacturing officials to week of lectures, discussion & study of business problems (p. 13).

**"TV ELECTROCUTION"** incident has first repercussions as South Bend plans to bar sale of metal-cabinet sets without isolation transformers (p. 14).

**KIRO WINS** Ch. 7 in Seattle with 3-commissioner majority. Pittsburgh's long Ch. 4 hassle settled by merger. New appeals load court docket (p. 9).

**MUTUAL SALE AGREEMENT** reached. Roberts group takes over Aug. 7, is backed by oilmen. Ex-FCC Comr. Hennock in deal (p. 10).

**COMMUNITY ANTENNA RATE** regulation case initiated in Wyoming as 14 CATV systems are ordered to register as utilities. Precedental appeal seen (p. 16).

**WORLD TV: 900 STATIONS, 63,000,000 SETS:** Midyear survey of worldwide status of TV underscores once more the growing trend toward commercial operation—and the more rapid growth of TV systems in countries where advertisers are helping foot the bill.

As of July 1 there were 900 TV stations and some 63,000,000 sets-in-use in 43 countries. Deducting the 500 outlets and 44,500,000 sets in U. S. (plus 23 Armed Forces stations), foreign countries had 377 stations and close to 18,500,000 receivers in use—an increase of 50 stations and slightly more than 4,000,000 sets since Jan. 1.

This growth is delineated in our Directory of Foreign TV Stations & Sets, a regular feature of our semiannual TV Factbooks. Latest directory—most complete and authoritative ever assembled—is updated to July 1, 1957, and contains lists of stations, set estimates and technical data for 57 countries which have TV systems in operation or definitely planned.

Culled from wide variety of foreign and domestic sources—checked and rechecked for maximum accuracy—new directory is part of 1957 Fall-Winter TV Factbook No. 25, due off press next month.

For first time, directory shows more countries with some form of commercial TV than without it—23 to 20. Not including U. S., the 22 countries which permit advertising on TV have total of 273 stations (though not all stations are commercial) and more than 14,000,000 sets. Non-commercial countries have 104 stations and some 4,300,000 sets.

With exception of Soviet Union, iron curtain countries trail the west, TV-wise. Western oriented

foreign nations have 325 stations, more than 15,000,000 sets—while Communist world has 52 stations (30 of them in Russia) and 3,236,600 sets (of which some 3,000,000 are in Russia).

Most remarkable foreign TV achievement during 1957 was Italy's virtual completion of its nationwide TV system 12 years ahead of schedule. As of July 1, Italy's RAI had put 90 of its planned 98 transmitters on air, covering about 95% of population, was well on way to interconnecting all of them. Plans are already being made for establishment of second—and competitive—TV network.

For table summarizing Factbook data on world's TV stations and sets-in-use, see p. 11.

**JACK GOULD SETS OFF TV CALL TO ARMS:** Heavy TV network artillery was wheeled out this week in defense against page one story in July 25 N. Y. Times headed: "Demands for TV Time Softening; Costs & Inflation Are Factors."

Story by critic Jack Gould asserted that TV industry "is experiencing the 'softest' demand for air time it has ever known." Times quoted network officials & advertising agencies as "agreed that TV had every prospect of a good economic season, but that there were definite signs of 'uneasiness' & 'caution' " among sponsors who haven't filled out available nighttime periods for fall season.

Counter-salvo in reply to such "unprecedented page one" treatment of time sales problems was fired at once by TvB, whose national sales director Halsey V. Barrett hurried to "correct the misinterpretation the hasty reader might get" from Times. He released 5 pages of statistics showing how TV revenue & audiences are heading up.

"Somewhat amazed" was reaction of CBS-TV sales v.p. Wm. H. Hylan to story. He deprecated Gould's "coupling of CBS-TV with reference to a 'soft' TV market," quoted PIB figures showing his network is 11.1% ahead of 1956 for Jan.-May—"a little over \$19,000,000 ahead of its closest competitor."

"Distortion of the coming season's picture," said ABC-TV pres. Oliver Treyz. He aimed this retort: "For the first 6 months of 1957, the evening network gross of NBC is up 3%, CBS is up 11% and ABC is up 20%." Treyz said that this TV record couldn't be disparaged.

Fire was withheld by NBC-TV, where any official comment on Gould's story awaited press conference (arranged 4 days earlier) with NBC pres. Robert W. Sarnoff July 29 in N. Y. Unofficially, it was pointed out at headquarters of network that Times hadn't noted that NBC-TV will have unprecedented sponsor business in daytime programs and "specials" next season.

Times took note of protests in follow-up piece by Val Adams July 26, observing mildly that "question of what constitutes a 'soft' TV market came up for more hard discussion" in network circles. Same issue of Times reported CBS "A" & "B" stock dropped  $1\frac{3}{8}$ , NBC was off  $\frac{1}{4}$ , AB-PT  $\frac{3}{8}$ , while "Zenith, pushing a subscription TV system, gained 1."

**FEE-TV CHANCES LOOK SOMEWHAT DIMMER:** Some of the subscription-TV boys were out west again this week whooping it up for closed-circuit, while back at the FCC ranch it began to look as if the chances of an open-circuit trial had diminished.

We still wouldn't bet either way—but as the last flurry of pay-TV test comments drifted wearily in this week, we could discern feeling at Commission that proponents had hurt their own case more than they had helped it.

FCC holds last pre-vacation meeting Aug. 1, then recesses until Sept. While there's no technical reason why it can't act next week, chances of definitive action then are very slim. Commission could shelve whole issue until Sept., or take these preparatory actions:

- (1) Instruct staff to prepare an order on fee TV, to be finalized in Sept.
- (2) Schedule series of special meetings on issue for next fall to mull whole problem before acting.

There's impression at Commission that proponents showed an almost disappointing lack of enthusiasm for getting moving on tests—or even full-scale pay operations. While 2 of them actually

opposed trial but reluctantly agreed to go along if it were broad enough, none really got down to brass-tack facts of how it would operate, or even answered Commission's request for "statement of the specific ways in which [the] conduct of the proposed field demonstrations would assist the Commission in evaluating the effects, impact, benefits & potential hazards" of fee TV.

Fee proponents' widely publicized glee over closed-circuit possibilities isn't exactly designed to stampede FCC into letting them use broadcast band, either—an angle on which opponents have capitalized in their comments.

■ ■ ■

As to question of when and how Commission acts, key man will be Chairman Doerfer—who in past has been considered proponent of tests. Comr.-designate Ford—whose Senate confirmation may be forthcoming next week following this week's unanimous approval by Commerce Committee—could also loom important in considerations next Sept., since he's unknown quantity, could cast deciding vote.

Comr. Lee remains No. 1 trial enthusiast on Commission. He favors test running about 3 years and limited to unaffiliated stations, feels FCC itself should lay down the specific test conditions which proponents declined to suggest. He still would prefer to limit trial to uhf outlets, but is willing to give in on this point, which has aroused no spark of enthusiasm from his colleagues.

Lee thinks more telecasters favor tests than will let on—saying some of them have told him privately they're all for it, but don't speak up publicly for fear of jeopardizing network affiliations.

Comr. Craven is also test exponent. He says he hasn't changed, still feels that stations themselves—since they come under FCC control—should come to Commission with proposals for tests, and FCC could approve or deny them.

Hyde, Bartley & Mack have generally been considered anti-pay-TV and anti-test, although they did vote in favor of FCC's trial-demonstration rule-making.

■ ■ ■

There's still a hope among some Commissioners that Congress will take the ball on pay TV. But despite noises from Reps. Celler, Harris and a few others, there has been no inclination on Capitol Hill to take any real initiative in the pay-TV issue.

Senate Commerce Committee specifically disqualified itself from considering fee TV 4 months ago when it refused to okay its own staff report on subject, announcing it would not dictate to FCC.

Rep. Harris, as chairman of House Commerce Committee, is in excellent position to start some real action on the issue (such as hearings on Celler anti-subscription bill, currently pending before his Committee), but he obviously doesn't want to—at least not yet.

■ ■ ■

Final go-round of fee-TV comments—these were answers to so-called trial proposals filed 2 weeks ago (Vol. 13:28)—consisted of mere 11 filings, as opposed to 35 last time. Seven opposed tests; 4 favored.

Opponents' arguments, summarized: (1) Proponents' comments show they really don't want trial, but full-scale subscription operation. (2) Proponents didn't answer FCC's request for specific trial proposals. (3) Necessary fee-TV data can be supplied by wired systems. (4) Question is one for Congress to decide. (5) Hearings are necessary.

Using some or all of these arguments were opponents ABC, CBS, NBC, NARTE, Westinghouse Broadcasting Co., Joint Committee on Toll TV, Jerrold Electronics Corp.

Two of the 3 major fee-TV proponents—Skiatron & Telemeter, both of which had opposed principle of tests—didn't even bother to file. They are currently busily fighting each other over who will wire up west coast cities for closed-circuit service.

Zenith did file, devoting bulk of its comments to vituperative attacks on AT&T, networks and movie exhibitors, specifically blasting closed-circuit concept. If fee TV should be confined to cable systems, it argued, "there would be no justification for retaining any of the spectrum for any TV or

radio service—subscription, sponsored or otherwise.”

Other pro-subscription comments were received from prospective fee-TV telecasters WFMZ-TV, Allentown; WTVK, Knoxville, Tenn.; Lou Poller.

■ ■ ■  
Lining up in the “anti” column this week were National Football League and TV Guide. Unlike pro baseball moguls who preceded him to the stand, NFL commissioner Bert Bell told Rep. Celler’s anti-trust subcommittee hearing that he is “definitely against” pay TV for pro football. His reason: It would change game from a sport to a business.

TV Guide, largest-circulation weekly in U. S.—published by Triangle Publications (owner of 5 TVs & 5 AMs)—editorially urged FCC to delay trials “until results of the Bartlesville, Okla. closed-circuit TV experiment can be studied.”

■ ■ ■  
Entry of National Theatres into closed-circuit fee-TV picture on west coast raised some interesting and complicated questions. Fox West Coast Theatres, 70-house subsidiary of 300-house NT, nation’s second biggest (United Paramount is No. 1), joined with International Telemeter in asking franchise to wire up Los Angeles for pay system. Los Angeles City Council has already awarded Skiatron non-exclusive permission to do same thing.

While trade press treated NT’s action as first break in theatre owners’ opposition to pay TV, this isn’t true, strictly speaking. Southwestern exhibitors have been falling all over themselves to get municipal “telemovie” franchises in various cities. Even United Paramount—under same corporate roof as ABC—has been seeking closed-circuit franchises in a score of southwestern cities.

Significance of NT’s move lies in fact that it has tied up with a toll-TV promoter for a scrambled-picture system. Also of interest is fact that Telemeter is subsidiary of Paramount Pictures, while NT was formerly part of 20th Century-Fox.

Both NT and Paramount are operating under anti-trust decrees as result of production-theatre divorcement, and there has been speculation as to whether Justice Dept. permission might be required for the tie-up.

Most significant angle of all is that this deal represents first real breakdown of big-city big-exhibitor opposition to wired movie plan, on if-you-can’t-lick-’em-join-’em basis. Partnership of Paramount Pictures and Fox West Coast Theatres would appear to assure continual flow of first-run movies for Telemeter’s closed-circuit coin-in-slot system—if and when it gets going.

In any pay-TV system, movies—not baseball—would be bread-&-butter. And if Skiatron’s Matty Fox lives up to his reputation, you can expect him to come up with a tie-in with big theatre chain and/or movie distributor.

Everybody and his brother was applying for wired-TV franchises—or talking about applying for them—in California’s big cities this week. Skiatron applied for San Diego and served notice of intention to apply in San Francisco; NT-Telemeter group announced it, too, will apply in San Francisco; numerous promoters and entrepreneurs announced they would apply in various cities.

Even San Francisco Chronicle’s KRON-TV was looking into wired-TV prospects. “Our local interest thus far,” it said in response to inquiries, “has been confined to making inquiries of city officials and public utilities with respect to the legal aspects of wired TV. No application has thus far been made.”

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Telephone company's role in wired pay-TV systems always has been a bit hazy—and apparently that's because company hasn't arrived at any decision itself.

We asked Pacific Telephone & Telegraph Co. specifically about conflicting reports of its proposed tie-in with Skiatron. Would it merely lease space on its poles and in its conduits, as Matty Fox indicated last week, would it do the wiring itself or would it work under some complicated lease-sale-maintenance deal as phone company is doing in Bartlesville?

"It's a most complicated subject," company's official reply stated. "We don't know what type of arrangement would be placed in effect. We're studying every possibility—but we're interested in the communications part only. We'll have nothing to do with selecting programs, determining charges to TV customers or any billing arrangements."

There's still no PT&T deal with Skiatron, and surveys are still under way, company indicated. Last week, in fact, PT&T pres. Mark Sullivan stated that he hopes to have "complete report on Skiatron's request" by early 1958. PT&T said it has reached no conclusions as to cost of project.

As to Skiatron's claim of cheaper-than-cable wire system—presumably employing the "open wire" principle—there was some enthusiasm and much skepticism from engineers and closed-circuit pioneers. For roundup of opinion on this development, see below.

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**C**OST OF WIRING UP San Francisco for pay TV—\$6,000,000 or \$30-\$60,000,000? Last week (Vol. 13:29), Skiatron's Matty Fox was testifying before House Judiciary Committee, touting the smaller figure, while Pacific Telephone & Telegraph pres. Mark Sullivan was talking about the larger. Fox also mentioned \$12,000,000 for stringing up Los Angeles.

Though Fox hasn't disclosed technical plans, there's ample evidence he's talking about "open wire" system, as distinct from conventional coaxial cable employed by wired systems such as community antennas. Among his West Coast confreres are Jerome Doff, Alan Lane and Scotte Gray. They're core of organization that founded Trans-Community TV Network, which was formed to wire communities for closed-circuit TV—differing from community antennas in that they originated everything locally. Among towns they did wire is Miles City, Mont., using open wire.

Scotte Gray is the engineer, and an open wire enthusiast, having equipped Douglas, Ariz. community antenna system with it.

Open wire systems employ parallel bare wires, about 3-in. apart, with separations maintained by insulators every several feet.

\* \* \* \*

Engineers disagree vigorously about open wire. Few CATV systems, the logical customers, employ it. Several do, and like it. Some had it, replaced it with cable. None of larger systems use it.

Here's evaluation by a veteran AT&T engineer, who prefers not to be identified, to avoid getting into controversy: "It's theoretically feasible to use open wire in large cities, but we'd be awfully afraid of it. It radiates. It's subject to interference. In some climates, it's badly affected by weather—icing, leakage. As for costs, I doubt whether there would be much difference. The wire is cheaper, sure, but it's got to be put up right and maintained right. My guess is that we'd rather play it safe with cable."

Washington engineer Dr. Frank Kear, frequently con-

sulted by CATV operators, is also leery of open wire, also mentions radiation, interference susceptibility, weather problems. "Maybe they have some gimmick I haven't heard about, but I'd like to see it first."

FCC chief engineer Edward Allen, noncommittal about open wire vs. cable virtues, is concerned about radiation, says he would like to know whether Skiatron equipment restrains radiation within Commission-imposed limits.

Douglas, Ariz. CATV system is now owned by I. W. Brayer, Phoenix, Ariz. DuMont distributor who also operates CATV system in Williams, Ariz. Both are equipped with open wire.

He's hot about the technique, tells us coaxial cable systems cost 3 times as much. Radiation is kept down, he says, by maintaining low signal levels. He has 200,000 ft. of open wire in use, claims "we've never had any trouble with interference we couldn't lick." He gives his subscribers 4 signals, reports quality good. "It took us a long time to learn how to use open wire," he explains. "For example, we had ghosts at corners, but we cleaned them up." In Brayer's opinion, San Francisco & Los Angeles could use open wire "if engineered right."

Engineers tell us that signal induced around open wire tends to go straight ahead when wire turns corner. This invites "piracy" by non-subscribers. But, presumably, this wouldn't mean anything if signal were scrambled and a secure decoding system employed.

**Summary:** Open wire has never been used on large scale. It has worked on small scale. Experienced engineers are skeptical.

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Statement panning fee TV—and radio, by inference—attributed to AFTRA national exec. secy. Donald Conway, drew criticism from union's national officers at San Francisco convention this week. AFTRA has never taken stand on subscription TV—and officers cited adverse reaction from radio stations to reports quoting Conway as saying free TV would become as "dull" as radio if pay TV is authorized.

Armed Forces TV Service plans Ch. 10 vhf translator on Guam to relay programs of KUAM-TV, Agana (Ch. 8) to military personnel stationed in remote sections of island.

**Personal Notes:** Donald B. Hyatt named mgr. of NBC-TV special projects programs, reporting to director Henry Salomon; James Nelson appointed program services mgr., John W. Kiermaier administrative mgr. . . . Stuart Griffiths resigns as head of special TV program development for CBC to join Granada TV Network, ITA program supplier, London, as programs controller . . . Larry H. Israel, ex-WENS, Pittsburgh, and KMGM-TV, Minneapolis-St. Paul, named gen. mgr. of WAAM, Baltimore . . . Norman Knight promoted to pres. of Yankee div. of RKO Teleradio Pictures, including WNAC-TV & WNAC, Boston . . . David G. Taft, gen. mgr. of WKRC-TV, Cincinnati, named operations supervisor of WTVN-TV, Columbus, and WBRC-TV, Birmingham, in executive realignment by Radio Cincinnati Inc.; Ken W. Church named operations supervisor of radios WKRC, WTVN, WBRC & WBIR, Knoxville; Wm. Hansher, general engineering supervisor; Donald L. Chapin, national sales mgr., headquartered in N. Y. . . . George S. Johnson, engineering director of KOB-TV & KOB, Albuquerque, named mgr. of both stations . . . Keith Culverhouse, ex-WPIX, N. Y., joins TvB as asst. sales promotion director, succeeded by Frank Tuoti at station as acting promotion, adv. & research mgr. . . . James H. Ferguson Jr. promoted to gen. sales mgr. of WWLP, Springfield, Mass., and satellite WRLP, Greenfield; Edmund J. Hughes Jr. named sales mgr. of WWLP, Philip J. Renison sales mgr. of WRLP . . . Charles W. (Chad) Mason promoted to program director of WSUN-TV, St. Petersburg; Jerome Baker, ex-American Heart Assn., succeeds him as promotion & adv. mgr. . . . George Morrison, ex-news director of KOB-TV, Albuquerque, named to same post at WFBM-TV, Indianapolis . . . Dick Sinclair promoted to promotion & adv. mgr. of KEYT, Santa Barbara . . . Rusty Bruton, ex-WTVJ, Miami, named production mgr. & acting program mgr. of upcoming WFGA-TV, Jacksonville . . . Dr. David W. Parker, ex-San

Francisco State College, joins KPIX, San Francisco, as education director . . . Robert M. Purcell, v.p. & gen. mgr. of Crowell-Collier's radio KFWB, Los Angeles, elected pres. . . . Marvin Lowe, ex-Lippert Pictures, named mid-west sales mgr. of Guild Films, replacing Robert C. DeVinney, who resigned to conduct own business . . . Raymond L. Hamilton, ex-Flamingo Films, named gen. sales mgr. of Telestar Films . . . Bill Buckley, ex-Buckley-Loomis Productions, named production chief of Roger Wade Productions . . . Bob Froemming promoted to asst. program director of WOW-TV, Omaha, succeeding Ken James, who joins KENS-TV, San Antonio, as program director . . . Steve Halpern, ex-WCKT, Miami, named publicity director of KYW-TV, Cleveland . . . Eric Boden promoted to European director for Schwerin Research Corp., headquartered in London . . . Nathan Stone, ex-MBS, joins CBS-TV station relations staff to develop statistical data . . . Robert Coats named public service-promotion director of upcoming KETV, Omaha.

**Obituary**

Robin D. Compton, 50, partner in Washington firm of George C. Davis Consulting Engineers, was electrocuted early July 24 near Charlotte, N. C. when a mobile antenna he was using to check night reception for WSOC-TV there came in contact with power line. He had checked terrain with flashlight but failed to observe line overhead. Before joining Davis firm, he had been chief engineer of WOIC (now WTOP-TV), Washington, and WCAU-TV, Philadelphia, was on NBC-TV engineering staff in N. Y., worked on military TV in Office of Naval Research during World War II. Surviving are his widow, one son.

George B. Donohue, 62, who retired in 1951 as valuation engineer in FCC's common carrier bureau, died July 22 after long illness in Glenn Dale Hospital near Washington. Surviving are widow, daughter, 3 brothers.

**ADVERTISING AGENCIES:** Rolland W. Taylor elected pres. of Foote, Cone & Belding, succeeding Fairfax M. Cone, who becomes exec. committee chairman . . . Henry Coleman, ex-Theatre Guild & *Robert Montgomery Presents*, named TV-radio production director of Emil Mogul . . . Robert R. Burton, ex-Needham, Louis & Brorby, named head of Kenyon & Eckhardt Chicago office, succeeding Walter Lawrence, resigned . . . Walter Daspit Jr., ex-Ruthrauff & Ryan, joins Needham, Louis & Brorby as TV-radio business affairs mgr., Chicago . . . Edmond Gray, ex-Kenyon-Eckhardt, joins North Adv. as head of broadcast production, Chicago.

Executive changes at AB-PT: Robert H. O'Brien resigns as financial v.p., secy. & director to join Loew's Inc. as v.p. & treas., succeeding Charles C. Moskowitz, retiring. Herbert B. Lazarus, AB-PT v.p. & gen. counsel, replaces O'Brien as secy. Simon B. Siegel, AB-PT & ABC treas., named coordinator for management liaison between network and o-&o TV stations. Raymond P. Eichmann ex-John Blair & Co., rejoins ABC as radio network sales development & research director.

Broadcast Advertising Club of Chicago elects Ward L. Quaal, v.p.-gen. mgr. of WGN Inc., pres.; Paul McCluer, Geoffrey Wade Adv., exec. v.p.; James W. Beach, ABC, 1st v.p.; Esther Anderson, McCann-Erickson, secy.; Marilyn Bielefeld, Earle Ludgin & Co., treas. New directors include John Carey, radio WIND; Howard W. Coleman, NBC; Louis A. Smith, Edward Petry & Co.

Broadcasting employes are second highest-paid industry group in country, according to U. S. Dept. of Commerce. Special section on national income in July *Survey of Current Business* lists average earnings of full-time TV-radio workers in 1956 as \$6584, topped only by income-earners in brokerage business, who averaged \$7765. *Survey* counted 79,000 TV-radio employes last year compared with 61,000 in 1952, when salaries averaged \$5559. Other statistics: (1) Broadcasting industry contributed \$669,000,000 to all-industry national income of \$343.62 billion in 1956. (2) Consumers spent \$2.442 billion for TV & radio sets, phono records & musical instruments, \$756,000,000 more for TV & radio repairs. (3) Expenditures for movie theatre admissions totaled \$1.298 billion; for legitimate theatre & opera, \$252,000,000.

Harry Butcher's acquisition of KIVA, Yuma, Ariz. (Ch. 11) from Donald Ellsworth and associates was approved this week by FCC. Deal involves \$241,000, of which \$37,000 is to be retained for working capital, over \$200,000 being required to clear up obligations of station. Butcher, one time CBS v.p., owns radio KIST, Santa Barbara.

New edition of *Educators Guide to Free Films* (625 pp., \$7) compiled by visual education director John W. Diffor of Randolph (Wis.) High School & Dr. Guy Fowlkes of U of Wis. has been published by Educators Progress Service, Randolph, Wis. Book lists 3880 titles, 842 new.

Irving Brownstein promoted to chief of law, enforcement & procedures office of FCC's Safety & Special Radio Services Bureau.

**Telecasting Notes:** Universal's 650-film backlog of features—one of last 2 batches of major pre-1948 movies to go to TV (other being Paramount's)—will be distributed by Columbia Pictures' Screen Gems. While negotiations haven't quite been completed, the deal is considered certain. Together with Columbia's own backlog, which is being released in relatively small packages, Screen Gems will have total of some 1300 pre-1948 features available for TV . . . Universal expects to realize some \$18,000,000 over 10-year period from TV showings of its pre-1948 movies . . . Dismal TV season coming up? Sez who? Coincidence or not, this was theme of columns this week by the 2 top TV columnists—*N. Y. Times'* Jack Gould and *Herald Tribune's* John Crosby. Both warned against prejudging and pointed out there are some very exciting things on tap—particularly the unprecedented number of 60 & 90-min. specials, which promise to be bigger than ever . . . Is Pat Weaver-Sid Caesar deal off? The former NBC pres. wasn't involved in the front-page reunion of the comedian and Imogene Coca for proposed 30-min. weekly live show on NBC-TV. Asked about his association with Weaver, Caesar replied: "It's in a state of flux" . . . High mortality rate of TV programs is defied by 23 shows, aged 5 years or older, which are surviving for fall renewals, July 22 *Billboard* points out. Among them: Ed Sullivan, Groucho Marx, *Talent Scouts*, *I've Got a Secret*, *Dragnet*, *What's My Line?* Big factor in longevity: "identification of sponsor & program" . . . Letter counter-offensive is being mobilized to rescue CBS-TV's *West Point* from threatened annihilation by advertising & budgetary forces—not to mention Texas Rangers, portrayed as heroes in *Trackdown*, scheduled as replacement in fall. Typical protest to network from Ft. Bragg major general said citizens need *West Point* "in these dangerous times." General Foods is dropping Academy show & Fri. 8-8:30 p.m. period in favor of Danny Thomas in Mon. 9-9:30 time formerly held by *I Love Lucy*. American Tobacco & Socony are putting *Trackdown* into Fri. spot . . . Film-for-time barter deals have become "respectable," reports July 22 *Billboard*, which names such big advertisers as Procter & Gamble,

Shell Oil & Lever Bros. as looking into them. The trades even have a new name, notes the publication—they're now "triangle deals," representing the advertiser-film distributor-station participation involved . . . Another TV film producer cuts down pilot film production: In move somewhat similar to recent abandonment of pilot film concept by CNP, TPA announced pilots henceforth will be produced only after extensive study. Producer has set up new "Produce-to-Order" dept., headed by v.p. Bruce Eells, to study client needs in program field, using extensive research to determine advisability of a series before money is thrown into pilot . . . MGM-TV plans new TV dress for its old movie shorts, wrapping them in groups labeled by categories—sports, quiz, documentary, comedy . . . "Boost Britain" scheme developed by Central Office of Information includes purchase of TV newsfilms & documentaries from BBC & commercial producers for distribution abroad.

Annual TV program & talent awards presented by *Billboard*: Network—best program, *Playhouse 90* (CBS-TV); adventure-suspense-western show, *Alfred Hitchcock Presents* (CBS-TV); comedy-variety-music, *Perry Como Show* (NBC-TV); situation comedy & performer, *Phil Silvers Show* & Phil Silvers (CBS-TV); quiz, *Twenty-One* (NBC-TV); news-sports-commentary, *Air Power* (CBS-TV); daytime, *Matinee Theatre* (NBC-TV). Talent, James Arness, *Gunsmoke* (CBS-TV); comedy-variety-music, Sid Caesar, *Caesar's Hour* (NBC-TV); quiz, Groucho Marx (NBC-TV); commentator, Edward R. Murrow (CBS-TV). Syndicated film—adventure, *Highway Patrol* (Ziv); dramatic, *Star Performance* (Official Films); comedy, *Life of Riley* (NBC Film); music, *Rosemary Clooney Show* (MCA-TV); mystery, *Badge 714* (NBC Film); western, *Wild Bill Hickok* (Screen Gems); sports, *Championship Bowling* (Walter Schwimmer); news service, CBS Newsfilm. Syndicated film talent—adventure, Broderick Crawford, *Highway Patrol*; dramatic, Thomas Mitchell, *O. Henry Playhouse* (Gross-Krasne); music, Rosemary Clooney; mystery, Jack Webb; western, Guy Madison, *Wild Bill Hickok*.

**LEAST CRITICIZED USIA project—TV programming**—will suffer biggest relative cut in fiscal funds, director Arthur Larson disclosed July 22 in detailing how he intends to run agency on \$92,600,000 permitted by Congress instead of \$144,000,000 he wanted for overseas propaganda (Vol. 13:22).

Voice of America broadcasting operations had escaped virtually unscathed from Congressional economy barrage, which was aimed most directly at growing USIA payrolls in western Europe. But Larson told press conference he is slashing TV by 76%—from \$2,380,000 spent in fiscal 1957 to \$567,000 this year.

"This one might surprise you," Larson said as he ticked off drastic TV slice among others he plans to make administratively, including 7% curtailment in VOA's radio schedules—from \$18,000,000 to \$16,800,000. Left untouched is \$1,100,000 specifically earmarked by Congress for expansion of Middle East radio facilities.

"Paradoxically," USIA chief observed, "the most promising new medium we have gets the severest cut practically." Others are 34% in information centers, 29% in motion pictures, 17% in publications—but only about 7% in overall personnel, from 12,050 to 11,150.

Larson explained: Since Congress directed him to

give economy priority to USIA's activities in friendly European countries, and since that is where most of agency's TV programming has been channeled, he figures he should start by saving on available TV money.

As for much-criticized USIA personnel (little touched by TV cut affecting U. S. contract program producers & packagers), Larson said he'd "concentrate on quality" in "head-to-toe examination." Among 900 agency employes to be dropped, 600 are foreigners recruited abroad; 300 are Americans, 200 of them in Washington, where USIA's Direction & Appraisal Div. payroll is to be trimmed from \$3,000,000 to \$2,742,000.

Larson's USIA had few defenders when appropriation bill was debated on Hill. Senate Majority Leader Johnson (D-Tex.), who guided economy axe, spared it when TV-radio operations came under scrutiny on floor, however. He said his Foreign Relations Subcommittee, which unanimously recommended deep budget slashes, wanted radio activity sustained, and "We also felt the agency could properly use the new medium of TV."

TV cut marked out by Larson will hit such USIA programming as *Report from America* series produced for agency by NBC-TV, news shows prepared by Telenews. Other shows packaged here for USIA distribution have included *I Led 3 Lives*, *Passing Parade*, *Concert Hall*, *Industry on Parade*, *Magic of the Atom*.

**New and Upcoming Stations:** KTVC, Ensign-Cimarron, Kan. (Ch. 6) began programming July 24 with ABC-TV in affiliation with KAKE-TV, Wichita (Ch. 10), also having signed with CBS-TV under Extended Market Plan. On-air box score now is 503 (91 uhf).

KTVC has 5-kw GE transmitter and 600-ft. Liberty tower with 6-bay antenna at site 20 mi. SW of Dodge City. It's picking up KAKE-TV via GE microwave relay installed to Stafford, Kan. *Dodge City Daily Globe* and affiliated radio KGNO (Jesse Denious Jr., pres.) own 17.75% of KTVC; some 600 area residents who own remainder of stock are headed by insurance man Leigh Warner, holding 4.85%. Wendell Elliott is v.p.-gen. mgr. and 5.65% owner; Hershel Holland, ex-KGNO, program mgr.; Ken Karr, ex-KAKE-TV, chief engineer. KTVC base hour is \$100, combination hour with KAKE-TV, \$675. KAKE-TV rep is Katz.

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

WPTA, Roanoke, Ind. (Ch. 21, allocated to Ft. Wayne) has 12-kw RCA transmitter, plans Aug. 15 test patterns, Sept. 1 programming, writes owner Sarkes Tarzian, electronics manufacturer who also owns WTTV, Bloomington-Indianapolis (Ch. 4). Studio-transmitter building is 85% completed and 724-ft. Stainless tower with antenna is ready. Ron Ross, from WOWO, Ft. Wayne, will be mgr. It will have \$400 spot rate. Rep will be Meeker.

KETV, Omaha (Ch. 7) plans Aug. test patterns, Sept. 17 programming with ABC-TV, reports v.p.-gen. mgr. Eugene Thomas for grantee Herald Corp., publisher of *Omaha World-Herald*. RCA 50-kw transmitter is to be wired in Aug.; 583-ft. Ideco tower with 12-section antenna is ready. Base hour will be \$900. Rep is H-R Television.

WFGA-TV, Jacksonville (Ch. 12), installing 12-section superturnstile antenna on 900-ft. Ideco tower and testing 50-kw RCA transmitter into dummy load, plans test patterns about Aug. 1, programming with NBC-TV Sept. 1,

Newsweek Magazine is buying 46.22% of KFSD-TV, San Diego (Ch. 10) and KFSD from Fox, Wells & Co. in deal involving \$1,502,900. Sale agreement also includes guaranty by Weekly Publications Inc. (*Newsweek*) of 50% of \$1,670,000 loan to KFSD Inc. by Bankers Trust Co., N. Y. Fox, Wells & Co., reducing holdings from 76.6% to 34.15%, retains control through stock pooling agreement with minority owners controlling 19.63%. Sale follows assignment of stock to retiring partners George B. Wells, Robert A. Bernhard and Robert C. Gunnell, who are selling it to *Newsweek* for \$1,236,900, with magazine also buying additional 2000 shares of common, 600 preferred for \$266,000 from KFSD Inc. *Newsweek* principals are Vincent Astor, chairman and 59.07% owner; Malcolm Muir, pres., 6.35%; Theodore F. Mueller, v.p. & publisher, 1.27%; Averill Harriman, non-board member, 13.33%. Magazine's net income after Federal taxes was \$483,121 in 1955, \$607,833 in 1956.

Sale of WMTV, Madison, Wis. (Ch. 33) for \$550,000 to WTVJ Inc. interests by Gerald A. Bartell family (Vol. 13:26) was approved by FCC. New owners are Mitchell Wolfson, pres. & 12.5% owner (also pres. & principal owner of WTVJ, Miami); Sidney Meyer, v.p. & 12.5% (WTVJ secy.); Lee Ruwitch, secy.-treas. & 25% (WTVJ exec. v.p. & gen. mgr.); WTVJ Inc., 25%; radio WMAV, Springfield, Ill. (50% of CP for WMAV-TV), 25%. Gordon Sherman is pres. of both WMAV-TV & WMAV.

reports gen. mgr. Jesse H. Cripe. Owners include Wolfson-Meyer interests with 20% (WTVJ, Miami) and Harold S. Cohn, v.p. & 19% (owner of Jacksonville radio WRHC). Base hour will be \$600. Rep will be Peters, Griffin, Woodward Inc.

WJCT, Jacksonville (Ch. 7, educational) doesn't have target for programming more specific than Sept.-Oct., but plans installation by Aug. 1 of 5-kw transmitter donated by WMBR-TV, reports Dr. Heywood C. Dowling, pres. of grantee Educational TV Inc. Alford antenna is scheduled for installation on WFGA-TV tower in about 3 weeks. Station will use WMBR-TV studios, but film equipment and transmitter will be in WFGA-TV transmitter house.

Translator starts: K70AX, Pinedale, Wyo. began equipment tests July 26, repeating KID-TV, Idaho Falls; K70AQ, Likely, Cal., June 1, repeating KOLO-TV, Reno; K70AW, La Grande, Ore. due to start by Aug. 15, repeating KHQ-TV, Spokane; K79AB & K82AD, Brownlee Trailer Court, Ore., due Sept. 1, repeating KBOI-TV & KIDO-TV, Boise; K70AM & K75AA, Manson, Wash., delayed from July start, now aim for Sept., repeaters of KREM-TV & KHQ-TV, Spokane.

GE shipped used 12-kw transmitter to upcoming WETV, Atlanta (Ch. 30, educational), due on air this summer; 10-kw transmitter to WJMR-TV, New Orleans, for experimental Ch. 12 operation; 5-bay helical antenna July 1 to WEEK-TV, Peoria; 35-kw amplifier June 25 to KIEM-TV, Eureka, Cal., planning boost to 100-kw; 20-kw amplifier to educational WTTW, Chicago, planning 275-kw.

RCA color camera shipments: 3 live, 2 film cameras July 26 to upcoming WHDH-TV, Boston (Ch. 5), due in fall; 1 film, July 26 to upcoming WLWI, Indianapolis (Ch. 13), due in Sept.; 1 film, July 25 to WKZO-TV, Kalamazoo.

RCA shipped 50-kw transmitter July 17 to upcoming WLWI, Indianapolis (Ch. 13), due in Sept.; 12-section superturnstile antenna July 17 to WALB-TV, Albany, Ga. (Ch. 10), planning site change.

Separate FM programming will be started by Westinghouse stations Aug. 5 in move described by pres. Donald H. McGannon as "indicative of our positive conviction that FM is on its way to becoming a major broadcast medium." First stations to schedule classical music programs apart from Westinghouse TV & AM operations will be KDKA-FM, Pittsburgh, and KEX-FM, Portland, Ore., to be followed by WBZ-FM, Boston, and KYW-FM, Cleveland, when transmitter locations are changed and technical facilities improved. All will operate 4 p.m.-midnight initially.

Horace Hildreth's Community Bestg. Co. is buying WAGM-TV, Presque Isle, Me. (Ch. 8) & WAGM, and WABM, Houlton, Me. for \$525,000, it's revealed by application filed with FCC. Selling principal is Harold Glidden, 94.8% owner, who is retiring from broadcasting, turning properties over to Northeastern Bestg. Co. Inc., subsidiary of Community Bestg., which controls WABI-TV, Bangor (Ch. 5). Hildreth is also pres. and 27.7% owner of WMTW, Poland Spring, Me.

Control of CP for WTLM, Laurel, Miss. (Ch. 7) will be held by Mayor Wm. S. Smylie and son W. S. Smylie III, FCC having approved transfer of 16.67% from Jack Rose to Mayor Smylie to bring latter's holdings to 41.67% (Vol. 13:24). Other stockholders are his son, 25%; D. B. Marcus, 16.67%; *Laurel Leader-Call* publisher T. M. Gibbons, 16.67%.

**TWO MORE BIG-CITY VHF channels**—there aren't many left—were awarded in final FCC decisions this week: Ch. 4, Pittsburgh; Ch. 7, Seattle.

Pittsburgh decision came via merger route—grant going to KQV, with WCAE to acquire 50% interest, KQV to be sold, other 3 applicants dropping out and getting \$50,000 each for expenses (Vol. 13:26). KIRO took the Seattle decision over KXA & KVI.

KIRO's win was narrow. It got 3 votes, Comrs. Doerfer & Lee dissenting, Hyde out of town and not participating. Commission favored KIRO for past performance, local residence, civic participation, diversification of business interests, ownership-management integration, program plans. FCC found no reason to penalize KIRO principal Saul Haas because of opponents' allegations that he threatened radio KOL in order to acquire stock; that he "peddled influence" to get KIRO holdings, etc. Sen. Warren G. Magnuson, chairman of Commerce Committee, holds 3.243% of KIRO.

Another vhf case is winding up, Kenyon Brown dismissing Ch. 7 application in Amarillo, getting up to \$10,000 for expenses from KAMQ principals who will be free for grant.

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Court of Appeals docket was loaded again, these appeals being filed: (1) Losers in Indianapolis Ch. 13 case challenging grant to WLWI. (2) Sunbeam TV again attacking Ch. 7 grant to WCKT, Miami. (3) WOMI & WVJS, Owensboro, Ky., seeking to stop shift of Ch. 9 from Hatfield, Ind. to educational use in Evansville. (4) Evansville TV Inc. and WLEX-TV, Lexington (Ch. 18) attacking shift of Ch. 7 from Evansville to Louisville. (5) Okla. TV Corp., Ch. 12 applicant for New Orleans, seeking to block experimental Ch. 12 grant to WJMR-TV. (6) WWLP, Springfield, Mass. (Ch. 22), trying to get Ch. 3 out of Hartford.

In allocations actions, the Commission: (1) Finalized assignment of Ch. 8 to Waycross, Ga. (2) Started rule-making to add Ch. 13 to Hibbing, Minn., substituting Ch. 9 for Ch. 13 at Bemidji. (3) Denied petition to shift educational reservation in Biloxi, Miss. from Ch. 44 to Ch. 13.

Three new allocations petitions were filed: (1) By WATR-TV, Waterbury, Conn. (Ch. 53), to swap Ch. 53 with Hartford's Ch. 24. (2) By KHOL-TV, Kearney, Neb. (Ch. 13), seeking shift of Ch. 3 from Cheyenne, Wyo. to Sterling, Colo. (3) By KXOA, Sacramento, asking assignment of Ch. 17 to Bakersfield.

TASO was relieved this week to see letter from Victor R. Hansen, head of Justice Dept. anti-trust div., informing FCC that TASO procedures now "will provide safeguards to minimize the possibility of anti-trust violations arising from the operations of TASO which we considered previously to be lacking." Several substantial industry members of TASO had been shying from participating for fear of anti-trust involvement (Vol. 13:29). TASO exec. director Dr. George Town says he hopes Hansen's letter will now ease their minds. Though some TASO members have chafed at fact FCC provides presiding officers at panel meetings, Town reports procedure now working smoothly.

Staff for probe of FCC and 16 other govt. regulatory agencies by House Commerce Legislative Oversight Subcommittee (Vol. 13:29) was rounded out this week by appointment of NYU professor Bernard Schwartz, specialist on administrative law, as general counsel & staff director. As director of NYU's Institute of Law, Dr. Schwartz has been occasional consultant on Capitol Hill, but this is first full-time Congressional assignment. He is author of recently-published *The Supreme Court* (Ronald Press, N. Y., \$6.50). Others named to staff July 22 by "watchdog" subcommittee for \$250,000 probe are lawyers Stephen England & Francis X. McLaughlin, investigators Oliver Eastland & Joseph P. O'Hara, bringing its payroll to 10. Chairman Moulder (D-Mo.) told us "I'm sure there will be developments that will justify hearings on the FCC," but target date for them is fall or winter—or early next year. Subcommittee is charged by House with determining extent of political & other influences on agencies set up by Congress.

Radio station sales & transfers approved this week: WHIM, Providence, by Frank W. Miller Jr. for \$640,000 to Richard D. Buckley & John B. Jaeger (Vol. 13:26) . . . WHDL, Olean, N. Y., 49% of radio and *Olean Times-Herald* by Gannett Co. for \$213,566 to Olean Times-Herald Corp., stock to be retired to treasury, thereby increasing holdings of pres. E. B. Fitzpatrick from 35% to 68.6% (Vol. 13:28) . . . WJIG, Tullahoma, Tenn. by Col. Raymond L. Prescott Jr. for \$70,000 to M. D. Smith (Vol. 13:25) . . . WKTL, Kendallville, Ind. by Charles R. Palmquist Sr. & Jr. and associates for \$48,000 to Weldon M. Cornell & Paul L. King (Vol. 13:27) . . . WBSE, Hillsdale, Mich. by Lloyd V. Hickok, acting as attorney for stockholders, for \$55,000 to Harmon L. Stevens & John F. Wisner (Vol. 13:28) . . . KWFC, Hot Springs, Ark., 75% by Walter E. & Betty P. Hussman (*Camden News*, 50% owner of KCMC-TV, Texarkana) for \$25,000 to Clyde E. Wilson, who becomes 100% owner (Vol. 13:25).

Radio station sales reported this week: WTAQ, La-Grange, Ill. 50% by Russell G. Salter for \$137,500 to Charles F. Sebastian, who becomes 100% owner . . . KRIG, Odessa, Tex. by Oil Center Bestg. Co. (R. O. Canon, pres.) for \$100,000 cash to Radio Odessa Inc., headed by Carl Goodwin, ex-WCHV, Charlottesville, Va., recently with Dow Chemical, Houston . . . WNBS, Murray, Ky. 77.5% by H. T. Waldrop & Edd Griffin for \$61,275 to Charles R. Shuffett and C. H. Hulse Jr., who are selling WLBN, Lebanon, Ky. (Vol. 13:28) . . . WKTM, Mayfield, Ky. by Fred L. Thomas for \$55,000 to 1/3 owners Charles W. Stratton (1/3 of WKOA, Hopkinsville, Ky.) and H. D. & Mose Bohn, Hopkinsville merchants. Brokers: KRIG, Hamilton, Stubblefield, Twining & Assoc.

TV-radio "censorship" of folk songs to delete such words as "darky" & "massa" was charged in House this week by Southerners in speeches coincident with Senate debate on civil rights legislation. Reps. Watts & Chelf (D-Ky.), Sikes & Matthews (D-Fla.) introduced similar measures (H. Res. 364, 365, 366, 374) for "study & investigation of certain censorship practices of radio & TV networks." All were referred to Rules Committee. In addition, Rep. Herlong (D-Fla.) wrote each FCC member protesting that changes made in TV-radio renditions of Stephen Foster songs are inspired by "professional Negroes trying to make capital out of something which has been a sign of love & affection for the Negro race for years." Rep. Haley (D-Fla.) said "arbitrary censorship" reminded him of Russia.

**MBS SALE** was finally announced this week, price undisclosed, but rumored at around \$500,000 (Vol. 13:29). Group headed by Paul Roberts takes over Aug. 7, with Roberts as pres., former MBS v.p. B. J. Hauser as exec v.p. Backers identified are Armand Hammer, pres. of Occidental Petroleum Corp., Los Angeles, and Roy Roberts (no relation), Ojai, Cal. realtor & oilman. Theatrical producer Roger L. Stevens isn't in picture.

Also a stockholder is ex-Comr. Frieda B. Henneck, who says she got the backing for purchase. Stevens, she says, signed first but wanted to settle in Sept., whereupon she brought in Dr. Hammer who took over from Stevens. She'll be MBS Washington counsel.

Among other stockholders: A. A. Schechter, former MBS v.p., who will act as consultant; N. Y. attorney Harold Seligson, who handled legal aspects for purchasers. There are a few more stockholders, unidentified. Percentages of holdings weren't disclosed, but Dr. Hammer has voting control.

MBS pres. John Poor, also a v.p. of RKO Teleradio Pictures, will now concentrate on latter duties. In closed-circuit talk to affiliates July 26, he said sale is, in effect, only a change in management, expected to be beneficial. Roberts promised affiliates "action."

Roberts is mgr. of KRKD-FM, Los Angeles, pres. of United FM Corp. (reps), v.p. of Audio Sales. He's a Temple U graduate, once worked for *Philadelphia Record*, in 1951 headed U. S. International Trade Fair in Chicago.

Free time on all networks for U. S. Public Health Service report on relation between cigaret smoking & lung cancer was urged July 23 by Rep. Martha W. Griffiths (D-Mich.). In letter to FCC Chairman Doerfer, she "urgently requested that you authorize public service time" on TV & radio for Surgeon General Leroy E. Burney & Dr. John R. Heller, National Cancer Institute director. They had testified before House Govt. Operations Subcommittee that they aren't sure any cigarette filter can "selectively sort out" tobacco tars which may be cancer-causing. Mrs. Griffiths appealed directly to FCC after Burney said at hearing he'd be willing to go on air with report but didn't think PHS had authority to spend money for broadcasts.

Canadian TV penetration reached 66% of all households (2,657,300 TV households out of 4,051,600) as of June 1, according to estimates by Bureau of Broadcast Measurement, 96 Eglinton Ave. E., Toronto. Excerpted from BBM's Spring area surveys are these TV household totals and percentages of penetration for each province: Alberta, 151,200 (49%); British Columbia, 217,600 (53%); Manitoba, 121,400 (54%); New Brunswick, 59,900 (49%); Newfoundland, 24,700 (30%); Nova Scotia, 100,400 (61%); Ontario, 1,097,700 (76%); Prince Edward Island, 8300 (36%); Quebec, 790,000 (76%); Saskatchewan, 86,100 (36%).

Rate increases: WABD, N. Y., Sept. 1 raises base hour from \$2200 to \$3000, lowers min. \$500 to \$300. WVUE (formerly WPFH), Wilmington, Del. Sept. 7 raises hour from \$1000 to \$1600, min. \$200 to \$270. WOI-TV, Ames-Des Moines, Sept. 1 raises hour from \$500 to \$650, min. \$100 to \$140. CFCL-TV, Timmins, Ont. July 1 raised hour from \$160 to \$180, min. \$35 to \$45.

Pro football teams have grossed \$6,855,270 from TV-radio rights since 1952, National Football League commissioner Bert Bell told Rep. Celler's anti-trust subcommittee this week. He said the seasonal take rose from \$768,709 in 1952 to \$1,719,693 in 1956.

TV-radio broadcasting practices throughout the world will be topic of RCA's Edmund A. Laport, principal speaker at Sept. 27 banquet—highlight of 7th annual fall symposium of IRE Professional Group on Broadcast Transmission Systems Sept. 27-28 at Washington's Willard Hotel. Sept. 27 morning session will be moderated by FCC chief engineer Edward W. Allen Jr., includes papers on: Transistor regulated power supply for video circuits by Dr. Marvin Schorr, Technical Operations Inc.; transistorized intercom system by ABC's Emil P. Vincent; microphone pre-amp with AGC by GE's A. A. McGee; TV film quality standards by CBS-TV's K. B. Benson & J. R. Whittaker. Sept. 28 morning session (CBS-TV's A. B. Chamberlain, moderator): Reduction of image retention in IO cameras by RCA's J. H. Roe, S. L. Bendall & K. Sadashige; TV camera tube developments by RCA's F. S. Veith; TV transmitter operational practices by Westinghouse's Ralph N. Harmon; TV transmitter proof of performance by FCC's James E. Barr; STL & remote pickup on 13,000 mc by American Microwave's F. W. Bailey. Afternoon session (Phillip B. Laeser, WTMJ-TV, Milwaukee, moderator): TASO objectives & progress by Dr. George Town, TASO; progress report on vertical blanking video test signals by ABC's Robert M. Morris & John Serafin; DA maintenance by consulting engineers D. A. Peterson & J. G. Rountree; simplified 5-megawatt uhf antenna by GE's R. E. Fisk; automation of TV master control room & film room by J. L. Berryhill, KRON-TV, San Francisco. Sept. 27 afternoon session will be devoted to tour of Walter Reed Medical Center color TV facilities.

Assistance to commercial telecasters in "raising the level of program content" will be principal function of National Education Assn.'s new TV-radio office at 30 Rockefeller Plaza, N. Y., headed by Richard Krolik, recently associated with NBC-TV's *Wide Wide World* and *Today* and formerly in charge of TV activities for *Life* magazine. New York office, according to NEA exec. secy. Dr. Wm. G. Carr, will cooperate with producers on all aspects of public affairs programming and programs dealing with schools and educators. Future plans include "possibility of a weekly entertainment series based on true stories of outstanding teachers, expanded services in TV-radio spot announcements and programming and cooperation with local stations in the presentation of reports on education to their communities." NEA also plans to give its members "previews" of forthcoming programs of special interest to teachers and students through *NEA Journal* and other publications.

Educational TV station in Schenectady area is proposed in brief filed with FCC this week by Mohawk-Hudson Council on Educational TV, asking that allocations now assigned to WCDA, Albany (Ch. 41) and WTRI, Albany-Troy-Schenectady (Ch. 35) be reserved if they shift to vhf. Mohawk-Hudson said it is negotiating for uhf equipment with WCDA & WTRI and for studio facilities with WRGB, Schenectady (Ch. 6), which is moving to larger quarters, and will file for station on one or more channels if equipment is obtained. Brief also reported agreement with educational WGBH-TV, Boston, to set up first ETV network when microwave is available. Mohawk-Hudson has membership of 135 civic, educational & cultural organizations.

ABC started construction of first new building in its 23-acre \$30,000,000 TV Center July 24 in Hollywood when excavation began on new technical building. Plans for project, scheduled for completion in late 1958 or early 1959, include 8 multi-purpose studios, 90x140x42-ft.

**WORLD'S TV stations and sets-in-use, as of July 1, 1957, are listed in this table based on the more detailed information in the Foreign TV Directory section of our forthcoming 1957 Fall-Winter TV Factbook:**

Country	Stations	Sets	Country	Stations	Sets
Algeria	1	3,000	Morocco <sup>3</sup>	—	5,000
Argentina	1	90,000	Netherlands	6	150,000
Australia	6	60,000	Nicaragua <sup>3</sup>	—	500
Austria	5	10,000	Norway <sup>4</sup>	—	300
Belgium	4	175,000	Panama <sup>4</sup>	—	3,500
Brazil	7	600,000	Philippines	1	11,000
Bulgaria	1	500	Poland	4	10,000
Canada	40	2,658,000	Portugal	1	500
Colombia	6	100,000	Rumania	1	1,100
Cuba	18	300,000	Spain	1	3,200
Czechoslovakia	3	120,000	Sweden	4	45,000
Denmark	4	76,000	Switzerland	4	25,000
Dominican Rep.	2	7,000	Thailand	1	10,000
El Salvador	1	1,000	Turkey	1	200
Finland	3	5,000	United Kingdom	21	7,450,000
France	19	600,000	Uruguay	1	10,000
E. Germany	10	100,000	USSR	30	3,000,000
W. Germany <sup>1</sup>	39	1,100,000	Venezuela	10	105,000
Guatemala	2	11,000	Yugoslavia	2	4,000
Hong Kong <sup>2</sup>	(1)	2,000			
Hungary	1	600			
Iraq	1	1,700			
Italy	90	575,000			
Japan	12	650,000			
Korea	1	1,500			
Luxembourg	1	1,000			
Mexico	10	300,000			
Monaco	1	6,000			
			<b>FOREIGN TOTAL</b>	<b>377</b>	<b>18,388,600</b>
			U. S.	500	44,500,000
			U. S. Military	23	50,000
			<b>GRAND TOTAL</b>	<b>900</b>	<b>62,938,600</b>

<sup>1</sup> Also has 7 low-powered translator stations.  
<sup>2</sup> Closed-circuit cable system; not included in total.  
<sup>3</sup> Stations have gone off air.  
<sup>4</sup> Viewers watch U. S. Armed Forces stations, Canal Zone.

“All that flickers is not gold,” July 21 *N. Y. Times* points out in story by Albert L. Kraus recounting how “banks ran for cover” when TV cut into movie business after “lush decades” in which almost any film was good risk for loan. Now “extremely complex contracts” with theatre movie producers are rule for banks, which find that lending to TV film makers is more stable business. Bankers Trust Co. v.p. Herbert L. Golden, ex-*Variety* motion picture editor hired in 1952 to reshape movie loan practices, is quoted: “A TV film series that runs out of funds with 37 of 39 instalments completed is still salable. But a feature film that lacks 20 minutes of running time—what can you do with that?”

**ELECTRONICS PERSONALS:** Rear Adm. Frederick R. Furth (USN-ret.) promoted to IT&T director of research; he succeeds Harold H. Buttner who continues as v.p. & technical consultant . . . Sterling C. Spielman promoted to director of engineering, Philco govt. & industrial div.; Frank D. Peltier named director of engineering planning . . . Dr. Thornton C. Fry, ex-Bell Telephone Labs, appointed v.p. and director of Univac Engineering, Remington Rand div. of Sperry Rand Corp. . . . Dr. Daniel Alpert, assoc. director of Westinghouse Research Labs, joins U of Ill. as physics research professor and director of control systems lab, continues as Westinghouse consultant.

GE is moving electronic parts sales offices from Schenectady to Owensboro, Ky., now headquarters for entire electronic components div., to provide centralized marketing organization under distributor sales mgr. John T. Thompson, who has made these key appointments: Louis M. Robb, administrator; George O. Crossland, distributor development & trade relations mgr.; Paul P. Wickman, sales mgr. for dealer products; Charles A. Richardson, sales mgr. for industrial & military products. Field sales force in 27 cities continues.

Paid circulation of *Electronic Technician* has passed 54,000, according to pres. Howard Reed, who reports 49.3% gross income gain first half 1957 compared with 1956.

TV & trials don't mix because lawyers & police become camera-happy outside courtroom, symposium speakers argued July 25 at London meeting of American Bar Assn., giving new twist to Canon 35 ban on TV-radio coverage of proceedings (Vol. 13:29). Attorneys who discuss pending cases on air should be censured and/or disbarred, pres. Joseph Ball of Cal. State Bar Assn. said. Wesley McWilliams, Philadelphia, said entire ethical code needs overhaul because of “headline-happy” lawyers. Charles Carr, ex-U. S. attorney in Los Angeles, said fair trials were difficult because police rushed to TV studios to tell how “I captured this crook.” Louis Waldman, N. Y., thought TV-radio spread news so fast that change of venue no longer is effective device to insure fair trials.

“Ad millionaires” rose to 374 in 1956 from 290 in 1955, July 26 *Printers' Ink* reports in tabulation showing that companies spending at least \$1,000,000 for national advertising invested record \$1,837,309,068 last year in 7 media, with TV taking biggest share—as it did in 1955 (Vol. 12:28). “Millionaires” spent \$469,498,389 on network TV plus \$282,403,700 on spot TV vs. \$391,566,669 on network TV alone in 1955. Newspapers took \$457,915,761 vs. \$436,143,690; magazines, \$420,702,347 vs. \$377,431,365; outdoor, \$96,775,122 vs. \$93,886,783; business papers, \$81,697,600 vs. \$68,019,000; farm publications, \$28,316,149 vs. \$27,250,547. Network radio, which received \$92,925,998 in 1955, wasn't counted last year by Publishers Information Bureau.

NTA Film Network, like NBC, plans to present series of spectaculars featuring Shirley Temple next season. While NBC's will feature the current 29-year-old Shirley as narrator and sometime actress in fairytale series, NTA will present the younger Shirley Temple of the 1930's by way of 4 of her old feature films, to be shown Sunday afternoons by most NTA affiliates beginning Oct. 20. Shirley herself—the present-day one, that is—held press conference to announce it.

Paul H. Chapman Co., Atlanta, opens new station brokerage office at 17 E. 48th St., N. Y.

Peacetime nuclear radiation project for industrial uses has been proposed to AEC by new “CEM Group,” an association of Emerson Radio, Revere Copper & Brass and General Aniline & Film. Group proposes joint CEM-AEC development of reactor to explore uses of radiation energies in process industries, such as chemical industry. CEM (chemical-electronics-metallurgy) management committee consists of Emerson pres. Benjamin Abrams, Revere pres. C. A. Macfie and General Aniline pres. John Hilldring.

Back to school: RCA is sending 180 executives in its defense electronic products organization to Rutgers U in relays of 36 per week for specialized advanced management courses.

RETMA members voted overwhelming to change name to Electronic Industries Assn. at this week's proxy meeting in Washington. Change becomes effective when state of Ill.—where association is incorporated—approves charter revision. Members also approved by-law changes (Vol. 13:20) with Set Div. becoming Consumer Products Div. and Tube Div. changing to Tube & Semiconductor Div.

Machine tool automation symposium, sponsored by RETMA and directed at aircraft parts manufacturing industry, will be conducted Sept. 17-18 at Ambassador Hotel, Los Angeles. General chairman is Leonard Mautner, pres. of Electronic Control Systems; technical program chairman is Bernerd Gaiennie, Northrup Aircraft.

**LATEST ESTIMATE OF SCRAPPAGE RATE:** One of hardest figures to pin down, scrappage rate -- number of sets junked -- is tackled again by Frank W. Mansfield, Sylvania director of marketing research, in his comprehensive set production-distribution statistics, prepared for our Fall-Winter TV Factbook.

Precision in scrappage-rate estimates is impossible, as is evidenced by fact Mansfield has had to revise previous years' judgments. But he's the only industry statistician willing to stick his neck out publicly -- so here are his figures:

1,052,000 scrapped in first 6 months of 1957, compared with 1,011,000 in last 6 months of 1956, 674,000 in first 6 months of 1956. Thus, scrappage rate for first 6 months of this year would equal more than one-third of the 2,865,000 sets sold by dealers to public during the period.

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Turning to other figures, Mansfield (who also serves as RETMA marketing data director) estimates 44,553,000 sets-in-use at end of June, increase of 1,813,000 from total at end of 1956. He places cumulative production since 1946 at 52,804,000, indicating total scrapped during period was 8,251,000.

Color sets sold to public to date total 208,000 as of June 30, according to Mansfield -- 50,000 of these sold during first 6 months of 1957. He figures 2000 color sets scrapped during first 6 months.

Giving breakdown of set sales during first 6 months, according to picture-tube size, Mansfield comes up with: portables -- 17-in., 368,000; 14-in. & less, 334,000; regular sets -- 19-21-in., 1,791,000; 22-in. & over, 206,000; 16-18-in., 116,000.

Taking all sets-in-use today, here's his size breakdown, in percentages: portables 15-in. & less, 3.5%; portables 16-in. & over, 1.6%; regular sets 15-in. & less, 8.4%; 16-18-in., 27.2%; 19-21-in., 54.5%; 22-in. & over, 4.3%; color, .5%.

To show pattern of factory production in recent years, we've excerpted following tables of percentages indicating fluctuations in sizes & types:

Size & Type	1952	1953	1954	1955	1956	1957	
						1st qtr.	2nd qtr.
Portable under 16-in.	-	-	-	3.6%	18.4%	12.5%	6.1%
" over 16-in.	-	-	-	-	6.9	16.9	22.7
Regular under 15-in.	.1	-	.6	-	-	-	-
" 16-18-in.	39.4	26.5	14.8	10.1	5.8	3.6	3.1
" 19-21-in.	60.2	69.1	80.2	75.5	58.3	60.3	59.9
" 22-in. & over	.3	4.4	4.1	10.2	8.6	5.4	4.7
Total Black-&-White	100.0	100.0	99.7	99.4	98.0	98.7	96.5
Color	-	-	.3	.6	2.0	1.3	3.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

**Economic Indices:** Gross National Product is estimated at annual rate of \$433.5 billion for second quarter of 1957, Council of Economic Advisers told House-Senate Economic Committee this week. Second quarter rate reflects increase of \$4.4 billion over first quarter -- or about 1% -- with most of increase attributed to inventories which went from \$800,000,000 liquidation rate in first quarter to plus of \$1.5 billion in second quarter.

Retail sales for first five months of year were reported at \$78.2 billion, an increase of about \$4.3 billion over similar period last year. However, TV-radio-appliance sales for the 5 months were estimated at \$1.4 billion, down \$29,000,000 from similar 1956 period.

Consumer survey by U of Mich. Survey Research Center in June indicates weakening confidence in business conditions, more cautious approach to buying. However, consumers were neither pessimistic nor in all-out drive to retrench. Survey says that two-thirds of about 1350 adults interviewed expect good times to continue for coming year, while last year 75% saw current conditions continuing.

**Production:** TV production was 107,569 week ended July 19, compared with 65,338 preceding week and 94,866 in corresponding week one year ago. It was the year's 29th week and brought TV production for year to date to about 2,955,000, compared with 3,667,901 in same period of 1956. Radio production totaled 188,773 (91,866 auto) week ended July 19, compared with 110,092 (50,197) the preceding week and 166,047 (51,827) in corresponding week year ago. Radio output for 29 weeks totaled about 7,562,000 (3,017,000) vs. 7,084,187 (2,462,574).

**Topics & Trends of TV Trade:** "Back to School" is theme of appliance dealers as they gather in Washington for NARDA's Third Institute of Management and First Institute of Advanced Management, starting July 28 at American U.

Institutes, which command growing interest and significance, will run full gamut of dealers' needs—from financing through psychology to store locations. Interest of TV manufacturers is reflected in increasing number of top sales, marketing and public relations executives enrolled for courses—both the beginning or basic course and the advanced course for those who have completed basic program. Registered for advanced course are 46, basic 91.

Opening class (9 a.m., July 29) will hear assoc. prof. Wm. R. Davidson, Ohio State U, on "Good Management in Appliance Retailing." Others scheduled to speak during courses include Fred Ogilby, Philco v.p., and Claire B. Ely, Maytag v.p.

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Better recognition of electronic industry is shown in Budget Bureau's new *Standard Industrial Classification Manual* which gives separate listing for TV-radio sets, records, receiving tubes, CR tubes, transmitting, industrial and special purpose tubes, electronic components. Manual is used by Govt. in collecting economic data and spokesman told us change will give electronic industry more prominent place, result in issuance of more information. Same is true of broadcasting, which has been changed from a services listing to major group under communications.

Double aspect of Masters Inc. fight against "fair trade" prices is shown in July 20 *Editor & Publisher*, one article saying Masters pres. Steve Masters plans to continue Washington store ads on discount merchandise in N. Y. papers "if they will accept our copy, and we believe they will." On same page, *E&P* quotes Dr. John W. Dargavel, chairman of Bureau of Education on Fair Trade and exec. secy., National Assn. of Retail Druggists, in praise of 6 of 7 N. Y. newspapers' refusal to print Masters ad cutting prices on GE fair-traded appliances.

RETMA of Canada reports following TV distributor sales to dealers for first 5 months and for May: Ontario, 56,336 & 8449; Quebec, 40,443 & 6016; British Columbia, 12,486 & 1057; Alberta, 10,876 & 785; Manitoba 9253 & 517; Nova Scotia 7669 & 735; Saskatchewan 5673 & 486; New Brunswick & Prince Edward Island 4868 & 494; Newfoundland 1611 & 105.

RCA servicemen's manual, *Color TV Pict-O-Guide*, 200-page volume of step-by-step instructions for installation & adjustment of color receivers, is being distributed to authorized RCA tube dealers.

TV shipments by manufacturers in 1956 were reported this week by Dept. of Commerce at 7,374,000, valued at \$897,918,000, compared with 7,678,000 at \$1.025 billion in 1955. Comparable RETMA figures are 7,387,029 worth \$938,596,000 for 1956, 7,756,521 at \$1.071 billion in 1955. Commerce Dept. figures, provided by Census Bureau, show radio shipments, including auto, at 13,880,000 valued at \$289,437,000 in 1956; 14,771,000 worth \$310,201,000 in 1955. RETMA figures were 13,982,000 at \$298,372,000 in 1956, 14,529,000 at \$291,157,000 in 1955. Noting that report indicates only 14,000 color sets sold in 1956, we called fact to Bureau's attention; figure was withdrawn pending recheck.

Hotpoint plans 108,000-sq.-ft. refrigerator compressor plant as first step in what pres. John C. Sharp says will be largest single industrial tract developed by one manufacturer in Chicago area. Employing 300-500 initially, plant will be started in fall on 770-acre site at Elk Grove; company said it is expected to be in operation by early 1959. Sharp said other Hotpoint plants are planned in new development, including TV manufacturing facility (GE now makes Hotpoint sets). He added that new plants will supplement present facilities at Chicago, Cicero, Chicago Heights and Milwaukee. Hot Point's long-range plans for Elk Grove envision up to 15,000 employees, 7,000,000 sq.-ft. of floor space.

Motorola plans Aug. start on \$3,000,000 Chicago expansion program (Vol. 13:19) which chairman Paul V. Galvin describes as 2-phase operation: (1) Addition of 120,000 sq.-ft. building to Franklin Park, Ill., TV & hi-fi final assembly plant (to be completed next year); (2) construction of 110,000 sq.-ft. building at Franklin Park for offices and engineering, consumer products and automotive products divs. (to be started next spring with completion scheduled for 1959). General staff operations will remain at Augusta Blvd. plant on Chicago's west side.

Chairman of RETMA annual awards committee for 1957-58 is Max F. Balcom, RETMA director and Sylvania director-consultant. Other members: Paul V. Galvin, Motorola; Leslie F. Muter, Muter Co.; Robert C. Sprague, Sprague Electric Co.; Robert S. Bell, Packard-Bell; R. E. Carlson, Tung-Sol; Herbert W. Clough, Belden Mfg. Co.; H. J. Hoffman, Machlett Labs; F. R. Lack, Western Electric; A. D. Piamondon Jr.; ex officio, W. R. G. Baker, GE.

New entry in hi-fi manufacture, Capitol Records Inc., more than 90% owned by Electrical & Musical Industries Ltd. of England; offers 11 models at \$30-\$250, made by Symphonic Electronics Corp. and Steelman Phonograph & Radio Co., with distribution through Capitol Records Distributing Corp.

**FIRST REPERCUSSION** of last week's "electrocution" incident—in which death of 6-year-old child was unofficially blamed on contact with stand supporting a portable TV (Vol. 13:29)—came this week in form of ruling by city of South Bend, Ind. against sale of metal-cabinet series-filament TV sets unless isolation transformer separates cabinet from chassis.

This would, in effect, bar sale of all metal portables in city, unless dealer chose to install the relatively expensive (about \$18) transformers himself. At week's end, GE—which manufactured portable which was said to be involved in the death of Skokie, Ill. child—had requested meeting with South Bend officials, and it was expected that officials of RETMA and possibly Underwriters' Laboratories would also attend session.

Meanwhile, UL said it had checked a number of GE portables since tragedy and found them free of electrical defects. Those of other manufacturers, too, were found to meet safety standards. *N. Y. Times* TV editor Jack Gould, in a second column on set safety, this week urged that portable TV sets and all other metal-clad appliances be equipped with polarized line plugs to prevent any possibility of "hot" cabinets.

Consumer attitudes toward portables—as reflected in sales—apparently were not affected enough to notice. But dealers and servicemen, acutely aware of touchy issue, were stressing safety angles. For example, big Buffalo, N. Y. Philco distributor W. Bergman Co. has ordered its servicemen to be sure to check every metal-cabinet line-connected TV or radio for leakage to cabinet after final assembly but while set is still turned on. Shop ticket on each repaired set is being stamped "tested for shock hazard" with date and repairman's initials.

More facts on the Skokie, Ill. case should be forthcoming next week when "blue ribbon" jury—largely composed of electrical and TV experts—will examine receiver and take evidence in Cook County coroner's office.

RETMA reappoints H. J. Hoffman, Machlett Labs v.p., as chairman of membership & scope committee. Other members: Leslie F. Muter, Muter Co.; Robert S. Alexander, Wells-Gardner; Sidney R. Curtis, Stromberg-Carlson; D. W. Gunn, Sylvania; Wm. J. Morlock, GE; A. D. Plamondon Jr., ex officio; James D. Secrest, secy.

RETMA Industrial Relations Conference for 1958 will be held Feb. 20-24 at Town and Country Hotel, San Diego, Cal., with Jack M. Ferren, Zenith industrial relations v.p. and director of RETMA industrial relations dept., chairman of executive committee.

Philco adv. director Max Enelow is profiled on "Newsmakers" page of July 26 *Printers' Ink*. His advertising objective, he says, "is to make every ad stand on its own feet and that, if individual ads are successful, the whole campaign will be successful."

Sylvania financial analyst Gordon K. Douglass has written new booklet, *Successful Financial Management*, for electronic parts distributors, copies available from Sylvania, 1740 Broadway, N. Y.

NARDA members are being questioned on salesmen's compensation and problems with faulty merchandise, findings to be available in about 3 weeks.

Canadian Admiral announces \$20 price hike on new 14 & 17-in. portables using 110-degree tube.

**Trade Personals:** Dr. Raymond L. Garman elected General Precision Labs chairman, continuing as technical director of research & development; James W. Murray elected pres. and chief exec. officer, continuing as gen. mgr. . . . George T. Stewart promoted to Sylvania radio-TV div. national sales mgr.; Peter J. Grant to mgr., marketing services; Harley T. Litteral to special accounts mgr. . . . Harold Dietz resigns as Emerson v.p. in charge of sales & marketing to become v.p. of Union Cycle Ltd., Brooklyn bike importer, whose pres. George J. Seedman also heads Times Square Stores (TV-appliance chain) . . . H. F. Bersche appointed mgr., merchandising of new distributor activity, RCA electron tube div.; G. C. Brewster named mgr., administration & controls; W. G. Kelly to mgr., distributor warehousing & traffic; D. M. Branigan continues as mgr., distributor sales; H. S. Stamm as mgr., adv. & sales promotion.

### Obituary

James Leslie Finch, 64, RCA Communications asst. chief engineer, died July 22 at Nassau General Hospital, Mineola, L. I., after long illness. A graduate of U of Wash., he joined GE in 1915, was executive officer, U. S. Naval radio station, New Brunswick, N. J., during World War I, joined RCA in 1920. He held 64 patents in communications & electronics. His widow, son and daughter survive.

**DISTRIBUTOR NOTES:** Westinghouse Appliance Sales appoints C. H. Walroth, district mgr., Ray Maschmeier, district sales mgr., room air conditioners, TV and vacuum cleaners, at new Cincinnati office, 3011 Stanton Ave., for territory formerly covered by Cincinnati, Dayton, O. and Evansville, Ind. branch offices; WAS names R. W. Sanford district mgr., R. N. May, sales mgr., TV and room air conditioners, at new district office, 2515 Dean Ave., Des Moines, for Iowa, Neb., S. D., western Ill. . . . Motorola names Tim Alexander Denver area regional mgr., succeeding Robert Hennessey, appointed Seattle area regional mgr. who replaced Ted Morley, resigned; Pat Calobrisi succeeds Alexander as national service mgr.; Motorola also appoints Howard Gross Distributing Inc., 522 Light St., Baltimore (Howard Gross, pres.), replacing factory branch . . . Zenith appoints Robert C. Wallace gen. mgr., Zenith Radio Distributing Corp. . . . Majestic International appoints Milton Benjamin, ex-Sonora, eastern sales mgr., replacing George Curtis, resigned . . . Jos. M. Zamoiski Co., Washington (Zenith), adds RCA Whirlpool appliance line, replacing Southern Wholesalers Inc. which continues to handle RCA TV-radio-hi-fi & electronics line.

Motorola "Distributor of the Year" is Lofgren Distributing Co., Moline, Ill., receiving trophy from chairman Paul V. Galvin at last week's distributor meeting in Chicago. President's Cup in distributor sales contest went to V. N. Rooke, Porter-Burgess, Dallas, and Frank Dibert, Dibert Radio Co., Altoona, Pa.

Another bill to exempt all-channel sets from Federal excise tax (HR-8860) was introduced this week by Rep. Boland (D-Mass.). Similar measure was proposed last week (Vol. 13:29) by Rep. Ikard (D-Tex.).

Corning Glass reports net income of \$8,288,336 (\$1.22 per share) on first half sales of \$74,142,948 compared with \$9,354,654 (\$1.39) on \$77,675,755 in first 6 months of 1956.

**Financial & Trade Notes:** Sylvania earned \$4,788,669 (\$1.30 per share) on sales of \$162,520,532 in first 6 months vs. \$7,377,249 (\$2.04) on \$162,360,384 in first 1956 half, while second quarter net was \$1,718,725 (46¢) on \$74,970,858 vs. \$3,127,006 (86¢) on \$75,932,904 year ago. Dip was attributed by chairman-pres. Don Mitchell to "lower volume in some of our more profitable products, and unusually strong price competition in other areas." But he said June earnings exceeded those of combined previous 2 months, "reflecting a decided upturn in the TV industry." Mitchell also emphasized that output & factory unit sales of TV sets in first half "were far ahead of the 1956 comparable period"—largely because of demand for new "Slim Jim" 17-in. portables. And he saw "very encouraging" outlook for second half.

Proposed merger of A. Hollander & Son Inc. with Philips Electronics Inc. was approved this week by Hollander stockholders, now needs endorsement of Philips stockholders at July 31 meeting in Wilmington, Del. Philips Electronics is wholly-owned subsidiary of Philips Industries Inc., in turn owned by Hartford National Bank & Trust Co. as trustee for Philips Incandescent Lamp Works Ltd. of Holland. Merger calls for equal exchange of Hollanders' 243,921 shares of stock for Philips', with additional 652,951 shares being issued to Philips Industries in exchange for old Philips Electronics' stock.

General Transistor Corp. expects second quarter sales and earnings to double those of last year's second quarter, pres. Herman Fialkov told N. Y. Society of Security Analysts this week. Second quarter profits were estimated at \$77,000 (25¢ per share) on sales of \$730,000 compared with \$36,800 (12¢) on sales of \$210,277 in similar period last year. Fialkov predicted second half sales of \$2,150,000 vs. \$767,748 last year and that company should have about 7% of transistor market by end of year.

TV supplied some 20% of Columbia Pictures' gross for year ended June 30, July 22 *Wall St. Journal* reported in interview with v.p. A. Schneider. He was quoted as saying gross for fiscal year rose to at least \$100,000,000 from \$91,100,000 preceding year, with net income slightly lower than the \$2,669,712 of fiscal 1956. He said Screen Gems' gross totaled around \$20,000,000, nearly double the \$11,000,000 of preceding year.

Clevite Corp. describes first 6 months of 1957 as "one of best half-years in our history," reporting earnings of \$2,798,557 (\$1.48 per share) on sales of \$39,684,682 compared with \$1,556,087 (79¢) on sales of \$36,528,043 in first 6 months of 1956. Company expects some drop in second half earnings, but "results for the year as a whole should be good."

Philco earned \$1,613,000 (37¢ per share on 3,828,663 shares outstanding) on sales of \$182,651,000 in first 6 months of year compared with \$831,000 (17¢) on sales of \$166,862,000 in corresponding period last year. Second quarter income was \$506,000 (11¢) on \$83,388,000 sales vs. net loss of \$686,000 on \$74,386,000 in second quarter 1956.

Hazeltine Corp. reports net income of \$893,000 on sales of \$25,696,000 for first 6 months, compared with \$918,000 on \$18,624,000 for similar 1956 period.

Packard-Bell reports earnings of \$463,120 (67¢) for 9 months ending June 30 compared with \$487,847 (71¢) for similar period year ago.

WJR, The Goodwill Station Inc. reports net profit of \$238,766 (44¢ per share) for first 6 months compared with \$269,047 (49¢) for similar 1956 period.

American Broadcasting-Paramount Theatres earned \$957,000 (21¢ per share) in second quarter compared with \$1,632,000 (37¢) year ago, while operating profit for 6 months was down to \$2,700,000 (61¢) from \$4,202,000 (97¢) in corresponding 1956 period. Declines were shown in both broadcasting & theatre divs., pres. Leonard H. Goldenson reporting "seasonal downturn in theatre business in the second quarter [was] somewhat sharper this year than in the past." But he foresaw "good results" for third quarter—"the best theatre period"—and looked to 1957-58 ABC-TV programming to strengthen network's competitive position, reinforced by major market affiliations of WPST-TV, Miami; WHDH-TV, Boston; KETV, Omaha; WAVY-TV, Norfolk.

DuMont Bestg. Corp. showed net income of \$65,234 in 26 weeks ended June 29, including earnings since June 1 from newly-acquired radio WNEW, N. Y. (Vol. 13:20), compared with net loss of \$330,164 in corresponding period last year. WNEW earned \$576,500, of which \$294,166 was set aside for federal & state income taxes, from start of its fiscal year last Nov. 1, 1956 to May 31. DuMont's profit figure contained no income tax provision because of a tax-loss carry-forward.

Stanley Warner Corp., whose operations include movie theatre chain, Cinerama, International Latex Corp., WTRI, Albany (Ch. 35), earned \$691,800 (32¢ per share on 2,153,099 shares outstanding) on revenue of \$28,129,336 in 13 weeks ended May 25 vs. \$400,100 (18¢ on 2,166,800) on \$23,399,952 in corresponding 1956 period. For 39 weeks net profit was \$2,699,591 (\$1.25) on \$83,699,260 compared with \$2,029,190 (94¢) on \$70,758,135 (94¢) year earlier.

Tung-Sol placed new \$5,000,000 issue of 100,000 shares of 5% cumulative preferred stock (Vol. 13:27) on market July 24 at \$50 par. New stock is convertible into common before Aug. 1, 1967 at \$35.09 principal amount of preferred per common share, subject to redemption at \$52.50 per share to Aug. 2, 1959, declining to \$50 par after Aug. 2, 1967. Issue was oversubscribed and books closed within day.

Dividends: Hazeltine, 35¢ payable Sept. 1 to stockholders of record Aug. 1; Storer, 45¢ plus 6¢ on Class "B" Sept. 14 to holders Aug. 30; Consolidated Electrodynamics, \$1 Sept. 13 to holders Aug. 28; P. R. Mallory, 35¢ Sept. 10 to holders Aug. 9; WJR, The Goodwill Station, 10¢ Aug. 30 to holders Aug. 15; Stanley Warner, 25¢ Aug. 26 to holders Aug. 5.

Oak Mfg. Co. earned \$498,200 (76¢ per share) on first half sales of \$10,794,000 compared with \$1,005,396 (\$1.53) on \$12,851,976 in first 6 months of 1956. Second quarter profits were \$359,999 (55¢), first quarter \$138,201 (21¢). Pres. Robert A. O'Reilly said factory employment at end of June was up 10% over a year ago.

Reeves Soundcraft Corp. reports \$349,245 gross profits on first half sales of \$2,440,553, compared with \$40,716 on \$1,667,921 for comparable period last year. Exec. v.p. Frank B. Rogers predicts sales will continue at high level for balance of year, says company will increase ad-promotion budget in fall.

National Telefilm Assoc. reports net income of \$818,593 (\$1.23 per share) on sales of \$7,680,764 in 9 months ended April 30 compared with \$191,397 (29¢) on \$2,259,013 year earlier.

P. R. Mallory reports \$1,586,437 (\$1.20 per share) on first half sales of \$38,690,166 compared with \$1,155,417 (80¢) on sales of \$32,662,728 in similar 1956 period.

**I**MPORTANT TEST of state's right to regulate community antenna systems as public utilities comes up next month in Wyoming—only state currently regulating them. State Public Service Commission this week ordered 14 of Wyoming's 17 CATV systems to show cause why they shouldn't comply with its regulations on filing rate schedules, annual reports, etc. The CATV systems, which had been awaiting test for nearly 3 years, are expected to argue that they are not common carriers or public utilities and therefore aren't subject to regulation. Case is expected to end up in courts.

National Community TV Assn. is particularly interested in this case because of the clear-cut test it represents. NCTA attorney E. Stratford Smith will represent the Wyoming operators. In previous similar cases, Cal. supreme court ruled CATV systems aren't subject to public utility regulation, as did Utah and Wisconsin public service commissions.

Unusual "scrambled TV" experiment by U of Kansas City and Pfizer Labs (drugs), using facilities of Kansas City's KMBC-TV, was authorized by FCC this week. University plans 4-day TV lecture series on acute coronary occlusion for physicians, who will watch in their homes, offices and medical buildings. Pictures will be "coded" so that they cannot be viewed by unauthorized persons, and sound will be carried by telephone wire to the 100 or so locations where decoding sets will be installed. Scrambling and unscrambling equipment will be supplied by Brach Electronics div. of General Bronze Corp. and won't be of the subscription-TV type, since security is not important. Picture will merely be out-of-sync negative image, easily unscrambled. KMBC-TV's facilities will be used before start of regular broadcast day, 8-9 a.m. Sept. 17-20. According to applicants, purpose of experiment is to explore value of setting up special closed-circuit medical hookup to doctors' homes and offices; they indicated they have no particular interest in a regular scrambled on-air service. Comrs. Bartley & Mack dissented from the experimental grant—the former feeling that TV frequencies shouldn't be used for closed-circuit or common carrier purposes.

Four applications for new TV stations were filed this week with FCC, bringing total pending to 125 (36 uhf). Week's applications were: (1) For St. Petersburg, Fla., Ch. 10, by Nelson Poynter, publisher of *St. Petersburg Times*, with Mrs. Poynter (channel is also sought by St. Petersburg uhf WSUN-TV); (2) for Vail Mills, N. Y., Ch. 10, by WVET-TV, Rochester; (3) for Delano, Cal., Ch. 37, by H. Leslie Hoffman, pres. of Hoffman Electronics who is selling Stockton's KOVR, and Terry Lee, mgr. of KOVR; (4) for Albuquerque, N. M., Ch. 5 (educational), by U of N. M. & Albuquerque Board of Education. No translator applications were filed this week. [For details, see *TV Addenda 24-CC* herewith.]

Signs of the British TV times: Associated British Picture Corp., in financial report for year ended March 31, stated that its commercial TV subsidiary ABC-Television (week end program contractors for Birmingham, Manchester & Yorkshire stations) showed "satisfactory profit." In company's principal business—theatres—report said earnings have been maintained only by increased admission charges.

Entries for "Golden Mike" awards by *McCall's* for "distinguished public service" by women in TV & radio since last Oct. close midnight Oct. 14.

NARTB survey shows typical TV station had \$146,400 profit before U. S. income taxes last year, based on revenues of \$920,700 and expenses of \$774,300. Of 391 stations queried, 218 returned usable questionnaires in which typical broadcaster predicted his total 1957 revenue would increase 4.5%, expenses go up 2.2%. Revenue dollar breakdown: 47¢ from national & regional advertisers, 30¢ local, 23¢ network. Expense dollar: 37¢ for programming, 33¢ general & administrative, 18¢ technical, 12¢ selling. Direct ratio was noted between size of market and station's income-cost-profit position: typical station in market over a million had revenue of slightly over \$3,000,000; in less than 25,000 market, gross was \$331,000. Survey also showed revenue from networks increased proportionately in larger markets; revenue from local advertisers was higher in smaller markets. NARTB says typical station revenue was \$700,000 in 1955, \$920,000 in 1956; estimated \$960,000 this year; expenses were \$650,000, \$775,000 and \$790,000 respectively. Survey is being sent to NARTB members and similar study is being mailed to radio members.

**Quoteworthy quote:** "We are told daily that the written word is threatened by TV. I, for one, do not believe this. TV is a superb means of communication and, like sex, it is here to stay. We had better adjust ourselves to it, remembering that the turning of the dial is only one more exercise of that selective taste that we employ in reading . . . I feel this—and I feel it passionately: People who deny themselves TV deny themselves participation in life today. They are horse-&-buggy; they are atrophied; they are self-exiled from the world. They suffer from the most painful illiteracy, which is that of the literate. In terms of reporting conversation, ideas or drama, TV can do something that no other medium has done. And for the viewer, the responsibility of self-editing, of selection, is the same as in choosing a book, a play or a motion picture. It becomes an exercise of will; a demonstration of taste."—**John Mason Brown**, author, critic, lecturer & TV panelist, quoted in July 21 *N. Y. Times*.

Stepped-up NBC-TV color schedule for 1957-58 season, 67% more than year earlier, was announced July 22 by NBC pres. Robert W. Sarnoff. Built around key-position nighttime programs, 250 hours of color in fourth quarter will include 24 specials, *Steve Allen Show* (Sun. 8-9 p.m.), *Chevy Show* (Sun. 9-10 p.m.), *Show of Eddie Fisher & Show of George Gobel* (alt. Tue. 8-9 p.m.), *Kraft TV Theatre* (Wed., 9-10 p.m.), *Lever Variety Show* (Thurs. 10-10:30 p.m.), *Perry Como Show* (Sat. 8-9 p.m.). Daytime color will include *World Series*, *Club 60* (Mon.-thru-Fri. 1:30-2:30 p.m.), *Matinee Theatre* (Tue.-thru-Fri. 3-4 p.m.).

"Wireless" drive-in movies will be inaugurated in new Dover, N. J., open-air theatre, scheduled to be opened by Walter Reade theatre chain next Sept. New transistorized wireless speakers, to be marketed by Vido Sound Corp., cost \$25 each, are said to save average drive-in \$50,000-\$80,000 in initial wiring costs. Oscillator-transmitter which puts movies' soundtrack "on the air" is classified as limited radiation device, doesn't require FCC approval.

Singapore's first TV station should be financed by Govt. and operated by publicly owned corporation rather than private enterprise, govt.-appointed TV survey committee has recommended.

Colorado color set sales were 408 in first 6 months, compared with 751 in all 1956, 252 in 1955, according to Rocky Mountain Electrical League.

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AUG 5 1957

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — August 3, 1957

**LOW-POWERED TV REPEATERS**, vhf or uhf, co-channel or off-channel, proposed by FCC in attempt to resolve unlicensed-booster stalemate (p. 1).

**COMMUNITY ANTENNA SYSTEMS** keep growing, but at slower rate; new Factbook figures show 610 operating now vs. 572 six months ago, 480 year ago (p. 2).

**NETWORK CIRCUIT JAM** enters crucial period, as networks and other users submit Fall requirements; answer on circuit-rationing due in month (p. 2).

**FTC CITES HELENE CURTIS** for "false" TV commercial in TV-radio monitoring drive on toiletry claims; company says shampoo ad has "sound basis" (p. 3).

**SUBSCRIPTION-TV TEST** decision deferred by FCC, which schedules special meeting on issue Sept. 17. AFTRA asks Congress to take over (p. 4).

**WIRED PAY-TV FEVER** spreads, station owner seeking Los Angeles franchise. "Interested in baseball, not TV," says San Francisco Mayor Christopher (p. 4).

**100 TV "SPECIALS"** planned by NBC-TV for next season, Sarnoff announces, answering critics of "dull schedule." Nighttime near-sellout claimed (p. 7).

**ACCEPTANCE OF NEW TV** lines by dealers and public reported by manufacturers; inventories in good shape. Close watch kept for break in prices (p. 9).

**NARDA DEALERS** hear new Philco plan to sell & finance TV sets to hotels-motels; Westinghouse spokesman criticizes long appliance warranties (p. 10).

**LIST OF TOP 500 COMPANIES** in U. S. industry includes 31 in electronics, each with 1956 sales of more than \$61,000,000. Summary table (p. 13).

**ALL-VHF ALBANY AREA** tentatively approved by FCC in busy pre-vacation week which sees big allocations mop-up, 7 new TV station grants (p. 8).

**MIAMI'S WPST-TV**, owned by National Airlines, makes debut as 504th U. S. TV outlet. Reports on plans of other TV station grantees (p. 11).

**INTERSTATE TV SCHOOL** network is proposed by Southern Regional Education Board in \$22,500,000 project; microwave needs outlined to FCC (p. 14).

**NETWORK TV BILLINGS** rise 6.9% in first half to \$250,657,209 vs. \$234,510,312 year ago; CBS leads cumulative increase with 9.6% (p. 14).

**FCC PROPOSES VHF BOOSTERS IN SURPRISE MOVE:** Just one month after rejecting idea of vhf boosters (Vol. 13:26), FCC turned around this week and asked for comments on proposal to set up "low power repeater stations" operating on vhf or uhf, on channel of mother station or on different channel.

Unexpected move was seen as attempt to end dispute over unauthorized vhf boosters operating in northwest, and was direct outgrowth of July 12 conference between Chairman Doerfer and Colo. Gov. McNichols, who has been encouraging unlicensed booster operators to defy FCC (Vol. 13:28).

Commission announced it was considering McNichols' plea as a petition for reconsideration, and was granting it. FCC cited arguments that uhf translators weren't satisfactory for rugged terrain, that vhf booster supporters should be given chance to prove they can meet engineering standards for a non-interfering service.

Implicit in Commission's notice was put-up-or-shut-up tone toward the 200-plus unlicensed vhf booster operators, directing that comments be addressed specifically to proving engineering feasibility. Rule-making was proposed by a 3-man Commission majority—Doerfer, Mack & Craven—Hyde & Bartley dissenting without written statements, Lee not participating.



Highlights of the Commission's proposed new "low power TV broadcast repeater station" service: Repeaters would be licensed on non-interference basis, with their power limited to 1 watt input to final

radio frequency amplifier—which could yield possibly 2-3 watts ERP (Commission considers this about equivalent of uhf translators' 10 watts).

Remote control operation would be permitted, with first or second-class operator in constant attendance at remote point—or upon "showing of need," automatic operation would be authorized.

Ownership requirements would be similar to those for translators; they would be licensed to anybody "qualified"—station owners, civic groups, etc.—with no limit on the number owned by single licensee in specific area or anywhere else. Repeaters would not be permitted to originate programs.

Comments on proposal (Doc. 12116) are due Oct. 1, counter-comments Oct. 31.

Deadline passed this week for comments on Commission's proposal to permit uhf station operators to set up on-channel boosters to fill holes in their coverage areas—with some 13 comments filed, all favorable (see p. 8). Reflecting more liberal attitude toward repeaters of all kinds, Commission this week killed its own proposal to authorize translators only where regular stations aren't operating and to put translators off air when regular station goes on air.

"Problem of translators operating in competition with regularly assigned TV stations is a complex one" which should be considered on case-to-case basis, said Commission.

**CATV SPREAD SLOWS, BUT SYSTEMS KEEP LIVELY:** Growth rate of community antenna systems in U. S. & Canada has slowed down, but expansion of this area of TV business still is steady, according to statistical evidence we've gathered from operators & manufacturers for our upcoming Fall-Winter TV Factbook, due off press next week end.

Semi-annual stocktaking of CATV systems shows that 130 have been added since we counted 480 year ago (Vol. 12:28) but number of starters in past 6 months, after Canada came in with rush (Vol. 13:5), is only 38. Nevertheless, total number of homes reached has grown in half-year by nearly 51,000.

Here are some Factbook-derived figures on current CATV status:

- (1) Systems in operation—610 (Canada 89, Alaska 1) vs. 572 in spring.
- (2) Average number of subscribers—681 vs. 866.
- (3) Average potential subscribers, estimated by operators—1600.
- (4) Total homes reached by those supplying figures—415,776 vs. 364,915.
- (5) Total potential, according to operators' estimates—843,350.

Number of current subscribers varies wildly from system to system, ranging from 14,250 in Mahanoy City, Pa. to 3 reported by Deep River TV Enterprises Ltd., Ottawa. Among systems, 126 have 1000 or more subscribers.

Pennsylvania continues to be No. 1 CATV state, followed by Oregon, West Virginia, Washington, California in that order of number of operating systems.

Community antenna directory in new Factbook is completely revised and updated, listing every system known to be in operation. All information is checked directly with system operators, and each listing contains address, key personnel, number of subscribers, estimated potential, starting date, make of equipment and call letters of stations received.

**CRUCIAL PERIOD IN NETWORK CIRCUIT JAM:** Whether major intercity microwave-cable routes will have to be allocated among network users this fall is now being determined by AT&T—but definitive answers probably won't be available for month or so.

Deadline for submission of requirements passed this week—and though nobody at AT&T will talk about it, there's no reason to believe that demands have tapered off since last June, when it appeared that some network schedules might have to be rejiggered in order to meet demands for use of some important routes (Vol. 13:23-24).

Among reasons for unprecedented demand for intercity hookups are expansion of ABC-TV pro-

gramming, enlarged schedule planned by Sports Network Inc. (which handles live telecasts of sports for stations and regional networks), plans of Pat Weaver's live Program Service network and other prospective entrants into limited live networking, closed-circuit business meetings, etc.

Officially, AT&T was guardedly hopeful this week. While conceding that demands are quite a bit heavier than last year, a spokesman pointed out that new facilities are constantly being added and that prospective microwave-cable users often ask at first for more than they can use, cutting down demands later when schedules firm up.

AT&T's next step will be to analyze all requests for intercity circuits, the spokesman explained, matching them against facilities now available and new facilities scheduled for completion during the coming season. Analysis should take about 2 weeks.

Upon completion of analysis, phone company's long lines officials will hold conferences with each of the prospective users to ascertain minimum firm requirements, squeeze any water out of earlier requests, etc. If allocations of any circuits are required, AT&T sits down again with all users and works out formula.

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**A**NOTHER TV COMMERCIAL was hit this week by FTC in stepped-up monitoring campaign against fraudulent advertising on air. Helene Curtis Industries Inc., 4401 W. North Ave., Chicago, was accused of "false & misleading" TV words & pictures in promoting Enden Shampoo as dandruff cure.

In complaint released July 29, FTC said Helene Curtis violated Federal Trade Commission Act in "typical TV commercial" which showed man "smiling happily" after using Enden Shampoo while announcer says: "I say . . . if you've got dandruff problems, Enden is sure the easiest way to stop them . . . for good."

Truth is, according to FTC, that Curtis product will not "end itching, flaking & scaling," as advertised, that it "will not cure dandruff or have any other lasting effect because the condition will return if the regular use of the product is discontinued."

Prompt rebuttal to FTC came from George Factor, Helene Curtis v.p. in charge of toiletries div., who said "clinical data, research and experimentation relating to our product have provided us with a sound basis for the claims we are making." FTC gave company 30 days to file formal answer to complaint, set hearing for Oct. 14 in Washington.

Curtis TV case was second involving toiletry commercials, first having been charge against Lanolin Plus Inc. that it misrepresented its Lanolin Plus shampoo (Vol. 13:29). It was 6th complaint by FTC since special TV-radio unit started viewing & recording commercials last Oct. FTC investigators are known to regard general cosmetics field as fertile one for additional TV complaints.

Advertiser's reply to earlier FTC complaint in TV campaign was filed July 31 by Whitehall Pharmacal Co., 22 E. 40th St., N. Y., cited in March for commercials promoting arthritis treatment (Vol. 13:13). Whitehall said its ads for InfraRub & Heet were "neither false nor misleading in any respect." Company also said FTC—as "matter of simple fairness"—should hold up complaint "pending proceedings by the Commission against all leading competitive products."

Praise for advertisers & media came meanwhile from FTC Comr. Robert T. Secrest. He told Assn. of Broadcasting Executives of Texas in Dallas Aug. 1 that vast majority of people with products or services to sell adver-

tise them honestly, that TV, radio & press deserve commendation for their efforts to control advertising content and maintain own standards.

Secrest singled out TV & radio networks and NARTB as examples of self-policing by media. Coincidentally, July *Code Bulletin* distributed to members by NARTB reported TV Code Review Board chairman Wm. B. Quarton had written personal letters to all code subscribers urging support of its recommendations against "advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups." Code's "not acceptable" category includes "products for the treatment of hemorrhoids and for use in connection with feminine hygiene."

\* \* \* \*

Iran is due to get commercial TV next March, with RCA transmitter now awaiting shipment from New York. Project's backer is Iranian businessman Habib Sabet, Iranian agent for RCA (who also represents Pepsi-Cola, General Tires & Studebaker-Packard) who is investing some \$500,000 in station. Station operation will be shared by his son Iradj, who developed interest in commercial TV while attending Harvard School of Business Administration. An American—A. Vance Hallack, formerly of NBC—is due to be retained by Sabet to assist in starting the station and training Iranian personnel. He currently is organizing programs and training personnel at TV outlet in Baghdad, Iraq, under U. S. Govt. foreign aid program (Vol. 12:18). Iran station will use U. S. standards.

Reciprocal TV-radio trade between U. S. & Soviet Union, as proposed here following CBS-TV interview with Communist boss Nikita Khrushchev (Vol. 13:26), isn't likely soon. Kremlin has given qualified "nyet" to program-exchange plan advanced by State Dept., arguing in note released July 27 and repeated by Radio Moscow this week that U. S. is "hampering" cultural & economic contacts too much to make trade feasible now. Russians said all barriers should be lifted before any TV-radio plan is negotiated. "It is to be hoped," Radio Moscow added, "that such an exchange can be arranged." In Washington State Dept. said it was "gratified" that Kremlin "is prepared to discuss" proposals.

Sweden's TV set total of 50,000 will increase to 900,000 by 1965, according to recently completed economic survey quoted by American-Swedish News Exchange. The country now has 4 TV stations, plans 10 more by 1962.

**WIRED PAY-TV** picture in far west took on aspects of a free-for-all this week with still more applicants for franchises—including one telecaster and one former TV station owner. Meanwhile, San Francisco Mayor George Christopher told us that his only interest in pay TV lies in getting major league baseball to his city and that Skiatron has “priority” because “they seem to have a contract with major league baseball teams.”

Actually, he told us, neither Skiatron nor International Telemeter-Fox West Coast Theatres has formally filled out the papers needed to file for non-exclusive toll-TV franchise. After this is done, he said, it will take 2-3 months for city to process and grant franchise “if there are no undue delays.” He said he was “not familiar with the operational methods” of either Skiatron or Telemeter, that city officials have met with Skiatron—but not Telemeter—officials.

He said he talked with telephone company officials about month ago and “they were dubious about the whole thing—it’s new to them, too.” He added: “Our interest is not in TV; it’s exclusively in getting major league baseball out here.”

Third application for non-exclusive fee-TV franchise was filed in Los Angeles—this one by Harriscope Inc., Beverly Hills TV film & motion picture producer which operates KTWO-TV, Casper, Wyo. (Ch. 2) and has CP for Ch. 9 Sheridan, Wyo. satellite KTWX. Harriscope also has filed for 6 Los Angeles suburbs, claims to have petitioned for pay-TV rights in Caracas, Venezuela and 4 other foreign countries.

In Denver, meanwhile, Gene O’Fallon, former owner of KFEL-TV (now KTVR) there, applied to Denver city council for non-exclusive 21-year franchise. Skiatron announced it has filed applications in Oakland, Berkeley, San Mateo and 16 other San Francisco Bay area communities. An outfit called Tele Movie Development Co., whose principals—except for attorney Harrison W. Hertzberg—have been kept secret, has been going up and down the coast, claims to be negotiating in 30 cities. And real estate developer Louis Boyar has asked city of Lakeland, Cal.—near Los Angeles—for exclusive franchise there.

USIA budget economies, already scheduled to slice VOA’s TV operations 76% (Vol. 13:30), will reduce effectiveness of Radio in the American Sector of Berlin (RIAS) by 18%, according to director Laurence Dalcher of station which beams programs to Communist East Germany. Fiscal budget for RIAS is \$2,925,000, only \$8000 less than last year, but Dalcher is cutting range, staff & programs in line with general money-saving directives by USIA director Arthur Larson.

“Ground-air road show,” featuring demonstrations of GPL airborne closed-circuit TV equipment in action, will be held in 5 cities next fall by M. P. Odell Co., midwestern engineering representatives for electronic instrumentation. Demonstrating all GPL closed-circuit equipment, public showings will be held Oct. 21-Nov. 7 in Cincinnati, Dayton, Cleveland, Detroit & Pittsburgh.

**SUBSCRIPTION-TV** test decision was deferred by FCC this week at least until Sept. 17, when Commission plans full-day meeting on issue. On Aug. 1, last meeting day before month vacation, FCC grappled with comments on proposed trial, reached obvious conclusion that decision couldn’t be reached on regular meeting day—particularly in view of overloaded agenda.

Anxious to avoid appearance of stalling on issue, Commission picked first “open” day to hold its special meeting. Decision could possibly be made on that date, but it wouldn’t be surprising if further special meetings were scheduled.

Meanwhile, pro & con pulling-&-hauling on broadcast pay TV continued. AFTRA’s San Francisco convention unanimously voted to urge Congress to take entire issue out of FCC’s hands. Resolution actually was compromise between anti & pro factions, both of which had submitted proposed resolutions. AFTRA officials described final resolution as expressing union’s determination not to let any single govt. agency have power to authorize and regulate pay TV, but rather that Congress conduct thorough inquiry and set up own rules if it decides to approve the service.

Rep. Chelf (D-Ky.), who 2 weeks ago demanded trial of fee TV in letter to FCC Chairman Doerfer (Vol. 13:29), reiterated his position in speech on floor of House this week and took occasion to apologize to Rep. Celler, who he said had accused him of making a “personal attack.” Chelf assured his Judiciary Committee colleague—an outspoken foe of fee TV—that this was not his intention.

New York City Council pres. Abe Stark—inveterate opponent of subscription TV—threatened this week to start court proceedings to block any pay-TV authorization. Nobody but Congress has right to authorize pay TV, he said.

Irish got into act, too, when House Rules Committee opened TV-radio “censorship” hearings Aug. 1 on demands by Southern Democrats that networks & stations be investigated for deleting such words as “darker” from folk songs to avoid offense to Negroes (Vol. 13:30). Rep. Chelf (D-Ky.) suggested things might get to point where broadcasters substitute “Who Threw the Overalls in Mrs. Murphy’s Chowder?” for “My Old Kentucky Home.” Rep. O’Neill (D-Mass.) objected heatedly that chowder ditty is “very insulting song to the Irish race.” Committee took no action. FCC Chairman Doerfer meanwhile wrote protesting congressmen that Commission took neutral position in controversy, which arose suddenly while Senate debated civil rights bill. He pointed out broadcasters “possess a wide range of discretion and freedom” in programming. “I guess no one is taking it very seriously,” NBC continuity chief Carl Watson commented next day, reporting network had received only 8 letters on issue. Networks have been editing racial “slurs” from song lyrics for more than 20 years.

Senate confirmation of Frederick Ford as FCC commissioner (Vol. 13:29) was delayed this week by debate on civil rights bill. Attempt by Majority Leader Johnson (D-Tex.) to proceed with executive business, including nominations, was blocked on floor by objection by Sen. Morse (D-Ore.). Action on Ford is likely next week.

*Television Digest*  
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Editorial Associates: Paul Slooe, William J. McMahon Jr., Wilbur H. Baldogw

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**Personal Notes:** John I. Edwards named mgr. of KMJ-TV, Fresno, Cal. succeeding Perry Nelson, resigned to enter industrial real estate in Fla. . . . Edward J. Roth Jr., ex-WNDU-TV, South Bend, named program mgr. of WGN-TV, Chicago . . . Smith Binning, ex-Newhouse Newspapers, joins WCAU-TV, Philadelphia, as sales development director . . . Robert E. Newsham, ex-WFIL-TV & WFIL, Philadelphia, named asst. sales mgr. of KYW-TV, Cleveland . . . James L. Barker, ex-KOLN-TV, Lincoln, named promotion & publicity mgr. of KBTB, Denver . . . Frank Boehm promoted to v.p. of rep Adam Young in charge of TV-radio promotion & sales service, N. Y.; James F. O'Grady to v.p. in charge of midwest sales, Chicago . . . Ralph B. Hunter, ex-Katz TV sales exec. and onetime program mgr. of WWJ-TV, Detroit, named northeastern rep for broker Paul H. Chapman Co. headquartering at 17 E. 48th St., N. Y. (Eldorado 5-6657) . . . Charles Mathis Jr. named chief engineer of KCMC-TV, Texarkana, succeeding Wm. R. Atkinson, now with Gates Radio, Quincy, Ill. . . . Maurice R. Labelle, ex-Mandell-Newman Assoc., Miami Beach, named public service director of WTVJ, Miami . . . James M. Freeman, asst. v.p., Michigan Bell Telephone Co., formerly AT&T Washington news service mgr., named AT&T asst. v.p. for public relations, headquartering in N. Y. . . . Stan Cohen, ex-Ziv, joins WDSU-TV & WDSU, New Orleans, to head expanded research, sales promotion & merchandising operations . . . Mortimer Wormser named v.p. of Columbia Pictures; Bernard Birnbaum asst. treas. . . . Berne Tabakin named v.p. of NTA in charge of west coast div.; Harold Kovner & Joseph H. Moskowitz named directors of NTA Film Network . . . Joseph M. Sitrick, NARTB mgr. of special projects and member participation, resigning to assume duties Aug. 26 as legislative asst. to FCC chairman John C. Doerfer . . . Edward King, ex-NBC, joins Metropolitan Educational TV Assn., N. Y., as staff director . . . Troy Crowder promoted to asst. to pres. H. K. Newburn of Educational TV & Radio Center, Ann Arbor . . . Bob Hanna, ex-WGBS-TV, Miami, named commercial mgr. of upcoming WPST-TV there (Ch. 10), due on air this week . . . Edward L. Smith named gen. sales mgr. of KOVR, Stockton, Cal.; George Ledell, from rep Petry's Los Angeles office, replaces him as TV mgr. of Petry San Francisco office . . . Eldred J. Robinson, ex-v.p. & advertising director of *Green Bay (Wis.) Press-Gazette*, named sales mgr. of WMBV-TV, Marinette-Green Bay . . . Jack Highberger, ex-promotion mgr. of KARD-TV, Wichita, Aug. 5 becomes promotion & publicity director of upcoming WLWI, Indianapolis (Ch. 13) due in Sept. . . . James A. Dearborn elected a v.p. of

Kenyon & Eckhardt . . . Gerald T. Arthur elected a v.p. of Fuller & Smith & Ross . . . Ralph Maitland, ex-Wilding Picture Productions, named mgr. of new midwest div. of Transfilm, headquartering at Carlton House, Pittsburgh . . . Joseph P. Dougherty, ex-KYW-TV, Cleveland, named sales mgr. of WAAM, Baltimore, which becomes WJZ-TV under Westinghouse ownership in Sept. . . . Seymour Reed, Official Films treas., also named exec. v.p.; Grace Sullivan promoted to secy.; Wells Bruen appointed head of new station sales div.; Ray Junkin, head of new agency-sponsor div. . . . Robert A. Dettman v.p. & 10% owner, named exec. v.p. of KDAL-TV, Duluth . . . Roy Meachum, ex-*Washington Post*, named public relations, promotion & adv. mgr. of WBAL-TV & WBAL, Baltimore . . . Augie Cavallaro, ex-DuMont Broadcasting, joins radio WKIT, Mineola, N. Y., as v.p. & gen. mgr. . . . Dr. Keith M. Engar, associate professor of speech & theatre arts at U of Utah, named program director of school's upcoming educational KUED . . . Reed M. Roberts Jr., ex-Cresap, McCormick & Paget, N. Y. management consulting firm, named budget services director of CBS Inc.

**Obituary**

Rev. B. Bryan Musselman, 66, principal owner, pres. & gen. mgr. of radio WSAN, Allentown, Pa., and pioneer in religious broadcasting, died July 27 in Allentown Hospital. He began broadcasting in 1923 when he was pastor of Bethel Mennonite Brethren in Christ Church, Allentown, and for 34 years had early morning religious program on air. He assumed control of station in 1950. Surviving are widow, son, daughter.

Lawrence K. Elliott, 56, White House radio announcer for CBS in 1932-36, later an announcer on Fred Allen, Andre Kostelanetz & Bob Hawk shows in N. Y., died July 27 of a heart attack in home at Port Chester, N. Y. He was "Voice of the Treasury" in World War II defense bond campaign, more recently was TV script writer & actor. Surviving are widow, son, daughter, 2 sisters, 4 brothers.

Rubey Cowan, 66, Hollywood songwriter, agent, producer & TV promoter, died July 28 in Cedars of Lebanon Hospital, Los Angeles, following brain hemorrhage. He was charter ASCAP member, headed NBC Artists' Bureau in early 1930's, later ran own talent agency. Surviving are widow, 2 sons.

Wm. J. O'Connor, 68, former asst. v.p. of AT&T for public relations who was asst. to pres. Walter S. Gifford when he retired in 1950, died July 26 in Lewisboro, N. Y. home after brief illness.

AFTRA elects Clayton (Bud) Collyer pres., succeeding Frank Nelson. Stan Farrar is new recording secy.; Travis Johnson, treas. Elected v.p.'s were Ken Carpenter, Eleanor Engle, Virginia Payne, Wanda Ramey, Evelyn Freyman, Don Courtney, Gay Batson.

To aid "sick" movie theatre industry, N. Y. Mayor Wagner's administration this week proposed exemption from city's 5% amusement tax of all motion-picture admissions up to 90¢.

Quinn O'Connell, who has been law clerk to Judge John A. Danaher of D. C. Circuit Court of Appeals, joins Washington law firm of Weaver & Glassie.

Iowa Broadcasters Assn. elects Ken Gordon, KBTB, Dubuque, pres.; George Volger, KWPC, Muscatine, as v.p.; Bill White, KFJB, Marshalltown, secy.-treas.

Public relations merger: Rogers & Cowan and Arthur P. Jacobs Inc. form Rogers, Cowan & Jacobs, headed by Henry C. Rogers as pres.

Highest circulation in 28-year history is claimed by Hugo Gernsback's *Radio-Electronics* magazine for first half of 1957. Monthly publication states its average net paid circulation for period was 195,586, with advertising contracts for first 8 months of year topping all comparable periods.

Advertising rates of *Life* go up 4% effective with Feb. 3, 1958 issue, circulation base remaining at 6,000,000. Newsstand price increases to 25¢ from 20¢ at same time. In new schedule black-&-white page costs \$26,275 vs. \$25,275 now; 4-color page, \$39,500 vs. \$37,975.

By-product of TV's success: Full page ad in Aug. 1 N. Y. Times by *TV Guide* reports circulation up 30%, ad revenue increased 89% in first 6 months of 1957. Magazine plans to expand from 44 to 49 regional editions by year's end, raises circulation guarantee to 5,300,000 in Oct.

Blair TV & John Blair & Co. moved Boston offices this week to 188 Newbury St.

**Telecasting Notes:** "Show biz's fabulous upstart"—TV film syndication—gets its measurements taken in big 61-page "TV Film Annual" section of July 31 *Variety*. These are some vital statistics of the burgeoning syndication industry reported in special section: There are some 271 series in syndication, costing some \$239,832,200, being peddled by 40 companies; some \$151,505,200 worth of these programs were made specifically for first-run sale in syndication, with \$88,327,000 representing cost of 55 half-hour series that appeared first on networks . . . Largest controller of syndication product, *Variety* figures, is MCA-TV, which has 23 series worth \$33,272,600 in production costs; Ziv is second, with 20 worth \$25,806,500; CBS-TV Film Sales is close third, with 22 at \$20,563,500 . . . Big spot deal for *Annie Oakley*: CBS-TV Film Sales sells alt. sponsorship of film for \$2,340,000 to Corn Products (Bosco) for 52 weeks in 62 markets, starting in Oct., sharing show with Continental Baking . . . Official Films has signed stations—rather than regional or local advertisers—for \$1,350,000 sales of *Decoy*, *Sword of Freedom* & *The Big Story* in past month, indicating strength of stations in first-run TV syndication market . . . Heavy "special" schedule on networks next season is easy to understand, according to July 31 *Variety*: Nielsen ratings for 60-min. & 90-min. shows last season. McCann-Erickson figures that 57 "spectaculars" shown by networks last Sept. through June averaged 34.9 rating vs. 23.1 for 30-min. programs . . . Most widely ballyhooed spectacular since "Peter Pan," NBC-TV's Mary Martin-John Raitt version of "Annie Get Your Gun," should be a highly polished production by Nov. 27 when

the 2-hour musical hits TV screens. Show is scheduled for 5-week theatrical run in San Francisco beginning Aug. 25, will move to Los Angeles Oct. 7 for 5-week stand there before one-shot telecast . . . Labor racket hearings by McClellan Committee of Senate got 5-station live TV coverage this week. Little network was formed by WVUE, Wilmington; WGLV, Easton and WATR-TV, Waterbury, carrying coverage supplied by DuMont's WTTG, Washington, and WABD, N. Y. . . . Dr. Frank Baxter, TV award-winning educator, is closing deal with AT&T to be host for filmed *Telephone Time* anthology series on ABC-TV, replacing John Nesbitt . . . Book promotion by TV is sales gimmick of McDowell, Obolensky Inc., new N. Y. publishing firm which is bringing out *This Was Andersonville* by prisoner in notorious Civil War camp. Georgia locale is featured in 3-min. TV short to be offered to bookstores . . . Return of *Ding Dong School* now slated Aug. 26—but on Chicago's WGN-TV only—to be beamed "later" to Pat Weaver's Program Service network . . . Shirley Temple Doll, hot kiddies' item in 1930's, will be revived in updated dress by Ideal Toy Corp. for partic. sponsorship (thru Grey Adv.) of 4 old movies by child star to be shown by 100 NTA affiliates in fall. Firm was rescued from depression by sales of doll, hopes films will restore popularity . . . Philip Morris renews controversial *Mike Wallace Interviews* for another 6 weeks on ABC-TV Sun. 10-10:30 p.m. . . . CBS-TV goes underwater for national AAU swimming & diving championships Aug. 4 at Philadelphia's Fairmount Park. Special camera requiring 500-lb. weight will be used to catch sub-surface action.

Radio station sales approved this week: WDOD, Chattanooga, by Earl W. Winger for \$200,000 to Interstate Life & Accident Insurance Co. (Vol. 13:26) . . . KUDU, Ventura-Oxnard, Cal. by Voice of Ventura Co. (Wm. H. Haupt, pres.) for \$162,500 in bankruptcy proceeding to Mrs. Virginia Wallace & associates (Vol. 13:27) . . . WNAM, Neenah, Wis. by owners of WFRV-TV, Green Bay, for \$154,000 to S. N. Pickard (Vol. 13:29) . . . KPEG, Spokane, by Robert D. Rapp for \$137,500 to F. Kemper Freeman, Elwell C. Case & Mrs. Florence C. Hayes (Vol. 13:29) . . . KOMA, Tulsa, by John Brown U for \$100,000 to John W. Kluge & Mark Evans (Vol. 13:28) . . . KHMO, Hannibal, Mo. by Lester M. Smith & associates for \$97,500 to Jerrell A. Shepherd (Vol. 13:23) . . . KCIJ, Shreveport, by Lester Kamin & associates for \$75,000 to Edward McLemore (Vol. 13:27) . . . WFYC, Alma, Mich. by L. R. Kamperman & associates for \$70,100 to gen. mgr. David W. Somerville & associates (Vol. 13:27) . . . WLBN, Lebanon, Ky. by Charles Shuffett & Clarence H. Hulse Jr. for \$65,000 to W. Dee Huddleston & associates (Vol. 13:28) . . . WPLY, Plymouth, Wis. by Milton Maltz & Robert Wright for \$65,000 to Charles & Marion Boonstra and associates (Vol. 13:28) . . . WARB, Covington, La. by A. R. Blossman for \$55,269 to brother David & son A. R. Blossman Jr. (Vol. 13:28) . . . KPLK, Dallas, Ore. by Leland M. Tucker & Edward C. McElroy Jr. for \$45,000 to D. H. Meves (Vol. 13:25) . . . KERV, Kerrville, Tex. by Arthur G. Rodgers for \$30,000 to chief engineer Clyde Jones & Albert F. Mason Jr. (Vol. 13:28) . . . WGAD, Gadsden, Ala. by Richard B. Biddle (pres. & 25% of grantee WOWL-TV, Florence, Ala.) for \$25,000 to Rep. Albert M. Rains and associates (Vol. 13:28).

Change in FM rules to permit either horizontal or vertical polarization was proposed this week by FCC on petition of consulting engineer James C. McNary, who argued that vertical polarization would provide better auto radio reception (Vol. 13:18). Comments are due by Oct. 1.

Radio station sales reported this week: WTRY, Troy, N. Y. by station executives Mowry Lowe, Kenneth M. Cooper, C. George Taylor and Robert T. Engles for \$1,400,000 to Victor W. Knauth and Daniel W. Kops, pres. & gen. mgr., respectively, of WAVZ, New Haven, Conn. . . . KMLB, Monroe, La. by Melba Liner Gaston & J. C. Liner III for \$105,000 to WSTV Inc., licensee of WSTV-TV, Steubenville, O. (Ch. 9) & WSTV, part of Friendly Group (Jack N. Berkman, pres.). KXLE, Ellensburg, Wash. by Goodwin Chase Jr. & Joseph B. Kendall for \$80,000 to Willis R. Harpel & Stephen C. Wray, of Los Angeles . . . WCOW, Sparta, Wis. 74% by Nicholas & Victor J. Tedesco for \$46,400 to Zel Rice and wife Vena, whose son John D. is resident mgr. & 24% owner. Brokers: WTRY, Allen Kander & Co.; KXLE, Hamilton, Stubblefield, Twining & Assoc.

Sale of WNOW-TV, York, Pa. (Ch. 49) & WNOW by Helm Coal Co. partners Morgan E. Cousler & Lowell W. Williams for \$255,000 (Vol. 13:27) to Wm. F. Rust Jr. and Ralph Gottlieb was approved by FCC. Also approved was sale of radio WAEB, Allentown, Pa. to Rust & Gottlieb for \$200,000 by WAEB Inc. (Howard Wasserman, pres. & 50% owner). Gottlieb is gen. mgr. and Rust is treas. of Granite State Bestg. Co., operator of N. H. radio stations WKBR, Manchester; WTSL, Hanover; WTSN, Dover; WTSV, Claremont.

Sale of 50% of CP for KHUM-TV, Eureka, Cal. (Ch. 11) to KVIP, Redding (Ch. 7), was approved this week by FCC. Carroll R. Hauser, who has been sole owner of KHUM-TV, is to be reimbursed undisclosed sum for out-of-pocket expenses and KVIP management has tentative Sept. 1 target for new outlet.

Color TV rebroadcast receiver with over-all response extending to 4.25 mc, featuring crystal-controlled high frequency oscillator, was announced this week by Nems-Clarke Inc., Silver Spring, Md.

**S**PECTACULAR answer to forecasts of dull programming and soft demand for network time next fall was fired at the press this week by NBC's top brass at big full-dress news conference in New York. There, pres. Robert Sarnoff, flanked by network's first-rank programming and business executives, announced what bids fair to be a return to exciting programming—and exec. v.p. Robert Kintner announced near-sellout in evening time.

Yet selling for season hasn't been easy, Sarnoff admitted later.

Program excitement next season will come from "specials," said Sarnoff—and NBC has scheduled 100 of them in every conceivable field. He defined a "special" as "a half-hour, hour, 90-min. or 2-hour show that is not broadcast in the week-in-week-out pattern of regular programs and that is, by its nature, different from standard network entertainment fare." Elaborating on "specials," Sarnoff & Kintner stated:

These shows will account for about 117 hours of programming, 21% increase over last season. At least 26 of them—totaling more than 35 hours—will be in color. Sponsors have signed up for them to the tune of \$40,000,000 gross.

Classified as "specials" are such shows as *Omnibus*, *Wide World*, *NBC Opera*, "Project 20" documentaries, *Hallmark Hall of Fame*, *March of Medicine*, Shirley Temple fairy tale series, as well as spectaculars like Mary Martin in "Annie Get Your Gun" and Standard Oil & General Motors anniversary programs. Virtually all of the shows enumerated had been announced or known previously.

Kintner responded at news conference to story by *New York Times*' Jack Gould that forthcoming season will be networks' "softest" commercially (Vol. 13:30). He said NBC has only about 2 hours of unsold evening time and these may be sold in next 10 days if current negotiations are successful.

It was also pointed out that daytime billings are

stronger than ever—witness NBC-TV's reported 80% sell-out of day hours for next season, vs. 40% last fall.

Sarnoff followed up news conference with refreshingly candid letter to TV-radio editors, distributed Aug. 1. He said Gould's July 25 story in *Times*, which caused "quite an outburst along TV Row," was on right pitch. Instead of joining CBS, ABC & TvB in furious fusillade in reply to Gould, Sarnoff took potshots at rest of industry himself.

"The TV industry is 10 years old and some responsible people in it were cutting up like 10-year-olds last week," NBC pres. wrote in one of his periodic communiques to editors.

"The facts in the [Gould] article were correct. Yet the rebuttals from some network & industry sources sought to bury these facts under an avalanche of non-responsive claims . . . All of them, I thought, were wide of the mark in answering the main point of the article [that] TV is subject to the same stresses of an inflationary, and at times unsettled, economy that every other important American industry is . . .

"No responsible TV executive can look you in the eye and say this has not been a hard-sell season. Network salesmen have worn out more shoe leather this selling season than at any time within my memory . . ."

Sarnoff gave "good reasons" for network prime time-selling difficulties: (1) "More cautious attitude" toward all media by advertisers & agencies, both "caught in the inflationary squeeze." (2) "Same inflationary pressures" are raising program costs. (3) Daytime TV & "specials" probably are siphoning off money from regular nighttime periods.

"Yet," Sarnoff went on, "there is surely no cause for hysteria because a few facts about unsponsored time & late selling find their way into print." He wound up with this "realistic appraisal of TV today":

"Good overall economic health; problems arising from inflationary aspects of economy common to all businesses; selling market tough, somewhat spotty, but picking up hopefully. Needed: more shoe leather, less talk about inflated income."

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Control of Cox newspapers goes to 10-year trusteeship under will of late James M. Cox, who died July 15 (Vol. 13:29). Trustees are James Cox Jr.; Robert A. Wolfe, v.p. & gen. mgr. of Dayton Newspapers; Raymond Sadler, controller, and Robert W. Sherman, purchasing agent. Papers affected are *Dayton Journal Herald* and *Daily News* (affiliated with WHIO-TV & WHIO), *Springfield (O.) News & Sun*, and *Miami Daily News*. Cox left his son 6000 shares of Atlanta Newspapers Inc., presumably giving him operating control of *Atlanta Constitution* and *Journal* and licensee of WSB-TV & WSB. James Cox Jr. personally holds 30.5% interest in WCKT, Miami.

Dept. stores use TV for institutional prestige nearly as much as for immediate sales results, according to survey by National Retail Dry Goods Assn. Of stores polled, 48.7% counted on TV prestige, 51.3% on immediate sales, 10.5% plan increased TV budgets, 50% will continue present schedules. Biggest number—31.7%—spend \$100-\$200 per week on TV time & production, but budgets show wide variations, one store in \$75 category using its own talent as models & buyer as commentator.

Power boosts: KVIP, Redding, Cal. (Ch. 7) began with 117-kw Aug. 1; WTTW, Chicago (Ch. 11, educational) has Sept. 3 target for increase to 275-kw.

H-R Television Inc. Aug. 5 opens Detroit office at 1065 Penobscot Bldg., Andrew M. Gent, mgr. (Woodward 1-4148).

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Congressional call for aid to uhf (Vol. 13:29) came this week in letter to Chairman Forand (D-R. I.) of House Subcommittee on Excise Taxes asking end of Federal excise tax on all-channel sets. Letter was signed by Chairmen Magnuson (D-Wash.) and Harris (D-Ark.) of Senate and House Commerce Committees. Their letter said "we cannot emphasize too strongly that time is running out. Unless action is taken in the very near future, many areas of the U. S. will be doomed to limited TV service . . ." They said they were concerned because of number of uhf channels falling into disuse. Meanwhile, Reps. Kearns (R-Pa.) and Coad (D-Iowa) introduced 2 more bills to exempt uhf sets from 10% manufacturers excise tax. Bills were referred to Ways and Means Committee. On Senate side, Finance Committee spokesman said it's improbable that Committee will get to major excise tax revision bill (HR-7125) this year, saying 2-3 weeks will be needed for explaining measure, probably followed by hearings.

"How to Use Local TV & Radio in Health Field" is subject of Nov. 7-8 conference at Chicago's Hotel Sheraton-Blackstone. Invited to meeting, sponsored by NARTB and American Medical Assn., are representatives of medical societies, TV-radio stations, voluntary health organizations, medical schools, etc. General discussion topics include: "Mutual Obligations in Public Service Programming" and "The Matter of Taste."

**F**INAL FCC MEETING before month's vacation mopped up large mass of allocations and miscellaneous actions and produced 7 new TV grants—greatest number in more than year.

Highlighting allocations actions, Commission ordered staff to prepare final draft of order making Albany-Schenectady-Troy area all-vhf, keeping Ch. 10 in Vail Mills, Ch. 6 in Schenectady, moving Ch. 13 from Utica to Albany-Schenectady-Troy, shifting Utica's WKTU from Ch. 13 to new Ch. 2 and permitting Albany's 2 uhf stations to operate on Ch. 10 (WCDA) and Ch. 13 (WTRI) pending any competitive hearings involving other applicants for the new vhf channels. FCC also ordered staff to draft rule-making document proposing addition of "a third vhf channel" to Providence.

These allocations actions were finalized: (1) Ch. 16 added to South Bend from Aurora, Ill., Ch. 73 to Aurora, South Bend's WNDU-TV to switch to 16. (2) Ch. 16 added to Ephrata, Wash., Ch. 31 moved from Richland to Kennewick, Ch. 25 from Kennewick to Richland. (3) Ch. 15 substituted for 41 in Florence, Ala., changing channels in Gadsden from 15 to 37, in Corinth, Miss., from 29 to 41, in Grenada, Miss. from 15 to 44, modifying CP of WOWL-TV, Florence to specify Ch. 15. (4) Ch. 8 shifted from Muskogee to Tulsa, changing community identification of KTVX. (5) Ch. 8 added to Brookings, Ore., Ch. 6 to Eureka, Cal. (6) Ch. 6 assigned jointly to Arecibo-Aguadilla, P. R. (it previously had been allocated to former, then switched to latter).

FCC denied ABC's long-standing petition proposing drop-ins of vhf channels at less than minimum spacings on case-to-case basis as interim allocations measure. It also denied petition by Jacksonville's WJHP-TV (Ch. 36) to free educational Ch. 7 there for commercial use or to replace commercial Ch. 12 (WFGA-TV) with Ch. 46.

Commission asked comments by Sept. 6 on: (1) Proposals to assign Ch. 22 to South Bend or 28 to South Bend-Elkhart by making channel shifts involving Elgin, Ill., Benton Harbor, Mich., Waukegan, Ill., Kalamazoo, Mich. & Plymouth, Ind. (2) Proposals to add Ch. 13 to Fajardo, P. R. by changing assignments in Charlotte Amalie, V. I. and Aguadilla.

Petitions by uhf operators to switch permanently or temporarily to vhf channels were turned down: (1) In Portsmouth & Hampton, Va., where WTOV-TV & WVEC-TV both wanted to operate at least temporarily on Ch. 13.

Radio has overtaken TV in audience size this summer, Sindlinger & Co. reported this week. Basing estimates on 1000 interviews a day with consumers across country by its staff of 186, Ridley Park, Pa. research firm said turning point was reached week of July 6, when 71,335,000 listened to radio, 68,967,000 viewed TV—and trend has continued since, reversing long ascendancy of TV. Radio had audience of 69,106,000, TV 66,892,000 week of July 13; radio 72,795,000, TV 66,401,000 week of July 20, according to Sindlinger. Steady climb by radio toward TV audience had been noted in earlier weeks. And pres. Albert E. Singlinger said interviews in week of July 27 showed radio per capita listening time was "up to about 18 hours per week, while TV viewing per capita is now down to about 15 hours." Except for period of televised national political conventions in 1956, it was first time in 3 years of TV-radio audience measurement that "such a trend has ever developed," Sindlinger said. He attributed it partly to 4% increase in automobile travel in July, estimating that 36% of radio's time came from car listeners.

(2) In Lake Charles, La., where KTAG-TV wanted to switch to Ch. 3. Also turned down was request by Miami's WTVJ, applicant for Ch. 11 in Huoma, La., for interim stay of grant for experimental Ch. 12 operation by New Orleans WJMR-TV (Ch. 20).

In other actions, Commission: (1) Refused to permit KSTP-TV to change designation from St. Paul to St. Paul-Minneapolis. (2) Okayed request by San Antonio's KENS-TV & WOAI-TV to waive mileage separations so they could occupy joint tower site. (3) Granted private microwave to WCBY-TV, Bristol, Va., in place of present off-air pickup. (4) Denied request by Time Inc. & Wayne Coy to "treat as confidential an agreement of May 9" in connection with sale of KOB-TV & KOB, Albuquerque, to KSTP, Minneapolis. Agreement which sellers wanted kept confidential concerned terms of arrangement to sell stations back to original owners if so ordered by FCC or court, together with terms of resale if way were cleared later.

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The CPs granted this week: (1) Newly assigned Ch. 4, Charleston, S. C., to WTMA. (2) Amarillo, Tex., Ch. 7 to KAMQ principals after Kenyon Brown dropped application (Vol. 13:30). (3) Monahans, Tex., Ch. 9, to Tri-Cities Broadcasting Co., finalizing initial decision. (4) North Platte, Neb., Ch. 2, to Goldenrod Tele-Radio Co. (5) Hay Springs, Neb., Ch. 4, to principals of KOTA-TV, Rapid City, S. D. (6) Gulfport, Miss., Ch. 56, to I. K. Corkern Jr. (7) Kennewick, Wash., Ch. 25 to Columbia River TV Co. However, since Commission also this week substituted Ch. 31 for 25 in Kennewick, it made grant conditional on application from grantee to move to Ch. 31.

Commission granted translators in Show Low, Ariz.; Yosemite National Park, Cal.; Grangeville, Ida. (2); Shelby, Mont.; Hawthorne, Nev.; San Saba, Tex.

More court appeals were filed this week by losers in race for TV grants, TV East Bay and Ch. 2 Inc. appealing Ch. 2 grant to San Francisco-Oakland TV Inc., New Orleans' WNOE & WTPS seeking reversal of Ch. 4 grant to Loyola U's WWL.



Comments favoring uhf booster proposal (see p. 1) were filed by CBS, NBC, EIA (RETMA) & Adler Communications Labs, all of which suggested more liberal rules than proposed by Commission, and Joint Council on Educational TV; KCOR-TV, San Antonio; WNAO-TV, Raleigh, N. C.; WSEE, Erie, Pa.; WTVP, Decatur, Ill.; WBRE-TV, Wilkes-Barre; WANE-TV, Ft. Wayne; WATR-TV, Waterbury, Conn.

Full control of Copley Press Inc. will be held by James S. Copley under terms of family settlement submitted to Circuit Court in Chicago, terminating suit filed in 1955 by Wm. M. Copley of Paris (Vol. 11:29), both men adopted sons of late Col. Ira C. Copley of Aurora, Ill. Under proposed settlement, Copley Press is to buy stock of Wm. Copley and other minority stockholders for undisclosed price. Copley Press, publisher of 16 newspapers in Cal. and Ill., is licensee of KCOP, Los Angeles (Ch. 13), being sold to owners of KFEQ-TV, St. Joseph, Mo. (Ch. 2), headed by Kenyon Brown (Vol. 13:22).

Old WJZ call letters—with "TV" added—were regained this week by Westinghouse, which was licensee of original radio WJZ, Newark, from 1921 to 1923. Westinghouse Broadcasting had requested the call for its recently purchased WAAM, Baltimore (Vol. 13:29). FCC this week assigned WJZ-TV to the station, specifying the 5-letter call "since 3-letter calls are not assigned TV stations." WBC takes over WAAM Aug. 5, changes to WJZ-TV early in Sept.

**NEW-LINE ORDERS SPARK SETMAKER OPTIMISM:** Manufacturers' confidence in salability of their newly redesigned TV lines is being confirmed by dealers and the public, on the basis of first reports on acceptance of the new sets. "Bullish" would be mild term to express reaction of cross-section of setmakers we contacted this week.

Here are some typical comments:

Edward R. Taylor, Motorola exec. v.p., consumer products: "Orders from our July distributors' convention are everything we expected -- and more. I'm bullish enough to think that we'll have a good fall; we'll be rolling by mid-Aug. or Sept. 1." He said he was gratified to see increasing orders for higher priced sets. As to prices, he feels Motorola line is "competitive," but doesn't know how long price line can be held. "We'll match other leaders," he told us, "and if they raise prices we'll be after them like a flash."

John M. Otter, Philco exec. v.p., marketing, termed TV business "excellent, better than it's been for years -- and I think it's going to keep up." Inventories are in good shape, he said, with sets "moving from distributors to dealers as fast as they come in." He said he's particularly pleased with rate of repeat orders.

Price situation is "tough," said Otter. In almost same words he echoed other industry topkicks: "I don't know if we can hold the price line," particularly in view of recent boosts in steel and tubes -- and with other supplier prices on rise.

GE reports distributor orders to factory for direct shipment to dealers is 50% higher than at this time last year. And Joseph F. Effinger, sales mgr. for TV receivers, predicts industry will enjoy good business climate for rest of year. He said inventories, both distributor and factory, are below those a year ago.

It may or may not be significant, but GE this week boosted factory price of its popular 17-in. portable. Though GE has no suggested nationwide list price, it's anticipated model will rise about \$10 at retail to about \$190 in east.

RCA business is "ahead of last year," Joseph P. Bannon, gen. sales mgr., TV div., told us. He said there has been some retail activity this summer and repeat orders are coming in. He feels these are on the increase.

Inventories at distributor levels are "in good shape," Bannon reported. And he said dealer inventories are quite low. Indications are that prices are about the way they should be, he said, judging from the acceptance of new RCA line as reflected in volume of orders. He said there are no present plans for price increases.

Westinghouse reports "quite a bit of success with new TV merchandise." Thomas B. Kalbfus, gen. TV-radio sales mgr., gave us enthusiastic description of dealer and distributor response, calling it "finest we've had by whale of a margin."

Kalbfus said inventories are in line, "about right for this time of year -- when introducing new merchandise." He said no decision has been reached on whether TV prices will go up, following spiral of increasing costs.

Packard-Bell pres. Robert S. Bell, noting drop in 9-month profits although sales increased, predicted better profits in next quarter due to increased prices, "keeping pace with the general industry trend."

**Production:** TV production was 123,522 week ended July 26, compared with 107,569 preceding week and 115,581 in corresponding week one year ago. It was the year's 30th week and brought TV production for year to date to about 3,082,000, compared with 3,752,133 in same period of 1956. Radio production totaled 234,034 (84,394 auto) week ended July 26, compared with 188,773 (91,866) the preceding week and 189,151 (59,709) in corresponding week year ago. Radio output for 30 weeks totaled about 7,797,000 (3,097,000) vs. 7,225,862 (2,512,216).

**Topics & Trends of TV Trade:** Institute of Management for Appliance-TV Dealers, sponsored by NARDA, came to week end close at American U with consensus of 133 "students" giving warm endorsement to both basic and advanced courses. Number of manufacturing officials, including Motorola v.p. S. R. Herkes, Admiral's Ross Siragusa Jr., Philco's John Utz and Paul Burks, had opportunity to examine dealer problems—while dealers peppered TV setmakers with pet peeves.

Among speakers at institute were Frederick D. Ogilby, Philco v.p. marketing, and W. B. Creech, Westinghouse appliance service mgr.—both of whom were students at last year's course. Ogilby discussed history and growth of TV industry, pointing out cost of automation and printed circuit changes resulted in setmakers showing very little net income. He explained need for time in planning new sets, saying it takes 6-12 mo. for engineering and arranging for new components and tubes, then 8-12 mo. to put chassis in production. Production planning during model run must be 6-12 weeks ahead, Ogilby said, adding that any shutdown in less time would result in "tremendous loss."

Ogilby slammed at manufacturers who make private brands for chain stores, describing practice as "more damaging than discount houses." In question period, he defended Philco TV sales to auto appliance stores (Firestone), saying these stores have to pay same prices as other dealers, or more, for merchandise—with result they cannot cut prices below level other dealers can price their sets. Philco hasn't suffered from the affiliation, Ogilby said. He also disclosed that Philco is forming a group to sell TV to hotels and motels through picked dealer arrangement. Philco will set up financing for such deals in package arrangement with other manufacturers (bedding, tables, etc.) so that TV and furnishings of each room will be financed as a unit. Thus, he said, if operator doesn't make payments, TV-furnishings will be removed as unit, putting place out of business. Ogilby said financial institutions will give better interest rates on such deals, with terms extended to 5 years on minimum of \$10,000.

Creech gave dealers outlines of how they can set up service dept. on paying basis, saying Westinghouse did not endorse manufacturer servicing except in special cases. He also decried what he described as too-long warranties on appliances, such as 5-year terms. He suggested TV warranties of 90 days on parts, one year on picture tubes were more realistic—and when he put question to students, he received hearty endorsement of shorter warranties.

Another speaker, Safeway v.p. Seth Shaw was asked about trend of supermarkets handling appliances and non-food items, gave these answers: (1) Customers want one-stop shopping. (2) Distributors haven't kept pace with demands. (3) Store managers want to take advantage of additional traffic. (4) It's a reaction to use of trading stamps, using appliances as premiums. However, Shaw predicted supermarkets eventually will discontinue both stamps and appliance sales.

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Lengthy jury report of electronic experts following examination of portable TV set involved in July 14 death of 6-year-old Skokie, Ill. boy (Vol. 13:29-30) has been turned over to Coroner Walter T. McCarron of Cook County. Inquest into child's death has been recessed until next week, at which time jury findings—understood to include some recommendations—may be made public. Jury this week heard Mrs. Paul Erenstein describe accidental death of boy. GE engineer Mertis E. Jones testified set was not dangerous "until it had been dropped and damaged."

**Trade Personals:** L. J. Collins promoted to gen. sales mgr., sales dept., RCA Victor Radio and "Victrola" div.; A. R. Baggs named mgr., merchandising; R. E. Conley given increased responsibility as mgr., adv. & sales promotion . . . Eugene A. Tracey, ex-Mitchell Mfg. and Zenith, elected Emerson v.p. in charge of sales, succeeding Harold Dietz, resigned . . . Charles McKinney resigns as Zenith adv. mgr. . . John E. Lawrence, Boston cotton merchant, elected GE director, its 19th . . . Paul S. Coomes named district commercial engineer, GE receiving tube dept., with headquarters in Chicago; Sylvester M. Wylie appointed district sales mgr. . . Wm. Wight, ex-Philco, appointed exec. director, Civic Affairs Council, Chamber of Commerce of Greater Philadelphia . . . Marion F. Chetty promoted to mgr. of Sylvania's Fullerton, Cal. TV picture tube plant . . . Richard Deutsch promoted to chief sales engineer, Channel Master Corp. . . Kenneth H. Smith promoted to Westinghouse asst. director, labor relations, and consultant for general products group; George M. Nicholson to similar post for consumer products; G. E. Closson for defense and atomic power groups; W. W. Heimbach for apparatus products group . . . Jack W. Merritt named sales mgr. of Howard W. Sams & Co.'s new electronic distributor div.; Walton G. Wilson promoted to sales mgr., industrial service div., succeeding Joe H. Morin, recently appointed gen. sales mgr. . . Joseph E. M. Conklin appointed Pilot eastern regional sales mgr.; Frank C. Porter, ex-Westinghouse, named western regional sales mgr. . . Goodwin Mills, Knight Electronics gen. mgr., elected v.p. . . Leon L. Adelman appointed Conrac eastern div. sales mgr. . . Jack O'Brine promoted to editor, RCA institutional publications.

Obituary

David E. Scott, 64, mgr. of customer relations, RCA Victor TV div., died July 29 on way to hospital following heart attack. A resident of Moorestown, N. J., he was due to retire Nov. 1. Before joining RCA in 1942 he was territorial sales mgr. for Krich-Radisco Inc., Newark RCA Victor distributor. Surviving are widow, daughter,



Two billion dollars annual gross is how John T. Thompson, distributor sales mgr., GE electronic components div., sizes up electronics service business. He averaged this out at fifth annual clinic and fair of Texas Electronics Assn. to show that nation's 100,000 TV-radio service technicians theoretically do \$20,000 gross business yearly. However, he cautioned that the average "fluctuates violently," at least one independent service dealer doing total volume of more than \$250,000. Plug for trade assn. was voiced by Kenneth Stults, chairman of NARDA service committee, saying "we have no troubles in our industry which the combined efforts of trade associations cannot surmount." He outlined steps committee has been considering to combat service losses: (1) Development of recommended rate chart. (2) Establishment of code of service advertising ethics. (3) Preparation of voluntary code of service ethics to which dealers would subscribe.

Philco charged RCA's patents are "invalid and unenforceable because of RCA's misuse and abuse of the patents and its violation of the anti-trust laws" and asked Philadelphia Federal Court to throw out RCA's treble-damage counterclaim which charged Philco had infringed its patents since Jan. 1955 (Vol. 13:24). RCA counterclaim had been filed in answer to Philco's \$150,000,000 anti-trust suit (which also named GE & AT&T as defendants) charging illegal practices by RCA in its "package" licensing of sets, tubes and commercial electronic equipment.

**DISTRIBUTOR NOTES:** Admiral Distributors appoints Edward M. Dryden acting gen. mgr. for Cal. and Honolulu, replacing Arthur J. McGettrick who resigned as v.p. and gen. mgr. for Los Angeles, San Francisco, San Diego and Honolulu . . . Westinghouse Appliance Sales appoints John P. Adams San Francisco sales mgr., TV, room air conditioners and vacuum cleaners . . . Sylvania appoints Electric Sales & Service Co., 209 Walton St. NW, Atlanta (A. I. Butts, pres.) for TV-radio; also names following for electronic tube products: Fort Orange Radio Distributing Co., 904 Broadway, Albany, N. Y.; Soundco Electronic Supply Inc., 147 Dwight St., Springfield, Mass.; Wholesale Electronic Supply of Fort Worth, 480 S. Main, Fort Worth . . . Warren F. Hardy resigns as mgr., Emerson-Buffalo Inc. . . . Hoffman appoints Ohio Valley Hardware Co., Evansville, Ind. (Roger K. Becker, pres.) for southwest Ind., parts of Ky. & Tenn. and Clark County, Ill. . . . DuMont appoints LeRoy and McGuire, Phelps, N. Y. as sales reps for TV picture tubes, receiving tubes and replacement parts for N. Y. State outside of metropolitan New York.

Ad plans for Canadian TV are detailed in July 29 *Advertising Age* which calls them "most ambitious" since initial rush of buyers to install sets. Story says ads will use same sort of "obsolescence" buying motivation which booms auto sales each year. Canadian Admiral is said to be upping ad budget by 150%, thru Locke, Johnson agency. Other ad programs expected: Westinghouse, McCann-Erickson; Canadian GE, MacLaren; RCA, Kenyon & Eckhardt; Sylvania, Stanfield.

Electronic Industries Assn. (RETMA's new name) has reappointed J. A. Milling, Howard W. Sams & Co., chairman of Jobber Relations Committee, and Norman A. Triplett, Triplett Electrical Instrument Co., co-chairman; John B. Swan Jr., Philco, chairman, Traffic Committee, and Wm. L. Fogelson, P. R. Mallory & Co., vice chairman.

Sylvania Promotion-of-the-Month for Aug. is picture frame TV wall base at \$5.95 with purchase of "Slim Jim" 17-in. portable. When not used for TV, frame folds against wall, displaying picture on bottom of base.

**M**IAMIS THIRD VHF station, National Airlines' WPST-TV (Ch. 10), planned immediate start with ABC-TV programming upon receipt of program authorization Aug. 2. It's year's 16th new starter, brings on-air box score to 504 (91 uhf).

It has 50-kw RCA transmitter and 12-section custom-built superturnstile antenna on 900-ft. Blaw-Knox tower on Honey Hill Rd. at Miami antenna farm, acquired when it purchased land, tower & studios of WGBS-TV (Ch. 23), when Storer took it off air (Vol. 13:14). It's using remodeled WGBS-TV studios at 316 N.E. 21st St. while new 2-story building containing 80 x 50 ft. studio is being built at Biscayne Blvd. and 21st St. Owner, Public Service Television Inc., is subsidiary of G. T. Baker's National Airlines Inc., first transport firm to own TV station. Walter Koessler, ex-WGBS-TV, is gen. mgr.; Bob Hanna, ex-WGBS-TV, sales mgr.; Jack Barry, ex-WGBS-TV, production mgr.; John Holbrook, news director; Wm. R. Needs, ex-WAGA, Atlanta & WGBS-TV, chief engineer. Base hour is \$825. Rep is H-R Television.

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

WLWI, Indianapolis (Ch. 13), 50-kw RCA transmitter on hand and working on 1016-ft. Ideco tower, plans Sept. 1 test patterns, Sept. 15 debut with ABC-TV, writes John

Members of electron tube industry have scheduled meeting for Sept. 4 in Washington in preparation for informal panel meeting next day with IUE and Labor Dept. which has issued notice of proposed minimum wage for industry. Management is now making survey of minimum wages in industry and may provide definitions of industry at Sept. meeting. At that time Labor Dept. probably will decide whether to collect data on industry's wage practices with view to establishing minimum wage under Walsh-Healey Act which applies to firms having Federal contracts of \$10,000 or more.

Admiral plans 15-20% higher prices this fall on color TV, pres. Ross D. Siragusa told Los Angeles news conference this week. He said new line, starting at about \$700, will be introduced in mid-Sept. Sets will use all-glass tube, he said, permitting higher voltage and resulting in "brighter, sharper picture." He estimated color market at 100,000-150,000 rate for year. Siragusa also disclosed plans to build California TV model in Los Angeles plant with chassis and 110-degree tube being shipped in from Harvard, Ill.

RETMA of Canada reports TV distributors sold 170,672 sets to dealers in first 6 months of year compared with 216,196 for similar 1956 period. Sales for June were 21,457 vs. 27,137 in June year ago. Sales by provinces: Ontario 64,756 for 6 mo., 8420 in June; Quebec 47,856 & 7413; British Columbia 14,040 & 1554; Alberta 12,008 & 1132; Manitoba 10,335 & 1082; Nova Scotia 8290 & 621; Saskatchewan 6188 & 515; New Brunswick & Prince Edward Island 5421 & 553; Newfoundland 1778 & 167.

TV for built-in use has been introduced by Admiral, using 21-in. 110-degree tube. Chassis, picture tube and picture frame are rigidly mounted in one assembly, dual 8-in. speakers come separately. Set has built-in antenna and provision for using outdoor antenna. No list price has been announced.

Canadian 15% excise tax on TV-radios is again criticized by Canadian Retail Federation. July *CRF Bulletin* says new Govt. will have to review remaining excise taxes, adding that TV-radio tax evokes most criticism and there is fear it may become permanent.

T. Murphy, TV v.p. of grantee Crosley Bcstg. Corp. Roof is up on transmitter house, but studio construction hasn't started yet. Base hour will be \$1100. Rep will be Crosley.

KXLJ-TV, Helena, Mont. (Ch. 12), planned as low-power satellite of parent KXLF-TV, Butte, Mont. (Ch. 4), has ordered 250-watt transmitter from Sarkes Tarzian, and plans to be on air next fall, reports pres.-gen. mgr. Ed Craney. It's started construction on studio-transmitter building and 80-ft. Fisher tower, at site near Intermountain College. KXLJ-TV will be sold as bonus with KXLF-TV, which has \$200 base hour. Rep is Walker.

WJPB-TV, Fairmont, W. Va. (Ch. 35), off air since early 1956 (Vol. 12:2), has moved transmitter & tower to Grant & Hill Sts. downtown and "should be on the air by Labor Day," writes owner J. Patrick Beacom. Earlier start was planned, but it experienced difficulties with change to another tower. It also is Ch. 5 applicant in nearby Weston, W. Va. Base hour will be \$200. Rep will be Gill-Perna.

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RCA shipped 10-kw transmitter July 31 to upcoming KPAC-TV, Port Arthur-Beaumont, Tex. (Ch. 4), due in Sept.; 5-kw July 12 to upcoming KUED, Salt Lake City (Ch. 7), due in fall; 12-section superturnstile antenna July 30 to upcoming WLWI, Indianapolis (Ch. 13), due in Sept.; 25-kw transmitter July 23 to WRC-TV, Washington (Ch. 4), planning move to new site.

**Financial & Trade Notes:** Westinghouse earned \$30,615,000 (\$1.77 per share) on record first-half sales of \$982,939,000. In similar period last year, which included 156-day strike, sales were \$606,097,000 with net loss of \$11,713,000. Previous first-half record was \$811,709,000 in 1954. Income for 1957 second quarter was \$16,417,000 (95¢) on sales of \$507,253,000 vs. \$6,862,000 (38¢) on sales of \$380,731,000 in similar quarter last year.

Pres. Gwilym A. Price predicted moderate increase in TV-appliance sales during year's final 6 months. He said apparatus, atomic and general product groups are maintaining backlogs of unfilled orders at very high levels; second-half increases are expected in defense orders and shipments.

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Trav-Ler Radio reports net loss of \$370,736 on sales of \$13,045,459 for year ended April 30. Because of switch to fiscal year basis in 1956-57, no comparable financial figure is available. In last full calendar year, 1955 (Vol. 12:13), Trav-Ler reported net income of \$222,982 (29¢ per share) on sales of \$17,497,351. In this year's report, pres. Joe Friedman expressed "abiding faith in [industry's] future and in the ultimate growth and development of your company . . . I believe that the operation for the coming year will be profitable."

Muter Co. earned \$152,352 (20¢ per share) on sales of \$6,641,854 in first half compared with net loss of \$79,721 on \$5,775,334 in corresponding period last year, pres. Leslie F. Muter reporting volume up 15% because of new products and increased demand for hi-fi components. He said anticipated increase in TV set manufacture in second half "should be reflected in our progress, provided we are able to increase prices."

Aerovox earned \$332,000 (38¢ per share) on sales of \$11,350,000 in first 6 months vs. loss of \$35,000 on \$13,090,000 year earlier, carry-forward tax credit of \$242,000 being factor in net for period. Lower volume of business was attributed by pres. Wm. Owens to "decrease in purchases for the radio & TV industry and from the discontinuance of some unprofitable lines of products."

Link Radio Corp., 110 Jericho Turnpike, New Hyde Park, N. Y., has filed Chapter XI bankruptcy petition in Federal Court, Brooklyn, listing liabilities of \$461,250, assets of \$466,979. Manufacturer of mobile radio equipment proposes to pay unsecured creditors 10% at 2½% rate 3, 6, 9 & 12 months after confirmation of plan.

Amphenol Electronics had \$944,255 net income (\$1.89 per share on 500,560 shares outstanding) in 6 months ended June 30 vs. \$626,446 (\$1.56 per share on 400,560) in corresponding 1956 period. For June quarter earnings were \$519,061 (\$1.04) vs. \$363,461 (90¢) year earlier.

Tax refunds for 1956, listed this week by Joint Congressional Committee on Internal Revenue Taxation, included: Western Union Telegraph Co., \$7,147,396; GE and affiliated companies, \$1,001,451; Sylvania, \$1,642,348; Western Electric, \$2,290,558. In many cases, refunds covered years when excess profits tax was in effect.

Cohu Electronics, whose Kin Tel Div. makes TV camera chains, remote control systems, monitors, etc., earned \$222,389 on sales of \$2,671,191 in first half vs. \$71,240 on \$1,080,759 year earlier. Backlog of orders June 30 was \$3,327,035 compared with \$1,441,031.

DuMont Labs reports operating loss of \$997,900 on sales of \$19,850,000 in first half compared with operating loss of \$1,092,000, reduced to net loss of \$484,000 by tax carry-back credit, on sales of \$22,471,000 for similar 1956 period.

C&C Super Corp. became C&C TV Corp. in reorganization (Vol. 13:28) approved July 29 at special stockholders meeting in Wilmington, Del., where non-TV operations were spun off into subsidiary National Phoenix Industries Inc. Proxy statement said "it is reasonable to expect that the TV operations of the corporation should experience a comparatively rapid growth in volume & earnings." Elected a director on board reduced from 13 to 8, Matty Fox said C&C has "collected or will collect under firm agreements over \$18,000,000" from TV film rental and time barter deals, principally involving RKO's pre-1948 feature film backlog. Murray Becker of N. Y. ran for director against pres. Walter S. Mack but was overwhelmingly defeated.

Warner Bros. & subsidiaries earned \$3,174,020 (\$1.76 per share on 1,793,996 shares outstanding, excluding 688,251 shares held in treasury) on sales, film rentals & other revenues of \$57,981,312 in fiscal 9 months ended June 1 vs. \$2,165,000 (87¢ on 2,482,275 shares) on \$54,225,898 year earlier. Reporting on TV business, pres. Jack Warner pointed to continuing expansion, including construction of new TV facilities at Burbank studios, and said: "We are optimistic over our prospects for the future." He also noted progress in Warner's music publishing operations (Harms, Remick, Witmark) and in commercial film production for RCA, GE, Lever Bros., Eastman Kodak, etc.

Telestudios Inc. offers 180,000 shares of Class "A" capital stock at \$1.50 per share for over-the-counter public sale, pres. George K. Gould, ex-CBS-TV, stating proceeds would be used to install complete Ampex videotape recording equipment in N. Y. studios, expand sales & promotional programs. He said Telestudios expects to be able to produce video tape shows & commercials by next spring.

Dividends: Television-Electronics Fund, 8¢ payable Aug. 31 to stockholders of record Aug. 1; Westinghouse, 50¢ Sept. 3 to holders Aug. 12; Sperry Rand, 20¢ Sept. 26 to holders Aug. 19; Walt Disney Productions, 10¢ Oct. 1 to holders Sept. 13 plus 3% stock Nov. 11 to holders Nov. 1; Siegler, 20¢ Sept. 1 to holders Aug. 15; Technicolor, dividend omitted.

Globe-Union reports net income of \$690,325 (84¢ per share) on sales of \$28,380,274 in 6 months ended June 30 vs. \$559,745 (68¢) on \$23,249,985 in corresponding 1956 period, which included operations of Wico Electric Co., acquired June 14, 1956.

Webeor reports \$504,000 earnings on sales of \$15,638,000 in first 6 months of 1957 compared with loss of \$235,000, after tax carry-back refund, on sales of \$12,496,000.

W. L. Maxson earned \$191,378 (26¢ per share) on sales of \$15,351,897 in 9 months ended June 30 compared with loss (after giving effect to \$253,957 tax credit) of \$329,151 on \$11,916,598 year earlier.

Litton Industries common stock went on "big board" of N. Y. Stock Exchange July 30. Stock opened at 52¼, closed at 50¼ on 2700-share volume first day.

Technicolor Inc. earned \$710,000 (32¢) in 6 months ended June 30 compared with \$980,692 (49¢) in corresponding period last year.

Phillips Electronics Inc. stock was admitted to American Stock Exchange Aug. 1, opening on 200 shares at 18¾.

Electronic Specialty Co. reports earnings of \$356,000 (99¢ a share) in fiscal year ended March 31 vs. loss of \$13,155 year earlier.

Consolidated Electrodynamics reports net income of \$911,235 (86¢) in first half vs. \$568,147 (60¢) year earlier.

**31 ELECTRONICS FIRMS AMONG 500 LARGEST:** Third annual Fortune Magazine "Directory of the 500 Largest U.S. Industrial Corporations" runs as 32-page supplement with magazine's July issue, and we're again reprinting, with permission, TV-radio-electronics manufacturers' listings.

Directory includes firms having half their revenues from manufacturing, with a cut-off at a little over \$61,000,000—about \$6,000,000 higher than last year's list (Vol. 12:26). Sales figures are for fiscal years ending no later than Jan. 2, 1957. Only electronics manufacturer new to top-500 list is Magnavox, which ranked 438th in 1956, with total sales of \$70,530,000.

From additional list of 100 largest foreign industrial corporations, we've picked those of prime interest to TV-electronics industry:

### TV-Radio-Electronics Rankings in 500 Largest U. S. Industrial Corporations

RANK '56	RANK '55	COMPANY	SALES <sup>1</sup> (\$'000)		ASSETS <sup>2</sup> (\$'000)		NET PROFITS <sup>3</sup> (\$'000)			STOCKHOLDERS <sup>4</sup> RANK	EMPLOYEES <sup>5</sup> RANK		
			'56	'55	'56	'55	'56	'55	'55				
5	6	General Electric	4,090,016	2,221,147	10	12	213,757	10	10	366,524	3	280,497	2
9	12	Western Electric	2,372,726	1,223,724	19	16	81,034	25	26	6	129,540	8	
17	17	Westinghouse Electric	1,525,376	1,264,469	18	15	3,492	397	49	139,201	12	125,050	9
25	26	Radio Corp. of America	1,121,060	723,400	35	31	40,031	61	43	158,397	8	79,250	16
28	45	General Dynamics	1,047,819	434,574	73	88	31,947	78	101	40,050	63	84,000	15
41	44	Sperry Rand <sup>7</sup>	815,816	657,037	41	61	47,367	46	48	130,000	15	87,500	13
48	59	Intl. Business Machines	734,340	789,039	29	34	68,785	27	30	31,024	77	44,989	40
65	58	Bendix Aviation	581,419	321,783	96	94	24,278	95	87	29,862	83	47,456	38
73	80	International Tel. & Tel.	544,834	760,838	30	29	28,110	89	93	62,486	38	116,500	10
99	127	Whirlpool-Seeger <sup>8</sup>	368,221	191,852	147	170	13,808	160	139	10,917	219	13,500	146
105	90	Philco	347,901	203,769	136	135	399	486	217	21,013	123	21,000	92
113	112	Sylvania Electric Products	332,344	234,582	120	122	14,835	145	143	35,000	70	29,000	67
121	114	Avco Manufacturing	320,556	181,728	159	123	(16,398) <sup>9</sup>	495	485	51,074	48	23,701	84
137	148	Minneapolis-Honeywell Reg.	287,944	213,900	129	149	22,464	101	106	12,350	194	30,353 <sup>†</sup>	65
169	185	A. C. F. Industries	245,585	177,477	162	141	8,008	255	248	11,213	212	18,000	110
180	162	Motorola	227,562	113,721	244	231	7,967	257	214	4,688	378	13,000	154
214	178	Admiral	182,046	103,297	258	229	1,037	479	422	8,580	259	8,000	260
223	189	Raytheon Manufacturing	175,490	99,307	268	274	1,255 <sup>10</sup>	472	334	12,661	190	21,000	93
243	219	Corning Glass Works	163,054	137,264	210	191	18,433	119	110	9,616	242	13,400	148
254	262	General Precision Equipment	153,262	119,118	231	238	2,395	446	416	6,600	315	13,800	142
267	225	Zenith Radio	141,530	77,493	320	318	6,179	304	227	NA		NA	
283	370	Penn-Texas	126,052	125,530	222	247	7,075	282	448	25,000	102	11,000	183
285	292	Collins Radio	125,141	59,127	382	404	3,126	411	376	4,059	400	7,900	264
294	283	Stewart-Warner	121,265	70,513	341	353	6,632	293	272	14,897	169	8,387	249
327	401	I-T-E Circuit Breaker	106,922	72,551	336	393	5,247	333	455	2,861	434	7,637	272
424	340	Emerson Radio & Phono	73,882	44,280	445	422	84,852	24	419	7,500	290	5,000	361
425	407	Clevite	73,582	64,017	364	342	3,972	384	321	7,315	297	6,690	299
438	—	Magnavox	70,530	41,568	455	—	3,100	413	—	5,894	337	4,250	398
450	439	Mallory (P. R.)	68,356	51,837	413	451	3,065 <sup>11</sup>	415	435	4,791	375	5,285	349
477	427	Arvin Industries	64,613	32,122	485	475	3,785	389	351	4,369	387	4,025	407
487	395	Daystrom	63,192	40,244	460	474	1,784	461	462	6,706	311	5,918	329

<sup>1</sup> Net sales including service and rental revenues for companies that derive at least 50% of their revenue from manufacturing or mining for fiscal years ending not later than Jan. 2, 1957. Sales of consolidated subsidiaries included. <sup>2</sup> Total assets employed in business net of depreciation. <sup>3</sup> Including special charges or credits; figures in parentheses are losses. <sup>4</sup> Number of common stock-

holders at year end. <sup>5</sup> Average employment for year unless followed by dagger (†) in which case year end. <sup>6</sup> AT&T owns 99.82% of capital stock. <sup>7</sup> Unaudited data as of Dec. 31, 1956. <sup>8</sup> Name changed to Whirlpool, April 1, 1957. <sup>9</sup> Includes special charge of \$16 million. <sup>10</sup> Includes nonrecurring loss of \$835,905. <sup>11</sup> Includes nonrecurring profit of \$605,107.

### Rankings from Fortune Directory of 100 Largest Foreign Companies

RANK '56	COMPANY	HEADQUARTERS	SALES <sup>1</sup> (\$'000)	ASSETS <sup>2</sup> (\$'000)	NET PROFITS <sup>3</sup> (\$'000)	EMPLOYEES
11	Philips' Gloeilampenfabrieken (Philips' Lamp Works)	Holland	706,848	849,279	41,562	152,000
12	Siemens & Halske	Germany	619,060	614,274	7,095	166,000
31	Assoc. Electrical Industries	Britain	372,400*	426,322	12,247	88,912
34	English Electric	Britain	364,000*	312,393	9,349	72,000
61	AEG (Allgemeine Elektrizitäts-Gesellschaft)	Germany	261,196*	257,594	3,429	51,500
70	General Electric	Britain	238,000*	246,806	7,743	75,000
72	ASEA (Allmänna Svenska Elektriska)	Sweden	233,700	217,182	4,941	34,700
82	Hitachi	Japan	193,216	187,678	5,460*	29,153
93	Robert Bosch	Germany	166,670*	94,513	991	40,000

<sup>1</sup> Sales, wherever possible, are consolidated sales for fiscal years ending in calendar 1956, as reported by company. All figures followed by an asterisk (\*) are Fortune estimates. <sup>2</sup> Total assets em-

ployed in the business. Figures, wherever possible, are consolidated. <sup>3</sup> Profits after taxes and after all deductions. Figures, wherever possible, are consolidated.

## Network Television Billings June 1957 and January-June 1957

(For May report see *Television Digest*, Vol. 13:26)

**S**SIX-MONTH GAIN of 6.9% is shown by TV network billings compared with corresponding half of 1956, according to Publishers Information Bureau. Total Jan.-June billings this year were \$250,657,209 vs. \$234,510,312, CBS leading increase with 9.6%. NBC gained 4.8%, ABC 4.2% in 6-month period. For June alone, ABC showed biggest percentage increase over year earlier, up 4.8% to \$6,413,708 from \$6,119,917, while NBC gained 3.9% with \$14,746,537 vs. \$14,186,929, CBS 2.3% with \$18,356,892 vs. \$17,935,789. The complete PIB report for June:

NETWORK TELEVISION						
	June 1957	June 1956	% Change	Jan.-June 1957	Jan.-June 1956	% Change
CBS	\$18,356,892	\$17,935,789	+2.3	\$116,762,487	\$106,499,425	+9.6
NBC	14,746,537	14,186,929	+3.9	93,799,504	89,529,732	+4.8
ABC	6,413,708	6,119,917	+4.8	40,095,218	38,481,155	+4.2
<b>Total</b>	<b>\$39,517,137</b>	<b>\$38,242,635</b>	<b>+3.3</b>	<b>\$250,657,209</b>	<b>\$234,510,312</b>	<b>+6.9</b>

1957 NETWORK TELEVISION BY MONTHS				
	ABC	CBS	NBC	Total
Jan.	\$ 6,715,581	\$ 20,231,474	\$16,554,941	\$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033*	43,377,602*
June	6,413,708	18,356,892	14,746,537	39,517,137
<b>Total</b>	<b>\$40,095,218</b>	<b>\$116,762,487</b>	<b>\$93,799,504</b>	<b>\$250,657,209</b>

\* Revised as of July 29, 1957.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

Progress of Justice Dept. investigations of TV networks probably "will be accelerated in the coming months," Deputy Attorney General Wm. P. Rogers told Senate Commerce Committee Chairman Magnuson (D-Wash.) this week in letter commenting on points raised in last June's Cox report on network practices, issued by Committee as staff study (Vol. 13:26). In answer to request by Magnuson, Rogers made these comments on specific areas of investigation: Inquiry will continue, with probable better rate of progress, on "alleged preferences granted by the networks to their own programs, and the acquisition of financial interests by networks in independently produced programs as a condition to the broadcasting of these programs." As to investigating charges by independent staging services that networks unfairly are usurping their functions, "we intend to do just that"—but inquiry "has not yet been completed." Dept. will "continue to press" investigation of option time and must-buy. And "we shall do our best to comply" with recommendation to investigate alleged "abuse of power" by networks to advance their programming activities unfairly. Magnuson replied to Rogers, requesting further report before next Jan. "so that this material can be considered by the Committee when it is formulating its schedule of activities" for new session.

California will take 5% of promoters' TV-radio proceeds of boxing and wrestling matches, according to provisions of new tax bill signed by Gov. Knight. TV industry and promoters have said such a measure will mean end of televised wrestling in state.

FM Unlimited Inc. is organized as exclusive FM station rep & promotion firm by Charles W. Kline, ex-radio WNIB, Chicago, and Edward Merritt, co-owner of WNIB, with headquarters at 166 E. Superior St., Chicago; temporary N. Y. office at 11 E. 9th St.

**E**DUCATIOnAL TV NETWORK in 16 southern states, covering 309 schools at cost of \$22,500,000, was envisioned July 30 by Southern Regional Education Board at FCC's above-890-mc allocation hearings.

Outlining microwave requirements for ambitious closed-circuit project, Dallas engineer A. Earl Cullum Jr. told FCC courses would originate in 32 schools scattered throughout area. They would be distributed over 6 round-robin circuits into which program material could be fed at any terminal point.

"Specific plans for this network have not been developed yet," Dr. Robert C. Anderson of Atlanta, director of 16-state Board, said in testifying on preliminary 2-year pilot study which was started year ago.

But he said network facilities could be set up at cost of about \$7,000,000 for colleges which now have 600,000 enrollment, provide 50 regular & 25 summer courses for \$100,000 per course. Campus distribution systems to channel network programs into classrooms would cost \$10,000 annually per campus, he estimated.

Dr. Anderson added that \$22,500,000 total cost of establishing network would represent only about 6% of what region now spends on education. No state legislative appropriations for regional TV setup were mentioned as in sight, but Dr. Anderson noted that Fla. legislature has voted grant of \$600,000 for educational TV within state.

Organized in 1949 under interstate compact, Board now operates on \$1,300,000 annual budget. Members appointed by governors represent Ala., Ark., Del., Fla., Ga., Ky., La., Md., Miss., N. C., Okla., S. C., Tenn., Tex., Va., W. Va.

All-out uhf campaign to capture 60,000-home Lancaster County, Pa. market was launched July 29 for 13-week run by Triangle Publications for its WLBR-TV, Lebanon (Ch. 15) with "Operation Bow Tie" contest promoting dealer sales of all-channel sets & converters. Long off air before Triangle took over station in May (Vol. 13:18), WLBR-TV now reaches only about 5% of homes in rich farming area dominated by WGAL-TV, Lancaster (Ch. 8). Campaign started at dinner in Lancaster's Brunswick Hotel for about 75 dealers includes tie-ins with manufacturers, full-page newspaper ads, "I-want-a-bow-tie-in-Lancaster-because" contest for prizes including \$5000 swimming pool, \$1500 Atlantic City vacation, 4 portable all-channel sets & 10 converters per week. WLBR-TV gen. mgr. Frank B. Palmer said he was confident sales drive would "substantially increase" uhf homes—and lift dealer business. Station programs "World's Best Movies"—2500 RKO, MGM, 20th Century-Fox & Warner Bros. films.

Three applications for new TV stations were filed this week with FCC, bringing total pending to 118 (34 uhf). Weck's applications were: (1) For Bemidji, Minn., Ch. 13, by group of Alexandria businessmen who own part of WDAY-TV, Fargo; (2) for St. Cloud, Minn., Ch. 7, by St. Cloud Television Co.; (3) for Mitchell, S. D., Ch. 5, by KORN. No translator applications were filed this week. [For details, see *TV Addenda 25-A* herewith.]

Focal point of United Press Radio News Report moves from N. Y. to Chicago Aug. 11, making city control point for 188,000 miles of wire supplying news to more than 1800 domestic TV & radio stations. U P says move is designed to place origination point of wire in more central location and to achieve better mechanical control over leased circuits.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — August 10, 1957

"SILVER" TV FACTBOOK—No. 25 in series of TV almanacs—now in mails with 75 departments, including complete station & manufacturer lists (p. 1).

CLOSED-CIRCUIT TV equipment sales total \$2,500,000 for half of 1957, equal to all of 1956. Total for 1957 seen at \$5,000,000; 1958, \$10,000,000 (p. 2).

LOW-POWER VHF BOOSTERS with adequate interference safeguards, as prooposed by FCC, virtually impossible at low cost, Ben Adler says (p. 2).

UHF STATION QUILTS in Tulare, Cal.; Corpus Christi outlet gets FCC permission to leave air, but hopes to continue while reorganizing (p. 3).

LONG-STANDING CASES disposed of by FCC; Biloxi Ch. 13 awarded to WMVI; grants reaffirmed in Charlotte, Raleigh, Jacksonville (p. 3).

PICTURE TUBE SALES pickup heralds large set production boost, with sudden hike in June output. Set rate tops 1956 month for first time in July (p. 8).

FACTORY DAMAGE to portable TV blamed by coroner's jury in death of boy; full texts of reports by coroner and engineering group (p. 10).

TRANSISTOR BOOM rolls on spectacularly; EIA figures show 1957 volume in first 6 months already approaching sales for all of record 1956 (p. 11).

YEAR OF DECISION for color TV may be 1957, says Fortune; sees 1,000,000 sets in use by 1960 as probable "magic figure" to put color over (p. 11).

NBC BUYS PITTSBURGH radio WJAS for \$725,000, giving network access to city for first time since KDKA dropped affiliation in 1956 (p. 12).

**FACTBOOK 25—LANDMARK IN INDUSTRY PROGRESS:** The 25th volume of the book which grew with the TV industry—our semi-annual Television Factbook, completely revised for Fall-Winter 1957—is being mailed this week end to all full-service subscribers.

This "silver" Factbook is latest in a progression of industry directories which began in TV's infancy with a 4-page supplement to this Newsletter, growing to today's 476-page compendium of TV facts & figures—now including more than 75 directories and departments, each one updated and double-checked for accuracy.

Reference bible of the industry contains listings for every one of the world's 900 TV stations—with data on rates, personnel and facilities for each of the 503 operating in U. S. and 40 in Canada, as well as the 25 stations due to start by fall.

Among directories and features in new Factbook, in addition to 215-page U.S. & Canadian Station Directory and the Foreign TV Directory, are complete lists of applications & CPs, all TV station sales, TV-radio manufacturers with top personnel (U. S., Canadian, foreign), community antenna systems, programmers, color-equipped stations, TV-radio engineers & attorneys, research firms, etc. Tabular items in book include completely up-to-date channel allocations section, TV billings, TV-electronics stock prices, network & station revenues, TV-radio set production, sales, inventories, etc.

Included as insert with Factbook No. 25 is a revised and updated version of our 43x29-in. wall map in color, showing locations of all U. S. & Canadian TV stations and network routes. The quick-reference edge index, a widely praised innovation in Factbook No. 24, has been improved for quicker location of major Factbook sections. Extra copies of the Factbook with map are available at \$5 each, \$3.50 each for 5 or more.

**\$5,000,000 YEAR FOR CLOSED-CIRCUIT GEAR:** With closed-circuit currently in public eye because of subscription-TV publicity, a look at the closed-circuit TV industry at midyear indicates that equipment sales continue to enjoy their quiet boom, factory sales doubling and redoubling each succeeding year.

Defining closed-circuit equipment as camera chains and closely associated gear for non-broadcast use—industrial, educational, business—best estimates available indicate that factory sales for first 6 months of 1957 totaled nearly \$2,500,000, about equal to sales for entire year of 1956.

Full year 1957 unquestionably will see at least \$5,000,000 worth of closed-circuit gear sold—equaling the total of such equipment sold in all years before 1957. Actually, total bill for closed-circuit systems in 1957 to date would equal far more than the \$5,000,000, since that figure doesn't include standard electronic components used as part of the systems—such as cable, microwave gear, home receivers used as monitors & display units, etc.

The \$2,500,000 closed-circuit equipment bill for first half of 1957 covers more than 600 cameras and about 550 special monitors or display units—bringing total of closed-circuit camera chains in use to well over 2000, at least equaling and probably surpassing the number of live camera chains in use by TV broadcast stations.

Last December we predicted 1957 sales of closed-circuit gear would total at least \$5,000,000 (Vol. 12:52), and first-half figures bear out that estimate. On basis of our knowledge of this new and ever-expanding field, it isn't unreasonable to forecast that this progression will continue, with 1958 sales in neighborhood of \$10,000,000.

**ADLER DUBIOUS OF VHF REPEATER FEASIBILITY:** Is FCC's mini-power vhf booster proposal an attempt to get off a political hot-seat, or does Commission have new evidence that cheap vhf repeaters can now be built with adequate anti-interference safeguards?

We asked the one man who probably knows more than anyone else about peanut-powered transmitters—Ben Adler of Adler Electronics, who heads EIA (RETMA) broadcast equipment section, formerly chaired its booster & satellite committee and is head of TASO's TV repeater committee. His company has produced every uhf translator now in use and was pioneer in booster-satellite research.

Reviewing technical standards proposed last week by FCC for "low power TV repeater station service" (Vol. 13:31), Adler told us: "They're asking for things which just haven't been invented yet. I don't know if it can be done, but even if it could, these on-channel vhf boosters would cost considerably more than uhf translators or community antenna systems."

FCC's proposed rules are studded with anti-interference safeguards. Adler agrees that these would be absolutely essential in a vhf booster service—but the very need for these safeguards probably will make any such new service an impossibility as a replacement for the extremely low-cost unlicensed boosters now operating in far west.

The 2 provisions which Adler sees as dooming any such system are:

(1) The strict anti-interference monitoring required, both within and without booster's 6-mc bandwidth. This would require expensive equipment not yet developed, he says.

(2) The maximum 80db amplifier gain provided in proposal. While such a rule is necessary to prevent oscillation and possible interference, he says, it would restrict output powers to a point too low to provide TV service except in strong signal areas—where boosters most likely wouldn't be needed.

Powers permitted in Commission proposal are much lower than unlicensed boosters are currently using, he said. Even if equipment could be made—cheaply—he doubts whether unlicensed booster operators would be any more willing to change over to the new service than to uhf translators.

Not that vhf boosters and translators aren't possible and practical. Adler is now making them for South America where vhf spectrum isn't tightly packed with TV assignments—but he says he believes their utility here is extremely limited, and their costs vastly increased, because of necessity of avoiding interference with allocated TV and safety & special service stations within vhf band.

**ONE UHF STATION** left air this week, and another received FCC authority to go off, though it hopes financial reorganization will permit it to continue telecasting. Suspending operation was KVVG, Tulare-Fresno (Ch. 27), which began in Nov. 1953 and notified FCC Aug. 6 it was going dark until Nov. 6. It's an independent outlet in area served by KFRE-TV (Ch. 12), KJEO (Ch. 47), KMJ-TV (Ch. 24). Station owner, it's 3rd, is independent movie producer James Stacy. CP expires Jan. 1, 1958.

KVDO-TV, Corpus Christi (Ch. 22), also in economic difficulty, decided to remain on air after receiving Commission permission to go off. It hopes to reorganize while continuing on air. Station was taken over last spring from Gabriel Lozano and associates by group of local businessmen headed by E. J. Healey and Hubert J. Schmidt (Vol. 13:14).

\* \* \* \*

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

KPAC-TV, Port Arthur-Beaumont (Ch. 4) has 10-kw RCA transmitter, plans Sept. 15 programming with NBC-TV, writes sales mgr. Mack Newberry. It has studio-transmitter house nearly ready, is working on 702-ft. Ideco tower. Superturnstile 12-bay antenna is due Sept. 1. It's equally owned by Port Arthur College and Jefferson Amusement Co. (Vol. 13:22). Base hour is \$350. Rep is Raymer.

KUED, Salt Lake City (Ch. 7, educational), requesting site change to Oquirrh Mts., has changed programming target to Oct. 1, reports mgr. C. Richard Evans. It has 5-kw RCA transmitter on hand and 6-section antenna is due shortly. It will use 140-ft. Ideco tower.

WRIK-TV, Ponce, P. R. (Ch. 7), with 500-watt DuMont transmitter and Alford antenna due Aug. 15, plans Sept. 7 programming, reports 50% owner George A. Mayoral, also exec. v.p. of WJMR-TV, New Orleans, and WORA-TV, Mayaguez, P. R. Studio-transmitter building has been completed. WRIK-TV will use 100-ft. custom-built tower. Base hour will be \$150. Rep will be Forjoe.

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Translator starts: K72AI, Libby, Mont. began equipment tests Aug. 3, repeating KREM-TV, Spokane. K71AC & K75AC, Farmington, N. M. began equipment tests July 29, repeating KOB-TV & KOAT-TV, Albuquerque. K77AF, San Saba, Tex. hopes to start Aug. 15, repeating KTBC-TV, Austin. It plans to add 2 more channels, reports mgr. Norman R. Phillips.

Britain's big movie-making J. Arthur Rank Organization, which hitherto has kept aloof from commercial TV, is leader of group tentatively awarded ITA contract to provide programs for upcoming Isle of Wight station, due to begin operations about mid-1958. New program contractor was formed by Rank Organization, Amalgamated Press and Associated Newspapers—the latter a part owner of Associated-Rediffusion, weekday program contractor for London station.

Florida legislature has passed bill providing \$500,000 for microwave network to link WTHS-TV, Miami (Ch. 2), WJCT, Jacksonville (Ch. 7), latter due on air soon, plus projected outlet in Tampa-St. Petersburg (Ch. 3) and those planned in Gainesville & Tallahassee. Bill also provides \$100,000 for system operation and expenses of State Educational TV Commission.

**IN BACKWASH** of FCC's omnibus before-vacation meeting last week (Vol. 13:31), disposition of several long-pending cases was announced this week. Notable was final decision granting Ch. 13 in Biloxi, Miss. to WMVI after hard-fought 3½-year battle in which there were charges that each group's top backer unlawfully served liquor and permitted gambling in his respective Gulf Coast hotel.

Initial decision in July 1954 picked WMVI; case was later reopened and WMVI was again recommended by examiner. Commission's decision last week picked WMVI on basis of greater experience and "substantial superiority" in ownership-management integration. Chairman Doerfer dissented, voting for WMOX.

Way was cleared for grant of Ch. 6, Butte, Mont., to Copper Broadcasting Co., owned by principals of radio KALL, Salt Lake City, when competing applicant Arthur W. Schwieder dropped out.

In split decisions, Commission reaffirmed 3 TV grants, rejecting petitions for reconsideration. They were to WSOC-TV, Charlotte, N. C. (Ch. 9), Doerfer dissenting, Craven abstaining; to WRAL-TV, Raleigh, N. C., Hyde dissenting and voting to reopen record, Bartley & Craven abstaining; to WFGA-TV, Jacksonville (Ch. 12), Bartley & Lee dissenting, Craven abstaining. Bartley's dissent in latter case favored limited reopening of record.

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Young International Ltd. rep firm was taken over Aug. 1 by Intercontinental Services Ltd., headed by Harry M. Engel, owner of KUAM-TV, Guam, and Walter Staskow, owner of radio ZBM, Hamilton, Bermuda, in deal involving over \$50,000, according to Adam Young, pres. of Young Television Corp. and subsidiary Canadian Station Representatives Ltd. Stephen A. Mann is gen. mgr. of Intercontinental, 3 E. 54th St., New York 22 (Plaza 3-7930), which now represents KUAM-TV, Guam, WORA-TV, Mayaguez, P. R. and ZBM, Bermuda, which is building ZBM-TV.

New AIEE chairmen—among 56 named—include: TV and aural broadcasting systems, C. M. Braum, JCET; communications div., John Meszar, Bell Labs; communications theory, R. K. Hellmann, Hazeltine; radio communications systems, R. D. Campbell, AT&T; science & electronics div., J. G. Reid Jr., National Academy of Sciences; electronics, D. G. Wilson, Stromberg-Carlson; magnetic amplifiers, H. W. Lord, GE; solid state devices, S. J. Angello, Westinghouse; automation & data processing, G. W. Heumann, GE.

FCC's full-scale allocations review of 25-890 mc portion of spectrum, which includes TV & FM bands (Vol. 13:14) has been delayed again, Commission this time extending deadline for comments to Nov. 1. FCC announced its above-890-mc hearings will reconvene Sept. 30 to hear final witnesses—Raytheon's Sidney Topol and representative of Electronic Industries Assn. (formerly RETMA).

TV camera "tube saver" devised by pres.-gen. mgr. John H. DeWitt Jr. & chief engineer Aaron C. Shelton of WSM-TV, Nashville, will be marketed for about \$1200 by GE, which has acquired patent rights. Device is intended to prevent burn-in & sticking of images on tubes.

TASO's new Panel 6 on "level of picture quality"—charged with defining different grades of picture in presence of interference—will be headed by Hazeltine's Charles E. Dean. Panel members haven't been selected yet.

Copies of report, *Revision of Atmospheric Noise Data*, by International Radio Consultative Committee (CCIR Report No. 65) are available from office of Secretary General, International Telecommunication Union, Geneva.

**Telecasting Notes:** Persistent reports of impending spin-off by Columbia Pictures of its highly successful TV subsidiary Screen Gems were given more impetus this week with official announcement that Screen Gems will handle distribution of Universal's 600-feature backlog—thereby becoming largest TV distributor of feature films. Behind the feeling that spin-off may be imminent is fact that new pact ties 2 Hollywood majors, both of which are subject to the movie anti-trust case consent decree . . . Universal's guarantee in Screen Gems feature deal was somewhat higher than had been rumored previously: Minimum of \$20,000,000 over 7-year period, with Screen Gems to receive "graduated scale of distribution fees." Universal retains all foreign rights to the films, and all domestic rights other than TV distribution . . . Screen Gems lost no time in bringing out first package of Universal features, capitalizing on Universal's specialty of the 1930's—horror. First 52-film batch is labeled "Shock" and contains such nostalgic chillers as "Frankenstein," "Dracula," "Invisible Man," "The Cat Creeps" . . . Inflation in talent prices for the many variety shows scheduled next season is pointed up in Aug. 10 *Sponsor* by these examples: A singer whose price was \$1000 last year now is asking \$7500 per appearance; movie singer-dancer "who rated \$5000 a shot last year" is seeking \$55,000 for 4 appearances . . . More than half of NBC-TV's regular fall nighttime shows will be new programs, representing 12½ hours of entertainment, 21 new properties . . . Civil rights debate on *The Big Issue*, simulcast July 23 by NBC from old Supreme Court cham-

ber in Capitol, brought 2773 letters from viewers & listeners, according to network count this week—"only 3 of them negatively critical of the program itself" . . . Cole Porter signed for first TV job—at reported \$75,000—to write music & lyrics for 90-min. "Aladdin" to be sponsored by Du Pont on CBS-TV next Feb. 21. S. J. Perelman is writing book for musical . . . Sen. Kennedy (D-Mass.) is doing Aug. 12-13 stint for ABC-TV as technical adviser on *Navy Log* episode based on his PT boat experiences during 1943 South Pacific campaign . . . **Real public service:** Sicks' Rainier Brewing Co. sponsors 5 hours of Lake Washington gold cup hydroplane races Aug. 11 on KING-TV, Seattle, with no beer commercials whatever. Washington state regulations don't permit them on Sunday. Kaiser Industries sponsors final hour of races on ABC-TV western network . . . **Prime community interest promotion:** Minneapolis' WCCO-TV, Minn. Historical Society and Minn. Statehood Centennial Commission are sponsoring \$1000 TV script-writing contest aimed at half-hour TV program based on state's history . . . **Showcase Productions** plans 90-min. "Preview of the Brussels World's Fair" as 90-min. spectacular next season, featuring musical, dramatic & dancing acts in U. S. program to be presented at international exposition in Belgium—no network commitment reported . . . **Trans-Lux TV** now in 48 markets with 700-unit Encyclopaedia Britannica film library, latest sale being to WOR-TV, N. Y. . . **Producers' Council**, building material trade group, will distribute free documentary series *Building America* this fall to more than 200 TV stations, council promising help in lining up local sponsors.

NAFBRAT's annual report on childrens' TV-radio programs, covering 7 TV & 8 radio stations in Los Angeles in first week of May, lists 20% decrease in "excellent" & "good" shows compared with similar ratings year earlier (Vol. 12:29). "Evaluation committee," said to represent civic, religious & educational groups, counted 46½ hours of favored programs vs. 58 hours in 1956, while 36 half-hour programs were found "objectionable" or "most objectionable." Among TV shows classed as "excellent" were *Captain Kangaroo*, *Disneyland*, *Giant Step*, *Lassie*, *Gumby*, *The Jungle*, *Let's Take a Trip*, *Mickey Mouse Club*, *Youth Wants to Know*, *Zoo Parade*. Among "most objectionable": *Long John Silver*, *Superman*, *Tales of the Texas Rangers*. Copies of report, along with booklet, *Fifteen Reasons Why Crime-Westerns Are Not Acceptable TV Fare for Children*, are available from National Assn. for Better Radio & Television, 882 Victoria Ave., Los Angeles 5, Cal.

Plagiarism suit for \$1,100,000 seeking halt to *To Tell the Truth* on CBS-TV was filed Aug. 6 by Art Linkletter's People Are Funny Productions in Santa Monica, Cal. Superior Court against CBS, Pharmaceuticals Inc., Goodson-Todman Enterprises Ltd., and KNXT, Los Angeles. Suit alleged *To Tell the Truth* is copy of similar show aired by plaintiff in 1948 & 1951.

United National Film Corp. is new name of Dallas Film Industries Inc., whose stockholders elected A. Pollard Simons as chairman at Dallas meeting. Other United National officers include Roy R. McKee, treas.; James N. Landrum & P. B. Garrett, v.p.'s. Robert L. Madden was named a director.

TV makes business for Sunday newspaper magazines, Aug. 3 *Editor & Publisher* reports in roundup by Philip N. Schuyler showing their advertising revenue increased 6.9%-42% in first half of 1957 compared with year earlier. "TV conditioned advertisers to the value of consistent advertising cycles," according to publisher Arthur H. (Red) Motley of *Parade*. "But TV is limited to the hours of the day. It is being further fragmented locally as new competing stations go on the air." So advertisers turn to newspapers & Sunday supplements as "the one mass media with real local impact" in "fantastic growth of 'interurbia.'"

Full control of TPA was assumed Aug. 7 by pres. Milton A. Gordon following his purchase of interest held by chairman Edward Small, who resigned as partner in big TV film production & syndication firm. At same time Gordon announced plan by which stars & producers of new features may acquire TPA stock to share over-all profits of company, which now has 14 programs on air. Gordon said Small's departure—"to have more time for the feature film schedule he now has under way"—was entirely amicable.

TV film was evidence this week in Miami murder trial of father convicted and sentenced to life imprisonment for killing his wife & 2 children. Judge Ray H. Pearson of Dade County Circuit Court permitted prosecution to set up screen & projector in courtroom to show stills of defendant taken by Fred Mooke of WTVJ immediately after slayings last Christmas. Arguing that defendant was insane, his counsel objected to film, which prosecution used to show his calm demeanor.

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**Personal Notes:** Lawrence H. (Bud) Rogers II, pres. & gen. mgr. of WSAZ-TV, Huntington-Charleston, W. Va., elected secy. of owner Huntington Publishing Co. (*Huntington Herald-Dispatch* and *Advertiser*) . . . Arthur C. Nielsen Jr. becomes pres. of A. C. Nielsen Co., succeeding father, who assumes chairmanship . . . John A. Wales promoted to local sales mgr. of WWJ-TV, Detroit, Walter A. Schwartz to local sales mgr. of radio WWJ . . . John B. Mauro joins rep Branham as research & promotion mgr. . . Alexander C. Field Jr., ex-WLW-TV & WLW, Cincinnati, joins WGN-TV & WGN, Chicago, as special broadcast services mgr. . . Robert C. Burris, ex-radio KSAN, San Francisco, named sales mgr. of KEYT, Santa Barbara . . . Wm. Boyd, ex-B. T. Babbitt, named business mgr. of Terrytoons div. of CBS TV Film Sales . . . Sig Mickelson, CBS v.p. for news & public affairs, received "great public service" award from Air Force Assn. for CBS-TV's *Air Power* series . . . Wm. Kreitner, from WRCA-TV, N. Y., named local sales mgr. of radio WRCA . . . Wm. Shafer promoted to western mgr. of American Research Bureau, headquartering in Monterey Park, Cal., replacing Roger Cooper, now station relations mgr. at Washington home office . . . Morrie Roizman resigns as supervisor of NTA short subjects to join Transfilm as editorial director . . . Duane X. Riley named news director of WWTW, Cadillac, Mich. . . Donald L. Bennett named London representative of CBC . . . Wm. D. Hamilton named national ABC radio network program director for "live personality" shows in fall . . . Noel Rhys promoted to exec. v.p. of Keystone Bestg. System Inc., radio transcription service headquartering in N. Y.; Edwin R. Peterson elected senior v.p., Charles A. Hammarstrom named a v.p. . . Clifford J. Barborka Jr. promoted to v.p. & Chicago mgr. of radio rep John Blair & Co., succeeding Paul Ray, who retires Sept. 1 . . . Abe I. Feinberg elected pres. of new Authors Research Corp., TV-radio-movies reference service, 1650 Broadway, N. Y.

Herbert T. Kalmus Award of Society of Motion Picture & Television Engineers (SMPTE) for "outstanding contribution" to color film development for TV & theatre use will be given to Wadsworth E. Pohl, technical director of motion picture div. of Technicolor Corp., Hollywood, at association's 82nd convention in Philadelphia Oct. 4. Inventor of processes in such fields as camera optics, Pohl has worked for Technicolor since 1930.

Irish TV programs will be offered to U. S. market by Broadcasting & Theatrical Productions Ltd., 40 Henry St., Dublin, chairman Eamonn Andrews said this week following 2-month visit here. Ireland now has no TV, but company supplying programs to Radio Eireann & commercial radio sponsors there is entering TV production, he said.

### **Obituary**

Ralph W. Hardy, 41, CBS Washington v.p., died Aug. 5 of heart attack after water skiing while on vacation in Ogden, Utah. Before joining CBS in 1955, he was govt. affairs v.p. of NARTB, having joined staff of the trade group as director of radio div. in 1949. He began his 20-year career in broadcasting at radio KSL in his home town of Salt Lake City. He was member of U. S. National Commission for UNESCO, v.p. of National Conference on Citizenship and member of national council of Boy Scouts of America, held several high positions in Mormon Church. He was eulogized on Senate floor this week by majority leader Lyndon Johnson (D-Tex.) who called him "one of the most brilliant business executives of my acquaintance," and by Sens. Bennett (R-Utah), Watkins (R-Utah) & Javits (R-N. Y.).

Soap opera enthusiast Neil H. McElroy, who joined Procter & Gamble as junior clerk in adv. dept. in 1925 and rose to pres. of big TV-radio advertiser in 1948, was named by President Eisenhower Aug. 7 to succeed Charles E. Wilson as Defense Secy. He was in charge of Procter & Gamble promotion by 1929, became adv. & promotion mgr. in 1940 and v.p. for adv. in 1943, helped make soap opera a radio staple, song-&-dance commercial an American art form. McElroy was 1954-55 chairman of White House Conference on Education, once told critics of soap opera aesthetics: "The problem of improving the literary tastes of the people is the problem of the schools." He probably must dispose of holdings in Procter & Gamble and in GE & Chrysler—he's on boards of all 3 firms—before Senate confirms him in post which pays \$25,000 vs. his \$285,000 P&G salary.

Educational TV experiment at U of Detroit, where freshmen will be able to go to school at home next term (Vol. 13:8), merits "national attention" as possible solution to campus overcrowding, Jack Gould says in Aug. 4 *N. Y. Times*. Students who enroll for 5 courses telecast by educational WTVS (Ch. 56) will be offered special tuition rates along with package deals with regular dealers by which they can buy uhf-equipped 14-in. portable receivers for \$145 or convert vhf sets for about \$50. Students get regular credits for TV instruction, go to campus for examinations.

TV is "prime catalyst" of U. S. economy, NBC pres. Robert W. Sarnoff said in Aug. 4 *N. Y. Herald Tribune*, writing guest column for vacationing business & financial editor Donald I. Rogers. Restating network arguments against pay TV, he said TV commercials play big part in "creation of new mass consumption desires in a nation that consumes its way to prosperity, to growth and to strength."

TV techniques will be taught in new course starting in Sept. at American International College, Springfield, Mass., in cooperation with WWLP there. First semester classes in "Introduction to TV Broadcasting," carrying 3 hours' undergraduate credit, will be taught by asst. program director George J. Mitchell.

Big Jergens account, lost in June by Robert W. Orr & Assoc. (now a Fuller & Smith & Ross div.), goes to Cunningham & Walsh Dec. 1, with senior v.p. John S. Williams in charge. Bulk of Jergens advertising expenditures of about \$1,500,000 went to magazines in 1956, but company recently has been heavy TV investor.

Big demand for closed-circuit TV theatre rights to Sugar Ray Robinson-Carmen Basilio middleweight championship fight Sept. 23 in Yankee Stadium was reported this week by TNT, which said 51 theatres already had been cleared for telecast. About 100 more are expected to sign, according to pres. Nathan L. Halpern.

Norwegian state radio has been authorized by Parliament to resume TV tests next fall, with goal of starting regular telecasts by 1960 from stations in Oslo and Bergen.

**ADVERTISING AGENCIES:** David P. Kaempfer joins Lynch, Hart & Stockton as TV-radio director . . . George Johnston appointed media director of Brooke, Smith, French & Dorrance . . . Wm. L. Gillilan promoted to marketing director of Ketchum, MacLeod & Grove . . . Ralph C. Tanner, v.p. & director of Anderson & Cairns, named creative board chairman . . . Daniel M. Gordon, ex-Ruthrauff & Ryan, joins Donahue & Coe as media director.

Another agency merger: McManus, John & Adams takes over personnel & accounts of Ralph Yambert Adv., Los Angeles.

**Financial & Trade Notes:** Zenith reports profits of \$2,398,137 (\$4.87 per share) on sales of \$66,486,222 in 6 months ended June 30, 1957, compared with \$2,530,824 (\$5.14) on sales of \$65,370,935 for comparable period in 1956. For quarter ended June 30, 1957, profits were \$747,547 (\$1.52) on sales of \$29,827,712 vs. \$699,659 (\$1.42) on sales of \$27,455,617 in similar 1956 quarter. Zenith said second quarter unit and dollar TV sales were 16.8% higher than in similar 1956 quarter, those for the half were up 5.8% over year ago.

In report to stockholders, Zenith said its increase in TV volume resulted in company gaining "much larger percentage of the total industry volume than the company has achieved in the past. Report said increased phono and hi-fi sales brought second quarter radio-phono-hi-fi dollar volume to 30% above similar 1956 period. Zenith said it has scheduled "an aggressive production, advertising and merchandising program for the third quarter, which could result in record sales for that period." However, it noted increased cost of materials and labor may force fall price boost for TV-radio-hi-fi.

\* \* \* \*

Motorola this week reported net earnings of \$3,409,778 (\$1.76 per common share) on sales of \$105,666,759 in year's first 6 months compared with \$3,066,207 (\$1.58) on sales of \$101,801,234 in similar 1956 period. Second quarter earnings were \$1,272,191 (66¢) on record second quarter sales of \$53,384,964 compared with \$1,053,331 (54¢) on sales of \$48,603,693 in same 1956 period. Pres. Robert W. Galvin told shareholders that only TV did not reach company's expected figures, but July 18 introduction of new line should be reflected in third quarter report. He said new fully transistorized, mobile 2-way radio, silicon rectifier and 2-way motorcycle police radios are now on market. He added Motorola expects good sales and earnings in final 6 months.

Hoffman Electronics reports profits of \$864,299 (\$1.18 per share) on sales of \$21,126,038 in first 6 months of 1957 compared with \$783,972 (\$1.07) on sales of \$22,875,561 in similar 1956 period. Second quarter earnings were \$351,497 (48¢) on sales of \$9,632,439 vs. \$315,978 (43¢) on \$10,720,542 in second quarter last year. Pres. H. Leslie Hoffman said all divisions showed earnings in first 6 months of 1957, TV and semiconductor divisions reporting sales increases. He said acceptance of new TV line "has been gratifying and fall business should be at a good level." Letter to shareholders also said Defense Dept. "has indicated that expenditures for electronics equipment will nearly double by 1961."

Admiral reports \$316,513 loss on second quarter sales of \$36,451,382 compared with earnings of \$437,719 on sales of \$37,170,366 in similar 1956 period. For first 6 months of 1957 earnings were \$111,231 (5¢ per share) on sales of \$78,805,521 vs. \$1,748,055 (74¢) on sales of \$85,834,325 a year ago. Exec. v.p. John B. Huarisa said financial statement reflects cost of tooling and getting into production for 1958 TV-radio-hi-fi line. However, he listed substantial profits in June as nearly offsetting April and May operating losses. He also said Admiral inventories are at the lowest level in 5 years.

**Dividends:** Magnavox, 37½¢ payable Sept. 14 to stockholders of record Aug. 23; Paramount Pictures, 50¢ Sept. 13 to holders Sept. 3; Erie Resistor, 10¢ plus 1% stock Sept. 15 to holders Aug. 30; Minneapolis Honeywell, 40¢ Sept. 10 to holders Aug. 16; General Tire, 50¢ Aug. 30 to holders Aug. 16; Tung-Sol, 35¢ Sept. 3 to holders Aug. 16; C&C TV, 1 share of National Phoenix Industries stock Aug. 9 to holders July 25 of 2 shares of C&C TV stock.

Time Inc., which took over 3 TV & 3 radio stations from Consolidated (Bitner) in May in \$15,750,000 deal (Vol. 13:21), earned \$7,351,000 (\$3.76 per share) on record revenues of \$125,362,700 in first 6 months compared with \$8,627,300 (\$4.43) on \$110,960,300 year earlier. Decline in earnings was attributed by pres. Roy E. Larsen to increase in costs in relation to higher revenue from advertising & circulation, but he said "outlook is good for the full year." Though there was no breakdown midyear report included revenue from newly-acquired WTCN-TV & WTCN, Minneapolis; WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids. Time Inc. also owns KLZ-TV, Denver, and KTVT, Salt Lake City.

General Tire & Rubber, parent of RKO Teleradio Pictures Inc., which last month sold Mutual Broadcasting System (Vol. 13:30), but still retains profitable TV-radio station holdings along with film syndicate and Don Lee & Yankee Networks, will declare 3-for-1 stock split if proposal voted Aug. 6 by directors is approved by stockholders at meeting Sept. 5. Split would increase authorized common shares from 2,500,000 to 7,500,000. Stock went up to 89¼ from 88½ following announcement of directors' plan, but closed at 86½.

Loew's Inc. earnings dropped to \$34,017 (1¢ per share) on gross sales & operating revenues of \$33,952,000 in 12 weeks ended June 6 vs. \$808,418 (15¢) on \$40,553,000 in corresponding 1956 period, although income was \$2,763,265 (52¢) on revenues of \$121,200,000 in 40 weeks compared with \$2,693,261 (51¢) on \$127,992,000 year earlier. Slight gain for 40 weeks was credited by pres. Joseph R. Vogel to economies he instituted when he took over last Oct., but he said "we continue to feel the impact of pictures produced prior to my administration."

Storer Bestg. Co. earned \$3,143,038 (\$1.27 per share) in second quarter ended June 30 compared with \$1,395,202 (56¢) year earlier, reflecting capital gains of \$2,621,969 before taxes (\$1,966,477 or 79¢ per share after taxes) from sale of WBRC-TV & WBRC, Birmingham (Vol. 13:19) after capital loss deduction from sales of KPVT, Portland, Ore. (Vol. 13:18) and WGBS-TV, Miami (Vol. 13:15). For 6 months earnings were \$4,429,484 (\$1.79) vs. \$2,845,445 (\$1.15) in corresponding 1956 period.

Atlas Corp., big holder of Walt Disney Productions stock (Vol. 13:27), will offer 400,000 shares in secondary distribution to public late this month through underwriters headed by Goldman, Sachs & Co., Lehman Bros. and Kidder, Peabody & Co. Disney will then seek listing on N. Y. Stock Exchange, according to registration statement filed with SEC. At same time Atlas announced it will exercise option in Oct. to apply 153,000 purchase warrants for like number of Disney shares at \$22 per share.

Paramount Pictures reports consolidated earnings of \$2,359,000 (\$1.18 per share on 1,999,316 shares) in first 6 months this year compared with \$2,322,000 (\$1.12 on 2,085,716) in first 1956 half, for which profits did not include non-recurring capital gain of \$2,679,000 (\$1.28). For June quarter earnings were \$1,060,000 (53¢) vs. \$950,000 (45¢) year earlier.

Page Communications Engineers Inc. has sold all interests in subsidiary Rixon Electronics Inc., Silver Spring, Md., to James L. Hollis, exec. v.p. & gen. mgr. of Rixon, who assumes post of pres., holding all common stock. In transaction Aug. 5 Hollis sold his stock in Page and resigned as officer & director.

Tung-Sol earned \$1,602,697 (\$1.75 per share on 866,554 common shares) on sales of \$30,962,132 in 26 weeks ended June 29 compared with \$1,296,654 (\$1.80 on 661,101 shares) on \$25,433,558 in corresponding 1956 period.

**Loew's Inc.** management slate of 12 candidates for director at special stockholders meeting Sept. 12 was announced this week by pres. Joseph R. Vogel, who faces rebellion by 5 anti-management directors led by Joseph Tomlinson. Vogel's candidates are Loew's financial v.p. Robert H. O'Brien, ex-AB-PT; Helen Hayes; Francis W. Hatch, BBDO; Bennett Cerf, publisher; Gen. Omar Bradley, Bulova; J. Howard McGrath, ex-Attorney General; Charles H. Silver, N. Y. Board of Education; Ellsworth C. Alvord, Washington attorney; Charles Braunstein, importer; Benjamin Melniker, Loew's gen. counsel; George Muchnic, Loew's International v.p.; Benjamin Thau, Loew's v.p. & studio chief.

**Collins Radio** pres. Arthur Collins told stockholders company expects sales for year ended July 31 to total about \$120,000,000 compared with \$125,000,000 last year, per share earnings continuing at \$1.92 rate. He said order backlog was \$115,000,000 on June 30.

**Decca Records** earned \$1,742,600 (\$1.08 per share) in 6 months ended June 30 vs. \$1,536,521 (96¢) in corresponding 1956 half. Figures include company's share of undistributed earnings of subsidiary Universal Pictures.

**Amphenol** is buying Danbury-Knudsen Inc., Danbury & Brookfield, Conn. manufacturer of electro-mechanical connectors, coaxial switches, microwave components.

**Capitol Records** reports earnings of \$3,239,362 (\$6.80 per share) on sales of \$35,108,401 in year ended June 30 vs. \$1,599,367 (\$3.35) on \$25,647,468 year earlier.

**National Theatres** reports net income of \$1,365,820 (51¢ per share) in 39 weeks ended June 25 vs. \$1,378,974 (51¢) in similar period year earlier.

**Varian Assoc.** earned \$661,725 (50¢ per share) in 9 months ended June 30 compared with \$223,007 (20¢) in corresponding period year earlier.

**Gabriel Co.** earned \$242,072 on sales of \$5,824,086 in 3 months ended June 30 vs. \$30,213 on \$4,698,036 in comparable 1956 period.

**Nems-Clarke Inc.**, Silver Spring, Md. designer and manufacturer of electronic equipment (including some TV broadcast gear), will be acquired in late Aug. by Vitro Corp. of America, Canonsburg, Pa., diversified firm in fields of atomic energy, metallurgy and weapons systems. Nems-Clarke stockholders have already approved the acquisition which will be effected by exchange of 115,000 shares of Vitro common (worth about \$3,000,000) for all assets of Nems-Clarke, which showed profit of \$177,000 on \$4,000,000 sales last year.

**Sanders Assoc. Inc.**, Nashua, N. H. manufacturer of electronic equipment, offered new issue of 100,000 shares of Class "A" common stock for public sale at \$15 per share this week through syndicate headed by Kidder, Peabody & Co. At same time employes were offered additional 10,000 shares at \$13.80. Company plans to reduce bank indebtedness, increase working capital to develop & market flexible printed cabling. Sanders earned \$146,380 (58¢ per share) on revenues of \$4,439,642 in 10 months ended May 27.

**Litton Industries** reports earnings of \$1,750,000 (\$1.47 per share) on sales of \$27,700,000 in fiscal year ended July 31 vs. \$1,019,703 (97¢) on \$14,920,050 year earlier. Backlog totaled \$49,000,000 compared with \$35,000,000 at end of fiscal 1956, according to pres. Charles B. Thornton. He said sales now are at annual rate of \$34,000,000 and that he is "confident this rise will continue."

**General Dynamics** earned \$18,479,197 (\$2.32 per share on 7,972,887 shares) on sales of \$726,081,499 in first half compared with \$11,135,145 (\$1.40) on \$414,443,947 year earlier, pres. Frank Pace Jr. noting that income gained 66% and sales 75% in 1957 period despite bigger expenditures for research & development. Backlog June 30 was \$1.989 billion vs. \$2.195 billion at end of 1956.

**Muntz TV** has been ordered, as part of Chapter X reorganization, to pay \$10,000 to the District Director of Internal Revenue by Sept. 30 in connection with past-due taxes. Order, by Federal Judge W. G. Knoch, calls for balance of tax bill to be paid in 3 monthly installments.

**ELECTRONICS PERSONALS:** Adm. Frederick R. Furth (ret.) named research & engineering director of IT&T . . . Dr. Thomas H. Johnson resigns Oct. 1 as AEC physical sciences research director to join Raytheon as research div. mgr. . . . Harold F. Wiley named director of new analytical & control instrument div. of Consolidated Electrodynamics . . . Ray Hoover promoted to v.p. of Western Union in charge of plant & engineering . . . G. P. Adamson named engineering mgr. of Canadian Westinghouse electronics div., succeeding S. S. Schenider, appointed switchgear products mgr. . . . Stephen F. Keating named head of new Minneapolis Honeywell military products group, continues as v.p. in charge of aeronautical group . . . Wm. P. Hindman, works mgr. of Milton, Pa. plant of ACF Industries, appointed v.p. of new advanced products div. . . . Roy Baker Snapp elected v.p. of American Machine & Foundry atomics div., headquartering in Washington . . . Dr. Thornton C. Fry named v.p. & Univac engineering director of Sperry Rand's Remington Rand div. . . . Arthur F. Jones, ex-Motorola, appointed Avco v.p.-defense planning . . . P. C. Covich promoted to Sylvania mid-eastern distributor sales mgr.-electronic products, headquartering in Pittsburgh . . . Ralph Dinsmore promoted to International Resistance Philadelphia sales office mgr.; Evon Wells to asst. mgr. . . . Wm. E. Lowery promoted to mgr. of new reliability section of Raytheon Wayland labs . . . Joseph Bambara promoted to v.p. of CBS Labs electronics systems . . . Howard C. Briggs, ex-Hoffman Labs, named Collins Radio govt. relations director, Washington.

**Recommended standards for electronics industry**, approved by industry representatives, are available through Electronic Industries Assn. Engineering Dept., 11 W. 42nd St., N. Y. 36, N. Y. (minimum order \$1): RS-189—Encoded Color Bar Signals, 30¢; RS-192—Definitions and Dimensional Characteristics of Quartz Crystal Units, 50¢; RS-193—Designation System for Cathode Ray Tubes, 25¢; RS-194—Microwave Relay System Towers, 40¢; RS-195—Mechanical Characteristics for Microwave Relay System Antennas and Passive Reflectors, 50¢.

**New IT&T plant** for manufacture of semi-conductor & other electronic devices has been opened by components div. at 815 S. Antonio Rd., Palo Alto, Cal. Robert M. Van Valkenburgh is plant mgr. of operations serving 11 western states, supplementing IT&T semi-conductor production at Clifton, N. J.

**Science teachers** from high schools in 8 states are completing 8-week research study at MIT under \$20,000 general assistance program of Westinghouse Educational Foundation, financed by Westinghouse Electric Corp. Recipients of study grants were 24 teachers from New England, Middle Atlantic States and south.

**Siegler Corp.** plans to offer 200,000-250,000 shares of common stock for public sale in Oct. to raise \$4,500,000 working capital if stockholders approve merger with Huford Corp. & Unitronics Corp. (Vol. 13:22) at meeting Sept. 11, according to pres. John R. Brooks. Underwriter would be Wm. R. Staats & Co., Los Angeles.

**TUBE SALES HERALD BIG TV OUTPUT BOOST:** The cheerful talking by TV setmakers lately isn't just for press-release purposes. With a confidence unmatched in the last few years the TV manufacturer this year is really putting his money where his mouth is.

Picture tube sales to manufacturers provide an excellent indicator of future set production trends, being reflected 2-6 weeks later in receiver output. We learn that in June tube manufacturers sold 750,000 picture tubes to TV makers -- 60% more than the 465,000 sold in May. To put this rise into proper perspective, let's look at record for May & June 1956: May's picture tube sales were 590,000, June's 560,000 -- a decline of about 2%.

These figures are even more significant when you consider that TV production for first 7 months of 1957 was nearly 700,000 sets below similar period of 1956, or 3,752,000 last year & 3,082,000 this year. Of particular interest in this connection is authoritative estimate that TV production in the vacation month of July was 360,000, compared with 337,000 in July 1956 -- first time this year that set production has exceeded corresponding month of last year.

All this indicates better inventory position this year -- with production increase due to pipeline-filling following introduction of new models. Inventories at all levels June 30 totaled 2,350,000 -- lowest end-of-June figure in 3 years.

\* \* \* \*

Comments of industry suppliers reflect increase in purchasing by setmakers. For example, we talked this week to one of largest independent picture tube makers, who told us his plant is "going like mad," but he still can't come within 1000 tubes a day of filling all orders from manufacturers. "All of our big customers are behind in their orders," he said, "and they're working overtime to fill them."

Tube season has changed, this tube maker told us. Whereas heavy production season used to extend from Oct. to Feb. or March, this year the pickup began in June, "and our plant was running at top speed for the 2 non-vacation weeks of July." He added: "Right now there's a shortage of quality tubes, and of quality guns."

Tube replacement market is now almost as big as original equipment market, he added parenthetically -- "about 6,500,000 each this year, for 13,000,000 tubes; that's healthy." He predicted that industry would finally standardize on 110-degree tubes, in 17 & 21-in. sizes, with a few 24s & 14s. "And we're going to think twice before we change over to anything else -- unless it's something radically new like a flat tube, a simple color tube or a transparent-phosphor tube." Freezing of sizes & shapes, he predicted, would restore healthy profit margins to tube business.

**Table Models Decline:** Production mix for July shows portable percentage remaining close to last year -- 105,000 sets or 29% of total, vs. 102,000 or 30% in July 1956.

Brunt of this year's production drop was borne by table models, with only 1,000,000 sets made in first 7 months -- just slightly more than half the 1,952,000 in similar 1956 period. Consoles & combinations dropped from 1,372,000 Jan.-July last year to 1,168,000 this year. Only portables went ahead, 915,000 vs. 428,000.

**Retail Sales:** TV retail sales in June showed effect of summer doldrums, dropping to second lowest total in year's first 6 months -- June's 389,770 higher only than April's low of 337,965. June retail sales figure also was lower than comparable figure for last year when 439,362 were sold. Radio retail sales, meanwhile, enjoyed the second highest month in June for home radios. Total sold in June was 729,421, topped only by 730,584 in March. March of 1956 also was only month in last year's first half to exceed June 1957 total.

Following is a recapitulation of TV and home & auto radio sales for first 6 months of 1957:

	<u>TV Retail Sales</u>		<u>Home Radio Sales</u>		<u>Auto Radio Sales</u>	
	<u>1957</u>	<u>1956</u>	<u>1957</u>	<u>1956</u>	<u>1957</u>	<u>1956</u>
January...	623,359	614,213	563,363	531,206	521,624	519,648
February..	525,437	530,554	525,029	454,867	522,859	437,611
March.....	534,115	544,411	730,584	527,649	597,532	478,272
April.....	337,965	347,630	543,092	471,193	380,452	299,253
May.....	399,757	392,080	547,480	566,357	396,151	282,611
June.....	<u>389,770</u>	<u>439,362</u>	<u>729,421</u>	<u>839,830</u>	<u>416,058</u>	<u>296,256</u>
Totals..	2,810,403	2,868,250	3,638,969	3,391,102	2,834,676	2,313,651

**Production:** TV output was 117,438 week ended Aug. 2, compared with 123,522 preceding week and 128,157 in corresponding week one year ago. It was year's 31st week and brought TV production to year to date to about 3,200,000, compared with 3,905,365 in same period of 1956. Also this week, Electronic Industries Assn. (formerly RETMA) officially estimated first half year production at 2,722,139 compared with 3,415,202 in similar 1956 period. June production was 543,778 (72,766 uhf), compared with 342,386 (41,596) in May, 553,025 (78,512) in June 1956.

Radio production was 180,608 (61,537 auto) week ended Aug. 2, vs. 234,034 (84,394) preceding week and 205,697 (132,121) in corresponding week year ago. Radio output for 31 weeks totaled about 7,977,000 (3,158,000) vs. 7,473,574 (2,561,738) in 1956 period. First 6 months' production was placed at 7,187,294 (2,834,676) compared with 6,659,165 (2,313,651) in similar period last year. June production totaled 1,088,343 (416,058), compared with 1,023,771 (396,151) in May and 1,073,775 (296,256) in June 1956.

**Trade Personals:** Richard T. Orth resigns as Westinghouse v.p. & gen. mgr., electronic tube div. to take executive post with Sanders Associates Inc., Nashua, N. H.; he's one time RCA tube div. v.p.; B. W. Sauter, mgr. of Westinghouse's Bath, N. Y. receiving tube plant, succeeds him . . . Charles A. Daly, Jr. promoted to RCA gen. purchasing mgr.; Thompson H. Mitchell, pres., RCA Communications, adds post of gen. mgr. of new telecommunications div., RCA industrial electronics products; A. R. Hopkins promoted to mgr., industrial electronics marketing dept. . . . Richard F. Gorman promoted to new post of Admiral adv. mgr. . . . David G. Cowden promoted to mgr., special purpose tube operations, Sylvania TV picture tube div. . . . Jerome G. McCormick promoted to DuMont Labs asst. gen. credit mgr. . . . Joel J. Zimmer promoted to asst. national sales mgr., Symphonic Radio & Electronics Corp. . . . Edward Moreau promoted to Olympic regional sales mgr. for 11 western states . . . John J. Moran, ex-Jet Ignition Co. and Philco, named asst. to Norge v.p. Harold Bull . . . James Ewing named sales v.p. of Gabriel Co., succeeding Wm. Klein, appointed merchandising v.p. . . . Wilfred G. Caldwell, ex-National Cash Register, onetime RCA attorney and formerly with Lipincott & Smith, San Francisco—where he authored patent application for Lawrence color tube, appointed CBS-Hytron senior patent attorney.

Sylvania is stepping up radio-hi-fi production—aiming, says TV-radio gen. sales mgr. Robert L. Shaw, at “greater sales to our present distribution and . . . units for other manufacturers.” John R. Suor was named product mgr., radio and hi-fi, for new program. Initial step will be introduction in early fall of 3 new transistor portable radios.

New chairman of Electronic Industries Assn. service committee is Kenneth H. Brown, Westinghouse, who succeeds Joseph A. Hatchwell, DuMont Labs.

**DISTRIBUTOR NOTES:** Emerson appoints Cincinnati Appliance Wholesalers, 3920 Reading Rd., Cincinnati, replacing Johnson Electric Supply Co. . . . Sylvania appoints Charles Ilfeld Co., 200 First St. N. W., Albuquerque, N. M. (Frank Mapel, pres.) for TV-radio-hi-fi in 24 N. M. counties including Albuquerque, 11 W. Texas counties including El Paso area, 4 southwest Col. counties; G. M. Nutter Inc., 2905 Chester Ave., Cleveland (Emory F. Kloha, pres.) for Cleveland-Akron and 18 northeast Ohio counties; Emory-Waterhouse Co., 1111 Candia Rd., Manchester, N. H. (Charles Hildreth, pres.) for 12 Vt. and 2 N. H. counties . . . Hoffman appoints Bohman-Warne Inc., Hagerstown, Md. (A. H. Warne, pres.) for TV-radio-hi-fi in western Md., eastern W. Va., north-central Va., 3 counties in southern Pa. . . . Westinghouse appoints Ackermann Radio Sales, 3861 N. 35th St., Milwaukee, for CR, receiving and industrial tubes . . . Elliott-Lewis Corp., Philadelphia, appoints Leonard Schwartz sales mgr. of its Motorola div. . . . Penn Appliance Distributors (Motorola), Harrisburg, Pa. promotes James B. Spangler to gen. sales mgr., Motorola div. . . . Westinghouse Appliance Sales names Charles N. Bock N. Y. TV sales mgr., replacing Jules Roth, resigned.

GE award for TV servicemen, based on outstanding community service, includes trophy and \$500 check for charity or public service to be given to 11 servicemen selected by panel of judges. Called “1957 All-American Awards,” selection will be determined by benefits to public in 2 years prior to Sept. 30, 1957. Nominations, by individuals or organizations, should be addressed to All-American Awards Committee, GE, Owensboro, Ky. before Oct. 19, 1957.

GE Appliance Park, Louisville, is on 3-week shutdown, Aug. 5-24—first two weeks for vacation, third week for inventory adjustment. Some 12,000 production workers are affected.

**Topics & Trends of TV Trade:** TV electrocution of 6-year-old child (Vol. 13:29-31) was tentatively blamed on damage to set during factory assembly this week. Engineering committee of blue ribbon jury in Howard Erenstein inquest found set defective and reported its belief that "during the factory assembly, the 135-volt DC bus was accidentally pinched and wedged between the mounting bracket and the vertical holding control."

Herbert Riegelman, gen. mgr., GE TV receiver div. which made set, issued statement saying ". . . we have been unable to determine how this could have escaped our rigid factory tests, but we are proceeding in a positive fashion to eliminate any possibility of recurrence."

Riegelman went on to say that "we have added extra checks to the stringent manufacturing controls already in existence at the factory. Our distributors, and through them our dealers, are prepared to make an electrical check at no charge on any GE TV portable brought to them, and we urge all owners of our portables to use this opportunity to assure themselves about the safety of their sets."

Other facets of case: (1) UL spokesman said it was "premature to make statement now," that he hadn't received coroner's report. (2) Setmakers continued to describe extra safety precautions beyond UL requirements. (3) Meeting with South Bend Mayor resulted in understanding proposed restrictions on sale of portable TVs would be cancelled (Vol. 13:29) and none imposed without further consultations with Electronic Industries Assn. (4) Westchester County (N.Y.) officials reported spot check of childrens' amusement rides, such as rocket ships, horses, planes, etc., following April electrocution of child, showed 26% dangerous, 49% potentially hazardous, 25% safe; Washington, D. C. officials ordered tests of similar devices in Nation's Capital.

\* \* \* \*

Full text of Cook County Coroner McCarron's verdict in electrocution death:

Howard Erenstein came to his death on the 14th day of July A.D., 1957 in St. Francis's Hospital, Evanston, Illinois, from and as the result of electrocution by contact with a television set (in kitchen) of the home of the deceased herein, by the deceased—premises commonly known and described as 9356 North Tripp Avenue, Skokie, Illinois, on July 14th, A.D., 1957—at or about 12:30 p.m.

From the testimony presented, we—the jury find said occurrence to have been accidental:

However, in view of the circumstances surrounding this occurrence, and the many factors involved therein—plus our responsibilities as jurors at this inquest—we, the

Changing pattern in discount house operations is reviewed in Aug. 4 *N. Y. Times* article. It recalls Masters Inc. statement several years ago that the discount house's cost of operation was only 11.2% of sales compared to about 33% for NRDGA members. Citing from stock prospectus, story says "Two Guys from Harrison" discount chain lists 1952 operating costs at 8.8%, 1954 at 10.9%, 1956 at 15.4% and 8 months ended April 30, 1957, at 16.5%. Contributing to discounters' problems, item said, are higher salary costs, advertising expenditures, general decline in sales of major appliances in last 2 years.

Sears, Roebuck's new catalog list prices about same as in spring book: 21-in. table models, \$115-\$190; 21-in. console, \$130-\$250; 24-in. console, \$260-\$280; combinations, \$300-\$310; 17-in. portables, \$93-\$143.

Two-hour closed-circuit telecast is planned Sept. 4 to introduce new RCA color line and announce NBC fall color programming plans. Show will originate in N. Y.

jury make these additional findings and or recommendations:

(1) The television set involved in this accident was found to be defective, in such manner that lethal voltages exist between its cabinet and ground. The probability is very great that the deceased died of electric shock from simultaneous contact with the television set and the grounded metal trim on the kitchen counter-top.

(2) Since many kinds of portable electrical appliances are being used in the American home in ever increasing numbers, and since many new types of portable appliances are marketed, it is desirable that the safety codes and practices used by the industry be strengthened.

(3) The public should realize that, in spite of all safety measures, there always remains the possibility for an accident.

(4) As far as electric shocks are concerned, certain locations in the house are more hazardous than others, namely, the kitchen, bathroom, laundry, basement, and utility room. Any room in which grounded objects, such as water or gas pipes are located, makes possible a low resistance return path for electric current. Therefore, portable appliances should be used with care in such locations.

(5) In case of electric shock, the immediate application of artificial respiration is of great importance, while waiting for the arrival of a physician. The public is urged to become familiar with methods of artificial respiration.

\* \* \* \*

Full text of report of engineering committee of "blue ribbon jury":

Statement of Facts—The set was found defective.

A metal part of the case of the vertical holding control was found squeezed through the insulation of the 135-volt DC bus. The connection thereby established caused a combination of DC and 120-volt AC supply voltage to appear between the outside metal cabinet of the television set and ground.

The cabinet was found with the upper right rear corner dented and a supporting brace in the interior out of position.

In comparing a new set with the one involved in the accident, the corresponding 135-volt DC bus was found to be in a slightly different position.

Interpretation of findings—The committee found no relationship between the mechanical damage to the cabinet and the observed electrical defects. The Committee believe that, during the factory assembly, the 135-volt DC bus was accidentally pinched and wedged between the mounting bracket and the vertical holding control.

Sylvania has doubled the number of its TV dealers in past 7 months, Robert L. Shaw, TV-radio div. gen. sales mgr., told Aug. 8 sales seminar sponsored by Research Institute of America at New York's Waldorf-Astoria Hotel. He said "Sylvania's leadership in the development of 110-degree TV sets and our unique marketing and sales promotion methods" also resulted in record first-half factory sales. Shaw gave credit for upsurge to "buy now" approach in advertising, putting emphasis on retailer, and monthly factory promotions designed to increase retail traffic.

Excise tax committee has been set up by NEDA to tell Congress of "hardships that excise taxes have created on the electronic distributor." Alex Brodsky, Allied Radio Corp., is chairman.

TV Week is being observed in Canada Sept. 8-14—same time as in U. S.—by Canadian Assn. of Radio & TV Broadcasters and Canadian Broadcasting Corp.

**BOOM IN TRANSISTORS** gets bigger, record month by record month. It's heading toward volume which by end of 1957 may be nearly 24 times what it was 3 short years ago.

Figures released Aug. 8 by Electronic Industries Assn. (formerly RETMA) show transistor unit sales for first 6 months this year shot up close (11,199,300) to 12,840,000 total for all 1956, compared with 3,647,000 in 1955 & 1,318,000 in 1954. And any cautious projection of industry statistics indicates 1957 total should reach 30,000,000.

Transistor unit sales hesitated momentarily in April in up-&-out spread this year, according to EIA chart which otherwise shows steady monthly advance from 1,436,000 in Jan. (vs. 572,000 year earlier) to 2,245,000 in June (vs. 1,130,000).

Dollar volume of sales is nearly as spectacular: \$31,249,000 for first half of 1957 compared with \$37,352,000 total for all 1956. In 1955 total was \$9,860,000; in 1954, \$4,760,000.

Increases in unit production are being accompanied by reductions in prices. Latest announced cuts by manufacturers include 15% slice by Motorola in automobile radio power transistors; 33% cut by Philco in high frequency microalloy transistors, 31% cut in entire Philco line of power transistors in production quantities.

Prediction of billion-dollar annual sales within 10 years in over-all tube-replacing semiconductor field, including transistors, came this week from marketing mgr. James H. Sweeney of GE's semiconductor products div.

He told Air Force Reserve Officers Assn. in Dayton Aug. 6 that total semiconductor sales this year alone should top \$140,000,000—increase of 82% over \$77,000,000 last year, 40% more than what most market analysts predicted last Dec. for 1957.

Here is EIA's compilation of transistor sales for first half of 1957, compared with similar 1956 period:

	1957 Sales (units)	1957 Sales (dollars)	1956 Sales (units)
January .....	1,436,000	\$ 4,119,000	572,000
February .....	1,785,300	5,172,000	618,000
March .....	1,904,000	5,321,000	708,000
April .....	1,774,000	4,880,000	832,000
May .....	2,055,000	5,636,000	898,000
June .....	2,245,000	6,121,000	1,130,000
<b>TOTAL</b> .....	<b>11,199,300</b>	<b>\$31,249,000</b>	<b>4,758,000</b>

Cumulative manufacturers' sales of receiving & TV picture tubes declined in first half of 1957 compared with corresponding 1956 period, according to EIA. Totals for receiving tubes in 6 months this year were 221,175,000 worth \$190,461,000 vs. 227,656,000 worth \$184,856,000; for picture tubes, 4,814,659 worth \$86,987,031 vs. 5,152,743 worth \$94,795,945. June was up over May this year, however. EIA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
January .....	760,860	\$13,594,525	37,571,000	\$31,170,000
February .....	728,363	13,134,778	44,460,000	36,631,000
March .....	833,257	14,850,847	43,010,000	37,007,000
April .....	628,338	11,394,043	27,970,000	25,384,000
May .....	758,328	14,031,519	32,836,000	28,955,000
June .....	1,104,013	19,981,319	35,328,000	31,314,000
<b>Total</b> .....	<b>4,814,659</b>	<b>\$86,987,031</b>	<b>221,175,000</b>	<b>\$190,461,000</b>

Sylvania TV cabinet plant at High Point, N. C. was sold this week to Dwight L. Phillips, Charlotte builder and investor, for \$325,000. Sylvania plant mgr. R. C. Jenkins will continue as plant mgr. for new owner.

TV-electronics servicing will be \$8 billion business by 1975, RCA tube merchandising mgr. H. F. Bersche predicted this week. He also told Texas Electronic Assn. that replacement tube market may hit 185,000,000 in 1957.

**COLOR TV story in Aug. Fortune** describes RCA as reorganizing for profit—"for the kind of profit that will make the corporation the blue chip RCA must be if it is to raise the money that will be needed for leadership in this growth industry."

Article by Wm. B. Harris is fourth and final in series on electronic industry. It says RCA admits loss of \$14,000,000 before taxes on color last year—bringing total RCA cost of color to over \$100,000,000.

New RCA pres. John L. Burns is quoted as giving this estimate of his job: "(1) To get color off our backs. (2) Institute a major internal profit improvement program. (3) Plan where we go from here."

Story details battle over color with RCA on one side, GE, Philco, DuMont on the other, so-called "neutral" manufacturers preferring to sit on sidelines until winner is named. Article says "GE, while working independently on its own color system, has also bought a license on Philco's one-gun tube, called Apple."

"Make-or-break" year for RCA color drive could be 1957, as story points out up to 130,000 color sets had been sold up to this year—110,000 by RCA. "If 225,000 sets are sold up to this year—110,000 by RCA. "If 225,000 sets are into homes, it would require only modest sales increases over the next three years to give the country one million sets in use sometime in 1960."

Million mark, article says, is probably close to magic figure that will attract advertisers and force nearly full-time broadcasting of color. Story then envisions rapid growth to production rate of 750,000 color sets a year, adding that "unless GE-Philco axis can bring its system to market well before 1960, its chances of cutting down RCA are slim. By 1960, RCA should have improved product enormously and reduced prices radically . . ."

One advantage already gained by RCA color drive, says story, is that 257 of nation's broadcasting stations, reaching 96% of TV homes, have color-broadcasting facilities.

Radio station sales and transfers reported this week: KLAD, Klamath Falls, Ore. by Phil Jackson for \$175,000 to Burt Levine and associates (Levine is gen. mgr. & principal owner of WROV, Roanoke, Va., also principal in KOA, Oklahoma City) . . . KEOK, Ft. Dodge, Ia. by H. W. (Dutch) Cassill and associates for \$150,000 to American Bestg. Stations Inc., licensee of WMT, Cedar Rapids (Wm. B. Dolph, pres.), which has interlocking ownership with WMT-TV, Cedar Rapids and radio stations KJBS, San Francisco & KMYR, Denver . . . WABR, Winter Park, Fla. 60% by Ray H. Gunkel Jr. for \$126,500 to James H. Sawyer, increasing holdings from 40% to 100%; WABR also holds CP for WEAL-TV, Orlando (Ch. 18) and Sawyer controls radio WKKO, Cocoa, Fla. . . WWRI, West Warwick, R. I. by Paul Oury for \$109,000 to Grelin Bestg. Co., its principals being Melvin C. Green, now with *Time's* Twin State Bestg. Inc., and Lester W. Lindow, on leave from WFDF, Flint, as exec. director of AMST . . . KSON, San Diego, by C. Fredric & Dorothy Rabell (keeping KSON-FM) to Jack O. Gross, ex-KFMB-TV & KFMB stockholder, in deal which involves swap of KSON for Gross' KXOC, Chico, with Rabells also getting \$60,000 . . . KHUB, Watsonville, Cal. by Wm. & Dorothy Morgan for \$60,000 to F. T. Crennan of San Francisco. Brokers: KLAD & KEOK, Blackburn & Co.; KHUB, Hamilton, Stubblefield, Twining & Assoc.

**NBC BOUGHT WJAS-AM-FM, Pittsburgh, this week,** filling out its ownership limit of 7 radio & 7 TV stations under FCC rules and giving network a Pittsburgh outlet for first time since Westinghouse withdrew KDKA affiliation in June 1956 (Vol. 12:28).

On air since 1921, 5000-watt WJAS was purchased from pres. H. Kenneth Brennen of owner Pittsburgh Radio Supply House Inc. for reported price of \$725,000, subject to FCC approval.

NBC also owns WRCA-TV & WRCA, N. Y.; WNBC & WKNB, New Britain-Hartford; WBUF, Buffalo; WRC-TV & WRC, Washington; WNBQ & WMAQ, Chicago; WRCV-TV & WRCV, Philadelphia; KRCA, Los Angeles; radio KNBC, San Francisco.

Los Angeles wired pay-TV franchises for Skiatron and International Telemeter-Fox West Coast Theatres were held up by city council after Skiatron Electronics & TV (developer of pay-TV system being promoted by separately incorporated Skiatron TV) urged that it look into anti-trust angles of Telemeter-Fox application. Council has scheduled receipt of formal bids on the franchises for Aug. 21, but wire from Skiatron Electronics—citing fact that both Telemeter's parent Paramount Pictures and Fox West Coast's parent National Theatres were operating under anti-trust consent decrees—prompted it to postpone receipt of bids until after special council hearing Sept. 18.

Surprise walkout by NABET members in 5 cities temporarily disrupted ABC-TV night network schedules Aug. 5, forcing substitution of western movie for *Lawrence Welk Show* originating in Hollywood. Union technicians started "writing grievances" in N. Y., Chicago, Philadelphia, Hollywood & San Francisco in protest against local handling of network premiere of *American Bandstand* from WFIL-TV, Philadelphia, NABET complaining station employes took work away from network-employed union members under contract. Dispute was settled before midnight.

"Operation Shoestring"—do-it-yourself closed-circuit TV set-up for less than \$3000 in Euclid Elementary School, Schenectady—was described this week by Bernard F. Haake, asst. to supt. of schools, as answer to educators who think \$20,000-\$40,000 investment is needed for system. School employes themselves installed cables for GPL vidicon camera with interchangeable lenses, picked up 3 used TV sets for \$40 each, utilized existing movie sound amplifier for independent sound system. Special lessons were televised in one classroom, carried to 3 other classrooms, with 150 sixth grade children participating.

MBS changed hands officially Aug. 8, RKO Teleradio Pictures turning over radio network to group headed by mgr. Paul Roberts of KRKD-FM, Los Angeles, and Los Angeles oilman Armand Hammer (Vol. 13:30), former becoming pres., latter chairman. Other directors are treas. H. Roy Roberts (no relation), Ojai, Cal. oil & real estate operator; secy. Frank B. Barton, Los Angeles lawyer; exec. v.p. Bertram J. Hauser, ex-MBS & NBC; Arthur Brown, pres. of Starrett Corp., N. Y.; L. M. Halper, pres. of Halper Construction Co., Los Angeles.

Failure of negotiations with AFM by major motion picture producers for reduction of 5% fee on TV sales of post-1948 features was reported this week. AFM pres. James C. Petrillo, was said to have told producers he could make no concessions in existing contracts, calling for payment of 5% of gross sales into union's Music Performance Trust Funds, unless they made concessions in employment of musicians. Talks may be resumed.

TV spot expenditures totaled \$118,870,000 in second 1957 quarter for 320 stations compared with \$116,935,000 for 321 surveyed in first quarter (Vol. 13:21), according to TvB. On gross-time rate basis TvB found 10% increase over corresponding 1956 quarter in spot spending on 279 stations reporting for both quarters. Biggest increase was in partic. expenditures. "Many advertisers are taking advantage of plan discount buys available on most stations, pres. Norman E. Cash observed. Top 5 TV spot spenders in second quarter were Procter & Gamble (\$6,518,900), Brown & Williamson Tobacco (\$3,322,300), Continental Baking (\$2,695,000), General Foods (\$2,419,000), Sterling Drug (\$2,197,300). Complete quarterly report is available from TvB, 444 Madison Ave., N. Y. 22.

TV's audience is up, radio's down, TvB reported this week in analysis of Nielsen figures for March showing "4,300,000 more families tuned to TV each week and 1,000,000 fewer families to radio" compared with year earlier. "Despite radio's larger number of homes (47,400,000 vs. 39,300,000 in March 1957), TV reached more than twice as many homes per minute in a 24-hour period (9,500,000 vs. 4,200,000 homes)," TvB report said. This estimate of TV gain over radio was in apparent contradiction to trend noted last week by Sindlinger & Co., which said radio listeners (71,335,000) outnumbered TV viewers (68,967,000) in week of July 6, that radio audience has continued to surpass TV's this summer (Vol. 13:31).

FTC consent order approved this week prohibits Schick Inc. from misrepresenting "free" home trials of its shavers and from selling used razors as new in promotion campaigns on TV and in other media. In agreeing to order, based on FTC complaint issued April 30, 1956, Schick did not admit any violation of Federal Trade Commission Act alleged by Commission, which had charged that all dealers were not required to provide "free" trials and that company advertised reconditioned shavers as new & unused. Case predated FTC's TV-radio monitoring drive against fraudulent advertising on air (Vol. 13:31).

NARTB will enter precedental "equal-time" libel suit in Jamestown, N. D. as friend of court, filing brief next month. Background of case: Farmers Union is appealing district court ruling which cleared radio WDAY of libel charge based upon statements made by 1956 minor party congressional candidate speaking over station under equal-time rules of Communications Act (Sec. 315). NARTB chief attorney Douglas Anello will participate in arguments scheduled for Oct., with final decision due by late fall.

Two applications for TV stations and 7 for translators were filed with FCC this week, bringing total to 120 (34 uhf) for stations, 43 for translators. Station applications: For Duluth, Ch. 10, by principals of WREX-TV, Rockford, Ill., which is being sold to Bob Hope & associates; for Idaho Falls, Ida., Ch. 8, by radio KIFI. Translator applications were for Ukiah, Cal. (2); Durango & Salida, Colo.; West Richmond, Wash.; San Saba, Tex.; Cottage Grove, Ore. [For details, see *TV Addenda 25-B* herewith.]

Senate confirmed appointment of Frederick W. Ford to FCC by unanimous consent Aug. 5. He probably won't be sworn in until late this month, however, since Commission won't resume meetings until Sept., and because of necessity to complete his work at Justice Dept., where he is asst. deputy attorney general.

NTA is negotiating for purchase of KMGH-TV, Minneapolis-St. Paul, now 75% owned by investment group headed by TV film distributor Sy Weintraub, 25% by Loew's Inc. NTA refused comment this week on deal.

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AUG 19 1957

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — August 17, 1957

**OVER-HORIZON TV HOP** to Cuba may be ready for World Series, full TV operation by year's end. Mexico striving for live link in time for series (p. 1).

**PHILCO PROTESTS** renewal of NBC Philadelphia stations, questioning fitness because of anti-trust charges against RCA, must-buy, option-time (p. 2).

**JACKSONVILLE'S WFGA-TV** goes on air Sept. 1 as NBC-TV affiliate, bringing third outlet to city. TV stations now total 504-90 uhf. (p. 5).

**PUBLIC SERVICE PROGRAMS** grow in advertisers' favor; Monsanto's \$2,000,000 sponsorship of CBS-TV's new science series shows acceptance trend (p. 4).

**RETAIL TV SALES** at July record, considered upswing sign; 7-month figures show declines of 200,000 in inventory, production 18%, sales 3% (p. 6).

**TV PRODUCTION** hits weekly high level for year in week ended Aug. 9. Week's total of 169,148 shows set-makers' confidence in fall sales (p. 6).

**NARDA SURVEY** shows average TV-appliance salesman makes \$102.50 weekly on salary-commission basis; average monthly net sales \$6664 (p. 6).

**CBS INC. HAS BEST FIRST HALF** in history with consolidated earnings up to \$10,199,193, nearly double income in 6 months of 1956 (p. 7).

**'SCATTER' TV LINK TO CUBA 'BY FIRST OF YEAR':** The "when" of U. S.-Cuba live TV link is still uncertain, but it seems almost sure thing by first of 1958, might even be tried for World Series in Oct. That's what we gleaned from trip to Miami this week to inspect 185-mi. "scatter" link which goes into operation for telephone Sept. 12.

The joint AT&T-IT&T venture will handle TV all right, said AT&T general methods engineer Fred G. Hollins, "but we're in no position yet to entertain TV requests for time." Nonetheless, AT&T this week filed TV tariff with FCC, calling for \$600 first hour, \$150 for each additional hour. Hollins stated that "we expect to get TV quality as good as the TV networks."

Networks are champing at the bit to use link for TV. NBC's Wide, Wide World topkick Barry Wood told us he's "dying to do it," said the "potential is fantastic." Emanuel Sacks, NBC-TV v.p. for network programs, said "we've been thinking about it" but that regular U. S.-Cuban programming isn't likely until "around the first of the year" at least. At any rate, NBC-TV will give baseball-mad Cubans World Series if facilities are ready—and the betting is that they will be. Spokesmen for CBS-TV & ABC-TV expressed wait-&-see attitudes toward project.

Joint system costing \$3,000,000 will be operated on 840 & 880 mc by AT&T at Florida City, 35 mi. south of Miami, and by Radio Corp. of Cuba (IT&T) from Guanabo, 14 mi. from Havana. Sites will have conventional microwave to Miami & Havana, respectively.

System is capable of carrying 200 telephone calls and 2 TV programs in each direction, will be limited initially to 36 phone circuits (supplementing 50 existing cable circuits) and one TV channel.

"New era in international communication" was hailed by pres. Henri Busignies of IT&T subsidiary Federal Telecommunications Labs which engineered much of the over-horizon equipment. "The perfection of the technique to a point where we will have world-wide TV," he said, "is no longer an idle fancy."

IT&T is now building these additional non-TV scatter systems: Sardinia-Minorca, Puerto Rico-

Dominican Republic, Spain-Morocco, Norway-Arctic, NATO countries in southern, central & northern Europe—latter 3 military.

A competitive scatter system to Cuba has been authorized by FCC, but its principals are silent on progress. Grantee is Florida Micro Communications Inc., headed by Miles DuKet of Miami, proposing 800-mc link from Tavernier, Fla. to Matanzas, Cuba (Vol. 13:22). It said it would charge \$500 an hour.

Mexico, too, is anxious to complete network circuit to U. S. before World Series begins. However, plans now are tentative and are being studied by engineers, completion expected in week.

Survey is being made to determine feasibility, but if current plans work out country's 5 interconnected stations will be able to carry programs from U. S. for first time. As disclosed to us by officials of Telesistema Mexicano, Mexico's TV chain plan is to install receiver and microwave transmitter at Ciudad Victoria to pick up off-air transmissions from Harlingen, Tex.—about 220 mi. away.

Ciudad Victoria microwave would then beam signal to 8000-ft. Mt. Zamorano TV transmitter near Queretaro. From there, signals would be picked up off-air at 14,000-ft. Cortez Pass transmitters, thence by Mexico City's local stations.

Series thus would be available to 10 or 11 of Mexico's most populous states via 5 TV stations. If installation is found feasible, Telesistema intends to maintain it permanently with hopes of making link reversible so that special programs from Mexican capital may be seen in U. S., Canada & Cuba.

**PHILCO CONTINUES NEEDLING RCA-NBC:** Resuming jabbing at RCA, Philco began new round this week. Having started \$150,000,000 treble-damage anti-trust patent suit against RCA in Jan. (Vol. 13:3), Philco probed for new opening this week by filing protest with FCC against renewal of licenses of NBC's WRCV-TV-AM-FM, Philadelphia.

NBC isn't a fit licensee on its own or as subsidiary of RCA, Philco charged, iterating patent-monopoly charges against RCA by Justice Dept., questions of "pressure" by NBC against affiliates on option-time and must-buy practices, etc.

Philco insists that hearing must be held on NBC Philadelphia stations' renewals. Reason that only Philadelphia stations were picked, among all NBC owned-&-operated stations, apparently, was that it was "ripe" (protest must be filed within 30 days of FCC action) and because it's in Philco's home town. Philco pioneered the TV station as WPTZ, later sold it to Westinghouse (claims NBC forced it), which in turn sold it to NBC.

Whether FCC is absolutely obligated to hold hearing on Philco allegations isn't certain. Up to now, in similar cases, Commission has held that Justice Dept. has primary jurisdiction on anti-trust matters and has granted license renewals in questioned cases contingent on outcome of Justice action. Philco asserts law requires Commission to act on its own in such cases, irrespective of Justice moves. Law requires FCC to make up its mind within 30 days on such protests; Philco's was filed on Aug. 14.

Basically, Philco alleges that it "is injured both as a manufacturer competing with RCA in the sale of its products and as an advertiser affected by the restrictive practices of NBC and the broadcasting stations which NBC owns and operates." It claims that NBC stations "afford RCA a vast amount of preferential publicity which is not available to Philco or other manufacturers who compete with RCA."

For example, Philco says: (1) NBC stations play up news of RCA activities out of proportion to their news value. (2) NBC constantly refers to RCA as the "pioneer and developer of compatible color." (3) "Today" program emphasizes its origination in "RCA Exhibition Hall." (4) NBC stations include "RC" in their call letters.

In addition, Philco alleges, NBC's option-time and must-buy practices have "rendered the sponsorship of a network program in the preferred listening periods prohibitively expensive, and has foreclosed the use of those periods to Philco on any non-network basis other than spot advertising."

Protest goes on to list all litigation pending against RCA—by Zenith, Justice Dept., ASCAP, et al. It also refers to Congressional committee questions raised about network practices.

Philco's conclusion: "It is clear that the Commission is required by statute . . . to find affirmatively that the public interest will be served by any renewal such as was here granted without hearing. That responsibility can not be shifted to the Dept. of Justice and the courts simply because there is an anti-trust litigation problem involved."

Commissioners (only Lee & Mack on hand) and staff are naturally cautious about commenting on protest. Our guess is that there will be a split vote, more likely against holding hearing than for it. Commission usually hates to get into middle of these things.

**Personal Notes:** Ralph S. Hatcher promoted to national mgr. of ABC-TV station relations . . . Leslie A. Harris promoted to new post of national spot sales coordinator for ABC-TV o-&o stations . . . Oliver Treyz, head of ABC-TV, named chairman of Brand Names Week (April 13-20) . . . Gunnar O. Wiig resigns as exec. v.p. of radio KQV & TV City Inc., Pittsburgh, to join WROC-TV, Rochester, N. Y., as gen. mgr. . . . Wm. Bloom, ex-20th Century-Fox & Columbia Pictures, joins NTA as exec. producer . . . Ben Baylor resigns as gen. mgr. of WANE-TV, Ft. Wayne; R. Morris Pierce, managing director, assumes his duties; John Keenan, ex-WNEM-TV, Bay City-Saginaw, named sales director . . . James J. Kilian, program mgr. of WAAM, Baltimore, named operations mgr. of Westinghouse station which becomes WJZ-TV in Sept.; Joel Chaseman succeeds him as program mgr. . . . Charles W. Brodhead, ex-CKLW-TV, Windsor-Detroit, named program director of upcoming WLWI, Indianapolis (Ch. 13), due in Sept. . . . James T. (Jim) Ownby, owner of radios WJXN, Jackson, Miss., and KONI & KELA, Phoenix, named MBS station relations field director . . . Joseph Kahnke named engineering director of WTCN-TV, Minneapolis; Warren Fritze succeeds him as chief engineer . . . Byron (Barney) Ogle, ex-NARTB station relations, joins Hamilton, Stubblefield, Twining brokerage firm, headquartered in Chicago as midwest & northeastern rep, succeeded at NARTB by Russ Severin who has served on staff of several TV & radio stations . . . Mike Schaffer, ex-WDBJ-TV, Roanoke, named promotion director of upcoming WAVY-TV, Portsmouth-Norfolk (Ch. 10), due in Sept. . . . Charles Payne, ex-Bloom Adv., Dallas, heads new Dallas office of rep Peters, Griffin, Woodward at 335 Merchandise Mart (Riverside 7-2398) . . . Clarice Bradley, ex-Holdrege (Neb.) *Daily Citizen*, named sales development director of KSBW-TV, Salinas-Monterey, and KSBY-TV, San Luis Obispo . . . Dale L. Moudy, ex-Mid-Continent Bestg. Co., joins ABC as radio network director of special stations services . . . Benjamin B. Bauer, ex-Shure Bros. Inc., Chicago, heads audio & acoustical research section of CBS Labs . . . Aaron Beckwith resigns as business development director of NTA . . . John D. Hymes resigns as research-merchandising director of KGO-TV, San Francisco, to join Gordon-Hymes & Staff public relations firm.

**Obituary**

Wm. T. Kilborn, 59, Pittsburgh industrialist who was a director of American Broadcasting-Paramount Theatres, died Aug. 14 in West Penn Hospital there. He was pres. of Fort Pitt Mfg. Co., Pittsburgh, and Flannery Mfg. Co., Bridgeville, Pa. His widow survives.

Charles M. Gowdy, previously legal asst. to former FCC chairman George C. McConaughy, named compliance officer of Federal Housing Administration.

**Radio Station Sales Reports:** WTMV, East St. Louis, Ill. by On The Air Inc., also licensee of WGBF, Evansville, Ind. (Alvin Eades, pres.) for \$212,500 to Robert W. Day (90%) of Albert Frank-Gunther Law N. Y. adv. agency and Donald H. Richardson, D. C. realtor . . . KANV, Shreveport, by Travis T. Hailey for \$100,000 to John M. McLendon, also 100% owner of radio KOKY, Little Rock and 50% of WNLA, Indianola & WOKJ, Jackson, both Miss. . . . KTKT, Tucson, 50% by Thomas J. Wallace for \$90,000 to Art Linkletter & John Guedel . . . KAFP, Petaluma, Cal. by partners A. T. Shields, Corinne Shields, G. M. Hauser & A. D. Thomas for \$75,000 to Dr. A. T. Shields (50%), v.p. & mgr. of radio KYA, San Francisco, Irving C. Phillips (25%), Cal. drug chain owner Thomas J. Long (12.5%); Hamlin Co. real estate (12.5%), controlled by O. D. Hamlin, Federal District Court Judge, San Francisco . . . WSKI, Montpelier, Vt. by Paul Perreault for \$75,000 to Ellis E. Erdman & Nayte Schoonover, each also owner of 25% of WEBC, Owego, N. Y.; Erdman also owns 32% of WTKO, Ithaca, N. Y. . . . WLBG, Laurens, S. C. by J. R. Dalrymple Jr. and associates for \$63,000 to Charles W. Dowdy, ex-owner of AMs in Bainbridge, Ga. & Gainesville, Fla. . . . KTNM, Tucumcari, N. M. 55% by David R. Worley, Lloyd Hawkins & Bruce Zorns for \$63,000 to KTNM mgr. Howard L. Maudlin, who will hold control, 4 minority owners retaining stock . . . KHAM, Albuquerque, by Rex A. Tynes for \$50,000 to 1/2 owners J. L. Anderson, KHAM mgr. and Carl Hedges and son Carl, local businessmen. Brokers: WSKI & WLBG, Allen Kander & Co.

Speaker's guides on key broadcasting questions have been sent to TV-radio members by NARTB. TV topics: "Advertising and the General Welfare," "Freedom Under License," "In the Public Interest," "The Public's Right to Know," "The Business of Broadcasting," "Careers in TV," "The TV Code," "The TV Generation," "TV Looks to the Future." Similar radio topics are included.

Big merger afoot: Ruthrauff & Ryan Inc. and Erwin, Wasey & Co. were reported in negotiations this week for one of biggest mergers in advertising industry which would make combined agency one of 10 largest in country. Each billed estimated \$40,000,000 in 1956.

Ga. Assn. of Bcstrs. elects these officers: John W. Jacobs Jr., WDUN, Gainesville, pres.; Frank Gaither, WSB, Atlanta, 1st v.p.; Ralph N. Edwards, WWGS, Tifton, 2nd v.p. Ben Williams, WTOC-TV & WTOC, Savannah, was named a director.

Caravel Films Inc. opens new production center in Sept. at 20 W. End Ave., N. Y. Midtown headquarters will include offices, 75x100-ft. stage, facilities for set construction, animation, special effects, cutting, etc.

Henry Geller leaves FCC litigation div. to join Justice Dept. appellate branch, anti-trust div., Sept. 3.

**Telecasting Notes:** Growing sponsor acceptance of "poor-cousin" public service programming is underscored by sale this week (for reported \$2,000,000) of 10 *Conquest* shows on scientific achievement to Monsanto Chemical Co. by CBS-TV for upcoming season. National Academy of Sciences & American Assn. for Advancement of Science are cooperating in 60-min. program series supervised by CBS public affairs director Irving Gitlin. Other indications of new recognition by advertisers that public service can pay: Eastman Kodak is likely sponsor of *Let's Take a Trip* in fall, Prudential Insurance is underwriting forthcoming *Twentieth Century* series, both on CBS-TV . . . "Multi-million dollar" daytime deal has been closed by ABC-TV with Sweets Co. of America (Tootsie Rolls, etc.) for 4 action-adventure series starting in fall. Sweets will be partic. sponsor of *Superman*, alt. sponsor of *Wild Bill Hickok*, *The Buccaneers*, *Tales of the Texas Rangers* . . . Million-dollar house ad campaign on NBC-TV sustaining shows and o-&o stations features network's "August Theme" promotion for fall programs. Dozen one-min. filmed spots clipped from kines of past & upcoming shows repeat: "Remember what was on last year? But stop! Let's look ahead . . . There's something for everyone!" . . . 50-Girls-50: "Miss America" contest will get live CBS-TV coverage in Atlantic City's Convention Hall Sept. 7, Sat. 10:30 p.m.-midnight, sponsored by Philco thru BBDO. "For the first time," CBS-TV announces, "TV audiences will see in person all of the beautiful contestants." . . . "Business Service TV"—giving employers chance to catch employes in their homes Sat. mornings to talk things over—is unique proposal offered by WOR-TV, N. Y. Idea is to sell pre-program schedule hours to companies whose business messages would be carried to home sets

instead of to closed-circuit screens in hotels, theatres, etc. Unlike regular closed-circuit operation, audiences wouldn't be selective, but WOR-TV thinks there'd be public relations advantages for business groups in letting public in on intra-company workings. And station may provide scrambling device if privacy is required. Brochure put out to adv. agencies offers 30 min. for \$1500, hour for \$2500, 2 hours for \$4000 . . . *Invasion from Mars*, which came close to panicking country when Orson Welles did it on CBS radio network Oct. 20, 1938 in dramatization of H. G. Wells' *War of the Worlds*, will be reenacted in "The Night America Trembled" on *Studio One* sponsored by Westinghouse on CBS-TV Sept. 9, Mon. 10-11 p.m. Edward R. Murrow will be narrator for show written by Nelson Bond . . . Durable consumer goods: Rock of Ages Corp., Barre, Vt., buys 6 one-min. parties. on NBC-TV's *Today* starting Sept. 20, thru Harold Cabot & Co., Boston, urging viewers to look for its brand name first when buying tombstones . . . Queen Elizabeth II makes first North American TV-radio appearance Oct. 13 on CBC, Ottawa, addressing nation on visit to Canada with Prince Philip; no U. S. network pickup has been scheduled yet, according to Canadian Embassy in Washington . . . Foreign TV market now accounts for 20% of gross business of CBS TV Film Sales, which reports 12 recent deals in 5 countries . . . *Cops & robbers chase* was filmed this week for news show on WBZ-TV, Boston, by victim—station's own cameraman Phil Galligan. He saw 2 youths breaking into his parked car, chased them to subway station, shooting film as he ran until 2 policemen cornered them.

■  
CBS-TV Affiliates Assn. directors meet Aug. 29-30 in Colorado Springs.

Electronic bird calls, deadliest lure yet for geese & ducks in hunting season, probably will be banned by Fish & Wildlife Service, according to grim story by James A. Reynolds in Aug. 15 *Wall St. Journal*. Tape recordings of babble of waterfowl while feeding, amplified & played back across hunting grounds through directional speakers, are so effective that "preservation of the species" is threatened, Asst. Interior Secy. Ross L. Leffler says. Use of recordings by hunters at one east coast spot last fall brought 2000 geese hovering over blind, where limit was downed in 90 minutes. Other hunters lured geese from federal bird refuge 500 yards away by playing calls. *Journal* story says "typical outfit" in electronic bird call market is Electronic Engineering Co., Easton, Md., which produces transistor-equipped device distributed by Animal Trap Co., Lititz, Pa.

Survey of classroom TV uses will be conducted by National School Boards Assn. under \$68,000 grant by Ford Foundation's Fund for the Advancement of Education.

Single unit closed-circuit TV camera weighing 12 lbs. is offered by GPL (Model PD-500) for \$1250. Designed to complement GPL's Model PD-150 camera chain, self-contained unit is 5x7½x12-in.

New rep: KTLA, Los Angeles, to Peters, Griffin, Woodward Aug. 15 (from Raymer).

Jack Benny's radio show, unsponsored 2 years in period when sales of half-hour or hour nighttime radio programs to single sponsors have been rare, resumes on CBS Sept. 29, Sun. 7-7:30 p.m.—fully sponsored by Home Insurance Co. "This may well mark a high point in network radio's upsurge," said John Karol, v.p. in charge of radio network sales, pointing also to \$5,000,000 CBS-Ford package radio deal in May (Vol. 13:18). Price of Benny radio series, which will repeat earlier shows, wasn't mentioned. Comedian's TV show will continue to be sponsored on CBS-TV by American Tobacco Co.

TV solves overcrowding at Bethel Lutheran Church, Madison, Wis., where GE closed-circuit system carries services to two 24-in. receivers in adjoining chapel and to third-floor nursery room. Camera equipped with viewfinder & 3-lens rear-controlled turret is mounted on control console in church balcony. Church was built in 1941 to seat 750, but parish has grown from 1100 to 5073 members.

NARTB kit, containing promotion and program ideas for National TV Week, goes to each of 3 networks and 503 TV stations for use in Sept. 8-14 campaign. Broadcasters' theme is "Television—a Member of the Family" (Vol. 13:28). Other sponsors are Electronic Industries Assn. (formerly RETMA), NARDA, TvB.

New KIRO-TV, Seattle (Ch. 7), becomes primary CBS affiliate effective next Feb. 8.

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**New and Upcoming Stations:** WFGA-TV, Jacksonville, Fla. (Ch. 12) started test pattern operation 3 p.m. Aug. 14, makes debut as NBC-TV affiliate Sept. 1. It's third outlet in city already served by pre-freeze WMBR-TV (Ch. 4) and WJHP-TV (Ch. 36), which began in Dec. 1953. On-air total now stands at 504 (90 uhf).

WFGA-TV's new building at 1070 E. Adams St. houses 50-kw transmitter and equipment includes 2 live and 2 film color cameras. It has 900-ft. Ideco tower with 12-section superturnstile antenna. Owners are contractors George H. Hodges & Alexander Brest, each with 26%; Harold Cohn, 19% (also owner of Jacksonville radio WRHC); Wolfson-Meyer Theatre Enterprises Inc., 10% (same interests operate WTVJ, Miami); Mitchell Wolfson, 5%; Sidney Meyer, 5%.

Jesse H. Cripe, ex-asst. operations mgr. WTVJ, is gen. mgr.; Ralph W. Nimmons, ex-mgr. of WFAA-TV, Dallas, gen. sales mgr.; Willard (Bill) Franker, ex-sales mgr. of WJHP-TV, local sales mgr.; Carl Bruton, ex-WTVJ, production & acting program mgr.; Harold S. Cohn, v.p. for news, sports & public affairs; Harold Baker, ex-WSM-TV, Nashville, news & special events director; Bill Walker, ex-KBTB, Denver, promotion mgr.; H. L. Wingfield, chief engineer. Base hour is \$600. Rep is Peters, Griffin, Woodward Inc.

\* \* \* \*

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

WTIC-TV, Hartford, Conn. (Ch. 3), with Sept. 1 target for start as independent, notified FCC it began equipment tests Aug. 16. It has 25-kw RCA transmitter and 440-ft. self-supporting Ideco tower with 100 ft. 6-section superturnstile antenna on Talcott Mt., 7 mi. W of downtown Hartford. Temporary TV and radio studios on 6th floor of 2 adjoining buildings owned by grantee Travelers Insurance Co. connect with transmitter via microwave. Base hour will be \$800. Rep will be Harrington, Righter & Parsons.

WAVY-TV, Portsmouth-Norfolk (Ch. 10), has Sept. 1 target for ABC-TV programming, reports exec. v.p. & gen. mgr. Carl J. Burkland. It has 12-section superturnstile antenna installed on 1050-ft. Ideco tower and 50-kw RCA transmitter was due to be wired this week. Base hour will be \$700. Rep will be H-R Television.

WBOY-TV, Clarksburg, W. Va. (Ch. 12) now plans to be on air late in Oct. with NBC-TV and ABC-TV, reports Peter Lyman, production mgr. It has requested change to 131.04-kw using 25-kw RCA transmitter on Pinnickinnick Mt., where transmitter house and tower base for 380-ft. Ideco tower are nearly completed. It's part of Friendly Group (Jack N. Berkman, pres.), operator of WSTV-TV, Steubenville, O. (Ch. 9) and KODE-TV, Joplin, Mo. (Ch. 12). Base hour will be \$250. Rep will be Avery-Knodel.

WEEQ-TV, La Salle, Ill. (Ch. 35) will be outfitted as a "complete entity, capable of broadcasting from its own studios," reports v.p.-gen. mgr. Fred C. Mueller of parent WEEK-TV, Peoria (Ch. 43). It will operate as affiliate rather than out-and-out satellite of WEEK-TV. Mueller adds: "When we built WEEK-TV, everybody was eager for us to get on the air with WEEQ-TV. We are going thru this experience again and our work in the LaSalle area convinces us that we would make a mistake to simply feed everything from WEEK-TV to WEEQ-TV." WEEQ-TV, with summer target, has studio-transmitter building ready for 1-kw GE transmitter. Stainless 400-ft. tower and antenna are up. WEEK-TV hour is \$475. Rep is Headley-Reed.

KDUH-TV, Hay Springs, Neb. (Ch. 4), planned as satellite of owner KOTA-TV, Rapid City, S. D., has ordered 6-kw RCA transmitter and 25-kw Standard Electronics amplifier, reports KOTA-TV business mgr. Wm. F. Turner, who doesn't give target date. KDUH-TV will have studio film chain, 500-ft. Ideco tower. KOTA-TV base hour is \$150. Rep is Headley-Reed.

KTWX-TV, Sheridan, Wyo. (Ch. 9) now plans Nov. 1 programming, reports Burt I. Harris, pres. of owner Harriscope Inc., also owner of KTWO-TV, Casper, Wyo. (Ch. 2). It hasn't ordered transmitter, will use 30-ft. Ideco tower on mountain top. Rep will be Meeker.

Tri-Cities Bcstg. Co., holding CP for Ch. 9, Monahans, Tex. expects to get on air first part of 1958, reports J. Ross Rucker, pres.-gen. mgr. & 1/3 owner, who also is pres. & owns 36% of Monahans radio KVKM. Transmitter hasn't been ordered, but station will use 619-ft. Ideco tower. Rep not chosen.

WMVS-TV, Milwaukee (Ch. 10, educational) has changed target to Oct., reports H. E. Barg, asst. executive director. RCA 10-kw transmitter is being installed in transmitter house near WITI-TV at Port Washington & Donges Bay Rds. Alford 4-bay antenna is to be side-mounted soon at 700-ft. level of WITI-TV tower.

WMUB-TV, Oxford, O. (Ch. 14, educational) will be delayed until summer of 1958, grantee Miami U having filed application to change transmitter location from campus to Oak at Spring St., where new building to house radio WMUB (FM) and TV is planned. RCA 1-kw transmitter and other equipment is on hand. It will use 320-ft. Truscon tower with 6-section helical antenna.

CFTM-TV, Trois-Rivieres, Que. (Ch. 13), planned as CBC French Network affiliate, expects to start Nov. 1, reports pres.-gen. mgr. Henri Audet, who has been CBC regional engineer for Quebec. Experiment hasn't been reported, but it will have 300-ft. tower on Mont Carmel, site of studio-transmitter building. Rep not chosen.

RCA shipped two 10-kw transmitters, one for standby, Aug. 15 to upcoming WHDH-TV, Boston (Ch. 2), due in fall; 25-kw transmitter Aug. 16 to upcoming WINR-TV, Binghamton, N. Y. (Ch. 40), due in Sept.; 6-section superturnstile antenna Aug. 12 to KVSO-TV, Ardmore, Okla. (Ch. 12), which got permission this week to change site.

John Day, Ore. translator K77AC began Aug. 10 repeating KIDO-TV, Boise, giving community 2nd outlet—K72AG having started June 2.

Foto-Video Labs appoints new reps: Peninsula Assoc., Redwood City, Cal.; K & M Electronics, Minneapolis; Moore Sales, Detroit.

Japanese TV helps spark country's "almost unbelievable comeback" from World War II, Aug. 16 *Printers' Ink* reports in roundup on commercial progress reflected by 6-fold increase in advertising investment percentage of national income in past 10 years. Introduced in 1953, commercial TV now takes only 2.5% of total Japanese advertising budget, but "TV is certain to occupy in Japan the same position it now holds in the U. S.," according to Juichi Odani of Dentsu Adv. Ltd., Tokyo. *Printers' Ink* says 90% of TV programs on commercial stations are sponsored, that Japanese sets-in-use are expected to total more than 1,000,000 by end of year.

Saudi Arabian TV station being constructed at Dhahran by Arabian American Oil Co. will be represented for program material and other services by Intercontinental Services Ltd., 3 E. 54th St., N. Y., which recently took over Young International Ltd. rep firm (Vol. 13:32).

**JULY RETAIL SALES RISE TO RECORD HIGH:** Another sign of hoped-for upturn in set sales made appearance this week in preliminary estimate of about 425,000 July TV sales at retail -- best July since record keeping started in 1951.

July figures compare with these for previous years: 1956, 414,587; 1955, 387,509; 1954, 368,634; 1953, 340,406; 1952, 235,038; 1951, 280,525.

The July record marks third time this year retail sales have exceeded comparable 1956 month. Jan. had 623,359 vs. 614,213 in 1956; May had 399,757, compared with 392,080 in May 1956.

July is no great shakes as retail sales month, of course, but this year's nice surge is considered significant by industry statistical experts who feel it's prelude to big fall-winter season. They tell us it may well be first harbinger of trend reversing last year's deceleration -- which saw lower retail sales Aug. through Nov., compared with similar 1955 months.

Healthy inventory figure of about 2,250,000 for all levels of industry at end of July also brings smiles from the graph watchers. Last year it was 2,450,000. Production for first 7 months is down 18% from 1956 but sales are off only 3%.

Many industry leaders are predicting 7,000,000 set sales for 1957, compared with 6,804,000 in 1956. At end of July, sales amounted to about 3,235,000, meaning some 3,765,000 are needed to be sold in last 5 months to reach 7,000,000 -- or an average of about 750,000 per month, not much higher than last year's.

**Production:** TV output hit new weekly peak for year with 169,148 week ended Aug. 9, compared with 117,438 preceding week and 146,546 in corresponding week one year ago. New high mark tops weekly production totals for every week back to Nov. 16, 1956 and is another sign of setmakers' confidence in sales prospects for balance of year. It was the year's 32nd week and brought TV production for year to date to about 3,369,000, compared with 4,058,597 in same period of 1956. Radio production totaled 192,877 (61,299 auto) week ended Aug. 9, vs. 180,608 (61,537) preceding week and 261,937 (42,491) in corresponding week year ago. Radio output for 32 weeks totaled about 8,171,000 (3,220,000) vs. 7,721,286 (2,611,260) in 1956 period.

**Topics & Trends of TV Trade:** NARDA survey, based on reports from 141 dealers, shows salesmen average \$102.50 per week income with range running \$80-\$122.50. Average dealer had 4.12 salesmen.

Average monthly sales volume after trades was \$6664 per salesman with most dealers (73) paying salary plus commission; 32 pay straight commission; 13 salary only; 12 salary and annual bonus; 11 commission, salary and annual bonus. Paid vacations were offered by 94% of dealers, 75% group insurance, 12% paid sick leave, 6% retirement plans.

Majority of dealers reported no varying commission scale between TV, major appliances, etc. Most stores based compensation on net sales where trade-ins were included. Few offered long range plans to hold salesmen, only 26 of 95 dealers having definite programs.

Most of salesmen covered (403) work both inside and outside on sales, 162 inside only, 25 outside. Car allowances are provided by 48 dealers, 85 do not. Expense accounts are supplied by only 14 of the respondents.

\* \* \* \*

Transparent phosphor "Penetron" tube, including 2-color version, designed for military & industrial uses, will be shown by GE at WESCON in San Francisco Aug. 20-23.

Sales exceeding expectations are reported for new DuMont TV-hi-fi line by pres. David T. Schultz, adding that operations in year's last half "are expected to produce a profitable result for the full year in our receiver operations." He said that DuMont factory inventory was at lowest point in years; that distributor sales to dealers increased for each of last 8 weeks; that last 6-month production quotas will be reached by Nov. 1. He added that sets were moving through normal trade channels, with no liquidations or specials, thus offering "opportunity for normal profit" at all levels.

Sales of \$46,593,000 were chalked up by 41 TV-radio-appliance exporters in 1954, reports U. S. Census Bureau. Operating expenses were 7.7% of sales, including \$1,501,000 for year's payroll. Report also shows there were 13 TV-radio-appliance importers with total sales of \$12,888,000 in same year, operating expenses of 14.9% of sales, annual payroll of \$819,000.

Distributor sales of TV-radio-appliances-electronic parts for first 6 months of 1957 are estimated by U. S. Commerce Dept. at \$1.9 billion compared with \$1.87 billion for similar 1956 period. Sales of retail stores for first half of 1957 are estimated at \$1.85 billion vs. \$1.87 billion in like 1956 period.

**Trade Personals:** Arnold M. Henderson promoted to Emerson director of sales . . . O. R. Coblenz, ex-Westinghouse and DuMont, appointed Hoffman Radio div. marketing mgr. . . . Robert F. Bender elected IT&T exec. v.p.-finance . . . John J. Kingan, ex-Canadian Marconi v.p.-gen. mgr., appointed RCA Victor Ltd. v.p. and asst. to pres. P. J. Casella; John Moulding, ex-Canadian Westinghouse, named v.p.-technical products, replacing J. L. McMurray who is retiring but continuing as consultant to pres. . . . Morris Sobin, Olympic Radio-TV pres., named N. Y. area chairman of National TV Week promotion . . . Robert T. Scott returns to Westinghouse as community relations mgr. . . . Arthur F. Baldensperger Jr., ex-Sylvania, appointed CBS-Hytron management development coordinator, sales . . . Charles G. O'Brien promoted to Zenith district sales rep for territory including Cincinnati, Jackson, Little Rock, Louisville, Memphis, New Orleans.

Policy committee of Electronic Industries Assn. marketing data dept., appointed this week: Chairman Frank W. Mansfield, Sylvania; Robert S. Bell, Packard-Bell; Russell E. Cramer Jr., Radio Condenser Co.; D. W. Gunn, Sylvania; W. J. Morlock, GE; C. B. Thornton, Litton Industries; Lester Bogen, David Bogen Co.; Bruce R. Carlson, Sprague Electric; James E. Harrison, Texas Instruments; D. J. McCarty, RCA; W. S. Parson, Globe Union; E. R. Sliger, Westinghouse.

New trade association, "Producers of Associated Components for Electronics Inc." (PACE) has been formed in N. Y. as successor to informal Sales Managers Club. Officials of 150-member group: pres., Sidney Harmon, Harmon-Kardon; exec. v.p., David Susser; 1st v.p., Leonard Carduner, British Industries Corp.; 2nd v.p., Edward Rothenstein, Arco Electronics; secy.-treas., Walter Jablon, Mark Simpson Mfg. Co.

Demonstration fee of \$15 for color TV is being charged by Bruno-N. Y., RCA distributor, payment credited toward cost if set is bought. Bruno spokesman said public is hesitant to accept free offers, that experiments with \$15 fee had worked well.

**Financial & Trade Notes:** CBS Inc. earned \$10,199,193 (\$1.33 per share on 7,651,461 shares outstanding) on revenues of \$186,798,814 in 26 weeks ended June 29 compared with \$5,308,990 (71¢ on 7,487,337) on \$174,274,387 in first 6 months of 1956, when approximately 35¢ per share was applied to losses on discontinuance of CBS-Columbia set manufacturing div. Revenues & sales for period, representing 7% gain over corresponding 1956 half, were highest in CBS Inc. history. Earnings were highest for any first 6 months, second only to record \$10,-974,472 in second 1956 half.

\* \* \* \*

Magnavox reports sales of about \$87,500,000 in year ended June 30 compared with sales of \$70,529,646 for comparable period year ago. Profit figures were not available, pres. Frank Freimann said, but noted that 9-month earnings were \$3.53 per shares vs. \$3.04 in similar 1956 period. He attributed sales increase to nearly 20% jump in TV set sales for year, saying June sales—up 30% from preceding June—were record for month. Fourth quarter sales, he said, were about \$19,000,000, an increase of more than \$500,000 from similar 1956 quarter.

Wells-Gardner showed net loss of \$250,000 on sales of \$4,300,000 in first half of 1957 compared with earnings of \$264,000, sales of \$9,677,000 in similar 1956 period, as disclosed in report to SEC.

**DISTRIBUTOR NOTES:** Hoffman appoints Billings & Schattinger, Fresno, for TV-radio-hi-fi in San Joaquin Valley, replacing discontinued Hoffman Sales div. of Fresno; Momsen Dunnegan Ryan Co., Phoenix, for Ariz. . . . Westinghouse appoints John F. Tigue as north Pacific radio sales mgr., succeeding Lee Chism, transferred to Westinghouse Appliance Sales, Portland, Ore., as sales mgr. of TV, room air conditioners and vacuum cleaners . . . Raymond Rosen & Co. (RCA), Philadelphia, v.p. & co-founder Joseph Wurzel resigns . . . Whirlpool Elisha Gray award goes to Elmer A. Hamburg, pres. of Hamburg Bros., Pittsburgh, for "outstanding individual contribution to the Whirlpool Corp. success" . . . Gough Industries (Sylvania) appoints James Smith acting mgr. of San Diego branch . . . Bruno-N.Y. (RCA) adds RCA Whirlpool kitchens.

TV dumping by companies which discontinued operations was blamed by Trav-Ler pres. Joe Friedman for company's loss of \$370,736 last year (Vol. 13:31). He told stockholders meeting this week that "we are bucking unrealistic competition" in this dumping and added that industry also suffered from production exceeding sales. Small group of stockholders offered resolution making officers' pay ceiling \$12,000. Friedman—who owns more than half of company stock and earns \$75,000 per year—said next board meeting would consider suggestion.

Independent service group formed in Detroit area to handle manufacturers and distributors warranty service, Telectro Service Assoc., 8225 Woodward Ave., reports contract for service on Philco units distributed by Graybar in 5 Mich. counties.

"First exclusive RCA Whirlpool and RCA Victor dealer in America" is claim of Delgato's Home Appliances, Buffalo, which says it is displaying every RCA model produced.

Bombay TV station, proposed by Indian Ministry of Information and Broadcasting, has been called off due to economy drive, reports U. S. Commerce Dept. *Foreign Commerce Weekly*.

General Precision Equipment earned \$2,662,253 (\$2.10 per share on 1,125,806 shares outstanding) on sales of \$93,299,678 in 6 months ended June 30 vs. \$1,154,559 (84¢ on 1,066,579) on \$74,124,196 in first 1956 half. June quarter earnings were \$1,554,521 (\$1.25) on \$49,762,065 compared with \$807,585 (64¢) on \$41,445,373 in corresponding period last year. Backlog totaled \$165,660,000 June 30 vs. \$167,660,000 at end of 1956, according to pres. Hermann G. Place.

Dividends: CBS Inc. "A" & "B," 25¢ payable Sept. 13 to stockholders of record Aug. 30; Magnavox, 37½¢ Sept. 14 to holders Aug. 23; Cornell-Dubilier, 30¢ Sept. 23 to holders Sept. 12; General Precision Equipment, 60¢ Sept. 15 to holders Aug. 28; Famous Players Canadian, 37½¢ Sept. 12 to holders Aug. 22; Indiana Steel Products, 30¢ Sept. 10 to holders Aug. 23.

Texas Instruments reports profit of \$1,719,406 (52¢ per share) for first 6 months compared with \$1,029,847 (31¢) in similar 1956 period. Second quarter earnings were \$930,010 (28¢) vs. \$488,275 (15¢).

Airborne Instruments Labs earned \$190,498 (96¢ per share) in period ended June 30, 1957, compared with \$154,000 (78¢) in similar 1956 half year.

Eitel-McCullough earned \$533,515 (68¢ per share) in first 6 months of 1957 compared with \$817,167 (\$1.04) in similar period last year.

Spectrum-use analysis by special 3-man commission is unnecessary, Office of Defense Mobilization director Gordon Gray has informed Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.), sponsors of bill to establish commission (Vol. 13:16). He said that group would duplicate work already being done; that study of 50-300 mc by special group showed Govt. could give no more vhf to TV; that Govt. needs what it has. However, he said, if Congress wants to study spectrum anyway, it should also examine non-Govt. uses. Rep. Bray tells us he's not satisfied with Gray's answer; that he's sure military has designs on TV Ch. 2-6; that "a professor in Indiana alerted me to it"; that he was unaware military spokesman had flatly denied such intentions (Vol. 13:15); that he was thinking of asking Secy. of Defense point-blank whether military wants to get TV channels; that he wanted to "smoke out" the military.

One application for station and 3 for translators were filed this week, producing total of 121 (35 uhf) pending for stations, 46 for translators. Station application was for uhf Ch. 34, Los Angeles, sought by theatre seat salesman Frederick J. Basset and food firm personnel mgr. Wm. E. Sullivan, latter ex-WKNX-TV, Saginaw. Two translators for Cottage Grove, Ore., on Ch. 74 & 77, were sought by South Lane TV Inc. (F. L. Morris, pres.), while Ch. 75 application for N. Warren, Pa. was resubmitted by Conewango Valley TV Inc. [For details, see *TV Addenda 25-C* herewith.]

Grant of Ch. 6, Butte, Mont. to KOPR is recommended in initial decision issued this week by FCC examiner J. D. Bond after competitor Arthur W. Schwieder dropped out on payment of \$7500 for expenses. Note: Last week's report of decision granting Ch. 13, Biloxi, Miss. to WVMI should be corrected to indicate that Comr. Bartley was the dissenter, favoring WLOX.

Experimental Ch. 6 station in Miami is sought by WITV, Ft. Lauderdale (Ch. 17), which seeks to emulate WJMR-TV, New Orleans. Latter received FCC permission to compare vhf-uhf propagation from same transmitter site; WITV asks same with newly assigned Ch. 6. It specifies construction costs of \$228,275, yearly operating \$70,000.

Newsweek's purchase of 46.22% of KFSD-TV, San Diego (Ch. 10) & KFSD from Fox, Wells & Co. interests in deal involving \$1,502,900 (Vol. 13:30) was approved this week by FCC. Fox, Wells & Co. retains 34.15% of stock, but keeps control by means of stock pooling agreement with minority owners who hold other 19.63%.

Single sideband transmission will be tried experimentally by WABC, N. Y., ABC engineering v.p. Frank Marx stating system provides equivalent of double power, increased fidelity, less distortion in fringe area signal fading.

FTC stipulation agreed to this week by radio KGBX, Springfield, Mo., that it was first to operate there "or otherwise represent its relative position with other stations not in accordance with the facts." Agreement did not constitute admission by station that it violated any law.

First Scottish TV station of ITA system begins transmission Aug. 31 at Black Hill, Lanarkshire, using Marconi equipment. It's fifth ITA station, serves Edinburgh, Glasgow, Dundee, central industrial belt of Scotland.

Cancelling its CP for KSPS, Hot Springs, Ark. (Ch. 9), grantee Video Independent Theatres told FCC it concluded market couldn't support the station.

Upcoming WINR-TV, Binghamton, N. Y. (Ch. 40), due on air Oct. 1, will be optional affiliate of NBC-TV.

MPO TV Films Inc., headed by Judd L. Pollock, has taken over ATV Film Productions Inc.

Advertisers are signing less-than-52-week contracts with TV networks despite "impression" among some national sponsors that full-year agreements are "unalterable requirement," Assn. of National Advertisers reported Aug. 15. Survey in which 69 advertisers responded to questionnaires showed 67 instances in which they "were obliged to make a firm commitment for facilities on a 52-week basis," but in 17 instances agreements were for 26, 35 or 39 weeks. Asked if they preferred shorter periods, 61 said "yes," 3 "no," with 13-week agreements favored by 27. NBC commented that "52-week contracts are normally desired, both by advertiser & network, for prime time periods & programs," but that "naturally, all networks have certain time periods & programs which need not have a 52-week contract."

Pay-TV baseball would have 40% of N. Y. home viewers as customers if it is started there, according to Pulse sampling of 800 TV homes among 5,000,000 in that No. 1 market. No similar poll has been undertaken by Pulse on west coast, where Dodgers & Giants may move for ventures into pay TV (Vol. 13:29-31). But rating service, applying results of N. Y. survey, figures that Dodgers may find "a mint" in No. 2 market in Los Angeles (2,600,000 TV homes) and Giants may find "a mirage" in No. 7 market in San Francisco (1,350,000). Pulse estimates Dodgers would gross \$20,000 more per game through pay TV in Los Angeles than they do now at Ebbetts Field from ticket sales & TV-radio rights, whereas Giants would earn \$10,000 less than they average now at Polo Grounds.

Plumping for toll-TV tests, Aug. 14 *Variety* editorializes: "To condemn it for the reason that it may ultimately affect free video, simply because it'll catch on with the public, is hardly in the spirit of American free and competitive enterprise. There are plenty of considerations on which home-toll can be legitimately attacked but to argue that it should not be tried since it could affect established methods of sponsored telecasting may be doing the anti-toll cause more harm than good."

Regional uhf strategy conference on repeal of 10% manufacturers' excise tax on all-channel TV sets (Vol. 13:29) at next session of Congress will be held Aug. 28 in Erie, Pa. by Committee for Competitive TV. CCT chairman John W. English, treas. Tom Chisman (WVEC-TV, Hampton-Norfolk), exec. director Wallace Bradley and pres.-gen. mgr. Wm. L. Putnam of WWLP, Springfield, Mass., will lead sessions for uhf operators of Pa., Ohio, N. Y., Ill. and New England.

Rate increases: WTTG, Washington, Sept. 1 raises base hour from \$720 to \$1000, min. going from \$132 to \$120. WDSM-TV, Duluth-Superior, July 1, raised hour from \$400 to \$450, min. \$80 to \$101.25. WJTV, Jackson, Miss. Sept. 1, hour \$360 to \$400, min. \$80 to \$90. WMAZ-TV, Macon, Ga. Sept. 1, hour \$360 to \$400, min. \$72 to \$80. Spot increase: WISN-TV, Milwaukee, has raised base min. from \$200 to \$240.

"Man in white suit" TV commercials by American Chiclé Co. for "Roloids" alkalizer, cited as false by FTC's TV-radio monitoring unit (Vol. 13:20), neither misrepresent product nor disparage competing preparations, company said this week in formal answer to complaint filed by agency May 13. American Chiclé asks FTC to dismiss charges.

National TV network advertising increased 2% in first 6 months of year compared with similar period in preceding year, Aug. 16 *Printers' Ink* reports. During same period all national measured media went up 4%. June activity generally was unchanged over May, but TV network showed 3% decline.

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# Television Digest

with **ELECTRONICS** REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 13: No. 34

## SUMMARY-INDEX OF THE WEEK'S NEWS — August 24, 1957

- |   |   |
|---|---|
| <p><b>ABOUT 100 NEW STATIONS</b> in sight, based on CPs outstanding and applications pending. Only drastic change in economics seen changing prospects (p. 1).</p> <p><b>GIANTS MOVE TO SAN FRANCISCO</b> said to have wired pay-TV factor, but nothing is clarified. Jerrold new contender for Bay area cable franchise (p. 2).</p> <p><b>TOOLS FOR ADVERTISING</b> industries provided in excellent and exhaustive compilations published by Advertising Age and Printers' Ink (pp. 3 &amp; 5).</p> <p><b>DYNAMIC GROWTH</b> of TV station-network revenues &amp; profits delineated in official FCC figures for 1956. Revenues up 20.4%, profits 26.2% (p. 4).</p> <p><b>BMI ASSAILED IN SENATE</b> as music monopoly; Sen. Smathers demands ban on broadcasters engaging in music publishing or recording (p. 8).</p> | <p><b>BREAKDOWN OF PICTURE TUBE SALES</b>—new-set, replacement, export, size. Tube makers' evaluation. No increase in deflection angle seen (p. 10).</p> <p><b>TV WEEKLY PRODUCTION</b> hits new high for second straight week with total of 179,615, gain of 19,000 over similar 1956 week (p. 10).</p> <p><b>TV SHIPMENTS</b> to dealers total 2,503,966 in first half of 1957, some 220,000 less than production; 1956 first-half shipments were 2,775,022 (p. 10).</p> <p><b>WTIC-TV, HARTFORD</b>, plans Sept. 23 start as independent after month of test patterns; other upcoming station reports (p. 7).</p> <p><b>PAY-TV PROMOTERS</b> scored by Sen. Potter for "aggressive &amp; calculated" campaign to turn TV into "domestic slot machine operation" (p. 14).</p> |
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**TV ECONOMICS POINT TO 600-STATION CEILING:** The vhf spectrum has been squeezed almost dry, in terms of today's station economics. Matter of fact, there's still question whether U.S. could support any huge addition to the 504 stations (vhf & uhf) operating now.

Careful study of existing grants and applications indicates only about 100 more vhf stations in prospect in addition to the 414 vhf operating—if demand by applicants is any criterion, and we think it's the best one going.

Uhf is another story. There are 90 uhf stations on air, plus 123 CPs unbuilt and 37 applications pending. As everyone knows, it would take something drastic to augment the uhf on-air total noticeably—despite ready availability of uhf channels in substantial markets.



Free play of economic forces hasn't had chance to operate fully in TV because of built-in ceiling caused by vhf channel scarcity in desirable markets. So far, however, analysis by CBS economist Sidney Alexander 2 years ago holds up surprisingly well. At that time (Oct. 1955, Vol. 11:42), he estimated country would support only about 600 stations (vhf and uhf), regardless how you sliced engineering standards to drop in more vhf stations. He doesn't look wrong yet.

As of today, only 105 additional vhf stations are in sight. These comprise the 58 vhf CPs unbuilt and 47 channels sought by 85 vhf applicants. Thus: 504 operating stations (vhf & uhf) plus 105 vhf possibilities equal 609. (New uhf construction is likely to be negligible.)

Most of the 47 channels being sought today are in smaller cities. Here's FCC's latest list of cities for which final decisions are yet to come: Alliance, Neb.; Beaumont, Tex. (2 channels); Bowling Green, Ky.; Buffalo, N. Y.; Butte, Mont.; Cheboygan, Mich.; Elk City, Okla.; Elko, Nev.; Flint, Mich.;

Greenwood, Miss.; Hatfield, Ind.; Lubbock, Tex.; Mayaguez, P. R.; Ogden, Utah; Parma, Mich.; Rochester, N. Y.; Toledo, O. Sole uhf hearing listed is for Baton Rouge's Ch. 18.

In addition to foregoing, quite a few significant vhf channels are being litigated in Court of Appeals. However, almost all grantees have been permitted to build and operate pending resolution of litigation. Furthermore, blunt fact is that FCC almost never reverses itself, regardless how badly it gets spanked by court. Incidentally, one long-litigated case washed out this week, when Hartford Telecasting moved to dismiss its appeal against grant of WTIC-TV, Hartford (Ch. 3).

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Mere numbers of stations are only part of the story, of course. Where they are counts more. Addition of 25 vhf stations in the 25 top markets might be dynamite, while same number in prairie towns would have little impact on TV's economics.

ABC-TV's "full network status" is good evidence of that. Within last 1-2 years, it's beefed up its major-market full-time affiliations to point where it can really talk clearances with sponsors. ABC's fast footwork in Washington to reach this status isn't generally appreciated. It did this through promotion of mergers in dragged-out hearings, vhf drop-ins, vhf channel shifts, deintermixture, etc.

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CBS's Alexander based his 600-station ceiling on number of homes needed to support stations. He figured 4-station market needed minimum of 139,000; 3-station, 83,000-139,000; 2-station, 50,000-83,000; 1-station, 22,000-50,000. Then, discussing shorter radii of stations (possible through mileage-power-height cuts or shift to uhf), he said: "Larger radii permit fewer stations to cover a given area, and shorter radii reduce the number of market centers that can support a station. That is, many market centers which can support a station with a 50-mi. radius of coverage can no longer support one with a 25-mi. radius of coverage . . . If the power is to be reduced, or uhf to be generally adopted, while more stations would be needed to cover the country, fewer could be supported economically."

**GIANTS GO WEST—BUT PAY TV REMAINS FOGGY:** The muddled pay-TV situation in San Francisco & Los Angeles remains muddled—as N. Y. Giants baseball team finally announced plans to move to San Francisco and its pres. Horace Stoneham said pay TV was a factor in decision to move, though not necessarily a big one. Meanwhile, Sen. Potter (R-Mich.) assailed pay-TV proponents for "one of the most aggressive & calculated publicity campaigns" in industrial history (see p. 14).

Jerrold Electronics Corp. this week went into competition with Skiatron and the combination of International Telemeter & Fox West Coast Theatres as a seeker to wire up San Francisco for pay system, said it has a "practical" proposal, in contrast with the "irrational" concepts of others.

Puzzler in situation is who is to wire the city and how. Mayor George Christopher has indicated city is prepared to grant "non-exclusive" franchises for those prepared to put in cable systems. Does this mean any number of promoters can duplicate each other's work, as far as city is concerned? Apparently.

Actually, Pacific Telephone & Telegraph Co. will have to provide answers, for it has the poles to which to attach cables—and it would be silly for anyone to put up his own poles. Real situation is simple: PT&T doesn't know what to do yet, is sitting tight, "studying."

Jerrold emphasized intention of tying up with movie exhibitors in San Francisco, just as it did with Video Independent Theatres in Bartlesville, Okla., where town is wired up ready to go with feature movies Sept. 3. Jerrold pres. Milton J. Shapp, after talking to Mayor Christopher, stated cautiously:

"Because of our experience in the cable TV business, we recognize the enormous complication of wiring a city such as San Francisco and the tremendous problems facing the telephone company in making technical decisions in this respect. Contrary to the irrational statements issued by others, we do not feel that the job can be done with a handful of dollars and within a few months' time. There is no magic promotional wand that can be waved over the Bay area to create this service for the residents of San Francisco immediately. To construct a system of this size will take time." He proposes flat monthly fee to subscribers, as in Bartlesville.

Skiatron v.p. Jerome Doff, after Giants' announcement, said company will be ready with system at start of 1958 baseball season if city grants franchise. City council is due to act about Sept. 16.

Skiatron has indicated inexpensive open-wire system will do trick in San Francisco & Los Angeles (Vol. 13:30), but Bell System's best TV brains view idea with great skepticism. One of its ablest and most respected engineers tells us: "I don't see how we could go for it. Theoretically, if you ran open wire in a straight line in open country, it would be fine. But with turns, with taps, with outside interference, you'd have to raise the level above FCC's radiation limits. I know of no one of responsibility in the Bell System who'd buy it."

Video Independent Theatres, meanwhile, kicking off drive for customers in Bartlesville, is easing into project slowly, pres. Henry S. Griffing asserting: "From our past experience with community antenna systems, we know this thing won't go off all at once like a firecracker. The people of Bartlesville are going to have to be sold on it, one family at a time, and it will take a while. We're sure it will be a year or more before the public learns the pleasure of telemovies in the home." To date, VIT is only organization known to have commitments from movie producers for first-run features—backbone of programming fare, and presumed to be backbone of any pay-TV project, cable or telecast.

FCC plans to take up question of toll-TV test authorization Sept. 17 but there's absolutely no telling when final decision will come. Roughly speaking, commissioners are split 3-3 on concept, so new member Frederick Ford may wind up the tie-breaker. Leaning in favor of tests are Chairman Doerfer, Lee, Craven; against—Hyde, Bartley & Mack. But these aren't all firm or fixed.

Informed that he may be key man, Ford expressed surprise. "You can be sure, if that's the case," he said, "I'm going to study this thing mighty carefully before I vote. Actually, I haven't had any time to study FCC problems. This office [at Justice Dept.] is at its busiest now, with Congress winding up session; it has the liaison with Congress." Ford is due to be sworn in Aug. 29; he'll take vacation then, doesn't know how long, says he hasn't had one for 2 years.

From the advertising fraternity, that group so strangely unperturbed by prospects of pay TV, came a comment this week. For those commercial-baiters among TV critics who've been panting for commercial-less toll TV, here's remark from Wm. B. Lewis, pres. of Kenyon & Eckhardt ad agency, quoted in Aug. 17 Editor & Publisher: "What has interested me as a bystander in all this argument is that neither side has considered the possibility of combining commercially-sponsored TV with pay TV. Why not run advertising with pay TV? That seems logical, and certainly worthy of study." Paramount's International Telemeter, for one, has given it study, considers it logical (Vol. 13:23).

**PROFILES' OF THE TOP 100 ADVERTISERS:** Advertising Age Magazine has come up with a tour de force in its Aug. 19 issue—exhaustive "marketing profiles" of nation's 100 largest advertisers in 1956.

Handy reference runs nearly 100 pages, includes not only specific breakdowns of spending by top 100 in "measured" media of TV, newspapers, magazines, outdoor, but investments in "unmeasured" media such as radio, direct mail, point-of-purchase.

Beyond advertising statistics themselves, study includes short description of companies, ranking in respective industries, new products & campaigns, personnel changes, marketing programs & organization.

General Motors again led advertisers by "country mile," study shows—having spent \$162,499,248, a drop from the \$170,381,860 in 1955. Procter & Gamble again was runner-up with \$93,000,000 vs. \$85,000,000 in 1955. Ford was close third, up to \$88,650,000 from \$72,942,694 in 1955. (For 1956 & 1955 estimated expenditures of the top 100, see p. 5).

"Much of the information in the 100 profiles has never been published before," magazine says, reporting that trade biography material was gathered directly from firms & agencies—or from "great variety of sources to fill in the gaps" when they were reluctant to furnish some information for competitive

reasons. (Copies of issue are available for 15¢ from Advertising Age, 200 E. Illinois St., Chicago, or 480 Lexington Ave., N. Y.)

Printers' Ink is out, too, with its "Advertisers' Guide to Marketing for 1958," showing that total U. S. ad expenditures are expected to reach \$10.2 billion, 7.7% above last year's \$9.9 billion.

Magazine tallies 1956 expenditures of top 100 advertisers in 7 major media—magazines, newspapers, farm papers, network radio & TV, spot TV, business publications, outdoor: General Motors, \$115,899,205; Procter & Gamble, \$79,355,592; Ford, \$56,649,005; Chrysler, \$48,293,288; Colgate-Palmolive, \$44,480,906; General Foods, \$41,761,075; General Electric, \$38,937,754; Lever Bros., \$30,208,313; R. J. Reynolds, \$23,607,526; Distillers Corp.-Seagrams, \$23,145,742.

Included in "Guide" are compilations covering direct mail, outdoor, transportation, budgeting, salaries, TV-radio, mail order, business & farm publications, list of 374 million-dollar advertisers, etc.

**FCC FIGURES EMPHASIZE TV AS GROWTH INDUSTRY:** Though telecasting industry has been fairly "mature" for several years, in terms of audience reached and increase in number of stations, it remains one of the most dynamic growth industries in the country. Fact is clearly emphasized in FCC's official revenue-expense-profit figures for 1956, released this week.

No word other than "dynamic" can be applied to a big industry that increases its revenues 20.4%, profits 26.2%—in one year. Specifically, total network-station revenues rose from \$744,700,000 in 1955 to \$896,900,000 last year, while profits before federal income taxes went from \$150,200,000 to \$189,600,000.

Figures released by Commission this week include only major breakdowns. Detailed tables, which enable individual operators to match their performance with others in similar markets, are due in 4-6 weeks—as fast as FCC staff can process them.

Standing out in Commission's compilation is fact that exceptional improvement was achieved by networks themselves, post-freeze vhf stations and even uhf operators—while pre-freeze stations' improvement was good but more modest.

For example, the 3 networks and their 15 stations had before-tax profits of \$85,400,000 in 1956—compared with \$68,000,000 in 1955, \$36,500,000 in 1954. The 95 pre-freeze vhf stations, by contrast, had profits of \$89,700,000 in 1956, up only modestly from the \$81,900,000 in 1955, \$67,600,000 in 1954.

Post-freeze vhfs are coming into their own. They brought in \$16,400,000 profits in 1956, as against \$4,800,000 in 1955, loss of \$3,800,000 in 1954.

The uhf operators, garnering bigger chunk of business while holding expenses down, cut total losses to \$1,900,000 last year, compared with loss of \$4,500,000 in 1955, \$10,000,000 in 1954. Thus, there's every indication that 1957 will see uhf operators, as a group, breaking even or achieving small profit.

(For FCC's complete table, see p. 7).

Acquisition of KWK-TV, St. Louis (Ch. 4) by CBS, which would in turn relinquish CP for Ch. 11, is under discussion, no agreement yet. Advantages are that CBS would gain ready-made station, wouldn't have to build, while KWK-TV, now holding CBS affiliation, would avoid exigencies of independent operation. KWK-TV came to CBS with the idea. Informed of plan, the 3 losers of Ch. 11 hearing who have appealed decision giving Ch. 11 to CBS are considering whether to merge to take over Ch. 11 CP from CBS. If they don't, there's legal question whether Ch. 11 is then up for grabs.

Hi-fi recording companies and AFM will join in producing single long-play disc of dozen or more versions of "Star Spangled Banner" by nation's top symphony orchestras. Public service project, intended to supply TV & radio stations and public schools with first hi-fi record of national anthem, is sparked by industrialist Louis Schweitzer, who recently bought WBAI (FM), N. Y. Listening to playing of "Star Spangled Banner" at sign-off time, he found that station used recording from old shellac disc; that hi-fi records weren't produced because music takes less than 3-in. grooving.

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

MARTIN CODEL, Editor and Publisher; ALBERT WARREN, Senior Editor; ROBERT CADEL, Business Manager;  
DAVID LACHENBRUCH, Associate Editor; JAMES S. CANNON, Trade Reports Editor  
Editorial Associates: Paul Stone, William J. McMahon Jr., Wilbur H. Baldinger

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**T**HE 100 LEADING national advertisers in 1956, as estimated by *Advertising Age* in its Aug. 19 issue (see page 3), are tabulated below. Total expenditures of each, in both measured and unmeasured media, are shown—compared with estimated 1955 outlays of each. Table is copyrighted by Advertising Publications Inc., reprinted by special permission. Here are the figures, with advertisers ranked according to expenditures:

Rank	Advertiser	Estimated Total Expenditures	
		1956	1955
1.	General Motors Corp.	\$162,499,248	\$170,381,860
2.	Procter & Gamble Co.	93,000,000	85,000,000
3.	Ford Motor Co.	88,650,000	72,942,694
4.	General Foods Corp.	77,700,000	75,000,000
5.	General Electric Co.	74,096,940	60,632,197
6.	Colgate-Palmolive Co.	67,000,000	62,000,000
7.	Lever Bros. Co.	60,100,000	52,500,000
8.	Chrysler Corp.	60,093,289	68,629,722
9.	National Dairy Products Corp.	37,470,000	31,112,000
10.	Radio Corp. of America	35,173,000	30,773,000
11.	Westinghouse Electric Corp.	32,000,000	25,000,000
12.	Distillers Corp.-Seagrams Ltd.	31,547,043	30,413,125
13.	General Mills Inc.	31,000,000	29,000,000
14.	R. J. Reynolds Tobacco Co.	30,000,000	27,000,000
15.	American Home Products Corp.	29,000,000	22,000,000
15.	American Tobacco Co.	29,000,000	27,000,000
15.	Coca-Cola Co.	29,000,000	26,000,000
15.	Gillette Co.	29,000,000	27,851,887
19.	Schenley Industries Inc.	26,991,369	25,396,030
20.	Swift & Co.	26,000,000	22,000,000
20.	Philo Corp.	26,000,000	25,228,799
22.	Borden Co.	24,150,000	23,000,203
23.	E. I. du Pont de Nemours & Co.	23,500,000	23,323,150
24.	Warner-Lambert Pharma. Co.	23,000,000	23,243,184
25.	National Distillers Products Corp.	22,100,300	18,450,000
26.	Liggett & Myers Tobacco Co.	22,000,000	20,000,000
27.	Goodyear Tire & Rubber Co.	21,000,000	20,440,680
27.	Bristol-Myers Co.	21,000,000	17,000,000
27.	Armour & Co.	21,000,000	17,000,000
27.	Sterling Drug Inc.	21,000,000	17,000,000
31.	National Biscuit Co.	20,900,000	20,200,000
32.	American Tel. & Tel. Co.	20,645,957	13,635,617
33.	Brown & Williamson Tob. Corp.	20,000,000	9,000,000
33.	Campbell Soup Co.	20,000,000	17,000,000
33.	Eastman Kodak Co.	20,000,000	17,000,000
36.	Philip Morris Inc.	19,000,000	14,750,000
37.	Standard Oil Co. (New Jersey)	18,696,000	14,000,000
38.	Kellogg Co.	18,000,000	17,000,000
38.	Pillsbury Mills	18,000,000	16,000,000
40.	Standard Oil Co. (Ind.)	17,500,000	16,000,000
41.	Johnson & Johnson	17,000,000	16,000,000
42.	Standard Brands Inc.	16,567,174	12,000,000
43.	Texas Co.	16,197,008	13,900,000

Rank	Advertiser	Estimated Total Expenditures	
		1956	1955
44.	Quaker Oats Co.	16,047,709	15,807,298
45.	Revlon Inc.	15,503,079	7,500,000
46.	Borg-Warner Corp.	15,348,463	15,647,000
47.	Miles Laboratories Inc.	15,100,000	8,500,000
48.	Sperry Rand Corp.	15,000,000	12,994,600
49.	P. Lorillard Co.	14,873,000	15,829,000
50.	Shell Oil Co.	14,750,000	12,550,000
51.	Firestone Tire & Rubber Co.	14,500,000	13,000,000
51.	American Motors Corp.	14,500,000	18,000,000
53.	Carter Products Inc.	14,000,000	8,000,000
54.	Union Carbide Corp.	13,828,372	11,426,535
55.	Chesebrough-Pond's Inc.	13,000,000	12,107,620
55.	Hiram Walker-Goodham & Worts	13,000,000	12,000,000
57.	Studebaker-Packard Corp.	12,841,674	13,275,209
58.	Jos. Schlitz Brewing Co.	12,605,035	11,560,000
59.	American Cyanamid Co.	12,501,874	9,229,510
60.	Anheuser-Busch Inc.	12,500,000	11,234,000
61.	Socony-Mobil Co.	12,351,750	10,560,721
62.	Continental Baking Co.	12,225,000	7,301,000
63.	Gulf Oil Corp.	12,000,000	10,000,000
63.	S. C. Johnson & Son	12,000,000	11,000,000
65.	Nestle Co.	11,527,000	9,518,336
66.	B. F. Goodrich Co.	11,500,000	11,500,000
67.	Pepsi-Cola Co.	11,164,000	10,100,000
68.	U. S. Rubber Co.	11,000,000	9,000,000
68.	Corn Products Refining Co.	11,000,000	8,000,000
70.	Scott Paper Co.	10,798,790	8,619,080
71.	Carnation Co.	10,527,674	9,329,577
72.	Falstaff Brewing Co.	10,200,000	8,000,000
73.	Helene Curtis Industries Inc.	10,000,000	8,000,000
74.	Pharmaceuticals Inc.	9,180,000	7,920,000
75.	United Merchants & Mfg. Co.	9,171,452	6,183,668
76.	Sunbeam Corp.	9,000,000	6,700,000
76.	Monsanto Chemical Co.	9,000,000	8,000,000
78.	Best Foods	8,500,000	8,000,000
78.	H. J. Heinz Co.	8,500,000	7,000,000
80.	U. S. Steel Corp.	8,215,404	7,515,527
81.	Pabst Brewing Co.	8,000,000	7,000,000
81.	Wm. Wrigley Jr. Co.	8,000,000	8,000,000
81.	Ralston-Purina Co.	8,000,000	7,500,000
81.	Wesson Oil & Snowdrift Co. Inc.	8,000,000	4,250,000
81.	Rexall Drug Co.	8,000,000	6,000,000
81.	Aluminum Co. of America	8,000,000	6,000,000
81.	Armstrong Cork Co.	8,000,000	4,200,000
88.	Reynolds Metals Co.	7,750,000	7,500,000
89.	Liebmann Breweries	7,500,000	6,700,000
90.	Bulova Watch Co.	7,481,334	6,259,720
91.	Kimberly-Clark Corp.	7,300,000	8,500,000
92.	Sinclair Oil Corp.	6,720,229	4,492,498
93.	Prudential Insurance Co.	6,616,570	4,326,674
94.	Brown-Forman Distillers Corp.	6,093,843	5,011,370
95.	Avco Mfg. Co.	5,975,000	7,592,712
96.	California Packing Corp.	5,750,000	5,250,000
97.	Max Factor & Co.	5,500,000	3,500,000
98.	General Tire & Rubber Co.	5,400,000	4,600,000
99.	Hunt Foods & Industries	5,124,534	6,250,000
100.	Grove Laboratories Inc.	5,074,292	3,810,553
<b>TOTAL</b>		<b>\$2,079,623,406</b>	<b>\$1,850,223,172</b>

Former President Truman heads list of speakers at 8 NARTB regional conferences Sept. 16-Oct. 25. He'll share platform with pres. Charles N. Kimball of Midwest Research Institute at Region 5 meeting Oct. 10-11 in Muehlbach Hotel, Kansas City. Other speakers at sessions which will have theme of "A Time for Decision": Governor Averell Harriman of N. Y. & GE chairman Philip D. Reed—Region 1, Van Curler Hotel, Schenectady, Sept. 16-17; Sen. Charles E. Potter (R-Mich.) & Ben R. Donaldson, director of Ford institutional advertising—Region 4, Hotel Statler, Cleveland, Sept. 19-20; Rep. Hugh Scott (R-Pa.)—Region 5, Grove Park Inn, Asheville, N. C., Sept. 23-24; Sen. Warren G. Magnuson (D-Wash.) & Gov. Robert D. Holmes of Ore.—Region 8, Hotel Multnomah, Portland, Ore., Oct. 14-15; Sen. Gordon Allott (R-Colo.) & ABC radio network pres. Robert E. Eastman—Region 7, Brown Palace, Denver, Oct. 17-18; Sen. Ralph Yarborough (D-Tex.) & v.p. Arthur A. Smith of First National Bank of Dallas—Region 6, Baker Hotel, Dallas, Oct. 22-23; Rep. Oren Harris (D-Ark.) & Frank R. Ahlgren, editor of *Memphis Commercial Appeal*—Region 3, Peabody Hotel, Memphis, Oct. 24-25.

Canadian TV billings gained bigger share of all-media advertising investment in 1956, grossing 16.6% of \$204,580,522 total reported by 100 agencies compared with 13.5% of \$177,240,355 in 1955, according to Dominion Bureau of Statistics. In 1954, TV billings were only 5.5% of Canadian advertising budget. Radio's share in Canada last year slipped to 10.3% from 11.9% in 1955.

Hassle over TV rights threatened this week to cancel Sugar Ray Robinson-Carmen Basilio middleweight championship fight scheduled for Yankee Stadium Sept. 23. Trouble arose suddenly Aug. 20 when Robinson said he would withdraw from bout because International Boxing Club had signed closed-circuit TV theatre contract with TNT (Vol. 13:32), whose pres. Nathan L. Halpern guaranteed equivalent of 250,000 admissions. Robinson said he hadn't consented to arrangement, wanted to sign with Teleprompter instead because Teleprompter pres. Irving Kahn "offered me more money" on 400,000-seat basis. N. Y. Athletic Commission summoned principals to meeting Aug. 26 to try to settle argument. Halpern told newsmen he already had signed 161 theatres with seating capacity of 413,500 seats. Kahn stated: "Based on my discussions with exhibitors, I believe it's possible for us to line up 500,000 seats."

Newspaper market surveys made by newspapers themselves, newspaper groups and ANPA's Bureau of Advertising are catalogued in 30-page *Newspapers at Your Service*, published by Bureau and available to agencies & advertisers at its N. Y., Chicago, San Francisco & Los Angeles offices.

Mutual TV Purchasing Corp. has been organized by TV Clearing House Inc. as subsidiary with resident buyers in N. Y. & Hollywood for pool buying of TV station equipment & furnishings. Louis J. Dahlman, majority stockholder in parent firm of program consultants, is pres. of new company.

**Personal Notes:** Joseph H. Ream, 1947-52 CBS exec. v.p. who retired to Florida farm in 1952, returns to CBS as Washington v.p., succeeding late Ralph Hardy. Ream is native of Iowa, 1925 graduate of U of Kansas, 1927 graduate of Yale, joined CBS in 1934 as general attorney, became secretary in 1938, vice president in 1942. For past year he has been deputy director of the National Security Agency in Washington . . . Harry C. Folts, from ABC Radio, and Aaron Beckwith, ex-NTA, named ABC-TV account executives . . . Robert Schultz named film service sales supervisor for California National Productions' Calnatron system . . . Manfred Gottfried appointed by Time Inc. to develop news resources in TV, radio & film; Emmet J. Hughes succeeds him as chief of correspondents in foreign news service . . . Eliot Hyman elected pres. of Associated Artists, succeeding Louis Chesler, who continues as chairman . . . Larry Surles promoted to mgr. of NBC-TV new spot business . . . Richard W. Hubbell, ex-Carlos Franco Assoc., named INS business representative in N.Y. & New England areas; John A. Buning, ex-radio WHOO, Orlando, appointed INS business representative in southern div., Atlanta . . . James J. Hawkins promoted to gen. mgr. of KTVW, Tacoma . . . Dave Dash, ex-Cornell Films, named pres. of newly-organized Carousel Films . . . A. H. (Chris) Christensen, from Westinghouse radio KEX, Portland, Ore., named adv. & sales promotion mgr. of WJZ-TV (WAAM), Baltimore . . . Wells H. Barnett Jr. promoted to station operations mgr. of radio rep John Blair & Co., N. Y.; Albert C.

Long to sales development director, Mary H. Mason to sales development station service mgr. . . Wm. R. Nutt promoted to promotion & publicity director of KGW-TV & KGW, Portland, Ore. . . Rex King promoted to regional sales mgr. of upcoming WBOY-TV, Clarksburg, W. Va. (Ch. 12), due in Oct., coming from Pittsburgh sales office of owner WSTV-TV, Steubenville . . . Allen M. Woodall, pres. of WDAK, Columbus, Ga., named exec. committee chairman of RAB . . . H. Dewitt (Judge) Landis elected a v.p. of Hamilton, Stubblefield, Twining & Assoc. brokerage firm . . . Gerald W. Elbers joins NARTB public relations staff, resigning as asst. to exec. director of President's Committee on Education Beyond the High School . . . S. Wm. Aronson promoted to administrator of ABC cost control unit . . . Jack M. Barrington named public relations director of Theatre Owners of America . . . Leon Kagan, ex-ABC Film Syndication, joins NBC International Ltd. as Latin American operations mgr., headquartering in Mexico City.

Sid Shalit is resigning as TV-radio news editor of *N. Y. Daily News* after nearly 25 years with paper to enter music business as executive of independent-label record firm. Miss Kay Gardella, feature writer in *News* dept., succeeds him in No. 2 job under critic Ben Gross. Meanwhile, TV-radio critic John Crosby of *N. Y. Herald Tribune* Syndicate, who will conduct CBS-TV's upcoming *Seven Lively Arts* program, was reported planning to shift to general news column after he returns from vacation.

**ADVERTISING AGENCIES:** Charles V. Skoog Jr. elected pres. of Hicks & Greist, replacing E. Harold Greist, named chairman to succeed H. Leslie Hicks, now vice chairman . . . Robert C. Mack promoted to Grant Adv. v.p. in charge of TV-radio, Detroit . . . Jerome J. Cowen, senior v.p. of Cunningham & Walsh, named gen. mgr. of San Francisco office; Franklin C. Wheeler continues as exec. v.p. there . . . Hal James, ex-Ellington & Co., joins Doherty, Clifford, Steers & Shenfield as v.p. & TV-radio programming & production director.

Sale terms for KCOP, Los Angeles (Ch. 13), being sold to Kenyon Brown-Bing Crosby group in \$4,000,000 deal (Vol. 13:22) are revealed in application filed with FCC this week. They're paying \$150,000 down, paying Dorothy Schiff \$537,931 still owed by Copley Press, then \$3,312,068 in 32 installments. New owners, each with 25%, will be Bing Crosby Jr., chairman; Kenyon Brown, pres.; George L. Coleman, v.p.; Joseph A. Thomas, v.p. June 30 balance sheet for Television div. of Copley Press Inc. lists cumulative profit from operations at \$26,384, with additional profit from operations since Jan. 1 at \$12,326. It had \$344,943 current assets, \$960,652 investments & fixed assets, \$270,372 prepaid and/or deferred charges; \$281,740 current liabilities, \$530,358 long term liabilities, \$989,350 investment by Copley Press.

Kenyon Brown-Bing Crosby group is selling KFEQ-TV, St. Joseph, Mo. (Ch. 2) & KFEQ for \$841,091 to Jesse D. Fine theatre family, former owners of WFIE-TV, Evansville, Ind. (Ch. 14). Jesse D. Fine will be pres. & 32.5% owner; Isadore J. Fine, v.p., 20%; Oscar K. Fine, treas., 32.5%; Eugene P. Fine, secy., 12.5%; Marvin Cohen, director, 2.5%. Combined KFEQ-TV & KFEQ balance sheet for June 30 shows earned surplus of \$31,338, with additional surplus earned up to June 30 of \$27,984. It lists \$92,981 current assets, \$567,292 broadcasting investment (\$442,050 for TV); \$12,454 current liabilities, \$552,677 long term debts.

NTA has purchased 75% of KMGW-TV, Minneapolis (Ch. 9) for undisclosed price from United Television Inc. (Sy Weintraub, pres.), which acquired it as KEYD-TV, with radio KEYD, from Morris T. Baker's Minneapolis Tower Co. in 1954 for \$1,500,000, then sold radio KEYD for \$35,000 (Vol. 12:21). Loew's Inc. retains 25% acquired in 1956 for about \$750,000 (Vol. 12:44). Sellers include Thomas P. Johnson and Larry H. Israel (gen. mgr. of WJZ-TV, Baltimore), who also have holdings in WENS, Pittsburgh (Ch. 16); Oliver Tyrone Corp. (Wm. H. Rea, pres.), which has minority interest in WENS and WMTW, Poland Spring, Me. Oliver Tyrone ownership interlocks with WABI-TV & WABI, Bangor, Me.

Mrs. A. Scott Bullitt will own 40%, her KING Broadcasting Co. 60% of KREM-TV, Spokane (Ch. 2) and AM & FM affiliates, it's revealed by transfer application filed this week. Louis Wasmer, who is getting \$2,000,000 for properties (Vol. 13:28), will remain as pres. of new KREM Bestg. Co., but without stock interest. KREM stations balance sheet dated June 30 lists \$244,382 current assets, \$438,041 fixed assets; \$55,263 current liabilities; \$629,250 proprietorship.

Suit over sale of KERO-TV, Bakersfield (Ch. 10) for \$2,150,000 to Wrather-Alvarez Bestg. Inc. (Vol. 13:29) has been settled out of court, terms undisclosed. Robert K. Straus, 10% owner of WITI-TV, Milwaukee, had filed suit, alleging existence of prior contract to sell station to him. Sale has been approved by FCC.

KSHO-TV, Las Vegas (Ch. 13) has been sold for "around \$200,000" to Merv Adelson, Las Vegas market chain operator, by Albert Zugsmith interests, according to pres. Frank Oxarart. Selling group acquired station in late 1956 from Moritz Zenoff (Vol. 12:48).

Grant of \$25,000 to Metropolitan Educational TV Assn., N. Y., for operating expenses was awarded this week by N. Y. Foundation, which made same contribution in 1956 & 1955.

**Notes on Upcoming Stations:** WTIC-TV, Hartford (Ch. 3) began Mon.-Fri. test pattern schedule Aug. 23 (9 a.m.-noon & 7-9 p.m.), with programming scheduled to start Sept. 23. It will be independent outlet in area already served by CBS's WHCT (Ch. 18), NBC's WNBC (Ch. 30) and Triangle Publications' ABC-TV affiliate WNHC-TV, New Haven (Ch. 8). We're not counting it on air yet, so on-air score remains 504 (90 uhf). WTIC-TV has 25-kw RCA transmitter and 440-ft. self-supporting Ideco tower with 100-ft. 6-section superturnstile antenna on Talcott Mt. Studios in downtown Hartford, scheduled to be ready Sept. 10, connect via microwave with Talcott Mt., 7 mi. W. Owner is Travelers Insurance Co., also operator of radio WTIC. Base hour will be \$800. Rep will be Harrington, Righter & Parsons.

WOWL-TV, Florence, Ala. (Ch. 15), authorized to change Sept. 6 from Ch. 41, expects to have 1-kw GE transmitter wired and ready by Sept. 15, and hopes to begin before end of month, reports pres.-gen. mgr. & 25% owner Richard B. Biddle. It has 300-ft. tower due from U. S. Tower Co. Sept. 1 and GE antenna was scheduled to arrive Aug. 24. Studio-transmitter building at 800 Cyprus Mill Rd. has been ready 3 months. Network affiliation hasn't been announced yet, nor has base hourly rate been reported. Rep will be announced Sept. 1.

WIPR-TV, San Juan, P. R. (Ch. 6) has again changed target; it's Nov. 1 now, reports R. Delgado Marquez, gen. mgr. of TV-radio for Puerto Rico Dept. of Education. It has 25-kw RCA transmitter, which was to have been ready this month. RCA 6-bay antenna has been installed on

200-ft. Blaw-Knox tower at site of elaborate TV-radio plant 15-mi. from San Juan.

CHCA-TV, Red Deer, Alta. (Ch. 6) expects to order Canadian GE equipment, plans early Nov. start—earlier if microwave connection is completed on schedule—writes G. A. Bartley, pres. of CHCA Television Ltd. It expects to use 300-ft. Stainless tower with 2-slot coaxial antenna. Base hour not set. National sales rep not chosen; regional reps will be John N. Hunt (Vancouver) and A. J. Messner (Winnipeg).

KXGN-TV, Glendive, Mont. (Ch. 5) plans test patterns by Sept. 15, programming by Sept. 30, reports gen. mgr. Dan C. Palen for owner Lewis Moore, local theatreman, also owner of radio KXGN. It has 5-kw DuMont transmitter wired and ready and 1-bay GE antenna has been installed on 192-ft. Fisher tower. Network affiliation is being negotiated. Base hour will be \$125. Rep will be Grant Webb.

RCA shipped 25-kw transmitter Aug. 22 to upcoming KGHL-TV, Billings, Mont. (Ch. 8), which hasn't reported starting date; 25-kw transmitter Aug. 20 to WESH-TV, Daytona Beach (Ch. 2), planning boost to 100-kw.

Facility changes: WJTV, Jackson, Miss. (Ch. 12) began with 316-kw Aug. 19; WALB-TV, Albany, Ga. (Ch. 10) began using new 12-section superturnstile antenna Aug. 17.

RCA shipped 3-V color film camera Aug. 20 to upcoming WLWI, Indianapolis (Ch. 13), due in Sept.

WISN-TV, Milwaukee (Ch. 12) begins telecasting Aug. 26 from new \$1,250,000 two-story Broadcast Center.

**FCC FINANCIAL DATA** on station & network performance in 1956 are final and official. First table, covering over-all figures, is the only one released this week. Other tables, giving exhaustive breakdowns of stations by markets, market size, revenues, loss or profit station, etc., will follow in 4-6 weeks. Herewith is Commission's complete Table I:

	1956	1955 <sup>2</sup>	1954 <sup>1</sup>
<b>Broadcast Revenues</b> (in millions of dollars)			
3 Networks (including 15 owned and operated stations*)	\$442.3	\$374.0	\$306.7
95 Pre-Freeze television stations	260.7	230.0	200.9
Subtotal	703.0	604.0	507.6
Post-Freeze television stations:			
269 VHF stations	161.4	112.2	60.0
95 UHF stations	32.5	28.5	25.4
Industry total	\$896.9	\$744.7	\$593.0
<b>Broadcast Expenses</b>			
3 Networks (including 15 owned and operated stations*)	\$356.9	\$306.0	\$270.2
95 Pre-Freeze television stations	171.0	148.1	133.3
Subtotal	527.9	454.1	403.5
Post-Freeze television stations:			
269 VHF stations	145.0	107.4	63.8
95 UHF stations	34.4	33.0	35.4
Industry total	\$707.3	\$594.5	\$502.7
<b>Broadcast Income</b> (Before Federal Income Tax)			
3 Networks (including 15 owned and operated stations*)	\$ 85.4	\$ 68.0	\$ 36.5
95 Pre-Freeze television stations	89.7	81.9	67.6
Subtotal	175.1	149.9	104.1
Post-Freeze television stations:			
269 VHF stations	16.4	4.8	(3.8)
95 UHF stations	(1.9)	(4.5)	(10.0)
Industry total	\$189.6	\$150.2	\$ 90.3

( ) Denotes loss.

<sup>1</sup> 1954 data cover 4 networks and 16 owned and operated stations; 92 pre-freeze and 302 post-freeze stations (177 VHF and 125 UHF).

<sup>2</sup> 1955 data cover 4 networks and 16 owned and operated stations; 93 pre-freeze and 328 post-freeze stations (225 VHF and 103 UHF). Three networks after September 15, 1955 when DuMont ceased network operations.

\* Includes two post-freeze stations (UHF).

Radio station sales and transfers reported this week: WOBS, Jacksonville, by Robert W. Rounsaville for \$500,000 to new owners of WSTN, St. Augustine, Fla.—Simpson R. Walker Jr., Harry C. Powell Jr. & Lawrence R. Picus . . . WMRY, New Orleans, by Lester Kamin and associates (also with interest in uhf CP WCKG, there) for \$250,000 to Robert W. Rounsaville, operator of southern radio chain and holding uhf CPs for WATL-TV, Atlanta; WQXL-TV, Louisville; WQXN-TV, Cincinnati . . . KTBS, Shreveport & KTBS-FM, by owners of KTBS-TV (E. Newton Wray, pres.) for \$200,000 to B. R. McLendon and associates—McLendon family also being principal stockholders of KLIF, Dallas; KILT, Houston; KTSA, San Antonio . . . WSLB, Ogdensburg, N. Y. by St. Lawrence Bestg. Corp. (Joseph R. Brandy, pres.) for \$190,000 to George W. Bingham (56%) and associates—Bingham also holding control of WKIP, Poughkeepsie and WGNV, Newburgh, N. Y. . . . KLIL, Estherville, Ia. by Wm. E. & Edward Schons and A. G. Bush for \$15,000 (plus 10 year lease aggregating \$120,000) to station mgr. Jack W. Turnbull & wife. Bush (Minnesota Mining & Manufacturing Co.) is board member of KSTP-TV, St. Paul, and with Schons owns WKAI, Macomb, Ill.; Schons also have interest in KRSI, St. Louis Park, Minn. and KRBI, St. Peter, Minn. . . . WMEG, Eau Gallie, Fla. 50% by Washington attorneys Scymour Krieger & Norman Jorgensen for \$32,000 to gen. mgr. A. V. (Chic) Catterton and commercial mgr. Victoria C. Martin, increasing holdings to 50% each. Brokers: KTBS, Hamilton, Stubblefield, Twining & Assoc.; WMEG, Paul H. Chapman Co.

Correction: Sports Network Inc. listing on p. 317 of *TV Factbook No. 25* should indicate following personnel: Richard E. Bailey, pres.; Roylance H. Sharp, v.p.; Thomas J. Schilling, secy.-business mgr.; Wm. N. Creasy Jr., director of publicity; Marie C. Wilber, asst. business mgr. Organization specializes in TV & radio regional sports networks. Saul J. Turell has no connection with company.

**Telecasting Notes:** Upcoming TV season may look like "dull stuff" to viewers, but for industry it "promises to go down as the most bitterly competitive programming year in history," *Variety* said this week. And "reputations as well as millions" will be "riding on every rating point." Witness: NBC-TV "starting virtually from the ground up," ABC-TV offering "immensely sharpened competition," CBS-TV facing dire threats from both . . . Add sponsored public service: Bell System's science series on NBC-TV next season includes "The Unchained Goddess," Frank Capra's explanation of what makes weather . . . Former President Truman would conduct network TV seminars in history—complete with pictures, maps & charts—in series which National Farmers Union wants to sponsor. He's been cool to previous network TV offers . . . Shock therapy: Universal-International's "Shock!" package of 52 old horror films (Boris Karloff, Bela Lugosi, Lon Chaney, Peter Lorre et al.), distributed by Screen Gems, has been bought for about \$750,000 by KTLA, Los Angeles, and for reported similar price by WABC-TV, N. Y. . . . Anybody for pool? One-shot "Pocket Billiards Stars" will be tried out by ABC's WBKB, Chicago, Sept. 8, Sun. 10-11 p.m., to see if it can stir viewer interest as bowling did few years back . . . Walt Disney starts 4th year on ABC-TV Sept. 11, Wed. 7:30-8:30 p.m., with "spectacular" performance of "Peter & the Wolf." New 26-program season includes *The Saga of Andy Burnett*, adventure series starring Jerome Courtland & Jeff York . . . Extra-period running time stretched to 75 min. planned for first of five 60-min. Lucille Ball & Desi Arnaz shows sponsored by Ford on CBS-TV in fall. Arnaz insists yet-untitled opening film, already edited to 75 min., can't be cut without impairing continuity . . . International party line is planned by co-producers Edward R. Murrow & Fred W. Friendly of CBS-TV's *See It Now* for new *Small World* film series tentatively scheduled by

network to start in Oct., Tue. 10:30-11 p.m. Eric Sevareid would be moderator of telephone-hookup show in which participants might be in Hollywood, London, Far East where they'd be filmed as they talk . . . Another Mike Wallace? Martin Agronsky starts new live interview show—*Look Here!*—on NBC-TV Sept. 15, Sun. 3:30-4 p.m. His purpose is to "get at the wellsprings of a subject's personal philosophy," to find out "why he is what he is and acts the way he does" . . . Still ticking: *Beat the Clock*, reported running down few weeks ago on CBS-TV Fri. 7:30-8 p.m., is wound up again for Sun. 6-6:30 p.m. starting Oct. 6 as replacement for *The Last Word*, which CBS-TV may reschedule for Sat. 7-7:30 p.m. Stunt program also gets daytime CBS-TV run Mon.-thru-Fri. 2-2:30 p.m., effective Sept. 16 . . . Another casualty: *Kukla, Fran & Ollie* is discontinued by ABC-TV Aug. 30, succeeded by *Sports Focus* starting Sept. 2, Mon.-thru-Fri. 7-7:15 p.m. . . . British commercial TV goes western, too, new imports of U. S. films for ITA in fall including *Sheriff of Cochise* & *Zane Grey Theatre* along with such staples as *Rosemary Clooney Show*. British viewers already get *Wyatt Earp*, *Roy Rogers*, *Gun Law* . . . "She was my first love," says caption under blow-up of Shirley Temple, aged 8, in newspaper promotion this week by NTA for Oct. 20-Dec. 8 Sun. showings of "Rebecca of Sunnybrook Farm," "Heidi," "Wee Willie Winkie," "Capt. January"—child star's "greatest motion picture triumphs." Free copies of photograph, "suitable for framing," are offered in ads . . . Ballyhoo stunts, ranging from sky-writing to tour of newspaper offices by troupe (giant, dancing girl, midget) bearing refreshments, won first prize for KTTV, Los Angeles, in NTA *Premiere Performance* film series exploitation contest. Trip to Paris for 2 goes to publicity director Reavis Winckler; adv. & promotion director Jack O'Mara gets tickets for 2 to Bermuda.

**B**MI "monopoly"—already attacked in court by ASCAP and denounced in House by Celler anti-trust subcommittee (Vol. 13:23)—was subjected to fresh assaults Aug. 21 on Senate floor.

Excoriating networks and stations for holdings in BMI, Sen. Smathers (D-Fla.) introduced sweeping bill (S-2834) to prohibit broadcasters from engaging "directly or indirectly" in music publishing or recording business.

BMI's "musical empire" represents "beginning of the end of the public's freedom to listen to all types and kinds of music unrestricted by monopolistic practices," Smathers asserted.

Member of Senate Commerce Committee, Smathers said "our entire musical heritage" is threatened by continued existence of BMI under "broadcasters' influence & control."

"This legislation is designed to save them [TV & radio broadcasters] from their own excesses," he told Senate. It would amend Sec. 310 of Communications Act to bar FCC from granting CPs—and station owners from holding licenses—if applicants or licensees have any interests in music publication or in manufacturing or selling records.

Chairman Magnuson (D-Wash.) of Commerce Committee welcomed Smathers' bill as "matter which has long been considered to be a subject necessary to be gone into" by Committee, to which it was referred.

"This is a matter of such importance to the people of America that I am sure by next Jan. there will be very favorable consideration by the Committee at least with

regard to having hearings and discussing the bill fully," Magnuson said.

Spokesmen for CBS, NBC & ABC said at week's end that networks had no comment.

Fresh TV appraisals are needed by advertisers for fall spot buying in which "old yardsticks will be out the window," pres. Edward Petry of rep Edward Petry & Co. said this week in review of these factors: (1) "ABC-TV has at last come into its own." (2) "All-out program reshuffle" by 3 networks. (3) "New looks in local programming." (4) "Deluge of new film." (5) Most coverage data for other seasons is "completely obsolete" now. Petry urged advertisers to "take a longer look" at each station's: standing in its community; fall programming plans; local talent stature; "press ties, promotion prowess, and merchandising muscles;" "honesty, reputation & sincerity" of management.

Retaining 2 TV stations, John H. Perry Jr. has disposed of his remaining 3 radio stations in Fla. in \$550,000 sale negotiated by Blackburn & Co. WDLP, Panama City & WCOA, Pensacola, are being sold as \$400,000 package to Denver T. Brannen, also owner of WDEB, Gulfport, Miss. and KCIL, Houma, La. Perry's WTMC, Ocala, has been sold for \$150,000 to Ray Herbert Gunkel, who awaits FCC approval of his sale of 60% of WABR, Winter Park & CP for WRAL-TV, Orlando (Ch. 18) to James H. Sawyer (Vol. 13:32). Perry stations now comprise WJHP-TV, Jacksonville (Ch. 36) and WESH-TV, Daytona Beach.

Venard, Rintoul & McConnell moves Los Angeles office to 1901 W. 8th St. (Dunkirk 8-4151).

**PICTURE TUBES—EVALUATION OF OUTPUT & SALES:** Pursuing picture tube production and sales, two of the industry's better indexes to manufacturers' evaluation of the market, we've obtained from EIA some further breakdowns of first 6 months' sales, along with comment from cross-section of tube producers.

EIA reports that sales of 4,815,000 tubes during first 6 months comprised 3,008,000 for new sets, 1,408,000 for renewal market, 399,000 export. This compares with 5,153,000 total for similar 1956 period, breaking down to 3,492,000 for new sets, 1,397,000 renewal, 264,000 export.

These do not include sales by tube rebuilders -- estimated by EIA at 1,500,000 in first half of this year, 1,264,000 same period of 1956.

Here's EIA's size breakdown for this year: 21-in., 1,903,000; 17-in., 714,000; 15-in. & under, 252,000; 24-in. & over, 139,000. For last year's first half: 21-in., 2,346,000; 17-in., 456,000; 15-in. & under, 420,000; 24-in. & up, 270,000. EIA does not provide breakdown by deflection angle.

\* \* \* \*

Here's current sizeup of tube production by some top producers:

L. Berkley Davis, gen. mgr. of GE electronic components div., reports 60% of GE's output is 21-in., most of balance divided between 17-in. & 14-in. -- with 17-in. having slight edge -- plus "very small number of 24-in." All GE's production for new sets is 110-degree, he said, and new-set production outnumbers replacement output by 2-1.

Davis noted that industry had some difficulty adapting 110-degree tubes; that there had been some trouble with focusing & sweep. However, he said, public's excellent acceptance of 110-degree sets demonstrates its willingness to overlook slight technical difficulties.

"Industry will stay put with 110-degree tubes," he said, adding that he could see no advantage in greater deflection because slight gains would be achieved only at much greater cost.

\* \* \* \*

W.W. Watts, RCA exec. v.p.-electronic components, also reported that RCA's production is heavily 110-degree tubes for new-set market but added that "we're continuing to build all sizes, shapes and deflection angles for replacement."

No significant price changes are in prospect, Watts said. Tube makers have about all the business they can handle at the moment, he reported, but was quick to add: "No one is getting rich in the kinescope business; few are making any money -- and those few are making very little."

There's overcapacity in the business, on year-round basis, Watts said, with capacity at 15,000,000 and demand at 12,000,000. Export market, which he termed "a rat race of the first water," is an outlet for some overproduction. He said he'd heard of few imports, noting "it's not economical to ship a lot of glass and air."

No increase in deflection angle above 110-degree is seen by Watts, who said there'd be no gain in appearance by making TV sets shallower.

D.W. Gunn, gen. sales mgr. of Sylvania TV picture tube div., reported company's production is 35% 110-degree, 65% 90-degree. James Rolando, of Sylvania International div., reported receipt of European orders for samples of 110-degree, said company's exports of 21-in. 90-degree tubes "have grown markedly."

The only price increase mentioned by the foregoing is boost of about 5% on aluminized tubes for replacement market, effective about Sept. 5.

**Production:** TV output again advanced to new high ground for year with total of 179,615 for week ended Aug. 16, compared with 169,148 preceding week and 160,479 in corresponding week one year ago. It was year's 33rd week and brought TV production for year to date to about 3,548,000, compared with 4,211,829 in same period of 1956. Radio production totaled 294,091 (96,206 auto) for week ended Aug. 16, vs. 192,877 (61,299) preceding week and 256,777 (53,599) in corresponding week year ago. Radio output for 33 weeks totaled about 8,465,000 (3,316,000) vs. 7,968,998 (2,660,782) in 1956 period.

**Topics & Trends of TV Trade:** Shipments of TVs to dealers totaled 2,503,966 in first half of 1957, when production was 2,722,139, according to EIA state-by-state report. They compare with shipments of 2,775,022, production of 3,415,202 in first six months of 1956. June shipments were 382,699, compared with 333,921 in May and 388,914 in June 1956. Here's 6-month report (county-by-county tables available to EIA members):

State	Total	State	Total
Alabama	38,609	New Jersey	88,039
Arizona	15,471	New Mexico	10,386
Arkansas	22,283	New York	297,382
California	241,253	North Carolina	49,884
Colorado	21,079	North Dakota	8,417
Connecticut	41,449	Ohio	140,700
Delaware	5,920	Oklahoma	26,815
District of Columbia	24,806	Oregon	26,082
Florida	89,341	Pennsylvania	168,141
Georgia	52,246	Rhode Island	13,978
Idaho	7,879	South Carolina	21,192
Illinois	147,044	South Dakota	8,597
Indiana	62,017	Tennessee	43,628
Iowa	26,719	Texas	140,532
Kansas	27,543	Utah	10,992
Kentucky	41,613	Vermont	5,126
Louisiana	48,534	Virginia	39,878
Maine	12,998	Washington	38,845
Maryland	34,909	West Virginia	24,988
Massachusetts	73,713	Wisconsin	40,714
Michigan	96,175	Wyoming	5,421
Minnesota	36,035		
Mississippi	23,023	U. S. TOTAL	2,496,792
Missouri	55,632	Alaska	1,697
Montana	12,100	Hawaii	5,477
Nebraska	17,817		
Nevada	3,995	GRAND TOTAL	2,503,966
New Hampshire	6,852		

NATESA members were told at last week's Chicago convention that two most important things in managing a service business are wages and materials. R. C. Hansen, service coordinator, RCA Service Inc., basing figures on his own experience, said minimum for wages should be 40% of income, maximum 45%. Materials should be held to 20% minimum, 25% maximum, he declared, adding that other costs should range: rent, insurance, light, etc., 12-15%; truck-car, 6-8%; employment benefits, 5-7%. E. P. Atcherley, asst. mgr., Sylvania electronic products distributor sales dept., opined TV servicemen need "fewer or a single strong nationally known organization" to insure adequate exchange of ideas and information about rapidly expanding electronics industry. Convention adopted resolution reiterating its opposition to pay TV, calling it violation of viewers' rights and threat of competition for servicing sets. Group was told FCC now recognized NATESA as representative of service, asked its help on TASO. Directors voted unanimously to participate, sending out questionnaire on reception conditions.

New NATESA pres. is Russell Harmon, Weber's TV, Cincinnati, who succeeds Robert Hester, Hester TV, Kansas City. Others elected at annual convention in Chicago's Sheraton Hotel: Secy.-gen., Mac Metoyer, A-One TV Service, Kansas City, succeeding Bob Koepner, Certified TV, Houston; Nelson Burns, Memphis, Tenn. and Frank Moch, Chicago, chosen again as treas. and exc. director, respectively.

RCA adds 24-in. 110-degree picture tube (RCA-24AHP4) with 15 $\frac{3}{8}$ -in. length, 28-lb. weight.

Denial of FTC charge of unlawful price discrimination (Vol. 13:6) was filed this week by Hamburg Bros., RCA distributor in Pittsburgh, saying "any difference in the prices it charges customers is justified by its selling costs." Firm says FTC Feb. 5 complaint fails to allege facts which constitute a violation of the amended Clayton Act. Complaint charged Hamburg with giving some customers \$2-\$32 reduction per set, contending this "may lessen competition." Hamburg replied that its pricing practices promote rather than destroy competition; that variances result from "differing methods and quantities" of sets sold; that some prices were made in good faith to meet competition. Saying it would be forced out of TV business if it had to discontinue pricing practices, company asked that effective date of any order forbidding it to continue its pricing be postponed until its competitors are subject to same orders.

Big upsurge in business is reported by Olympic pres. Morris Sobin, saying first 6 months' dollar volume is 30% higher than for comparable period last year and that profits—when figures are available—probably will show corresponding increase. He described fall production as "geared to turn out 80% more units than our output in the comparable period last year and 1957 will easily be Olympic's biggest year." Company has order backlog of more than 6 weeks production and has just added 100,000 sq. ft. of warehouse space, Sobin said.

Govt. is understood to be devising new rules for gov't. agencies using business advisory committees in effort to make Senate action unnecessary on House-passed (Vol. 13:28) bill spelling out functions of such committees. New rules are expected to be announced before Congress returns for Jan. session. Main objection raised to such committees was that they could exert influence in policy matters without being held accountable. Opponents of House bill said its red tape would discourage membership.

Local campaigns for National TV Week are in the works for 47 major cities in 29 states, reports NARDA exec. v.p. A. W. Bernsohn who is also chairman of the manufacturing-retailing steering committee for the Sept. 8-14 drive. Saying "this is the largest number of local campaigns the retailing phase of National TV Week has ever had," he predicted successful promotion for the event. Meantime, campaign and publicity plans were sent to local chairmen in major cities.

Tape-maker ORRadio and its founder Herbert Orr are profiled in Aug. 26 *Time* business section which reports company sales are expected to hit \$2,500,000 this year, up from \$1,600,000 last year, likely to quadruple next year. Magazine reports that Orr will shortly announce new tape designed for storage of valuable documents; it's supposed to last up to 100 years, be unerasable.

Cigarette lighter radios is the newest wrinkle being introduced by RCA. Table model set has pop-up lighter in cabinet top, automatic turn-off fuse in case of overheating, \$40 list (model 9XL1). RCA also is marketing swivel-base table model at \$35 (model 9X10).

**Trade Personals:** Dale O. Akridge promoted to adv. & sales promotion mgr., GE TV receiver div., replacing Thomas Fielder, resigned . . . Richard D. Kennedy promoted to adv. & sales promotion mgr., GE receiving tube dept. . . . Stanley Seltzer promoted to Olympic Radio & TV national field sales mgr., succeeded by Jack Wolff, ex-Emerson of Providence, as northeast regional sales mgr. . . . Robert M. VanBrundt, ex-Motorola, named adv. mgr. of Zenith hearing aid div. . . . Dr. L. Malter, RCA semiconductor div. chief engineer, also becomes engineering programs coordinator; D. H. Wamsley promoted to mgr., engineering dept.; R. M. Cohen, mgr., entertainment product development; Dr. R. B. Janes, mgr., industrial product development; L. R. Shardlow, mgr., engineering services; Dr. W. M. Webster, mgr., advanced development . . . John T. Jackson, director of IT&T planning & organization dept., elected asst. v.p. of IT&T . . . Richard A. Wilson, ex-Magnavox, elected Daystrom v.p. for new Avionics group.

### Obituary

Dr. Irving Langmuir, 76, died Aug. 16 at Falmouth, Mass., following Aug. 14 coronary thrombosis. Winner of 1932 Nobel Prize in chemistry, he had been on GE Research Labs staff from 1909 until retirement in 1950. His research was estimated to have saved American public \$1 billion yearly on electric bills. He helped accelerate growth of TV-radio broadcasting through development of high-vacuum power tube, pioneered in artificial rainmaking. His widow, son, daughter survive.

Dr. Donald MacKenzie, 69, who helped develop sound track for motion pictures while employed in Western Electric engineering dept. in 1920's, died Aug. 20 in hospital at Albuquerque, where he was patents mgr. for Sandia Corp. He joined Bell Labs in 1920 after teaching physics at Johns Hopkins, subsequently worked for Bureau of Standards and Electrical Research Products, for which he was consultant on film recording. Surviving are his widow, 2 sons.

Automation symposium Sept. 17-18 at Los Angeles Ambassador Hotel, under sponsorship of EIA, is called "Numerical Control Systems for Machine Tools." Closing day luncheon speaker will be Ralph E. Cross, exec. v.p., Cross Co. Other trade groups taking part: National Electrical Mfrs. Assn., National Machine Tool Builders Assn., Aircraft Industries Assn., Office Equipment Mfrs. Institute.

Admiral advertising plans are outlined by Edmond I. Eger, v.p.-adv., in Aug. 17 *Editor & Publisher*, listing ad budget as about 20% higher than last year's (Vol. 13:27), with 50% in newspapers, balance between magazines, outdoor billboards, radio & trade publications—and some local co-op money for spot TV.

Trav-Ler Radio pres. Joe Friedman expects fiscal year ending April 30 to be profitable, with sales up 10-15% over 1956 volume of \$13,045,460, basing optimism on new accounts and introduction of hi-fi models, expected to account for 20% of business in year's first 6 months.

Hallicrafters names Raytheon International Operations exclusive export distributor for communications equipment. George E. Magrath, ex-National Co., will head division handling Hallicrafters equipment.

Color sets being added to RCA line Sept. 4 reported to have brighter picture due to all-glass CR tubes and added circuitry. Spokesman also said use of darker safety glass will give better contrast.

**DISTRIBUTOR NOTES:** Admiral Distributors names Jack Somber sales mgr. for N. Y. metropolitan area . . . Canadian Admiral opens Winnipeg factory sales branch, 801 Berry St., St. James, replacing Allan Lyone as distributor in Manitoba-Lakehead area; Wm. O. Hoskinson named mgr. of new branch . . . Westinghouse Appliance Sales opens Columbus, O. district office (Neil C. Davis, district mgr.) . . . Warren-Connolly Co. (Motorola), N. Y., appoints Harry Scheeter, ex-Motorola regional mgr. for N. Y., Philadelphia, Atlantic City areas, as gen. mgr.; he replaces Dan Jacobs who resigned to become partner in Louis R. Goldman & Co. national sales rep in N. Y. . . . Kenrow Inc. (Motorola), Atlanta, appoints Bruce Woodcox exec. v.p. . . . Olympic Radio & TV opens 12th factory branch, Olympic of Southern New England, 148 Amity Rd., Woodbridge, Conn. (Ted Bloom, gen. mgr.); also appoints Washington Wholesalers, 3515 V St. NE, Washington (M. David Dubb, pres.) . . . Sylvania appoints Swan Distributing Co., 724 Fifth St., Columbus, Miss. for tubes.

Magnavox has entered categorical denial to suit of National Sales Co., Rochester, N. Y. charging "conspiracy and agreement in restraint of trade" to eliminate competition between Magnavox and Sentinel Radio products. Magnavox asked U. S. District Court, Buffalo, to dismiss \$900,000 treble damage suit (Vol. 13:29) and award it costs of action. Magnavox answer also denies charges that it produced, sold or distributed defective sets to compel withdrawal of Sentinel TV from market or that its purchase of Sentinel tended to create a monopoly and lessen competition.

Preliminary list of imports for which valuation procedures will be unchanged under new Customs Simplification Act was published Aug. 22 by U. S. Treasury. List includes TV apparatus and parts, radio receiving tubes, radio phonographs made mainly of metal. Domestic manufacturers have 60 days to request additions to list—or deletions.

Times Square visitors can be sure of getting correct time, temperature, weather forecasts—courtesy of Admiral Corp.—for another 5 years. Admiral has renewed original 5-year sponsorship of 2600-sq. ft. electric sign at 47th St. & Broadway-7th Ave.

International dept. of Electronic Industries Assn. has same executive committee, section and subcommittee chairmen for 1957-58 with exception of Traffic Subcommittee where Paul E. Romberg, Philco International, replaced Howard Spellman, RCA, resigned.

Radios shipped to dealers in first 6 months of 1957 totaled 3,436,428 compared with 3,270,809 in similar 1956 period, EIA reports. June shipments were 765,719 vs. 503,693 in May and 798,414 in June 1956.

Unusually heavy TV sponsorship schedule by Los Angeles discount chain Wm. E. Phillips Co. calls for thrice-weekly, 13-week series of 2½-hour feature film showings at cost of some \$90,000-\$100,000.

NARDA's "Costs of Doing Business Survey" (Vol. 13:24) is now available in booklet form at NARDA, 1141 Merchandise Mart, Chicago, at \$1 for 1-49 copies, 50¢ for 50-99, 25¢ for 100 or more.

Electronic Industries Assn. has reappointed its tax committee under chairmanship of Lewis D. Spencer of Motorola.

Jerrold announces new multi-set couplers—2-set couplers for strong signal areas at \$3.50, 2-set for fringe areas \$4.50, 4-set couplers \$5.75.

**ELECTRONICS PERSONALS:** Dr. Arne Wikstrom appointed special technical asst. to Avco research & advanced development div. pres. Dr. Lloyd P. Smith . . . Roswell C. Peavey resigns as administrative officer of U. S. staff for International Geophysical Year to join Page Communications Engineers as joint ventures mgr. in charge of international telecommunications projects in Korea, Libya, Southeast Asia . . . Quentin G. Turner, ex-Johns Hopkins Applied Physics Lab coordinator for Motorola & Convair work on Terrier missile, named asst. mgr. for organization of Motorola's western military electronics center, Phoenix . . . James B. Williams promoted to director of weapon system engineering, Philco Govt. & Industrial div.; Herman A. Affel to director of computer & control engineering; John Colocousis, chief mechanical engineer . . . John P. Taylor promoted to mgr., marketing plans and services, RCA Industrial Electronic Products; Herman R. Henken succeeds him as mgr., adv. and sales promotion . . . Albert Coumont, one-time EIA (RETMA) service coordinator, and Kenneth Price promoted to Sprague regional sales mgrs. . . . Borge Hansen-Moller, Cal. investment banker, elected a director of Paramount Pictures subsidiary Chromatic TV Labs and named exec. committee chairman to supervise organization of facilities for Lawrence color TV tube; Barney Balaban, Paramount pres., also named a Chromatic TV director . . . Dr. Dean Allen Watkins, Stanford U, receives IRE western regional electronic achievement award for "basic contribution in reducing noise in microwave electron tubes" . . . Thomas H. Armstrong, ex-Underwood Corp., named RCA Bizmac sales plans & programs mgr. . . . J. E. Schlener promoted to Sylvania semiconductor div. eastern district sales mgr., Woburn, Mass. . . . M. J. Leonard, ex-Hughes Aircraft, named Hycon v.p.-customer relations . . . Leonard T. Donnelly, ex-W. L. Maxson Corp., appointed DuMont Labs component sales mgr. . . . Howard S. Gleason promoted to asst. gen. mgr. of Stromberg-Carlson electronics div. . . . Henry Schumer promoted to chief engineer of Asheville, N. C. plant of International Resistance Co.; James Wilkes to quality control mgr. of Philadelphia plant.

Govt. contracts totaling more than \$10,000,000 have been awarded Admiral Corp. in 60-day period ended June 30, reports exec. v.p. J. B. Huarisa: Navy Bureau of Aeronautics, \$4,500,000 plus for airborne radio receiver-transmitters; Army Signal Corps, \$3,469,000 for receiver-transmitters for helicopters; Navy Bureau of Ships, over \$2,000,000 for radar system.

Tribute to electronic industry was paid Aug. 21 by Army Secy. Brucker in San Francisco speech to West Coast Electronic Mfrs. Assn. He said it is "vital to our national security to reduce to the absolute minimum the lead time between the inception of an idea and the moment when the item involved is ready to be put to work for our defense."

Forward scatter link using 2180 mc has been operated successfully in tests in 124-mi. path from transmitter at Cedar Grove, N. J. to receiver at Somers, Conn., DuMont Labs reports. Transmitter capable of 72 voice channels with 2.5-mc bandwidth has dish 18 feet wide mounted on 24-foot tower, utilizes Eimac 1-kw klystron tube. Receiver has two 10-foot dishes on 25-foot towers.

Changing to a weekly Jan. 1, *Electronics Magazine* (McGraw-Hill) will alternate business and engineering issues. Early this year, magazine went from monthly to thrice monthly, adding 2 business editions to its basic engineering issue. *Electronic Design* (Hayden) goes bi-weekly, from twice monthly, starting Jan. 8.

Basic radar patent under which Govt. has royalty-free license has been awarded to Col. Wm. R. Blair (ret.) of Signal Corps 20 years after he first demonstrated complete workable set, Army announced Aug. 20. Blair conceived pulse-echo method of direction finding & ranging in 1920's, developed it in '30's at Signal Corps Labs, Ft. Monmouth, N. J., showed Congressmen how it worked in 1937. Plans for set then were turned over to manufacturers to build equipment for Army, but due to "high degree of secrecy" surrounding device, Signal Corps didn't file Patent Office application until June 1945. Patent had been pending since.

Litton Industries is combining subsidiaries Litton Components and U. S. Engineering to promote USECO brand line of standardized electronic hardware, printed circuits, precision potentiometers, microwave components. Sales director will be Richard W. Griffiths, ex-Graybar. Production, engineering, administration and sales will be in Los Angeles, manufacturing and shipping in Culver City & Glendale, Cal., Mt. Vernon, N. Y.

Electronics research reports, *Common-Base Transistor Equivalent Circuits for Wideband Amplification* by J. M. Mathias of Stanford U for Office of Naval Research (PB 121752, 50 pp., \$1.25), and *The Backward Wave Amplifier, A Voltage Tunable Microwave Amplifier* by D. G. Dow, Wright Air Development Center (PB 121797, 16 pp., 50¢), are available from Commerce Dept.'s Office of Technical Services, Washington 25, D. C.

Integrated Bizmac system—"first commercial network installation" of kind—will be made by RCA for Travelers Insurance Co., Hartford. When completed in 1963, installation will include 4 Bizmac units with own computers, linked in central exchange. RCA states it will reduce months of insurance paper work to minutes of electronic processing.

Army Signal Supply Agency has ordered some \$10,000,000 worth of FM multi-band radio relay units and parts from Philco govt. & industrial div. for use as connecting stations for multi-channel field telephone circuits where cable is not practical.

RCA was awarded CAA contract for 20 airborne transponder radar beacons for delivery early next year, to be used in evaluation study to determine applications in air traffic control.

Electronic components plant costing \$20,000,000 is to be built by Western Electric 15 mi. SE of Kansas City, Mo., construction to start early next year. Plant will also produce 2,000,000 telephones per year, employ 3500-4000.

Industro Transistor Corp. opens initial transistor manufacturing facilities at 87-31 Britton Ave., Elmhurst, N. Y.

Amphenol buys 48-acre site at Broadview, Ill. for \$1,000,000 from Broadview College & Theological Seminary.

Clarostat Mfg. Co. reports earnings of \$110,376 (26¢ per share) on sales of \$3,658,655 for first 6 months of 1957 compared with \$76,817 (18¢) on sales of \$3,511,990 in similar 1956 period.

Fleetwood Securities Corp. has filed statement (File 2-13543) with SEC seeking registration of 3 systematic investment plans aggregating \$15,000,000 for accumulation of Electronics Investment Corp. shares.

American Electronics has acquired assets of Atlantic Instrument Corp., Norwood, Mass., through exchange of 30,000 common shares, will operate Atlantic as wholly-owned subsidiary.

**Financial & Trade Notes:** Electronics Investment Corp., San Diego, in quarterly report of July 31, lists these portfolio additions since April 30, 1957 (Vol. 13:22): 500 Beckman Instruments, 10,000 Epsco, 1000 Fansteel Metallurgical, 350 G. M. Giannini, 15,000 Ling Electronics, 10,000 Ling Industries, 6000 Midwestern Instruments, 20,000 Tracerlab, 25,000 Unitronics, 1000 General Precision Equipment 6% pfd., 1000 Tung-Sol 5% pfd., \$100,000 Airborne Instruments 5¼% debentures, \$50,000 Emerson Electric 5½% debentures. Sold during quarter were these total holdings: 5000 Litton Industries, 4000 Otis Elevator. Also sold were 500 Airborne Instruments, leaving 3500; 4188 Boeing Airplane, leaving 300; 1000 Consolidated Electrodynamics, leaving 7000; 3000 Daystrom, leaving 10,000; 2995 P. R. Mallory, leaving 8000. Common stockholdings as of July 31 were valued at \$13,679,803; preferred holdings, \$267,625. Total net assets increased to \$15,553,859, compared with \$14,352,695 as of April 30 and \$11,408,689 at end of corresponding 1956 quarter.

\* \* \* \*

Amphenol filed registration Aug. 21 with SEC (File 2-13558) for 200,000 shares of \$1 par common stock for public sale through underwriting group headed by Hornblower & Weeks. Statement said proceeds would be used for plant expansion at Broadview, Ill. at cost of \$4,100,000 and for \$1,800,000 acquisition of stock of Danbury-Knudsen Inc., manufacturers of connectors & electronic specialties at Danbury & Brookfield, Conn.

Meredith Publishing Co., whose subsidiaries own WHEN-TV & WHEN, Syracuse; WOW-TV & WOW, Omaha; KPHO-TV & KPHO, Phoenix; KCMO-TV & KCMO, Kansas City, reports consolidated earnings of \$4,644,417 (\$3.59 per share) on revenues of \$53,071,711 in year ended June 30 vs. \$4,047,146 (\$3.14) on \$48,459,633 in preceding fiscal year.

Officers-&directors stock transactions for June, as reported to SEC: American Bosch Arma—Edmund D. Gittens sold 600, holds 150; Wm. S. Wasserman sold 100 through holding company, holds 13,900 in holding company, 4969 in trusts, 12 personally. AB-PT—Herbert B. Lazarus sold 500, holds 1000; Robert H. O'Brien sold 500, holds 5100. American Electronics—David Van Alstyne Jr. sold 1600 through Val Alstyne Noel & Co., holds 8050 in partnership, none personally. American Machine & Foundry—George S. Hastings sold 500, holds 685; G. A. Ingalls exercised option to buy 832, holds 2709. Bendix Aviation—Henry A. Gossner exercised option to buy 500, holds 1250; W. H. Houghton exercised option to buy 2000, holds 4383; Charles Hummel exercised option to buy 1000, holds 1714; Raymond P. Lansing exercised option to buy 400, holds 4598; Louis F. Polk bought 10, received 566 more in Sheffield Corp. stock exchange, holds 77,490. Consolidated Electrodynamics—Harold W. Washburn sold 100, holds 7290. Daystrom—Carlton S. Proctor bought 100, holds 500. DuMont Labs—Armand G. Erpf bought 1100, holds 6900; David T. Schultz bought 800, holds 5000. Electronics Corp.—Frederick R. Dent Jr. bought 200, holds 1100. Friden Calculating—Stanley M. Friden sold 1500, holds 37,981; P. R. Samwell sold 300, holds 638. Gabriel Co.—Frank M. White sold 2500, holds 25,000. GE—John W. Belanger exercised option to buy 1125, holds 12,263; Ralph J. Cordiner sold 400, holds 13,655; George L. Irvine exercised option to buy 900, sold 300, holds 2648; Roy W. Johnson exercised option to buy 3225, holds 12,275; H. A. MacKinnon exercised option to buy 1400, holds 5927; Gerald L. Phillippe exercised option to buy 3088, sold 1000, holds 5769; Philip D. Reed sold 1200, holds 6900; Harold

Dividends: Sylvania, 50¢ payable Oct. 1 to stockholders of record Sept. 10; Whirlpool, 35¢ Sept. 10 to holders Aug. 30; Time Inc., 75¢ Sept. 9 to holders Aug. 26; American Bosch Arma, 25¢ Oct. 15 to holders Sept. 16; AT&T, \$2.25 Oct. 10 to holders Sept. 10; Clevite, 25¢ Sept. 12 to holders Aug. 30; Canadian Westinghouse, 25¢ Oct. 1 to holders Sept. 13; Globe-Union, 30¢ Sept. 10 to holders Aug. 30; Oak, 35¢ Sept. 13 to holders Aug. 30; 20th Century-Fox, 40¢ Sept. 28 to holders Sept. 13; Sprague Electric, 30¢ Sept. 13 to holders Aug. 30.

Telecomputing Corp. & Wm. Whittaker Co. Ltd., Los Angeles, have agreed to merger subject to stockholders' approval. Plan calls for exchange of one Whittaker share for 4 Telecomputing common, Whittaker to cancel 679,790 Telecomputing shares it already owns in share-for-share exchange of new issue of new Telecomputing 6% cumulative preferred. Surviving company would be Telecomputing.

Twentieth Century-Fox reports consolidated income of \$4,069,865 (\$1.54 per share) in 26 weeks ended June 29 compared with \$2,156,670 (82¢) in same 1956 period. Gross for 6 months was \$64,276,712 vs. \$56,779,826. June quarter earnings were \$1,898,185 (72¢) vs. \$56,779,826 (65¢) year earlier.

General Transistor earned \$129,363 (43¢ on 301,066 common shares outstanding) on record sales of \$1,228,859 in first 1957 half compared with \$78,000 (42¢ on 183,066 shares) on \$364,143 in corresponding 6 months last year, pres. Herman Fialkov noting that earnings in 1957 period reflected plant expansion costs.

Granco Products Inc. earned \$46,022 (14¢ per share) on sales of \$2,453,000 in year ended June 30 compared with \$23,683 (7¢) on sales of \$2,229,000 for preceding fiscal year.

F. Smiddy exercised option to buy 1875, holds 7500; Arthur F. Vinson exercised option to buy 2352, sold 690, holds 7036. Hoffman Electronics—Bruce L. Birchard sold 100, holds 100. Litton Industries—Charles R. Abrams exercised option to buy 800, holds 3908; Roy L. Ash sold 2532 through partnership, holds 16,812 in partnership, 52,415 personally; Lewis W. Howard sold 900 through trusts, 1000 more personally, holds none in trusts, 3762 personally; H. W. Jamieson sold 2532 through partnership, holds 16,812 in partnership, 52,590 personally; Norman H. Moore exercised option to buy 2000, holds 9900; Joseph A. Thomas bought 5000 through Lehman Bros., holds 24,500 in Lehman Bros., 100 in trust, 6795 personally. Magnavox—Richard A. O'Connor sold 1700, holds 56,243. Minneapolis-Honeywell—Richard P. Brown sold 500, holds 63,534; Gerry E. Morse exercised option to buy 100, holds 775; Charles B. Sweatt sold 1000, holds 9250 in trusts, 70,470 personally; J. J. Wilson sold 1200, holds 73,970. Raytheon—N. B. Krim exercised option to buy 1000, holds 4500. Sperry Rand—H. C. Landsiedel sold 300, holds 5620; Harry Landsiedel sold 8000 through partnership, holds 18,960 in partnership, 13,904 personally. Sylvania—Leon C. Guest Jr. sold 100, holds 361; Arthur L. B. Richardson exercised option to buy 200, sold 38, holds 810. Texas Instruments—S. T. Harris bought 1000, holds 16,604. Westinghouse—Bruce D. Henderson bought 100, holds 700; Reese H. Taylor bought 200, holds 400.

Note: Matty Fox, listed as beneficial owner of more than 10% of Guild Films stock, sold 107,246 in May & June through 6 holding companies "to satisfy indebtedness," holds 144,468 in holding companies and 900 personally "as collateral against loans," according to SEC.

**PAY-TV PROPOSALS** “run absolutely counter” to “basic theory of the legislation which established America’s broadcasting system,” Sen. Potter (R-Mich.) of Senate Commerce communications subcommittee said in speech delivered on floor Aug. 23.

Consistent opponent of subscription TV, Potter denounced its promoters and said “further growth of TV to its full potential as a medium of vital influence on our republican form of life will depend upon the availability of more space to be allocated to free TV if we are to have a fully competitive system.”

Pay-TV proponents, he said, are engaged in “one of the most aggressive & calculated publicity campaigns in the history of American industry” to supplant free TV with “a sort of domestic slot machine operation which would require the people to pay for something they are now receiving without charge.”

Potter warned that promoters of pay-TV seek “an opportunity to go into business on a permanent basis” through tests sought from FCC. He said that courts will finally decide whether FCC has jurisdiction to authorize tests, but “American people certainly have jurisdiction, too—and their representation resides in this Congress.”

“On balance,” Potter maintained, “it seems to me that the people themselves have voted resoundingly for TV

home entertainment & education which has been designed along lines that are consistent with our traditional high regard for free media.” He said viewers already had invested \$15 billion in sets, on assumption they’d get free programs “without further assessment.”

Defending networks against charges that they control broadcasting “to the point of monopolistic practice,” Potter restated his faith in them:

“I do not happen to believe this is true, and I am confident that an analysis of the ownership of America’s 510 TV stations would reveal that they are held by diversified interests covering a wide span of social, political, economic & religious persuasion.

“Conversely, however, any system of subscription TV closely held & controlled by the purveyors of specified types of boxoffice programs could in time develop into the kind of monopolistic practice with which our Dept. of Justice has had to deal in the past in the field of entertainment.”

Moreover, Potter said: “If there is a sufficient number of people in this country who wish to convert their homes . . . into theatres where they will pay for certain types of entertainment, there are ways in which these promoters can devise systems that will perform efficiently and perhaps economically.

“But there is little justice in the concept that we should take from 40,000,000 families any fractional opportunity they have to receive these same productions of entertainment & information free of charge.”

Red China coverage ban was lifted Aug. 22 by State Dept. to permit 24 U. S. reporters—but not TV cameramen—to go there on 6-month experimental basis. Decision represented qualified reversal of policy by Secy. Dulles, who had resisted demands by broadcasters & press (Vol. 13:29) for free access to Communist country. State Dept. specifically listed 24 news-gathering organizations, including the networks, as authorized to assign one reporter each to China. Govt. will not object if reporters carry cameras with them, but photographers will not be included in passport validations. It’s “great step forward in giving the American people detailed accurate information about world affairs,” pres. Ted Koop of Radio-TV News Directors Assn. said, but he added: “We regret, however, that the Dept. did not see fit to include cameramen in the group, because TV news film is an integral part of modern presentation of news.” One of first to get China assignment was NBC’s James Robinson, already in Southeast Asia.

Lament for young playwrights in TV is sounded by dramatist N. Richard Nash (“The Rainmaker”) in Aug. 18 *N. Y. Times Magazine*. Repelled by economic hazards of legitimate theatre, they turn to TV to write “memos for millions,” Nash says. “Not only for millions of dollars but for millions of people.” And they don’t write plays at all, but “trade jargon, a shorthand patois of life, a set of top-of-the-cortex cliches, filed & forgotten.” Result is that talented writers are making TV money—and theatre is losing plays they should be writing, even at risk of failure. Nash has no solution, but somebody had better do something: “For their sake, we have to pull them away from the memo pads. For the theatre’s sake, we’d better.”

Video tape will have greater impact on telecasting than sound magnetic tape had on radio broadcasting, CBS-TV engineer Howard A. Chinn predicts in Aug. *Journal of the SMPTE*.

New reps: KFSA-TV, Ft. Smith, Ark. Aug. 1 to Venard, Rintoul & McConnell (from Pearson); KOAT-TV, Albuquerque, to Bolling (from Hollingbery).

Closed-circuit theatre TV is “worth our best try” to develop TV-Broadway partnership and revivify legitimate stage, according to co-producer Howard Erskine of “The Happiest Millionaire” & “The Desperate Hours.” Writing as guest columnist for critic Walter Kerr in Aug. 18 *N. Y. Herald Tribune*, Erskine rules out network telecasting of Broadway shows or pay-TV performances as profitable means of promoting stage. Both are likely to “kill the Broadway box office, and, more probably, any possibility of a movie sale,” he says. But in closed-circuit TV “risk of losing potential audiences is considerably lessened, and the limited number of people played to should in no way hinder a movie sale. With all this, profit rears its beautiful head . . .”

Equal TV-radio status in news coverage of official proceedings will be demanded in fall legislative campaign by N. Y. Radio-TV Broadcasters Assn. Special policy meeting of broadcasters in Van Curler Hotel, Schenectady, approved draft of principles & plans for drive to repeal Sec. 52 of state’s Civil Rights Law, which forbids TV-radio coverage of public court sessions, etc., at which subpoenaed testimony may be taken. Program will be submitted to organization’s convention Sept. 18 in Schenectady.

Two applications for TV stations were filed with FCC and one dismissed this week, bringing total to 122 (37 uhf). Applications: For San Diego, Ch. 21, Sherrill C. Corwin, west coast theatre man who owns 15% of KAKE-TV & KAKE, Wichita, and holds uhf CP for KBAY-TV, San Francisco; for Erie, Pa., Ch. 66, by Jet Bestg. Co., operator of WJET, Erie, and applicant for Ch. 45, Youngstown. Dismissal: For Elko, Nev., Ch. 10, Elko Bestg. Co.

Marconi TV equipment has been ordered by Danish Posts & Telegraphs Dept. for new stations at Aalborg, Vestjylland & Naestved, all due on air in 1958. State-owned stations now operate at Copenhagen, Aarhus, Odense & Sonderjylland.

New ABC-TV primary affiliate is KVIL-TV, Amarillo (Ch. 7), due on air before end of year.

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SEP 1 1957

# Television Digest

with **ELECTRONICS** REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 13: No. 35

## SUMMARY-INDEX OF THE WEEK'S NEWS — August 31, 1957

**FCC TV DECISION-MAKING** deplored by Harvard law professor who also indicts Congress for lobbying and failing to supply statutory guidance (p. 1).

**CABLE TOLL TV** takes all the play away from telecast systems as Congressional opposition mounts, Bartlesville starts, exhibitors envision role in TV (p. 2).

**HAGERSTOWN CLOSED-CIRCUIT** educational TV project assessed by Saturday Review after year's operation. Enthusiasm higher than ever (p. 2).

**TV NOSING OUT DIRECT MAIL** for 2nd place among media in Printers' Ink compilations. Take of \$1,209,900,000 includes talent & production (p. 3).

**TV STATION BUYERS** can't write off network affiliation & spot contracts as depreciation, Govt. rules in \$5,000,000 Westinghouse tax claim (p. 6).

**GOOD FALL SALES**, bringing year's total to about 7,000,000 sets, is view of major setmakers; several note record summer business (p. 9).

**FEWER BUT BETTER** trade shows desired, according to EIA survey; average cost of exhibit increased \$200 from 1955 (p. 10).

**NEW STATION STARTERS:** Vhfs in Pittsburgh, Portsmouth-Norfolk, St. Paul-Minneapolis educational, Casper, Wyo. Accelerated building activities (p. 5).

**PHILCO SEEKS "SCAPEGOAT"** for poor business by protest on Philadelphia station renewals, NBC says, alleging "vendetta" against RCA (p. 7).

**TV NETWORK BILLINGS** run 6.3% ahead of 1956 in first 7 months this year with \$289,478,303 total; ABC-TV leads July percentage gain (p. 12).

**LAW PROFESSOR ATTACKS FCC TV 'GIVEAWAYS':** "The Scandal in TV Licensing" titles one of most scathing attacks to date on FCC's TV granting practices—and on Congress' own alleged laxities and lobbying with Commission. It's in Sept. Harper's Magazine, by Louis L. Jaffe, Bryne professor of administrative law, Harvard Law School, and it's subtitled: "How seven men in Washington are giving away broadcasting channels worth millions of dollars—apparently with no clear guide except their personal whims and political pressure."

Jaffe asserts that problem is lack of "a well-informed, imaginative, disinterested bureaucracy operating in a judicial spirit." He states that Congress has given FCC no guidance in selecting among applicants; that Commission has developed good criteria. He goes on: "But [these criteria] are unfortunately extremely imprecise, and they are capable of infinite manipulation. They can become—and, in my opinion, the record shows that they have become—spurious criteria, used to justify results otherwise arrived at."

To illustrate his contentions, Jaffe picks media diversification. He notes that Commission awarded channels in Clarksburg, W. Va. and Boston to newspaper-radio interests, indicating diversification wasn't prime factor—yet it held media ownership against McClatchy in denying it Sacramento channel.

Pointing out that Herald-Traveler's good radio record was important factor in its winning Boston decision, Jaffe asks: "Is this not the very heart of contradiction? If, on the basis of its past performance, one already in the communications business is to be preferred, what room is there for [diversification]?"

Jaffe blames Congress, primarily, for leaving its TV-radio statutes wide open: "It has not in all these years made a single contribution to policy, except through threats of committees and pressure exerted over the telephone."

What's the solution? Jaffe says Congress might pass clarifying laws: "But it must be confessed

that such legislation would not substantially narrow the range of administrative discretion." He concludes that climate of public opinion should be developed so that: "Congressmen, high officials of the Administration, and party politicians must refuse to approach commissioners. The commissioners in their turn must close their doors and ears to everything except the record made openly before them. A litigant would not dare procure his Congressman to intercede with a judge. We must establish a tradition which makes the show of influence equally unthinkable in an administrative proceeding. It would be an important step in the building of such a tradition for Congress by statute to give authoritative expression to these principles."

**CABLE PAY TV CAPTURES FULL SPOTLIGHT:** Pay-TV emphasis is more & more on cable, as more & more obstacles to telecast toll appear. If FCC even authorizes "tests," it will have to do so over irate opposition of plenty of Senators & Congressmen. For example, Sen. Lausche (D-O.) showed his staunch opposition publicly for first time during Sen. Potter's blast last week (Vol. 13:34). Lausche, Potter & Thurmond (D-S. C.) joined in a sort of contrapuntal fugue in Senate floor discussion, agreeing about the dangers of pay-as-you-see. There's mighty little pro-pay sentiment expressed on the Hill. Apparently, the law-makers just can't cotton to something that offers possibility of requiring people to pay for something they now get free. Other toll developments:

(1) Bartlesville, Okla. cable system starts Sept. 3 with 300 subscribers. After a few months, it will provide most eagerly awaited statistics in industry.

(2) Paramount's International Telemeter continued reporting there would be imminent announcement of exhibitor franchise grants for its pay system. John J. Fitzgibbons, pres. of 379-theatre Famous Players Canadian Corp., a Paramount associate, said he'd start cable theatre in several unspecified Canadian cities next year.

(3) VFW convention in Miami Beach unanimously denounced pay TV because it would deprive low-income families of chief form of entertainment, eliminate free defense-promotion spots & programs, reduce effectiveness of networks as communications media in times of national emergency.

(4) San Francisco Labor Council endorsed cable-TV concept but demanded that full hearings be conducted before franchises are awarded and that no commercials be permitted on the cables.

(5) Applications for cable franchises in Los Angeles were approved for Fox West Coast Theatres-International Telemeter and for Harriscop Inc. by Public Utilities & Transportation Commission. These 2, along with Skiatron, go before City Council for final approval about Sept. 18.

(6) Noted producer David O. Selznick plumped for pay TV as a possible "salvation for U. S. film production" as he complained bitterly about high costs of film distribution. Toll TV would be a "dream" from producers' standpoint, he said.

**EDUCATIONAL TV—FREEING TEACHERS TO TEACH:** "Automated education," through use of TV—closed circuit or telecast—induces no fear among educators that students will become automatons, any more than industry fears automation will eliminate need for human skills. Rather, educators' experience with TV to date shows, TV permits widest possible use of best teachers.

Stimulated by encouraging progress reports, such as lead article in August 24 Saturday Review covering "year-after" study of Hagerstown, Md. pilot experiment (Vol. 13:2, 3, 11), closed circuit TV may well expand so that investment in equipment exceeds that of commercial telecasting itself.

Almost nothing but enthusiasm is reflected in Saturday Review article by Carl Bakal, editor of Real & See magazines—and you may be sure Saturday Review would be among the first to detect any "dehumanization" of teaching.

Basic advantage pointed out in article is still the fundamental one: Best qualified teachers can reach most students. Most teachers can handle elementary subjects easily, but they're happy to turn over to specialists such subjects as science, music and art. For example, science teacher effectively reaches 554 students, arithmetic teacher 512—yet there's national tradition that there should be at least one teacher for every 30 pupils.

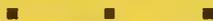
Some 6000 Hagerstown pupils now get televised instruction. By the end of next month, 6200 will be added—and by 1958-59 all 20,000 students in Washington County's 48 schools will be covered.



Supplementary nature of TV is made clear by superintendent Wm. M. Brish, who states: "To understand what we are trying to do it is important to discard the popular notion that TV is just a gadget. It is no more a gadget than the textbook. In fact, it deserves a place alongside the textbook as the most important educational advance of the century." Regular teacher is still on hand in each class, handling "warmup," homework, exams, etc. In fact, there's talk of using non-teacher "aides" to take over non-professional tasks—just as nursing aides do.

Cost of program, supported by EIA (formerly RETMA) and Ford Foundation Fund for Advancement of Education, is \$1,000,000 spread over 5 years. This compares with the \$5,099,585 spent on Washington County schools in 1956 alone. "Actually, in the long run," Bakal writes, "because of the anticipated savings in building facilities, material expenses, and teacher salaries, it is more than likely that such a program would be self-supporting."

The kids like it, too, for TV has "a certain intimacy and magnetic eye-compelling quality that helps rule out the distractions common in a classroom and fix the attention of its viewers." As one youngster said: "Do you mean to say, Mommy, that there was no TV when you went to school?"



Enthusiasm for TV among southern educators and legislators shows no letup. Meeting in Williamsburg, Va. this week end, some 100 legislators from 16 southern states were to hear long-range plans for 16-state TV network. One of south's most vigorous TV proponents, Fla. Gov. Leroy Collins, told group that TV could provide "the very finest instruction to additional thousands of college students at a cost of \$2.80 per student semester hour, compared with the current instruction cost of between \$12 and \$18."

Another happy marriage of electronics and education is being tried in Whittier, Cal. schools, where IBM cards are used to provide class rosters, seating arrangements, score I.Q. tests, tabulate reports—thus making teachers freer to teach.

**TV PRESSES HARD FOR 2ND PLACE AMONG MEDIA:** In addition to FCC's official figures on TV revenues for 1956 (Vol. 13:34), further authoritative documentation of TV's upsurge is contained in Printers' Ink's newly published "Advertisers' Guide to Marketing for 1958."

While Commission limits itself to figuring revenues received by stations and networks, Printers' Ink extends its estimates (prepared under direction of McCann-Erickson's Robert J. Coen) to include everything spent on TV by advertisers—including expenditures for talent & production.

Commission showed 1956 network-station revenues rising 20.4% to \$896,900,000, while Printers' Ink calculates total TV expenditures by advertisers rose 18% to \$1,209,900,000—a percentage rise greater than that of any other medium—while total for all advertising was up 7.7% to \$9,904,700,000.

Having rudely thrust magazines out of 3rd place in 1954, TV is now hot on heels of direct mail for 2nd place. Newspapers held lead with \$3,235,600,000, while direct mail garnered \$1,419,200,000.

Breakdown of TV expenditures was estimated as follows: network, \$629,700,000; spot, \$325,000,000; local, \$255,200,000.



A slight toning down took place between Printers' Ink's early estimates and those now published. Its preliminary judgment in Feb. (Vol. 13:6) was that total 1956 spending was \$9,982,000,000 and that TV captured \$1,255,000,000 of it.

Radio's comeback is documented, too, showing 4.7% gain to \$570,700,000—first upturn since peak of \$624,100,000 in 1952. Radio breakdown: local, \$340,800,000; spot, \$158,900,000; network, \$71,000,000.

For the over-all picture in 1957, Printers' Ink sees \$10.2 billion total—but it doesn't attempt to provide a breakdown by media. (For Printers' Ink table covering all media, see p. 4).

# Annual Volume of Advertising in United States

By Media, 1947-1956

Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used with Permission  
(In Millions of Dollars)

MEDIUM		1947	1948	1949	1950	1951	1952	1953	1954	1955	1956
TELEVISION	Total	....	....	57.8	170.8	332.3	453.9	606.1	809.2	1,025.3	1,209.9
	Network	....	....	29.4	85.0	180.8	256.4	319.9	422.2	540.2	629.7
	Spot	....	....	9.2	30.8	69.9	93.8	145.5	206.8	260.4	325.0
	Local	....	....	19.2	55.0	81.6	103.7	140.7	180.2	224.7	255.2
RADIO	Total	506.4	561.6	571.4	605.4	606.3	624.1	611.2	558.7	544.9	570.7
	Network	201.2	210.6	203.0	196.3	179.3	161.5	141.2	114.4	84.4	71.0
	Spot	106.4	121.1	123.4	135.8	138.3	141.5	145.6	134.9	134.1	158.9
	Local	198.8	229.9	245.0	273.3	288.5	321.1	324.4	309.4	326.7	340.8
NEWSPAPERS	Total	1,475.0	1,749.6	1,915.7	2,075.6	2,257.7	2,472.8	2,644.8	2,695.3	3,087.8	3,235.6
	National	335.6	393.7	475.7	533.4	548.9	562.4	642.7	635.1	743.3	788.9
	Local	1,139.4	1,355.9	1,440.0	1,542.2	1,708.8	1,910.4	2,002.1	2,060.2	2,344.5	2,446.7
MAGAZINES	Total	492.9	512.7	492.5	514.9	573.7	615.8	667.4	667.9	729.4	794.7
	Weeklies	245.5	257.5	245.4	261.1	296.8	325.3	350.7	362.7	396.4	439.5
	Women's	132.9	133.4	128.6	129.4	143.6	148.8	158.2	151.9	161.1	165.6
	General	85.3	86.5	83.6	87.5	95.0	101.2	117.9	114.3	133.4	152.5
	Farm	29.2	35.3	34.9	36.9	38.3	40.5	40.6	39.0	38.5	37.1
FARM PUBLICATIONS (other than those under Magazines)	Total	19.5	20.4	20.5	21.2	25.7	29.4	30.8	31.8	33.8	36.0
DIRECT MAIL	Total	579.0	689.1	755.6	803.2	923.7	1,024.3	1,099.1	1,202.4	1,298.9	1,419.2
BUSINESS PAPERS	Total	232.5	250.9	248.1	251.1	292.1	365.2	395.0	407.5	446.2	495.5
OUTDOOR	Total	121.4	132.1	131.0	142.5	149.2	162.1	176.3	186.9	192.4	199.6
	National	78.9	89.2	88.4	96.2	100.7	109.4	119.0	126.2	129.9	134.7
	Local	42.5	42.9	42.6	46.3	48.5	52.7	57.3	60.7	62.5	64.9
MISCELLANEOUS	Total	833.2	947.2	1,009.6	1,125.3	1,256.4	1,408.6	1,524.6	1,604.4	1,835.7	1,943.5
	National	460.8	508.8	539.8	610.1	693.1	766.0	845.4	894.5	1,040.0	1,108.0
	Local	372.2	438.4	469.8	515.2	572.3	642.6	679.2	709.9	795.7	835.5
TOTAL	National	2,487.3	2,776.1	2,965.1	3,256.8	3,700.7	4,096.3	4,520.8	4,811.9	5,406.8	5,925.6
	Local	1,772.4	2,087.5	2,237.1	2,453.2	2,725.4	3,059.9	3,234.5	3,352.2	3,787.6	3,979.1
GRAND TOTAL		4,259.7	4,863.6	5,202.2	5,710.0	6,426.1	7,156.2	7,755.3	8,164.1	9,194.4	9,904.7

**Personal Notes:** Edward J. DeGray, ABN v.p. in charge of station relations, assumes new title of v.p. in charge of stations; Betty Boucher promoted to director of combined sales service & station clearance depts.; John A. Stearns named an exec. producer . . . Fred Lyons named eastern mgr. of NBC radio spot sales, Richard Arbuckle central div. sales mgr. . . . Paul Roberts, MBS pres., becomes NARTB director replacing ex-MBS pres. John B. Poor . . . Harold M. Wagner named MBS program director, Joseph F. Keating program operations mgr., Henry R. Poster research & sales promotion director . . . Herbert J. Cutting, chief accountant of MBS, also named administrative services director . . . Glenn Fannin named NTA south central div. sales mgr. . . . Henry S. White promoted to new Screen Gems post of program procurement director . . . Jules A. Renhard, ex-RCA, joins Page Communications Engineers in systems engineering & project planning capacity . . . Neale V. Bakke named sales mgr. of WTMJ-TV, Milwaukee; Joseph W. Killeen promoted to sales mgr. of radio WTMJ, in separation of TV & radio sales depts. . . . John J. Edwards promoted to mgr. of KMJ-TV, Fresno . . . Joseph L. Scanlan, ex-H-R Representatives Inc. & KCCC-TV, Sacramento, joins San Francisco staff of rep Peters, Griffin, Woodward; Martin F. Connelly, ex-radio KVSM, San Mateo, joins Hollywood staff . . . Doug Thomp-

son, ex-KCTC, San Angelo, named program mgr. of upcoming KPAC-TV, Port Arthur-Beaumont (Ch. 4) due in fall; John Stegall, ex-KFJZ-TV, Ft. Worth, production mgr. . . . John Utley, ex-KABC-TV, Los Angeles, joins KLAS-TV, Las Vegas, as continuity & promotion director . . . Victor Reed resigns as news & public relations director of KGO-TV & KGO, San Francisco . . . Don Peterson promoted to national sales mgr. of WOI-TV, Ames-Des Moines, succeeded by Ron Scott as program-sales service mgr. . . . Ross Newby, ex-KDUB-TV, Lubbock, Tex., named national sales mgr. of KOSA-TV, Odessa.

Frederick W. Ford, sworn in as FCC commissioner Aug. 29, with oath administered by D. C. District Court Judge John J. Sirica, planned vacation until Sept. 12.

**ADVERTISING AGENCIES:** Emerson Foote, who resigned in Feb. as exec. v.p. of McCann-Erickson, planning return to agency business by Nov. 1, says he won't start own agency . . . Robert C. Durham, ex-Ruthrauff & Ryan, opens own office at 290 Park Ave., N. Y., as advertising management consultant . . . Norman Traynor promoted to TV-radio director of Brooke, Smith, French & Dorrance, Detroit . . . Charles G. Mortimer Jr., ex-ABC-TV, joins TV dept. of Wm. Esty, N. Y.



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**New and Upcoming Stations:** Three new stations which began programming over Labor Day week end, Pittsburgh's lone uhf station going off the air, and belated on-air report from station in small western market bring this week's on-air box score to 507 (89 uhf). Week end starters: WIIC, Pittsburgh (Ch. 11), WAVY-TV, Portsmouth-Norfolk (Ch. 10) & KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational). KSPR-TV, Casper, Wyo. (Ch. 7) reports it started operation Aug. 12. WENS, Pittsburgh (Ch. 16) went dark Aug. 31.

WIIC made debut Sept. 1 with NBC-TV programming, has 100-kw RCA transmitter at 341 Rising Main St., new GE helical antenna developed for hilly terrain and 840-ft. Truscon tower. Studios are at 700 Ivory Ave. Owner is *Pittsburgh Post-Gazette's* radio WWSW (Oscar M. Schloss, pres.). Same interests also publish *Toledo Blade*, Ch. 11 applicant. Option for 50% of WIIC is held by Kenneth Brennen and members of his family, who are selling radio WJAS & FM to NBC for \$725,000 (Vol. 13:32). Brennen family also controls radio WHJB, Greensburg, Pa. Robert A. Mortensen, ex-N. W. Ayer & Son, Philadelphia, is gen. mgr.; Roger D. Rice, ex-KING-TV & KTVW, Seattle, sales mgr.; Shelton Weaver, ex-WSM-TV & WSIX-TV, Nashville, production mgr.; Warren Gerard, national sales service; Caley E. Augustine, promotion mgr.; Henry R. Kaiser, from WWSW, chief engineer. Base hour is \$1800. Rep is Blair-TV.

WIIC is Pittsburgh's 2nd commercial vhf, other being Westinghouse's KDKA-TV (Ch. 2), pre-freeze outlet acquired in 1955 from DuMont (Vol. 11:2). Other area vhf outlet, which hasn't reported starting date, is Ch. 4, McKeesport, equally owned by Television City (Earl F. Reed & Irwin D. Wolf Jr.) and Hearst radio WCAE. Pittsburgh's only uhf outlet WENS (Ch. 16) left air Aug. 31, as planned (Vol. 13:22), after 3 years of operation. Previously, it dropped litigation opposing grant to WIIC after agreement was reached whereby it was reimbursed \$500,000 for expenses and sale of real estate to WIIC.

WAVY-TV began commercial operation Sept. 1 with ABC-TV, 4th outlet in area already served by WVEC-TV (Ch. 15), WTAR-TV (Ch. 3) and WTOV-TV (Ch. 27). It has 50-kw RCA transmitter, 12-section superturnstile antenna on 1050-ft. Ideco tower at Drivers, Va. Ownership is in hands of 61 stockholders, none holding as much as 10%, with control held by 11 voting trustees, including pres. Hunter C. Phelan, exec. v.p.-gen. mgr. Carl J. Burkland, v.p. George T. McLean & secy.-treas. Henry C. Hofheimer II. Richard Fraser is program & production mgr.; Mike Schaffer, ex-WDBJ-TV, Roanoke, promotion director; Wm. M. Manrov, from radio WAVY, chief engineer. Base hour is \$700. Rep is H-R Television.

KTCA-TV aired first telecast Sept. 2. Although it had test pattern on the air last March 8 (Vol. 13:13), programming was delayed until studio building was ready, land and buildings on St. Paul Agricultural Campus being donated by U of Minn. It has 25-kw DuMont transmitter and 450-ft. Stainless tower with 6-bay antenna at site 1 mi. N. of Agricultural Campus. Grantee is non-profit Twin City Area Educational Television Corp. John C. Schwarzwald, ex-director of educational KUHT, Houston, is station director; Harold O. Bergman, asst. to director; Paul Owen, ex-KUHT, program director; Berten A. Holmberg, from U of Minn. radio KUOM, chief engineer.

KSPR-TV began as CBS-TV affiliate Aug. 12, reports owner & gen. mgr. Donald Lewis Hathaway, also owner of radio KSPR. It's 2nd station in town where KTWO-TV (Ch. 2) started last March (Vol. 13:9). KSPR-TV has

5-kw DuMont transmitter and 3-bay GE antenna installed on 300-ft. tower of radio KSPR. Marcus R. Nichols, from KSPR, is national sales mgr., with Richard Frech local sales mgr. Base hour is \$120. Rep is Walker.

\* \* \* \*

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

WHDH-TV, Boston (Ch. 5) expects to have construction completed by Sept. 3 and plans Oct. 22 start with test patterns, Nov. 2 programming with ABC-TV, reports v.p. & managing director Wm. B. McGrath for owner *Boston Herald-Traveler*. Its two 10-kw RCA transmitters (1 for standby) are to be ready by Sept. 9 at Chestnut St. site in Newton, Mass. Construction on 1082-ft. Ideco tower began Aug. 26 and 12-bay antenna is to be installed Oct. 3. Alexander Tanger, from WHDH, is v.p. in charge of sales; Les Arries Jr., TV director; Joe Levine, from WHDH, chief engineer. Base hour (network) will be \$2500. Rep will be Blair-TV.

WKXP-TV, Lexington, Ky. (Ch. 27) has 1-kw RCA transmitter, plans Sept. 1 test patterns, Sept. 15 programming, although network affiliation hasn't been signed yet, reports commercial mgr. Miller Welch. It has begun work on 553-ft. Stainless tower, has transmitter house 80% completed, studios 60%. Fred Gregg, ex-Young & Rubicam account exec., is pres.-gen. mgr. and 1/3 owner. Other 1/3 owners are Charles Wright, General Dynamics accounting exec., and Harry Feingold, owner of Superior Distributing Co., Kansas City. They acquired radio WLAP and CP for Ch. 27 from Gilmore N. Nunn for \$346,000 early this year (Vol. 13:3). Base hour will be \$251.30. Rep will be Pearson.

KVII-TV, Amarillo, Tex. (Ch. 7) has ordered RCA equipment, plans Dec. 1 start with ABC-TV, reports gen. mgr. Murry Woroner, ex-KFDA-TV, Amarillo, also commercial mgr. & 2.6% owner of Amarillo radio KAMQ. It will have 833-ft. Andrews tower, and work has begun on transmitter house on US Hwy. 287, N of city. KAMQ studio building at 1301 Polk St., being modified for TV, was scheduled to be ready for equipment about Sept. 1. Ownership interlocks with radio KAMQ. Jerry Gardner, from KAMQ and ex-KFDA-TV, will be production mgr.; (Vol. 13:3). Base hour will be \$251.30. Rep will be Venard, Rintoul & McConnell.

WKST-TV, New Castle, Pa. (Ch. 45) plans return in Oct. with ABC-TV, transmitter now located in Youngstown, reports pres. Sam W. Townsend. New RCA equipment has been ordered and station will have studios in Youngstown & New Castle. Station began operation April 4, 1953, left air Jan. 14, 1955 while awaiting FCC approval of move (Vol. 11:2). Base hour will be \$350. Rep will be Everett-McKinney.

WEEQ-TV, La Salle, Ill. (Ch. 35), status changed from satellite to affiliated station (Vol. 13:33) by owner WEEK-TV, Peoria (Ch. 43), has Sept. 15 programming target, writes v.p.-gen. mgr. Fred C. Mueller. It's installing 1-kw GE transmitter; 400-ft. Stainless tower and antenna are ready. WEEK-TV hour is \$600. Rep is Headley-Reed.

RCA shipped 12-section superturnstile antenna Aug. 26 to upcoming KPAC-TV, Port Arthur-Beaumont (Ch. 4), due in mid-Sept.; 25-kw amplifier Aug. 27 to KROC-TV, Rochester, Minn. (Ch. 10), planning boost to 240-kw; 6-section superturnstile antenna Aug. 29 to WESH-TV, Daytona Beach (Ch. 2), planning boost to 100-kw.

RCA shipped live color camera Aug. 26 to WLWT, Cincinnati.

**TAX DEPRECIATION** for TV network affiliation & spot contracts acquired with station purchases—as claimed by Westinghouse Bestg. Co. in 1953 Philadelphia deal—was disallowed this week by Internal Revenue Service.

Ruling (No. 57-377 published in Aug. 26 *Internal Revenue Bulletin*) applied immediately only to \$5,000,000 which Westinghouse wanted to write off in 5 years on NBC affiliation and advertising contracts accompanying its \$8,500,000 purchase of WPTZ (now NBC's WRCV-TV) from Philco.

IRS said it knew of no similar pending claims by station buyers for amortization of intangible assets, and possible extent of decision on station buying-&-selling market was uncertain. Westinghouse case will be appealed to Tax Court. Final determination of issue, never before raised on Washington level, may not come for several years.

TV station brokers with whom we talked this week were divided on implications of ruling. "Effects won't be widespread," one told us. "Very few sales are predicated on depreciation of intangibles." Another said: "It's going

Sale price of KOVR, Stockton, Cal. (Ch. 13) is \$3,487,500 plus \$75,000 for land and building in Stockton and \$100,000 for net assets of off-air KCCC-TV, Sacramento (Ch. 40). First to transfer holdings will be H. Leslie Hoffman with 555,830 shares (78.65%) and Terry Lee with 55,574 (7.86%), with minority owners to turn over holdings later. In addition, Lincoln Dellar also has opportunity to sell unissued stock on which he holds option (not exercised as yet), obtained as part of deal whereby he took KCCC-TV off air (Vol. 13:20). Buyer Hudson Valley Bestg. Co. (Lowell Thomas-Frank Smith interests) operates WCDA, Albany, N. Y. (Ch. 41) with satellites WCDB & WCDC and this week filed application for merger with WTVD, Durham, N. C. (Ch. 11), in which it acquired controlling interest this spring (Vol. 13:21). KOVR June 30 balance sheet shows \$835,206 operating loss to date. It lists \$341,226 current assets, \$1,184,464 fixed assets, \$112,533 property investment; \$2,186,335 current liabilities—largest being \$731,374 in debentures, \$637,171 note to Bank of America, \$247,610 equipment contract, \$237,792 film contracts. May 31 balance sheet for Hudson Valley Bestg. shows \$60,694 net gain for 5 months, reducing deficit to \$848,600.

Full control of WCHS-TV, Charleston, W. Va. (Ch. 8) is now held by the Tierney Co. (owner of radio WCHS), which has purchased 40% of stock held by Capital TV Inc. (Sam G. Rahall & family) for undisclosed price. In Jan. 1954, Capital withdrew application for Ch. 8 and grant was made in Feb. after merger gave it 40% interest in WCHS-TV Inc. Tierney officers are Hawthorne D. Battle, pres., and John T. Gelder Jr., v.p.-gen. mgr.

Canadian TV applications to be considered by CBC Board of Governors at Sept. 26 meeting in Ottawa: Yorkton TV Co. Ltd. for Ch. 3, Yorkton, Sask.; CJCB-TV, Sydney, N. S. for Ch. 2 satellite at Inverness, N. S.; CFCL-TV, Timmins, Ont. for Ch. 2 satellite at Elk Lake, Ont.—CFCL-TV also requesting that Ch. 3 grant for satellite at Kapuskasing be changed to Ch. 70 translator.

Canadian TV-radio market is covered by Aug. 24 *Sponsor* in 7th annual report including 7 pages of charts & statistics.

to depress prices, I think." Another figured that decision "might have a temporary effect of depressing prices—but it won't hold in the long run."

IRS held that "network affiliation contract is of distinct benefit to the station as well as to the network," that station "can reasonably expect a substantial amount of revenue" through network sponsors. Intangible assets are subject to tax depreciation if they have value "for only a limited period," IRS said, but: "The very existence & profitability of a network arrangement depend upon a fairly permanent relationship between the network & station."

Local & national spot advertisers "want their programs & spot announcements associated with and adjacent to the more popular network programs," IRS pointed out. "Viewed in this light, these contracts constitute goodwill of the broadcasting station; as such, it is not subject to depreciation."

IRS withheld any opinion on "(1) whether any portion of the excess of the purchase price of the broadcasting station over the value of the tangible assets is properly allocable to the network affiliation contract, or (2) whether a taxpayer sustains a deductible loss upon termination or cancellation of a network affiliation contract where it continues in the broadcasting business."

Radio station sales reported this week: KQV, Pittsburgh, by trustees Earl F. Reed & Irwin D. Wolf Jr. for \$700,000 to AB-PT—sale of station by Reed & Wolf required under terms of merger whereby they hold 50% of Ch. 4 CP in McKeesport, Pa., Hearst's radio WCAE other 50%. Other AB-PT stations are WABC-TV, New York (WABC), KABC-TV, Los Angeles (KABC), KGO-TV, San Francisco (KGO), WXYZ-TV, Detroit (WXYZ), WBKB, Chicago, and 50% of radio WLS, Chicago . . . KRMG, Tulsa, by Western Bestg. Co. (Harrington Wimberly, pres.) for approximately \$500,000 to Meredith Publishing Co., owner of KPHO-TV, Phoenix (KPHO), KCMO-TV, Kansas City (KCMO), WOW-TV, Omaha (WOW) & WHEN-TV, Syracuse (WHEN) . . . WSRC, Durham, N. C. by John C. Greene Jr. for \$95,000 to Robert A. Monroe (30%), Seymour Schneidman (27.5%), Philip Nadler (27.5%) and associates; Monroe is also 50% owner of WAAA, Winston-Salem . . . KATI, Casper, Wyo. by John L. Breece for \$65,000 to banker John R. Burrus (51%) and commercial mgr. K. G. Prather (49% with wife).

Rate increases: WLAC-TV, Nashville, Sept. 1 raises base hour from \$750 to \$825, min. \$150 to \$175. WEEK-TV, Peoria, Aug. 1 raised hour \$475 to \$600, min. \$95 to \$120. WFBC-TV, Greenville, S. C. Sept. 1, hour \$450 to \$525, min. \$112.50 to \$120. WLBT, Jackson, Miss. Sept. 1, hour \$360 to \$400, min. \$80 to \$90. WABI-TV, Bangor, Aug. 15, hour \$300 to \$350, min. \$60 to \$70. Spot increase: KRON-TV, San Francisco, raises 20 sec. from \$425 to \$500.

Translator activities: (1) Richard R. Hayes, running experimental Ch. 70 KK2XGG, San Antonio, has designed own transmitting equipment, may bring it to FCC for type approval preliminary to manufacture. (2) Blonder-Tongue is exploring possible equipment production. (3) TV Allocations Study Organization plans study of translator coverage.

Translator starts: K70AW, La Grande, Ore. began equipment tests Aug. 22, repeating KHQ-TV, Spokane; K77AE, Madras, Ore. July 15, repeating KPTV, Portland; K70AS, Salmon, Ida. Aug. 24, repeating KID-TV, Idaho Falls; K79AA, Blythe, Cal. July 20, repeating KVAR, Phoenix.

**NBC COUNTER PUNCHES** were thrown at Philco this week in latest round of fight in which Philco, plaintiff in \$150,000,000 anti-trust damage suit against NBC's parent RCA, tried to jolt NBC with protest to FCC that network is unfit to continue operating its Philadelphia stations (Vol. 13:33).

Philco's blows aimed 2 weeks ago at WRCV-TV-AM-FM were just another "maneuver in its vendetta against RCA," NBC told FCC, asserting: "It is clear that Philco's management is seeking a scapegoat for its own business deficiencies & weaknesses."

In 1-2-3 jabs of its own, NBC said FCC should dismiss Philco's protest against renewal of affiliate licenses because (1) it's "an attempt to pervert the protest procedure" of Communications Act, (2) Philco's not "party in interest," (3) issues raised by Philco "are patently sham." In short, said NBC, it's case of "bad faith."

"Root of Philco's continuing & vindictive attack on RCA," NBC said, is RCA's refusal over years to give Philco "preferential treatment in royalty payments so that it could obtain an advantage over its competitors who were also licensed by RCA."

So now, according to NBC, Philco "seeks to abuse the processes of this Commission in an effort to divert attention from its admitted poor past performances"—pre-tax earnings of \$33,703,616 in 1950, only \$557,690 in 1956.

As for Philco's specific complaints to FCC that WRCV licenses shouldn't be renewed because Philco "is injured both as a manufacturer competing with RCA" and "as an advertiser affected by restrictive practices" of NBC and its stations, NBC didn't deny option & must-buy practices but answered Philco can't qualify as "party in interest":

"Philco is not a broadcaster, nor does it compete for

advertising revenue within the area served by the NBC stations in Philadelphia. Indeed, it does not claim to compete with the licensee in any manner . . .

"Philco attempts to satisfy this requisite by asserting that it is an advertiser injured by certain network practices and a competitor of RCA injured by assistance to RCA from NBC. Extending the scope of 'party in interest' to either of these classes would . . . open the floodgates to protests from tens of thousands of persons who have heretofore not had standing . . .

"Any one of these advertisers who felt aggrieved by any practice of a broadcaster could require the Commission to hold a hearing upon a license renewal. In addition to these advertisers the Commission would be faced with the prospect of protests from tens of thousands of persons who compete with anyone having an interest in a broadcast license . . .

"Moreover, on the theory urged by Philco, it and any other set & appliance manufacturer would have standing to protest license renewals to such companies as Westinghouse, General Electric or Crosley, all of whom are engaged in manufacturing as well as broadcasting . . .

"Obviously, Congress never intended to impose such an intolerable burden upon the Commission . . ."

NBC also said "reckless nature" of Philco's licensing protest was indicated by allegations that it was "coerced" by RCA in 1953 into selling its WPTZ (now WRCV-TV) to Westinghouse, which in turn sold it to NBC. WPTZ & other assets were bought by Philco in 1946 for \$38,959, sold for \$8,500,000—"highest price paid up to that time" for TV station, NBC said, asking how "willing seller" in 1953 "can be converted by 1957 into a coerced vendor who sold at a distress price."

NBC concluded: "The protest is sham in its entirety and an imposition on the Commission. It has been filed as publicity weapon by one who has no interest in the license renewal and no standing to protest it."

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NARTB convention committee for April 27-May 1 meeting in Los Angeles, starting work at Sept. 6 session in Chicago's Conrad Hilton Hotel: Co-chairmen, J. Frank Jarman, WDNC, Durham, N. C. and W. D. Rogers Jr., KDUB-TV, Lubbock, Tex.; Thomas C. Bostic, KIMA, Yakima, Wash.; Wm. C. Grove, KFBC, Cheyenne, Wyo.; Merrill Lindsay, WSOY-FM, Decatur, Ill.; Robert O. Reynolds, KMPC, Hollywood, Cal.; John E. Fetzner, WKZO-TV, Kalamazoo, Mich.; C. Howard Lane, KOIN-TV, Portland, Ore.; James D. Russell, KKTU, Colorado Springs, Colo.; Harold P. See, KRON-TV, San Francisco. Russell will be TV liaison with Broadcast Engineering Conference.

NARTB position in precedental "equal-time" libel suit appeal (Vol. 13:32) involving radio WDAY, Fargo, N. D. will be that broadcasters cannot be sued for libel growing out of political broadcasts because Communications Act proscribes censoring by stations. Station had been sued by Farmers Union which charged it had been libeled by 1956 broadcast over station by minor party Congressional candidate, under equal time section (315) of Communications Act. Court ruled in favor of station and Farmers Union appealed to State Supreme Court which is expected to hear case first week of Oct.

National TV Week (Sept. 8-14) statement issued by FCC Chairman Doerfer pays tribute to TV industry for "spectacular growth" to 44,500,000 sets, notes more than "80% of the public has available the offerings of 3 or more TV stations" while "in most other countries, the people have only one, or at best two program choices."

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Facility changes: WWLP, Springfield, Mass. (Ch. 22) has moved to new tower and boosted power to 219-kw; WTTW, Chicago (Ch. 11, educational) got authorization to boost power Sept. 3 to 275-kw; WVUE, Wilmington (Ch. 12) was authorized to start over Labor Day week end using new 900-ft. tower at new site; WJTV, Jackson, Miss. (Ch. 12) on tests since Aug. 19, started programming Sept. 1 with 316-kw; KROC-TV, Rochester, Minn. (Ch. 10) plans Oct. 1 boost to 240-kw.

Recorded bird calls used with devastating effect by hunters to lure game in recent seasons (Vol. 13:33) will be banned effective Sept. 23, Fish & Wildlife Service reported this week. Regulation applied to "use or aid of recorded bird calls or sounds"—and to amplified imitations of them—carries penalties of \$500 fine and/or 6 months in jail for violations. It covers all game birds, but is intended primarily for protection of geese & ducks which find electronic frauds irresistible.

TV will rescue stalled motorists in new \$10,000,000 Ft. Pitt Tunnel under construction at Pittsburgh. Closed-circuit system in split-level tubes will train 8 cameras on traffic to spot disabled vehicles. Police will dispatch tow trucks to pick them up immediately.

New symbol for American Bestg. Network, modern trylon-shaped "A," was designed by Hank Levinson of ABN sales development & research dept.

Blackburn & Co. opens new station-newspaper brokerage office at 333 N. Michigan Ave., Chicago (Financial 6-6460), Wm. B. Ryan in charge.

**Telecasting Notes:** "It's going to be a great 1957-1958 season on the TV networks"—particularly for "specials," Aug. 31 *Sponsor* says. Totting up 177 such shows already planned by CBS-TV & NBC-TV, magazine says record total of \$38,000,000 has been committed by sponsors for that category alone . . . Impertinent question put to NBC pres. Robert Sarnoff by Marie Torre for Aug. 30 *N. Y. Herald Tribune* column: "Why doesn't NBC have as many shows in the top 10 as CBS?" Answer: "If you'll wait awhile maybe this question will become academic." . . . It's "beastly time" for TV news, according to NBC commentator Chet Huntley in *N. Y. Herald Tribune* guest column for vacationing John Crosby. Huntley says TV newsmen contend "with a period of political & social blandness, when it is next to impossible to generate excitement about anything." . . . Looking ahead: ABC-TV plans prestige entry in 1958 fall season with 60-min. filmed dramatic series produced by Writers Guild of America in deal involving reported \$4,000,000 . . . "Data-dulled dictums" imposed on TV writers by "chart-minded agencies & agency-minded producers" are "dooming the industry to patterns of hopeless mediocrity," TV-radio branch board of Writers Guild of America, West, protests in Hollywood manifesto. It calls for emancipation of writers from "sanctity of statistically-inspired & research-blessed scripts." . . . Top secret areas will be invaded in "The Challenge of Space" by NBC-TV's *Wide Wide World* Sept. 15, Sun. 4-5:30 p.m. Show will take in Army rocket centers, missile sites, Washington computing base . . . Peripatetic CBS-TV crews will follow Marian Anderson through Korea, Philippines, Indonesia, Burma, Thailand, Vietnam, India, Pakistan to film contralto's Sept.-Dec. tours under auspices of State Dept. and American National Theatre & Academy. Film is planned for 60-min. or 90-min. *See It Now* show in Dec. or Jan. . . . John Foster Dulles opens Martin Agronsky's new NBC-TV *Look Here!* interview show Sept. 15, Sun. 3:30-4 p.m. . . . Big open space in ABC-TV fall schedule is filled with *West Point Story* starting Oct. 8, Tue. 10-10:30 p.m. Recently threatened with abandonment (Vol. 13:30), show shifts from CBS-TV, Van Heusen Shirts having come to rescue as sponsor . . . Kinsey Report will figure in "The Changing Ways of Love," first show in CBS-TV's new *The Seven Lively Arts* series Nov. 3, Sun. 5-6 p.m., which network describes as "witty & penetrating" review by S. J. Perelman. Show is intended to reflect boy-&-girl behavior patterns since

1920's, sampling movies, stage, novels, popular songs, advertising, in addition to Kinsey . . . U. S. networks plan to line up with CBC for TV coverage of Queen Elizabeth's Oct. 12-22 tour starting in Ottawa (Vol. 13:33) and ending in N. Y. Ottawa events alone will be picked up by 23 cameras at 19 locations already marked out by CBC, which will have 30 English & French commentators on assignment . . . Pessimistic thought comes from England, where Sir Kenneth Clark, retiring ITA chairman, told *Kent Messenger* that TV commercials already are "wearing thin" on British public which saw them as novelty when ITA set up shop 2 years ago. TV advertising boom won't last, he thinks . . . Warner Bros. has sold "large group" of movies, including several Academy Award winners, in British deal with Associated TV Ltd. for reported \$250,000 . . . "Bandwagon is rolling" for year-old Australian TV, according to mgr. James H. Oswin of ATN, Sydney. It's been slow, but "it's clear now we're involving every business & show business interest in Australia in TV's growth." . . . Final split: Dean Martin signed corporate papers Aug. 24 divorcing himself from Jerry Lewis and their joint York Productions, formed in 1948.

Promotion of awards in TV, radio & other fields to give them "maximum amount of prestige" is unique business of Sylvia Spence Assoc., new consulting firm organized at 527 Lexington Ave., N. Y. (Plaza 5-2584) by Mrs. Sylvia Spence. She managed Fund for Republic TV script competition, for 2 years has been director of Fund's Robert E. Sherwood TV Awards.

Mike Wallace column for daily newspaper syndication may be new side job for conductor of ABC-TV's *Mike Wallace Interviews* Sun. 10-10:30 p.m. Hall Syndicate, N. Y., is negotiating with Wallace to write Q. & A. feature for which he'd interview persons other than those on his TV program.

Live vs. taped TV was demonstrated by KRON-TV, San Francisco, in special "Sight & Sound" show in which parts of program in progress were recorded on Ampex videotape and played back almost immediately. Delivery of station's first Ampex equipment is expected by mid-winter.

Equal time in Thailand for opposition politicians has been offered by Bangkok Govt. on its TV station. Previously, TV appearances were restricted to govt. party members.

**ELECTRONICS PERSONALS:** Col. J. R. Martin, ex-Baldwin, Lima Hamilton Corp., named operations v.p. of Hycon Eastern . . . H. Ronald Eldridge elected controller of IT&T industrial products div. . . Richard G. Freeman, ex-Empire Coil, appointed v.p., Todd Products Co., Mt. Vernon, N. Y. (transformers) . . . Clifford A. Busse, ex-Farnsworth div. of IT&T, joins electronics div. of Rheem Mfg. Co., Rivera, Cal., as engineering mgr. . . Laurence A. King, ex-Rola div. of Muter Co., appointed management consultant of International Resistance Asheville and Boone, N. C. plants . . . Maj. Gen. C. Rodney Smith (ret.) named v.p. of IT&T subsidiary International Standard Electric Corp. in charge of communications network installation for SHAPE . . . Bernard R. McCarthy promoted to sales engineer, Sylvania semiconductor div., covering Pa., Del., Md., D. C., Va., N. C., S. C., Ga., Fla. . . Donald R. Burrus named marketing research mgr. of Texas Instruments, Dallas.

New Bizmac office to serve govt. agencies has been set up by RCA at 1625 K St., Washington, with Robert Bruce, ex-Underwood & IBM, as mgr.

Reduced demand for engineers, as evidenced at San Francisco's Western Electronic Show, is reported in Aug. 30 *Wall St. Journal* which points out, however, that "top engineers" are still hard to find. Story quotes Litton v.p. Norman Moore: "We are using a rifle now instead of the old shotgun." In contrast to last year's show that saw recruiters snapping up almost every job-seeking engineer no matter what his qualifications, this year's recruiting effort was "over half off," estimated convention secy. H. Myrl Stearns, pres. of Varian Assoc. One reason given by aircraft spokesman was recent lay-offs in southern Cal. plants connected with defense work.

Revised Air Force "Handbook of Piezoelectric Crystals for Radio Equipment Designers" by J. P. Buchanan, Philco Corp., for Wright Air Development Center (PB 111586R, 702 pp., \$7) is available from U. S. Dept. of Commerce Office of Technical Services.

Directories of military electronics procurement personnel and firms engaged in guided missile projects are compiled in Sept. *Electronic Industries & Tele-Tech.*

**SETMAKERS' OPTIMISM CONTINUES STEADFAST:** With two-thirds of year gone, biggest selling season yet to come, our sounding of setmakers' sentiments reveals nary a crack in industry-wide feeling that Sept.-Dec. will see strong market.

"Really excellent" is the description of business given by Admiral pres. Ross D. Siragusa, just returned from 12,000-mi. trip around U.S.

Reaction he got in talking to dealers and distributors was "quite good, quite encouraging," he said, adding that they "showed more interest in higher priced merchandise than in 7-8 years." And besides, he went on, "they're soft-pedaling lower-end merchandise and cheaper portables." Another good sign, he declared, is the "old merchandise is pretty well washed away."

Similar sentiments were voiced by Robert A. Seidel, RCA exec. v.p., consumer products, who told us "business is generally good, all of our people are quite optimistic toward fall." He placed heavy emphasis on big color push in fall, saying "rest of RCA's business is booming, including radios, records and black-&-white TV."

Seidel detailed "big RCA stepup in sales in July" and described Aug. sales as "running about neck and neck with last Aug. which was a very good month." It will be close, he feels, but he thinks Aug. will top last Aug. And he parlayed this into sure increase in Sept., describing last Sept. as no standout month.

"A good year for RCA and for the industry" is the way Seidel sized it up, saying predictions of 7,000,000 sales this year probably would come true. He put it this way: "There's more money out there than ever before and I haven't heard a single bad reaction to the new sets. There's no reason TV shouldn't get its share of the money unless we don't sell our product as well as others sell theirs." Only possible sour note he could think of was tightening of credit -- and he didn't think that would have any marked effect on this year's sales.

Color TV is going well, he reported, listing ratio as 3-1 over last year -- and he added he had checked this figure out with RCA Service Co., both on installations and consumer purchases.

\* \* \* \*

Motorola also came in with testimony to support summer sales surge and fall follow-up. Edward R. Taylor, exec. v.p., consumer products, told us some May specials they produced "went in and out of the pipeline so fast you couldn't even see them." He still thinks this year's retail sales will hit about 7,000,000 with "last 4 months of year considerably higher than in 1956."

Taylor gave these reasons for greater TV sales in fall: Increased political activity increasing viewer interest; networks producing better shows to counter threat of pay TV; national economy moving upward again. He stated that people can only save money so long, "then it burns a hole in their pockets."

\* \* \* \*

"Best TV summer we've ever had" is way John M. Otter, Philco exec. v.p. for marketing, put it, saying June was record sales month and same is probably true for July. He declared Philco had not experienced typical summer slowdown -- and said general pace of business had been "phenomenal."

"We're looking forward to excellent third and fourth quarters," he told us and illustrated his point by saying "we won't be able to make all of the Slender Seventeeners we have orders for by the end of the year."

Robert L. Shaw, Sylvania gen. sales mgr., TV-radio div., said "this is the earliest start of the sales season that I've ever seen." Sylvania sales are about double what they were last year at this time, he declared, and the "surprising thing is the number of dealer re-orders that are coming in already."

**Consumer Income:** Improvement in John Q. Public's income position was reported this week by U.S. Dept. of Commerce and Federal Reserve Board -- in cooperation with U of Mich. Survey Research Center. Personal income in July was at annual rate of \$345.5 billion, almost \$1 billion higher than previous month and \$20 billion more than July 1956, Dept. of Commerce reports in Survey of Current Business. Business activity showed little change since midyear, Commerce says, with pattern of year's first half extending through July, showing "sustained high levels of employment and volume of total output," with "continuing gradual rises in prices and incomes."

"Consumer incomes have risen to new highs in recent years both in dollar amounts and in purchasing power," says Federal Reserve-U of Mich. survey. It reports "holdings of liquid assets and marketable securities have also risen" as have debts of consumers which "reached new highs, largely in connection with purchases of houses, automobiles, and household durable goods." Survey, based on 3041 interviews, discloses mean reported income -- that is total consumer income divided by number of spending units -- rose from \$4650 in 1955 to \$5140 in 1956.

**Production:** Reflecting setmakers' optimism, order volume, stepped-up business (see p. 9), TV output climbed to new high for year for third straight week with total of 205,881 for week ended Aug. 23 -- highest total since week ended last Oct. 5 when 215,480 were turned out. New 1957 high compared with 179,615 preceding week and 169,462 in corresponding week one year ago. It was year's 34th week and brought TV production for year to date to about 3,755,000, compared with 4,365,060 in same period of 1956. Radio production totaled 292,626 (79,962 auto) for week ended Aug. 23, vs. 294,091 (96,206) preceding week and 278,871 (71,716) in corresponding week year ago. Radio output for 34 weeks totaled about 8,760,000 (3,390,000) vs. 8,216,707 (2,710,303) in 1956 period.

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**Topics & Trends of TV Trade:** Booming business of trade shows is pinpointed by EIA survey, based on returns from 132 member companies, which shows average electronic firm received 20 invitations to exhibit products in 1956, compared with 14 such offers in 1955. Report says average company took part in only 5 trade shows in 1956, same number as in previous year.

Survey was authorized by previous board action (Vol. 13:14) of EIA. Next step will be for EIA Trade Show Committee to discuss report, already sent to members, during Sept. 10-12 quarterly meeting in Los Angeles and decide what action should be taken, if any.

Cost of each exhibit for average company was \$1916 in 1956, report shows, while in 1955 average company expense for each trade show was \$1712. Other findings: 70% rated trade shows of limited value; 27% of very great value; 3% of no value. Number of shows recommended: two, 29%; one, 25%; three, 24%.

Following is grouping of comments (some supplying several comments): National shows becoming too large, 44%; increasingly difficult to demonstrate products effectively, 28%; cost of shows exceeding benefit received, 24%; attempt to attend all shows where there is an opportunity to explain products to reasonable number of customers, 18%; strong supporter of trade shows, would like to see at least 50 per year, 1%.

\* \* \* \*

High regard for GE is evinced in *Scholastic Magazine* survey of 5855 teen agers who were asked: "If you were asked to select the nationally known company whose name and products or services you most respect, which one would you select?" Results: GE by 26.4% boys, 25.5% girls; General Motors 17.2% & 8.6%; Du Pont and U. S. Steel about 7% each. Also named: Westinghouse, Standard Oil, Ford, Bell System.

Rocky road for discounters is outlined in Sept. 2 *Time*, which reports dozens of small operators have fallen by the wayside, with part of blame placed on general slump in appliance market with overall sales down about 10%. Other discounter problems cited: Price cutting by conventional retailers; warehouse sales; change in customer attitude with demands for liberal credit, free delivery, repairs, returns, etc. Story says big discounters have cash reserves needed for growth, smaller ones do not. Whirlpool pres. Elisha Gray analyzes appliance situation thus in recent report to stockholders: "Many manufacturers have been extremely sensitive to competitive price reductions, with price cutting and lower profit margins. Consumer response to 'bargains,' in most markets, has been sluggish. The public reaction to price appeal alone as the major sales feature of a major appliance appears to be negative. There seems to be a trend in the industry, presently, to acknowledge increased costs realistically. This is a healthy sign. This is indicated in the introduction of new appliances with announced price increases ranging up to 5%. While admittedly price levels are always tentative, and dependent finally upon consumer acceptance, we are hopeful that we have passed the trough of what has been termed a creeping demoralization of the major appliance market."

RCA and Four Roses Distillers Co. are joining forces for Sept.-Oct. color TV promotion showing Four Roses flowered emblem on screen of RCA Victor color receiver on lithographs to be displayed in 5000 liquor stores. Promotion kits, featuring reprints of full-page color ads in Sept. 16 *Life* and Oct. 1 *Look*, will go to 10,000 taverns. Window displays will include cards urging public to see color TV at RCA dealers.

Recurring rumor that GM Delco div. is planning to enter TV manufacturing field categorically denied this week by Delco spokesman.

**Trade Personals:** Eric M. Farr promoted to manufacturing services mgr., Westinghouse TV-radio div. . . . Neal T. Johnson promoted to adv. supervisor, Sylvania TV-radio div. . . . H. N. Muller, Canadian Westinghouse chief engineer, elected v.p. . . . W. R. McAllister promoted to Capehart national sales mgr.; Leon Knize appointed special products mgr. . . . C. Charles Hathorn promoted to public relations mgr. of Avco's Crosley div., replacing Robert Bartow, resigned . . . Charles W. Breunig promoted to administrator, labor relations, RCA electron tube div.; H. F. Randolph continues as mgr., receiving tube operations, entertainment tube products; H. R. Seelen named mgr., kinescope operations; M. J. Carroll, mgr., marketing.

Regional chairmen, acting as liaison with NARDA headquarters, have been chosen for 12 Federal Reserve districts: (1) Frank Murphy, Murphy Electric Co., Bristol, Conn.; (2) Morris Levy, Levy Bros. Furniture Co., Niagara Falls; (3) Robert L. Painter, Chester, Pa.; (4) Wm. P. Hoermle, Columbus, O.; (5) A. H. Warne, Bohman-Warne Inc., Hagerstown, Md.; (6) Richard A. Palmer, Palmer Tire Co., Macon, Ga.; (7) Earl T. Holst, Des Moines, Ia.; (8) Ed Kuehn, Kuehns Inc., Belleville, Ill.; (9) Hardy Rickbeil, Worthington, Minn.; (10) A. Murillo, Hill Electric Co., Wichita, Kans.; (11) V. Bourland, Ft. Worth; (12) Carl Hagstrom, General Appliance Co., San Francisco.

Mutual agreement has ended \$900,000 treble damage anti-trust suit by Central TV Inc., Chicago, against Admiral Corp., Appliance Distributors Inc. and The Reuben Donnelly Corp. Federal Judge Walter La Buy dismissed 1953 suit without prejudice or costs. Suit had charged Admiral and Appliance Distributors with attempting to monopolize installation, service, repair, etc. of parts for Admiral TV sets. They also were charged with having conspired with Donnelly to keep independent contractors from being listed in Chicago classified directories as servicing Admiral sets.

First quarterly meeting of EIA under its new name will be held Sept. 10-12 at Los Angeles' Ambassador Hotel. Speaker at Sept. 11 luncheon will be Gen. Edwin W. Rawlings, commander of Air Materiel Command, Wright-Patterson AFB. Closed committee sessions are to take up FCC allocation hearings, Walsh-Healey Act effect on part of industry, growth of electronics in national defense, Hagerstown educational TV program.

Analyzing trend in boards of directors toward selection of more members outside firm, Sept. 2 *Time* includes this comment from Philco pres. James M. Skinner Jr.: "Any further changes in board membership will be toward outsiders. We don't want the kind of board where the officers are auditing their own work, sitting around admiring what they've done as officers."

Fair Trade knell sounded this week in South Carolina as State Supreme Court ruled S. C. Fair Trade Act unconstitutional in appeal by GE from lower court finding. High court opinion singled out Act's application to non-signers, saying this "constitutes a deprivation of property without due process of law" in violation of S. C. constitution.

"Television Comeback" is a major article in Aug. 26 *Barron's* which says "the battered setmakers profess to see signs of hope." While still "keeping their fingers crossed," story says, they "are becoming more and more confident that the recent upsurge in buying is more than a seasonal flurry."

Printer's error resulted in mixup in figures for 3 months in EIA Monthly Reports of TV-Radio set sales and inventories on pp. 434-435 of *TV Factbook No. 25*. Correct figures are: July 1955 Factory Sales, 449,782; Factory Inventories End of Month, 813,804; Distributor Purchases, 443,840; Distributor Inventories End of Month, 724,047; Shipments to Dealers, 465,160; Retail Sales, 381,567. For Sept. 1956: Factory Sales, 1,020,930; Factory Inventories at End of Month, 438,221; Distributor Purchases, 1,001,591; Distributor Inventories End of Month, 1,311,495; Shipments to Dealers, 829,126; Retail Sales, 763,908. For Nov. 1956: Factory Sales, 630,682; Factory Inventories at End of Month, 446,859; Distributor Purchases, 618,856; Distributor Inventories at End of Month, 1,314,894; Shipments to Dealers, 617,516; Retail Sales, 560,391. Also, for Factory Sales in Dec. 1955, 584,964; Retail Sales for Oct. 1955, 746,274 & Dec. 1955, 933,467; July 1956, 405,310.

Switch to color TV to avert layoffs in Canadian TV manufacturing industry is asked by United Electrical Radio & Machine Workers of America Union in telegram to George Nowlan, Canada's Minister of Revenue. Urging start of CBC color programming, group told Nowlan TV set production is scheduled to halt in Oct. at Toronto plants of Canadian GE which told union it "anticipates 11 of 22 set manufacturers will close down."

Westinghouse new major appliance models, featuring "fit in to look built in" appearance, were introduced this week, to be backed up with 30-day "blitz" advertising campaign through Oct. 22. Plans call for TV network (*Studio One*), newspapers, *This Week*, *Parade*, *Family Weekly*, *Saturday Evening Post*, *Life*, 2800 billboards. Westinghouse will not set national list prices, leaving job to distributors.

Anti-trust suit against GE Supply Co. has been filed by ex-Hotpoint dealer N. L. Stuver, Johnstown, Pa. charging GE discriminated against him in favor of his competitors, forcing him out of business with damages estimated at more than \$100,000. Suit alleges GE aided his competitors in demonstrating appliances to employ groups and allowing 25% discounts.

Olympic fall advertising plans, up about 20% over last year, call for full-page ads in *Home Furnishings Daily*, *Mart*, *Electrical Merchandising*, *Radio & TV Weekly*, 4-color page in Sept. 22 *N. Y. Times Magazine*, ½-page black-&-whites in *Life*, *Saturday Evening Post*, *Look*, *House Beautiful*, *Ebony*.

Sale of "Color V" screens has been discontinued, reports Harry G. Kriegel, in answering FTC complaint that plastic adapters had been misrepresented by Superior Products, N. Y. (Vol. 13:16) as capable of producing color TV or eliminating glare. Kriegel denied he owned company, said it had gone out of business "on or about June 1, 1956."

NARDA regional meetings open Sept. 13 at Wichita, followed by Sept. 18, Rockford, Ill.; Sept. 25, Salt Lake City; Sept. 27, Seattle; Sept. 29, Bakersfield, Cal.; Oct. 6, Macon—last including semi-annual executive committee session.

Philco is adding cherry finish cabinets to two 21-in. consoles in new line at \$270 & \$290. Other additions: walnut 24-in. "Miss America" console, \$475; blonde 21-in. console on casters, \$350; 21-in. console, \$258; 21-in. table model, \$200.

Extra copy price of NARDA's "Costs-of-Doing Business Survey" (Vol. 13:34) has been reduced to 35¢ each for those ordering 50-99 reprints. Other prices remain: \$1 for 1-49; 25¢ for 100 or more.

## Network Television Billings

July 1957 and January-July 1957

(For June report see *Television Digest*, Vol. 13:31)

**S**TEADY ADVANCE in TV network billings was recorded in first 7 months this year, rate of gain over 1956 running at 6.3%—\$289,478,303 vs. \$272,257,826—according to Publishers Information Bureau. CBS paced increase in period with 8.3% jump from \$124,981,144 to \$135,299,556. In July, ABC led in percentage gain, lifting its billings 14.8% to \$6,348,496 from \$5,532,030 in July 1956. NBC was up 1.5% for month (\$13,935,529 vs. \$13,733,765), CBS .3% (\$18,537,069 vs. \$18,481,719). The complete PIB report for July:

NETWORK TELEVISION						
	July	July	%	Jan.-July	Jan.-July	%
	1957	1956	Change	1957	1956	Change
CBS	\$18,537,069	\$18,481,719	+ 0.3	\$135,299,556	\$124,981,144	+8.3
NBC	13,935,529	13,733,765	+ 1.5	107,735,033	103,263,497	+4.3
ABC	6,348,496	5,532,030	+14.8	46,443,714	44,013,185	+5.5
<b>Total</b>	<b>\$38,821,094</b>	<b>\$37,747,514</b>	<b>+ 2.8</b>	<b>\$289,478,303</b>	<b>\$272,257,826</b>	<b>+6.3</b>

1957 NETWORK TELEVISION BY MONTHS				
	ABC	CBS	NBC	Total
Jan.	\$ 6,715,581	\$ 20,231,474	\$ 16,554,941	\$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,935,529	38,821,094
<b>Total</b>	<b>\$46,443,714</b>	<b>\$135,299,556</b>	<b>\$107,735,033</b>	<b>\$289,478,303</b>

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

TV commercials for Enden Shampoo should be "interpreted as a whole," Helene Curtis Industries Inc. told FTC Aug. 29, denying charges instituted by agency's TV-radio monitoring unit (Vol. 13:31) that claims for dandruff treatment were false. Helene Curtis said that typical commercial cited in complaint doesn't "fairly represent the effect of the sequence upon the viewer"; that advertising "is reasonably understood to mean" that use of Enden "will inhibit the growth of bacteria commonly found where dandruff problems exist"—not that it is dandruff cure. FTC had objected to such claims as that Enden is "new proven way to end your dandruff problems once & for all." Curtis asked dismissal of complaint.

Celebrating 84th birthday Aug. 26, inventor Lee DeForest told reporters: "Now I'm shooting for 94." The alert and forward-looking inventor of the 3-element vacuum—and holder of some 300 patents—is still inventing, his main current project aimed at producing electricity from gas flame. He's taking things only slightly easier, because of mild heart trouble brought on, he believes, by heat and too much playing of shuffleboard during recent cruise to Panama.

TV is no place for liquor ads, adv. & sales promotion v.p. Allyn Shilling of National Distillers Products Co. told sales conference last week. "It is horrifying," he said, "to picture what commercials might be like if liquor advertising appeared on TV or radio." He deplored "flamboyant claims made by non-liquor advertisers," urged more "good sense, good taste, honesty & believability in ad copy."

Campaigning for lifting of excise tax on combination vhf-uhf sets, Committee for Competitive TV met at studios of WSEE, Erie, planned additional regional meetings, authorized "missionary" tour by exec. director Wm. M. Bradley.

Preliminary TV bout for closed-circuit rights in Sept. 23 middleweight fight at Yankee Stadium (Vol. 13:34) was won this week—at least on points—by champion Sugar Ray Robinson & Teleprompter Corp. Robinson, who had threatened to call off fight unless Teleprompter was substituted by International Boxing Club for TNT in TV contract, took \$255,000 guarantee from TNT, whose exclusive agreement had called only for percentage payment. Teleprompter, which had offered champion cash guarantee, won concession to book theatres in Amarillo, Orlando, Duluth, Medford, Ore. Carmen Basilio, Robinson's opponent who took no part in TV hassle, also won. He will get \$110,000 from theatre showings. TNT will handle production at Stadium, carry fight to 165 theatres in 122 cities. IBC agreed to all terms after week which saw "more caucuses than at a political convention," according to AP. *N. Y. Times* observed that "huge collection of lawyers" representing principals would themselves make up sizable gate for fight.

**Quoteworthy quote:** "Can you get selectivity into a mass medium? Certain people have been admired by the masses and have been on a very high level, such as Shakespeare, for instance. It speaks well for the masses of his day. But is it possible to produce enough to keep the level up on TV? I think that's an insoluble problem. I don't anticipate that it will get better or worse. You can't change the factors. The minute you have to fill 16 hours a day the demand on writers is such that it puts them on the verge of an asylum. This is very serious. TV is a kind of Moloch with human sacrifices being poured into the belly of this brazen god."—Aldous Huxley, interviewed by Richard F. Shepard in Aug. 25 *N. Y. Times*.

Advertising agency men who see themselves engaged in "glamorous game" are likely to "find themselves gradually changing from the romantic fellows of the Madison Ave. legend into sober-minded businessmen of a more conventional mold," ex-McCann-Erickson v.p. John McCarthy warns in Sept. *Harper's*. "Is the Bloom Off Madison Avenue?" he asks in article. He thinks it is, pointing to such "far-reaching changes" as (1) comparison shopping by big advertisers, (2) "increasing influence of outside consultants," (3) "increasing pressure against the long-established 15% commission system."

Bamboo curtain on Red China coverage by U. S. newsmen, lifted last week by State Dept. in policy switch (Vol. 13:34), was lowered again this week by Communists themselves. Radio Peking said U. S. plan to permit 24 reporters (including network representatives) to go there "is completely unacceptable," that they'd act as "spies," that in any event equal number of Chinese correspondents should be accepted here. State Dept. rejected reciprocal demand, leaving American newsmen all packed up and still no place to go in China.

Three applications for TV stations were filed with FCC this week, bringing total to 122 (35 uhf). Week's applications were: (1) For Miami, Fla., Ch. 6 by Publix Television Corp.; (2) for St. Petersburg, Fla., Ch. 10 by Suncoast Cities Bestg. Corp.; (3) for Terre Haute, Ind., Ch. 2 by group including Truth Publishing Co. (10.71%), licensee of WSJV, Elkhart, Ind. Ch. 52 and 60% owner of WKJG-TV, Ft. Wayne Ch. 33. No translator applications were filed this week. [For details, see *TV Addenda 25-E* herewith.]

Payment of license fees to Govt. by stations, repeatedly suggested by various congressmen but rejected by Congress, came up again this week in form of bill introduced by Rep. Vanik (D-O.).

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 7, 1957

**BARTLESVILLE TELEMOTIVE** test-tube wired pay-TV system begins, under scrutiny of telecasters, theatre-men, Govt. & press for portents of future (p. 1).

**RCA-NBC COLOR CAMPAIGN** built around strengthened receiver line, increased network programming, hiked national promotion (p. 3).

**NEW ORLEANS** finally gets second commercial vhf, WWL-TV beginning programming; uhf WJMR-TV begins equipment tests for Ch. 12 experiment (p. 5).

**2 VHF CHANNELS** added to Albany area, one proposed for Providence, heat generated by Erie deintermixture proposal, as FCC reconvenes (p. 6).

**MOON CAN BE USED AS RELAY** station for microwave signals, Naval Research Lab scientists report after 6-year radar experiments. Voice signal used (p. 8).

**HIGH COST OF FOREIGN TV SETS**, in terms of buyers' income, big factor in slow TV growth. Set prices & income compared for major TV countries (p. 9).

**METAL-CABINET PORTABLES** discontinued by Magnavox as result of electrocution scare. Other set makers satisfied with metal, plan no change (p. 9).

**NATIONAL TV WEEK** off to flying start; sponsoring spokesmen predict more successful campaign than last year, see better planning & organization (p. 10).

**ELECTRON TUBE** spokesmen object to proposed definition of industry in Walsh-Healey hearing, suggest exclusion of tube parts, semiconductors (p. 11).

**TELEVISION-ELECTRONICS FUND** net assets increase to \$156,743,659, with 12,557,000 shares outstanding. Changes in investment portfolio are listed (p. 13).

**SUBSCRIPTION TV—AFTER BARTLESVILLE, WHAT?** The watchword in movie and TV industries this week was "Watch Bartlesville"—as world's first pay-TV home-movies system began operation in that oil-rich Oklahoma city of 25,000.

From standpoint of movie producers and exhibitors, riding on Bartlesville trial is hope of a new day for the depression-ridden industry—fighting broadcast TV for the first time on TV's home grounds.

Conversely, telecasters are watching experiment nervously, as foreshadowing first serious threat to on-air home entertainment—by a closed-circuit system, free from FCC regulation.

FCC, ready to grapple again with issue of broadcast pay-TV tests at Sept. 17 meeting, thus far has taken no official notice of Bartlesville or any other wired fee-TV plans. Nevertheless, there's possibility that Commission will send observers to Bartlesville after the 17th.

Congress may have onlookers at the scene, too—probably including Senate Commerce Committee's communications counsel Nick Zapple. Among Senators and Congressmen who have spoken on issue recently, sentiment has been unanimously against toll TV in any form.

Latest to blast fee TV was Sen. Curtis (R-Neb.), who endorsed recent anti-subscription speech by Sen. Potter (Vol. 13:34-35)—and went further, to urge hearings to determine whether wired systems should be regulated and whether broadcasters should be permitted to enter field.

Bartlesville itself had a county-fair atmosphere this week—with so many newspaper and magazine reporters present that it was hard for them to keep from interviewing each other. Among those represented: wire services, Time and Look magazines, New York Times, Wall St. Journal, Movietone News. Representatives of large theatre circuits were there or planning to have a look-see—as were at least a few telecasters.

Press coverage was heavy—and gist of news accounts was that most residents liked idea of movies-in-the-home, though service in Sept. is being given free and they won't feel the \$9.50-a-month bite until end of Oct. Fee gives them privilege of seeing 13 first-run and 17 second-run films on 2 channels, continuous performances, 1 p.m. to midnight (first-run premiere, "Pajama Game").

Technically, picture quality was excellent, everyone agreed—largely due to fact that new 35mm prints were fed into new GPL film cameras. Project's operators assured public that even Cinemascope prints pose no problem, thanks to GPL electronic cropper-compressor which fits wide-screen pictures into home-screen dimensions with little loss of subject matter and no noticeable distortion.

Behind Bartlesville's Telemovie project is Video Independent Theatres chain, owner of some 150 southwest theatres, including the 2 conventional & 2 drive-in houses in Bartlesville. Live-wire VIT also operates 6 community antenna systems, is constructing more, and is 12½% owner of Oklahoma City's KWTV and grantee of upcoming KKIT, Santa Fe, N. M.

VIT declined to announce initial number of homes receiving premiere program—but it was believed to be somewhat over 200, with 6 crews working to hook up more homes at reported rate of 50 a day. VIT pres. Henry J. Griffing estimates break-even point should come with about 2000 subscribers, hopes to have project on paying basis in year.

Bartlesville experiment highlights split among wired-TV proponents over method of payment for home entertainment—per-program or flat fee. System was designed and engineered by community antenna builder Jerrold Electronics, principal flat-fee exponent.

Almost the sole complaint registered by Bartlesville residents as Telemovies made debut concerned the \$9.50-a-month bill (no installation fee), which some thought too stiff. That VIT and Jerrold could meet these objections by retreating from fixed-fee position is indicated by Griffing's statement this week that if public prefers it, he will install "metering system" that registers which programs are being viewed in each home so subscribers may be billed only for movies they watch.

Jerrold pres. Milton J. Shapp confirmed that his company is working on device which would register viewer connections in much the same way as telephone company keeps track of long-distance calls.

Griffing continues to oppose coin-box approach, however, pointing out that pay telephones disappeared from homes 20 years ago, that public forced hotels and hospitals to abandon coin-box TV sets. He's convinced subscribers want to be billed monthly for their entertainment, as they are for telephone and other utility services.

Bartlesville receives good signal from Tulsa's 3 TV stations—with programs of all networks—and Telemovie subscribers will still be able to get broadcast programs in competition with 2 movie channels (and one proposed sound channel).

The telecasters closest to first commercial toll-TV project—those in Tulsa & Oklahoma City—generally viewed experiment with alarm. Sample quotes:

James C. Richdale Jr., v.p.-gen. mgr., KOTV, Tulsa: "This is a serious matter not to be taken lightly by broadcasters." He added that a fee-TV system might run as many as 5 channels with entertainment, information and even advertising—but he expressed doubt that Bartlesville could be considered "typical" community, since its per capita income is among highest in U. S.

Kieth Mathers, operations mgr., WKY-TV, Oklahoma City, called wired TV "serious threat to the TV industry as a whole." He said: "We're quite concerned and intend to follow it very closely. There's no indication yet whether people will pay to see programs. In the end it boils down to who presents the best programs. We intend to fight with the best."

In contrast, exec. v.p.-gen. mgr. C. B. Akers of Tulsa's KVOO-TV—who also is an official of VIT—told us "only time will tell" whether project will succeed and what effect it will have on telecasting. But he ventured that its principal effect may be to "make more 2-set homes." He said this already was

happening in Bartlesville. Also, "there's a tremendous rural audience which can never be reached by cables," he added. "And even in the city—is it any worse than a fourth station?"

Movie exhibitor chains have eyes glued on tests. AB-PT's Interstate Circuit, with headquarters in Dallas, exemplifies their watchfulness. It has applications for cable theatre franchises pending in most of the 21 southwest cities where it has theatres.

"You can describe us as poised," Interstate's John Adams told us. "We already have made a careful study and collected information. But we'll watch Bartlesville for a while, then decide whether to go into it and where."

At least one TV set manufacturer is watching tests closely—Motorola, which recently did some decoder development work for Skiatron, now has group of observers in Bartlesville. It also supplied receivers to VIT for monitoring purposes, and is providing TV set to be awarded as prize in "First TV Family" promotion there.

Though Bartlesville stole the spotlight, there was renewed excitement on big-city wired-TV front this week as New York Giants announced they had signed pay-TV contract with Skiatron for 1958 when team moves to San Francisco. Deal provides for \$2,000,000 in payments to team, giving Skiatron exclusive TV rights.

Its curiosity aroused by fantastic franchise-jockeying by pay-TV advocates, Calif. state legislature has decided to have look-see at whole situation, scheduling Sept. 10 hearing on "the business franchise racket"—announcing it will give particular scrutiny to closed-circuit TV. Pay-TV people have been invited to testify at hearing to be conducted by state assembly public utilities & corporations committee's subcommittee on corporation law.

**RCA-NBC COLOR DRIVE STRONGER THAN EVER:** Much improved color sets, heavy network color schedule, powerful promotional drive—these are the characteristics of RCA-NBC's 1957-58 color campaign. Re-emphasizing company's conviction that color can and will be put across, RCA-NBC this week demonstrated in detail its plans to add heavily to the estimated \$100,000,000 it has spent on color.

Plans were unfolded via 2-hour Sept. 4 closed-circuit colorcast, largest ever—first hour reaching some 15,000 dealers in 91 cities, second hour fed to 150 cities for affiliates and newsmen.

Show was very carefully prepared, elaborate, costly. In dealer portion, stress was laid on profits to be made in color sets and unlikelihood of any price break via technological developments. As RCA pres. John L. Burns put it:

"Color is ready, color is right, color is here. While we have all read of alleged startling developments in the color field by others, none of these dreams have been forthcoming or offered commercially."

Five new color models were introduced, priced \$550-\$795—\$50-\$100 more than current models—and it was emphasized that these are additions to line, not replacements (for details of sets, see p. 11).

Among facts & figures brought out during program: 200,000 color sets have been installed; 65% of sets have been sold by 25% of dealers; 70% of TV set shoppers ask to see color; 75% of public hasn't seen color yet. A second-year warranty was announced—\$35 for tube without labor, \$40 for tube installed, \$60 for all tubes & parts, without labor.

RCA officials participating in presentation, in addition to Burns: Robert A. Seidel, consumer products exec. v.p.; Martin Bennett, merchandising v.p.; Allan B. Mills, RCA Victor merchandising mgr.; Joseph P. Bannon, RCA Victor gen. sales mgr.; D. H. Kunsman, RCA Service Co. v.p. & operations mgr.; Jack Williams, RCA Victor adv. & sales promotion mgr.

NBC-TV portion of show was lively, peppered with hilarious intra-industry jokes, emphasized program schedule generally in addition to heavy color schedule. Color will run more than 2 hours daily, up to 3-4 frequently. In addition to big, blockbuster "specials," regular programs in color

include shows of: Steve Allen, Eddie Fisher, George Gobel, Dinah Shore, Rosemary Clooney, Perry Como, Hit Parade. Daily daytime color shows are Matinee Theatre and Club 60. There will also be World Series—at least games played in American League park, plus 4 football games—including Army-Navy.

NBC pres. Robert W. Sarnoff and exec. v.p. Robert E. Kintner emphasized the new programs in schedule, Sarnoff stating: "We've never gone into a season with such a restyled program wardrobe," stressing broad range of program appeal.

**Personal Notes:** Simon B. Siegel, AB-PT treas. since 1953, elected financial v.p. . . . Louis A. Novins, v.p. & secy. of Paramount Pictures, elected pres. of subsidiary International Telemeter . . . John Pearson, ex-Katz Agency, joins ABN in new post of station program executive to help affiliates with local programming . . . Frank Atlas promoted to program director of WBBM-TV, Chicago, succeeding Bill Ryan, Scott Young to asst. program director . . . Theodore Berrier, asst. v.p. of AT&T in Washington office (Govt. liaison), retires after 43 years with Bell System . . . Lawrence Eisenberg, ex-WABD, N. Y., named public relations director of WABC-TV & WABC . . . Marvin Schlaffer named asst. gen. mgr. of NTA's Famous Films—Programs for TV . . . Bill Fox promoted to station mgr. of KFMB-TV, San Diego . . . Roy W. Pratt promoted to chief engineer of WHO-TV, Des Moines, succeeding late Reed E. Snyder . . . Roger Van Duzer, gen. mgr. of KTVK, Phoenix, joins KNTV, San Jose, Cal. Sept. 15 as station mgr., reporting to gen. mgr. Fran Conrad . . . H. W. (Dutch) Cassill, ex-KTRI, Sioux City, and KQUE, Albuquerque, joins Blackburn & Co., Chicago . . . George W. Steffy promoted to exec. v.p. of Yankee Network . . . Donald Beggs, ex-radio WFLN, Philadelphia, and Brooklyn Academy of Music, joins Westinghouse as program coordinator of its FM stations.

**Obituary**

Herbert Pulitzer, 61, third & last surviving son of late publisher Joseph Pulitzer, died of uremic poisoning Sept. 4 in Paris, where he had been on vacation. He was pres. of *N. Y. World* and *Evening World* when they were sold in 1931 to Scripps-Howard, but since then had not been active in management of Pulitzer properties, which include *St. Louis Post-Dispatch* and KSD-TV & KSD. His death will result in dissolution of family Newspaper Trust, set up in father's will to control stock of Pulitzer Publishing Co., which owns newspaper & stations. Control will go to Voting Trust headed by nephew Joseph Pulitzer, *Post-Dispatch* editor. Surviving are son, daughter, step-daughter, sister.

Robert W. Orr, 60, founder & pres. of Robert W. Orr Assoc. Inc., which became separate div. of Fuller & Smith & Ross Inc. last year, died Sept. 4 at home in Southampton, N. Y. Surviving are his widow, 2 daughters.

FCC engineering changes: Otis T. Hanson, ex-rules & standards div., named asst. supervisor of Conelrad; McIvor L. Parker, ex-technical & allocations branch, joins rules & standards div.

**ADVERTISING AGENCIES:** Lawrence R. McIntosh, exec. v.p. of Grant Adv., Detroit, appointed supervisor of all domestic operations in staff realignment; John E. Gaunt named v.p. in charge of all TV, headquartering in Hollywood; Frederick E. Spence promoted to exec. v.p. in charge of international div.; Paul L. Bradley, west coast v.p., transferred to N. Y. as office mgr.; Christopher Cross given added v.p. responsibilities as asst. to pres. Will C. Grant . . . Ken Jones, ex-Leo Burnett, appointed TV-radio creative director of Campbell-Ewald . . . Hal H. Thurber, ex-Ewell & Thurber, elected exec. v.p. and a director of Wade Adv., Chicago . . . Laurence J. Jaffe, ex-Erwin, Wasey, joins Kastor, Farrell, Chesley & Clifford as senior v.p. and marketing & research director . . . Robert R. Burton, ex-Needham, Louis & Brorby, named Chicago mgr. of Kenyon & Eckhardt . . . Edward Ratner promoted to v.p. of Friend-Reiss Adv. in charge of TV-radio, Bud Muhleman to v.p. for account servicing.

Formal merger of Ruthrauff & Ryan and Erwin, Wasey & Co. (Vol. 13:33) into Erwin Wasey, Ruthrauff & Ryan Inc. with combined billings of \$80,000,000 was announced this week. David B. Williams, who was pres. of Erwin, Wasey, is pres. of new firm.

Deal for sale of KWK-TV, St. Louis (Ch. 4) to CBS, latter turning its Ch. 11 CP over to 3 applicants it had defeated in hearing (Vol. 13:34), appears to have good chance of completion. CBS would pay about \$2,500,000 for station, plus \$1,500,000 for building owned by *Globe-Democrat*, which is 23% owner of KWK-TV. Ch. 11 applicants would dismiss court appeal contesting award to CBS; Ch. 11 grant would be turned over to 220 Television Inc. which would give debentures of \$200,000 each to St. Louis Telecast and Broadcast House. Latter 2 would be in positions of lenders, wouldn't hold interest in station.

Reports that Cox & Knight factions, owning 42½% each in WCKT, Miami (Ch. 7), aren't "hitting it off" and that Cox is therefore interested in buying out Knight, are denied by the principals. Cox spokesman says: "We're always interested in bettering our position and that could include an interest in expanding our holdings in Miami—but there have been no discussions between James Cox and John Knight." Ex-NBC pres. Niles Trammell holds remaining 15%, is pres. & gen. mgr.

CP for KTRB-TV Modesto (Ch. 14) passes to J. E. O'Neill's KJEO, Fresno (Ch. 47), FCC having approved sale by radio KTRB (Wm. H. Bates Jr.) for \$5000 out-of-pocket expenses (Vol. 13:23). Modesto outlet will be satellite.



MARTIN CODEL, Editor and Publisher; ALBERT WARREN, Senior Editor; ROBERT CADEL, Business Manager; DAVID LACHENBRUCH, Associate Editor; JAMES S. CANNON, Trade Reports Editor  
Editorial Associates: Paul Stone, William J. McMahon Jr., Wilbur H. Baldinger

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**New and Upcoming Stations:** One of last big cities to get its second commercial vhf station, New Orleans now has WWL-TV (Ch. 4) in addition to pre-freeze WDSU-TV (Ch. 6) and uhf WJMR-TV (Ch. 20). In addition, city has educational WYES (Ch. 8)—and WJMR-TV is now on equipment tests with experimental Ch. 12, plans to duplicate uhf schedule.

WWL-TV has 25-kw RCA transmitter, 6-kw standby unit and 6-section superturnstile antenna on 750-ft. Ideco tower near Gretna, La. across Mississippi River from New Orleans. Studios are at 1023 N. Rampart St. Owner is Loyola U (Rev. Patrick Donnelly, S.J., pres.), also operator of radio WWL. Coming from WWL are gen. mgr. W. H. (Slim) Summerville, program mgr. Ed Hoerner, chief engineer J. D. Bloom. Base hour is \$900. Rep is Katz.

Note: KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational) reports it went on air with single special program Sept. 3, day later than we reported (Vol. 13:35). Regular Mon.-Fri. schedule begins Sept. 16. It will operate about 40 hours weekly at start—with 1:30-3:30 p.m. used by Minneapolis-St. Paul public school systems, 3:30-8 p.m. by local civic and cultural groups, 8-9 p.m. by state's 14 private colleges, 9-10 p.m. by U of Minn.

\* \* \* \*

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

WLWI, Indianapolis (Ch. 13) has all construction finished and is conducting performance tests with 50-kw RCA transmitter, plans Sept. 15 programming with ABC-TV, writes John T. Murphy, TV v.p. of grantee Crosley Bestg. Corp. RCA 12-bay superturnstile antenna was installed Aug. 31 on 1016-ft. Ideco tower. John Babcock, from WLWT, Cincinnati, will be asst. gen. mgr. Base hour will be \$1100. Rep will be Crosley.

WPTA, Roanoke, Ind. (Ch. 21, allocated to Ft. Wayne) expects to sign with ABC-TV and plans Sept. 21 programming, reports gen. mgr. Ronald R. Ross for owner Sarkes Tarzian, also owner of WTTV, Bloomington-Indianapolis (Ch. 4). It's installing 12-kw RCA transmitter in virtually completed studio-transmitter building, with transmitter tests scheduled for Sept. 6. Stainless 724-ft. tower and antenna are ready. Richard D. Morgan, ex-Louis E. Wade Agency, Ft. Wayne, is sales director; Art Hook, ex-WSEE, Erie, program director. Base hour will be \$360. Rep will be Meeker.

WMBD-TV, Peoria, Ill. (Ch. 31) has begun construction of studio building and transmitter house, both scheduled for completion Nov. 1, plans Dec. 15 test patterns, Jan. 12 programming with CBS-TV, reports v.p. Robert O. Runnerstrom. Owners of TV and radio WMBD are Charles C. Caley (66.67%), who also owns 38% of radio WDZ, Decatur, Ill. and John E. Fetzer (33.33%), who also owns WKZO-TV, Kalamazoo (WKZO), KOLN-TV, Lincoln, Neb. and radio WJEF, Grand Rapids, Mich. Microwave equipment for studio-transmitter link is due Sept. 15; Ideco 500-ft. tower and stand-by antenna Oct. 15; 25-kw RCA transmitter and studio equipment Nov. 1; Supergain RCA antenna Dec. 15. Rep not chosen as yet.

KMOT, Minot, N. D. (Ch. 10), planned as affiliated station by parent KFYZ-TV, Bismarck (Ch. 5), expects to begin with test patterns Oct. 25, programming Nov. 1, reports pres.-gen. mgr. Wm. Ekberg. DuMont transmitter is on hand and studio-transmitter building shell has been completed at site SW of city. Ideco 400-ft. tower will have RCA antenna. KFYZ-TV, also operator of satellite KUMV-TV, Williston (Ch. 8), has \$275 base hour. Rep is Blair Television Assoc. Inc.

KDUH-TV, Hay Springs, Neb. (Ch. 4), to be satellite of parent KOTA-TV, Rapid City, S. D. (Ch. 3), plans Nov. 1 start, reports KOTA-TV business mgr. Wm. F. Turner. It will use 6-kw RCA transmitter with 25-kw Standard Electronics amplifier, 500-ft. Ideco tower. KOTA-TV base hour is \$150. Rep is Headley-Reed.

KRSD-TV, Rapid City, S. D. (Ch. 7) has 5-kw DuMont transmitter on hand and 370-ft. self-supporting Ideco tower ready, but hasn't target, reports partner Eli Daniels, who with John & Harry Daniels also holds CP for KDSJ-TV, Deadwood, S. D. (Ch. 5). Studio-transmitter building on Skyline Dr. is 50% completed. Network affiliation hasn't been signed; base hour hasn't been set; rep not chosen.

WJCT, Jacksonville, Fla. (Ch. 7, educational) has changed target to "before Jan. 1" from previous Sept.-Oct. date, writes Heywood A. Dowling, pres. of grantee Educational Television Inc. GE 5-kw transmitter donated by WMBR-TV has been installed in WFGA-TV transmitter house and Alford antenna is on WFGA-TV tower at 843-ft. level. It will use WMBR-TV studios, but film equipment will be with transmitter. Dr. Wm. K. Cumming, ex-Stephens College, Columbia, Mo., will be station mgr. & program director. Ernest Vodermark, of WMBR-TV, will act as studio engineer and Harry Wingfield, WFGA-TV, will serve as transmitter engineer—in addition to their commercial jobs.

CHBC-TV, Kelowna, B. C. (Ch. 2) is wiring 2-kw RCA transmitter and plans to meet Sept. 21 programming target, reports gen. mgr. Roy G. Chapman. It's assembling batwing antenna for installation on 100-ft. Stainless tower. Construction has started on transmitter houses for satellites CHBC-TV-1, Penticton (Ch. 13) and CHBC-TV-2, Vernon (Ch. 7), which are due on air shortly after parent outlet gets going. Two 75-watt RCA transmitters are on hand for use by satellites. CHBC-TV base hour will be \$170. Reps will be Weed and All-Canada.

CKBL-TV, Matane, Que. (Ch. 9) has ordered RCA equipment for delivery in April 1958, plans July test patterns, commercial operation in Aug., reports Rene Lapointe, managing director of radio CKBL. Construction has begun; 250-ft. wavestack antenna will be used. Rep will be Jos. A. Hardy & Co. Ltd.

RCA shipped antenna Sept. 6 to upcoming WKXP-TV, Lexington, Ky. (Ch. 27), due in mid-Sept.; 6-kw driver Sept. 5 to WRCV-TV, Philadelphia (Ch. 3) to replace 5-kw unit—6-bay superturnstile antenna having been shipped Aug. 30 to station planning move to new site; 6-bay custom-built antenna Aug. 30 to WFIL-TV, Philadelphia (Ch. 6), planning change to 1111-ft. tower.

NBC-TV aims to be first with live network program over AT&T's new Cuba-U. S. "scatter" link (Vol. 13:33). It's hoping to carry interview with Cuban dictator Juan Batista in Havana on Martin Agronsky's new *Look Here* show Sept. 29, Sun. 3:30-4 p.m. Uncertainties include (1) whether 185-mi. "over-horizon" relay will be ready and (2) whether Batista will agree to the show.

Wind Turbine Co. of Canada reports order for 300-ft. Trylon tower from upcoming CHCA-TV, Red Deer, Alta. (Ch. 6), due on air in Nov.; 485-ft. Trylon from CKBI-TV, Prince Albert, Sask. (Ch. 5), target not reported; 670-ft. Trylon tower for early Oct. delivery to CKRN-TV, Rouyn, Que. (Ch. 4), with fall target.

Translator starts: K72AJ, Susanville, Cal. began Aug. 16 repeating KCRA-TV, Sacramento; K74AG, Newport, Ore. Aug. 18, repeating KOIN-TV, Portland.

**A**MONG FCC's first actions, in initial meeting following month's vacation, was further consideration of some substantial channel shifts. It came up with final action adding 2 vhf channels to Albany-Schenectady-Troy area and a new proposal for adding one vhf to Providence.

In first case, Ch. 10 is assigned to Vail Mills, N. Y., Ch. 13 is shifted from Utica to Albany area, Ch. 2 is added to Utica. WKTV, Utica, is required to be shifted to Ch. 2. WCDA goes to Ch. 10, from Ch. 41, WTRI to Ch. 13 from Ch. 35—but both latter shifts are temporary, FCC stating authorizations "will expire automatically upon commencement of regular operations by a permittee so authorized by final action of the Commission on any application or applications for such regular operation." Both uhfs are hopeful that their record of operation in area will give them leg up if competing applications for the new vhf's appear.

Shifts proposed for the Providence drop-in are extensive: Ch. 8 & 13 would be added to Providence, Ch. 12 shifted from Providence to New Haven, replacing Ch. 8; Ch. 12 replacing Ch. 13 in Portland, Ch. 11 replacing Ch. 12 in Orono, Me. This requires WPRO-TV, Providence to shift from Ch. 12 to Ch. 8 or Ch. 13; WNHC-TV, New Haven, from Ch. 8 to Ch. 12; WGAN-TV, Portland, from Ch. 13 to Ch. 12.

Proposal to shift Ch. 12 from Erie, Pa. to Cleveland-Akron area and give Erie's WICU a uhf channel has precipitated a fight as bitter as those attending earlier deintermixture proceedings. Arguments are similar, too. For example, WICU argues that FCC has no legal power to attempt to equalize competition through deintermixture; that removal of vhf would deprive areas of service; that public would suffer costs of conversion, etc. WAKR-TV, Akron (Ch. 49) argues need for local vhf service; WSEE,

Erie (Ch. 35) asserts removal of Ch. 12 would leave no white areas.

Albany channel changes produced dismissal of Ch. 64 application in Pittsfield, Mass. by WWLP, Springfield, applicant informing Commission it couldn't operate with vhf competition from Albany.

Different reason for dismissal was given by KWJB, Globe, Ariz. It had sought Ch. 34 but said it saw no chance of going forward now that Commission has declined to guarantee translators will be kept out of town.

Crescent City Telecasters, owned by principals of KTBS-TV, Shreveport, has dropped application for Ch. 12, New Orleans, while CP for WQIK-TV, Jacksonville (Ch. 30) has been given up by Carmen Macri.

Affirmation of March 11, 1953 grants to WHEC-TV & WVET-TV, Rochester, N. Y. (share-time Ch. 10) and denial of protest by radio WSAY, Rochester are in the works—Commission announcing instructions to staff to draft decision with those conclusions.

Fiery rebuttal was fired by Philco at NBC Sept. 4 in 33-page brief replying to NBC's answer to Philco protest against renewal of licenses of network's WRCV-TV & WRCV, Philadelphia (Vol. 13:33, 35). Philco reiterated charges that NBC is unfit "in the public interest" to operate stations, repeated demand for FCC hearing on "predatory practices of NBC itself, those of its parent, RCA, and those of the 2 in combination." Denying allegations by NBC that Philco's \$150,000,000 anti-trust damage suit against RCA motivated FCC protest, Philco said they were "unverified, intemperate & highly questionable assertions of irrelevant fact." Moreover, Philco said, NBC engaged in "vilification" and "grossly inaccurate" recital of Philco's financial history to support assertion that Philco also was motivated in renewal protest by own "poor past performance" in industry.

Radio station sales reported this week: WCSI, Columbus, Ind. by Syndicate Theatres Inc. (Joseph P. Finneran & Trueman Rembusch) for \$150,000 to *Findlay* (O.) *Republican-Courier* (WFIN & WFIN-FM), owned by Heminger family . . . WWIL, Ft. Lauderdale, by Missouri Bestg. Corp. (Lester A. Benson, pres.), also owner of WIL, St. Louis, for \$130,000 to Carmen (Jim) Macri, also owner of WZOK, Jacksonville, WWOK, Charlotte . . . WMOO, Milford, Mass. by Milford Bestg. Corp. (James W. Miller, pres.) for \$96,000 to Joseph L. Rosenmiller Jr. (60%) and Peter A. Bordes (40%)—Rosenmiller also owning control of WESO, Southbridge, Mass. and WCTC, New Brunswick, N. J., Bordes also having interest in both. Milford Bestg. has applied for new 250-watt on 1490 kc in Milford and Miller also controls WCAT, Orange, Mass. and WSBS, Great Barrington, Mass. . . WERI, Westerly, R. I. by Ted Estabrook for \$85,000 to Wm. Sweeney, v.p. of Telebroadcasters Inc. . . WSYL, Sylvania, Ga. by Robert H. Thompson Sr., owner of WWNS, Statesboro, Ga. for \$45,000 to chief engineer & mgr. Edwin H. Bass. Brokers: WCSI, Allen Kander; WERI, Blackburn & Co.

Burl C. Hagadone, once operator of KNEW, Spokane, has purchased *Flagstaff* (Ariz.) *Sun* in partnership with Scripps League, western newspaper publisher, for approximately \$300,000 in sale negotiated by Hamilton, Stubblefield, Twining & Assoc. Inc.

Wm. H. Bauer, ex-FCC patent adviser, establishes TV-radio & patent practice with offices at 422 Washington Bldg., Washington (Sterling 3-3480).

Time slide-chart for 1957-58 season, showing when contracts expire, is offered by NBC Spot Sales.

Radio station sales & transfers approved this week: WXRA, Buffalo, by Thaddeus Podbielniak for \$150,000 to John W. Kluge, owner of 6 other AMs (Vol. 13:29) . . . WABR, Winter Park, Fla. & CP for WEAL-TV, Orlando (Ch. 18), 60% by Ray H. Gunkel Jr. for \$126,500 to James H. Sawyer, now 100% owner (Vol. 13:32) . . . WWRI, West Warwick, R. I. by Paul Oury for \$108,750 to Grelin Bestg. Co., principals being Melvin C. Green & Lester W. Lindow (Vol. 13:32) . . . KANV, Shreveport, by Travis T. Hailey for \$100,000 to John M. McLendon, owner of 3 other AMs (Vol. 13:33) . . . KRIG, Odessa, Tex. by Oil Center Bestg. Co. (R. O. Canon, pres.) for \$100,000 to Carl Goodwin and associates (Vol. 13:30) . . . WNBS, Murray, Ky. 77.5% by H. T. Waldrop & Edd Griffin for \$61,275 to Charles R. Shuffett & C. H. Hulse Jr. (Vol. 13:30) . . . KSEO, Durant, Okla. by B. F. & Bennett Story for \$60,000 to U of Okla. journalism professor Robert V. Peterson & family, who also bought *Durant Daily Democrat* from Storys (Vol. 13:29) . . . WCOW, Sparta, Wis. 74% by Nicholas & Victor J. Tedesco for \$56,400 to Zel Rice, whose son John will be resident mgr. & 24% owner (Vol. 13:31).

Session on bilingual films & international TV will highlight 82nd semi-annual SMPTE convention Oct. 3-9 at Philadelphia's Sheraton Hotel. Among papers scheduled for session are BBC presentation on international TV compatibility, USIA on its international TV network, with other papers on techniques of phonetic language translation and simultaneous bilingual telecasting. Other TV sessions will be devoted to closed-circuit TV & video tape recording, military uses of TV, large-screen and color TV.

**Telecasting Notes:** Another package of post-1948 features from a major studio has been cleared for sale to TV by the 3 major Hollywood talent guilds—but again the negotiations were conducted on basis of individual pictures and carefully avoided establishing a basic formula for mass release of late movies. Pact involved 10 Warner Bros. features to be sold to TV by AAP, with total of \$354,000 in the deal . . . How the unions came out: Screen Directors Guild receives total of \$87,500 on basis of percentage of directors' original compensation for the 10 films. Screen Writers Guild sold rights for "flat sum of \$6000 against the first \$100,000 TV gross of each picture, plus 8% of all subsequent earnings," including those from fee TV. Screen Actors Guild gets total of \$207,000 for the same 10 pictures plus 2 others not cleared by the other guilds . . . Only previous major-studio films cleared for TV by the unions have been the 82 recent RKO features owned by Matty Fox's C&C TV Corp. (Vol. 12:51) . . . Foreign language programming by WATV, Newark-N. Y., is turning it gradually into country's first multi-lingual TV station, and it's "currently trying to shake off whatever major English language programming it has," says Sept. 4 *Variety*. Faced with stiff 6-station competition in metropolitan area, WATV already plans 50 hours per week in Italian, Spanish, Yiddish, Polish, Greek, Russian "to make itself as specialized as possible in order to survive." Schedule aimed at nationality groups in market area includes foreign-produced as well as dubbed U. S. filmed shows . . . "Today's track odds" for pilot TV film sales to agencies by producers are listed this way in Sept. 2 *Billboard*: Crime & mystery shows—"almost even." Action-adventure—"1 in 8." Westerns, musicals and anthologies—"about 1 out of 3." Comedies—"1 out of 4" . . . Silent treatment will be given Pablo Picasso when he & art are shown on NBC-TV's *Wisdom* Sept. 15, Sun. 2:30-3 p.m., "first of 26 filmed visits with outstanding figures of our time." Longtime member of French Communist Party, Picasso will be shown in color—but mute—at work in Vallauris studio. "We have no sympathy with his politics but we cannot dismiss his art," says film commentary

Pilot TV project in teacher education supervised by Texas Education Agency has resulted in "recruitment of high-quality teachers, 56 of whom are now in classrooms," according to *New Directions in Teacher Education*, published by Ford Foundation's Fund for the Advancement of Education, which granted \$95,700 for program in April 1956. All teachers' colleges and universities in state cooperate in continuing project, to which TV stations donate time for series of graduate courses leading to permanent certification of teachers.

New programming pattern for ABC radio is live music "with a romantic slant," according to ABN pres. Robert E. Eastman, who this week announced group of 60-min. variety shows, devoted mainly to instrumental and vocal music. First of 5 full-hour shows began this week, daily 10-11 a.m.; others will be 1-2 p.m., 2-3 p.m., 8-9 p.m. and 7-8 or 9-10 p.m. weekdays; 9-12 a.m. planned Sat.

Good TV primer for advertising newcomers, 49-page *An Introduction to Commercial TV Advertising*, touching on most aspects of the business, has been prepared by H. B. Humphrey, Alley & Richards agency, N. Y., offered primarily to existing and prospective clients.

NBC TV & radio affiliates meet Sept. 11-13 in New York's Waldorf-Astoria, with TV station workshop scheduled Sept. 11, TV affiliates exec. committee election of officers Sept. 12, luncheon with network officials Sept. 13.

by director Daniel Catton Rick of Chicago Art Institute . . . Double exposure: CBS-TV's *Phil Silvers Show* will be on network in upcoming season simultaneously with repeats of earlier series syndicated by CBS TV Film Sales . . . Add casualties: After 4 years NBC-TV discontinues *Zoo Parade* Sun. 3:30-4 p.m., although 2 or 3 Amazon expedition color "specials" are planned for 1957-58 season. Exit of Marlin Perkins show follows end of *Kukla, Fran & Ollie* on ABC-TV (Vol. 13:34) after 10 network years . . . Clare Booth Luce may be hostess in new CBS-TV 30-min. film series on Foreign Service adventures, tentatively titled *The Diplomat*. State Dept. is cooperating in series, proposed as network feature for fall of 1958 . . . "Salute to the Queen" is 60-min. special planned by NBC-TV 5:30-6:30 p.m. Oct. 20 attuned to Queen Elizabeth's visit to U. S. and featuring top British stars . . . "Men of Achievement" TV project peddled by promoters to Hollywood businessmen "appears to be little more than a clever scheme to sell film clips for \$1600 to \$4000 to manufacturers, food processors and other business firms," according to Los Angeles Better Business Bureau. Prospective participants in purported TV series were told they must supply 4-min. films "acceptable in program content," then were persuaded to pay for clips provided by promoters.

Products development board has been formed by NBC's Cal. National Productions to work with manufacturers in promotion & marketing. Headed by CNP merchandising div. mgr. Robert R. Max, board includes Serge Valle, NBC-TV Films research & sales development mgr.; Mario Trombetta, CNP art dept. mgr.; Selwyn Rausch, ex-Terrytoons; Gladys Murray, ex-Eagle Lion Films.

Network TV audience increased by 21% for Jan.-July nighttime programs compared with corresponding period last year, averaging 1,308,000 more homes (8,262,000 vs. 6,954,000) than in 1956, according to Nielsen survey released this week by TvB. Average daytime audience was up 11%, with 294,000 more homes (3,037,000 vs. 2,743,000) than year earlier.

TASO board met in Washington Sept. 3, heard exec. director Dr. George R. Town report that 162 engineers from 85 organizations are participating in work of its 6 panels. New Panel 6, "Levels of Picture Quality," has been organized—with Charles E. Dean, Hazeltine, chairman, and Henry E. Rhea, WFIL-TV, Philadelphia, vice chairman.

Winner of SMPTE medal for sound motion picture engineering is pres. Col. Richard H. Ranger of Ranger-tone Inc., Newark. Samuel L. Warner Memorial Award for "invention, development & application of a method of electronically synchronizing sound recorded on magnetic tape" will be presented to him at Society's 82nd convention Oct. 4 at Sheraton Hotel, Philadelphia.

Product protection policies for network commercials are being revised by CBS-TV to provide at least 15-min. separation of commercials for competing products and to prevent competitive conflict within programs having multiple sponsors. Rules will not necessarily apply to "exchange" commercials by sponsors which trade placements on programs with co-sponsors.

Rep. Celler (D-N. Y.), chairman of House Judiciary Committee and lively critic of TV network business practices, BMI and fee TV, will be speaker at Sept. 24 luncheon of Academy of TV Arts & Sciences at New York's Harvard Club.

**Electronics Reports:** Moon can be used as radio relay station, Naval Research Lab scientists reported this week in detailing 6 years of experimentation culminating in "the most significant discovery made by radar." Announcement was made in reports by James H. Trexler & Benjamin S. Yaplee to meeting of International Scientific Radio Unions (URSI) in Boulder, Colo. Both voice and radar messages have made the 500,000-mi. round-trip (which takes 2½ seconds), the scientists reported.

First communications "bounce" was made Feb. 24 this year with radar signal in 3000-mc band, using NRL's 600-in. radio telescope in place of conventional receiver. In addition to indicating that many types of communication can be conducted via the moon, the research—started in 1951—also showed distance from earth to moon as calculated by radar is different from that estimated from optical observances. Investigation is continuing, with aim of obtaining accurate moon-earth distance measurement, information on absolute sizes of earth and moon in addition to communications possibilities inherent in moon-bounce phenomena.

\* \* \* \*

Industro Transistor Corp., organized in 1953 as Industro Inc., has filed SEC registration for public offering of 150,000 shares of 10¢ par value common stock for \$2 per share through officers, directors & employes. Company has offices at 649 Broadway, N. Y., plant at 87-31 Britton Ave., Elmhurst, L. I. Most of \$300,000 proceeds from stock sale would go to working capital and additional machinery & equipment. Industro principals include pres. Mark Schindler, secy.-treas. Ira R. Becker, v.p. Charles A. Tepper (all also officers & directors of State Labs Inc.) and v.p. Charles A. Prawdzik, ex-General Transistor, which seeks injunction to prevent him & Industro from using manufacturing processes allegedly acquired while he was General Transistor employe.

World's first over-horizon microwave link in regular commercial service was inaugurated Sept. 4 when IT&T and its associated Spanish and Italian companies began operation of first direct telephone service between Italy & Spain, with tropospheric scatter spanning 230-mi. gap between Mediterranean islands of Sardinia & Minorca.

Electronic Specialty reports earnings of \$93,000 (26¢ per share) in 3 months ended June 30 compared with \$21,000 (6¢) year earlier.

TV is "most used" medium for obtaining political campaign information, special analysis by U of Mich. Survey Research Center and Dept. of Journalism reports, being favored by 54% of respondents with high school education, 46% grade school, 41% college. Next choice was newspaper: 26% high school, 16% grade school, 32% college. Radio was third: 7% high school, 18% grade school, 7% college. Report also showed ¼ of nation's newspaper readers feel press does not give equal play to both political parties, ⅔ feel treatment is equal.

Rate increases: WNHC-TV, New Haven-Hartford, Sept. 1 raised base hour from \$1000 to \$1200, min. \$225 to \$270. KTRK-TV, Houston, has raised hour from \$900 to \$1000, min. \$180 to \$220. KBTB, Denver, Aug. 1, hour \$650 to \$750, min. \$175 to \$200. KARK-TV, Little Rock, Sept. 1, hour \$450 to \$500, min. \$100 to \$110. WILK-TV, Wilkes-Barre, Sept. 1, hour \$375 to \$425, min. \$75 to \$85. WCTV, Thomasville, Ga.-Tallahassee, Fla., Aug. 1, hour \$300 to \$350, min. \$80 to \$100. Spot increase: WABC-TV, N. Y., Sept. 1 raised base 20 sec. from \$750 to \$825.

**ELECTRONICS PERSONALS:** Walter W. Bachman promoted to mgr., Motorola contract relations; A. Ross Simpson appointed engineering mgr.; Marlin G. Korger, chief engineer, research and development; Ralph F. Waldon, chief engineer, production design and development; Robert D. Andreasen, mgr. of engineering services; Edmund Ross, mgr., field engineering; Russell A. Kasmar, mgr., technical publications . . . Col. Robert P. Haffa assigned to Evans Signal Lab at Ft. Monmouth Labs as director . . . C. Graydon Lloyd promoted to gen. mgr., GE specialty electronic components dept., Auburn, N. Y., succeeding Edward L. Hulse, transferred to missile & ordnance systems dept., Philadelphia . . . O. H. Mackley appointed v.p. & gen. mgr. of Hycon Electronics Inc. . . . Ralph L. Clark, ex-staff director of President's Advisory Committee on Telecommunications, named mgr. of Stanford Research Institute's Washington office, succeeding George T. Hayes, now asst. director of Stanford physical sciences research div., Menlo Park, Cal. . . . Robert E. Thomas promoted to regional merchandising mgr., Westinghouse electronic tube div., San Francisco . . . Cecil J. Harrison, ex-DuMont Labs, appointed sales v.p. of Rixon Electronics Inc., Silver Spring, Md. . . . Roy E. Wendahl named v.p.-sales of Hughes Aircraft Co., headquartering in Culver City, Cal. . . . Rein Narma named mgr. of production and engineering divs., Fairchild Recording Equipment Co., continues as chief engineer . . . Robert F. Bender, ex-Minute Maid, elected IT&T exec. v.p. for finance.

CBS will break ground next month for \$1,000,000 CBS Labs building at Stamford, Conn. to house research & development div. which has been headquartered in N. Y. since 1936. Construction scheduled for completion next summer is part of expanded CBS electronic research operations described by pres. Frank Stanton as "intensified search for new & improved audio & video techniques, broader development of electronics projects under govt. contract for military & other purposes, and more comprehensive applied research for industry."

Sylvania has broken ground for 34,000-sq. ft. wing to Bayside, N. Y. Physics Lab, to be completed in summer of 1958. Two-story building will be used for advanced electronics and lighting studies, employing more than 250.

Electronics Corp. of America reports net profit of \$128,145 (16¢ per share) in 6 months ended June 30 compared with loss of \$151,578 in similar 1956 period.

Educational TV network of at least 23 stations will carry 5 new series of live shows starting Oct. 29 in second phase of joint programming initiated in spring by NBC and Educational TV & Radio Center, Ann Arbor (Vol. 13:10). International Geophysical Year, American resources, current affairs and creative arts will be among themes of programs whose production & costs (about \$700,000 for both spring & upcoming series) are shared by NBC-TV & ETRC. Each of new series will include 10 programs over 10-week period, presented 6-6:30 p.m. each weekday by 23 affiliates of Center, which expects to add 4 more on air in time for live pickups from NBC-TV lines.

College TV course in American literature will be taught in fall over WMTW, Poland Spring, Me., and WABI-TV, Bangor, by Dean Robert E. L. Strider of Colby College, Waterville. His 15-week course for academic credit is fourth in which stations & Colby have cooperated.

Flamingo Telefilm Sales Inc. is formed by Herman Rush & Ira Gottlieb to act as exclusive sales agent for Flamingo Films Inc.

**FOREIGN TV SETS—MAN-IN-THE-STREET ECONOMICS:** It's not too difficult to see reasons for slow growth of TV in foreign countries if you add to dull & meager programming the fact that receivers are still priced out of Mr. Average Man's range. Really, though, situation isn't drastically different from what it was in early days of TV here. We've attempted to pin down, as well as we can, some rough figures showing just what TV sets cost in major foreign TV countries -- in terms of workers' income. Figures are hard to come by here, but our findings represent a consensus.

To provide comparison, here are U.S. figures: Average set costs about \$200; average production worker earns \$82.99. Thus, it takes typical American consumer about 2½ weeks' work to pay for his set.

We've consulted U.S. exporters, Dept. of Commerce, Bureau of Labor Statistics and embassies, came up with these figures for representative TV countries -- as expressed in terms of U.S. dollars:

United Kingdom: Typical set -- \$205-\$210. Average worker's income -- \$24 weekly. Set cost -- about 9 weeks' work.

Australia: Price, \$500; income, \$30; about 17 weeks' work.

France: Price, \$300; income, \$33; about 9 weeks.

Italy: Price, \$320; income, \$16; about 20 weeks.

Japan: Price, \$220; income \$11; about 20 weeks.

West Germany: Price, \$200-\$250; income, \$28-\$37; 5-9 weeks.

Mexico: Price, \$300; income, \$12; about 25 weeks.

Figures from behind Iron Curtain are even more difficult to find. There are news reports that 14-in. set runs about \$110 in Russia. Average salary is said to be about \$20, meaning 5½ weeks' work.

Most figures represent purchases of sets made in the respective countries. Just how many include imports from other foreign countries is unknown. U.S. exports few; EIA reports we shipped 174,000 in 1956, 51,000 through June this year. No figures are available on U.S. TV imports.

**MAGNAVOX DROPS METAL CASE, CITES SHOCK SCARE:** As aftermath of Skokie, Ill. electrocution (Vol. 13:29, 31-32), Magnavox has announced discontinuance of metal-cabinet portable production -- and irked its manufacturing colleagues who quickly asserted they see no reason for such action.

In letter to dealers, Magnavox pres. Frank Freimann stated that "we plan to discontinue the manufacture of metal case TV sets in the light of the accidental electrocution in the Chicago area and the sales resistance we believe will develop as the result of this and other factors." Another Magnavox spokesman said company will bring out portable with heavy wallboard cabinet, which may permit price cut. Following are typical reactions of other set makers:

Herbert Riegelman, gen. mgr., GE TV receiver dept.: "We have no quarrel with any TV manufacturer who wishes to alter his product line. However, we would like to point out that millions of metal TV sets, table and consoles as well as portables, have been sold since the inception of the industry. The performance record of these sets over the years is evidence of the safety of the product."

RCA spokesman: "Ever since the Chicago incident we have said all along that we do not have the same problem. We have met no consumer resistance to our metal cabinets for portable TV sets."

Robert L. Shaw, Sylvania TV-radio div. gen. sales mgr.: "It is unfortunate that any manufacturer would make an unwarranted and baseless attack against a prod-

uct which has given millions of hours of safe, dependable entertainment to the public. If properly manufactured a portable TV set is not an electric shock hazard any more than electric mixers or any other normal household appliance."

Coincidental to debate, we note advance pages of fall Sears, Roebuck catalog lists 17-in. portable with fiber glass cabinet at \$142.95.

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**National TV Week:** There certainly seems to be lots more steam behind National TV Week, which runs Sept. 8-14, than there was last year. We've skimmed the cream of comment from spokesmen of the 4 sponsoring groups -- NARDA, EIA, NARTB, TvB -- plus plans of major set manufacturers. Here's what they say:

James D. Secrest, EIA exec. v.p., sees better preparation for this year's TV Week, better organization among sponsoring groups, more interest by manufacturers. He says this year's drive should be more successful than last year's, but probably not as good as the year before that when TV and Radio Week were combined.

NARDA exec. v.p. A.W. Bernsohn came out flatly: "We know more TV sets will be sold this year than last year." He added that you can't expect uniform activity in all parts of the country -- but that 50 major cities and many smaller communities have joined in campaign which he said "will surpass last year and equal the year before." A lot depends, he said, on local interest and the support of electrical dealers, distributors and electric leagues.

NARTB pres. Harold E. Fellows put it this way: "Broadcasters' plans for TV Week indicate they will support this industry observance in a manner far exceeding anything done in the past. Networks and individual national shows will tell the story of TV's role as a member of the family. We have had responses from dozens of stations across the country telling how they plan to present the 'Report to the People' program suggested by NARTB."

TvB pres. Norman E. Cash told us TV Week is "too short a period of time to inform the public of the services that the industry really renders." He said that TvB is starting a "year-round campaign telling the public of free TV contributions to the public interest" and to tell businessmen "how TV helps move products."

Most major TV manufacturers are quite active. GE has been urging dealers and distributors to be as diligent as possible on local TV Week committees and is using TV Week theme in local ads. RCA has sent streamers, posters, counter cards and co-op ads to its dealers and distributors; TV Week logotype will be included in some national advertising, including TV. Philco is mailing 9,000,000 copies of 8-page TV color tabloid with TV Week symbol featured. It also sent 6000 TV Week banners and 10,000 buttons. Motorola tied in with EIA & NARDA programs, supplied window display materials and buttons. Sylvania's promotion of the month is tied to National TV Week and it is sending dealers promotional material, plans to incorporate observance in ads. Westinghouse is providing dealer displays, while Hoffman plans special mailings and gifts.

**Retail Sales:** TV retail sales figures of 426,294 for July confirm earlier estimate (Vol. 13:33) of 425,000 and bring total TV retail sales to 3,236,697 for year -- some 37,000 less than the 3,273,560 sold in first 7 months last year. Radio sales at retail, excluding auto sets, totaled 4,236,453, compared with 3,967,555 sold in similar period of 1956. Sales in July were 597,484 vs. 576,453 in July 1956.

**Production:** TV output was 199,954 week ended Aug. 30, compared with 205,881 preceding week and 174,093 in corresponding week one year ago. It was year's 35th week and brought TV production for year to date to about 3,955,000, compared with 4,543,902 in same period of 1956. Also this week, EIA officially estimated first 7 months production at 3,082,799 compared with 3,752,133 in similar 1956 period. July production was 360,660 (55,401 uhf), compared with 543,778 (72,766) in June, 336,931 (41,803) in July 1956.

Radio production was 287,190 (83,448 auto) week ended Aug. 30, vs. 292,626 (79,962) preceding week and 257,815 (62,340) in corresponding week year ago. Radio

output for 35 weeks totaled about 9,047,000 (3,473,000) vs. 8,480,545 (2,780,261) in 1956 period. First 7 months production was placed at 7,799,882 (3,090,955) compared with 7,225,862 (2,512,216) in similar period last year. July production totaled 612,588 (256,279), compared with 1,088,343 (416,058) in June and 566,697 (198,565) in July 1956.

**Topics & Trends of TV Trade:** Labor Dept., EIA and IUE reached no agreement Sept. 5 on definition of electron tube industry for possible minimum wage determination under Walsh-Healey Act (Vol. 13:31) which deals with Federal contracts of \$10,000 or more. Issue was referred to technical subcommittee of 3 groups, which probably will meet next week.

Hearing before Wage and Hour and Public Contracts div. was preliminary one to which union and management representatives were invited by Labor Dept. to discuss definition proposals. EIA ad hoc Walsh-Healey committee of 35 members, led by chairman Edward J. Danneberg (Tung-Sol) and gen. counsel Wm. Reynolds, proposed narrowing definition by excluding: (1) Electron tube parts, (2) All semiconductor devices, (3) X-ray tubes, (4) Electron beam (beta ray) generator tubes, (5) Rectifier and associated tubes designed specifically for use in equipment which operates at or above X-ray spectrum.

IUE objected to EIA's proposed exclusion of semiconductors and parts, called for additional information. Final determination of issue probably will take 6-12 months.

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RCA adds 5 color TV models (see p. 3) with prices ranging \$550-\$795—\$50-\$100 higher than current line. Sets feature improved chassis and 21-in. tri-color glass picture tube with new mask structure called "graded aperture mask" which provide increased brilliance, allowing use of dark safety glass for better contrast. Unusual new feature is use of color gradations around color-intensity and "tint" (formerly "hue") dials; with pointers, they give easy method of setting dials to positions known to be satisfactory. The new models: Abington (21CD872) table model, mahogany or lime oak grain metal cabinet, \$550; Sanford (21CD877) console with front speaker sound, in mahogany, walnut, limed oak grains, \$650; Anderson (21CD886) console in mahogany, walnut, limed oak grains, \$725; Wentworth (21CD888) console in mahogany, walnut or birch wood, \$795; Townsend (21CD890) lowboy console in walnut or oak woods, \$795.

Color set sales are "beginning to make the difference in the dealer's profit margin," RCA color TV market development mgr. Roger L. Drew said in speech prepared for regional meeting of National Appliance & Radio-TV Dealers Assn. Sept. 8 in St. Louis. He said high sales records were reported from cities where RCA is conducting special promotion campaigns, that even before campaigns Cincinnati RCA dealers attributed 22% of total dollar volume to color; Detroit, 31%; Philadelphia, 28%.

Consent order approved by FTC prohibits Alrich Mfg. Co., Great Neck, N. Y. (Vol. 13:16) from claiming its plastic sheet gives effect of color TV. Company also agreed to order which rules it must not say it manufactures device, or that it eliminates glare or eyestrain and will not burn.

EIA technical symposium Sept. 17-18 in Ambassador Hotel, Los Angeles (Vol. 13:34), will be keynoted by Lt. Gen. C. S. Irvine, deputy Air Force chief of staff for materiel. He will discuss \$60,000,000 Air Force purchase of numerically-controlled machine tools.

July picture tube sales by manufacturers were lowest of any 1957 month, totaling 491,935 worth \$9,835,586 vs. 589,070 at \$12,043,831 in July 1956. Cumulative sales for 7 months were 5,306,594, worth \$96,822,617, reports EIA, compared with 5,738,123 at \$105,657,579 for similar 1956 period. Totals for receiving tubes for 7 months this year were 254,252,000 valued at \$217,503,000 vs. 259,056,000 at \$209,637,000 for similar period last year. July receiving tube sales were 33,077,000 worth \$27,042,000 compared with 31,400,000 at \$24,781,000 sold in July 1956. EIA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
January	760,860	\$13,594,525	37,571,000	\$ 31,170,000
February	728,363	13,134,778	44,460,000	36,631,000
March	833,257	14,850,847	43,010,000	37,007,000
April	629,838	11,394,043	27,970,000	25,384,000
May	758,328	14,031,519	32,836,000	28,955,000
June	1,104,013	19,981,319	35,328,000	31,314,000
July	491,935	9,835,586	33,077,000	27,042,000
<b>TOTAL</b>	<b>5,306,594</b>	<b>\$96,822,617</b>	<b>254,252,000</b>	<b>\$217,503,000</b>

Transistor sales continued record pace in July, EIA reporting month's total of 1,703,000 which nearly doubled 885,000 sold in July 1956. Total for first 7 months of year is 12,902,300 valued at \$35,465,000, compared with 5,643,000 at \$16,057,000 in similar 1956 period. EIA's monthly breakdown:

	1957 Sales (units)	1957 Sales (dollars)	1956 Sales (units)
January	1,436,000	\$ 4,119,000	572,000
February	1,785,300	5,172,000	618,000
March	1,904,000	5,321,000	708,000
April	1,774,000	4,880,000	832,000
May	2,055,000	5,636,000	898,000
June	2,245,000	6,121,000	1,130,000
July	1,703,000	4,216,000	885,000
<b>TOTAL</b>	<b>12,902,300</b>	<b>\$35,465,000</b>	<b>5,643,000</b>

Canadian TV distributor sales to dealers totaled 194,155 for first 7 months of 1957 compared with 252,227 in similar 1956 period, reports RETMA of Canada. July sales were 23,483 vs. 36,031 in July 1956. Portable TV sales amounted to 11,069 in May-June-July period, first 3 months such records were compiled. Here's breakdown of total sales by provinces: Ontario, 9500 in July, 74,256 for 7 months; Quebec, 5958 & 53,814; British Columbia, 2601 & 16,641; Alberta, 1647 & 13,655; Manitoba, 1629 & 11,964; Nova Scotia, 836 & 9126; Saskatchewan, 661 & 6849; New Brunswick & Prince Edward Island, 565 & 5986; Newfoundland, 86 & 1864.

British TV trends, as evidenced by exhibits at National Radio Show, marking 21st anniversary of TV service in England: Sets are cheaper—17-in., still the most popular size, averaging slightly over \$210 (including tax), down about \$36 from last year; 21-in. dropped \$140 to an average \$280. British sets now boast "wide-angle" 90-degree picture tube, cutting 3-4 inches from depth of 21-in. set. In spotlight at show were portables, averaging 27 lbs., with lightest a 9-in. model weighing 17 lb. With BBC rapidly opening new FM stations, many TV manufacturers are offering combination TV-FM sets at about \$15 above cost of TV alone.

FM band converter for TV sets will be marketed by Regency div., IDEA Inc., at \$19.95. Transistorized gadget, powered by 3 penlight batteries, contains tuner to "make any TV set an FM receiver."

**Trade Personals:** George D. Macbeth elected honorary v.p. of Corning Glass on retirement as v.p. and controller, continuing to serve as director and member of exec. committee; Charles D. LaFollette elected financial v.p.; Thomas Waaland, treas.; John L. Ward, controller; Robert W. Foster, asst. controller; Norman J. Vang, v.p. & director of industrial relations; Richard M. Clifford, mfg. mgr., electrical products div. . . . John G. Copelin, v.p., International Standard Electric, IT&T subsidiary for foreign operations, given area responsibility for ISE activities in West Indies, Central & South America, Australia, Canada, Far East; Arthur J. Schmitt succeeds him as comptroller . . . Robert W. Sarnoff, NBC pres., elected an RCA director; Andre Meyer, Lazard Freres, and Paul M. Mazur, Lehman Bros., both N. Y. investment bankers, also elected directors . . . John R. Halligan promoted to Hallicrafters treas., succeeding Joseph J. Frendreis, resigned; Edward Bishop Jr. named senior financial officer, continuing as controller; Edward J. Corcoran promoted to secy. . . . Henry B. Graham, ex-DuMont govt. sales mgr., named National Union electronics div. sales mgr. . . . Maury Freeman, ex-Arrow Electronics, named sales mgr. of Gray Mfg. audio & hi-fi div., replacing Harry McKenzie, resigned.

### Obituary

Raymond S. Pruitt, 70, Avco director who retired in 1955 as v.p., secy. & gen. counsel, died Sept. 1 at summer home, St. Joseph, Mich. Native of Gettysburg, S. D., he was a founder of Cord Corp. in 1929, became gen. counsel of The Aviation Corp. (now Avco) when Cord gained control of it in 1932-33.

Dismissal of FTC complaint against National Home Study School Inc., 52 E. 19th St., N. Y., for alleged misrepresentation of TV-radio technological course was recommended Sept. 4 by examiner J. Earl Cox. He found no reliable evidence that correspondence school and its officers sold course by exaggerating quality of instruction and job & salary possibilities for students, as alleged by FTC in 1956. Still pending is similar complaint against affiliate Radio TV Training Association Inc. and same officers at same address.

Automatic tuning will be featured in Westinghouse's record fall advertising running Sept. 16 to Dec. 9 on network TV, *Life*, *Saturday Evening Post*, *This Week*, *Parade*, *Family Week*, and in local media. Copy will use theme: "Now! No More Tuning. New Westinghouse TV Does It For You," illustrated by blindfolded girl getting "perfect picture and sound automatically."

Portable TV promotion, in conjunction with United Air Lines' radar-equipped "Mainliners," starts this month, features display material and counter cards for RCA Victor dealers and UAL ticket offices. Theme: "In air travel fly United, the radar flight line . . . in TV enjoy RCA Victor 'Flight-Line' portable TV." UAL uses RCA radar.

Further diversification is planned by P. R. Mallory, manufacturer of electronic, electrical & metallurgical products, which is forming jointly-owned firm with Sharon Steel Corp. and National Distillers & Chemical Corp. New firm will be Mallory-Sharon Metals Corp. and spokesman says it will be largest fully integrated producer of titanium and zirconium.

TV Blue Book for 1958 will be distributed by National Appliance Trade-in Guide Co., Madison, Wis. in about a week.

**DISTRIBUTOR NOTES:** Philco Distributors appoints John Ryan gen. mgr. of its N. Y. div., succeeding J. J. Harris, resigned; no successor yet named to Ryan's previous post of regional mgr., Philco Distributors Atlantic div. . . . RCA Victor Distributing Corp. dedicates 46,000 sq.-ft. distribution center in Davenport, Ia. for eastern Ia. and western Ill. . . . Westinghouse Appliance Sales names Walter Mulcahey asst. to N. Y. major appliance sales mgr.; Sidney Schwartz succeeds him as adv. & sales promotion mgr. . . . Graybar appoints following operating mgrs.: K. H. Coyner, Norfolk, Va.; E. H. Helms, Asheville, N. C.; F. D. Masten, Durham, N. C. . . . DuMont appoints General Distributing Corp., 150 Front St., Bangor, Me. for Vermont with exception of Windham, Bennington and Franklin counties; Sydlee Electronic Supply Co., Springfield, Mass. for Windham and Bennington, Vt. counties . . . Capehart appoints Charles P. Culbert Organization of Los Angeles for Cal., Nev., Ariz. . . . Stuart A. Falk resigns from Philco Distributors; his last post was mgr. of now discontinued Detroit branch . . . Andrea Radio appoints Dimond-Gross Assoc. (Lee A. Dimond & Alfred M. Gross Jr.) for TV-radio-hi-fi in New England.

Service management school, under sponsorship of NARDA, is being planned for dealers and their service mgrs. NARDA director Frank Pieratt says aim is to have school on week end (Fri.-Sat.-Sun.) in some midwestern state, tuition about \$75. NARDA members are being asked to suggest school site.

Electronic Industry Show Corp. elects Charles Golenpaul, Aerovox v.p., pres., succeeding Wilfred L. Larson, Switchcraft pres. Others elected at Honolulu meeting: Mauro E. Schifino, Rochester Radio Supply Co., v.p.; Lew W. Howard, Triad Transformer, secy.; Roy S. Laird, Ohmite Mfg. Co., treas.

RCA Whirlpool appliance sales in Latin American and Caribbean areas will be handled starting Oct. 1 by expanded Whirlpool international operation. European, Asian, African sales will continue under RCA International.

Record Aug. factory TV sales, 115% higher than last Aug., are reported by Robert L. Shaw, gen. sales mgr., Sylvania TV-radio div. He termed dealer reaction "exceptional," adding "this is the first year in which we have experienced new line reorders so early and in such volume."

Acquisitions reported in the works: Litton Industries Inc. negotiating for purchase of Aircraft Radio Corp.; Gosnet div. of L. A. Young Spring & Wire Co. said to be discussing acquisition of Link Radio Corp., currently operating under Chapter XI of bankruptcy act.

Fifth annual "profit clinic" of Northwest Appliance & TV Assn. will be held Sept. 27 at Seattle's Benjamin Franklin Hotel. Speakers include Ken Stucky and Mort Farr, NARDA pres. and chairman, respectively.

Emerson ad account goes to new agency, Gore, Smith & Greenland, as Martin L. Smith who had account with Bogley-Smith Inc., becomes exec. v.p. of firm (formerly Gore-Serwer).

Capehart introduces British-made hi-fi, priced at \$599 in African mahogany, \$619 in walnut or blonde. Deliveries will start this month.

New transistor books: Second edition of GE's *Transistor Manual* (112 pp., 50¢); *Transistor Circuits*, by Rufus P. Turner (160 pp., \$2.75), Gernsback.

Minneapolis-Honeywell now sampling \$25 power tetrode transistor for hi-fi.

**Financial & Trade Notes:** Television-Electronics Fund reports net assets of \$156,743,659 and 12,556,998 shares outstanding in third quarter ended July 31, compared with assets of \$148,650,002 and 12,218,644 shares as of April 30. During quarter these were changes in its portfolio:

New stocks added: 5000 shares Aerojet General, market value \$1,650,000; 16,800 Allegheny Ludlum, \$877,800; 20,000 Carrier, \$1,050,000; 22,500 GM, \$1,012,500. Also added were \$296,000 worth of Tung-Sol 5% cumulative convertible pfd.; \$550,000 Ampex 5% debentures, due July 1, 1972; \$164,050 Collins Radio 5% convertible debentures, due June 1, 1977; \$104,000 Emerson Electric 5½% convertible debentures, due July 15, 1977; \$97,563 General Telephone 4½% convertible debentures, due June 1, 1977; \$221,000 NTA 6% notes, due June 15, 1962; \$127,000 Topp Industries 6% convertible debentures, due May 1, 1977; \$2,484,287 CIT notes, due Oct. 1, 1957; \$1,485,146 General Finance Corp. commercial paper, due Oct. 31, 1957; \$1,496,738 GMAC commercial paper, due Aug. 23, 1957; 2 groups of \$2,500,000 govt. bonds each, due Sept. 19 & Oct. 17, 1957.

Stocks eliminated: 10,400 Bell & Howell, market value \$395,200; 13,800 George W. Borg, \$362,250; 4000 Electronics Corp., \$49,500; 10,000 Photon, \$347,500; 12,600 Raytheon, \$239,400; 5000 Smith-Corona, \$188,750; 5000 Union Carbide, \$578,750.

Holdings were increased in American Bosch Arma, American Machine & Foundry, AT&T, Barry Controls, Beckman Instruments, Bendix Aviation, Columbia Pictures, Consolidated Electrodynamics, Eitel-McCullough, Electronics Assoc., Emerson Electric, Fansteel Metallurgical, General Bronze, Harris-Intertype, Hazeltine, Hoffman Electronics, IBM, IT&T, Leeds & Northrup, Magnavox, P. R. Mallory, Marchant Calculators, Mergenthaler Linotype, Minnesota Mining & Mfg., Philco, Robertshaw-Fulton, Royal McBee, Servomechanisms, Storer Bcstg., Sylvania, Texas Instruments, Thompson Products, Varian Assoc., Walt Disney Productions, Westinghouse Air Brake, Westinghouse Electric.

Part of holdings were sold in Aircraft Radio, Allis-Chalmers, AB-PT, American Chain & Cable, Amphenol, Babcock & Wilcox, Bell & Gossett, Boeing Airplane, Borg-Warner, Bullard, Bufova, Burroughs, Carborundum, Chance Vought Aircraft, Cincinnati Milling Machine, Clark Controller, Cleveite, CBS 'A', Corning Glass, Curtiss-Wright, Cutler-Hammer, Douglas Aircraft, Dresser Industries, Eastern Industries, Eastman Kodak, Emerson Radio, Ex-Cell-O, Friden Calculating, Garrett, General Dynamics, GE, General Railway Signal, General Telephone, Globe-Union, Goodyear, Hammond Organ, International Nickel, Lockheed Aircraft, Martin Co., W. L. Maxson, Minneapolis-Honeywell, Motorola, National Acme, National Cash Register, Neptune Meter, North American Aviation, Northrop Aircraft, Oak, Otis Elevator, Penn Controls, Reliance Electric, Ryan Aeronautical, Sangamo, Sperry-Rand, Square D, Taylor Instrument, Tung-Sol, 20th Century-Fox, United Aircraft, United-Carr Fastener, Vitro, Walt Disney Productions warrants, Western Union, Zenith.

Unchanged during quarter were holdings in ACF Industries, Addressograph-Multigraph, Admiral, Ampex, Conrac, Consolidated Electronics, Cornell-Dubilier, DuMont Labs, duPont, Eaton, Elgin National Watch, Elox Corp., Food Machinery, General Mills, General Precision Equipment, General Tire, G. M. Giannini, Indiana Steel Products, Industrial Electronics, Johnson Service, Liquidometer, Litton Industries, Machlett Labs, Paramount Pictures, Pullman, RCA, Sprague Electric, Stewart-Warner, Technicolor, TelAutograph, Telecomputing, TV Assoc., United Utilities.

[For status preceding quarter, see Vol. 13:21.]

\* \* \* \*

Walt Disney Productions stock, 400,000 shares held by Atlas Corp., has been offered for public sale at \$21.75 per share for Atlas account through syndicate headed by Goldman, Sachs & Co., Lehman Bros., Kidder, Peabody & Co. (Vol. 13:32). Offering, which does not represent Disney company financing, is intended to widen public ownership prior to applications for N. Y. and west coast stock exchange listings. Atlas would remain biggest Disney stockholder next to Disney family.

Walt Disney Productions reports consolidated net income of \$2,347,745 (\$1.57 per share on 1,492,725 shares outstanding) on total revenues of \$23,449,821 in 39 weeks ended June 30 vs. \$2,091,975 (\$3.20 on 652,840) on \$20,371,831 in corresponding 1956 period. For all 1956, earnings equaled \$1.60 per share after adjustment for stock split last Aug.

Hal Roach Productions, organized in May, has filed registration with SEC (File 2-13525) for public offering of 375,000 shares of \$1 par common stock at \$3 per share through underwriting group headed by S. D. Fuller & Co., N. Y. Part of proceeds may be used to lease N. Y. studio to expand production of TV film commercials.

Cornell-Dubilier earned \$525,068 (95¢ per share) on sales of \$24,958,419 in 9 months ended June 30, compared with \$718,093 (\$1.32) on \$25,484,898 in similar period year ago.

Additional officers-&directors stock transactions reported to SEC for July (Vol. 13:34): AB-PT—Leonard H. Goldenson exercised option to buy 3000, sold 1700, holds 54,000. American Electronics—Warren H. Crowell bought 2448 through Crowell, Weedon & Co., sold 2350 through firm, holds 98 in firm, 4995 personally. Beckman Instruments—Frederick L. Ehrman donated 500, sold 2500, holds 3365. Electronic Communications—C. Kenneth Baxter bought 1500, holds 9500. General Dynamics—Frederick de Hoffmann exercised option to buy 7500, holds 7530; Earl D. Johnson sold 8700, holds 21,300; Robert B. Watts sold 3500, holds 3640. General Precision Equipment—H. G. Place sold 5000, holds 20,000. General Transistor—Max Fialkov sold 2500, holds 18,868. International Resistance—Edward A. Stevens exercised option to buy 600, holds 5700. Loew's—Charles C. Moskowitz sold 17,500, holds 3000. Minnesota Mining & Manufacturing—Wm. L. McKnight sold 10,000, holds 955,510. National Theatres—B. Gerald Cantor bought 10,000, holds 45,000. Skiatron Electronics & TV—Kurt Widder sold 1000, holds 7900. Unitronics—David Bogen bought 3000, holds 3000; Lester H. Bogen bought 2000, holds 2000; John G. Brooks sold 4210, holds 3000; Abraham Cooper sold 500, holds 235.

Dividends: Hoffman Electronics, 25¢ payable Sept. 30 to stockholders of record Sept. 13; Arvin Industries, 50¢ Sept. 30 to holders Sept. 9; Bendix Aviation, 60¢ Sept. 30 to holders Sept. 10; Loew's Theatres Ltd., \$1 Sept. 30 to holders Sept. 9; Zenith, 75¢ Sept. 27 to holders Sept. 10; Columbia Pictures, 30¢ Oct. 30 to holders Sept. 30; Universal Pictures, 25¢ Sept. 27 to holders Sept. 14; Decca Records, 25¢ Sept. 30 to holders Sept. 16; Corning Glass, 25¢ Sept. 30 to holders Sept. 16; Wells-Gardner, no action.

Erie Resistor earned \$443,753 (64¢ per share) on sales of \$12,180,707 in first 24 weeks of year compared with \$394,758 (57¢) on sales of \$10,548,000 in similar 1956 period. Pres. G. Richard Fryling said electronic component, electro-mechanical and foreign operations continue satisfactory, while expansion in pre-assembled components and plastics have "adversely affected" profits. However, he added that Erie's business outlook "continues to be favorable."

Midwestern Instruments reports first half earnings of \$474,377 (50¢ per share) on sales of \$3,474,000 compared with \$154,659 (16¢) on sales of \$1,691,000 in similar 1956 period. Current sales figure includes \$788,000 from Magnecord div., merger also resulting in \$2,500,000 loss carry-over available for federal income tax purposes.

Audio Devices Inc. has placed 100,000 shares of common stock and 3-year warrants for purchase of additional 20,000 with Carl M. Loeb, Rhoades & Co. for private sale. Proceeds will be used for plant facilities and working capital for new div. for electronic components manufacture.

Aircraft Radio Corp. is selling \$1,600,000 long-term notes to Prudential Insurance Co. of America to refund short-term obligations. Notes carry 10,000 warrants for purchase of Aircraft Radio common stock at \$3 above Sept. 3 market price.

Hycan Mfg. Co. & subsidiaries report earnings of \$514,000 on sales of \$7,134,000 in 6 months ended July 31 compared with deficit of \$1,507,161 on \$5,021,000 in corresponding 1956 period.

Lear Inc. reports earnings of \$326,051 (14¢ per share) in 6 months ended June 30, compared with \$1,017,044 (44¢) in similar 1956 period.

Standard Coil reports net income of \$770 on 6-month sales of \$27,194,279 compared with net loss of \$1,206,184 on \$28,724,243 in similar 1956 period.

Color TV will come to Cuba—first country outside U. S.—Oct. 24, when new all-color all-film station will be opened in Havana on Ch. 12 by TV-radio pioneer Gaspar Pumarejo, according to RCA, which announced that shipment of equipment has already begun. New station, Canal 12 S. A., has ordered 10-kw transmitter and 60-ft. antenna to be mounted atop 400-ft. Hilton Hotel in Havana. Pumarejo, who founded CMUR-TV (now CMBF-TV) in 1951 as Cuba's first TV station, has been operating Escuela de Television which produces 8 hours of daily programming over Telemundo Network. For his new station, he plans continuous-performance 24-hour showing of 2-hour color film program. He predicts that 1000 color sets will be installed by Oct. 24 opening, with 10,000 to be sold during first year of telecasting. When 20,000 are in use, he plans to start live programming. His reasoning in starting color station: Color sets now can be sold for about \$700 in Cuba, about same price as black-&-white when first station was inaugurated there.

Nielsen Radio Index is being cancelled by ABN because survey "is unable to place full value" on out-of-home radio set circulation which represents "roughly 40% of our medium," ABN pres. Robert E. Eastman announced Sept. 4. He said ABN has "thorough respect" for A. C. Nielsen Co., that dropping of subscription "is in no way a reflection of any lack of appreciation of values inherent" in Nielsen research, but that "our product is too valuable to have it appraised by a method which is far more limiting than those applied to other major media." Eastman added that it's "fabulous task" to try to measure radio audience in "mobile population in a wide variety of places."

"Taking a crack at TV," Aug. 30 *Advertising Agency Magazine* tartly observes, "is in danger of becoming the newspaper man's favorite pastime." Citing TV critics on newspapers who "set themselves up as crusaders out to clean up TV," contributing editor Bill Tyler says: "This is, to our mind, about as disingenuous a bit of do-goodism as we have yet to encounter. Obviously, the crusader's zeal stems from the fact that it gives him an opportunity to blast a competing medium." Tyler wonders: "What would happen if telecasters started a little retaliatory crusade of their own on the sensationalism of the press and its effect on young minds?"

Cable theatre experiment at Bartlesville, Okla. (see p. 1) and other pay-TV developments will be reviewed at NCTA western regional conference in Ambassador Hotel, Los Angeles, Sept. 24-26, speakers including: Matthew Fox, pres. of Skiatron TV Inc.; Milton J. Shapp, pres. of Jerrold Electronics Corp.; Jack D. Wrather, pres. of Wrather TV Productions Inc.; Lloyd G. Hallamore, v.p. of Hallamore Electronics Co. Technical requirements of Bartlesville installation will be discussed by Jerrold supervising engineer Caywood C. Cooley.

TV relay which can handle "several hundred" programs simultaneously will be ready for testing "within a few years," AT&T exec. v.p. Clifton W. Phalen told Chicago marketing symposium this week. Based on information theory advances, system will be advanced form of computer with transistorized electronic switching system.

Equal broadcast time for all West German political parties, however small, must be provided by radio stations before Sept. 15 elections, Administrative Court in Munich ruled Sept. 3.

Maximum Service Telecasters board meets at Westchester Country Club, Rye, N. Y. Sept. 9-10 primarily to discuss technical program of propagation measurements, antenna performance evaluation, etc.

Four TV programmers were ordered by Federal judge this week to supply FCC network study committee with subpoenaed confidential financial data. N. Y. Federal Judge Bryan, in upholding FCC's right to subpoena such information, said it seemed "to me to come within the framework of powers of inquiry granted by Congress to the FCC upon subject matter which vitally affects the public interest." At same time he warned Commission to treat the information confidentially. The 4 program companies which had held out against FCC subpoenas for more than 4 months (Vol. 13:17-18, 20-24, 26) are MCA-TV and its affiliated Revue Productions, Screen Gems, Ziv TV.

First program venture by Metropolitan Educational TV Assn., N. Y., will be *Problems of Everyday Living* series of mental health discussions on WPIX starting Sept. 25, Mon., Wed. & Fri. 11:30 a.m.-noon. Teachers, psychiatrists, social workers, marriage counselors will be presented in programs for adults, station donating time & facilities. META also will produce *The Living Blackboard* in cooperation with N. Y. Board of Education on WPIX starting Sept. 30, Mon.-thru-Fri. 11-11:30 a.m.

One of biggest sunspot explosions on record virtually blacked out aircraft radio communications in many parts of world this week—and surprised southern British televiewers with French TV programs on their home screens. Unable to pick up pictures from London, they received images from across the channel—possible because French 819-line system has a measure of compatibility with British 405 lines since it has very close to twice the number lines, same field frequency and same positive picture modulation.

TV tampers with juries. At least, that's what was averred by panelists at 12th annual convention of National Assn. of County & Prosecuting Attorneys in San Francisco. They complained jurors get wrong ideas of justice by watching TV courtroom dramas in which prosecutors are trick artists. "We lost 50% of our cases last year," said St. Louis circuit attorney Thomas Eagleton. "Why? Some of the jurors thought we didn't present the evidence the way they'd seen it done on TV."

Full-scale TV teaching started this week at Port Chester, N. Y. high school after year of closed-circuit experimentation in which 60% of 1200 students participated. Lectures & demonstrations carried over system installed by General Precision Lab cover science, industrial arts, history, music, other courses in program supervised by TV director Clement Rathgeb, instructor in industrial arts. Equipment is manned by members of school's TV Technicians Club.

Closed-circuit colorcasts planned by Closedcircuit Telecasting System: Oct. 15, hour-long presentation of Pepsi-Cola Co., originating from New York's Ziegfeld Theatre, to be seen by Pepsi-Cola bottlers from coast to coast on 6x8-ft. screens in hotel ballrooms; Dec. 12, for N. Y. Dental Society; Jan. 29, for Northwestern U.

Dispute with judge over attempted courtroom use of tape recorder to cover hearing brought contempt citation and \$10 fine for news director Arthur Selikoff of radio KVOX, Moorhead, Minn. "You are not fair to anybody," Selikoff had remarked to police magistrate Roscoe S. Brown when he banned recorder.

Sole TV application filed with FCC this week was for Ch. 73 translator in McGill, Nev., by non-profit group—bringing total of translator applications to 43, station applications to 119 (33 uhf). [For details see *TV Addenda 25-F* herewith.]

Licensed TV sets-in-use in Britain totaled 7,169,509 at end of June, increase of 50,811 during month.

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SEP 16 1957

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 14, 1957

**RCA-ZENITH SETTLEMENT**, ending 11-year legal "grudge" battle between industry titans, seen as prelude to settlement of govt. anti-trust suit (p. 1).

**CRAVEN PLAN DROPPED**, probably indefinitely, as FCC decides to wait for data from TASSO. EIA and AMST urge study of spectrum uses (p. 3).

**NO FINAL FEE-TV ACTION** expected at Sept. 17 FCC meeting. Doerfer pledges quick decision, says Commission won't wait for Congress to act (p. 4).

**ANTENNA FARMS NOW THE RULE** in tall-tower approvals by airspace panel, which designates farm sites for towers. FCC rule due soon (p. 4).

**EDUCATIONAL TV SPONSORS** sought by new Chicago group to finance programs; ex-chairman Edward L. Ryerson of Inland Steel leads drive (p. 5).

**FCC REJECTS PHILCO** protest against renewal of NBC Philadelphia station license; examiner again recommends Flint grant to WJRT (p. 7).

**PHILCO EXPECTS** bigger share of 1957 TV market, sees factory sales running about 6,500,000. Aug. retail sales estimate declines to 550,000 (p. 10).

**PRIVATE LABEL TV** production reported contributing to Aug. upsurge in set output; producers neither confirm nor deny (p. 10).

**EIA ENDORSES** proposal for long-range spectrum study, votes to compile tape recorder statistics, names group to study set sales promotion (p. 11).

**GIVE-A-SET TV** drive proposed by ABC's Oliver Treyz is plan to collect outmoded receivers, send them abroad for goodwill—and business (p. 12).

**PHILADELPHIA'S EDUCATIONAL WHYY-TV** begins programming after year's delay due to money troubles; uhf outlet is 27th non-commercial station (p. 8).

**BARTLESVILLE CLOSED-CIRCUIT** project to begin installing third channel. Franchise application filed in Washington; other closed-circuit news (p. 9).

**BEHIND THE RCA-ZENITH SETTLEMENT:** A "gentlemen's agreement" this week ended the bitter 11-year legal battle between 2 titans of the TV-radio industry.

Though terms of the settlement of Zenith's challenge to RCA's industry-wide TV-radio-electronics patent licensing practices weren't announced—haven't, in fact, been put on paper yet—this week's action was understood in Washington to be prelude to a possible consent decree settlement of the Govt.'s 1954 civil anti-trust suit aimed at RCA package licensing practices (Vol. 10:47-48). Discussions between RCA and Justice Dept. are currently in progress.

All parties to agreement are being extremely close-mouthed, since documents won't be submitted to court until Sept. 30 or later. However, terms of complicated agreement—as we understand it—involve no changes in RCA's patent structure, set no precedent for other manufacturers to seek changes in their licensing agreements with RCA.

The agreement, in fact, was not nearly so one-sided as it would appear from newspaper accounts quoting Zenith counsel. Settlement will follow complex formula, under which Zenith is paid approximately \$11,000,000 in cash—with RCA contributing major amount, co-defendants token sums. But dependable sources indicate there is a second part to the agreement:

Zenith will take out an RCA patent license—the very concept it has fought in the 11-year suit—and will make its own patents available to RCA. Monies the 2 companies owe each other (royalties, back license fees, etc.) will be determined by arbitration.

Presumably this will include a reckoning of back fees Zenith owes RCA for the nearly 11 years it has been operating without RCA license—so RCA stands to be heavy gainer in this part of settlement.

Best guess by savvy observers is that—in entire transaction—Zenith will come out considerably ahead cash-wise. But Zenith, in the future, will be making substantial annual payments to RCA, based on value of Zenith production—same as rest of set manufacturing industry.

Most significant previous patent litigation involving RCA—also settled out of court—involved DuMont's 1948-50 challenge of RCA patent authority. In this settlement, DuMont was forgiven license fees for period of the legal action, took out RCA license and threw its substantial TV patents into RCA pool.



Long series of suits and countersuits involving Zenith and RCA began in Dec. 1946—Zenith's last month as an RCA licensee (Vol. 2:52)—and was in every sense a grudge fight between 2 strong-minded men who bitterly dislike each other personally and whose approaches to TV-radio have been diametrically opposed:

RCA's Brig. Gen. David Sarnoff—pioneer in broadcasting itself, in radio, in TV, in color, in other electronic fields—a man with strong ideas, who has surrounded himself with many of the industry's best organizational and engineering brains.

Cmdr. Eugene F. McDonald—one of the industry's great merchandising driving forces—who built up a sales organization second to none, based on a good product, and who persistently bucked almost every industry trend.

The 2 men have continually clashed personality-wise and over basic industry principles. McDonald differed with Sarnoff over the potential of TV, over color, over FM, over subscription TV—to name a few historic battles.

Despite his merchandising skill, McDonald never had a great following in the trade itself. He rarely uses TV-radio as an advertising medium, leaving that to his distributors. He promoted Phone-vision first on basis that advertising couldn't support TV, then with the implication that advertising is degrading; broadcasters, almost to a man, have always bitterly resented him.



The major legal battles between the two started with a Delaware suit by Zenith challenging certain patents owned or administered by RCA, with GE & Western Electric named as co-defendants. RCA filed counterclaim charging patent infringements by Zenith and its tube-making subsidiary Rauland. Zenith-Rauland followed with anti-trust suit in Chicago Federal Court, charging among other things that illegal patent practices had barred Zenith from foreign markets, and adding to the list of defendants Westinghouse and 14 foreign electronics firms.

Hard-fought preliminary skirmishes went as high as U. S. Supreme Court—in 1954, when Adlai Stevenson was of counsel for RCA (Vol. 10:49).

Trial of anti-trust suit was to begin in Chicago court this week—when both sides asked for postponement to Sept. 30 so that terms of settlement could be drawn up.

RCA is said to have spent \$6,000,000 preparing for trial, to have taken 83 depositions; Zenith said it spent \$2,000,000, had taken 110 depositions throughout world. Litigants had retained about 100 patent experts to testify at trial, as well as dozens of lawyers.

Treble-damage claims by Zenith totaled \$61,750,000. In its patent infringement suit, RCA was seeking undisclosed amount in back license fees.

Announcement of agreement was made by Zenith counsel Thomas McConnell—known as one of nation's most astute anti-trust attorneys. He said settlement would include issuance of patent licenses to Zenith, thereby removing "blockades" against company in foreign markets. He added that moves toward settlement had been under way 6 months, with agreement finally reached Sept. 9, day of scheduled opening of trial.

"The parties are in complete agreement and there are no loose ends," he said. Boards of the companies will have to approve final settlement.

RCA and others involved refused comment on settlement, Gen. Sarnoff telling us: "It still hasn't been formalized. It would not be proper to discuss it while it is before the court."

■ ■ ■

Thus RCA has disposed of the first—and perhaps most vexing—of a number of important suits besetting it. Other anti-trust suits pending:

(1) Govt.'s civil anti-trust patent suit, now being negotiated (see above).

(2) Philco's \$150,000,000 treble-damage suit against RCA, GE & AT&T, aimed principally at RCA patent practices (Vol. 13:3 et seq.). When Zenith takes out RCA license, Philco will be only major TV-radio manufacturer which isn't a licensee, having failed to renew license when it expired at end of 1954.

(3) Govt.'s civil suit against RCA & NBC, charging violation of Sherman Act in swap of Philadelphia & Cleveland TV-AM stations between NBC & Westinghouse (Vol. 12:49 et seq.).

At least one more govt. anti-trust suit in TV-radio-electronics may be imminent. Federal Grand Jury currently is winding up New York hearings which have been looking into allegations of division of world markets among radio manufacturers via patent licensing. Some Washington sources predict indictments will be forthcoming.

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Note: RCA further solidified its position in burgeoning computer field this week by signing non-exclusive agreement with IBM exchanging patent licenses for data-processing machines.

**ALLOCATION PLAN STAYS, RULE-MAKING DROPPED:** Craven Plan is out of the picture until next summer at least, probably indefinitely. FCC this week announced intention of dismissing rule-making which had looked toward elimination of TV allocations table.

Comr. T. A. M. Craven himself suggested dropping the proposal, and his colleagues agreed with him unanimously. Here are his reasons:

"I've read all the comments. The original proposal was sound, but the time isn't ripe. First, the matter is being contested in the courts. Second, a large segment of the industry, which supports the work of TASO (TV Allocations Study Organization), is afraid of it. Third, if any fundamental change in policy is made, it should be done in one big package, with all the facts—and we should wait for TASO to produce the data on uhf & vhf propagation, etc.

"We need ground rules for service, and TASO has a June 1958 target to complete its work. I agree we should have the information. Another thing: Congress is considering easing the excise tax on combination uhf-vhf sets. We should see what it's going to do—whether uhf is going to be helped.

"I thought more of the industry would support the plan. But they were afraid of the lack of engineering service standards, afraid the plan would lead to a breakdown of station separations—even though we said the engineering standards would remain as they are. I suppose it's natural for them to worry about an eventual breakdown."

■ ■ ■

Another commissioner now sees almost inevitable change in engineering standards, to permit vhf drop-ins, unless uhf is made to work somehow. "Eventually," he said, "the pressure for more competition, from the public and from Congress, could prove irresistible. People just won't be satisfied with the limited competition permitted by the present setup."

Two of TASO's major components, meanwhile, have gone on record endorsing establishment of an agency to study govt. & industry use of spectrum—along lines of bills introduced by Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.), who fear encroachment of military on TV channels (Vol. 13:16, 25, 33). EIA, in Los Angeles meeting this week, proposed joint govt.-industry committee (see p. 11); AMST board, at session in Rye, N. Y., recommended study by "an appropriate governmental body."

**FCC CAUTIOUS IN RESUMING PAY-TV DISCUSSION:** FCC meets on pay-TV again Sept. 17 — but don't expect anything final; look for "another step." As previously, it may take form of instructing staff to draft something acceptable to majority. Least Commission might do is continue discussions, while most would be to get some agreement on conditions under which it would accept applications from stations to test toll, looking toward authorization of tests on case-to-case basis.

That Commission will continue to work on subject was made clear by Chairman Doerfer in speech at Sept. 12 luncheon of Radio & TV Executives Society in N. Y., attended by most commissioners. If Congressional action ("as distinguished from a Congressman's action") were imminent, he said, FCC would hold up. However, he noted, pay TV has been pending before Congress for 4 years without action and "there comes a time for decision" and "we cannot have progress without definiteness."

Doerfer reiterated Commission's eagerness to preserve free TV, and other commissioners' attitudes indicate any test would be very carefully circumscribed.

Drawing on his long experience with utility regulation, Doerfer also warned wired pay-TV entrepreneurs that there's probability of govt. regulation—even though they may now be exempt.

"Historically," he stated, "few business enterprises which use public highways for a substantial portion of their plant investment and charge the public for a service have escaped regulation. Witness the experience of the telephone companies, the power companies, the gas & pipeline companies and the motor carriers . . . Anyone who envisions huge profits in wired TV had better look over his shoulder. That warm feeling of a golden glow may merely be the hot breath of regulation." (For Bartlesville, Okla. cable-TV progress and other closed-circuit developments, see p. 9.)

**ANTENNA FARMS BECOMING A PATTERN:** Recent broadcasting-aviation-govt. agreement to limit most future tall TV towers to specially designated antenna farm areas (Vol. 13:22-23) is quietly being implemented by Washington airspace panel, the intragovernmental agency which screens proposed tower locations for possible aviation hazards.

Guided by criteria established by Joint Industry-Govt. Tall Structures Committee (JIGTSC), the panel in recent actions has been designating farm areas—common antenna sites—for communities on a case-to-case basis as tower applications come up.

Disposing of year-old requests for different antenna farm locations by KRON-TV and KGO-TV, (Vol. 12:32-33), the panel this week selected site for San Francisco's antenna farm—choosing KRON-TV's San Bruno Mt. site over KGO-TV's proposal for Mt. Sutro. Both stations had made unusual proposals for single structures which could support antennas of all stations in city.

Willingness of both aviation and telecasting interests to compromise made possible the solution of San Francisco problem. Aviation people weren't keen on either proposed site—but no others were available, and they chose San Bruno as lesser of 2 evils. In turn, KRON-TV was willing to move tower slightly from originally proposed location and trim its height somewhat.

Last week the panel designated an antenna farm site for Columbia, S. C., approving 1522-ft. tower for WIS-TV approximately 18 mi. northeast of city. Panel spokesmen say that first approved tall tower in any location will set precedent, and subsequent antennas to serve same communities generally will have to be constructed in same area.

FCC is expected soon to approve its proposed rule—pending for 1½ years—requiring future tall antennas to be located in farms wherever possible (Vol. 12:13, 27). Commission had withheld

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DAVID LACHENBRUCH, Associate Editor; JAMES S. CANNON, Trade Reports Editor  
Editorial Associates: Paul Stone, William J. McMahon Jr., Wilbur H. Baldinger

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action pending JIGTSC agreement on tall-tower criteria. But FCC rule or no, airspace panel is already enforcing the criteria and designating farm areas.

KRON-TV's tower on San Bruno Mt. will be history-making structure. Measuring 734-ft. from tip of antenna to ground and rising 2049-ft. above sea level, it will have platform at 564-ft. level capable of supporting 12 TV transmitting antennas.

KRON-TV will invite all other San Francisco stations to locate on new tower. To be built by Ideco, tower together with new antenna will cost about \$1,400,000, take 6-12 months to build.

**C**OMMERCIAL SPONSORSHIP of educational TV programs to improve their "quality & status" is objective of new Organization for National Support of Educational TV (ONSET), headed by pres. Edward L. Ryerson of Chicago Educational TV Assn.

Former chairman of Inland Steel Co., Ryerson said in announcing ONSET's establishment Sept. 10 in Chicago that "appropriate patrons" from business world are needed if educational TV is to realize its potential. Sherman H. Dryer of Sherman H. Dryer Productions, an ONSET director, added that such sponsors would exercise no control over program content.

Ryerson said his group will offer help to existing educational TV agencies in strengthening programming and broadening financial resources.

Other ONSET directors are CETA exec. director John W. Taylor, Robert L. Foote of law firm of Sidley Austin Burgess & Smith, chairman Irving B. Harris of Science Research Assoc.

"During the early stages of educational TV," Ryerson said, "viewers are attracted through sympathy with its potential for the public good. As the movement progresses, however, this potential must be realized in programs of increasing significance and production quality.

"ONSET is the outgrowth of experience in production of educational programs financed through industrial grants and was formed in recognition of the fact that there should be an organization established devoted to developing educational programs and to matching such programs with appropriate patrons." Dryer said:

"By financing on a national basis with patrons from the business world, through the facilities of educational TV, ONSET hopes to advance significantly the quality & status of educational TV programming, both on educational stations and as a public service of commercial stations."

Such patrons, Dryer explained, would be accepted only on ONSET's invitation to participate.

Educational TV's future is in closed-circuit classroom instruction rather than in broadcasting studios, asst. v.p. & treas. John K. Weiss of Ford Foundation's Fund for Advancement of Education says in Sept. 14 *Saturday Review*. It's a "natural development," Weiss writes, because "broadcast time is so expensive, and the mass transmission of educational material so hard to administer." But he thinks commercial broadcasters, cooperating with educators, will continue to help answer "chronic problem of American education: growth [of numbers of students] by geometric progression."

Record closed-circuit network of 170 theatres in 127 cities is already scheduled for Sept. 23 theatre-telecast of Robinson-Basilio bout, and requests from more theatres are still being received, Theatre Network TV reports.

NTA is paying \$650,000 for 75% of KMGH-TV, Minneapolis (Ch. 9), according to application for transfer filed with FCC this week (Vol. 13:34). Seller is United Television Inc. (Sy Weintraub, pres.), which in 1956 sold 25% of station to Loew's Inc. for about \$750,000 (Vol. 12:44). In acquiring 75%, NTA also takes over these assets: \$662,500 due from Loew's Inc.; \$318,750 debentures of United Television; \$152,500 in demand notes. As of June 30, station had deficit of \$634,536, total assets of \$1,195,142. For 4 months ended June 30, station's net loss was \$163,610 on gross income of \$288,884; loss for May totaled \$35,730; loss for June \$42,306. NTA, meanwhile, is negotiating for other TV station properties, including Newark-New York's WATV, and agreement on \$3,500,000-\$4,500,000 sale is expected to be reached soon. Also said to be subject of NTA negotiations are Denver's KTVR (on which Loew's has option to buy 25%) and Milwaukee's WITI-TV.

TV is heavy favorite as advertising medium for automobiles, according to survey of dealers, shoppers & buyers for NBC by Advertest Research. Results of 4500 interviews in 39 states & D. C. showed 56%-60% preference for TV commercials over newspaper & magazine ads for cars, although automotive industry spends little more than third of advertising budget on TV. Asked what kind of national advertising does "best job," 69.6% of dealers picked TV over newspapers and magazines. Asked what kind did most to "get you interested in looking," 45.3% of shoppers listed TV, 16.4% magazines, 10.8% newspapers. Asked what kind "made you most interested in buying," 39.7% of purchasers chose TV, 17% magazines, 11.4% newspapers. Increase in TV advertising was recommended by 55.6% of dealers, while only 2.7% suggested cutback.

"Dangerous lives" are led by networks, NBC pres. Robert W. Sarnoff told NBC-TV affiliates meeting Sept. 13 in N. Y., citing such hazards as Congressional investigations, ASCAP-BMI litigation, pay TV. "Some attacks on networks are founded on business rivalry," he said. "Others reflect the attitude that anything big is bad, and if it's big and also popular, it's even worse. Still others arise from a lack of knowledge of how a network functions." But Sarnoff concluded "we need not fear dismemberment" so long as public has understanding of "how & why we operate."

Enthusiastic tribute to National TV Week is theme of "Topics of The Times" column in Sept. 11 *N. Y. Times*. It states: "Watching TV hour after hour is by now a well established habit, not infrequently accompanied by a guilty feeling . . . Why should there be such a feeling? Is it not that TV introduces us to many interesting people, interesting because of their actions or utterances? Would anyone on either side of the Atlantic dispute the fact that TV could and should be, and often is, an opportunity to extend our knowledge and experience . . . ? None, the way we see it."

**Personal Notes:** Robert W. Sarnoff, NBC pres., will receive American Legion's Americanism Award at Atlantic City convention Sept. 17 for "vision & leadership in launching the NBC educational TV project" . . . Robert H. Hinckley, ABC v.p., elected to AB-PT exec. committee . . . Arthur W. Carlson, ex-radio WDGY, Minneapolis, appointed ABN station research specialist . . . Wm. Wood, ex-educational WTVS, Detroit, now teaching TV news & public affairs at Columbia U's graduate school of journalism, named TV-radio director of Crusade for Freedom public information dept. . . . Knox Manning, 1950-51 pres. of AFTRA and news broadcaster & commentator in Hollywood since 1937, appointed special asst. to Henry Kearns, Asst. Secy. of Commerce for International Affairs . . . J. S. (Dody) Sinclair promoted to station mgr. of WJAR-TV, Providence . . . George Stantis promoted to program supervisor of KFMB-TV, San Diego, Mrs. Shirley Dixon to traffic supervisor . . . Baylen H. Smith promoted to program director of WISN-TV, Milwaukee; James Van de Velde to production director, Mel Quinn to public service director, Patt Barnes to farm director . . . Gene Lewis, ex-KCEN-TV, Temple, Tex., named sales mgr. of KFDA-TV, Amarillo; George Davis, ex-Da-Cal Sales, Aurora, Ill., local sales mgr. . . . Walter (Spanky) Reese, ex-WDMJ-TV, Marquette, Mich., and WTVN-TV, Columbus, named production mgr. of WEHT, Evansville . . . Floyd E. Weidman, ex-WEWS, Cleveland, named v.p. & account exec. of Hubbell Adv., same city . . . Wm. H. Fineshriber Jr., ex-TPA & NBC, joins Screen Gems as international operations director, headquartering in N. Y. . . . Phil Cowan resigns as Screen Gems publicity director to form own Phil Cowan Assoc. . . . Michael M. Sillerman, exec. v.p.; Leon Fromkess, production v.p., and Bruce Eells, western div. v.p., elected directors of TPA; Walt Plant named central div.

v.p., Kurt Blumberg sales coordination v.p. . . . Myron Elges, ex-ABC, joins TPA sales dept., assigned to northern Cal. & northwest; John Morgan transfers from midwest to southern Cal. . . . Louis J. Aurelio, ex-Paramount Pictures, named NTA div. mgr. for Chicago, Milwaukee, Minneapolis, Detroit . . . Wm. Gargan Jr., west coast sales mgr. of Van Praag Productions, moves Oct. 1 to N. Y. to head up national sales . . . Alfred J. Stalker appointed west coast operations director of station broker Kidder, Peabody & Co., headquartering in Los Angeles; he'll become gen. partner Jan. 1 . . . Frank Tuoti promoted to research, sales promotion & adv. director of WPIX, N. Y. . . . Wm. E. Coyle, public relations, promotion & adv. director of WRC-TV & WRC, Washington, also named WRC-TV sales director, succeeding Joseph W. Goodfellow, promoted to station mgr. of WRC . . . Ben B. Baylor Jr., ex-WANE-TV, Ft. Wayne, joins Triangle Publications as station mgr. of WNHC-TV & WNHC, New Haven-Hartford; Frank Palmer appointed gen. mgr. of WFBG-TV & WFBG, Altoona; Joe Zimmerman promoted to gen. mgr. of WLRB-TV, Lebanon, Pa.; Edward Scala named sales development director of WFIL-TV & WFIL, Philadelphia . . . Theodore H. Cook Jr., ex-sales mgr. of Westbury Electronics and Tarc Electronics, named asst. mgr., broadcast TV equipment sales, Foto-Video Labs, Little Falls, N. J.; C. E. Underwood promoted to production mgr., Foto Products div.

### Obituary

Howard W. Rapport, 49, TV-radio supervisor of Tatham-Laird Inc., Chicago, died following heart attack Aug. 31 at home there. He joined Tatham-Laird 7 years ago after work with Dorland Inc., N. Y.; Graceman Adv., Hartford; Celotex Corp., Chicago.

**ADVERTISING AGENCIES:** New agency—Keyes, Madden & Jones Inc.—will be formed Oct. 1 as successor to Russel M. Seeds Co., Chicago, Freeman Keyes continuing as chairman. Others in new partnership are pres. Edward D. Madden, ex-International Latex & McCann-Erickson, and exec. v.p. Howard A. Jones, ex-Grant Adv., Lord & Thomas and Blackett, Sample & Hummert. David Hale Halpern, ex-Joseph Katz & Biow, will be senior v.p. & mgr. of N. Y. office at 4 W. 58th St. New office also will be opened in Hollywood . . . Hendrik Booraem Jr., ex-C. J. LaRoche, joins Ogilvy, Benson & Mather as a v.p. & TV director . . . Gene Fox resigns as v.p. & western broadcast director of Foote, Cone & Belding, Los Angeles . . . Kenneth L. Walter, ex-General Foods & Fleishmann Distilling, named Brand Names Foundation business mgr.; Fred B. Newell Jr., ex-Orr's dept. stores, Easton & Bethlehem, Pa., and John Wanamaker, N. Y., appointed retail relations director.

AP Radio & TV Assn. elects 8 radio station representatives to fill vacancies on 16-member board: Tom Eaton, WTIC, Hartford; Jack Shelley, WHO, Des Moines; James M. Gaines, WOAI, San Antonio; John R. O'Meallie, WSMB, New Orleans; Nathan Lord, WAVE, Louisville; Richard O. Lewis, KTAR, Phoenix; Wm. W. Grant, KOA, Denver; Ken Nybo, KBMY, Billings.

NBC Radio affiliates executive committee elects 5 new members: Ray Welpott, WKY, Oklahoma City; Douglas Manship, WJBO, Baton Rouge; Wm. Grant, KOA, Denver; Kenneth Hackathorn, WHK, Cleveland; Willard Schroeder, WOOD, Grand Rapids.

Advertising Federation of America opens new Washington office at 734 15th St. NW, headed by Wm. P. Tidwell.

Top IRE honors for 1958, announced Sept. 11, will go to GE v.p. Dr. W. R. G. Baker, who receives special Founders Award, and consultant Dr. Albert W. Hull of GE Research Lab, who receives Medal of Honor. Dr. Baker will be cited at IRE convention next March in N. Y. for "wise & courageous leadership in the planning & administration of technical developments" in electronics, Dr. Hull for "outstanding scientific achievement and pioneering inventions & developments" in electron tube field. Other IRE honors: Stanford U professor Edward L. Ginzton, Morris Liebmann Memorial Prize for "creative contribution" to microwave applications; FCC chief engineer Edward W. Allen Jr., Harry Diamond Memorial Award for "technical & administrative contributions" to radio spectrum utilization; Ampex engineer Charles P. Ginsburg, Vladimir K. Zworykin TV Prize for "pioneering contributions to the development of video magnetic recording." New IRE prize—Scott Helt Memorial Award, named in memory of late patent administrator of DuMont Labs—will be given for best paper published in *Transactions*.

Robert F. Lewine promoted to NBC v.p. for TV network programs, reporting to Manie Sacks, who takes title of v.p. for TV network talent & programs, in executive realignment which also brings these changes: Alan D. Courtney named nighttime program director; Julian Bercovic & Joseph P. Cunneff, nighttime program operations mgrs.; Ernest V. Theiss, nighttime program administration mgr.; David Sontag, nighttime program services supervisor; Carl Lindemann Jr., daytime program director; Robert F. Aaron, daytime program administration mgr.; Frederick L. Wilson, daytime program operations mgr.; John C. Greene, daytime program services supervisor; Thomas O. Loeb, special program director.

**PHILCO'S bitter attack on RCA-NBC** in protest against renewal of license of NBC's WRCV-TV, Philadelphia, and scathing response it evoked (Vol. 13:33, 35), were weighed in RCA-NBC's favor this week when FCC denied protest, renewed license.

Commission said Philco "fails to make any showing as to the probability of substantial immediate injury to Philco if the protested grant is made final. The NBC Philadelphia station, to the extent profitable, will aid NBC financially, and thus indirectly increase the profits of NBC's parent RCA, with which Philco is in competition in another line of commerce. But certainly this is not enough to give Philco standing, any more than it would give standing to a manufacturer of washing machines—a product of another subsidiary of RCA."

Regarding Philco's complaints about NBC's "must buy" practices, etc., Commission said: "It is clear that Philco would be in exactly the same position if NBC owned no station in Philadelphia and its programs were carried over an independently owned affiliate"—even assuming practices did injure Philco.

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Commission made progress with several complicated contested cases. In 100-page supplementary initial decision, examiner Herbert Sharfman reaffirmed recommendation of grant of WJRT, Flint (Ch. 12), rejecting objections to WJRT's selection of site near Saginaw.

Grant of WPST-TV, Miami (Ch. 10) was again affirmed, Commission turning down opponents' claims of grantee's financial disability, etc.

KVI's plea that grant of KIRO-TV, Seattle (Ch. 7) be held up because of procedural errors was turned down; KXA's is still pending.

CPs granted: KOPR, Butte, Mont., Ch. 6; Ch. 83 translator in Globe, Ariz., Ch. 71 in Cedarville, Cal. Three CPs were turned in: KOLF-TV, Flagstaff, Ariz. (Ch. 9); KSEI-TV, Pocatello, Ida. (Ch. 6); KAMT-TV, Alpine, Tex. (Ch. 12).

KTVX (Ch. 8) was authorized change from Muskogee to Tulsa, increase to full 316-kw, while WNDU-TV, South Bend, Ind. was granted shift from Ch. 46 to Ch. 16.

Plans to deny requests to commercialize Ch. 2, Longview, Tex., were announced—in "instructions to staff."

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Another magazine attack on FCC came this week, Sept. 19 *Reporter* supporting salvo fired by Sept. *Harper's* (Vol. 13:35) with barrage aimed at alleged lack of public interest displayed by commissioners. "The FCC—Who Will Regulate the Regulators?" is title of *Reporter* article by Robert Bendiner, who says "FCC appears to have only a reluctant & apologetic interest in the particular law it administers." Bendiner thinks that recent FCC vacancies "have successively been filled by men to whom the whole idea of regulation is clearly as distasteful as integrated swimming pools to a Daughter of the Confederacy."

NAFBRAT complaint to FCC charges KCOP, Los Angeles (Ch. 13), "has consistently and repeatedly violated minimum program standards," citing children's programming, advertising and alleged bias in news broadcasts. Jack Heintz, KCOP v.p. and gen. mgr., termed charges "complete surprise" and added "we are carefully studying the complaint." He said many of the programs listed in complaint, aimed at revocation of station's license, are movies carried on some 200 other TV stations. KCOP is being sold to Kenyon Brown, Bing Crosby, George L. Coleman & Joseph A. Thomas for \$4,000,000 (Vol. 13:34).

Radio station sales and transfers approved by FCC: KTBS, Shreveport & KTBS-FM by owners of KTBS-TV (E. Newton Wray, pres.) for \$200,000 to B. R. McLendon and associates (Vol. 13:34) . . . WTMV, E. St. Louis, Ill. by On The Air Inc. (WGBF, Evansville) for \$212,500 to Robert W. Day (90%) & Donald H. Richardson (13:33) . . . KMLB, Monroe, La. by Melba Liner Gaston & J. C. Liner III for \$105,000 to WSTV-TV, Steubenville (Ch. 9), part of Friendly Group (Vol. 13:31) . . . KSON, San Diego, by C. Fredric & Dorothy Rabell (keeping KSON-FM) to Jack O. Gross in deal involving swap of KSON for Gross' KXOC, Chico, with Rabells also getting \$60,000 (Vol. 13:32) . . . KHAM, Albuquerque, by Rex A. Tynes for \$50,800 to ½ owners KHAM mgr. J. L. Anderson and Carl Hedges and son Carl (Vol. 13:34).

Radio station sales & transfers reported this week: WNGO, Mayfield, Ky. by R. B. Ligon (92%) and gen. mgr. T. E. Brewer (8%) for \$120,000 to Charles W. Stratton and H. D. & Mose Bohn, who will drop WKTM there . . . WRAD, Radford, Va. by educator Perry E. Gresham & Alice Gresham for \$95,000 to Dix family's *Wooster* (O.) *Record*; Raymond E. Dix and 3 other members of family also hold 7.5% of WTRF-TV, Wheeling, 8.8% of radio WWST, Wooster . . . WFMF (FM), Chicago, with functional music service by Field Enterprises for about \$100,000 to Chicago attorney Maurice Rosenfield.

FCC is assailed by Senate Small Business Committee in Sept. 11 report accusing it of failing for 12 years to act on requests by daytime radio broadcasters to operate beyond present sunrise-to-sunset limits. Based on hearings by subcommittee headed by Sen. Wayne Morse (D-Ore.), report says that instead of resolving issue FCC has been "ignoring it and hoping it will go away." Committee calls FCC's explanations of delays in acting "half-hearted" and "unsatisfactory," threatens to recommend legislation by Congress itself unless Commission moves promptly, adds that it "has absolutely no quarrel with clear-channel stations" which oppose daytimers' demands.

Check for \$3500 for new tower & antenna equipment to help start WGTE-TV, Toledo (Ch. 30, educational) has been given to Greater Toledo Educational Foundation Inc. by Edward Lamb, whose Unity Corp. Inc. lost initial FCC decision in contest for Ch. 11 there (Vol. 13:12). In letter to Foundation secy. Dr. E. L. Bowsher, Lamb said he's "great advocate of educational TV," wants WGTE-TV to have "great success." Lamb won renewal of license for his WICU, Erie, in June after long FCC fight (Vol. 13:24), holds CP for WMAC-TV, Massillon, O. (Ch. 23), operates radio WHOO, Orlando.

Strike by IBEW against *St. Louis Post-Dispatch* and *Globe-Democrat* shut newspapers last week end and forced *Post-Dispatch's* KSD-TV off air when TV & radio engineers refused to cross picket lines. Radio KSD continued broadcasting from auxiliary facilities in E. St. Louis, Ill. Walk-out by maintenance electricians at newspaper plants was settled Sept. 9 by acceptance by union of 2-year contract with wage increases of 18¢ per hour first year and 12¢ second year. IBEW had demanded 35¢ package.

Closed-circuit TV boom—"writing a new & spectacular chapter in the history of electronic communication"—is described by FCC in general information bulletin (Mimeo No. 49583) issued Sept. 10. Survey cites closed-circuit uses in medicine, education, industry, entertainment, politics, includes explanation of "What CC-TV Is and How It Works."

Color TV seminar on equipment & techniques will be conducted Sept. 19-20 by RCA for west coast telecasters at Clift Hotel, San Francisco.

**New and Upcoming Stations:** Philadelphia educational station WHYY-TV (Ch. 35), on equipment tests since Labor Day, begins programming Sept. 16 on Mon.-Fri. 9 a.m.-3:15 p.m. schedule. Delayed for a year by financial troubles since first test pattern went on air last Oct., it becomes 27th non-commercial educational outlet. It's owned by corporation comprising educational and cultural institutions in area, with Wm. Goldman as pres. Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N. C., is managing director.

The new starter brings on-air box score to 509 (90 uhf). It has 12½-kw RCA transmitter and 500-ft. Blaw-Knox tower at 17th & Sansom Sts., site of WHYY-FM. Offices and studios are in former WCAU-TV & WCAU studios at 1622 Chestnut St.

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

WINR-TV, Binghamton, N. Y. (Ch. 40) has space nearly ready for 25-kw RCA transmitter, begins wiring up shortly, has Oct. 15 target for test patterns and starts programming with NBC-TV shortly thereafter, reports gen. mgr. Dale Taylor. Owner is *Binghamton Press* (Gannett), which bought CP with radio WINR from Mayor Donald W. Kramer and associates (Vol. 13:2). Sept. 20 is target for installing 52-gain pylon antenna on 398-ft. tower. Base hourly rate is \$300. Rep is Hollingbery.

WBOY-TV, Clarksburg, W. Va. (Ch. 12) has set Oct. 27 target for start with NBC-TV and ABC-TV. It has requested change to 25-kw RCA transmitter and 860-ft. tower & antenna at site on Pinnickinnick Mt. It's part of Friendly Group (Jack N. Berkman, pres.), operator of WSTV-TV, Steubenville, O. (Ch. 9) and KODE-TV, Joplin, Mo. (Ch. 12). Base hour will be \$250. Rep will be Avery-Knodel.

KXLJ-TV, Helena, Mont. (Ch. 12), to be low-power satellite of parent KXLF-TV, Butte (Ch. 4), hasn't changed fall target, reports pres.-gen. mgr. Ed Craney. Fisher 80-ft. tower is ready for RCA 2-bay antenna. Construction of studio-transmitter building is well under way, and 250-watt Sarkes Tarzian transmitter is due Sept. 20, to be installed Oct. 1. Barclay Craighead, from radio

Three new Cuban TV stations—owned and operated by newly reorganized CMBF Cadena Nacional network—are now under construction and are scheduled to be on air in next 90 days. New stations, in Santiago (Ch. 5), Holguin (Ch. 8) & Ciego de Avila (Ch. 2) will bring number of outlets in CMBF network to 7. New network took over facilities of defunct Television Nacional network, combining them with Goar Mestre's all-film CMBF-TV, Havana (Ch. 7). Latter station switched to Ch. 4. CMBF Cadena Nacional stock is owned 50% by Cuban RCA distributors Julian Lastra & Miguel Humara and Jose I. de Montaner, publisher of Havana newspaper *Informacion*—former owners of Television Nacional. Another 25% is held by Havana contractor Alberto Vadia, the remaining 25% by Goar, Luis Augusto & Abel Mestre, principal owners of competing CMQ network. CMQ & CMBF jointly own Cuban microwave system, claimed to be largest outside U. S. New gen. mgr. of CMBF-TV network is Alberto Hernandez Cata, formerly in charge of advertising operations for Sterling Products International in Cuba, Mexico & Brazil. CMBF-TV network is represented in U. S. by new Latin American Networks Co. (510 Madison Ave., N. Y.), headed by Vicente Ramos, ex-TPA.

KXLJ, will be resident mgr. It will be sold as bonus with KXLF-TV, which has \$200 base hour. Rep is Walker.

WSUR-TV, Ponce, P. R. (Ch. 9) now has Oct. 15 target, reports gen. mgr. Mariano Angelet Escudero for owner Perez Perry, operator of radio WKVM, San Juan, also holding CP for WKBW-TV, Caguas (Ch. 11). It has Adler transmitter and 200-ft. Lehigh tower with RCA antenna on Mt. Maravilla. Base hour will be \$150. Rep will be Pan American Bestg.

KUED, Salt Lake City (Ch. 7, educational) has had to postpone Oct. 1 target, pending completion of 140-ft. Ideco tower, reports mgr. C. Richard Evans. RCA 5-kw transmitter is wired and ready, studio is 50% completed. RCA 6-section antenna is to be shipped Sept. 6.

WMVS-TV, Milwaukee (Ch. 10, educational), is wiring 10-kw RCA transmitter and expects to start in Oct. with programming, reports operations mgr. Paul K. Taff for owner Board of Vocational & Adult Education. Alford 4-bay antenna has been installed at 700-ft. level of WITI-TV tower.

WIPR-TV, San Juan (Ch. 6, educational) started equipment tests of 25-kw RCA transmitter Aug. 30, plans Nov. 3 programming, reports gen. mgr. R. Delgado Marquez for Puerto Rico Dept. of Education. It has 6-bay RCA antenna on 200-ft. Blaw-Knox tower at site of elaborate TV-radio plant 15-mi. from San Juan.

CKRN-TV, Rouyn, Que. (Ch. 4) now plans to start Nov. 15, reports pres. David A. Gourd. Work has begun on first floor of studio-transmitter building, 35-kw GE transmitter and 670-ft. Trylon tower (from Wind Turbine) are scheduled to arrive first week in Oct. GE 4-bay antenna is scheduled for installation third week in Oct. Base hour will be \$160. Repts will be Weed and Joseph Hardy & Co.

Facility changes: KSIX-TV, Corpus Christi, Tex. (Ch. 10) to 316-kw Sept. 12; KGBT-TV, Harlingen, Tex. (Ch. 4) started operating from new site near LaFeria, Tex., Sept. 10, using 5-kw transmitter.

WMBD-TV, Peoria, Ill. (Ch. 31), due in Jan., names Peters, Griffin, Woodward Inc.

RCA shipped pylon antenna Sept. 11 to upcoming WINR-TV, Binghamton (Ch. 40).

Teleprompter devices provide "Sure Cure for Stage Fright," according to title of article by Rufus Jarman on speech-aiding achievements of company and pres. Irving B. Kahn in Sept. 14 *Saturday Evening Post*. Jarman reports devices are becoming "as familiar on the speakers' rostrum as the old water pitcher used to be," that Kahn hopes they'll help make all speakers "eloquent, witty, poised and self-possessed, unlimited in vocabulary, and skilled in the graceful execution of forceful gestures."

"Non-commercial sponsorship"—purchase of time to keep commercials off TV—has been approved by Motion Picture Assn. for March 1958 Academy Awards telecast on NBC-TV. MPAA pres. Eric A. Johnston and Motion Picture Academy pres. George Seaton disclosed that movie company presidents had agreed to contribute ¼% of annual gross domestic film rentals—principally to keep commercials out. Oldsmobile sponsored last 4 telecasts.

Broadcasters' Promotion Assn. holds second annual convention Nov. 1-2 in Sheraton Hotel, Chicago, with Ell Henry of ABC, Chicago, as chairman. Seminars, with moderators: "Trade Paper Advertising," Joe Zimmermann, WFIL-TV & WFIL, Philadelphia; "On-Air Promotions," Gene Godt, WCCO-TV, Minneapolis; "Sales Presentations," Charles Wilson, WGN-TV & WGN, Chicago.

**BARTLESVILLE** "Telemovie" closed-circuit TV project entered second week with 6 installation crews still running about 2 weeks behind schedule in hooking up homes for service—and owner Video Independent Theatres claiming almost uniformly favorable comment by subscribers.

Next week VIT begins setting up its "third channel"—music and news. The 2 channels now in operation carry first-run and not-so-recent movies, respectively. Unique specially designed equipment for Ch. 4 is now being shipped by Foto-Video Labs, Little Falls, N. J. Third-channel gear includes vidicon camera chain and special control panel, permitting virtually unattended operation. While background music is fed to subscribers' homes on new channel, vidicon camera will be trained on clock and instruments showing temperature, humidity and barometric pressure, while a news scroll trails across screen. Virtually only human assistance needed by equipment is changing of news tapes every 15 minutes.

Meanwhile, there were these other developments in the closed-circuit TV picture this week:

Latest big-city franchise application was made in Washington, D. C., where owners of WOL-AM-FM applied to D. C. Commissioners for permission to install closed-circuit equipment to present "feature films, Broadway plays, operas, concerts and outstanding sporting events"

**Telecasting Notes:** What's wrong with television? Alistair Cooke, master of ceremonies of *Omnibus* and chief U. S. correspondent of *Manchester Guardian*, gave his own novel and refreshing analysis in John Crosby's Sept. 11 *N. Y. Herald Tribune* column. Differing with Crosby's other "guest columnists" who lambasted TV for its program content, Cooke said: "TV is a medium of communications, no more and no less culpable in itself than the invention of printing" . . . But Cooke does have one real gripe about TV. "What is wrong with TV," he said, "is that at the moment the image, the picture you see, is fit only for visual morons . . . It cannot cope with the slightest chiaroscuro. It cannot safely discriminate an animal from a vegetable or a mineral in anything further than a medium shot. We have a noticeably worse image than the British and the French. And I am shocked to hear, from a Republican of certified loyalty, that the Russians have the best image of all" . . . "Now here is really something for the Senate to investigate," says Cooke. "For it surely must have something to do with the control of patents; with the overproduction of millions of the huge ugly boxes we call TV sets; with our cheerful, all-American skimping on fundamental research. Once we can see what's going on, once we can distinguish a tray of pepper grains from the Confederates advancing at Bull Run, that will be the time to start up the debate between *I Love Lucy* and *Oedipus Rex*. Till then, I am paging Sen. Kefauver" . . . TV's "intellectual ghetto" is Sunday afternoon, writes *Variety* TV-radio editor George Rosen in Sept. 11 issue, pointing to these past, present & future "enlightenment programs" tarred by the "Sunday stigma": *7 Lively Arts, Adventure, Odyssey, Search, Last Word, Omnibus, Wide Wide World*. He pleads with networks to slot at least one such show in prime evening time, where it can get respectable ratings—and a sponsor . . . When it comes to big-money giveaways, no salable by-product is wasted. Now Entertainment Productions Inc. (*\$64,000 Question*, etc.) and film producing TPA have joined to produce *Turning Point*, 30 min. series based on private lives of big-money winners (and losers)

on a monthly charge basis. Group didn't specify whether it wanted exclusive or non-exclusive franchise, said it had begun preliminary discussions with telephone company about installation of "the necessary wires."

A committee of California's state legislature held preliminary hearings in Los Angeles to determine if state should regulate local pay-TV franchises. Representatives of Telemeter, Skiatron and Jerrold argued that matter should be handled locally, and committee members decided they needed more information, would hold further hearings.

Majority of film industry fears implications of closed-circuit fee TV, commented experienced movie reporter Fred Hift in excellent size-up of that industry's reaction in Sept. 11 *Variety*. He summed up:

"There is a tendency in the trade to brush off Bartlesville as meaningless, though dangerous. Yet, even in the film business, there are those who predict that the concept of electronic distribution of film will eventually supersede present-day thinking. Primarily, however, they hold, it is the service-in-the-home logic that will eventually revolutionize the business and bring it into line—regardless of turmoil and economic upheaval—with the changed needs of the audience."

Microwave relay from St. Louis in 200-mi. multi-hop community TV system operated by Black Hills Video Corp. with Philco equipment will link Poplar Bluff & Dexter, Mo., and Paducah, Ky. early in fall.

on quiz shows . . . Widely-praised scoop for ABC-TV: last Sunday's top-of-the-news interview with Ark. Gov. Faubus—to be followed up this week end by special Mike Wallace interview with the governor . . . Philip Morris renews *Mike Wallace Interview* on ABC-TV for 13 weeks, changing time to Sat. 10-10:30 p.m. . . . First N. Y. newspaper to sign major TV sponsorship deal is *N. Y. Times*, buying one-fifth of 9 National Football League football games on WCBS-TV beginning Sept. 29 . . . Guild Films has acquired the 1200 RKO shorts from C&C TV; they go into TV distribution immediately . . . Biggest TV film producer, according to Sept. 11 *Variety*, is now MCA's Revue Productions, with 16 series in works on total budget of some \$25,000,000. Desilu, formerly in first place, is now No. 2, though it has 17 series; Screen Gems is third . . . Record high in renewals of a syndicated property, according to Ziv: 97% of sponsors have renewed *Highway Patrol* for its third year . . . Reruns of *4-Star Playhouse*, originally seen on CBS-TV, have grossed nearly \$3,500,000 . . . MGM's total take from TV rentals of its feature library: \$43,000,000 . . . Color coverage of college football games planned by NBC-TV: Army-Navy, Oklahoma-Notre Dame, 2 Big Ten games.

Telecasting took \$9,500,000 of Westinghouse's \$35,000,000 ad budget in 1956, exec. v.p. Mark W. Cresap Jr. told Baltimore Advertising Executive Club Sept. 12 at luncheon held in connection with week-long ceremonies marking official change in call letters of Westinghouse's newly acquired WJZ-TV (formerly WAAM). Attending special program climaxed huge local build-up were most top Westinghouse executives, ad agency personnel, industry trade press, TV stars, etc.

Kindergarten French will be taught this fall over educational WCET, Cincinnati, in schedule of courses running 30 hours per week—doubling last year's programming. Other TV courses for pre-school children, children in classrooms and adults in homes include music, art, biology, economics, drama, automobile driving.

**PHILCO CLAIMS BIGGER SHARE OF SMALLER MARKET:** Sitting down this week with Philco's top executives in Philadelphia and analyzing the TV market, we found them with 2 firm convictions: (1) Industry won't sell the much-predicted 7,000,000 sets, but it will be a good year, nonetheless. (2) Philco is getting greater share of the market than last year, and its TV profits are showing it.

"Factory sales of 6,500,000 would be more accurate, and that's not a bad year," asserted pres. James M. Skinner Jr.

Buttressing Philco's cautionary word is unofficial estimate that Aug. retail sales dropped to 550,000 from 581,000 in Aug. 1956. But inventories at all industry levels were estimated at 2,400,000, slightly below Aug. 1956.

Elaborating on Philco's sizeup for 1957, John M. Otter, exec. v.p.-marketing, said there just isn't enough time left to reach 7,000,000. "Look at the figures," he said. Here's what they show:

Retail sales in first 8 months are estimated unofficially at 3,787,000; that leaves 3,213,000 -- better than 800,000 per month -- to be sold to reach 7,000,000. Last year's retail sales in final 4 months were 2,965,065, so if 1957 matches that pace the year-end total would be about 6,752,000. In 1955, final 4-month sales were 3,249,945; if that pace can be matched, a 1957 total of more than 7,000,000 would be certain. In 1955, retail sales ran this way: Sept. 978,838; Oct. 746,274; Nov. 591,366; Dec. 933,467.

Philco's top echelon reported enthusiastic reception of TV line, said factory is hard pressed to keep up with orders on some models. They emphasized belief Philco is garnering larger share of market than last year. Skinner also pointed out that Philco inventories were in good shape -- and he added that this is generally true of the industry.

Philco is in good position profit-wise, as well as volume-wise, said Larry F. Hardy, exec. v.p.-consumer products. He told us TV has been in the black since July and "will have a successful year."

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Less-than-7,000,000 year is forecast also by Frank W. Mansfield, Sylvania director of marketing research, who sees retail sales of 6,640,000 this year, compared with 6,804,783 in 1956. He estimates 1957 retail value at \$1.212 billion vs. \$1.360 billion last year.

This year's portable sales, Mansfield says, will total 2,260,000, table models 2,130,000, consoles 2,165,000, combinations 85,000. Last year's figures: 1,252,380 portables, 2,954,226 tables, 2,518,176 consoles, 80,001 combinations.

**Private Label:** Record TV production of 754,598 in Aug. (Vol. 13:33-36), the only Aug. to exceed 700,000, with exception of 1950's 720,600, has been attributed to general optimism of setmakers to new lines and firmer market. However, we learn there was unusually high percentage of private label sets produced that month. Private label producers play it exceptionally close to the chest -- so a check among them this week produced no clearcut confirmation or denial of speculation they may be capturing larger-than-usual chunk of the market.

Albert S. Wells Jr., mfg. v.p. of major private label producer Wells-Gardner, tells us business is up about 10% from same period last year -- but he said that production curve has "higher peaks and lower valleys" than usual. Westinghouse, a prime supplier of Montgomery Ward, reports business has been "quite good." TV-radio div. gen. mgr. Edward J. Kelly says that there hasn't been any slack production period; that pattern followed industry; that factory inventories are very low.

Wells-Gardner supplies 8-10 firms, produces mostly 21-in. short-neck 90-degree sets, with prices up slightly because of "quality requirements." Next week, it starts pilot run of 17-in. 110-degree portables.

Spokesman for Sears, Roebuck -- largest merchandiser of private label sets -- said company's buying is usually spread out over year to give manufacturers chance to fit output into regular production schedules.

Spokesman for Montgomery Ward -- also a top merchandiser of private label TV -- told us unit sales are about the same this year as last year. Buying pattern, he said, is to estimate year's business in advance, then give manufacturers firm order for 2 months, followed by renewals for similar periods. Initial order for year probably would be in summer to allow for fall delivery of new line. For 1958 line, he sees about same dollar volume as last year, possible unit increase due to popularity of portables and smaller ticket sets. Prices will be about the same, although some price leaders may be lower.

**Production:** TV output was 146,288 week ended Sept. 6, compared with 199,954 preceding week and 155,571 in corresponding week one year ago. It was year's 36th week and brought TV production for year to date to about 4,101,000, compared with 4,722,744 in same period of 1956. Radio production totaled 256,292 (58,451 auto) for week ended Sept. 6, vs. 287,190 (83,448) preceding week and 223,303 (47,275) in corresponding week year ago. Radio output for 36 weeks totaled about 9,303,000 (3,531,000) vs. 8,744,383 (2,850,219) in 1956 period.

**Topics & Trends of TV Trade:** Quarterly meeting of EIA, Sept. 10-12 in Los Angeles, endorsed proposal for industry-govt. long range study of entire spectrum, will select committee to recommend plan. Proposed study would include military & civilian frequencies, would be first such undertaking since Radio Technical Planning Board study in 1944-45. Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.) have introduced resolutions calling for setting up 3-man committee to examine all allocations of radio frequencies (Vol. 13:16, 25, 33).

EIA session also: (1) Voted to change 1958 convention dates from May 14-16 to May 21-23. (2) Scheduled next west coast meeting in San Francisco Sept. 1958. (3) Reviewed report on National TV Week indicating more activity than in previous years and established committee to consider public relations program to promote TV sales. (4) Approved plan for semiconductor standardization program at Syracuse U. (5) Elected Wm. C. Scales, DuMont TV receiver div. sales mgr., to consumer products exec. committee. (6) Authorized marketing data dept. to collect statistics on tape recorder production & sales. (7) Urged membership in Defense Dept. scientific advisory groups be broadened to include industry representatives.

EIA spokesman said considerable attention during meetings was paid to military problems—some brought on by cutback in Defense Dept. budget. However, EIA members were reported to be generally optimistic on both military and TV-radio outlook.

Gen. Edwin W. Rawlings, commander of Air Materiel Command, Wright-Patterson AFB, told Sept. 11 luncheon that the Air Force is spending about \$3.5 billion a year for electronics—nearly 20% of its budget. He said industry's role of supplier to Air Force would continue to grow but that equipment reliability must be improved. He cited recent study reporting "cost of maintaining electronic equipment in the Air Force is about twice as much per year as the first cost of the equipment."

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Analysis of TV—past, present and future—is provided in excellent editorial, "TV's Fabulous Decade," by Laurence Wray, editor of *Electrical Merchandising* in Sept. issue.

Billion-dollar sales for recorded home music industry—40% in hi-fi—were predicted for 1958 by James M. Toney, v.p. & gen. mgr., RCA Victor Radio and "Victrola" div. At Cambridge, O. ceremonies Sept. 11 dedicating 355,000-sq.-ft. plant capable of turning out 6000 hi-fi sets in 8-hour day, he said hi-fi growth by 1958 will have helped boost "home-music industry's sales by 200% over a period of 5 years, while spending for all recreation was rising by only about 17%." Toney estimated 1958 packaged hi-fi sales at \$407,000,000, records and pre-recorded tapes \$400,000,000, standard phonographs \$140,000,000, tape-recorder-players \$120,000,000, totaling \$1.067 billion. Demand for hi-fi instruments, he said, "has grown almost overnight to enormous proportions . . . we have great confidence that this booming market will continue its growth pattern through the development of new hi-fi products." He cited rising interest in stereophonic sound, saying "certainly stereophonic sound is the direction in which we are moving and since these systems require 2 separate speaker systems, we can expect the average amount spent on hi-fi per customer to increase . . ."

Industry pirating of engineers—particularly electronics & aircraft specialists—from rival firms and college campuses is described in "inside" story by anonymous company recruiter in Sept. 14 *Saturday Evening Post*. Article titled "I Am a Kidnaper of Sorts" details "tricks of talent hunters" for industry. Meanwhile, in Detroit, Midwest College Placement Assn. adopted code of ethics for recruitment of engineering graduates. One rule is that employers mustn't make special payments to third parties (such as college officials) to influence students to take jobs.

RCA has received U. S. Treasury Dept. citation for enrolling more than 52% of its 80,000 employes in 1957 national savings bond program. Mrs. Ivy Baker Priest, U. S. Treasurer, presented award to pres. John L. Burns; citations also went to 20 RCA plants, labs & offices.

Raytheon dealers are being offered group life insurance up to \$10,000 based on number of receiving tubes purchased. Insurance, to be handled through distributors, doesn't require physical examination. If dealer falls below monthly quota he can pay for policy.

**G**LOBAL TV DEVELOPMENT could be spurred quickly by donations of obsolete but workable U. S. TV sets to people abroad who can't afford to own receivers now, ABC v.p. Oliver Treyz asserted Sept. 9 in unique proposal outlined in speech to Hollywood Ad Club. Quite impressed by cost of foreign sets in terms of average man's income (Vol. 13:36), he said:

"If such a program could be implemented, I think perhaps 10 years from now we might be celebrating not only National TV Week in the United States, but International TV Week—worldwide."

Treyz suggested that "collective cooperation of leading cities throughout the nation" be enlisted in give-a-set program. He cited industry estimates that 5-6,000,000 outmoded small-screen sets are on hand in homes here now, said this stock is ready to be tapped in countrywide campaign.

To his Hollywood audience, Treyz pointed out that in foreign countries—particularly those using American standards—these sets could be used easily as additional outlets to amortize Hollywood programming investment.

"The market is limitless if—and that's a big if—the instrument for getting the story (and picture) is available," he said.

"In West Germany, for example, TV is growing very slowly, because to purchase a set requires a large investment on the part of the German people, who are laboring to restore their nation's as well as their personal economy.

"Our old sets of 15-in. or less—outmoded here, but still in excellent working condition—would be a boon to these people, although adjustments would be necessary to adapt the sets to the local systems not utilizing our American system."

Treyz saw Far East & Middle East—where U. S. TV standards are in general use—as areas where his plan could be applied most readily. "If the public were to donate these small-screen sets to the people of, say, Tokyo, under the leadership of civic authorities, the benefits to all would be immeasurable."

Idea has been cleared with Commerce Dept., which assured ABC-TV no export licensing would be needed to send donated sets abroad, and with State Dept., which said it fits in with U. S. foreign policy.

Median salaries of engineers increased 21% to \$9490 in 1956 from \$7850 in 1952, according to survey by National Society of Professional Engineers. Chemical engineers led median earnings in 1956 with \$11,000, followed by mining & metallurgical, \$10,000; mechanical, \$9780; electrical, \$9460; civil, \$8750. Biggest relative 1952-56 increase was reported by engineers employed by educational institutions, smallest by those employed by federal agencies.

Triple amputee Earl Wilkerson, Memphis, Tenn. says he hasn't come across a TV set yet which he couldn't fix. A 28-year-old Korean War veteran, he lost both legs and an arm in 1953 farm accident. After 37 months in VA hospital, he took TV repair course, passing with better than average marks.

Higher TV prices are noted by Bureau of Labor Statistics Consumer Price Index, which shows June level was 90.1, compared with 89.2 in March and 85.5 in June 1956. Index also reports TV repair costs up to 128.5 in June vs. 126.3 in March and 122.4 in June 1956. Dec. 1952 is base of 100 for both categories.

**Trade Personals:** Frank M. Folsom, RCA exec. committee chairman, named head of N. Y. Heart Fund campaign . . . Jack S. Parker appointed GE v.p. in charge of public & employe relations; he succeeds Lemuel R. Boulware who will continue as v.p., member of exec. committee and consultant to Parker . . . Loren E. Gaither, ex-Magnavox, appointed communications engineering director of Philco govt. & industrial div. . . . Gerald J. Clarke named controller of Canadian Admiral Corp., continuing as chief accountant & office mgr. . . . James A. Griffin promoted to purchasing agent, GE communication products dept.; Earl E. Ackley named supervisor of materials . . . Jack E. Mounter promoted to western region sales engineer, Corning Glass electronic components dept.; Jack L. Rhodes succeeds him as div. mgr., quality control; John D. Illig becomes production supt., pressware plant, replacing Rhodes; Leon G. Peao succeeds Illig as production supt. of Albion, Mich. plant . . . Lloyd Dopkins, ex-Crosley, Majestic and Zenith, resigns as v.p.-sales, Granco Products Inc., and pres. of subsidiary Granco Sales Corp. . . . Lynn Dickerson, ex-Sparton and Jewel, appointed Capehart merchandiser for southeastern states.

**DISTRIBUTOR NOTES:** Westinghouse Appliance Sales appoints John W. Vogt as mgr., sales administration . . . Admiral Distributors appoints Joseph I. Nathan as asst. gen. sales mgr. of metropolitan N. Y. div. . . . Interstate Supply Co. (RCA), St. Louis, appoints Robert Clark color TV sales mgr. . . . Graybar appoints W. D. Anderson and W. B. McGhee Jr. as operating mgrs. at Corpus Christi and Jackson, Miss., respectively; J. H. Gordon Jr. as supervisor of Santa Ana, Cal. sub-branch; C. R. Downing Jr. appointed Tulsa mgr., succeeding F. L. Cummings who becomes Denver mgr. . . . DuMont appoints Electronic Service Supply Co., Calgary, as Canadian distributor for land mobile radio equipment . . . Symphonic Radio & Electronic Corp. appoints W. D. Alexander Co., Atlanta.

New lineup in GE distribution finds Hotpoint Appliance Sales Co. (Hasco), reporting directly to Hotpoint div., Chicago. Hasco, with headquarters in Bridgeport, Conn. and about 130 distribution centers throughout the country, has been under GE Supply Co. (Gesco), Bridgeport. Gesco's appliance & TV receiver dept. also is switching from reporting to Bridgeport to GE appliance and TV receiver div. in Louisville. Roy W. Johnson, exec. v.p.-consumer products, says change "will enable Gesco to concentrate on handling complete" GE line of housewares, apparatus and supplies.

Fall sports is theme of "one of largest concentrated ad campaigns" for GE TV sets starting in Sept. 23 *Sports Illustrated*, magazine cooperating in promotion with displays, counter cards, etc. All GE dealers will tie in with promotion and theme will also be featured on TV's *GE Theater*, ads in *Life*, *Saturday Evening Post*, *Reader's Digest*, Sunday supplements.

Service clinics on Sylvania 110-degree sets for 20,000-30,000 servicemen are planned this fall. Robert L. Shaw, TV-radio div. gen. sales mgr., says service experience has "exceeded all expectations" and sets have been "enthusiastically accepted" by servicemen for comparative ease of servicing.

GE TV assembly workers in Syracuse start back to work Sept. 16 following settlement of strike at Allentown, Pa. plant of L. F. Grammes Co. which supplies cabinet trim. About 1880 who were laid off last week are scheduled to return by Sept. 18. Grammes employes accepted 30¢ hourly, 2-year wage package.

**Financial & Trade Notes:** Officers-&-directors stock transactions for Aug., as reported to SEC: American Bosch Arma—Wm. S. Wasserman sold 1500 through holding company, 300 in trusts, holds 12,400 through holding company, 4669 in trusts, 12 personally. AB-PT—Herbert B. Lazarus sold 900, holds 100. Audio Devices—C. J. Lebel sold 11,000, holds 85,204. Consolidated Electrodynamics—Harold Washburn sold 100, holds 7190. Friden Calculating—L. B. Taylor sold 4000, holds 2950; James A. Trainor sold 400, holds 6300. General Dynamics—J. V. Naish exercised option to buy 7000, holds 7200. Gabriel—Frank M. White sold 500, holds 24,500. GE—F. J. Borch bought 345, holds 1628; Wm. S. Ginn exercised option to buy 1817, holds 3167; Wm. Rogers Herod sold 100, holds 8076; Edwin H. Howell sold 400, holds 1135; Clarence H. Linder bought 2070, holds 8440; Ray H. Luebbe bought 2070, holds 8460; Wm. V. O'Brien exercised option to buy 1600, holds 5610; Robert Paxton bought 3225, holds 20,502; Charles R. Pritchard sold 1000, holds 4754; Carter L. Redd exercised option to buy 450, holds 3654; Charles K. Rieger exercised option to buy 1725, holds 3459; Glenn B. Warren exercised option to buy 1668, holds 3953. General Telephone—Thomas A. Boyd bought 412, holds 6412. General Tire & Rubber—Dan A. Kimball sold 1200 in property settlement, holds 1669. General Transistor—Max Fialkov sold 2500, holds 18,868. Litton Industries—Roy L. Ash sold 1094 in partnership, holds 15,702 in partnership, 52,415 personally; Lewis W. Howard sold 500, holds 3262; H. W. Jamieson sold 1094 in partnership, holds 15,702 in partnership, 52,390 personally; Glen McDaniel bought 4000, holds 5000; Joseph A. Thomas sold 5000 through Lehman Bros., holds 19,500 through Lehman Bros., 200 in trust, 6795 personally; Charles B. Thornton sold 2402 in partnership, holds 34,543 in partnership, 123,758 personally. Magnavox—Richard A. O'Connor sold 300, holds 55,793. Minneapolis-Honeywell—J. H. Binger exercised option to buy 800, holds 8190; Charles B. Sweatt sold 200, holds 9230 in trusts, 70,270 personally; John J. Wilson sold 2400, holds 71,570. RCA—Mildred McA. Horton bought 100, holds 400. Skiatron Electronics & TV—Frank V. Quigley sold 400, holds 535. Sperry Rand—G. W. Banks sold 1000, holds 1000; H. C. Landsiedel sold 700, holds 4920; Harry Landsiedel sold 6500 in joint account, holds 12,460 in joint account, 13,904 personally; Bernard O. Reuther sold 5000, holds 20,000; John Sanderson sold 9000, holds 1149; J. A. W. Simson sold 3000, holds 7232. Texas Instruments—Cecil H. Green bought 1500, holds 351,210; J. E. Jonsson bought 24,651, holds 468,339. Unitronics—Frederick L. Anderson bought 3300, holds 24,930; Louis Haber bought

1102, holds 1102. Warner Bros.—Serge Semenenko bought 1000 in trust, holds 2000 in trust, 160,000 personally. Webcor—Everett Meyer sold 1000, holds 11,800. Westinghouse—Tomlinson Fort bought 500, holds 1557; John F. Myers bought 300, holds 1019.

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Siegler-Unitronics merger was approved by stockholders Sept. 11 on basis of 1 share of Siegler for 2 shares of Unitronics—Siegler Corp. the surviving firm. Pres. Brantz Mayor of Unitronics, parent of Olympic Radio & TV, David Bogen & Co. & Presto Recording Corp., told us more than 80% of stockholders at Unitronics meeting in N. Y. and Siegler meeting in Dover, Del. voted for merger which will become effective over the week end as lawyers clear up involved paperwork. More than 66% of holders of \$1,400,000 Unitronics' debentures also approved changes in debentures necessary to permit merger. On Sept. 16, Siegler stock will be traded on American Stock Exchange, Unitronics discontinued; Siegler previously had been traded over the counter. Mayor said Olympic TV sales are running 50% ahead of last year, production 5 weeks behind meeting orders but new financing from merger should permit greater expansion.

IT&T reports consolidated income of \$12,989,254 (\$1.81 per share) on sales of \$295,189,958 in first 6 months vs. \$12,487,250 (\$1.74) on \$223,136,059 in corresponding 1956 period. Foreign sales in first half this year were \$167,961,944 of total compared with \$142,098,386 year earlier. Parent company alone earned \$8,676,310 (\$1.21) to June 30 vs. \$7,829,084 (\$1.09) in 1956 half. Orders on hand June 30 totaled \$468,000,000 compared with \$459,000,000 year earlier.

Dividends: Motorola, 37½¢ payable Oct. 15 to stockholders of record Sept. 30; AB-PT, 25¢ Oct. 19 to holders Sept. 27; RCA, 25¢ Oct. 28 to holders Sept. 20; GE, 50¢ Oct. 25 to holders Sept. 20; IT&T, 45¢ Oct. 15 to holders Sept. 20; Clarostat, 5¢ Oct. 1 to holders Sept. 23; Dynamics Corp., dividend omitted.

Consolidated Electronics earned \$1,716,367 (\$2.18 per share) on sales of \$21,526,829 in 9 months ended June 30 compared with \$1,555,648 (\$1.97) on \$20,318,305 in corresponding period year earlier. In 6 months ended March 31 income was \$1,154,803 (\$1.47) vs. \$1,174,441 (\$1.49) year earlier.

Amphenol offered new issue of 200,000 common shares (\$1 par value) for public sale (Vol. 13:34) at \$27.50 per share Sept. 10 through underwriting group headed by Hornblower & Weeks.

**ELECTRONICS PERSONALS:** Delbert L. Mills, ex-A. O. Smith Corp., elected exec. v.p. of Federal Telephone & Radio div. of IT&T . . . John T. Jackson, IT&T planning & organization director, elected asst. v.p. . . . Harry M. Stephey, ex-Philco, named mgr., advanced sales, missile guidance section, GE heavy military electronic equipment dept. . . . Dr. Bernard Jacobs, ex-Sperry-Rand, named research v.p. of General Transistor . . . O. H. Mackley promoted to v.p. & gen. mgr., Hycon Electronics Inc. . . . James K. Nunan, gen. mgr. of Clevite Research Center, elected Clevite Corp. v.p.-electronics . . . Robert E. Honer promoted to chief engineer, Convair-San Diego plant of General Dynamics . . . Larry Stineman, ex-Merit Coil, appointed chief engineer, Gramer-Halldorson Transformer Corp. . . . Clarence A. Wetherill promoted to Stromberg-Carlson engineering staff specialist . . . Capt. Wilfred B. Goulett (ret.), ex-director of naval communications, elected exec. v.p. of Armed Forces Communications & Electronics Assn.; M. C. Richmond, Western Electric, named treas.

Daystrom Inc. has formed new corporate unit called Daystrom Controlonics Group to produce complete electronic systems for instrumentation and automatic control of industrial processes. New group includes subsidiaries Weston Instrument, Daystrom Systems div. & Daystrom Electric. Daystrom marketing v.p. Thomas Allinson has been named operating v.p. of new group.

Black-background CR tube has been developed by DuMont for radar and other uses, permitting viewing in bright light. Tube operations v.p. Stanley J. Koch said new technique is immediately adaptable for airborne cockpit radar and other equipment requiring use in open areas and in brightly lighted places.

Hallamore Electronics Co. div. of Siegler Corp. has been licensed by AT&T subsidiary Western Electric to manufacture telephone amplifier equipment to be used in banks of up to 150 units by operating telephone companies. License is one of first to go to firm outside Bell System.

Worldwide TV-radio censorship by Catholic agencies was called for Sept. 11 by Pope Pius XII in 16,000-word encyclical—first from Vatican to be directed specifically at broadcasting. Encyclical titled “Miranda Prorsus” (“Remarkable Inventions”) suggested that ecclesiastical authorities should model TV-radio agencies on Legion of Decency, formed in U. S. in 1934 to monitor & rate motion pictures. Pope exhorted episcopacy “not only to exercise a watchful care but also to use positive action & authority” to combat TV & radio programming which clergy judges to be objectionable. He warned against dangers which “can beset Christian faith & morals if the powerful inventions of motion pictures, radio & TV are perverted by men to evil uses.” Unless moral safeguards are applied by church to TV & radio as well as movies, Pope said, “they will restrict the people’s true development and weaken their morals.” Over-all Catholic authority under encyclical is given at Vatican to Pontifical Commission for Motion Pictures, Radio & TV, headed by Most Rev. Martin John O’Connor, rector of Pontifical North American College.

Ultimate in soft sell, or “deep” sell—“invisible advertising” flashed on screen so rapidly that viewers aren’t consciously aware that they’ve seen commercials—was claimed by new Subliminal Projection Co. Inc. at N. Y. press conference Sept. 12. Spokesmen for firm headed by pres. Francis C. Thayer of U. S. Productions Inc. were secretive about details of advertising method, for which patents are sought by motivational researcher James M. Vicary, who has own N. Y. firm specializing in product names. But they said screen projection device has been tried out in movie theatre in unspecified N. J. town to plug Coca Cola & popcorn. Result, they said: lobby vending machine sales of Coca Cola went up 18.1%; popcorn, 57.7%. “Subliminal advertising” inventor Vicary said: “We believe its commercial use eventually may have to be under regulation of some sort, either voluntarily by the industries which use it or by the Govt.” He thought major customers for his system, in which commercials were said to be repeated at 5-sec. intervals without interrupting program on screen, would be TV networks as well as theatre chains.

TV is prime weapon against illiteracy, members of new non-govt. National Commission for Adult Literacy agreed Sept. 9 at Washington planning session for campaign to help estimated 2.7% of U. S. population who can’t read or write. “I’m sure that they watch TV, and the approach to them would have to be visual,” v.p. Richard J. Crohn of D. L. Mazel Inc., N. Y., said. Organized in June by Adult Education Assn. with cooperation of U. S. Office of Education, group of 20 business, religious & labor leaders will meet again in Oct. to explore TV possibilities in projected drive to be financed by private contributions. CARE pres. Murray Lincoln is Commission chairman.

TV stimulates reading, according to conclusions in survey by staff of Washington, D. C. Public Library. “TV has had no adverse effect on reading,” librarian Harry N. Peterson reported. “On the contrary there is reason to believe that TV—along with radio, movies & plays—may actually be contributing to the increased use of library resources.” He said demand for such works as *Man & Superman*, *Romeo & Juliet*, *The Great Gatsby* soars after they are presented on TV.

Baghdad TV assignment for International Cooperation Administration to help integrate broadcasting with Iraq’s educational system will be undertaken next week by Merrill McClatchey, TV-radio teacher & producer at U of Michigan. He’ll spend 2 years in Baghdad, where govt.-operated TV station went on air May 1956.

Miami-Havana “scatter” relay (Vol. 13:33, 36) was opened for business by AT&T and IT&T Sept. 12, but no TV customers were lined up either in U. S. or Cuba to be first to use only “over-horizon” live TV link. TV tests run this week both ways were successful, according to AT&T, which operates Florida end of \$3,000,000 telephone-TV installation. Pictures were described as “good, clean, excellent” by Joseph H. Kline, engineering director of WTVJ, Miami, who witnessed tests. However, no orders by networks or stations for use of relay (at \$600 for first hour) were reported at week’s end. CBS-TV & ABC-TV said they still had no immediate plans for “scatter” programming. NBC-TV said live transmission of World Series to Cuba next month was on tentative agenda, but no decision on it or other potential schedules had been made. City of Miami was planning local show for relay to coax Cuban tourists to Florida, but even that wasn’t expected before next spring.

“Serious slowdown in consumption growth” this year is being overlooked by govt. economists who predict constantly expanding economy, senior v.p. Arno J. Johnson of J. Walter Thompson Co. told fall convention of Premium Advertising Assn. of America Sept. 10 in Sheraton-Astor Hotel, N. Y. He warned that sales to consumers must be increased by \$140 billion—or more than 50%—just to keep pace with increased production which is expected to bring \$650 billion economy in 10 years, requiring doubling of advertising expenditures to \$17-\$21 billion annually. Johnson urged “reexamination of the sales organization and the advertising budgets to see if they are adequate for the job to be done and for the opportunity that exists.”

Broad Soviet program for TV-radio, cultural & scientific exchanges with U. S. was outlined Sept. 12 in formal meeting between Russian embassy counselor Sergei R. Striganov and Wm. S. B. Lacey, State Dept.’s East-West specialist. Details of Kremlin plan, stemming from CBS-TV’s celebrated interview with Communist boss Nikita Khrushchev (Vol. 13:31), were not disclosed, but State Dept. said “this thing covers the waterfront.” Proposals were submitted as Russian suggestions for agenda for high-level Washington talks tentatively set for late Oct.

Reciprocal news coverage of Red China & U. S. was proposed Sept. 12 in Geneva in plan to lift bamboo press curtain (Vol. 13:35), but State Dept. here quickly rejected new Chinese offer as scheme for backdoor recognition of Communist regime. Wang Ping-nan, Chinese ambassador to Switzerland, submitted press exchange terms to U. S. ambassador U. Alexis Johnson which would have required treaty-like agreement. Continuing stalemate left U. S. correspondents, including TV-radio, no closer to Chinese border.

Two applications for TV stations were filed with FCC this week, bringing total to 118 (33 uhf). Applications: For Alexandria, Minn., newly allocated Ch. 7, by local group, headed by Thomas A. Barnstuble, which is also applicant for Ch. 13 in Bemidji and which includes E. C. Reineke, pres. & 54% owner of WDAY-TV, Fargo, N. D.; for Wailuku, Hawaii, Ch. 8, by KULA-TV, Honolulu, for proposed satellite operation. No translator applications were filed this week. [See *TV Addenda 25-G* herewith.]

NARTB spot TV films promoting National TV Week—but intended for continuing use to inform public about its stake in TV—have been sent to all members. First of two 20-sec. spots reviews memorable events seen on TV—from coronation of Queen Elizabeth to sinking of Andrea Doria. Other uses baseball, football, boxing clips to illustrate sports coverage. Films were prepared by Robert Lawrence Productions.

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SEP 23 1957

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS—September 21, 1957

**PAY TV SUFFERS SETBACK** as House Commerce Committee calls hearing following inconclusive FCC action "looking toward" trial (p. 1).

**RCA-ZENITH SETTLEMENT:** Set makers wonder if it's prelude to changes in patent licensing structure. Some details of agreement reported (p. 2).

**TV CIRCULATION AUDIT,** for standard set census and station viewer figures, now awaits approval of telecasters as NARTB reveals plans (p. 3).

**MARKET-BY-MARKET TV** station financial data for 1956 released by FCC (p. 4). Complete table of 64 multiple-station markets (p. 5).

**NEW STATIONS START** in Hartford, Omaha & Lexington, Ky.; 2 new stations & 3 satellites begin programming in Canada. U. S. total is 512 (p. 6).

**FREQUENCY SWAP** between FCC & Govt. allows Ch. 2 for scatter in Pacific. ODM emphasizes TV broadcast service will be protected (p. 6).

**GE LAYS OFF 700 TV** employes. Motorola finds market "disappointing." But RCA, Sylvania, Emerson, Philco report good production and sales (p. 9).

**TV SET SAFETY** standards need no overhaul, EIA committee decides, noting TV-radio safety record excels other home electrical appliances (p. 10).

**RECORD PROFIT & SALES** reported by Magnavox for fiscal year. Olympic parent Siegler Corp. emerges as \$75,000,000-a-year firm (p. 8).

**CONGRESSIONAL PROBERS** urge lawyers and employes to become "confidential informants" in investigation of FCC and other govt. agencies (p. 7).

**FCC REJECTS PROTESTS** against St. Louis grant to CBS. WKBW-TV recommended for Buffalo Ch. 7, Texas Tech College for Lubbock Ch. 5 (p. 7).

**SECOND LIVE EDUCATIONAL TV** series beamed at non-commercial stations announced by NBC & ETRC, with more ambitious programs (p. 7).

**CONGRESS INTO PAY-TV PICTURE; DELAYS CERTAIN:** The cause of pay TV suffered a net loss this week. Everything that happened spells delay. FCC came out with an inconclusive, amorphous action that both invited and defied Congress to take over. Pleased to accept, Rep. Oren Harris (D-Ark.), chairman of Commerce Committee, stepped in and announced that his committee would conduct hearings starting "early next year."

Harris' action came shortly after Sen. Potter (R-Mich.), member of Senate Commerce Committee, and Rep. Celler (D-N. Y.), chairman of House Judiciary Committee, attacked Commission for what they decided was another step toward approving toll TV.

Commission's action came Sept. 18, in form of very brief announcement of "instructions to staff" reading as follows:

"The Commission, at a special meeting on September 18, directed preparation of a document looking toward acceptance and consideration of applications from present or proposed television stations requesting authorization to conduct trial subscription TV operations on a limited basis, for a period of three years, subject to the furnishing of pertinent detailed information and controlled conditions to be set forth in the document (Docket 11279). Applications will not be acted upon prior to March 1, 1958. This action does not constitute a commitment that any applications will be granted nor does this action constitute adoption of a final order. (Commissioner Hyde voted "no" on the approval of this notice; Commissioner Bartley dissented; Commissioner Ford abstained from participation.)"

Note the March 1 date. This was clearly a nod toward Congress, and Congress acknowledged it.

Commission is most unlikely to do anything definitive while pay TV is actively being considered by Harris committee—which could take quite a bit of time.

The uncertainties contained in FCC's announcement are enormous. Three-year period certainly is big disappointment to proponents. How stringent will test limitations be? Will Commission accept applications, then set them for hearings? FCC staff is expected to come up in 2-4 weeks with draft of final document which commissioners will then debate.

Commission's proposal looks toward putting burden on TV stations & applicants, the only entities it controls. Few stations have expressed favorable interest in toll TV, and NARTB this week continued efforts to keep it that way. At regional meetings in Schenectady & Cleveland, pres. Harold E. Fellows called for "unity," insisted FCC hasn't legal authority to authorize pay operations.



Week's events throw more emphasis on cable-pay concept. Matter of fact, rumor has it that Skiatron and Telemeter would just as soon see telecast toll forgotten—since they're keeping wire hot.

As long anticipated, more pay systems are cropping up as Commission resumes deliberations. Two came in this week. Blonder-Tongue Labs, Newark, submitted to Commission concept of 2 signals being imposed on present 6-mc channels, to be separated by varied polarity. One could be used for conventional signal, other for pay TV, educational TV, etc. Solomon Sagall, much heard from in TV's early days, when he headed big-screen Scopphony of London, proposes simply that picture be telecast without sound; that sound be brought in by wire—with subscribers paying for the sound.

**PATENT PORTENT IN ANTI-TRUST SETTLEMENT?** RCA patent licensees—and at the moment that includes virtually every TV-radio manufacturer except Zenith & Philco—this week hungrily latched onto every available scrap of information about the yet-unfiled settlement of the long patent litigation between RCA & Zenith (Vol. 13:37).

They were looking, of course, for any indicators of impending changes in RCA's patent licensing structure or charges—any changes which might be launched by RCA voluntarily or in a consent-decree settlement of govt.'s civil anti-trust suit against its "package" royalty policies.

Philco topkicks weren't talking, but they seemed quietly optimistic—although it's not believed that any overtures have been made on either side for a settlement of Philco's patent litigation with RCA.

More details of the as-yet-unwritten and still incomplete agreement were leaked to press this week from Zenith sources, while RCA kept mum—and they provided some RCA licensees with food for thought, particularly those who like to read between lines.

The unverified reports which came out this week provided this supplementary information:

RCA and Zenith-Rauland are to exchange royalty-free licenses for TV & radio—excluding color TV—for term ending Jan. 1, 1963.

Patent infringement claims between Zenith-Rauland and RCA are to be arbitrated—RCA's claims against Zenith limited to \$2,800,000-\$4,700,000, Zenith's against RCA to \$1,700,000-\$2,100,000. Some industry observers saw in this reported provision a possible portent for change in RCA "package" licensing, since negotiations apparently are to be on a per-patent, rather than a patent package, basis.

Defendants RCA, GE & Western Electric are to pay Zenith approximately \$10,000,000 in 10 yearly instalments, first payment to be made Oct. 1—day after settlement is scheduled to be filed in Chicago Federal court. Payments by GE & Western Electric would be token sums (Western Electric reportedly already has made its payments to the specified Chicago bank) and lion's share would be borne by RCA.

GE and Zenith would exchange royalty-free licenses for TV, radio and tubes, excluding color TV and tubes used in color TV.

Indication that Zenith plans to enter microwave equipment business was seen in provision that Zenith, Western Electric and Bell systems are to exchange royalty-free licenses for "equipment used by common carrier communications."

One long-time TV manufacturer expressed opinion—on basis of published reports about settlement—that “this will cause some disturbance in the industry.” He said manufacturers will be particularly interested in fact that there’s ceiling on Zenith payments to RCA for back use of patents, whereas “other licensees have no ceiling,” since license fees are based on value of their total production.

“This will set a lot of people to thinking as to whether you are penalized by being a nice fellow,” he said, “when by not being a nice fellow and fighting RCA you can get a competitive advantage.”

**TV CIRCULATION AUDIT NOW UP TO STATIONS:** Long awaited standard all-industry TV set census and station circulation figures are now within reach. All that’s needed is support by perhaps 40% of TV stations and a little over a million dollars.

Thanks to several years’ study and tests by NARTB’s Audit Circulation Study Committee and 2 private research organizations, industry now appears within stone’s throw of standard and reasonably reliable figures on station circulation, comparable to ABC audit in magazine field.

Some details are now being revealed to broadcasters at current series of NARTB regional conferences—first 2 having been held this week at Schenectady and Cleveland. After conferences are over, it’s expected that NARTB will send letters to all telecasters—both members and non-members—to determine whether survey can be supported.

First usable figures probably wouldn’t be available before late 1959—since audit would be made on annual basis to give full-year statistics. Assuming sufficient stations were to subscribe early in 1958, there would still be many details to iron out: Presumably a contract would be let to one or more private research organizations; pilot or “shakedown” study would have to be conducted, etc.

While NARTB officials didn’t reveal details of methodology—they will be kept secret until bids are sought from research groups—it did unwrap enough information to give stations an idea what they would get and what it would cost. For example, subscribing stations would receive 4 statistical tables:

(1) TV census. This would contain county-by-county estimates of TV households for entire U. S., with such breakdowns as percentage of TV penetration in each county, percentage of TV homes able to receive uhf, percentage of homes with color sets.

(2) Circulation report. Arranged by state & county, this table would show circulation of each station putting a signal into the county—on average-day and average-week basis. As “unit of circulation,” survey would use 15 minutes or more of continuous viewing in any one day. Circulation probably will be listed for any station with more than 100 units of circulation in county.

(3) Station report. This would be interpolation of data from tables 1 & 2, arranged by station circulation area rather than state & county.

(4) Socio-economic data. Households in each county would be classified by basic characteristics such as age of housewives, number of children, home ownership, etc.

First year’s study probably will cost about \$1,200,000—costs going down somewhat in subsequent years. NARTB recommends that subscribers be charged on basis of their card rates, as best current indicator of circulation and ability to pay.

Scale of charges can’t be worked out until it’s known how many stations will subscribe, but NARTB research mgr. Richard M. Allerton estimates that if 60% of presently operating TV stations participate, cost would range from \$1100 for smallest station to \$25,000 for biggest, with average payment about \$4500. If only 40% were to sign up, minimum payment would be slightly less than \$2000.

Survey would be conducted using telephone technique, meter method having been discarded as too expensive after committee conducted tests using 125 specially built meters. There would be about 1,900,000 phone calls yielding 800,000 completed interviews—covering all counties, with minimum sampling of 300 TV homes in any county, maximum of 1200.

NARTB’s survey tests were conducted in High Point, N. C. (where 12 TV stations can be received) and in Paterson, N. J. (with “at least 7” signals).

**TV'S MARKET-BY-MARKET FINANCIAL PERFORMANCE:** FCC's most-wanted statistical table—individual TV market revenue-expense-income figures for 1956—was released this week, giving station operators another good yardstick for judging how they stack up with local competition and with comparable markets. Reprinted on opposite page, table gives lumped figures for each of the 64 markets with 3 or more stations. Lumping is done, of course, to avoid disclosure of any specific station's figures. No city-by-city breakdown is provided for markets with 1 or 2 stations, for same reason. However, this doesn't prevent a shrewd operator from making some mighty good guesses in markets with 3 stations or more.

Table provides first opportunity for assessing station performance, as completely disassociated from networks. FCC's over-all table, including networks' figures, was released last month (Vol. 13:34).

Not shown in this week's table are comparable figures for 1955. We've dug them up to show increases. In 1955, there were 466 stations in operation; 436 reported figures to Commission. They showed total revenues of \$462,309,096 (to be compared with figure at bottom of column 8), expenses \$346,055,220 (col. 9), income (profits) before Federal income tax \$116,253,876 (col. 10). Thus, 1956 revenues were up 19.3% from 1955, expenses up 17.1%, income up 25.8%.

**Personal Notes:** Leonard H. Goldenson, AB-PT pres., named to Motion Picture Assn.'s 1958 Production Code Review Board . . . John H. White, ex-Ziv TV, named ABN national sales mgr. . . Thomas H. Bateson, national sales service director of Boston's WNAC-TV & WNAC and Yankee Network, promoted to v.p., Yankee div., RKO Teleradio . . . Murray M. Kaplan, ex-Warner Bros. and United Artists, named NTA sales mgr. . . Charles T. Lipscomb Jr., former pres. of J. B. Williams Co. and one-time pres. of Pepsodent div., Lever Bros., named pres. of ANPA's Bureau of Advertising, succeeding Harold S. Barnes . . . Walter Kingsley, former Ziv mgr. of national sales, appointed to new post of gen. sales mgr. in charge of syndication sales to stations & advertisers; he's succeeded as mgr. of national sales by James Shaw, promoted from central div. national sales mgr.; Jerry Kirby, from national sales dept., succeeds Shaw . . . Paul Garrett, retired GM public relations v.p., elected a director of Teleprompter . . . Alvin G. Flanagan, asst. gen. mgr., KCOP, Los Angeles, becomes gen. mgr., succeeding Jack Heintz, when sale of station to Kenyon Brown-Bing Crosby group (Vol. 13:34) is consummated . . . Robert M. Riley Jr. named sales manager of upcoming WMBD-TV, Peoria . . . Gustave Nathan appointed director of sales development at WNBC, New Britain-Hartford . . . Gene Gaudette, ex-WRAL-TV, Raleigh, named gen. sales mgr., WAVY-TV, Norfolk . . . Dick Jolliffe promoted to KTLA eastern sales rep with headquarters in N. Y. office of Peters, Griffin, Woodward Inc. . . . Dick Walker, ex-KWTV, Oklahoma City, appointed sales service coordinator of KCMO-TV, Kansas City . . . Stuart Hall named production mgr., WCAX-TV, Burlington, Vt. . . . Norman Boggs elected v.p.-gen. mgr., Don Lee Radio div. of RKO Teleradio . . . Irv Lichtenstein, publicity-promotion-research v.p. of radio WWDC, Washington, next month becomes ABN director of promotions & exploitation . . . Robert J. Smith, ex-MBS, named asst. to exec. v.p., *Family Circle Magazine* . . . Frank Miller, from WOR, N. Y., named MBS N. Y. production mgr. . . Wm.

Doerr, WEBR, Buffalo, elected pres., N. Y. State Assn. of Radio & TV Broadcasters, succeeding E. R. (Curly) Vadeboncoeur, WSYR-TV & WSYR, Syracuse.

**ADVERTISING AGENCIES:** Edwin Cox, Kenyon & Eckhardt vice chairman, elected chairman, succeeding Thomas D'Arcy Brophy, retired . . . Ted Bergmann, ex-McCann-Erickson, elected pres. & chief exec. officer, Parkson Adv.; Franklin Bruck, exec. v.p., elected chairman . . . Edwin H. Sonneck, ex-Ford Motor Co., named exec. v.p. & gen. mgr., McCann-Erickson's Market Planning Corp. . . . Charles A. Holcomb, ex-pres. of H. B. Humphrey, Alley & Richards, joins Kudner as special asst. to pres. J. H. S. Ellis . . . Tevis Huhn, ex-Warwick & Legler, elected Bryan Houston v.p. . . . Robert J. Fierst promoted to v.p. & member of exec. staff, Edward H. Weiss & Co. . . . Alfred Steckman becomes Bryan Houston Inc. v.p. and mgr. of plans board . . . Robert R. Ferry named Fletcher D. Richards creative planning director . . . Everett L. Thompson named TV-radio director, Runrill Co. Inc. . . . Harry W. McMahan, ex-McCann-Erickson, named Leo Burnett Co. v.p. in charge of TV commercials and member of plans supervisory committee, headquartered in Los Angeles . . . Richard W. Tully, Foote, Cone & Belding v.p., appointed gen. mgr., Chicago office.

Charles P. Ginsburg, mgr. of advance videotape development, Ampex Corp., wins SMPTE David Sarnoff Gold Medal Award "for his work in the development of a practical video recorder," to be presented Oct. 4 at society's Philadelphia convention. Last week IRE selected Ginsburg for its Vladimir K. Zworykin TV Prize.

NBC-TV Affiliates Executive Committee unanimously reelected its chairman Walter J. Damm, WTMJ-TV, Milwaukee. Other officers are Jack Harris, KPRC-TV, Houston, vice chairman (basic affiliates); Harold Essex, WSJS-TV, Winston-Salem, vice chairman (optional affiliates); Harold Stuart, KVOO-TV, Tulsa, secy.-treas.

Leon Ames nominated for pres. by Screen Actors Guild's nominating committee, to succeed Walter Pidgeon.



MARTIN COEL, Editor and Publisher; ALBERT WARREN, Senior Editor; ROBERT COEL, Business Manager; DAVID LACHENBRUCH, Associate Editor; JAMES S. CANNON, Trade Reports Editor  
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Official FCC Individual Market Financial Data for 1956

TIME SALES:

TV Markets (1)	No. of Stations in Operation (2)	No. Reporting \$25,000 or More Time Sales (3)	Networks (4)	National and Regional Advertisers and Sponsors <sup>1</sup> (5)	Local Advertisers and Sponsors <sup>1</sup> (6)	Total Stations Reporting (7)	Total Broadcast Revenues <sup>2</sup> (8)	Total Broadcast Expenses (9)	Total Broadcast Income <sup>3</sup> (10)
Albany-Schenectady-Troy, N. Y.	3#	3	\$ 1,064,196	\$ 2,276,346	\$ 908,472	3	\$ 3,860,285	\$ 2,606,024	\$ 1,254,261
Albuquerque, N. M.	3	3	267,643	355,407	650,397	3	1,389,849	1,642,009	(252,160)
Atlanta, Ga.	3	3	1,619,681	2,498,168	1,577,931	3	5,322,642	3,236,715	2,085,927
Baltimore, Md.	3	3	2,251,460	3,235,395	2,759,035	3	7,337,815	4,215,867	3,121,948
Boston-Cambridge, Mass.	3#	2	*	*	*	3	*	*	*
Buffalo-Niagara Falls, N. Y.	3	3	1,556,774	3,013,267	2,275,918	3	6,204,080	4,515,493	1,688,587
Cedar Rapids-Waterloo, Ia.	3	3	509,057	1,334,139	341,425	3	2,061,862	2,035,675	26,187
Charleston-Oak Hill-Huntington, W. Va.; Ashland, Ky.	4	4	957,567	1,457,401	976,465	4	3,372,992	2,896,795	476,197
Chicago, Ill.	4	4	5,571,357	15,666,289	8,343,321	4	31,175,262	21,426,795	9,748,467
Cincinnati, O.	3	3	2,000,833	3,190,263	1,942,459	3	7,674,826	5,002,875	2,671,951
Cleveland, O.	3	3	3,743,376	5,990,592	3,079,425	3	12,694,969	7,386,100	5,308,869
Colorado Springs-Pueblo, Colo.	3	3	112,554	288,408	662,330	3	1,164,401	1,301,860	(137,459)
Columbia, S. C.	3#	2	*	*	*	3	*	*	*
Columbus, O.	3	3	1,456,087	3,094,819	1,697,053	3	5,833,475	4,275,217	1,558,258
Corpus Christi, Tex.	3#	3	*	*	*	3	*	*	*
Dallas-Ft. Worth, Tex.	4	4	2,026,717	3,124,548	2,792,923	4	7,780,538	5,961,812	1,818,726
Denver, Colo.	4	4	1,105,679	2,216,387	1,911,443	4	4,886,168	4,094,574	791,594
Des Moines-Ames, Ia.	3	3	1,415,762	1,646,727	663,505	3	2,942,528	2,645,119	297,409
Detroit, Mich.	3	3	3,942,451	7,125,928	5,072,627	3	15,225,811	7,737,896	7,487,915
El Paso, Tex.	3#	2	*	*	*	3	*	*	*
Evansville, Ind.-Henderson, Ky.	3#	3	*	*	*	3	*	*	*
Fresno-Tulare, Cal.	4#	4	569,988	1,477,400	764,569	4	2,461,759	2,270,583	191,176
Galveston-Houston, Tex.	3	3	1,371,774	3,405,279	2,276,079	3	6,406,238	5,457,119	949,119
Green Bay-Marinette, Wis.	3	3	446,666	806,356	638,772	3	1,838,702	1,862,847	(24,145)
Greensboro-High Point-Winston Salem, N. C.	3	3	890,569	1,513,244	462,847	3	2,547,745	1,532,982	1,014,763
Harrisburg, Pa.	3	3	164,843	260,262	323,515	3	730,117	9,472,222	(217,105)
Hartford-New Haven-Bristol-New Britain, Conn.	3	3	901,371	2,612,542	1,028,270	3	4,017,043	3,788,425	228,618
Indianapolis-Bloomington, Ind.	3	3	1,719,853	3,461,270	2,135,418	3	6,721,963	4,503,682	2,218,281
Kansas City, Mo.	3	3	1,990,647	3,978,281	1,211,905	3	6,691,280	4,355,838	2,335,442
Knoxville, Tenn.	3#	3	444,303	699,488	487,266	3	1,491,614	1,399,976	91,638
Las Vegas-Henderson, Nev.	3#	2	*	*	*	3	*	*	*
Little Rock-Pine Bluff, Ark.	3	3	455,786	824,827	659,774	3	1,932,755	1,999,158	(66,403)
Los Angeles, Cal.	7	7	4,848,643	16,698,440	15,442,154	7	32,873,584	27,171,364	5,702,220
Madison, Wis.	3	3	200,192	488,581	592,405	3	1,330,487	1,360,521	(30,034)
Memphis, Tenn.	3	3	1,426,430	2,285,905	575,320	3	3,819,611	2,744,651	1,074,960
Miami-Ft. Lauderdale, Fla.	4#	4	906,627	2,813,661	2,090,835	4	5,907,785	4,340,656	1,567,129
Milwaukee, Wis.	4#	4	1,719,730	4,455,469	1,338,089	4	6,800,657	4,829,900	1,970,757
Minneapolis-St. Paul, Minn.	4	4	2,108,738	3,530,245	2,958,587	4	8,662,556	6,430,405	2,232,151
Nashville, Tenn.	3	3	977,830	1,124,957	1,287,850	3	3,283,933	2,964,866	319,067
New York, N. Y.	7	7	10,573,201	31,704,963	13,424,684	7	52,211,150	30,710,803	21,500,347
Norfolk-Portsmouth-Newport News-Hampton, Va.	3	3	921,956	1,628,333	815,375	3	3,155,195	1,784,362	1,370,833
Philadelphia, Pa.	3	3	4,449,160	9,775,734	4,392,631	3	17,412,073	9,904,775	7,507,298
Phoenix, Ariz.	4	4	565,028	1,003,703	1,097,177	4	2,561,821	2,934,557	(372,736)
Portland, Ore.	4#	4	1,116,251	2,856,608	1,075,755	4	4,484,214	3,516,736	967,478
Raleigh-Durham, N. C.	3#	2	*	*	*	3	*	*	*
Richmond-Petersburg, Va.	3#	3	1,026,229	1,334,439	494,510	3	2,921,467	2,311,798	609,669
Roanoke-Lynchburg, Va.	3	3	701,989	954,092	461,932	3	1,959,520	1,923,853	35,667
Rochester, N. Y.	3	3	1,154,173	1,933,985	1,018,198	3	3,811,292	2,676,004	1,135,288
Sacramento, Cal.	3	3	744,982	1,725,677	660,479	3	2,869,177	2,501,812	367,365
Salt Lake City, Utah	3	3	918,994	1,225,274	1,228,219	3	3,184,644	2,728,670	455,974
San Antonio, Tex.	3	3	891,851	2,031,509	809,383	3	3,382,142	1,890,134	1,492,008
San Francisco-Oakland, Cal.	4	4	2,926,136	5,246,102	4,012,190	4	11,422,839	6,837,885	4,584,954
Seattle-Tacoma, Wash.	4	4	1,512,311	3,565,346	1,420,524	4	6,042,470	5,061,950	980,520
South Bend-Elkhart, Ind.	3	3	365,568	711,147	483,591	3	1,568,374	1,722,299	(153,925)
Spokane, Wash.	3	3	442,906	1,634,270	835,128	3	2,573,122	2,176,459	396,663
St. Louis, Mo.	3	3	2,156,951	4,157,438	2,902,037	3	8,175,174	3,895,044	4,280,130
Tampa-St. Petersburg, Fla.	3	3	614,508	1,428,560	1,003,280	3	2,876,872	2,789,555	87,317
Tucson, Ariz.	3#	3	112,788	168,914	958,210	3	1,215,911	1,228,543	(12,632)
Tulsa-Muskogee, Okla.	3	3	1,045,618	1,397,755	1,000,187	3	3,414,747	2,922,975	491,772
Washington, D. C.	4	4	2,265,112	4,867,280	2,055,914	4	8,810,453	6,266,370	2,544,083
West Palm Beach, Fla.	3#	2	**	**	**	2	**	**	**
Wilkes Barre-Hazleton-Scranton, Pa.	4	4	631,921	800,766	902,659	4	2,181,902	2,254,235	(72,333)
Wichita-Hutchinson, Kan.	4#	4	519,187	1,136,798	981,839	4	2,531,962	2,855,481	(323,519)
Honolulu, Hawaii	3	3	176,285	738,994	1,079,162	3	1,815,234	1,560,067	255,167
Total 64 Markets	215	209	\$ 91,425,714	\$ 199,732,252	\$ 119,652,123	214	\$ 387,905,543	\$ 274,336,197	\$ 113,569,346
Markets Less Than 3 Stations									
Total 203 Markets	266	249	\$ 36,559,905	\$ 81,460,636	\$ 54,349,962	260	\$ 163,445,313	\$ 130,758,178	\$ 32,687,135
TOTAL 267 MARKETS	481	458	\$ 127,985,619	\$ 281,192,888	\$ 174,002,085	474	\$ 551,350,856	\$ 405,094,375	\$ 146,256,481

<sup>1</sup> Before commissions to agencies, representatives and others  
<sup>2</sup> Total revenues consist of total time sales less commissions plus talent and program sales.  
<sup>3</sup> Before Federal income tax.  
# Not all stations in this market operated a full year during 1956.

\* Data withheld because third station in this market in operations for short period during 1956.  
□ Data incomplete.  
\*\* Data not published for groups of less than 3 stations.  
() Loss.

WPTA, Ft. Wayne (Ch. 21) becomes ABC-TV primary affiliate as of Sept. 21, ABC-TV station relations v.p. Alfred R. Beckman stating that addition of the Sarkes Tazarian station in all-uhf area adds 575,000 families to network's live coverage; that ABC-TV's live coverage will be extended to 85% of U. S. TV homes this season.

Pat Somerset of Screen Actors Guild Sept. 24 becomes pres. of Hollywood AFL Film Council, composed of unions & guilds in film industry, succeeding Henry C. Wadsworth.

Rate increases: WAGA-TV, Atlanta, has added Class AA min. only rate (8-10 p.m. daily) at \$275; Class A min. remains \$250 . . . KCRA-TV, Sacramento, Sept. 1 raised base hour from \$800 to \$900, min. \$200 to \$225 . . . WJMR-TV, New Orleans, has raised base hour from \$400 to \$600, 20 sec. \$58.75 to \$90 . . . WNOW-TV, York, Pa., new rate card has base hour of \$150, min. \$28.50, drops Class C . . . KTVI, St. Louis, drops Class D rates, changes Class C to "all other times."

**New and Upcoming Stations:** Bumper crop of new TV starters, traditional around harvest time as new-season programming begins, this week includes 3 stations in U. S.—and in Canada, 2 originating stations and 3 satellites. U. S. starters are Hartford's WTIC-TV (Ch. 3), Omaha's KETV (Ch. 7) and Lexington's WKXP-TV (Ch. 27), bringing on-air total to 512 (91 uhf). Canadian stations starting programs are CHAT-TV, Medicine Hat, Alta. (Ch. 6) and CHBC-TV, Kelowna, B. C. (Ch. 3), with satellites at Penticton (Ch. 13) & Vernon (Ch. 7).

WTIC-TV, Hartford, begins first broadcast day at 7 p.m. Mon., Sept. 23 after month of equipment tests. It will be independent outlet in area already served by CBS's WHCT (Ch. 18), NBC's WNBC (Ch. 30) and Triangle Publication's ABC-affiliated WNHC-TV. Owned by Travelers Insurance Co. (radio WTIC), it starts with full 100-kw ERP. Base hour is \$800. Rep is Harrington, Righter & Parsons.

KETV, Omaha, started regular commercial schedule Sept. 17 as ABC-TV affiliate in 3-station market. It's owned by *Omaha World-Herald*, gets under way with 316-kw ERP. Eugene S. Thomas is gen. mgr. Base hour is \$900. Rep is H-R Television.

WKXP-TV, Lexington, Ky., now on air with test patterns, begins programs Sept. 23 with 15.5-kw ERP. No network affiliation has been announced for this second uhf in city. Base hour is \$251.30. Rep is Pearson.

CHAT-TV, Medicine Hat, began programs last week end with 5.7-kw ERP. Live network interconnection is due about Dec. 15. R. J. Buss is v.p.-gen. mgr.; Jack Oldham, Merv Stone & Sid Gaffney—all from radio CHAT—are sales mgr., program director & chief engineer, respectively. Base hour is \$100. Reps are Weed and H. N. Stovin & Co.

CHBC-TV, Kelowna, is poised for Sept. 21 programming start, with ERP of 3.7-kw. With its 2 satellites—CHBC-TV-1, Penticton, and CHBC-TV-2, Vernon—it will be sold as a "station group." Satellites have ERP of about 300 watts. Base hour rate is \$170. Reps are Weed and All-Canada.

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

KIRO-TV, Seattle (Ch. 7) with construction of studio-transmitter building underway, starts erection of Truscon tower this week, expects delivery on GE transmitter at end of month, reports v.p. Lincoln W. Miller. Test pattern target is Dec. 15, with CBS-TV programming due Feb. 8. Rep is now being chosen.

WOWL-TV, Florence, Ala. (Ch. 15), authorized to change Sept. 6 from Ch. 41, has set test pattern target for Sept. 23, limited programming for Oct. 7, says pres.-gen. mgr. Richard B. Biddle. GE transmitter is ready, and installation of GE antenna on 300-ft. U. S. Tower Co. structure was expected to be completed by week end. Base hour will be \$200. Rep will be Forjoe.

KXGN-TV, Glendive, Mont. (Ch. 5) has signed with CBS-TV, reports gen. mgr. Dan Palen, with programming scheduled to start Oct. 1 after 2 weeks of tests. Additional personnel, all veterans of KXGN radio, include Karl Johnson, sales director; Donald J. Powers, chief engineer; Lewis W. Moore, film buyer. Base hour will be \$125. Rep will be Grant Webb.

WMAY-TV, Springfield, Ill. (Ch. 36) hopes to get on air in spring of 1958, reports gen. mgr. Gordon Sherman. Transmitter has not been purchased but negotiations are underway with several manufacturers. Guyed 650-ft. Stainless tower will be utilized. Although talks have been going on with John E. Pearson Co. and others, rep has not been chosen.

Equipment shipments: RCA reports Sept. 19 shipment of 10-kw transmitter with used 25-kw amplifier (from KOVR, Stockton, Cal.) to WBOY-TV, Clarksburg, W. Va. (Ch. 12); 6-section superturnstile antenna Sept. 13 to upcoming non-commercial KUED, Salt Lake City (Ch. 7); 12-section Sept. 18 to WHDH-TV, Boston (Ch. 5).

KTVX changes to KTUL-TV with switch of city designation from Muskogee to Tulsa.

Translator starts: K77AF, San Saba, Tex. began Sept. 13 repeating KTBC-TV, Austin.

New reps: WNOW-TV, York, Pa. to Adam Young Inc. (from Robert S. Keller Inc.).

**GOVT. USE OF CH. 2** in the Pacific, west of Oahu, Hawaii, was authorized by FCC this week in swap of frequencies giving industrial radio users valuable space just below 152 mc. FCC and Office of Defense Mobilization were quick to point out that the Pacific use (54-54.4 mc, for "scatter" on Midway Island) won't encroach on TV. In attempt to forestall alarmist reactions, ODM stated:

"ODM officials emphasized that, in the selection of the bands, extreme care was taken to avoid interference with the TV broadcast service. They said that protection to this service is provided for, and encroachment on TV service is not contemplated."

Also being turned over to Govt. for scatter are 46.6-47 and 49.6-50 mc, the present industrial users to be moved eventually to 150.8-152 mc. In addition, Commission proposed greater splitting of industrial channels to accommodate more users.

At NARTB regional meeting in Cleveland this week, Sen. Potter (R-Mich.) reiterated demand for impartial survey of govt. uses of spectrum. He suggested that survey be done by commission of "laboratory scientists," that commission exclude Congressmen, FCC, military services and broadcasters.

First commercial use of "scatter" link to Cuba was more imminent than networks were prepared to indicate (Vol. 13:37), for NBC-TV on Sept. 13 sent *Cavalcade of Sports* boxing match to Cuba where it was carried by CMBF-TV network. Goar Mestre, part-owner of CMBF-TV, said fights would be carried regularly and that his CMQ network would take World Series via scatter. First Cuba-to-U. S. TV use of link may come Sept. 29, 3:30-4 p.m., when Martin Agronsky has scheduled live interview with Cuban President Fulgencio Batista from Presidential Palace in Havana on his *Look Here*. The link will be used for closed-circuit telecast Sept. 24 when IT&T pres. Maj. Gen. E. H. Leavey speaks from studios of NBC's WRC-TV, Washington, to audience of communications ministers from more than 20 Latin American countries assembled in Havana's Hotel Nacional. The 15-min. program will be produced by NBC Telesales. Meanwhile, engineers of Mexico's Telesistema Mexicano abandoned efforts to connect to U. S. via two-hop relay from Harlingen, Tex. to Mt. Zamorano, near Queretaro (Vol. 13:33). A Mexican TV official told us: "Everything was fine from Harlingen to Ciudad Victoria, but the long stretch between Victoria and Mt. Zamorano, which calls for another relay, is a matter for the future. Signal tests have been far from satisfactory."

**C**ONFIDENTIAL INFORMANTS will play large part in Rep. Moulder's House Commerce legislative oversight subcommittee's investigation of independent govt. regulatory agencies, including FCC. That was made crystal clear by newly appointed chief counsel-staff director Bernard Schwartz on 2 separate occasions this week:

(1) In personal letters to attorneys practicing before such agencies as FCC, Schwartz appealed for information, which he said would be treated "on a wholly confidential basis." The letters stated: "The success of the investigation will ultimately depend upon instances of improper agency action being brought to our attention by persons who may have knowledge of such action."

(2) In address to Washington convention of Federal Bar Assn. Sept. 20, Schwartz appealed to "lawyers who have lost cases, they believe wrongly," to give information—on a confidential basis, if desired—to any of the subcommittee's 10 professional staffers. He also urged "civil servants whose loyalty to the country is greater than their loyalty to their immediate superior" to bring facts to subcommittee.

He said investigation will cover only "the 6 most important independent commissions"—CAB, FCC, FPC, FTC, ICC, SEC—adding that since Labor Day his subcommittee has had at least one staffer gathering data within each of the agencies.

Inquiry will cover vast amount of territory, he indicated, purpose being to determine whether these agencies, "which are in a sense part of the legislative branch," are subject to pressures from executive branch or from regulated industries, and whether they are operating within statutes which govern them.

While he went into no details about specific agencies, it's understood that his subcommittee's investigators have been delving into facts surrounding specific FCC cases—including TV grants in Boston & Miami.

**L**IVE EDUCATIONAL program series beamed to non-commercial stations—the joint NBC-Educational TV & Radio Center project which was so widely praised last season—resumes Oct. 28 for 10-week run Mon. thru Fri. at 6 p.m. using NBC-TV facilities and expected to be carried by nearly 30 educational stations.

New series was announced simultaneously by ETRC and by NBC pres. Robert W. Sarnoff—the latter in address to American Legion convention in Atlantic City as he accepted 1957 Americanism Award for his "vision and leadership in launching the NBC Educational TV Project."

Each of 5 series will be presented one day a week. As outlined by Sarnoff and ETRC, they will include: (1) Study of functions of executive branch of Federal Govt., originating in Washington and using "national leaders" as instructors in many cases. NBC news commentator Bill Henry will conduct show. (2) Series based on International Geophysical Year, hosted by NBC commentator Frank Blair, discussing significant features of present knowledge about the earth and current geophysical projects. (3) Mathematics series, hosted by Clifton Fadiman. (4) American resources series, conducted by Prof. Albert Burke and dealing with natural resources. (5) Greek mythology series, probably to be produced at New York's Metropolitan Museum.

**P**ROTESTS against CBS Ch. 11 St. Louis grant were turned down by FCC this week on grounds they were filed too late. Meanwhile, progress is reported in project whereby CBS would buy KWK-TV, turning over Ch. 11 CP to applicants whom it beat (Vol. 13:36).

Two more hearing cases advanced—Ch. 7, Buffalo, and Ch. 5, Lubbock, Tex. In Buffalo case, examiner H. Gifford Irion again recommended WKBW-TV Inc. get grant, holding that it's financially qualified. In Lubbock case, examiner Millard F. French proposed that Texas Tech College get Ch. 5, resolving questions of legal & financial qualifications in its favor.

In Greenwood, Miss., WABG will be free for Ch. 6 grant, now that Delta TV Corp. has decided to pull out.

CPs granted: Champaign-Urbana, Ill., Ch. 33, to Plains TV Corp.; Tampa, Fla., educational Ch. 3, to Fla. West Coast Educational TV Inc.; Durango, Colo., Ch. 72 translator, to Durango TV Translator. CP for KRTV, Walla Walla (Ch. 8) was cancelled.

Allocations actions: (1) Finalized addition of Ch. 13 to Hibbing, Minn., substitution of Ch. 9 for Ch. 13 in Bemidji. (2) Finalized addition of Ch. 9 to Wausau, Wis., substitution of Ch. 8 for Ch. 9 in Iron Mountain, Mich. (3) Denied proposal to add Ch. 9 to Hancock, Mich. (4) Issued rule-making proposing to swap educational Ch. 24, Hartford, with commercial Ch. 53, Waterbury—WATR-TV, Waterbury, to shift to Ch. 24. (5) Issued rule-making proposing reconsideration of decision to add Ch. 8 to Ainsworth, Neb. and Ch. 3 to McCook, Neb.—proposing instead to add Ch. 8 to McCook, shift Ch. 3 from Cheyenne, Wyo. to Sterling, Colo.

Sale of KFEQ-TV, St. Joseph, Mo. (Ch. 2) & KFEQ by Kenyon Brown-Bing Crosby group for \$841,091 to Jesse D. Fine theatre family was approved by FCC this week. (Vol. 13:34). Fine family operates chain of theatres in Indiana and formerly owned WFIE, Evansville, Ind.

Again this season, kinescope recordings of programs will be made available to NBC affiliates.

Meanwhile, New York's Metropolitan Educational TV Assn. announced completion of its production center in the Carnegie Endowment building—nucleus for an eventual non-commercial TV station. Studio will originate programs for live presentation on local stations and filmed use by educational outlets. Covering 44x42-ft. area, it is equipped with 3 image orthicon cameras, kine recording facilities.

This week, META was offered 4 one-hour time periods on WCBS-TV—3:30-4 p.m. Sundays this fall and winter when the New York station is blacked out of CBS-TV's pro football coverage. For first period—Oct. 27—META will present TV debut of famed Budapest String Quartet, which is contributing its services. Other periods haven't been scheduled.

In addition, META will present 4 regular series totaling 3½ hours weekly over WPIX (Vol. 13:36)—mental health series, applications of school subjects to daily life, series on such public institutions as museums & libraries, adult discussion series.

"Golden Mike" TV awards presented by American Legion Auxiliary at Atlantic City convention this week to: *This Is Your Life* (NBC-TV) for "greatest woman appeal," *Lawrence Welk Show* (ABC-TV) for "freshest entertainment appeal," *Disneyland* (ABC-TV) for "widest informational appeal" to youth.

**Financial & Trade Notes:** Magnavox reports new highs in net income and sales—\$3,759,226 and \$87,467,864—for fiscal year ended June 30. These compare with earnings of \$3,100,442 on sales of \$70,529,646 in previous fiscal year. Per share earnings this year were equivalent to \$3.90 on 890,140 shares outstanding compared with \$3.54 on 841,234 shares year ago. Company said increased number of outstanding shares was due largely to 5% stock dividend.

Increase of 24% in net sales was due mainly to hi-fi sales which chairman Richard A. O'Connor and pres. Frank Freimann said were nearly double those of previous year. Company statement also said "TV sales reflected a substantial increase in spite of the fact that industry sales generally were considerably lower than in the preceding year." Military products sales also were up over previous year.

"While total sales were well ahead of last year," Magnavox statement said, "they were slightly below management expectancy due in part to the company's inability to manufacture sufficient products to meet the peak demand last fall and to the thin market for color TV." It said it had expanded its plant "to meet the expected large demands for its product this fall," anticipating increased sales in all lines.

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Special stockholders meeting of Skiatron Electronics & TV Co., called to approve new wired pay-TV royalty agreement with Matty Fox's Skiatron TV Inc., was adjourned until Sept. 25 for lack of quorum. Company said approval of proxy statements was received from SEC too late to solicit proxies. Principal purpose of Sept. 25 meeting will be to approve contract with Fox's firm, whereby Skiatron Electronics receives 2½% in royalties from closed-circuit use of its system. It already has contract calling for 5% for broadcast use of its fee system. Stockholders will also be asked to approve increase of 250,000 shares of common stock, and issuance of warrants for these shares to Fox's Skiatron TV at \$5 a share, to run until April 30, 1967. Skiatron closed Sept. 27 at 7¾.

GE has been awarded \$5,000,000 Air Force contract for production of over-horizon single-sideband scatter communications equipment capable of spanning 700 miles in one hop—longest distance to be regularly achieved by scatter. System will be used as main line of communications at advance Arctic bases and was developed and tested under previous \$4,600,000 Air Force contract. Group of 50 leading tropospheric scatter experts will be briefed on new GE scatter system Sept. 26 in meeting at Syracuse GE plant.

FCC relaxed remote control rules this week to permit remote operation of AM directional and FM stations operating with powers higher than 10-kw. Commission said it would consider applications on case-by-case basis, that satisfactory showing of stability directional antennas must be made. No changes were made in requirements for operators—first class operators still being required for directional and over-10-kw stations.

Radio station sales and transfers approved by FCC: WSLB, Ogdensburg, N. Y. by St. Lawrence Bcstg. Corp. for \$190,000 to George W. Bingham and associates (Vol. 13:34) . . . KSEI, Pocatello, Ida. sold 88.9% by Florence M. Gardner for \$118,915 to Pioneer Bestrs. Corp. (Vol. 13:26) . . . KATI, Casper, Wyo. by John L. Breece for \$65,000 to banker John R. Burrus, 51%, and commercial mgr. K. G. Prather, 49% with wife (Vol. 13:35).

Siegler Corp., Anaheim, Cal., which last week merged with Unitronics Corp. through exchange of stock (Vol. 13:37)—taking over latter's Olympic Radio & TV plant in Long Island City, with its 1100 employees making TV-radio-phonos; its Bogen plant in Paramus, N. J., making amplifiers, pre-amplifiers, tuners; its Presto div., making background music, disk & tape recording and playback equipment—emerges as "a corporate entity doing business at an annual rate of approximately \$75,000,000," mostly in the field of electronics "divided nearly equally between commercial and military contracts [with] major manufacturing facilities on both the East and West coasts."

So states Siegler pres. John G. Brooks in supplement to annual report this week, showing sales during fiscal year ending June 30, 1957 rose to \$32,719,078 from \$15,375,034 in 1956 while net income was \$1,036,681 (\$1.36 per share on 761,082 outstanding) vs. \$1,053,059 (\$1.50 on 700,696 shares then outstanding). Stock is traded on ASE. Siegler also is parent of Hallamore Electronics Co., Anaheim, Cal., making closed circuit TV equipment, guided missiles instruments, etc.; Centralia Heater div., Centralia, Ill., gas & oil heating equipment; Consolidated Machinery & Supply Co., Los Angeles (Comet woodworking machinery), into which General Water Heater Corp., Costa Mesa, Cal., was integrated when acquired year ago; Baby Mate Inc., Los Angeles, maker of baby strollers, also acquired last year; Holly-General Corp., Burbank & Pasadena, Cal., recent consolidation of Holly Mfg. Co. and General Water Heater Co., making heating, air conditioning and water heating equipment.

Currently, Siegler is also absorbing Hufford Corp., El Segundo, Cal., said to be world's largest manufacturer of stretch-forming equipment used in making air frames and missiles. Hufford recently acquired Sancor Corp., Santa Barbara, Cal., making ground handling & support equipment for aircraft and missiles; Vac-U-Lift Co., Salem, Ill., Vacuum handling systems; Fonda Corp., El Segundo, maker of film developing machines.

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IT&T reports net income of \$12,989,254 (\$1.81 per share) on first half net sales of \$295,189,958 and total income of \$326,916,997 compared with net profit of \$12,487,250 (\$1.74) on net sales of \$223,136,059 and total income of \$251,662,490 in similar 1956 period. U. S. sales totaled \$127,228,014 vs. \$81,037,673 in first half of 1956; foreign sales were \$167,961,944 vs. \$142,098,386. Unfilled U. S. orders were \$178,000,000, foreign \$290,000,000, as of June 30.

Emerson reports net profit of \$54,753 (3¢ per share) for 39 weeks ended Aug. 3 compared with \$46,048 (2¢) for similar period last year.

Fox, Wells & Rogers is new name of investment firm formerly called Fox, Wells & Co., as these changes take place: James G. Rogers, pres. and 15% owner of KFSD-TV, San Diego, becomes gen. partner; George B. Wells withdraws as gen. partner; Dr. R. Bowling Barnes changes from general to limited partner; Francis D. Rogers becomes limited partner.

NBC applied for FM station in Philadelphia this week. A company spokesman explained that move was intended to give network "complete facilities" in Philadelphia, as companion to its WRCV-TV & WRCV there.

"Do Radio Networks Have a Future?" is subject of discussion between ABN v.p. Stephen Labunski and radio-man Gordon B. McLendon at Sept. 25 RTES luncheon at Hotel Roosevelt, N. Y.

**LITTLE 'TREND' SEEN IN GE LAYOFFS:** GE's announcement of plans to lay off 700 employees, candidly stating purpose is to "curtail production of TV sets to keep pace with current and anticipated sales," elicited only one slight echo from major producers -- Motorola, which conceded its set movement wasn't up to expectations.

Spokesmen for other top producers were unrestrained in their reports of sales. These included RCA, Sylvania, Emerson, Philco.

GE production of 1958 sets started earlier than usual this year, gen. mgr. Herbert Riegelman of TV receiving dept. said, noting production stayed at relatively high level during summer. Pointing to Aug. drop in industry's retail sales (Vol. 13:37), he said "we feel that our present level of production must be reduced in line with our sales expectations for the balance of this year."

Layoff is effective Oct. 4 and affects workers on second shift, on subassembly lines making speakers, components, etc. As result, spokesman said, number laid off will not have proportionate effect on production cutback since many of the parts they made could have been stockpiled, and probably were. Riegelman's announcement made no mention of re-hiring.

Motorola pres. Robert W. Galvin provided us with frank statement: "Our market has been disappointing. Our merchandise had apparently been delightfully accepted by the trade, but it was not backed up by wholesale or retail sales in last 2 weeks of Aug. or first 2 weeks in Sept."

Galvin couldn't offer any reason for company's disappointing TV sales position, saying only that the market was not opening up the way it was expected to and people apparently are not buying TV sets.

Responding to our questions, he said Motorola is not thinking now about cutting back production, "but if condition continues this would be an eventuality." He added that he didn't think Motorola's experience in the market has been unique in the industry and that he didn't think prices -- up about 5% from last year -- played significant part in public's failure to buy at expected rate.

"It's difficult to predict what sales will be," Galvin declared, giving as examples years where Aug. & Sept. were good and "Oct. fell on its face," while in other years Oct. turned out to be a banner month.

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Opposite tack was taken by RCA consumer products exec. v.p. Robert A. Seidel who summed it up this way: "Our business is extremely good -- as a matter of fact we stepped up production a little last week." He said RCA has more orders for recently introduced color sets than "we can ship," but added that factory will catch up with orders in a few weeks.

Aug. retail sales were described by Seidel as "not quite as good for RCA or the industry as we had expected, but Sept. has started off with a bang" -- and no production cutbacks or layoffs are in sight.

"I've felt right along that the industry would go ahead in the fall; that's still the way I see it," Seidel said, pointing to rising rate of spendable income.

Sylvania's Marion E. Pettegrew, operations v.p. in charge of TV-radio div., painted a strong picture of Sylvania sales as being "at a record rate of more than double a year ago and we see no possibility whatsoever of a production cutback." As a matter of fact, he said, demand for Sylvania's new line "is so great we are operating on a 6-day week" and plan to continue the overtime schedule "at least through Oct." His full year estimate: "We expect both record production and sales."

Emerson pres. Benjamin Abrams gave us this view: "I've noted considerable improvement in the market in the last couple of weeks." He sees industry sales running

about the same as last year and added that "this is true also for Emerson." Abrams said he had figured industry's retail sales for the year would be about 6,000,000, but now had revised his estimate to 6,500,000. Only explanation he could give for GE cutback was that it may have overproduced and run up a lot of inventory.

Philco spokesman made clear to us there's been no change in estimate pres. James M. Skinner Jr. gave us last week, namely: That Philco is getting larger share of market than in preceding year; that industry factory sales for year would be closer to 6,500,000 than the 7,000,000 (Vol. 13:37).

To emphasize Philco position, spokesman said company has been hiring TV production workers right along, no cutback is in sight, TV lines are going full blast.

Another facet of layoff was statement by IUE pres. James B. Carey that union will attempt to get a supplemental unemployment benefit program started next Aug. 1 when GE contract provides negotiation on employment security.

Note: During week Whirlpool set Oct. 1 layoffs for 1600 of 7200 employes at Evansville, Ind. plant which turns out refrigerators, freezers, dehumidifiers, air conditioners. GE dropped 1614 workers at household refrigerator div., Louisville, Ky. On other hand, Westinghouse said it had hired 950 employes since Aug. 1 at Mansfield and Columbus, O. making refrigerators, freezers, washers, etc.

**Production:** TV output was 161,749 week ended Sept. 13, compared with 146,288 preceding week and 157,946 in corresponding week one year ago. It was year's 37th week and brought TV production for year to date to about 4,263,000, compared with 4,901,586 in same period of 1956. Radio production totaled 327,829 (91,068 auto) for week ended Sept. 13 vs. 256,292 (58,451) preceding week and 245,060 (48,177) in corresponding week year ago. Radio output for 37 weeks totaled about 9,631,000 (3,623,000) vs. 9,008,221 (2,920,177) in 1956 period.

**Topics & Trends of TV Trade:** Current electrical safety standards for TV sets are more than adequate, EIA Engineering Dept.'s Safety Standards Committee has decided after review of safeguards prescribed by Underwriters Labs for TV manufacturers. Chairman J. T. Brothers, of Philco, told Consumer Products Div. at last week's quarterly meeting in Los Angeles that Committee feels there is no need for any change in UL requirements or inspection standards for portable sets. UL requirements for TV & radio sets, he said, are far more severe than for other electrical appliances and TV-radio safety record is better than that of any other electrical devices used in homes. In other actions, EIA board:

(1) Approved recommendation by exec. v.p. James Secret that special committee of EIA directors review industry's part in Hagerstown closed-circuit educational TV project to determine how equipment requirements may be met and to look into potential educational market.

(2) Received progress report from Educational Coordinating Committee indicating "an increasingly alarming situation in future technical manpower needs."

(3) Was told by Service Committee that EIA lab manual, *Basic TV & TV Receiver Servicing*, with accompanying instructors' guide, will be published in few weeks.

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EIA membership applications approved at Sept. 12 board meeting in Los Angeles: Bureau of Engraving Inc., Industrial div., Minneapolis; Entron Inc., Bladensburg, Md.; Eraser Co. Inc., Syracuse; Greman Mfg. Co. Inc., Wakefield, Mass.; G-V Controls Inc., E. Orange, N. J.; Insul-8-Corp., Electronics div., San Carlos, Cal.; International Electronics Corp., N. Y.; Kentron Hawaii Ltd., Honolulu; Lockheed Aircraft Corp., Missiles System div., Sunnyvale, Cal.; Pomona Electronics Co. Inc., Pomona, Cal.; Science-Electronics Inc., Cambridge, Mass.; Temco Aircraft Corp., Dallas.

TV shipments to dealers totaled 2,969,251 in first 7 months of 1957, when production was 3,082,799, according to EIA state-by-state report. They compare with shipments of 3,225,180, production of 3,752,133 in similar 1956 period. July shipments were 465,285, compared with 382,699 in June and 450,158 in July 1956. Here's 7-month report (county-by-county tables available to EIA members):

State	Total	State	Total
Alabama	44,235	New Jersey	108,289
Arizona	18,391	New Mexico	12,175
Arkansas	25,989	New York	357,835
California	291,089	North Carolina	58,361
Colorado	24,872	North Dakota	9,409
Connecticut	47,920	Ohio	167,274
Delaware	6,931	Oklahoma	31,521
District of Columbia	30,182	Oregon	30,286
Florida	103,074	Pennsylvania	203,399
Georgia	61,286	Rhode Island	16,729
Idaho	9,476	South Carolina	23,969
Illinois	172,837	South Dakota	9,786
Indiana	73,414	Tennessee	50,958
Iowa	31,350	Texas	163,461
Kansas	31,845	Utah	12,532
Kentucky	47,824	Vermont	6,190
Louisiana	55,876	Virginia	47,096
Maine	16,137	Washington	45,752
Maryland	41,529	West Virginia	29,486
Massachusetts	90,831	Wisconsin	49,908
Michigan	112,787	Wyoming	5,901
Minnesota	43,338		
Mississippi	26,212		
Missouri	66,000		
Montana	13,540		
Nebraska	20,765		
Nevada	4,769		
New Hampshire	8,080		
		<b>U. S. TOTAL</b>	<b>2,960,896</b>
		Alaska	2,174
		Hawaii	6,181
		<b>GRAND TOTAL</b>	<b>2,969,251</b>

Radios shipped to dealers in first 7 months of 1957 totaled 4,018,236 compared with 3,912,693 in similar 1956 period, EIA reports. July shipments were 581,808 vs. 765,719 in June and 641,884 in July 1956.

Excise taxes on TV-radio-phonographs-components, etc. amounted to \$34,475,000 in quarter ended June 30, compared with \$34,909,000 in same 1956 quarter, reports Internal Revenue Service. Total for year ended June 30 was \$149,192,000 vs. \$161,098,000 in 1956 fiscal year.

**Trade Personals:** J. B. Dow elected pres. of Hazeltine Corp. electronics div.; W. H. Wilson, exec. v.p. for operations; R. L. Beam, exec. v.p. for engineering; W. Kes, asst. v.p. & head of mechanical engineering dept.; J. P. Hansen, asst. v.p. & head of project administration dept.; R. K. Hellmann, asst. v.p. & head of test engineering dept. . . . Allen B. DuMont Jr. promoted to mgr. of DuMont TV receiver div. . . . Rear Adm. Richard S. Mandelkorn (USN ret.) named mgr. of operations, Philco's Lansdale Tube Co. . . . Roy A. Juusola, ex-Sylvania, appointed CBS-Hytron marketing administration mgr. . . . John Reine, Graybar central district mgr., elected v.p., joins N. Y. headquarters staff Jan. 1 . . . George Gemberling promoted to sales mgr., Alliance Mfg. Co. consumer products div.; Ray Buhrman to asst. sales mgr., consumer products div., retaining post of adv. mgr. . . . Wm. T. Marx, ex-Celanese Corp., named Raytheon director of personnel relations . . . Stanton Ruby resigns as Emerson district sales mgr. for Tex. and southwest . . . Dr. James G. Buck, ex-Sylvania, named Erie Resistor director of research & development; Frederick E. Lehman, ex-Hughes Aircraft and Hamilton Watch Co., appointed chief mechanical engineer . . . J. P. Gordon named gen. sales mgr. of Pye Canada, replacing sales director I. H. Nixon, resigned.

Dr. W. R. G. Baker, GE v.p. and EIA pres., is reported continuing very satisfactory progress at St. Joseph's Hospital, Syracuse, where he's taking physical therapy following June 9 arterial spasm. He's expected back on job as EIA pres. in few months.

**DISTRIBUTOR NOTES:** Westinghouse Appliance Sales appoints H. M. Gansman Jr. as sales mgr. for TV, room air conditioners and vacuum cleaners for Philadelphia branch . . . Sylvania appoints Siebert and Willis Inc., 149 N. Rock Island, Wichita, Kan. (Carroll Willis, pres.) for TV-radio . . . Philco appoints Lehr Distributors Inc., 16 W. 61st St., N. Y., for radios, including transistor radios . . . Raymond Rosen & Co. (RCA), Philadelphia, sales promotion mgr. Robert Boyle resigns . . . Admiral appoints Anthony Jannicelli to adv. & sales promotion mgr., N. Y. div.

National TV Week campaign reports from 50 major cities show TV sales increased "30% above normal sales for the period," says NARDA exec. v.p. A. W. Bernsohn, chairman of week's steering committee. Local chairmen were given credit for week's success and Bernsohn pointed out that some of same group are continuing to push TV Fall Festival "to increase TV's share of the consumer dollar."

Magnavox non-metal 17-in. portable is planned for Oct. 1, says merchandise mgr. George H. Fezell who states that set has been under consideration since May 1—long before Skokie accidental electrocution (Vol. 13:29, 31-32, 36). He said new sets will be superior to metal-cabinet receivers not only because they eliminate shock hazard but because of more attractive decor and improved sound.

RCA-NBC closed-circuit telecast (Vol. 13:36) Sept. 4 went over "extremely well" with only one exception, reports Robert A. Seidel, RCA exec. v.p. for consumer products. Only mishap was at Columbus, O. where someone opened swinging door, cutting cable and interrupting sound for 40 minutes.

First TV-equipped auto to be offered on U. S. market is Rolls-Royce, now beginning American sales drive. As an optional extra with both the \$12,800 Silver Cloud and the \$19,500-up custom-built Silver Wraith, rear-seat TV will be provided for \$650.

**ELECTRONIC PERSONALS:** Curtis B. Hoffman named gen. mgr. of Clevite's Brush Instruments div., James D. Lightbody gen. mgr. electronics components div., Thomas E. Lynch gen. mgr. ordnance div. . . . Dr. Bernard Jacobs, ex-Sperry-Rand semiconductor div., appointed General Transistor v.p. in charge of research . . . Vernon L. Haag, ex-Gray Mfg. v.p., joins Farnsworth Electronics as v.p. in charge of missile test equipment . . . Marvin Hobbs, ex-American Bosch-Arma Corp., named marketing director, Stewart-Warner Electronics . . . J. Vance Holdam, asst. to pres., promoted to operations v.p., Lab for Electronics . . . Dr. Wm. F. Ballhaus, ex-chief engineer of Hawthorne div., promoted to gen. mgr. of Nortronics, new electronics div. of Northrop Aircraft Inc., Hawthorne, Cal.

TV industry is described by S. R. Herkes, Motorola merchandising v. p., as one in which increased labor and material costs have put the squeeze on in one direction, while competition pressures against raising prices at other end. In Sept. 18 talk to 5th marketing conference of National Industrial Conference Board in N.Y., Herkes said "cost slicing is an obvious and constant necessity." He gave as example Motorola's "Tube Sentry" program of reducing tube failures, saving \$250,000-\$500,000 annually in warranties.

Litton Industries is purchasing Maryland Electronic Mfg. Corp., College Park, Md. by payment of undisclosed amount of Litton stock. Maryland firm has 335 employes, produces air navigation aids, radar antennas and telemetering equipment. Total Litton employment will amount to 3000 in 12 plants in 5 states; its sales for year ended July 31 are estimated at \$28,000,000. Wm. R. Morse will continue as pres. and chief operating officer of Maryland Electronics.

Olympic Radio & TV reports Aug. unit factory sales up 48% over last Aug., radio sales up 69%, hi-fi up 383%. Morton M. Schwartz, sales v.p., says "our back order position is now over 8 weeks normal production, necessitating third quarter production step-up of 80% over third quarter of 1956."

Madison Ave. dealer, Schramm Service Corp., drops other lines, retains DuMont TV & hi-fi, marking "first time an independent dealer has taken on the DuMont line exclusively," says DuMont N. Y. gen. mgr. Paul A. Hilton.

First portable-auto radio will be offered as optional equipment, at undisclosed price, with 1958 Oldsmobile. Transistorized set can be plugged into dashboard compartment or removed and used as self-contained portable.

Magazine merger: *Mart* publisher Buttenheim Pub. Corp. buys *Electrical Dealer* from Haywood Pub. Corp., *Mart* the survivor. Buttenheim bought *Mart* from Caldwell-Clements last year.

Transparent flat CR tubes developed by Kaiser electronics div. are currently being tested on military aircraft, Chief of Naval Research Rear Adm. Rawson Bennett told American Legion group in Atlantic City last week end.

Reports of GE color TV production and promotional step-up brought this comment from spokesman: "We are going to continue to try to sell color TV and have provided dealers with promotional material."

Westinghouse boosts portable TV prices by \$10, with three 17-in. 90-degree carryover models going from \$160 to \$170; three 17-in. 110-degree sets from \$180 to \$190.

Sylvania Promotion-of-the-Month for Oct. is \$35 electric blanket to be given with any Halolight set.

Sylvania adds 17-in. 110-degree non-ion trap picture tube (17BWP4) for renewal market.

Muzak is added to impressive list of properties held by expansion-minded Jack Wrather, who this week joined with investment banker John L. Loeb, of Carl M. Loeb, Rhoades & Co., to buy the background music organization for \$4,350,000. Relative holdings of Wrather and Loeb weren't disclosed. Sellers were ex-Sen. Wm. Benton and Muzak pres. H. E. Houghton. Among oilman Wrather's other holdings: KFMB-TV & KFMB, San Diego; KERO-TV, Bakersfield, Cal.; *Lassie, Lone Ranger, Sergeant Preston of the Yukon*, Disneyland Hotel. Included in Muzak purchase are WBFM (FM), N. Y.; 146 Muzak franchises in U. S., Canada & Europe; N. Y. tape recording plant; 10,000 recordings. Announcing the purchase, Wrather stated: "We believe the future of Muzak is limitless, not only in the field of background music, where we intend to work toward strengthening our franchisers' operations, but also in the area of electronic tape development for sound & TV and in the utilization of its outstanding research facilities and talents for the development of hi-fi, audio communication, and other electronic equipment for the public." Muzak founder Benton said principal reason for selling was to devote more time to "politics and public service." Allen Kander & Co. negotiated sale.

War scare in Hartford, Conn. this week as result of extremely realistic telecast on CBS-owned WHCT was reminiscent of nationwide "invasion from Mars" panic caused by Orson Welles' 1938 radio broadcast—except there apparently was no panic and scare subsided almost immediately after first half of 30-min. telecast marking National Civil Defense Week. Program, *Eye on Connecticut* (noon, Sun. Sept. 15), was introduced as documentary show and audience was told "This is what would happen in case of an attack." Then an announcer "interrupted" program to announce report of unidentified planes approaching North America over North Pole. Rest of show was filmed, showing evacuation of Hartford (from civil defense drills), launching of Nike missiles, fighter planes taking off, etc. Newspapers, TV stations and police headquarters immediately were bombarded with worried inquiries, offers to help, queries as to quickest way out of town. Puzzled police sent squad car to WHCT to investigate, and station made announcements to assure viewers there was no war.

After failing to find source of TV interference plaguing London's Lavender Hill section, British Govt. electronics experts this week put Scotland Yard detectives on case. Sleuths traced TV noise to basement of a home, where they discovered the appliance causing the interference was a printing press—engaged in process of printing up reasonably accurate facsimiles of British £5 notes. About £200,000 (\$560,000) in spurious bills were found on scene, biggest haul of forged currency ever made in Britain. The 4 printers were arrested, the charges including suspicion of causing TV interference.

Broadcast color studio camera, based on conventional 3-tube image orthicon design, will be introduced by GE early next year. Said to be smaller and easier to operate than currently available cameras, pilot model will be installed within a month at new studios of GE's WRGB, Schenectady. GE spokesman said price would be "extremely competitive." GE's "Chromacoder" color camera, developed several years ago and exhibited to telecasters, has been shelved.

Closed-circuit industrial TV still isn't a full success, notes Sept. 14 *Business Week*, because of lack of substantial sales effort and difficulty of engineering individual installations. But, feature article notes, "there's a strong feeling that the industry is about to pop, and everyone wants to be there when it does."

"What's With Color TV Sales?" titles Marie Torre's column in Sept. 19 *N. Y. Herald Tribune*, an interview with noted TV producer Max Liebman who states. "There are many reasons why color TV has not 'taken' with the American public as rapidly as had been anticipated, but a striking one is the sheer lack of dramatic exploitation. Oh, sure, NBC & RCA have exerted a great deal of sweat and strain, plus money, to hypo the dealers into a high pitch of selling fervor. But what's been done to excite the general public?" His solution: "Now, if RCA were to designate a 'Color Week,' and in this week, an exciting color spectacular could be seen each night, the impact would be tremendous. If shows similar to *Peter Pan, Babes in Toyland, Marco Polo* . . . could be viewed one night after another for a week, and if this 'Festival of Color' were ballyhooed and promoted to the hilt, a viewer would feel he was missing something if he did not own a color set." Liebman conceded this would be enormous job but claimed it could be done. He concluded: "If this doesn't result in encouraging more reaction from public . . . it's doubtful if anything will."

Good series of papers lined up for Oct. 8 broadcasting session during AIEE fall general meeting in Morrison Hotel, Chicago: color & monochrome CR tube performance tests, by Charles F. Otis, Philco; TV station coverage prediction & measurement, D. W. Peterson, RCA Labs; video tape, Howard A. Chinn, CBS-TV; telecasting radiating system, Andrew Alford & Harold Leach, Alford Mfg.; TASO, George R. Town, TASO exec. director; the systems approach to determination of TV coverage, Robert M. Bowie, Sylvania; performance of vhf & uhf transmitting & receiving equipment, Wm. J. Morlock, GE, and Wm. O. Swinyard, Hazeltine Research; measurement of TV field intensities and relationship between field intensity & picture quality, Howard T. Head, A. D. Ring & Assoc.

Network radio again was "fastest growing" national medium as reflected by *Printers' Ink* index for July, published in Sept. 20 issue. It was up 14% from June, 21% from July 1956 and for first 7 months of 1957 was up 10% over similar 1956 period—leading all media in each category. Network TV was up 6% from June, 2% from July 1956 and 6% for first 7 months of this year over last. All media were up over July 1956 except newspapers (which were unchanged) & general monthly magazines (down 2%).

First two of 8 NARTB regional meetings, Sept. 16 at Schenectady and Sept. 19 at Cleveland, heard pres. Harold E. Fellows urge broadcasters to take unified and vocal stand to preserve freedom of American broadcasting, particularly on such matters as pay TV (see p. 1). At Schenectady session, GE chairman Philip D. Reed called for improvement of business climate, telling broadcasters to encourage leading businessmen "to get from behind their desks and in front of your microphones and cameras to give the people their views on public issues of local or national consequence."

RCA announces "tube savers" to eliminate burn-in and sticking in monochrome and color image orthicon cameras: (1) Orbital Wedge, now available, for color studio cameras. (2) Orbiter, for monochrome cameras, to be delivered later this year. Both are \$750.

Investigation of Justice Dept. policies in negotiating consent decrees in disposing of anti-trust suits was announced by House monopoly subcommittee, Chairman Celler (D-N. Y.) setting 4 days of public hearings to begin Oct. 1.

Single application for TV station filed with FCC this week was for Erie, Pa., Ch. 66, by owners of WERC there—bringing total to 116 (33 uhf). Translator total stands at 39. [For details see *TV Addenda 25-H* herewith.]

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# Television Digest

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## SUMMARY-INDEX OF THE WEEK'S NEWS—September 28, 1957

**FCC NETWORK STUDY** staff report—about 1500 pages—due next week, described as "tough." Commission sets up permanent network study (p. 1).

**CABLE TOLL TV** takes spotlight as telecasters, movie industry eye profit potentials and astronomical starting costs (pp. 2 & 5).

**NETWORK CIRCUIT JAM** for fall-winter eased by give-&-take among networks; circuit allocations on 3 minor routes only (p. 3).

**CBS BUYS KWK-TV**, St. Louis, for \$4,000,000, turning over Ch. 11 CP to competitor. FCC approves NBC buy of Pittsburgh's radio WJAS (p. 6).

**FCC ADDS VHF CHANNEL** to Portland, Ore., opens educational channel in Eugene to commercial applicants; considers other proposals (p. 6).

**TV-RADIO SERVICE** will be \$3.97 billion business in 1966, Sylvania's Mansfield predicts; sees 53,760,000 monochrome, 18,840,000 color sets then (p. 9).

**SARNOFF PREDICTS MORE** electronic wonders: Cigarette-pack radiotelephone, electronic "doctor," typewriter which takes dictation (p. 10).

**COMMERCIALS IN COLOR** up to 1½ times more effective than monochrome, Schwerin Research study indicates. Color seen best for "taste" products (p. 9).

**TV AS EDUCATIONAL TOOL** continues to amaze with startling demonstrations of power. 6:30 a.m. show causes run on bookstores in New York (p. 7).

**NEW UHF STATION** goes on air in all-uhf Ft. Wayne—WPTA, owned by TV pioneer Sarkes Tarzian, bringing on-air total to 512 stations (p. 8).

**FCC NETWORK REPORT DUE—AND IT'S TOUGH:** Next week FCC's high-powered network study group hands over to the Commission the fruits of its 2-year labors—a report said to comprise about 1500 mimeographed pages.

Group headed by U of Cincinnati law school dean Roscoe L. Barrow has worked in secrecy—but speculation is that it will be a "tough" report, a very tough one, possibly with recommendations even less palatable to networks than those of Celler subcommittee.

Barrow's document will be labeled "staff report," to be released Oct. 3 to press and to FCC's Network Study Committee (Comrs. Doerfer, Hyde & Bartley), which will consider it and make recommendations to full Commission.

■ ■ ■

FCC this week set up permanent Office of Network Study "to assist the Commission in dealing with problems relating to radio & TV networks"—and, according to Dean Barrow, to help "implementation of the report." It will have total staff of 8 or 9, understood to comprise economist, 2 lawyers, statistician, clerical help—drawn from present network study personnel. It will have chief—yet to be named—who will report to Broadcast Bureau chief Harold Cowgill.

Dean Barrow and most of the other outside experts hired for the study will leave shortly, having completed job. Barrow will return to his post at U of Cincinnati, but says he will continue to be available to Commission as consultant.

■ ■ ■

As FCC wound up its investigation of broadcasting industry, Congress' investigation of FCC began to gather steam. Chief counsel Bernard Schwartz of Rep. Moulder's legislative oversight subcommittee told us his appeal to TV-radio attorneys and others to supply him with information (Vol. 13:38)

has had "surprisingly good results" so far, resulting in "very useful information—much more than we thought we'd get."

He confirmed that subcommittee staffers are checking through every comparative hearing TV case since freeze-end in search of leads, but said that tips from "interested public" would dictate which cases would be investigated in detail. He said he still hopes for hearings early next year.

A grizzled veteran in the TV investigation field—Rep. Celler (D-N. Y.)—this week let loose some of bitterest invective against TV industry that has ever come from a lawmaker. Addressing N. Y. ATAS luncheon, he fired volley after volley at network programming practices, which he described as "the rape of the airwaves."

He accused networks of "grubbing for gold at the end of the TV spectrum" through sameness of programming and lowest-common-denominator appeal. "The goal is not the integrity of performance but the clink of coin into the sponsor's coffers, the smell of the green bill," he said.

Turning to another of his favorite subjects, he predicted that fee TV (which he called "gas meter television") would be converted to an advertising medium if it became entrenched. He also predicted Congress would pass his bill to make advertising subject to Robinson-Patman act, thereby regulating TV-radio sponsorship discount structures. While he was at it, he denounced program rating systems.

Another Congressional critic of FCC has appeared in form of new Sen. Wm. E. Proxmire (D-Wis.), who inserted in Sept. 19 Congressional Record reprint of Harper's Magazine article "The Scandal in TV Licensing" (Vol. 13:35). Proxmire states: "The possibilities for arbitrary bureaucratic decision—and monopoly in a powerful medium of communication—exist in the structure of the FCC and the laws affecting that agency. There is some evidence that authority has been abused." In same issue of Record, Rep. Wm. G. Bray (R-Ind.) attacks FCC's award of Indianapolis' Ch. 13 (WLWI) to Crosley.

**CABLE TOLL TV TAKING CENTER STAGE:** With on-air pay TV due for more delays because of Congressional intervention (Vol. 13:38), the wired toll-TV enthusiasts are attracting more attention than ever.

While cautious optimism was being expressed about progress of the only pay system extant, in little Bartlesville, Okla. (see p. 5), telecasters and movie people are uneasily eyeing astronomical expenditures required to wire up big cities, wondering if this will ever come to pass and who will inherit it.

NARTB's Charles H. Tower, describing hypothetical wire setup, and warning that figures are full of "ifs," gives this projection for system (using decoders) covering 106,875 TV homes in city of 500,000: Equipment investment, \$10,721,875 (\$100.32 per home); yearly operating (excluding programming costs), \$3,226,563 (\$30.19 per home). Of revenues, Tower says: "There is some reason to believe that an average expenditure of \$70-\$75 per household per year is possible if there is a desire to spend it for this service." Assuming \$72.50 per home, gross revenue could be \$7,748,438. Programming cost is assumed to be one-third of intake, leaving net revenue of \$5,165,625. Deducting operating costs leaves \$1,939,062, which, after taxes, produces about 10% return on investment.

In Hollywood, speaking before Screen Producers' Guild Sept. 24, Jerrold Electronics pres. Milton J. Shapp compared non-decoder wired system with decoder setups. For 150,000 subscribers in city of 1,000,000, non-decoder system would run \$11,000,000 for equipment (\$73.50 per home) and \$5,250,000 annual operating costs (\$35 per home), excluding programming costs. Shapp said Skiatron system would cost \$15,250,000 to install (\$102 per home), \$11,400,000 to operate (\$76 per home). Telemeter is listed at \$18,100,000 installation (\$122 per home), \$11,550,000 operating (\$77 per home).

Shapp reiterated his reasons for believing telecast toll would fail (code-breaking, collection problems, etc.), said he hopes subscription TV will be authorized so that it can "fall flat on its face."

Pay TV is inevitable," station operator and TV film producer Jack Wrather told meeting of National Community TV Assn. in Los Angeles this week, and he urged telecasters to control it—rather than let it go over to movie exhibitors on a wired basis. He opined that exhibitors would then stifle pay TV because they wouldn't want to compete with themselves.

In San Francisco, KRON-TV mgr. Harold P. See was moved to announce continued opposition to telecast toll but to add: "While KRON-TV has instituted exploratory action toward taking part in [cable pay TV], we have not officially applied for a franchise and are watching developments with interest. If it seems necessary and desirable, we may eventually decide to become an operator of this kind of wired pay TV."

In Washington, meanwhile, FCC staff continued polishing up proposal to invite applications to test toll (Vol. 13:38). Commission may meet on subject late next week, more likely week after. (For other subscription TV developments, see p. 5).

**GIVE-&TAKE EASES NETWORK CIRCUIT JAM:** AT&T, the networks and other intercity video users this week reached agreement on a plan for fall-winter cable-microwave use which—by the skin of its teeth—avoids a throwback to circuit allocation on principal "backbone" routes.

Allocations—or rationing among networks—will be necessary on a regular basis only along 3 side links. Two of these legs (locations undisclosed) serve one station each and allocations will be made between 2 networks; the third serves 3 stations, and route will be shared by 4 video circuit users.

Agreement on plan was reached only after months of meetings among networks and other AT&T video contract customers. AT&T said avoidance of major allocations was due to "additional facilities."

Certainly AT&T has done amazing job of adding to video circuits, but nobody—least of all AT&T—had been prepared for the deluge of requests for network lines which piled up by the July 29 deadline for filing requirements (Vol. 13:23-24). We learn that, in addition to the new facilities (which, of course, had been taken into account this summer when situation looked so alarming), major circuit-rationing was avoided only through great deal of give-&-take among users, including the toning down of some grandiose plans.

Avoidance of allocations applies in the case of "contract" users of long-lines facilities only. "Occasional" or "special" uses—such as originations of some unscheduled sports, special events or closed-circuit telecasts from out-of-the-way or unusual places—will meet really formidable problems and will have to be negotiated on case-by-case basis.

■ ■ ■

Agreement covers circuit use through end of standard time period April 26. These are some factors which helped make it possible:

(1) Some new network video users dropped their requests for contracts. These are understood to include at least one closed-circuit network—but its not known whether closed-circuit toil-TV interests such as Skiatron were involved in the negotiations or whether all closed-circuit applicants were of the occasional-use business-meeting & theatre-TV stripe.

(2) Also dropping out of race for time being was Pat Weaver's Program Service network, which has—at the very least—postponed its plans for any extensive intercity video routes. It's believed that another "fourth network" also is delaying or cutting back plans for live programming.

(3) Ancient L-1 coaxial cable will be used for TV again to solve networking problems in some areas, though its narrow bandwidth degrades picture somewhat.

(4) Networks toned down original demands considerably. Keyed to video tape recorders, their first contract requests had envisioned heavy employment this season of clock-time programming—involving maximum of 4 separate transmissions of each program for the 4 time zones. There was some speculation that development of Ampex recorders—with their great possibilities—was largely responsible for severity of jam-up in network circuit requests.

■ ■ ■

Networks will do quite a bit of tape repeating for western areas—but complete clock-time plans have been shelved for time being. CBS, for example, currently has 25 hours of taped programming a week on air, some of the tapes being run twice for different time zones. Central and mountain time zones

currently receive many CBS shows one hour later than eastern zone 6 nights a week, are on New York time schedule one night.

AT&T video circuit users already are girding for an even tighter situation next spring, complicated by regional baseball pickups—particularly if Los Angeles & San Francisco baseball games are relayed to east coast. Networks are understood to be planning meetings among themselves in next few weeks to adjust their circuit requirements for next spring before bringing them to AT&T.

In agreement this week, regional TV baseball coverage from beginning of ball season to April 26 couldn't be fitted into circuit-use schedule, and will have to be jigsawed in later.

■ ■ ■  
Note: Rumors this week—neither verified nor denied by principals—had color tape recording nearing testing stage, with CBS-TV reportedly planning to begin program experimentation before year's end. Presumably, development will be in cooperation with Ampex. Because of stony silence on both sides, best guess is that rumor isn't 100% false.

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**Personal Notes:** Russell Clancy and Charles W. Goit named national sales directors, with equal responsibilities, in national sales & production step-up by TPA . . . B. Gerald Cantor of Cantor, Fitzgerald & Co. (investments), Robert I. Westheimer, Cincinnati stockbroker, and Jack M. Ostrow, Cal. attorney & entertainment industry business mgr., added to NTA board . . . John B. Soell, mgr. of WISN-TV & WISN, Milwaukee, adds title of v.p. of parent Hearst Corp. . . . Glen Joseph Porter, ex-ABC Films, and John Ettelson, ex-KGW-TV & KPTV, Portland, named NBC TV Films sales reps for Fla.-Ga.-Ala. and Pittsburgh-western Pa., respectively . . . King Horton, ex-McCann-Erickson, named v.p., Telestudios Inc. . . . Bill Barron resigns as public relations director, KHJ-TV, KHJ & Don Lee Broadcasting System, Hollywood . . . H. Lloyd Taylor Nov. 1 becomes mgr. of adv. & promotion, du Pont film dept., succeeding Leroy B. Steele, retiring . . . Andrew J. Murtha, asst. secy.-asst. treas., Twin States Bcstg. Inc. (WFBM-TV, Indianapolis & WTCN-TV, Minneapolis) named business mgr. of WFBM-TV . . . Karl Nelson, ex-WICU, Erie, named director of sales development, WTAR-TV, Norfolk; Patrick Arnoux, ex-WRAL-TV, Raleigh, appointed production mgr. . . . Elmer Alley, ex-WSAV-TV, Savannah, appointed exec. producer, Charles H. Cash Jr., ex-WTVD, Durham, promotion mgr., WSM-TV, Nashville . . . James G. Wharton, ex-WLAC-TV, Nashville, named adv.-promotion director of WSIX-TV, same city . . . Robert W. Cochran promoted to Los Angeles district sales mgr., GE TV-radio broadcast equipment, succeeding F. R. Walker who moves to similar post with GE closed-circuit TV.

Associated Press Radio & TV Assn. elects Daniel W. Kops, WAVZ, New Haven, pres., succeeding Jack Shelley, WHO, Des Moines. Other officers chosen at Sept. 23 board meeting: Tom Eaton, WTIC, Hartford, 1st v.p.; Joe H. Bryant, KCBD-TV, Lubbock, Tex., 2nd v.p.; Jack Dunn, WDAY-TV, Fargo, N. D., 3rd v.p.; Wm. W. Grant, KOA, Denver, 4th v.p. AP asst. gen. mgr. Oliver Gramling was reelected secy.

Rapidly expanding NTA, whose gross annual sales climbed from \$350,000 to \$18,000,000 in 3 years, announces executive reorganization: Pres. Ely A. Landau moves up to new post of chairman & chief exec. officer; exec. v.p. Oliver A. Unger becomes pres.; v.p. Harold Goldman becomes exec. v.p.; operations-administration v.p. Edythe Rein gets title of senior v.p.

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### Obituary

Wayne Coy, 53, former FCC chairman who died in Indianapolis of heart attack Sept. 24, played strong role in laying foundation of today's TV structure during his 1947-52 tenure. It was under his leadership that pattern of station allocation, as it exists today, was established. He also headed Commission during its consideration of color TV standards, concluding with adoption of incompatible CBS system—which never got going commercially and was replaced with current compatible standards. During color fight, in which Coy provoked opposition of most of industry, he was accused of being "anti-industry." On other hand, he was also charged with being too meticulous in giving all parties their full "day in court" in Commission hearings—thus prolonging the famous TV freeze from an expected few months to some 3½ years. Extremely quick-witted, rather hot-tempered, Coy delighted in debate, was a shrewd parliamentarian in Commission meetings. Native of Indiana, he was a newspaperman before becoming asst. to Gov. Paul V. McNutt in 1933. In 1941, he became President Roosevelt's liaison with Office of Emergency Management, was appointed asst. budget director in 1942. In 1944, he joined *Washington Post* as asst. to publisher and as director of its WINX. During FCC tenure, he attracted attention of *Time Magazine* executives. When *Time* bought KOB-TV & KOB, Albuquerque, for \$900,000 in 1952, he was made 50% owner, pres. & gen. mgr. After *Time's* purchase of Bitner stations (Vol. 13:16), Coy came to Indianapolis to head local WFBM-TV & WFBM and Minneapolis' WTCN-TV & WTCN. After leaving Commission, he was ill frequently, sometimes seriously. Surviving are his widow, 2 sons, mother, brother, sister.

ADVERTISING AGENCIES: Frank L. Henderson, ex-Young & Rubicam, appointed v.p., account supervisor & member of plans group, Sullivan, Stauffer, Colwell & Bayles . . . Nathan Schiller, ex-Politz Research, appointed director of sampling & statistical dept., McCann-Erickson's Market Planning Corp. . . . Wm. Wylie, TV-radio account executive, named assoc. director, program services div., McCann-Erickson . . . Wm. L. La Cava, ex-Compton Adv., named exec. producer, Cunningham & Walsh radio-TV dept. . . . E. J. Owens resigns as v.p., Kudner Agency . . . Philip C. Kenney, assoc. media director, & Robert R. Burton, mgr. of Chicago office, named v.p.'s, Kenyon & Eckhardt . . . Eric A. Jensen, ex-J. Walter Thompson, becomes producer, director & business mgr. of Warwick & Legler TV dept.

**BARTLESVILLE** wired pay-TV operation to date was described in detail, and with considerable candor, by Henry S. Griffing, pres. of owner Video Independent Theatres, in New York press conference Sept. 23.

He reported system has 472 subscribers plus 271 more waiting to be hooked up—toward estimated break-even point of 1500-2000 subscribers, among the 5200 families in town.

Reiterating that "survival" was sole objective of trying cable TV, Griffing reported that admissions to his 150-theatre chain were down 40% in Aug. from 1952. He said VIT has franchises in Oklahoma City, Tulsa, Albuquerque, Lubbock & Midland, Tex.—will consider cable theatre in those cities if Bartlesville is successful.

Comparing cable movies with VIT's conventional community antenna system operations in other towns, Griffing said he expects similar pattern of development—with "a year of hard sell to put it across." He said that \$9.50 monthly charge was arrived at by taking VIT's usual \$7 CATV fee and adding expected cable movie programming costs.

Capital cost of system: \$106,000 for primary cable and amplifiers, \$100,000 for studio (or "booth") equipment, plus about \$35 for each tap from main cable to home. System employs 2 projectionists, 2 engineers, one supervisor—operating 2 shifts. Cost of leasing cable from phone company is \$38,000 annually for 5 channels, under 5-year contract.

Considering a metering system, primarily to calculate payments to movie producers, Griffing said development of equipment is about a year off. He said he'd sought to

experiment with Skiatron coinboxes but none have been produced.

Griffing stated that on-air scrambled systems are "entirely impractical;" that "open wire" systems (as opposed to shielded coaxial cable) are inadequate; that no advertising on system is contemplated because setup is regarded solely as extension of theatre; that VIT leaves set servicing strictly alone.

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Other subscription TV developments:

(1) Skiatron Electronics reports that its franchise holder, Matty Fox's Skiatron TV Inc., has contracts to acquire film for its proposed San Francisco closed-circuit operation; that Fox will pay it 2½% of gross returns on closed circuit, compared with 5% for on-air.

(2) Writers Guild of America, West, served notice it would seek extra payment for films played on cable theatre.

(3) NATESA, national receiver servicemen's organization, called on FCC not to okay toll tests, stating subscription TV would be "mortal blow" to servicemen because pay-TV operators would want exclusive rights to service sets.

(4) International Telemeter placed full-page ad in Sept. 25 *Variety*, stating it has received so many requests for franchises that it begs applicants to be patient while waiting for reply.

(5) Editorially, Sept. 22 *Washington Star* (WMAL-TV) congratulated FCC for moving cautiously, while Sept. 24 *N. Y. Herald Tribune* called Commission move "overly cautious" but a "real step" forward.

(6) Poll of uhf stations by Committee for Competitive TV showed operators 10-to-1 opposed to toll TV.

**Telecasting Notes:** Is there a correlation between a show's popularity and the presence or absence of an exclamation point in its title? This may be a matter best left to motivation researchers, but we can't help noticing that as of this week NBC-TV no longer has a single show using the exclamatory appendage, while CBS-TV still has 2 (we haven't researched ABC yet) . . . NBC has been quietly snipping the "!" from its titles, presumably on basis of well documented depth research. Last summer, in fact, when the "new" *Tonight!* was doing badly in billings and ratings, the "!" was removed (accompanied by a format & cast change) and all reports indicate the show is now a hit. This week, same network removed its last exclamation point—from Martin Agronsky's 2-week-old *Look Here!* (now known as *Look Here*)—immediately alerting industry to rating improvement possibilities . . . CBS-TV, on other hand, has determinedly held over its 2 "!" shows without title change—*Climax!* and the unique internally-exclaimed situation comedy *Oh! Susanna*. There were trade rumors this week that network was considering changing latter to *Oh Susanna!*, or possibly even *Oh! Susanna!*, but spokesmen(!) were silent, explaining that the situation is highly competitive(!) . . . Networks' thorough and analytical coverage of Little Rock integration story received near-universal kudos from critics . . . No more picture copy airline plugs on CBS-TV, which Sept. 15 put its new policy into effect. From now on, the cuff "transportation provided by" mention will be confined to mere line in crawl, along with other credits . . . \$3,000,000 gross daytime business has been placed by 5 advertisers since first of month, NBC-TV announces . . . CBS-TV has turned Sat. 10:30-11 p.m. period back to stations for local sale . . . "Largest TV package in Canadian history" has been bought by GM on CBC—60 min. weekly

on English-language network and 30-min. on French network, featuring Canadian talent, plus U. S.-originated *Chevy Show*, *Big Record* & *Patrice Munsel Show* . . . Ford's new Edsel div. signs \$3,200,000 deal for alt. sponsorship of 60-min. NBC-TV *Wagon Train* 26 weeks beginning Oct. 23 . . . Mike Wallace goes on film for overseas interviews which he hopes will include such diverse and controversial celebrities as Charlie Chaplin, Bertrand Russell, King Farouk, Ingrid Bergman & Sophia Loren . . . Fremantle of Canada to represent NBC TV Films . . . First new-season Trendexes indicate close 3-way battle in many time segments, Sept. 25 *Variety* headlining "End of the Run-away Ratings" . . . More members of Congress watch NBC-TV news programs than those of other networks, network announced on basis of poll by independent research firm. According to NBC-TV, results were 43.8% for NBC-TV, 41.1% for CBS-TV, 12.3% for ABC-TV . . . Basic TV training course for ad agencies and sponsors will be offered by Los Angeles' KNXT in form of two 6-hour sessions, probably starting next month.



Color TV's impact on newspapers is theme of ad in Sept. 21 *Printers' Ink*, placed by ink manufacturer Geo. H. Morrill Co. div. of Sun Chemical Corp. It states in part: "It will take color to sell color TV sets and create an audience for color programs. The color impact in TV commercials is certain to lead advertisers to use color in newspaper ads too. No question about it . . . color TV will provide the impetus to boom newspaper color advertising."

New reps: KERP-TV, El Paso, Tex. to Forjoe TV Inc. (from Young Television Corp.); KIVA, Yuma, to George P. Hollingbery Co. (from Paul H. Raymer Co.).

NBC-TV adds *Steve Allen Show* to list of programs telecast regularly in color, beginning Oct. 6.

**PURCHASES OF TV or radio stations** by 3 networks were in various stages of the FCC processing mill simultaneously this week: (1) CBS filed for purchase of St. Louis' KWK-TV (Ch. 4) for approximately \$4,000,000, turning over its Ch. 11 grant to applicants which it beat in hearing. (2) FCC approved NBC's \$750,000 purchase of radio WJAS & WJAS-FM, Pittsburgh, with 2 dissenting votes. (3) AB-PT filed application for purchase of Pittsburgh radio KQV for \$700,000 (Vol. 13:35).

Complicated CBS St. Louis deal, under negotiation for more than month (Vol. 13:34, 36), has these provisions: KWK-TV would be sold to network for approximately \$2,500,000 by owners, including *St. Louis Globe-Democrat* (23%) & KSTP Inc. (23%). CBS would pay additional \$1,500,000 to *Globe-Democrat* for TV studio and real estate.

CBS also has entered into agreement with losers in Ch. 11 hearing—220 Television Inc., St. Louis Telecast Inc. and Broadcast House Inc.—whereby they will terminate all litigation challenging CBS's right to Ch. 11, for which CBS agrees to assign its CP to 220 Television. Latter will issue \$400,000 in debentures, other 2 losing applicants each receiving \$200,000 as reimbursement for costs incurred in connection with their applications. Radio KWK isn't directly involved in transaction, but agreement provides that 220 Television has first refusal on purchase if stockholders agree it's to be sold. CBS owns radio KMOX in St. Louis.

Approval of WJAS transfer to NBC (Vol. 13:32) was accompanied by stipulation that action is without prejudice to any Commission action which might follow termination of pending anti-trust actions involving NBC. Comrs. Bartley & Lee voted for hearing on transfer, Bartley in dissent raising issues of impact of network-owned station in Pittsburgh on competitive broadcast structure and imminence of FCC, Justice Dept. & Congressional studies which have bearing on network and multiple ownership of stations.

Purchase of KOVR, Stockton, Cal. (Ch. 13) by Hudson Valley Bestg. Co. (Lowell Thomas-Frank Smith interests) from Television Diablo Inc. for \$3,487,500 plus \$75,000 for land and building in Stockton and \$100,000 for net assets of off-air KCCC-TV, Sacramento (Ch. 40) was approved by FCC this week (Vol. 13:28, 35). At same time, FCC approved stock transaction to transfer control of WTVD, Durham, N. C. (Ch. 11) from Durham TV Co. Inc. to Hudson Valley Bestg. Co., which acquired controlling interest last spring (Vol. 13:21).

Merger of WGR Corp. into Transcontinent TV Corp., bringing WGR-TV, Buffalo (Ch. 2) & WGR under one corporate roof with WROC-TV, Rochester (Ch. 5) and involving total consideration in excess of \$5,000,000, was approved by FCC this week (Vol. 13:27). Transcontinent also owns 50% of WSWA-TV, Harrisonburg, Va. (Ch. 3).

Sale of WAGM-TV, Presque Isle, Me. (Ch. 8) & WAGM, along with WABM, Houlton, Me., was approved by FCC last week. Purchaser is Horace Hildreth's Community Bestg. Co., seller Harold Glidden, price for 94.8% \$525,000. Final transfer awaits sale of WABQ, Presque Isle, by Community Bestg. subsidiary.

Sale of KREM-TV, Spokane (Ch. 2) and AM & FM affiliates by Louis Wasmer for \$2,000,000 to KREM Bestg. Co. (Mrs. A. Scott Bullitt, 40%; KING Bestg. Co., 60%) was approved by FCC this week (Vol. 13:34). Wasmer will remain as pres. of new company, but without stock interest.

**ALLOCATIONS actions of FCC** this week include 2 substantial moves in Oregon—addition of Ch. 2 to Portland, commercialization of Ch. 7 in Eugene. In preferring Portland to smaller cities in area vying for Ch. 2, Commission stated that Portland's needs for more competition outweigh other cities' demands for local outlet.

In "unreserving" Eugene's educational channel, Commission said it couldn't hold channel forever; that educators hadn't formulated plans firm enough to justify continued reservation. Eugene's is the 3rd vhf educational channel to be commercialized since end of freeze in 1952. Others: Ch. 5, Weston, W. Va.; Ch. 3, College Station, Tex. Comrs. Bartley & Mack dissented from Eugene action; Ford abstained.

In other actions, FCC: (1) Denied petition by WOCN to move WRCV-TV's Ch. 3 from Philadelphia to Atlantic City. (2) Denied petition for reconsideration of decision which had refused to move Ch. 7 from Spartanburg to Knoxville.

Rule-making petitions received: (1) From Ch. 4 CP-holder WTAE, McKeesport, Pa. to move its channel to Pittsburgh. (2) From off-air WWOR-TV, Worcester, Mass. (Ch. 14) to move Ch. 11 from Durham, N. H., to Worcester and commercialize it.

Translator CPs granted: Ch. 71, Salida, Colo.; Ch. 71, 74 & 77, Cottage Grove, Ore.

Note: Report of Buffalo Ch. 7 initial decision last week (Vol. 13:38) should have indicated that Great Lakes TV Inc. remains the proposed grantee.

Comments deadline on low-power vhf booster rule-making (Vol. 13:31-32) has been extended from Oct. 1 to Dec. 15, FCC acting on petitions of NCTA and Colo. Gov. Steve McNichols. A late filer for extension, Ben Adler, pres. of uhf translator manufacturer Adler Electronics, this week told Commission that as result of survey he's "convinced that small so-called 'reflector' stations will never be in a position to comply with any set of FCC rules for direct licensing that will give proper protection to existing services in the vhf portion of the TV broadcast spectrum." He said that he's developing over-all vhf-uhf plan for remote and shadowed areas; that plan "will combine ideas and requirements of the various opposing factions in this controversy and it is believed that it will be workable and practicable."

TASO field strength & picture quality tests in Baton Rouge area start Oct. 1, comparing signals of WABF-TV (Ch. 28) and WBRZ (Ch. 2). Field strength measurements will be directed by consulting engineer Howard T. Head, using Assn. of Maximum Service Telecasters' equipment. Home observation studies will be directed by Wm. L. Hughes, Iowa State College. Similar tests are planned for Madison, Wis. later in Oct. First such studies covered New Orleans.

Latest book by U of Ill. Prof. Dallas W. Smythe, former FCC economist, is *The Structure and Policy of Electronic Communications* (103 pp., \$1.50, Office of Publication, U of Ill., Urbana), designed to present fundamentals. Sample chapter headings: "Unification of Wire-Telegraphy," "Nature and Scope of Radio Services," "Theory of Radio Spectrum Allocation," "Emergence of International Radio Allocation Policy."

First miniature TV camera chain designed to military specifications is claimed by DuMont. Unit's camera head measures 5x4x7-13/16-in., is accompanied by control unit, monitor, power supply and remote control unit.

**COMMERCIALS in color**—“when it is used properly”—enjoy a large advantage over the same commercials in monochrome. This is one of principal conclusions reached in 2 years of pre-testing experience by Schwerin Research Corp., as described by pres. Horace S. Schwerin in current (dated Aug.) issue of RCA's *Broadcast News*.

However, notes Schwerin, the products which could gain most from color TV are undergoing least amount of preparation for it. These are the “sensory” products—products with taste appeal, for example, “are doing only about one-fifth as much research in color as they are in black-&-white.” Article is based on pre-testing using kinescope recordings of commercials before representative cross-section audiences at special screenings. The researcher makes these points on basis of his tests involving color commercials:

(1) Color, while it increases commercial effectiveness, tends to decrease remembrance of sales ideas. Taking RCA Victor commercials as example, he said tested effectiveness of color commercials was about 1½ times as strong as its monochrome counterpart. But at same time, color seemed to diminish the amount of sales points viewers remembered.

(2) Natural settings are more effective than “showcase” or off-beat settings.

(3) Distracting use of color diminishes effectiveness of commercial.

(4) Commercials in “middle range” of effectiveness benefit most from use of color. Tests showed that a poor monochrome commercial isn't benefited much by putting it in color, and “a monochrome commercial that is highly effective in its own right can get little additional value from color.”

(5) Color helps some product types more than others. Generally, the more familiar the product, the less benefit it will gain from color, while new brands stand to gain much.

“Color center of the nation” is term applied by RCA color TV coordinator Wm. E. Boss to Ohio Valley service areas of Crosley's WLWT, Cincinnati; WLWD, Dayton & WLWC, Columbus. Addressing Advertisers' Club of Cincinnati Sept. 25, he said area enjoys more local & network color TV broadcasting than any area in U. S. and is experiencing fastest rate of color TV set sales in nation. “What has made the Ohio Valley story so different from the others,” he added, “is the simple fact that we did not originate it.” He said color set sales “shot up nearly 800%” during one 4-week promotion campaign and that “nearly one in every 2” RCA TV sets sold in Cincinnati, Columbus & Dayton is a color set.

First 2 World Series games, starting Oct. 2 in N. Y., will be colorcast by NBC-TV, while 3rd, 4th & 5th (if necessary) games in Milwaukee will be in black-&-white because of insufficient time to move color equipment. If 6th or 7th games are needed in N. Y., they'll be colorcast. Milwaukee dealers are renting color sets for \$75, black-&-white for \$40, during Series.

Curb on TV-radio stations' right to broadcast immediate reports of disasters was urged by International Assn. of Fire Chiefs. At New Orleans convention, group adopted resolution asking FCC to bar stations from broadcasting disaster reports until at least 15 minutes after they occur, to prevent traffic congestion.

Color TV sales in Kansas City were 29 in Aug., bringing total to 2158, reports local Electric Assn.

**POWER of educational TV** again amazed educators, newspapers and even telecasters this week—this time in New York, at the unlikely hour of 6:30 a.m. NYU and WCBS-TV this week began *Sunrise Semester*, city's first full college credit TV course (comparative literature), consisting of 72 half-hour telecasts.

Before program series began, NYU had received nearly 10,000 requests for information and at least 500 applications to take course for college credit (at \$75). It was after first pre-dawn lecture that educational TV's pulling power became apparent to booksellers—when there was sudden rush on copies of Stendahl's *The Red & the Black*, the novel under discussion for first week. Brentano's reported sellout of 1000 copies, all other bookstores said they, too, were out of the book, and publisher Random House called WCBS-TV to say it had been receiving rush orders from dealers all over area.

End result: Educational series got a “sponsor.” Bookseller Barnes & Noble placed unsolicited order for 10-sec. spots before and after 6:30-7 a.m. series to announce that books discussed on the program will be available at its stores. Nobody was more surprised than WCBS-TV, whose sales staff hadn't even thought of trying to sell announcements around the educational series.

Another commercial telecaster, meanwhile, prepared to tackle a tough schoolroom subject to see if it couldn't be turned into fun. Westinghouse Broadcasting Co. began preparations for series of 9 shows intended to teach junior high school mathematics. For telecasting during school hours on WBC's 5 TV stations, series will use Bil Baird marionettes, probably will also be made available to some non-WBC stations.

NBC announced related project intended to boost interest in public schools. Combined facilities of its 13 TV-radio stations in 8 cities will concentrate on single 6-week public service project—“Know Your Schools”—donating more than \$1,000,000 in time and program costs. Each city's stations will undertake own local projects and programs using same theme, with report on techniques and results to be made available to broadcasting industry.

Biggest closed-circuit theatre-TV hookup in history fed Sept. 23 Basilio-Robinson middleweight title bout to 173 theatres in 130 U. S. & Canada cities, with combined seating capacity of 500,000. Though no estimates of attendance or grosses were available from Theatre Network TV, principal networkers involved, Sept. 26 *Variety* published results of partial canvass of movie houses participating, reported sellouts in some, so-so results in others. Admission prices ranged from \$3 to \$6.60.

Radio station sales and transfers approved by FCC: KEOK, Ft. Dodge, Ia. by H. W. (Dutch) Cassill and associates for \$150,000 to owners of WMT, Cedar Rapids (Vol. 13:32) . . . WSRC, Durham, N. C. by John C. Greene Jr. for \$95,000 to Robert A. Monroe, Seymour Schneidman, Philip Nadler and associates (Vol. 13:35) . . . KXLE, Ellensburg, Wash. by Goodwin Chase Jr. & Joseph B. Kendall for \$80,000 to Willis R. Harpel & Stephen C. Wray (Vol. 13:31) . . . KAFP, Petaluma, Cal. by A. T. Shields, Corinne Shields, G. M. Hauser & A. D. Thomas for \$75,000 to Broadcast Associates Inc. (Vol. 13:33).

Keystone Broadcasting System signs 1000th radio affiliate—KAGE, Winona, Minn.

**New and Upcoming Stations:** Second TV station owned by veteran pre-freeze telecaster and equipment manufacturer Sarkes Tarzian—WPTA, Ft. Wayne-Roanoke, Ind. (Ch. 21)—is now on air with test patterns, and was scheduled to start programming Sept. 28. Ronald R. Ross is gen. mgr. for Tarzian, owner of WTTV, Bloomington-Indianapolis (Ch. 4). Station has 12-kw RCA transmitter, 724-ft. tower, is expected to be ABC affiliate in all-uhf area. Base hour rate is \$360. Rep is Meeker.

New Ft. Wayne station brings on-air total to 512, of which 92 are uhf. Next starter may be WEEQ-TV, La Salle, Ill. (Ch. 35), which began equipment tests last week end.

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

WETV, Atlanta (Ch. 30, educational) has been delayed by "tardy equipment delivery" and target date (previously Aug. 15 for test patterns) is now a matter of guesswork, writes Haskell Boyter, director of TV-radio education for Atlanta Board of Education. Building is complete and 12-kw GE transmitter is wired and ready. Footings were to be poured this week for 470-ft. Truscon tower, and GE antenna is due shortly.

CHCA-TV, Red Deer, Alta. (Ch. 6) has studio-transmitter building 40% completed, has GE 5-kw transmitter due Oct. 15, plans early Nov. start, reports pres. G. A. Bartley. Erection of 300-ft. Trylon tower from Wind Turbine Co. will begin when transmitter arrives. C. G. Harju, ex-radio CKRD, Red Deer, will be commercial mgr., Ray D. Torgrud, ex-CHCT-TV, Calgary, production supervisor; Ted Wadson, ex-CFRN-TV, Edmonton, chief engineer. Base hour will be \$160, subject to CBC approval. Rep will be announced shortly.

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**New powers & towers:** WTTV, Bloomington (Ch. 4) now operating from new 1250-ft. tower near Trafalgar, Ind.; KSIX-TV, Corpus Christi (Ch. 10) now at 316-kw ERP; KGBT-TV, Harlingen, Tex. (Ch. 4), Sept. 19 went to full 100-kw ERP from new 990-ft. tower; WHP-TV, Harrisburg (Ch. 55) Sept. 23 boosted to 1 megawatt ERP; WANE-TV, Ft. Wayne (Ch. 15) Sept. 19 to new site at 2915 W. State Blvd.

**Equipment shipments:** RCA shipped live color studio camera to WLWI, Indianapolis, and 24-gain pylon antenna to WNDU-TV, South Bend (Ch. 16), both Sept. 24.

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TV talent costs are "approaching the point of diminishing returns," a major TV advertiser warned telecasters this week. Said Bowman Gray, exec. v.p. of R. J. Reynolds Tobacco Co., in address to NARTB regional meeting in Asheville, N. C.: "Since talent expenditures continue to rise through escalation, competitive bidding for properties and union increases." He continued, "the only way I can see to preserve continuing efficiency of this most important medium is to hold the line on facilities costs." Gray also rapped requirement of guaranteeing film repeats in summer months, saying popular TV shows are "forcing away a good part of their following" by this practice. Color TV growth, he said, "has been disappointingly slow." Citing advertisers' standpoint, he declared "we do not see how we can divert money from other color media to invest in color TV until such time as the circulation would warrant such a diversion." Another speaker, Rep. Scott (R-Pa.), said broadcasting of congressional debates "is certainly going to be done at some future time and should be given a trial now," despite House leadership's lack of enthusiasm about his bill to permit TV-radio coverage of House debate.

Radio station sales & transfers reported recently: WVDA, Boston by Vic Diehm & Assoc. for \$252,500 cash plus \$206,000 payment of stockholder's notes to ex-Secy. of Commerce Charles Sawyer . . . WGCM, Gulfport, Miss. by Hugh O. Jones (who plans to develop community antenna system franchise there) for \$150,000 to Miss. broadcaster E. O. Roden and associates . . . KWG, Stockton, Cal. by Douglas D. Kahle for \$85,000 to group headed by engineer Robin Hill . . . WCHI, Chillicothe, O. by Norman M. Glenn for \$78,450 to ex-station rep J. H. McGillvra & wife . . . WRKE, Roanoke, Va. by Elmore & Reba Heins for \$75,000 to Sherwood J. Tarlow, Allan W. Roberts, Dr. Bertram M. Roberts & Joseph Kruger . . . KWLK, Longview, Wash. by Twin City Bestg. Corp. for \$65,000 to Triad Bestg. Co. (Merton Glant, pres.) . . . WOKE, Oak Ridge, Tenn. by Air Mart Corp. (Frank Corbett, Harry J. Daly, Harry C. Weaver, & Owen J. McReynolds) for \$64,000 to WOKE Inc. (50% owned by Carter M. Parham, pres. & 22% owner of WDEF-TV & WDEF, Chattanooga) . . . KLMO, Longmont, Colo. by Grady F. Maples for \$63,000 to Arline H. Steinbach, ex-owner of KBMO, Benson, Minn. . . KRIZ, Phoenix, by Howard Loeb for \$215,000 to ex-Sen. Burton K. Wheeler and sons . . . KBUC, Corona, Cal. by Radio Broadcasting Inc. (Henry Fritzen) for \$150,000 to group headed by James Hadlock . . . WXRA, Kenmore, N. Y. by Thaddeus Podbielniak for \$150,000 to John W. Kluge . . . WPFA, Pensacola, Fla. by Wm. O'Connor for \$115,000 to Richard C. Fellows & Robert Thorne . . . WOOW, New Bern, N. C. by Paul Reid for \$50,000 to Leo Hoarty and associates of WBOF, Virginia Beach, Va. . . KPIG, Cedar Rapids, by Dakota County Realty Co. for \$49,295 to Cedar Rapids Bestg. Corp. . . WIPA, Annapolis, Md. by WASL Broadcasting Co. Inc. for \$49,200 to Robert J. Kent, USIA employe . . . WWXL, Manchester, Ky. by Clifford Spurlock, 140 shares of stock (46.67%) for \$32,450 to J. L. Tigue and associates . . . Brokers: WGCM, KWG, KWLK, KLMO, WPFA & WOOW, Hamilton, Stubblefield, Twining & Assoc.; WCHI, Allen Kander; WRKE, Blackburn & Co.; WVDA, R. C. Crisler & Co.

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**Rate changes:** WMAL-TV, Washington, has new Class A hour rate of \$1200, up from \$700, 20 sec. \$240 from \$140. KMGM-TV, Minneapolis, new rate effective Sept. 30 has Class AA hour at \$1000, down from \$1500, min. \$200 from \$225. WTRF-TV, Wheeling, Oct. 1 raises Class AA hour to \$600 from \$500, min. \$120 from \$100. WSPA-TV, Spartanburg, S. C., has raised Class A hour to \$500 from \$450, min. \$100 from \$90. WANE-TV, Ft. Wayne, has new Class A hour rate of \$500, up from \$400, min. \$110 from \$80. KTVW, Tacoma, Wash. new rate card effective Oct. 1 has Class A base hour of \$425, min. \$85; decrease from \$600 & \$125, respectively. KRCG, Jefferson City, Mo., Oct. 1 raises Class AA hour to \$300 from \$250, min. \$60 from \$50. KVIP-TV, Redding, Cal., Sept. 1 raised base hour from \$225 to \$250, min. \$35 to \$42.50. WCNY-TV, Carthage-Watertown, N. Y. Sept. 30 raises base Class A hour to \$250 from \$200, min. \$50 from \$40. WATR-TV, Waterbury, Conn., has new rate card effective Sept. 1 which retains base hour of \$200, changes min. from \$60 to \$40, deletes Class C and changes Class B hour to \$140 from \$180, min. \$30 from \$54. Note: WJMR-TV, New Orleans, reports that its increase (Vol. 13:38) was effective March 1.

Communications attorneys in Washington have become so well known to judges of Court of Appeals because of numerous contested TV cases that they're being tapped frequently to defend indigents—gratis. Currently, for example, Leon Brooks and Harry Plotkin are spending lunch hours, evenings, etc. on rape case.

**1966 VIEW OF SERVICE INDUSTRY, SETS-IN-USE:** Dimensions of the huge TV-radio servicing industry, actually larger in dollar volume than factory sales of TV & radio sets, have been measured by Frank W. Mansfield, Sylvania marketing research director, who also undertakes the difficult chore of projecting its growth through 1966. His figures show some intriguing color and black-&-white sets-in-use projections.

Mansfield shows, for example, rise of repair parts & servicing volume from \$477,000,000 in 1948 to \$2.554 billion in 1957, estimated \$3.971 in 1966. He shows black-&-white sets-in-use at 46,720,000, color 315,000, as of end of 1957 -- going to 53,760,000 and 18,840,000, respectively, at beginning of 1966.

Breakdown provides costs of repair parts, service & installation from 1948 to present and projections of same categories for every year through 1966. For example, the 1957 total is split up this way: \$889,900,000, repair parts (including tubes); \$587,300,000, distribution revenue (66% markup on parts); \$1.077 billion total service and installation.

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Other details of 1957 estimate: Renewal receiving tubes, 171,400,000 at average factory price of 80¢, for total of \$137,100,000; black-&-white picture tubes, 6,200,000 at \$22.50, total \$139,500,000; color picture tubes, 20,000 at \$75, total \$1,500,000; "other parts" total, \$611,800,000. Figure for "other parts" is determined by multiplying value of tubes by factor of 2.20.

Reviewing survey's chart for TV-radio repair parts and services and EIA's factory value of TV-radio sets for 1948-1956 period, we note total set value exceeded repair parts and service costs through 1953 when the 2 figures were almost identical; \$1.523 billion for parts & services, \$1.528 for sets.

Noteworthy is the drop in number and total value of receiving tubes in Mansfield's projections from 1959 through 1966. Spokesman attributed drop to: (1) Ever-increasing use of transistors. (2) Reduced price of tubes due to competition from transistors, cost of which is reflected in "other parts."

Mansfield's estimates for total repair parts and services are: 1958, \$2.676 billion; 1959, \$2.837; 1960, \$2.952; 1961, \$3.114; 1962, \$3.226; 1963, \$3.472; 1964, \$3.558; 1965, \$3.747; 1966, \$3.971.

Survey uses following averages for number of service calls: Color TV, 6 per year; black-&-white, 3; home radio, 1; auto radio, 0.5.

\* \* \* \*

Analysis of Sylvania figures shows this to be its estimate of color and black-&-white sets, respectively, in use at beginning of each year: 1957, 160,000 color, 42,580,000 black-&-white; 1958, 315,000 & 46,720,000; 1959, 705,000 & 50,965,000; 1960, 1,280,000 & 53,610,000; 1961, 2,260,000 & 56,040,000; 1962, 3,705,000 & 57,495,000; 1963, 6,100,000 & 58,070,000; 1964, 9,430,000 & 57,870,000; 1965, 13,680,000 & 56,320,000; 1966, 18,840,000 & 53,760,000.

Number of repairmen in 1957 is set at 132,970, estimate for 1958 is 140,357, --number rising about 5% yearly to 206,640 in 1966.

**Production:** TV output was 155,751 week ended Sept. 20, compared with 161,749 preceding week and 187,852 in corresponding week one year ago. It was year's 38th week and brought TV production for year to date to about 4,420,000, compared with 5,080,428 in same period of 1956. Radio production totaled 356,290 (105,965 auto) for week ended Sept. 20 vs. 327,829 (91,068) preceding week and 285,798 (74,178) in corresponding week year ago. Radio output for 38 weeks totaled about 9,993,000 (3,732,000) vs. 9,272,059 (2,990,135) in 1956 period.

**Topics & Trends of TV Trade:** RCA chairman David Sarnoff took another peek into the electronic crystal ball this week, in talk to Life Office Management Assn. in Washington, and came up with more wonders in his continuing series of electronic marvels of future:

After outlining growth of electronics, he gave these prospects for the future: (1) Electronic medical diagnosis—stethoscopes giving way to diagnostic robots with years of medical skill “built in;” other electronic devices which will relieve doctors of need to perform routine tests. (2) Personal radio communications—using tiny gadget, about size of cigarette pack, to communicate with others anywhere in the world. (3) Electronic stenographer—basic studies already have led to the development of a rudimentary phonetic typewriter that can type a few simple words and phrases spoken into a microphone.

Gen. Sarnoff attempted to allay fears that automation will cause widespread unemployment. Rather, he said, “it will free millions from arduous and hazardous toil. It will increase employment, reduce hours of labor, and increase our leisure time.”

In comparison with other advances, the RCA chairman recalled “when TV emerged, it faced the scorn of many people in the movie industry. They referred to it derisively as ‘that little peep-hole.’ Well, today motion picture companies are producing products for television and some of them are making more money from their sales to television than they are from their sales to theatres. Indeed, some movie men have become so enamored with television that they would like to take it over and care for it—‘as their very own.’”

\* \* \* \*

“Guaranteed satisfaction” is fulcrum of RCA color TV offer to Buffalo purchasers of black-&-white sets. Field test, to be duplicated in Grand Rapids, Lansing & Saginaw, will be expanded nationally if successful. Spokesman said program works this way: After customer buys black-&-white set, he is offered 10-day trial of color set; if customer isn’t satisfied with color set, dealer delivers original selection without obligation.

Today’s economy is described as “uncertain” by Edward R. Taylor, Motorola exec. v.p.-consumer products, who adds that TV, appliance, automobile, residential construction businesses have not rocketed as expected in 1957. However, he told Austin Executives Club, Chicago, last week that he was still optimistic due to high rate of personal savings, employment, wages and income. And he feels 1958 will bring some tax relief.

“Evaluation” trip to Japan by Motorola purchasing v.p. Frank J. O’Brien and Jack Davis, engineering v.p. for consumer products, who returned Sept. 26, was described by gen. sales mgr. Allan G. Williams as similar to previous trips to England and continent. Purpose of trips, Williams said, is to enable Motorola to “keep up to snuff on the industry in other parts of the world.” He added that company isn’t interested in buying Japanese components.

Commerce Dept.’s biennial publication, *Business Statistics*, 1957 edition, described as a “scoreboard for business” and containing data on significant economic indicators on national income, business expenditures, sales, inventories, orders and industrial production is available at \$2 from Govt. Printing Office, Washington, or from Commerce Dept. field offices.

Sylvania schedules stepped-up fall advertising for TV sets with 14 ads in *Life* and *Saturday Evening Post*, 14 network TV commercials in 16 weeks preceding Christmas. Plans also call for use of local and trade newspapers, billboards, direct mail.

**DISTRIBUTOR NOTES:** RCA Victor Distributing Corp., Chicago, names Jack Gilhooly sales mgr., color TV receivers . . . Bergman Rochester Corp., formed by W. Bergman Co., Inc., Buffalo, (Philco), takes over Beaucaire Inc. (Philco), Rochester, with Charles R. Breckheimer in charge . . . Samuel Jacobs Distributors (Blaupunkt, Bell & Howell), Philadelphia, appoints Martin Mannin, ex-Emerson Radio of Pa., as sales mgr.

CBS-Hytron plans further expansion of independent service-dealer advertising and sales promotion following survey which showed 85% of dealers questioned wanted program continued and expanded. CBS-Hytron is distributing booklet, “The Independent Service Business and Your Future,” explaining program and showing how to use supporting material such as TV-radio scripts, ad mats, etc.

Puerto Rico has 155,710 TV sets, according to Chamber of Commerce estimates as reported in new *Time & Space* house organ-newsletter published by El Mundo Inc. (WKAQ-TV & WKAQ, San Juan). Chamber reports 11,143 TV sets imported into Puerto Rico in first 7 months of 1957, and breaks down major brands thus: GE 4883, Sylvania 1236, Emerson 917, Hotpoint 571, RCA 513.

Seven marks of successful TV-appliance dealer are listed by NARDA chairman Mort Farr in Sept. *Electrical Merchandising*: (1) Love for business. (2) Readiness to change. (3) Salesman training. (4) Service to customers. (5) Participation in dealer and community activities. (6) Financial acuity. (7) Open mind.

New Philco lab, costing \$1,000,000 and covering 50,000 sq. ft., has been started on 24-acre site at Palo Alto, Cal.; it will replace temporary labs at Redwood City, retain name of Western Development Labs. It will be part of Philco govt. and industrial div. under v.p. & gen. mgr. Henry F. Argento.

RCA’s “outstanding cooperation” was cited by Defense Dept. in presenting Reserve Award last week to Theodore A. Smith, exec. v.p., RCA industrial electronic products. RCA was praised in citation for personnel policies which encourage and facilitate participation in Reserve activities.

Revised booklet, “Things You Should Know About the Purchase and Servicing of Television Sets,” is being distributed by EIA and National Better Business Bureau. Copies are available from EIA, manufacturers, dealers.

Dealer franchise study is being considered by NARDA, pres. Ken Stucky told meeting of 200 dealers in Salt Lake City Sept. 25. He said study “could get to the root of many of the dealers’ basic problems.”

Pushbutton-dialing radio telephone system has been developed by Motorola for Rural Electrification Admin. It permits automatic direct dialing by home and mobile radio users in areas with dial phone exchanges.

Guide to professional servicing of color and black-&-white receivers, *Profitable Television Troubleshooting*, by Eugene A. Anthony (488 pp., \$6.95) has been published by McGraw-Hill.

CBS-Hytron engineer’s handbook, with 650 pages covering more than 1000 tubes, is now available from CBS tube distributors—along with technician’s handbook.

Emerson raises TV-radio-hi-fi prices \$1-\$10, effective immediately, sales v.p. E. A. Tracey attributing increases to higher manufacturing costs.

“Hi-fi,” that much-abused word, may be headed toward a definition—EIA members believing industry may be settled sufficiently to come to agreement.

Westinghouse employment reached all-time high of 128,916 in Aug.—a 2% increase over Aug. last year.

**Trade Personals:** Conrad R. Odden appointed mgr., general quality control, RCA Victor Radio and "Victrola" div., succeeded by Rolland L. Shoemaker as mgr., commercial service, RCA Service Co.; Clint E. Walter takes over Shoemaker's former post of mgr., commercial service, field administration . . . C. J. Hollatz promoted to mgr., commercial operations administration, RCA electron tube div.; R. B. Sampson named mgr., market research; P. P. Roudakoff, administrator, trade publicity & relations; H. S. Gwynne, administrator, commercial coordination; R. L. Kelly, administrator, technical coordination . . . Jose D. Dominguez appointed exec. engineer, IT&T telephone & radio operating dept., succeeded by Clyde E. Dickey as pres. of IT&T's Puerto Rico Telephone Co.; Dickey has been traffic supt. for Telefonos de Mexico, S. A., in which IT&T has substantial interest; Walter D. Siddall named pres., Radio Corp. of Cuba; Kenneth M. Barbier elected pres., Radio Corp. of Puerto Rico . . . Vin Zeluff, managing editor of *Electronics*, resigns . . . Fred Petersen appointed sales mgr. of Admiral's new Hospital Service div. which produces disposable plastic products for medical use . . . Brock P. Hayes promoted to Syracuse district mgr., CBS-Hytron Sales Corp. . . . Hugh H. Engelman promoted to mgr., Motorola TV advertising & sales promotion . . . Adm. Arthur W. Radford (USN ret.), ex-chairman of Joint Chiefs of Staff, elected to Philco board.

Wells-Gardner, which showed net loss of \$250,000 on first half sales of \$4,300,000, reports to stockholders that primary reason for loss was drop of defense sales to \$600,000, compared with \$3,800,000 in similar 1956 period, and that civilian sales were also "considerably less" than year ago. Third quarter dividend was omitted, and pres. R. S. Alexander stated: "Although Wells-Gardner enjoys an enviable net worth and cash position, it has been the policy of the directors . . . to pay dividends out of current earnings and not from surplus." Backlog of civilian offers was reported "materially greater" than year ago.

Siegler Corp., which merged with Unitronics and acquired Hufford Corp. (Vol. 13:37-38), proposes to offer 300,000 shares of its \$1 par common stock and borrow \$5,250,000 from banks and an insurance company, according to statement filed Sept. 23 with SEC. Proceeds from both would be used to retire \$4,729,350 of Siegler and subsidiaries long-term debts, \$1,900,000 short term bank debts of Unitronics and Hufford, and reduce Unitronics accounts payable by \$2,300,000. Siegler said balance would be used for working capital and general corporate purposes.

Victoreen Instrument Co., Cleveland, has purchased Jordan Electronics Inc., Alhambra, Cal., reportedly for less than \$200,000. Jordan makes nuclear radiation instruments and industrial radiation detection instruments, had about \$800,000 sales in 1956. Victoreen produces radiation measuring instruments, electronic component parts, etc. and had 1956 sales of about \$1,600,000, has \$3,000,000 order backlog.

Columbia Pictures reports, for year ended June 29, net income of \$2,350,000 (\$1.80 a share) vs. \$2,670,000 (\$2.17) year ago. No sales figures were given, nor was there a breakdown of earnings by TV subsidiary Screen Gems, whose income has been recorded this year on accrual basis to conform with company's regular accounting policy.

American Electronics has signed agreement to exchange 46,110 shares of its common stock for outstanding shares of Teller & Cooper Inc., Brooklyn electronics firm, and to pay it \$2,225,000 for more than 60 patents. If merger is approved, Teller & Cooper will be operated as wholly-owned subsidiary.

**ELECTRONIC PERSONALS:** Lionel H. Orpin promoted to director of Stromberg-Carlson plans & programs . . . Richard A. Norman promoted to administrator of patent properties, GE semiconductor products dept. . . . Robert O. Vaughan promoted to mgr., west coast marketing, RCA Defense Electronic Products . . . Michael Cieplinski, pres. of Champlain Adv. Co. & Interracial Press of America, elected to board of Haydu Electronic Products Inc., Plainfield, N. J. . . . Richard W. Mitchell rejoins I.D.E.A. Inc. as v.p.-mfg. . . . Alan H. Bodge elected Audio Devices v.p. . . . Robert A. Darrow, appointed sales engineer, Hughes Aircraft semiconductor div., Palo Alto . . . Wm. G. Fockler promoted to mgr., DuMont Labs technical products engineering, succeeding Arthur J. Talamini who resigned to join Electro Tec . . . Lynn C. Homes, Stromberg-Carlson director of research & advanced development, appointed secy.-treas. of new AIEE Empire district, comprising all of upstate N. Y.

Example of British competition with U. S. electronics manufacturers was news conference in Washington this week, conducted by Solartron Inc., U. S. distributor for Solartron Electronics Group Ltd. Company demonstrated "Transfer Function Analyser" for servo testing, particularly for missiles. Some 20-30 of the \$5600 devices have been sold in U. S., v.p. Eric E. Jones reported. About 300 are in use in England; Russia ordered 350, was turned down by NATO ruling.

New Navy report, *Twelve Guides to Reliable Electronic Design* (PB 121123, 57 pp., \$1.50) by G. G. Johnson, U. S. Naval Ordnance Lab, is available from Office of Technical Services, Commerce Dept.

Barnes Engineering Co., principally owned by Fox, Wells & Rogers (investments), reported that its profit from 6 months operation of Clarksburg, W. Va. community antenna system accounted for \$138,980 of the total \$142,269 Barnes profit for entire year ending June 30, 1957. Community system was sold as of Dec. 31, 1956 to NWL Corp. for \$879,000 (Vol. 13:11). Proceeds of the sale were listed as reduction in investment in the system, weren't included in profit-loss statement. For fiscal year ended June 30, 1956, the community system earned \$263,988 (Vol. 12:37).

A. Hollander & Son Inc. listing and registration on N. Y. Stock Exchange was ordered dropped by SEC effective Sept. 30. Exchange had asked SEC to approve action, saying further dealings in Hollander stock on exchange was "inadvisable" since merger with Philips Electronics Inc. (Vol. 13:30-31) left fewer than 1500 stockholders and fewer than 300,000 shares distributed (exclusive of concentrated holdings). Capital stock of merged company is listed on American exchange.

Consolidated Electronics Industries Corp. subsidiary, Forestville Industries Inc., has been authorized to buy—mainly for cash—operating assets of Mepco Inc., including patent portfolio, land and buildings. Mepco, which makes specialty precision resistors, has headquarters in Morristown, N. J., employs about 190. Pres. G. Arthur Erickson and sales & engineering v.p. Leonard Kirby continue in Mepco posts.

Awards for financial reports in electronics industry, sponsored by *Financial World*, went to Sylvania, RCA, Philco in that order. Sylvania pres.-chairman Don G. Mitchell accepts trophy at banquet in N. Y. Oct. 28.

Dividends: Packard-Bell, 12½¢ payable Oct. 25 to stockholders of record Oct. 10; Amphenol, 30¢ Oct. 25 to holders Oct. 11; Warner Bros., 30¢ Nov. 6 to holders Oct. 11; Howard W. Sams & Co., 10¢ Oct. 25 to holders Oct. 11.

Canadian Broadcasting Corp., govt.-owned but supported by commercial sponsorships, 15% excise tax on TV-radio sets and broadcast license fees charged private stations, reports net operating deficit of \$1,561,211 on income of \$49,288,965 for year ended March 31. This compares with deficit of \$1,358,621 on \$38,942,402 during 1955-56 fiscal year (Vol. 12:30). CBC took in \$23,899,280 from TV-radio sponsors (TV \$21,453,017, radio \$2,446,263), paid out \$4,050,350 in agency & network commissions, \$3,465,287 to private stations on its networks, \$5,203,703 in production costs, leaving \$11,179,940 net revenues (TV \$9,841,638, up from \$7,403,438 previous year; radio \$1,338,302, down from \$1,731,507). CBC income from Federal treasury included \$12,586,189 representing TV excise taxes, down 29% from previous year; \$6,336,840 radio excises, up 25%; \$12,000,000 parliamentary grant towards anticipated TV operating deficit; \$6,250,000 parliamentary grant for radio service. CBC again warned that it may have to curtail services sharply in face of rising costs and decreasing TV receiver tax revenues as major markets approach set saturation.

FCC must reexamine its decision permitting ABC-TV to affiliate XETV, Tijuana, Mex., which serves San Diego, Court of Appeals ruled this week. Acting on appeal by KFMB-TV, San Diego, Judges Bazelon, Washington & Bastian (Bazelon writing) ruled: "We do not suggest that such programming imperfections as would militate against an American station applicant in a comparative proceeding are necessarily relevant in deciding whether a foreign station is to be permitted to affiliate with an American network. We hold only that, in making the latter decision, the Commission may not altogether exclude from consideration such serious defects of the foreign station's programming as would affect the public interest." Court added: "Our action is without prejudice to any steps which the Commission may lawfully take, pending reconsideration, to provide continuity of service by ABC to San Diego viewers."

Ten Canadian stations will be added to live microwave network for coverage of Queen Elizabeth's visit to Canada, CBC announced this week. Hookups will be temporary, through cooperation of U. S. & Canadian telephone companies and with ABC for Maritime provinces just north of New England. Cities to be added for the temporary service are Vancouver, Victoria, Calgary, Lethbridge, Edmonton, Moncton, St. John (N. B.), Halifax, Sydney, Charlottetown.

Worldwide TV network using broadband over-horizon scatter relays was predicted by IT&T pres. Maj. Gen. E. H. Leavey in first closed-circuit telecast to Cuba. Speaking from WRC-TV studios in Washington, he addressed Latin American ministers of communications assembled at Havana's Hotel Nacional (Vol. 13:38).

Annual outing of Federal Communications Bar Assn. will be held at Washington's Congressional Country Club Oct. 15.

TvB's active membership now totals 238 stations, WGN-TV, Chicago, latest to join.

Pakistan may be next country to "go American" in TV standards. So said RCA director of communications engineering Edmund A. Laport in review of broadcasting practices around world at Sept. 27 banquet of IRE's 7th annual broadcast symposium in Washington. He noted that these countries have officially adopted U. S.-style 525-line standards: Japan, Philippines, Thailand, Cuba, Mexico, Guatemala, Colombia, Cuba, Venezuela, Brazil, Peru, Chile, Argentina & Canada. Another country which recently made its choice is New Zealand, which picked British 405-line standard for its future TV system, though its neighbor and commonwealth partner Australia uses European 625-line method. Discussing post-war radio developments, he noted that "FM is on the march in all populous areas," particularly in Europe. Germany's completely rebuilt broadcast service—FM—has had "spectacular success," Finland now has some 30 FM stations, "with almost the whole network operating with off-the-air pickups from adjacent stations," Denmark & Sweden are following suit.

Bankruptcy petition by Clemons, Esau & Gericke, house ad agency for William Tell Productions, lists liabilities of \$142,811, assets of \$7.99, principal creditor being *TV Guide* with unpaid bills totaling \$46,844. Agency has estimated it owes money to 113 TV stations & 240 newspapers. William Tell Productions and agency both were operated by Wm. T. Clemons, John Esau & Karl H. Gericke. Latter two, according to bankruptcy petition, tendered resignations Aug. 8. Production firm and agency handled filmed giveaway show, *The Hidden Treasure*, produced in cooperation with Disabled American Veterans, which appeared on 121 TV stations. Esau, in TV-radio since 1934, was half-owner & pres. of KTVQ, Oklahoma City (Ch. 25, now off air), is a former NARTB board member. Gericke is one-time ABC asst. director of network program sales and Guild Films program mgr. Clemons says he is considering starting another company to produce *Hidden Treasure*, perhaps in Mexico where costs are lower.

New repressive measures have been aimed at TV-radio stations by Cuban minister of Communications Ramon Vasconcelos. Included in new govt. decree are: (1) Ban on criticism of govt. authorities. (2) Prohibition against running films not approved by Govt. (3) Outlawing of "any form of monopoly" in TV-radio station ownership. (4) Limit of one editorial per day on stations. (5) News-casts cannot last longer than one hour, no news items can be broadcast more than once an hour or 4 times a day (apparently aimed at CMQ Network's Radio Reloj which broadcasts news and time signals continuously 24 hours daily). (6) Political programs can be broadcast only for groups approved by Govt. (7) Stations must devote at least 5% of total time to educational or cultural programs.

Two applications for TV stations and 5 for translators were filed with FCC this week, bringing total to 117 (34 uhf) for stations, 42 for translators. Station applications: For San Diego, Cal., Ch. 21, resubmitted by Sherrill Corwin; for Perrine, Fla., Ch. 6 (assigned to Miami), by Hallandale & Dania, Fla. drive-in theatre operators. Translator applications were for Leadville, Colo.; Ely, Nev. (2); McGill, Nev. (2). [See *TV Addenda 25-1*.]

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