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Television Digest

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SUMMARY-INDEX OF THE WEEK'S NEWS — August 4, 1956

37,277,000 TV SETS in 35,000,000 homes estimated by ARF on basis of Census sample; biggest increase in South. County estimates due in Sept. (pp. 1 & 5).

UHF TRANSLATOR PROSPECTS debated, proponents seeing rush of applications after equipment type-approval, others anticipating only modest growth (p. 1).

SCRANTON UHF SELLS half interest for \$650,000; Hattiesburg (Miss.) vhf sells 51%; \$10,000,000 Indiana deal still cooking, Palm Beach sale dropped (p. 2).

UNFREEZING OF VHF CHANNELS sought by grantees in Hartford, Peoria & Springfield. Examiners recommend reaffirmation of CPs in Seattle & Billings (p. 3).

KNOXVILLE'S WBIR-TV STARTS programs this week end as 479th U. S. outlet; CHLT-TV, Sherbrooke, Que., brings Canadian on-air total to 36 (p. 4).

POLITICAL CONVENTIONS should spur TV trade, which began upsurge in June and looks to good year. RETMA reports half-year TV-radio sales, output (p. 9).

TRANSITION TO COLOR FILM will be costly, says Ziv pres. John Sinn, but he believes advertisers are willing to pay extra for added impact (p. 8).

TV SET PRICE BOOSTS presaged by rash of appliance increases blamed on steel hikes and rising costs; return to reasonable profits sought (p. 11).

FCC'S POWERS OVER PROGRAMS subject of recurring debate, Comr. Doerfer giving views in dissent on WQAM sale, Comr. Bartley in California speech (p. 7).

50,000,000 SETS-IN-USE throughout world, 745 TV stations — though 4/5 of receivers and 2/3 of stations are in U. S.—shown in latest world TV directory (p. 5).

TV SETS—WHERE THEY ARE & WHO OWNS THEM: There were 37,277,000 TV sets in America's homes in Feb.-March 1956, according to new Advertising Research Foundation estimate on basis of Census Bureau data on ownership of TV sets by region, family size, urban vs. rural, etc. -- adding flesh to Census' earlier skeletal figures which showed some 35,000,000 homes, or 73% of all, TV-equipped (Vol. 12:20).

Report shows 13,290,000 households still without TV -- 5,467,000 of them within metropolitan areas -- indicating that there's still sizeable market for first-set sales. That the 2-set fever is just beginning to catch on is shown by fact that 1,694,000 homes -- 4% of nation's 48,785,000 -- have more than one set.

ARF-Census report isn't "sets-in-use" count, since it doesn't purport to include sets in public places, transient hotels, etc. -- which could easily swell the total to something above the 39,000,000 generally accepted as nationwide total.

County-by-county projection of the Feb.-March figures is due for release by ARF next month, updating its previous report measuring circulation as of June 1955 (Vol. 12:17 & Special Report). Census Bureau estimate -- made in connection with its housing sample survey -- was financed by ARF in behalf of networks, NARTB, TvB.

Highlights of Census survey and ARF's regional projections are on p. 5.

OUTLOOK FOR UHF TRANSLATOR DEVELOPMENT: FCC's new uhf translator rules, its remedy for the unauthorized vhf booster epidemic, have been in effect one month -- and it's still too early to foretell translator development. However, there are certain current indicators which merit attention.

One is that 6 applicants have applied for 10 channels so far: Bishop, Cal. (2 channels); Hawthorne, Nev. (1); Manson, Wash. (2); Prineville, Ore. (2); Havre, Mont. (2); Gunnison, Colo. (1). [Full details on these and subsequent translator applications are reported in TV Factbook No. 23 and our weekly Addenda.]

FCC's "translator expert," engineer McIvor Parker, believes rate of applications will step up after transmitting equipment has been type-approved. On basis of requests for application forms, Parker estimates there's already backlog of approximately 100 applications. First submission of equipment for type approval comes next week, when translator pioneer Adler Communications Labs sends model to FCC labs

at Laurel, Md. Enthusiast Ben Adler, offering units at \$2750, has said his first projected run of 100 units has been sold, predicts application for many more.

Jerrold Electronics plans to submit ½-watt "pea-shooter" version for approval before long, says it will add 10-watt final stage later. Others, including Gates Radio, are considering translator manufacture.

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Economics of translators are still unsettled. Unable to originate anything, limited solely to rebroadcasts of other stations, they can sell no commercials. Of the 6 applicants, 4 are cooperatives or non-profit outfits which will have to pass the hat. These frequently start out with rush of enthusiasm, sometimes run into trouble later. Quite a few illegal vhf boosters are financed that way, and some of them are having difficulties. For example, Apple Valley TV Assn., in the Wenatchee, Wash. area, has 6 transmitters serving some 2-3000 receivers -- yet it placed ads pleading with viewers to donate \$10 each to keep going. One ad reads:

"Are you paying for your neighbor's TV? Additional funds are needed now to complete these installations. If sufficient funds to pay the cost of needed work are not received by Aug. 1 the reflector will be shut down indefinitely. Successful reflector TV depends on the support of every set owner using these facilities. It's only square to pay your share!"

These unauthorized vhf boosters still face an inflexible FCC, incidentally. Shutdown of another was recommended this week when examiner Hugh B. Hutchison issued initial decision stating that cease-&-desist order should be applied against the Pateros-Brewster TV Assn., Brewster, Wash. His conclusion: "It is clearly destructive of any proper governmental control over these valuable frequencies to permit any person or group of persons to decide for themselves what types of operation should or should not be permitted." Other such operators have appealed to courts, but scarcely anyone feels they'll be upheld. Hence, there are many scores, if not hundreds, of such boosters which are candidates for replacement by translators.

In Colorado this week, however, Gov. Edwin C. Johnson showed he hasn't forgotten how to needle Commission the way he used to when he was chairman of Senate Interstate & Foreign Commerce Committee. By executive order, he told W.R. Webber, TV dealer in Steamboat Springs, Colo., that he could continue operating unauthorized booster. At same time, he made Webber the only member of a newly created "communications staff" -- "to protect him against reprisals from the FCC." Johnson said this is first time any state had taken such action.

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Possibly the soundest-financed translators will be those built by stations to extend their service areas. However, station operators appear to be skittish about getting involved unless circulation increase is certain to be substantial. If station erects translator in one fringe town, it faces demands from many others, including those where circulation gain may be minimal.

Jerrold pres. Milton Shapp still favors use of the translators as a sort of microwave for community antenna systems, in addition to providing service to those viewers who choose to pick up signals directly. He plans to file applications for 7-translator system in Texas -- for just such purposes.

STILL A SELLER'S MARKET FOR STATIONS: Buy-&-sell activity continues at pace no one could have imagined a few short years ago -- with even some smaller-city stations, uhf as well as vhf, apparently in real demand. This week's deals:

(1) Philadelphia Bulletin, operator of WCAU-TV (Ch. 10) pays \$650,000 for control of WGBI-TV, Scranton (Ch. 22), obligating to build it up to 1-megawatt power in its all-uhf area by Oct. 1. It's first acquisition by Bulletin, whose TV-radio pres. is Don Thornburgh, ex-CBS Hollywood v.p. Control is acquired by buying 15 of 20 shares of voting stock, 10 of 30 shares non-voting from Megargee family, who will retain radio station WGBI, which it founded 30 years ago.

(2) WDSU-TV, New Orleans (Ch. 6), controlled by Edgar B. Stern Jr., managed by Robt. D. Swezey, buys 51% of stockholdings of each of 4 partners (Mattison and Fine brothers) who put WDAM-TV, Hattiesburg, Miss. (Ch. 9) on air just 2 months ago

-- paying \$51,000. Last year, Stern group also bought up control of WAFB-TV, Baton Rouge (Ch. 28), reputedly a good earner, placing ex-Crosley and ex-General Teleradio executive Dwight W. Martin in charge.

Neither station is intended as satellite, say principals, and their location in relation to "parent" station as well as profit potential in joint operation were the impelling reasons given for purchases.

Practically every well-positioned station in the country, including some as strongly bulwarked as Chicago Tribune's WGN-TV, Detroit News' WWJ-TV, Milwaukee Journal's WTMJ-TV, has had offers to buy -- and the nature of the capital seeking to go into telecasting is indicated by the J. H. Whitney & Co. offer of \$10,000,000 for WISH-TV, Indianapolis (Ch. 8) and WINT, Ft. Wayne (Ch. 15) with their radio adjuncts (Vol. 12:30). Offer is still being mulled by majority stockholder Bruce McConnell and his ownership group -- no comment yet.

Deal for sale of WJNO-TV, Palm Beach, Fla. (Ch. 5) for around \$750,000 was said by counsel to have fallen through this week due to snag over terms. Buyer was supposed to be John H. Phipps, owner of WCTV, Thomasville, Ga. (Ch. 6); sellers group is headed by Theodore Granik, NBC Forum of the Air moderator, and Wm. H. Cook.

(For more details about ownership interests, network affiliations, management, etc. of aforementioned stations, see their listings in TV Factbook No. 23.)

GRANTEES FROZEN by FCC's allocation proposal are working hard trying to get Commission to change its mind, let them build—though their chances are considered slim at the moment. These include following holders of CPs for vhf channels which FCC proposes to delete: WTIC, Hartford (Ch. 3); WIRL, Peoria (Ch. 8); WMAY, Springfield, Ill. (Ch. 2). They echoed Comr. Doerfer's dissent in allocations decision, WTIC stating, for example, that Commission is protecting "a favored few TV stations from competition with newly authorized applicants who, solely because of the delays resulting from comparative hearings, were unable to construct their stations at an earlier date."

Novel approach was made, meanwhile, by Peoria's WMBD, loser to WIRL. First, it asked that Commission reverse itself, give it Ch. 8. Alternatively, it requested that Ch. 8 be granted to *both* WMBD & WIRL, whereupon WMBD would promptly ask for modification to uhf Ch. 31 and build as fast as possible. Presumably, WMBD feels that Peoria, which has 2 operating uhfs, will remain all-uhf if any city will. Furthermore, holding longtime CBS radio affiliation, it would stand chance of taking CBS-TV affiliation from WTVH.

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New and powerful Assn. of Maximum Service Telecasters meets at Chicago's Edgewater Beach Hotel Aug. 9-10 to firm up its program on allocations. Acting chairman Jack Harris, KPRC-TV, Houston, says this of group's objectives:

"We're not at all committed to protecting the status quo. We're against change without adequate engineering information. We don't believe there's enough information. We intend to survey both signal strength and ability of receivers to pick up signals—on both vhf and uhf. There will be surveys made of megawatt uhf coverage in flat and rough terrain—in at least 2 of the areas now served with megawatt power. These are New Orleans, Portland, Wilkes-Barre-Scranton." A. D. Ring & Assoc. is handling survey.

Meeting will ratify by-laws, elect permanent officers, select legal counsel, start membership drive.

Grant of Seattle's Ch. 7 to KIRO—over KVI & KXA—was again recommended by examiner Thomas H. Donahue this week. Commission had ordered him to conduct further hearing after KVI alleged that KIRO pres. Sol Haas showed pro-communist proclivities in 1920's when he edited and partly owned *Seattle Union Record*. Donahue concedes that paper did laud Soviet policies in those days but said he still can't find "rational basis" for denying Haas the CP now. Further hearing, he said, failed to prove Haas ever was a communist or subscribed to its teachings. He said that Haas' character "must be viewed in the whole" and that his subsequent contributions to community have been "truly significant."

In Billings, Mont. Ch. 8 case, chief examiner James D. Cunningham came up with initial decision recommending denial of KOOK-TV's protest against grant to KGHL-TV. KOOK-TV had charged that KGHL-TV was financially unqualified to build and that Billings couldn't support 2 TV stations. As for finances, examiner said KGHL-TV construction costs are \$316,224 and that grantee has \$481,224 available—leaving enough for operating expenses.

On the economic issue, Cunningham noted Billings' TV-radio stations grossed \$845,946 last year, said: "If, after [KGHL-TV] is established, it should supply an inferior public service and there should occur a degradation in the service of KOOK-TV, the market, as such, will not be a contributing cause." He also rejected KOOK-TV's assertion that "saturation point" in TV sales has been reached in Billings, saying that some salesmen can sell where others can't.

Two rule-making petitions were filed this week: WSIL-TV, Harrisburg, Ill. (Ch. 22) asked assignment of Ch. 3 to city, plus authorization to shift to the new channel; Northwest Nebraska Cooperative TV Assn. requested addition of Ch. 8 to Hay Springs, Neb.

Tiniest TV camera yet announced in political convention coverage miniaturization race (Vol. 12:30) is ABC-TV's 10-oz. job—resembling a flashlight, 4-in. long, 2-in. in diameter, with pickup tube only ¼-in. in diameter. Made by Grundig of West Germany, its regular job is inspecting inside of boiler tubes.

Power increases: WSPA-TV, Spartanburg, S. C. (Ch. 7) July 17 to 263-kw; KLAS-TV, Las Vegas (Ch. 8) July 13 to 55-kw; KOLO-TV, Reno (Ch. 8), week end of Aug. 4, to 11.7-kw.

Personal Notes: James L. Caddigan, recently resigned from DuMont, where he was program chief and then head of Electronicam div., is currently at his home at 20 Summit St., Glen Ridge, N. J., resting up after series of family misfortunes that included accident to Mrs. Caddigan before giving birth to a daughter and auto accident resulting in death of his brother-in-law after 3 brain operations; sister-in-law is former Lynn Cleary, ex-business mgr., DuMont Network . . . Ward L. Quaal, ex-v.p. & asst. gen. mgr., Crosley stations, on Aug. 1 assumed duties as gen. mgr. of *Chicago Tribune's* WGN Inc. (WGN-TV & WGN) . . . Richard L. Foote, eastern sales mgr., Hoag-Blair Co., TV station reps, promoted to exec. v.p. . . . Norman Cissna, asst. gen. mgr. & sales director of WTTV, Bloomington-Indianapolis, leaves Aug. 15 to join Meeker Co., Chicago . . . Leonidas P. B. Emerson leaves Washington law firm of McKenna & Wilkinson to rejoin FCC, assigned to Rules & Standards div. . . . Ru Lund has resigned from Moore & Lund rep firm to become sales & merchandising mgr. of Blitz Weinhard Brewery, Portland; firm name has been changed to Art Moore & Assoc. Inc. . . . Charles E. Haddix, recently San Francisco rep for Tracy Moore & Assoc., named gen. mgr. of Forjoe-TV San Francisco office . . . Grady E. Jensen, ex-business mgr. of WABC-TV, named director of planning & procedures of New York U business affairs dept. . . . Robert F. Hurleigh, Mutual's Washington director, named supervisor of WGMS, city's "good music" radio station just acquired by RKO Tele-radio . . . Kermit Kahn, ex-Lennen & Mitchell and J. D. Tarcher agencies, onetime with NBC, joins NTA as adv. mgr. . . . Joseph A. Gawler, ex-WTOP-TV, Washington, made staff asst., NARTB TV code review board; Walter J. Murphy, 1956 Georgetown U law graduate, joins NARTB legal dept.

Desperately hard up for engineers in Washington, FCC has hit on idea it hopes will produce help it needs. It finds it can offer Grade 11 jobs (\$7035) to those who have 4 years of college engineering study or equivalent, plus 4 years of experience. "However," FCC notes, "it is stressed that professional engineering experience may be substituted year-per-year for any portion of the 4-year educational requirement." Here's sizeup of situation by James Barr, asst. chief of Broadcast Bureau: "We think that there may be a lot of men among our licensees who have done enough studying and have enough experience to qualify. They may have gone to \$5-\$6000 a year and see no future where they are. Meanwhile, the usual Civil Service announcement scares them off by stating a lot of requirements that really aren't necessary. What we want is that these men be encouraged to apply and let us judge their qualifications."

Visiting U. S. on month's trip to observe TV operations, inspect equipment, etc. are managing director Nobutaka Shikanai and chief engineer Dr. Saburo Matsuo, Nippon Broadcasting System (radio JOLF, Tokyo), which plans to construct and operate JOLF-TV by end of 1956. Note: Reports from Japan indicate film industry may be aiming to invade TV in large way through station ownership route. One of big film producers, Toei, already has applied for Tokyo channel, and Japan's biggest amusement combine, Shochiku, reportedly is on verge of applying.

Robert S. Taplinger, pres. of N. Y. public relations firm bearing his name, handling various TV-radio accounts among others, returns to Warner Bros. Pictures Oct. 1 as adv.-public relations v.p., succeeding the late Mort Blumenstock. He had charge of Warner publicity from 1937-40. His firm will be merged with another major public relations firm.

KNOXVILLE'S THIRD TV station and new outlet in Sherbrooke, Que. are latest to be added to roster of operating stations—making 479 on air in U.S. (96 uhf) and 36 in Canada. Knoxville's new WBIR-TV (Ch. 10) plans Aug. 12 start with CBS-TV programs after first test patterns this week end. It's third station in that city—WATE (Ch. 6) and WTVK (Ch. 26) having started in Oct. 1953.

WBIR-TV has 50-kw RCA transmitter and 12-bay antenna on 704-ft. Ideco tower. John P. Hart is pres.-gen. mgr., with 10% ownership. Other owners, with 30% each: Hulbert Taft family (*Cincinnati Times-Star*); Gilmore N. Nunn; Robert L. & Martha Ashe. Taft family's 30% is held by Radio Cincinnati, operator of WKRC-TV & WKRC, Cincinnati, and WTVN-TV & WTVN, Columbus, O. Nunn owns radio WLAP, Lexington, Ky., holds CP for WLAP-TV (Ch. 27) and 1/3 of CP for WCNS, Baton Rouge (Ch. 40). R. S. Quinn is WBIR-TV local sales mgr.; Neal W. Branch, from WBIR, program director; J. Rex Horton, also of WBIR, chief engineer. Base hour is \$600. Rep is Katz.

CHLT-TV, Sherbrooke, Que. (Ch. 7) is aiming for Aug. 12 programming, having begun test patterns Aug. 3. It has 10-kw RCA transmitter and 150-ft. tower with 18-slot antenna in Mont-Orford Provincial Park. Owner is Paul Desruisseaux, publisher of Montreal's French-language daily *La Tribune*. Alpee Gauthier is gen. mgr.; J. L. Gauthier, sales mgr.; Pierre Bruneau, program director; L. E. Gilbeau, chief engineer. Base hour is \$400. Reps are Adam Young's Canadian Station Representatives and Jos. A. Hardy & Co. Ltd.

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

KDIX-TV, Dickinson, N. D. (Ch. 2) plans Sept. 20 test patterns, Oct. 1 programming as CBS Extended Market Plan affiliate, reports gen. mgr. & 8% owner Orville F. Burda. DuMont 5-kw transmitter has been ordered for Sept. 1 delivery and studio-transmitter building is under construction. Base and anchors are ready for 520-ft. Andrews tower, with RCA 6-bay antenna. It will open new small market, Dickinson (1950 pop., 7469) being 100 mi. from Bismarck, about 125 from Minot, nearest TV cities. Rep will be Hal Holman.

WMUB-TV, Oxford, O. (Ch. 14, educational), which got grant July 18 (for details, see *TV Factbook* 23, p. 301), is considering bids for transmitter, hopes to begin operation next Feb., reports F. G. Macomber, director of experimental study in instructional procedures for grantee Miami U, where some campus courses were taught by closed-circuit last semester. It already has 155-ft. Lehigh tower, used by its WMUB-FM. Stephen Hathaway is director of broadcasting activities; Andrew Bruck, engineer.

RCA shipped 10-kw transmitter Aug. 1 to upcoming WTVW, Evansville, Ind. (Ch. 7), due in Sept.; 12-section custom-built antenna July 31 to KIDO-TV, Boise (Ch. 7).

New NARTB engineering handbook is in preparation, and original material is being solicited from industry engineers by advisory committee under chairman Raymond F. Guy, NBC. Ideas and manuscripts are to be submitted through A. Prose Walker, NARTB mgr. of engineering.

New call letters WYOU-TV have been assigned now-silent Ch. 33 grantee in Newport News, Va. (formerly WACH-TV), recently bought by Richard Eaton's United Bestg. Co. of Eastern Va. (Vol. 12:27, 29).

Isidore Lindebaum, 52, pres. of Filmcraft Productions, Hollywood, producer of *You Bet Your Life* on NBC-TV, died of heart attack July 30. Surviving is his widow.

ANALYSIS OF TV SET ownership by region, family size, rural vs. urban, etc., as supplied by Advertising Research Foundation and Census Bureau on basis of sample survey underwritten by ARF and telecasting industry (see p. 1), shows these trends among nation's 35,495,000 TV households:

Multiple set ownership—While some 4% of households had 2 or more sets in Feb.-March, the percentage varied sharply by location, ranging from less than 1% of rural-farm to 7% in large urban areas.

Regional differences—The South had lowest proportion of TV households but showed greatest percentage increase since last survey in June 1955, increasing during the 8 months from 53% to 62%. Northeast had highest concentration but smallest increase, rising from 80% to 82%. North Central increased from 72% to 79%, West from 62% to 66%. (For TV household estimates see table below.)

Rural & urban—In 1956, says Census report, "TV households were still more common inside standard metropolitan areas than outside these areas and least common in rural-farm households [see below]. However, it is evident from the survey that the spread of TV during the last 7 months was most rapid in areas which had the smallest proportion of sets in June 1955. For example, in rural-farm households, TV sets increased from 42% in June 1955 to 53% in Feb. 1956, whereas in the largest urbanized areas (3,000,000 pop. or more) the change was from 81% in 1955 to 84% in 1956."

TV households in other population areas, by population classification: 1,000,000-3,000,000, increase from 82% to 85%; 250,000-1,000,000, up from 79% to 82%; urban areas under 250,000, up from 74% to 76%; non-urban places of 10,000 or more, up from 62% to 69%; under 10,000, up from 52% to 63%; rural non-farm, up from 61% to 68%. Over-all average set ownership for urban areas is 78%, up from 74% in 8 months.

Size of household—Census figures confirm other surveys' showings that smaller households are less likely to have TV set than larger ones. Proportion having sets rose with size of household from 40% for a one-person household to 85% & 83% for 4 & 5-person households but dropped off sharply for those with 6 persons or more (75%).

Tenure—Survey showed 78% of homeowners had TV sets in their households, only 65% of renters.

Statistics were based on sample of completed interviews from 20,000 households in 230 sample areas comprising 453 counties and independent cities. Number of TV sets includes all those reported by the households even though the set was temporarily out of order or being repaired at the time the enumerator called.

TV STATUS OF HOUSEHOLDS BY REGIONS

(Feb.-March 1956)

	TV		% with TV
	Households	Total Households	
Northeast	10,548,000	12,860,000	82.0
North Central	11,631,000	14,816,000	78.5
South	8,440,000	13,723,000	61.5
West	4,876,000	7,386,000	66.0
U. S. TOTAL	35,495,000	48,785,000	72.8

TV HOUSEHOLDS IN RURAL & URBAN REGIONS

Urban	24,994,000	32,114,000	77.8
Rural non-farm	7,535,000	11,022,000	68.4
Rural farm	2,966,000	5,649,000	52.5

SETS-IN-USE throughout the world now exceed 50,000,000, while number of stations on air totals 745, according to up-to-the-minute Foreign TV Directory in the new Fall-Winter *Television Factbook* published this week.

Of the receivers in use, some 39,000,000 are in U.S. and its territories, plus perhaps 35,000-50,000 tuned to U.S. Armed Forces stations; 11,665,000 more are in use in foreign countries. As of July 1, U.S. had 478 stations, U.S. Armed Forces 21, other countries 267 (including experimentals, satellites, 10-watters and the like).

Analyzing our Foreign TV Directory, these trends are apparent: (1) Gradual increase in number of countries with some form of commercial TV—West Germany and Australia being latest, though neither is due to accept any commercials until fall. (2) Increase in number of stations is faster than year or so ago, but still slow and faltering as compared with TV's early progress in U.S.

"Commercial TV zone" takes in entire western hemisphere, and the U.S.-influenced Orient (Japan, Thailand, Korea, Philippines). Continental Europe is entirely non-commercial, except for little TV islands of Luxembourg, Monaco and the Saar—Sweden having recently decided to begin non-commercial programming Sept. 15 and West Germany getting ready to dip its feet experimentally into commercial TV. Australia's first 6 TV stations are nearly ready for test patterns. Two in Sydney and 2 in Melbourne will be privately owned commercial, one in each being govt.-owned and non-commercial.

Most rapid increase in number of stations occurred in Italy where 15 new stations went on air in single year—though most are automatic satellites. Italy plans to have 84 stations on air by end of next year. Newest country to be added to TV roster is Nicaragua, whose first station went on air July 15 in Managua—owned by newspaper *Novedades*.

Canada is second to U.S. in number of stations, with 35, while Great Britain's 6,000,000 sets make it second in receiver category, though it has only 17 stations. Only other country with as many as 1,000,000 sets is USSR.

Based on the complete directory in the *Factbook* (showing location, call letters, channel, power, operator, etc. of each station), this table indicates number of stations and sets, according to best available information as of July 1:

Country	No. Stations	Sets-in-Use	Country	No. Stations	Sets-in-Use
Argentina	1	70,000	Morocco	2	4,000
Australia	(6)*	—	Netherlands	3	80,000
Belgium	4	90,000	Nicaragua	1 [†]	—
Brazil	6	200,000	Norway	1	300
Bulgaria	1	300	Philippines	1	7,500
Canada	35	2,200,000	Poland	1	1,000
Colombia	3	22,000	Rumania	1	500
Cuba	14	200,000	Saar	1	1,500
Czechoslovakia	2	45,000	Spain	1	700
Denmark	3	20,000	Sweden	3	10,000
Dominican Republic	1	6,000	Switzerland	4	15,000
Finland	1	100	Thailand	2	4,000
France	14	360,000	Turkey	1	100
Germany (E.)	9	50,000	Uruguay	1	1,000
Germany (W.)	31	430,000	USSR	25	1,000,000
Great Britain	17	6,000,000	Venezuela	7	85,000
Guatemala	2	5,000	Yugoslavia	2	2,500
Hungary	1	500	FOREIGN TOTAL	246	11,665,050
Iraq	1	250	U. S. and Territories	478	39,000,000
Italy	24	300,000	U. S. Armed Forces	21	40,000†
Japan	7	250,000	GRAND TOTAL	745	50,705,050
Korea	1	300			
Luxembourg	1	500			
Mexico	9	200,000			
Monaco	1	2,000			

* Due to start in summer & fall. † Went on air July 15, 1953. ‡ Estimated overlap deducted.

"The Story of Television," half-hour 16mm documentary on development of TV, is being loaned to organizations by RCA dept. of information.

Network Accounts: Political reservations for paid network time have been pretty well firmed up now, and CBS-TV's lineup is indicative of how national party committees will use TV in Presidential campaign. Each party has bought about 4 hours of time, with emphasis on 5-min. segments to be carved out of time of some of CBS-TV's top shows. Republicans have ordered 13 five-min. evening shows, four 30-min. shows, one full hour; Democrats 14 five-min. segments, one 15-min. and five 30-min. . . . Philco's commercials on ABC-TV political convention telecasts will all revolve around "typical American family," demonstrating their TVs, radios & appliances, with "home-like" cast headed by Grace & Frank Albertson as mother and father . . . Pabst to sponsor 1st & 4th quarters of *Chicago Tribune College All-Star Football Game* on ABC-TV Fri. Aug. 10, beginning 9:30 p.m., thru Leo Burnett Co., Chicago; 2nd & 3rd quarters to be sponsored by Standard Oil (Indiana) in midwest, thru D'Arcy Adv., Chicago; by American Oil Co. in east, thru Joseph Katz Co., Baltimore, and by Pan-Am Southern Corp. in south, thru Fitzgerald Adv., New Orleans . . . Philco sponsors *Miss America Pageant* from Atlantic City on ABC-TV for third consecutive year, Sat. Sept. 8, 10:30-midnight, thru Hutchins Adv. . . . Revlon due to sponsor *Most Beautiful Girl in the World*, \$250,000 beauty contest giveaway on NBC-TV, tentatively slotted Mon. 9-9:30 p.m., opposite CBS-TV's *I Love Lucy*, thru BBDO, N. Y., in network's giant program reshuffle (Vol. 12:30), complete details of which are due to be announced next week . . . Hallmark (greeting cards), continuing to follow long-time TV tradition, sponsors 90-min. color drama series *Hall of Fame*, produced by Maurice Evans, now definitely slated for 5 Sun. 7:30-9 p.m. periods beginning Nov. 25 and on Wed., April 10, 8:30-10 p.m., thru Foote, Cone & Belding . . . American Character Doll Co. reported ready to sign as first sponsor of ABC-TV's *Super Circus*, thru Webb Assoc., N. Y., resuming this fall Sun. 5-6 p.m., from Miami . . . Chesebrough-Pond's considering sponsorship of *Warner Bros. Presents* on ABC-TV Tue. 7:30-8:30 p.m. thru Compton Adv., N. Y. . . . New daytime sponsors signed by NBC-TV: Pharmaco Inc. (Feen-a-Mint, Chooz) buys 15 min. alt. weeks on 5-5:30 p.m. *Comedy Time* beginning Oct. 1, thru Doherty, Clifford, Steers & Shenfield, N. Y.; Brown & Williamson (cigarettes) buys ten 15-min. segments of *Queen for A Day* alt. weeks, 4-4:45 p.m.; Perkins Products div., General Foods (Kool-Aid soft drink, Good Seasons salad dressing mix) buys 13 alt. Thu. quarter-hours of same show, thru Foote, Cone & Belding, Chicago; Bon Ami buys 4 partics. on *Matinee Theatre*, 13 on *Today*, 4 on *Home* beginning in Sept., thru Ruthrauff & Ryan, N. Y.; Evinrude (outboard motors) buys 4 partics. on *Today*, having already bought 4 on *Tonight* for merchandising campaign in Oct., thru Cramer-Crasselt Co., Milwaukee . . . Lewis Howe Co. (Tums) due to buy alt. week sponsorship of new *Jonathan Winters Show* on NBC-TV Tue. 7:30-7:45 p.m. beginning Oct. 9, thru Dancer-Fitzgerald-Sample, N. Y. . . . Plymouth considering 60-min. show on ABC-TV, probably music a la Dodge's *Lawrence Welk* . . . High cost of films may cause ABC-TV to scrap its *Famous Film Festival*, which was due to move next fall from Sun. 7:30-9 p.m. to same time on Sat.; decision hasn't been made yet.

Radio bounces back: WJR, The Goodwill Station Inc., operating 50-kw Detroit radio station and holding litigation-delayed CP for WJRT, Flint (Ch. 12), reports \$1,700,102 sales, \$269,047 (52¢ a share) net income for 6 months to June 30, up from \$1,324,572 & \$131,089 (25¢) in same 1955 period. First quarter sales were \$839,280, profit \$123,771 (24¢) vs. \$671,587 & \$62,876 (12¢).

Signs of better radio times: CBS radio network will gross between \$35,000,000 & \$40,000,000 this year, reports sales v.p. John Karol—having written about \$10,000,000 in new billings since Jan. 1, including Standard Brands (off radio since 1954) for 3 daytime soap serials; new Colgate daytime shows; Wrigley across-board purchase of Pat Buttram; virtual sellout of Arthur Godfrey . . . NBC radio network sells 45 partic. per week in new a.m. *NBC Bandstand* . . . Budweiser reported going to spot radio for \$1,000,000 campaign in latter 1956, cutting down on spot TV and booking no new network TV . . . Spot radio time sales up 19.9% to \$65,647,000 for first 6 months of 1956 vs. \$54,824,000 in same 1955 period, leading Lawrence Webb, managing director of Station Representatives Assn., to opine 1956 may set new high record . . . WQXR, New York, reports first-half 1956 sales volume at highest peak in its 20 years, up 13% from same 1955 period—and sales v.p. Norman S. McGee confidently sees "general trend back to radio."

New spot campaigns: Esso Standard Oil Co. expanding TV spot use in Oct. with 30-min. drama series produced by Four Star Productions, to be used in 49 eastern and southern cities. In 35 cities, show will be first run; in the other 14 cities it will be "first-run-off network." Esso also announces it will soon expand *Your Esso Reporter* by adding 5 more markets to the 27 already covered. Big network advertiser Lucky Strike is testing use of spot TV in selected markets, may expand into nationwide spot campaign for first time. Procter & Gamble reportedly is negotiating with MCA-TV for 5 or more former network TV film series for daily across-the-board slotting on large group of stations.

TV-Radio Creative Workshop Meeting of AAAA 1956 eastern annual conference at New York's Hotel Roosevelt, Nov. 27-28, has this planning committee named this week by Adolph J. Toigo, eastern region chairman: John F. Devine, J. Walter Thompson Co., chairman; Robert Foreman, BBDO; Harry W. McMahan, McCann-Erickson; Wm. Colihan, Young & Rubicam; Herbert Gunter, Ted Bates & Co.; George Wolf, Ruthrauff & Ryan; Robert Walsh, VanSant, Dugdale & Co.

Can kiddie shows sell adult products? "Yes," says ABC-TV emphatically, citing carefully controlled 3000-housewife survey by Advertest Inc., indicating that *Mickey Mouse Club* has "impact on the housewife as well as on the child." Survey showed that in all TV homes, 24% used Pillsbury cake mixes and 22% used Betty Crocker cake mixes, the latter being a *Mickey Mouse* sponsor; in homes viewing *Mickey Mouse Club*, 27% used Betty Crocker while 26% used Pillsbury.

New reps: WTVT, Tampa, to Katz Aug. 1 (from Avery-Knodel); KVVG, Tulare-Fresno, to new Charles Bernard & Co., 333 W. 56th St., N. Y. (Circle 6-7242); KOVR, Stockton, Cal. names new Frank King & Co. as state rep, with offices at 3780 W. 6th St., Los Angeles (Dunkirk 5-6213) and Hearst Bldg., San Francisco (Exbrook 7-0215)—Avery-Knodel continuing as national rep.

Rate increases: WATV, Newark-New York, Sept. 1 raises base hour from \$1250 to \$1500. KGEO-TV, Enid, Okla. Aug. 1 added Class AA hour (7-10 p.m. Mon.-Sat. & 6-10 p.m. Sun.) at \$600, min. at \$120. WREX-TV, Rockford, Sept. 1 adds Class AA hour (7-10 daily) at \$450.

Radio-TV Daily's 17th Program Buyers Guide Shows Issue, listing more than 1400 TV-radio show availabilities for upcoming season, as submitted and described by stations, networks and syndicators, was distributed to its subscribers this week.

Sponsor Magazine (Norman Glenn, publisher) has fixed Oct. 27, 1956 as date for shift from semi-monthly to weekly publication.

Telecasting Notes: Quotable quotes on TV as source for movie material and on movie stars' appearances on TV, as discussed by leading movie producers at Screen Producers Guild roundtable this week and reported in *Film Daily*: **Walt Disney**—"From the very start I felt TV should be a part of motion pictures and motion pictures should be a part of TV. TV, motion pictures, Disneyland and tieup products are all part of one over-all pot for us. TV is a way to keep people interested" . . . **Harold Hecht**: "I don't think TV is a source any different from any other source; the same factors of judgment are needed" . . . **Walter M. Mirisch**: "Indiscriminate use of personalities can be destructive in both media" . . . **Martin Rackin**: "Stars are railroaded by agencies to appear in TV series and cut their own throats. [TV] is a good place to discover talent, but no place to expose it" . . . **Jerry Wald**: "We are allowing ourselves to become second runs to TV. The circus folded because it sold out to TV and movies and lost its exclusivity. Producers shrink and shudder over the word 'original'" . . . **Bill Thomas**: "Stars reduce their value in the movies by appearing regularly on TV" . . . Hollywood was astounded when a couple of TV alumni—writer-producer **Morton Fine** and writer-director **David Friedkin** (NBC's *Frontier*)—applied TV techniques to moviemaking and set a speed record in completing photography on full-length feature, "Capital Offense," in 9 days at MGM; 30 days normally is considered good time. Said Fine: "We didn't know any other way to make the film. Not being experienced in studio operations, we just went ahead as we did in making films for TV" . . . **RKO Teleradio's** own stations to televise 26 first-run-on-TV RKO features this fall, including 13 from "Finest 52" package withheld until Dec. 1957 from C&C TV, which bought RKO backlog; Teleradio had been trying to sell the 52 to national sponsor for network or spot showing . . . Recent ocean liner disaster apparently impelled CBS-TV's decision to repeat "The Sinking of the Titanic" on *You Are There* Aug. 5. Another dramatization of same incident, **Walter Lord's** "A Night to Remember" was repeated on NBC-TV's *Kraft Theatre* 5 weeks after widely praised first presentation, failed to attract large audience (Vol. 12:18) . . . TV has come a long way when no less a major station than New

York's WRCA-TV, on **Richard Heffner's** 7-7:30 p.m. *Open Mind* program Aug. 4, schedules discussion on "Homosexuality" by **Florence Kelly**, Legal Aid Society; **Dr. Robert Laidlaw**, psychiatrist; **Dr. Arthur Swift**, dean of School for Politics, New School for Social Research . . . **Russian ballet**, **Red Army singers** may appear on U. S. commercially-sponsored TV under **Billy Rose's** plan to exchange 500 artists with USSR. ABC says it's "interested" in putting them on network show . . . Sales of 20th Century-Fox feature package by NTA now have passed \$2,000,000, with 57 stations signed . . . **Terrytoon div.** of CBS will devote 50% of its cartoon output to TV, 50% to theatrical product, beginning this fall . . . **Margaret Truman** signs new one-year exclusive contract with NBC, is slated for dramatic roles as well as comedy . . . **Mary Martin** has signed for 6 NBC shows over 3 years, first to be Hallmark's colorcast of *Born Yesterday*, Sun., Oct. 28, 7:30-9 p.m.

Local film originations occupy 31% of TV broadcast time among stations responding to NARTB survey, according to 1956 *Film Manual* published this week by the association. Other figures brought out in survey: (1) Average station devotes 53% of its time to network telecasts, 47% to local (31% local film, 16% local live). (2) Film programming increased from average of 29 hours & 24 minutes in 1954 to 32 hours & 48 min. in 1955, with average operating day increasing by 5 hours & 32 min. to 104 hours & 2 min. from 1954 to 1955. (3) Percentage of time devoted to all local programming decreased 1% in year, percentage devoted to local live decreased 2% and percentage devoted to local film increased 1%. (4) More station time was devoted to feature film than any other film category, features accounting for 48% of film hours, syndicated film 31%, short subjects 11%, free film 8%, film produced by stations 2%.

Growing affinity of movie and TV film industry resulted this week in decision to merge the 2 largest Hollywood producers' groups—Screen Producers Guild (theatrical movies) and National Society of Television Producers. NSTP is scheduled to become integrated into SPG by Oct. 1, according to joint announcement by **Wm. Self** and **Samuel G. Engel**, respective presidents.

POWER OVER PROGRAMMING held by FCC, always debatable, was subject of more Commission discussion this week—as **Comr. Doerfer** issued his dissent in sale of Miami's radio WQAM to **Todd Storz** interests (Vol. 12:30) and **Comr. Bartley** gave his philosophy in speech before So. Cal. Broadcasters Assn. in Los Angeles Aug. 2.

Though **Comrs. Hyde & Lee** also dissented in 4-3 vote on WQAM sale, only **Doerfer** wrote out his reasons. Nub was that Commission was remiss in failing to conduct hearing on charges that **Storz'** way of operating his 4 radio stations is to "buy" audiences by money giveaways (Vol. 12:28).

"I can only conclude," **Doerfer** said, "that the majority has finally eschewed any responsibility for requiring well-balanced programming. To be sure, there is a grave doubt that this Commission has such responsibility. But the opportunity to finally determine this doubt has this day been disposed of summarily. The essence of my dissent is that such responsibility has been sloughed off without a determination of our jurisdiction or lack of it. The net effect is to continue the confusion in the minds of the broadcasting industry, Congress and the public.

"It would be much better to essay definiteness, right or wrong, than to continue a state of uncertainty. . . . In my opinion, today's decision will permit others to dispense entirely with any sustaining programs, the method commonly used to provide without cost local services for non-profit organizations." There's serious question, he

concluded, whether Commission is hastening day when "all broadcasting frequencies are no longer to be regarded as a 'public trust' in the hands of licensees but solely a mercantile business operated for maximum profits."

Burden of **Bartley's** speech was his view that FCC not only has authority but "affirmative duty" to examine stations' programming for balance. He cited famed decision of Supreme Court in *Chain Broadcasting Case*, which stated that Commission isn't only a technical "traffic cop" but must also determine "composition of that traffic."

FCC is clearly prohibited by law from censoring programs "in advance," **Bartley** stated, but he added: "The Commission's function, in passing either on the program proposals of an applicant for a new station or in reviewing the stewardship of a station upon its renewal period, is no more censorship than our libel laws which are designed not to restrain but to hold to account."

Other points stressed by **Bartley**: (1) Commissioners aren't "slaves to percentages" on renewal forms, but broadcasters should explain apparent shortcomings. (2) Broadcasters shouldn't succumb to "self-appointed censors" who pressure them through "devious, indefinable, and sometimes insidious means." (3) In entertainment programs, Commission should "place no bars of any kind," except obvious ones concerning obscenity, fraud, etc. (4) Stations should seek out controversies, present all sides, including their own editorials. (5) FCC should never condone news-slanting. (6) Industry self-regulation should clean out "fly-by-night" and "fast buck" operators.

Color Trends & Briefs: Leading color-TV film enthusiast and pioneer is Ziv-TV, whose pres. John Sinn gives his evaluation of color's status in 2 significant articles—in July 25 *Variety* and July 30 *Radio-TV Daily*. Gist of his opinion is that:

"Major" demand for color syndication prints will develop by end of year, but he seriously questions ability of many syndicators to finance conversion to color. He notes that first color release prints on each Ziv series cost about \$4000, compared with \$35 for black-&-white—bringing a 39-episode series to some \$1,500,000.

But Sinn thinks that color has far greater impact than black-&-white; that "all our tests show that color films, both programs and commercials contained within them, have as much as 3 times the impact and remembrance value"; that combination of color film costs and its results will require new cost-per-1000 yardstick.

Transition to color, however, may not be as difficult as some think, he concludes, because many advertisers are prepared to pay extra for color syndication on basis of superior impact.

* * * *

NBC's new \$4,000,000 plant for WRC-TV & WRC, Washington, to be started within 2 weeks and completed by fall of 1957, will be built for color "from the ground up," according to pres. Robert W. Sarnoff who states: "These new facilities will make it possible to show to the whole nation, in living colors, the events, personalities and scenes of our Capital. They will also provide Washington audiences with an exceptional local color programming schedule to supplement our network color service." Carleton D. Smith, NBC v.p. and mgr. of Washington stations, said that majority of local live shows will be in color from start. New 2-story structure, on Nebraska Ave. near Ward Circle, will have 3 TV studios—60x100-ft., 60x40-ft., and small one for commercials.

Price is still far-&-away biggest deterrent to color set purchases, survey of TV owners in Iowa shows. In 1956 *Iowa TV Audience Survey* conducted by Dr. Forest L. Whan, Kansas State College, 78.5% of 4433 set owners said they don't plan to buy color sets because they cost too much; next highest percentage, 11.2%, said they're satisfied with black-&-white. Of those who say they do expect to buy color, here's breakdown of what they expect to pay: under \$100, .4%; \$101-\$200, 4.4%; \$201-\$300, 19%; \$301-\$400, 19.8%; \$401-\$500, 12.8%; \$501-\$600, 3%; \$601-\$700, .8%; \$701-\$800, .5%; over \$800, .2%; "haven't thought," 20.5%; "don't know," 18.6%. Foregoing are excerpts of full TV survey due to be printed soon.

Wait-and-see view of color TV is still taken by most advertisers, according to July 27 *Tide Magazine* leadership panel survey. While 58% of panelists evince some interest, only 1% are buying color now. Another 5% will buy when set saturation nears 30%, 9% more will buy at 50% saturation, 9% more at 60%. Color costs too much, said 18%, but most others say they're postponing decisions until they get more facts on selling power of color over black-&-white, area set counts, owner characteristics, future buying plans. A big 86% said no networks yet have tried to sell them color. As consumers, 67% of panelists have no plans to buy color sets themselves.

Suit for \$33,221 has been filed in N. Y. Federal Court against Paramount's Chromatic TV Labs by Telechrome Inc., Amityville, L. I., charging that amount is still due on contract for 10 experimental color receivers built around Chromatic's Lawrence tube. Suit also charges that actual value of receivers, including 1½ years of developmental work, is \$75,000. Chromatic has been seeking to interest tube and set makers in mass production of the receivers, which it claims can be built to sell for much less than those employing regular 3-gun shadow-mask tube.

Network Color Schedules

(August 6-18, 1956)

Aug. 6—NBC: *Matinee Theatre*, 3-4 p.m.
 Aug. 7—NBC: *Matinee Theatre*, 3-4 p.m.
 Aug. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
 Aug. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11.
 Aug. 10—NBC: *Matinee Theatre*, 3-4 p.m.
 Aug. 12—NBC: *The Sunday Spectacular*, "Atlantic City Holiday," 7:30-9 p.m.
 Aug. 14—NBC: *The Chevy Show*, 8-9 p.m.
 Aug. 15—NBC: *Jaye P. Morgan Show*, 7:30-7:45 p.m.
 Aug. 18—NBC: *Tony Bennett Show*, 8-9 p.m.

Local color: All black-&-white slides received by KRON-TV, San Francisco, are being converted to color by addition of one or more colored areas via new low-cost photographic process, details undisclosed . . . KMTV, Omaha, reports some 180,000 saw its colorcasts of 8 amateur boxing matches recently; color sets were placed in strategic spots by sponsors RCA and Best Appliance & Furniture Co.

New absorption-type video multi-marker (Type WG-295B), designed for color TV receiver sweep alignment and trouble shooting, is being offered by RCA components div., Harrison, N. J. Device has 7 reference markers—adding 4.1-mc & 3-mc to the 5 markers supplied by WG-295A.

More than 25,000 visitors have seen RCA-NBC's color exhibit at Chicago's Merchandise Mart since it was opened April 15, when WNBQ became first all-color station.

RCA shipped 3-V camera Aug. 1 to upcoming WTVW, Evansville, Ind. (Ch. 7), due by Sept. Also shipped Aug. 1 was another live camera to NBC-TV, N. Y.

First color to be carried by KOB-TV, Albuquerque (Wayne Coy, gen. mgr.) will be NBC-TV's World Series.

Application for \$200,000 purchase of radio KWBU, Corpus Christi (50-kw daytime, 1030 kc) was filed this week by new Broadcasters Inc., whose stockholders include Mrs. Benito Gaguine, wife of Washington TV-radio attorney (22.5%), and Dallas consulting engineer A. Earl Cullum (5.6%). Pres. is Glenn Alexander, v.p. of Cresslenn Oil Co. which owns 16.87%; v.p. Harry Hayes, KWBU mgr., 11%; treas. Emmet C. Wilson, mgr. of La Gloria Oil Co. land dept., 2.8%; secy. Mrs. Gaguine. Balance is owned by numerous small stockholders.

Douglas D. Kahle, recently gen. mgr. of KNTV, San Jose, Cal., founder in 1953 of KSCJ-TV, Pueblo, Colo. which he and partner sold to present owners in 1954, this week purchased radio KWG, Stockton, Cal. for \$85,000; he also owns KWIN, Ashland-Medford, Ore. Associated with him in Stockton station, which he will manage, is Robert J. Ramsey, of Oakland, Cal., owner of the fashionable Highlands Inn, Carmel, Cal.

New 16mm magnetic multi-frequency test film, a reference standard covering 50-7000 cycles, is now available to stations and movie industry from SMPTE, 55 W. 42nd St., N. Y. According to engineering v.p. Axel G. Jensen, Bell Labs, film is last of series of standards and standardized test methods developed by SMPTE, all available from the Society.

Lambda-Pacific Engineering Inc. reports delivery of first 11,000-mc portable TV microwave relay equipment to Pacific Telephone & Telegraph Co., Portland, for purpose of surveying new TV microwave routes for installation in Ore., Wash. & Ida. in 1957-58.

Manning H. Williams, ex-program director for Radio Liberation, Munich, named to head new Voice of America office to coordinate radio programs beamed to USSR in Russian, Armenian, Ukrainian & Georgian languages.

POLITICAL CONVENTIONS HELP TV UPTREND: Twice before -- in 1952 & 1948 -- the political conventions gave television some tremendous pushes. There's no reason why they shouldn't this time, too, albeit there's now a good 73% TV saturation of U.S. households (see p. 1) -- and in spite of prevailing notion that the Democratic national convention opening in Chicago Aug. 13 and the Republican convention in San Francisco Aug. 20 aren't going to be very suspenseful affairs.

But the stage managing and showmanship, the new electronic gadgetry and the top-flight journalistic coverage ought to sell first or second or third sets to a lot of people. Indeed, we bought one of the new portables for our own office desk -- there has long been one in the newsroom, too -- mainly to keep up with the conventions. We even know a local dentist who has one near his work-chair with that in mind and with the idea of observing how well TV can distract fearful patients.

In testimony to TV's splendid news coverage of the biggest political show on earth in the past, we recall how some political correspondents spent all or most of their time in air-conditioned hotel rooms during the last few conventions in Chicago and Philadelphia (we were there, too) and wrote their interpretative dispatches on the basis of first-hand news unfolding on their TV screens.

The point is that the conventions, as do the World Series and other extraordinary events, swell interest in TV and sell TV sets -- and the trade ought to have a very good month indeed after a rather slack winter and spring.

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Just as significant, but its import probably not apparent to the layman, is the fact that some of the "very big" of the TV-radio-appliance businesses have chosen convention and election sponsorships on TV and radio to carry forward their seething battle for supremacy in highly competitive consumer goods fields.

Four of the 5 TV-radio network sponsors are appliance manufacturers, and together they are spending something like \$15,000,000 for the right to intersperse commercials during the conventions and related special shows and on election night. RCA and Sunbeam share with Oldsmobile on NBC. Westinghouse's purchase of CBS time is part of its current \$10,000,000 merchandising campaign, called "Operation Landslide," some \$5,000,000 earmarked for TV and radio. Philco is said to be spending some \$4,000,000 not only on ABC but for huge promotions aimed at its distributors and dealers as well as the public. (Even Mutual, radio network only, has a hard-selling convention sponsor -- Kohler Co., big plumbing fixture manufacturer.)

Among the big merchandisers not in on these shows, GE appears satisfied that it has at long last captured a long-eluded position in TV (it has always been tops in radio) by reason of the huge success of its portables. Admiral was sponsor last time of ABC's top-rated convention coverage, but isn't in on the act this time.

It remains to be seen whether the big merchandising pushes of the convention sponsorships will make any difference in the ultimate positions of the bitterly competitive TV-radio-appliance firms -- whether, in the case of TV at any rate, such super-promotions will hasten the squeezeout of smaller companies which many foresee as the inevitable consequence of the battle of the full-line merchandisers.

Retail Sales: After Labor Day, so the trade legend goes, TV displaces air conditioning, refrigeration, etc. as "the star of the show." But it looks now like neither TV nor radio is waiting -- for trade reports uniformly tell of good July sales (if not profits) and there's concrete evidence that the upturn really began in June, first month of this year to show a lead over any comparable 1955 month.

Mid-year retail sales figures from RETMA (see below) tell encouraging story, at least so far as unit volume is concerned. It can be added that at end of June there were 2,532,721 TVs in inventory compared with 2,407,139 same time year ago --

and the trade experts say that's healthy. Some think this year's sales will come close to last year's record 7,421,084. End-of-June inventories at factories totaled about 878,000, among distributors 886,000, retailers 786,000.

Following is a recapitulation of TV and home & auto radio sales for first 6 months of 1956; figures do not include exports of 82,283 TVs (61,363 in 1955):

	TV Retail Sales		Home Radio Sales		Auto Radio Sales	
	1956	1955	1956	1955	1956	1955
January...	614,213	647,585	531,206	474,945	519,648	573,837
February..	530,554	626,613	454,867	317,908	437,611	597,742
March.....	544,411	669,794	527,649	448,488	478,272	774,025
April.....	347,630	411,748	471,193	367,841	299,253	567,876
May.....	392,080	416,908	566,357	398,449	282,611	563,369
June.....	<u>439,362</u>	<u>430,347</u>	<u>839,830</u>	<u>421,387</u>	<u>296,256</u>	<u>584,567</u>
Totals..	2,868,250	3,202,995	3,391,102	2,429,018	2,313,651	3,661,416

Production: TV output was 115,581 units week ended July 27, compared to 94,657 preceding week and 62,657 week ended July 13. It was year's 30th week, and brought production figure for first 7 months to about 3,715,000 compared to about 4,250,000 for corresponding period year ago. Radio production was 198,151 (59,709 auto) in week ended July 27, compared to 166,047 week before and 105,560 week ended July 13. Radio output for 30 weeks was about 7,465,000 vs. 7,800,000 in same 1955 period.

RETMA this week released revised production figures for first half of 1956, 5-week June's 553,025 (78,512 with uhf tuning) bringing 6-mo. total TVs to 3,415,202 as against 3,828,793 in same 1955 period. June radios totaled 1,073,775 (of which 296,256 were auto radios) and brought 6-mo. total to 6,659,165 (2,313,651 auto) vs. 7,058,889 (3,661,416 auto) in 1955 period.

Trade Personals: Alvin B. Pollock promoted to mgr. of RCA Victor's big TV plant at Bloomington, Ind., succeeding George L. Leinenweber, named gen. mgr. of TV div., RCA Victor Co. Ltd., Montreal . . . W. F. Carolan named sales mgr. of GE Hotpoint div. . . Edward R. Taylor, Motorola v.p., left with family for European vacation last week end, returns after Labor Day . . . Tully Friedman, national sales mgr. of Trav-Ler and brother of pres. Joe Friedman and v.p. Ellis Friedman, has resigned . . . Robert Thalner promoted to chief engineer, Sylvania's TV-radio div., Buffalo, from TV chassis engineering mgr. . . James Davis, in charge of custom record dept., promoted to mgr. of operations, RCA Victor Record div., reporting to v.p. Howard L. Letts; he's succeeded by Emmett B. Dunn, mgr. of custom record administration . . . Charles T. Carroll promoted to Hallierafters v.p.-engineering, devoting his time to airborne equipment; he's succeeded as director of engineering by W. F. Frankart . . . W. Jack Riggs, Westinghouse consumer products branch mgr. at Columbus, O., promoted to major appliances sales mgr., Pittsburgh, succeeded by G. E. Ours . . . Gilbert S. McKean, ex-adv. mgr., Columbia Records, joins Magnetic Corp. of America as marketing mgr. . . John W. Barren, ex-Raytheon eastern sales mgr., named Boston area regional mgr., Admiral electronics div.; Victor B. Stepka, ex-Crosley-Bendix sales mgr, St. Louis, appointed for southwestern U. S. . . John S. Boyers, one of founders of Magnecord Inc. and its ex-pres., named mgr. of engineering, Bell Sound Systems Inc., Columbus, O., subsidiary of Thompson Products Inc. . . J. J. Shapiro named chief engineer of El Dorado Electronics Co., new corporate name of Sargent-Rayment Co., Oakland hi-fi components maker (W. K. Rosenberry, pres.) . . . George E. Roush, engineer-attorney, joins CBS-Hytron as div. attorney . . . Joseph R. Owen assigned by GE's TV receiver dept., Syracuse, to handle TV receiver sales promotion . . . Brewster (Bo) Jameson, assisted by George Pierce, both formerly with Robert A. Waters Inc., ex-New

England reps for DuMont CR oscillographs & associated instruments, head new branch sales office at 272 Centre St., Newton, Mass.; Aerohm Corp., Wayland, Mass., continues all servicing of DuMont instruments in area . . . Felix D. Bonvouloir, ex-DuMont central district field rep, joins Visual Electronics in similar post . . . Joseph W. Parks Jr., Sylvania district mgr., parts div., with John R. Gay, field sales, and Marvin A. Gustafson, sales engineer, electronics components, have moved headquarters from Union City to 1000 Huyler St., Teterboro, N. J. . . H. A. Lewis, mgr. of Marconi's broadcasting div., Chelmsford, on Aug. 1 became personal asst. to managing director, EMI domestic electronics div.; he's succeeded at Marconi's by Douglas Smeed, promoted from asst. commercial mgr. . . Willis L. Wood, former gen. service mgr. of Admiral Distributors-Chicago div., named mgr. of Admiral accessories & special products div.; Erwin W. Sobotka succeeds him in distributor post; B. H. Melton named to new post of national sales mgr.-appliance div. . . Henry Schmalz, mgr. of Thomas Electronics color tube engineering & development, promoted to chief engineer; Bernard L. Loring heads product design & quality engineering . . . L. J. Battaglia promoted to marketing dept. mgr., new RCA components div., from equipment & parts marketing mgr., tube div. renewal sales group . . . Joseph P. Gordon appointed asst. director, DuMont tube research div. . . Maxwell Ratner, ex-Germanium Products Corp., appointed sales mgr., General Transistor Corp. . . Morton D. Brozinsky, ex-Phileo, elected pres., Semimetals Inc., Richmond Hill, N. Y. (germanium & silicon equipment).

Mrs. Mary MacDonald Teegarden, 50, wife of Lindsey W. Teegarden, RCA v.p., distribution, died Aug. 3 at her home, Valley Brook Farm, near Berwyn, Pa., after a long illness. A graduate nurse, she had specialized in psychiatric nursing before her marriage in 1935. Surviving, besides her husband, are 2 sons, Donald L. & James A. Teegarden; 3 sisters, one brother.

Topics & Trends of TV Trade: "As steel goes," it's said, "so goes everything else"—and it's entirely possible that some TV-radio price increases may follow in the wake of those already announced on other appliances. Westinghouse this week announced hikes in wholesale prices by 1% to 10%, effective Aug. 15, on refrigerators, freezers, ranges, water heaters, waste disposers, dishwashers, toasters—in fact, everything except already-figured home laundry equipment. GE and Maytag had previously announced price increases on washers. Admiral raised prices 3% to 6% on 3 refrigerators, said more are due next week on more refrigerators and ranges, hinted at TV-radio boosts.

Price of steel was stated as main reason, though Westinghouse's John J. Anderson, mgr. of major appliances, said that was only one contributing factor. Costs have been mounting "across the board," he said, while average selling price has been dropping. Several TV-radio manufacturers, asked for comment, said steel isn't major factor in TV-radio production but asserted that higher prices are overdue in view of generally higher costs and low profit margins of the last year or so.

One big TV-radio set maker said he thought a 1% increase might be expected on his products by time of the Nov. elections. Another thought price hikes would come within next 30 days. Said he: "The steel increases give us a good excuse for doing something we should have done a long time ago—bring back a reasonable profit structure."

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Unitronics Corp. is new name approved Aug. 3 by stockholders of Olympic Radio & Television Inc.—and Brantz Mayor, ex-pres. of Chemetals Corp. and onetime executive of Time Inc. was elected new president to coordinate and administer its Olympic div. (Morris Sobin, pres. and Unitronics v.p.); David Bogen Co. (Lester Bogen, pres.) and newly acquired Presto Recording Corp. Olympic last year earned \$474,626 after taxes on sales of \$18,363,391, ended 1955 with total assets of \$9,145,954. Claiming to have largest TV line in the industry (132 models in 53 cabinet stylings), it reports that TV sales in first 6 months of 1956 "increased substantially at a time when the industry showed a general sales decline"—with radio, air conditioning and other products also showing "a substantial dollar increase." Financial statement for first half has not yet been issued.

Motorola is back in Canadian field, from which it withdrew own subsidiary earlier this year. This week, it licensed Addison Industries Ltd., Toronto, to make its TV-radio products and distribute them through subsidiary Addison Ltd. Formerly, Addison was identified with CBS-Columbia line. It also will continue to make and market Norge appliances. Note: Big RCA Victor Co. Ltd., also a leader in Canada, in exhibiting 1957 line in Montreal this week, predicted that 500,000 TV sets, including 40,000 portables and 1000 color sets, will be sold in Canada in last half of this year; sets-in-use in the Dominion are currently estimated at around 2,200,000.

Sylvania is moving TV-radio div. from Buffalo to its 422,000-ft. modern TV plant in Batavia, N. Y., 40 mi. distant, expects 250-300 of Buffalo payroll of 650 will transfer to Batavia by end of year. Rano St. quarters, acquired in 1944 from old Colonial Radio Corp., was said by operations v.p. Marion E. Pettegrew to be "outmoded," more than 50 years old. Though TV production was moved to Batavia in 1954, Buffalo quarters were kept for div. headquarters, engineering facilities, radio manufacturing.

Out of business: Templetone Radio Mfg. Corp., New London, Conn., onetime manufacturer of radios and (in 1948-49) TVs.

DISTRIBUTOR NOTES: Emerson Radio factory branch, Emerson of N. Y. Inc., now has Robert L. Dietz as v.p.-gen. mgr.; he continues as pres. of Emerson Mid-State, Newburgh, N. Y., where Bernard Gordon becomes sales mgr. His brother Harold Dietz recently went from gen. mgr. of Emerson-N. Y. to parent company as sales v.p. (Vol. 12:30) . . . Emerson appoints Southern Appliances Inc., Charlotte, N. C. for Carolinas . . . RCA Whirlpool appoints R.T.A. Distributors Inc., Albany, N. Y. (Harold Gabrilove, pres.), with branch in Schenectady, as distributor of its home laundry appliances, replacing Roskin Brothers Inc. . . . DuMont appoints Republic Distributing Co., 19 La Grave Ave. SE, Grand Rapids (C. H. Merrill & C. C. Christiancy, owners), for western Mich. . . . Hoffman Electronics appoints Intrasouth Distributing Co., Shreveport, La., as new distributor for northern La., 6 counties in eastern Tex., 4 counties in southern Ark. . . . Capehart Corp. sets up new parts service div. in E. Orange, N. J. building formerly occupied by Gross Distributing Corp., naming A. P. Hummers, ex-pres. of Gross branch in N. J., as v.p. in charge . . . Raymond Rosen & Co., Philadelphia (RCA) promotes Jack Shore to sales mgr., radio dept., reporting to Wm. J. Strandwitz Jr. . . . Philadelphia Electric Co. elects Milton I. Allen sales v.p. handling all appliances and TV-radio merchandising; he succeeds George E. Whitwell, retiring.

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NARDA's second Institute of Management will be conducted again at American U, Washington, Aug. 12-18, under direction of Dean Nathan A. Bailey of the School of Business Administration. Registration has doubled to 110 "students"—TV-appliance dealers, distributors, some factory people—who will live on campus for the week and attend classes on economics and merchandising. Among special "lecturers" booked: Dr. W. R. G. Baker, pres. of RETMA; Thomas F. Joyce, Raymond Rosen Co., Philadelphia RCA distributor; John J. Anderson, Westinghouse mgr. of major appliances; W. H. Anderson, asst. gen. sales mgr., Frigidaire; George Webster, Wilson Distributing Co., Washington; Dan Packard, Management Consultants Inc. (McCann-Erickson); Jack Petterson, v.p., Kenyon & Eckhardt, handling RCA-Whirlpool account; Edward Griffith, RCA Service Co.

Stromberg-Carlson may have quit TV manufacture, but it's still very much in radio-phono field—evidenced by new and varied line of hi-fi models priced from \$150 to \$525 just released by its special products div. (J. W. Farrow, gen. sales mgr.) and due for heavy promotion in newspapers and the major consumer magazines starting in early Sept.; like Magnavox, it's selling direct to dealers, with markups ranging from 34% to 43%.

New "disc type" TV tuner is now being mass produced by Admiral for its 10 & 14-in. portables, eventually will be incorporated into 17-in. portables and other Admiral sets. Automatically constructed and said to be easily accessible for servicing, new tuner is claimed to be 20% smaller yet more sensitive than conventional turret type. In place of tuning strips, antenna and oscillator circuits are located on 2 rotors connected by a shaft.

Sentinel Radio div. of Magnavox has introduced new line of 14 TVs priced at \$140 to \$360; low end are 24-lb. portable in 2-tone case, varying colors, and two 17-in., also in metal colors and weighing 32 lb. at \$140 & \$160. Five hi-fi sets range from \$90 record changer to \$229 AM-FM-phono. Line also includes table radios listing from \$15 to \$35, transistor pocket set at \$65.

GE plans test of factory service on TV's and major appliances in Columbus, Toledo & Ft. Wayne—reversal of policy of leaving responsibility to local distributors; servicemen in the test cities will report directly to Louisville TV-appliance headquarters.

Electronics Reports: Admiral Corp. reveals it has begun 3-year study on effect of radiation on electronic components in Air Force's atomic aircraft program. In only such program being conducted by a private company, it has designed nucleonics lab near its Chicago headquarters to test components after they are "cooked" in atomic reactors at govt.'s Argonne (Ill.) & Arco (Ida.) nuclear installations. Radioactive components are then shipped in lead shields to Admiral lab and subjected to tests in shielded rooms by operators manipulating remote controls from outside the room and observing the equipment through 2-ft. thick glass window. Components are tested both before and after radiation to determine extent and nature of radiation damage. Testing was described as prerequisite to designing equipment which could withstand radiation in atomic-powered planes and ships.

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Prime contractors in ballistic missile program were revealed by Govt. for first time this week at Air Force Assn. convention in New Orleans. They're divided into 4 major areas of responsibility: (1) Guidance system, which puts missile on its path to target—General Motors, American Bosch Arma Corp., Burroughs Corp., GE, Sperry Rand, Bell Labs-Western Electric. (2) Airframe, which houses missile body—General Dynamics Corp., for the Atlas missile; Glenn L. Martin Co. for Titan missile, Douglas Aircraft for Thor missile. (3) Propulsion system—Aerojet-General Corp. (General Tire subsidiary), North American Aviation, American Machine & Foundry (auxiliary power units. (4) Nose cone, which houses nuclear warhead—Avco.

Light-amplifying closed-circuit TV system has cut time required for heart catheterization operations 20%-30%, reports Dage TV div. of Thompson Products. Using technique conceived by Cleveland (O.) Clinic heart catheterization lab dir. Dr. F. Mason Sones Jr. & radiology dept. chairman Dr. C. Robert Hughes, TV system makes it possible for doctor to study heart in well-lighted room during operation which formerly was performed in complete darkness. TV camera is focused on small fluoroscopic image of the heart, with brightness increased by "fluoroscopic image amplifier," and transmits image to large TV screen, where it may easily be viewed by doctors and nurses performing operation.

"Electronization" of U. S. Weather Bureau took big step forward this week when Commerce Dept. let \$3,800,000 contract to Raytheon to produce 39 new-type weather radars, with delivery scheduled to begin in early 1958. New Weatherman radar is designed to detect and track hurricanes and tornadoes up to 250 mi. away, will be linked into nationwide network of radar weather stations.

Assn. of Electronic Parts & Equipment Manufacturers (A. N. Haas, Cleveland, chairman) has named these new committee chairmen: industry coordination, Les Thayer, Belden Mfg. Co.; industry relations, Roy Laird, Ohmite Mfg. Co.; program & attendance, Robert Reigel, Chicago-Stancor; credit, Don Shaw, Howard W. Sams & Co.; conference coordinating, Jack Keith, Howard W. Sams & Co.; social, Arnold Litteken, Merit Coil Co.; membership, E. A. Goncoe, Tricraft; educational, Vic Machin, Shure Bros.; survey, Jay Greengard, Waldom Electronics; publicity, Norman Ackerman, Perma-Power.

The late Maj. Edwin H. Armstrong, noted inventor of superheterodyne & regenerative circuits and of FM system, is subject of biography titled *Man of High Fidelity*, due to be published in Oct. by Lippincott. Author Lawrence Lessing covers not only his brilliant technological achievements but also his eccentric private life, which ended in suicide several years ago.

ELECTRONICS PERSONALS: Maj. Gen. Raymond C. Maude, USAF ret., ex-commander of Air Force Cambridge research center, Air Research & Development Command, joins DuMont Laboratories as asst. to Dr. Thomas T. Goldsmith Jr., v.p. in charge of research & govt. . . . Col. Charles F. Fell named asst. chief, procurement & distribution div., Office of Chief Signal Officer, replacing Col. Ray M. Bagley, now attending Armed Forces Industrial College . . . A. B. Goetz, v.p.-mfg., Western Electric, elected to board of Bell Labs, succeeding H. C. Beal, who retired July 1 from same WE post . . . Dr. Russell Varian moves up to chairman, engineering v.p. Sigurd Varian to pres., Varian Associates, Palo Alto, Cal. . . . Robert F. Feland Jr., ex-Baird Associates Inc., named sales mgr. of Cal-Tronics Corp., Los Angeles . . . Harry B. Marvin, pioneer in movie sound systems, has retired from GE electronic labs after 37 years with company . . . Phil G. Kerr, ex-v.p., Admiral Distributors, named to new post of national sales mgr.-electronics.

Electronic traffic control devices for streets and highways have built new industry whose sales this year probably will hit \$15,000,000 and is "just getting off the ground," writes Alfred R. Zipser in July 29 *New York Times*. Article notes that most of the business so far has gone to Eastern Industries Inc. and its Automatic Signal Corp. div., which turn out traffic-actuated signal controls and speed-checking radar gear, but GE, Eagle Signal Corp. and Crouse-Hinds Co. were said to be coming up fast with their own electronic traffic control gear.

Expansion of Federal Telecommunication Labs on both coasts was announced by parent IT&T. Ground will be broken this summer for 22,400-sq. ft. lab-office bldg. in San Fernando Valley just inside Los Angeles city limits, to employ about 135 on completion next year. Eastern expansion calls for 80,000-sq. ft. annex to Nutley, N. J. home plant to provide for more than 400 additional scientists and engineers by 1958.

New transmitting tube manual, *RCA Transmitting Tubes* (256 pp., \$1), giving technical data on 112 types of power tubes and 13 types of associated rectifier tubes, is now available from RCA tube distributors and Commercial Engineering, RCA tube div., Harrison, N. J.

GE has received \$43,000,000 Air Force production contract for airborne radar jammers. Extending well into 1957, contract also calls for spare parts, which GE spokesman said could raise total amount to more than \$55,000,000.

"DuMont Multiplier Phototubes," revised 64-p. edition with latest specifications and additional circuit data, released this week, is available upon requests on company letterheads.

TV-equipped car was placed at disposal of Australia Prime Minister Menzies during recent stay in London. Daimler limousine had 12-volt 9-in. E.K. Cole (Ekco) portable (Vol. 12:27) mounted on back of front seat near floor with screen tilted so it could be viewed by rear-seat passenger. Mr. Menzies, a cricket enthusiast, was able to watch the matches while being driven to appointments.

Exciting description of first use of underwater TV to locate sunken vessel is contained in forthcoming book *Frogman*, biography of British Cmdr. Lionel Crabb, by Marshall Pugh, to be published this month by Scribners. Now being serialized in condensed form by *New York Herald Tribune*, one chapter details how TV located sunken British submarine *Affray* in English Channel in 1951.

Diversification in Britain, too: Pye Ltd., leading British TV-radio set manufacturer, has registered new company, Pye Electric, to develop and manufacture electrical appliances—but details haven't yet been disclosed.

Financial & Trade Notes: Motorola enjoyed healthy increase in both sales and profits in first half of 1956 despite reduced auto radio business caused by curtailed motor car production expected to continue until 1957 models start rolling. Sales were \$101,801,234, up 9% from the \$93,293,119 of like 1955 period; earnings after taxes were \$3,066,207 (\$1.58 per share), up 4% from \$2,945,001 (\$1.52). Second quarter sales were \$48,603,693, up 17% from \$41,414,940; net earnings \$1,053,331 (54¢), up 33% from \$791,963 (41¢).

Said pres. Paul V. Galvin in July 31 report to stockholders: "This year we introduced and started shipment of our new line of black-&-white TV sets in the second quarter, whereas in 1955 we introduced the new line in the third quarter. The increase more than offset the reduction in sales of car radios and to quite a degree explains our increase in total sales over the second quarter of 1955.

"The reception at the market place of our new 1957 TV line has been very gratifying . . . We are nevertheless mindful of the fact that in general the TV industry is going through a shake out. Many companies are going out of business, creating close-outs of 'orphan' brands. This, plus price cutting on the part of some manufacturers in desperate attempt to maintain position, has heavily weighed down the price and profit structure of TV. We expect this condition to exist in TV for some time, but eventually it will lead to stability in the industry."

"Fine progress" is noted in transistor activity at Phoenix plant. Several thousand transistor car radio sets equipped with Motorola's new power transistor have been shipped and "customer experience . . . has been far beyond our fondest expectations." Galvin concludes: "We continue to expect a good year for 1956."

Note: Motorola's 1955 sales were record \$226,653,593, profit \$8,490,539 (\$4.39).

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Zenith Radio sales for first 6 months of 1956 were \$65,370,935, down from \$71,455,702 in same 1955 period; profits dipped to \$2,530,824 (\$5.14 a share) from \$3,126,061 (\$6.35). Sales in 2nd quarter were \$27,455,617 vs. \$31,083,890 in like 1955 period; profit was \$699,659 (\$1.42) vs. \$1,051,101 (\$2.14). Said pres. E. F. McDonald: "Sales of TV receivers in the 6 month period were down from the year before although the company's decrease was less than the decrease for the industry in general. The normally competitive situation in the industry has been aggravated by liquidation of inventories of several companies which have determined to withdraw from TV receiver manufacture. It is felt, however, that this condition is purely temporary and the company expects an improved situation during the latter part of the year." Radio & hi-fi phono sales, he added, rose 20% over first half of 1955, with hearing aid sales up 33%.

Collins Radio Co. report to stockholders July 25 states sales for fiscal year ending July 31 are expected to approximate \$120,000,000, including some \$25,000,000 of production of second source subcontractors. However, final audited report due soon will show that earnings for second half will be lower than first half's \$2,197,271 (\$1.38 per share) and for fiscal year will be lower than fiscal 1955's \$3,474,942 (\$2.32).

International Resistance Co. reports net profit of \$111,455 (8¢ per share) on sales of \$7,867,021 for the 25 weeks from Jan. 1 to June 24, 1956 vs. \$323,290 (24¢) on sales of \$7,422,947 in corresponding 1955 period.

Tung-Sol reports first-half sales of \$25,433,558 vs. \$23,754,485 in same 1955 period. Profit was down to \$1,296,654 (\$1.80 a share) from \$1,528,792 (\$2.20), due largely to cost of new transistor production facilities.

Muter Co. reports sales of \$5,775,334, pre-tax net income of \$261 and net loss of \$79,721 (11¢ a share) for 6 months ended June 30, compared with \$6,253,815 sales, \$284,671 pre-tax net income, \$130,879 (18¢) net profit in same 1955 period. Pres. Leslie F. Muter, pointing to reduced TV-radio production, stated: "While our volume compares favorably with industry production, the net profit has been substantially reduced due to the highly competitive prices and the concentration on the popular priced portable TV sets. We are hopeful of improving our price structure during the increased volume that is now evident for fall sales, and in the meantime are concentrating on cost reduction programs which should show improvement during the balance of the year." Firm's Ebert oil lease, he also reported, is producing about 40 barrels a day, warranting further expansion, and an optimistic report has been received on "water drive" prospects.

Arvin Industries Inc., which has given up TV production, starts manufacturing of aluminum & steel cabinets for certain TV makers as of Aug. 6 and in early Sept. will also start making TV tables of metal tubing. Still heavily in radio, pres. Glenn W. Thompson reported this week that radio-appliance sales in first half of this year were up 33%, with radio production due for 57% stepup in Aug. over June. June quarter sales were \$14,489,982, down from \$15,497,890 in 1955 period; net profit was \$824,235 (92¢) vs. \$913,233 (\$1.02).

Amphenol Electronics Corp. reports 6-mo. net income of \$626,446 (\$1.56 per share) on sales of \$12,946,933 vs. \$442,984 (\$1.11) on sales of \$11,821,191 in 1955 period. Amphenol this week filed SEC registration for sale of 100,000 shares of its unissued \$1 par common plus 20,000 shares owned by pres. Arthur J. Schmitt. It has purchased, for \$241,780, Exact Metal Specialties Co., Chicago (screw machines) which will be operated as separate div.

Kay Lab, San Diego, which recently added \$840,000 new capital as result of public offering (Vol. 12:28) reports profits of \$71,239 on sales of \$1,088,924 in first half of 1956 vs. loss of \$23,775 on sales of \$532,939 in same 1955 period. Said chairman LaMotte T. Cohu: "The demand for all of our products is at an increasing rate among both civilian and govt. customers. We are in excellent position of diversity, both in product and customer."

Atomic Development Mutual Fund Inc., Washington, D. C., now about year old and reporting total net assets of \$42,907,131 (equal to \$14.72 a share on 2,915,765 shares outstanding) as of June 30, lists these among stockholdings: 29,500 shares of Beckman Instruments, 43,400 Consolidated Electrodynamics, 7800 Daystrom, 4000 Thompson Products Inc., 8000 GE, 6800 N. V. Philips Gloeilampfabrieken, 24,500 Westinghouse, 11,500 Sylvania.

Oak Mfg. Co. reports net income of \$1,005,397 (\$1.53 a share) for 6 months ended June 30 vs. \$838,076 (\$1.28) in same 1955 period.

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National Theatres Inc. (former Warner theatres) reports net income \$1,378,974 (51¢ a share) for 39 weeks to June 23 vs. \$1,768,490 (64¢) in corresponding 1955 period; profits from sale of "unproductive" properties, it reported, were \$418,000 in latest period vs. \$180,000 in 1955 period.

Hollywood reflex: Technicolor Inc. earnings fell to \$980,692 (49¢ a share) in first half of 1956 from \$1,300,336 (65¢) in same 1955 period. Dividend rate was halved—to 12½¢.

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Add survivors of the *Andrea Doria* (Vol. 12:30): John W. Griffin, exec. secy. of Record Industry Assn. of America, who was on deck when collision occurred and on last lifeboat that picked up passengers.

Pre-dawn fire swept through WJBF, Augusta, Ga. (Ch. 6) Aug. 3, doing \$500,000 worth of damage, destroying most of studio and some equipment. Of undetermined origin, fire began about 3 a.m. on second floor, burning out entire floor with its accounting and engineering offices and storage space. Film room below was total loss as was much of studio equipment. At press time, station engineers believed transmitter could be quickly repaired, despite water damage. Station planned rapid recovery, hoping to be back on air with film and network programs no later than Aug. 5, full operation by Aug. 7. Four hours after it received word of fire, General Precision Lab had shipped by Air Express two 16mm projectors, vidicon film chain, camera equipment, power supplies, slide projection equipment, etc. Station's live cameras were saved.

First Ampex video tape recorders are now undergoing final checkouts at Redwood City, Cal. plant, with delivery of prototype models to CBS and NBC scheduled sometime next month. Delivery of production models is still slated to begin next Feb. Ampex officials say that 80 of the 100 orders placed at NARTB Chicago convention and shortly thereafter have now been firmed up with \$5000 deposit each, and more orders have come in since that time—so number of firm orders is now more than 100. Company's video tape labs have recently been expanded by 50,000 sq. ft. to accommodate accelerated activity. Note: Ampex audio div. is providing free audio tape recording studios at both political party conventions and at hotel headquarters in Chicago and San Francisco for use of all accredited representatives of TV, radio & press.

Commercials must be deleted, NARTB insisted this week in opposition to request of educational WQED, Pittsburgh (Ch. 13) that it be permitted to carry NBC-TV's political convention coverage intact. Station had asked waiver of non-commercial rules so that it could be paid for "expensive and abnormal use" of its facilities, but NARTB said request "is completely out of keeping with the philosophy" expressed by Commission in its Sixth Report. In Boston, educational WGBH-TV will carry ABC-TV convention coverage without commercials—to which FCC doesn't object.

One regular station and 3 uhf translators are sought in applications filed with FCC this week. Charles E. Halstead Jr., Zephyr Cove, Nev., filed for Reno's Ch. 4; KAKJ holds CP for channel but Commission has started proceedings to revoke it. In Gunnison, Colo., Ch. 70 translator is requested by L. H. Faast, Colorado Springs. In Havre, Mont., Hill County T-V Club seeks Ch. 70 & 73; the Ch. 73 translator would be located 15 mi. south of Havre, relaying signals of KFBB-TV, Great Falls, to Ch. 70 installation nearer Havre.

Closed-circuit subscription-TV concept continues to be pushed by Jerrold Electronics, which envisions pay system on community antenna systems—for which FCC approval isn't required. Jerrold's representatives have met with many movie producers and exhibitors in effort to obtain first-run film, say they're making progress. Last week, for example, Jerrold's Zalmon Garfield promoted first joint meeting with a major producer and a top exhibitor, both unidentified, said situation "looks promising."

"Americans Speak Out for Free TV" titles 20-p. brochure being distributed by NARTB to its members, Congress, govt. officials, etc. It comprises reproductions of cross-section of letters filed with FCC in opposition to subscription TV, plus summaries of 7 newspaper polls reflecting overwhelming public opinion against it.

Reflecting the German boom: McCann-Erickson opens new office in Dusseldorf, its fourth in Germany and 36th on continent, making it the largest agency in Europe.

TV & radio deserve to cover court trials and legislative hearings where other newsmen are admitted, says Wayne U law prof. Samuel D. Shuman, in 1956 edition of *Current Trends in State Legislation*, to be published by U of Michigan Law School this fall. "The fact that TV for all practical purposes can transmit only what actually happens suggests that TV & radio are closer to being 'electronic journalism' than entertainment," says Shuman. "To deny access to the electronic reporters is to sanction continuance of news reports not as they actually occur, but rather as they seem to an editor who secures his impression of events from a reporter." Urging reconsideration of American Bar Assn.'s anti-TV Canon 35, he points out that widespread publicity is most important deterrent to corrupt administration of justice, noting that TV coverage of courts might even prevent mob violence by keeping the curious home at their sets. Note: Subject continues hot one even for TV round tables—and *Northwestern U Reviewing Stand* on WGN-TV, Chicago, scheduled Aug. 5 discussion on "Should We Televisize Governmental and Court Room Proceedings?" with local professors, members of bar and law graduate Robt. D. Swezey, exec. v.p., WDSU-TV, New Orleans, chairman of NARTB freedom of information committee, participating.

"Largest communications hookup in history"—sending more information to more people than for any previous event—is how AT&T characterizes arrangements for political conventions. Some 73,000 channel-miles of TV circuits will feed coverage to 400 stations in 270 cities. Feeds also will be available to more than 1500 radio stations. Nearly 600 teletypewriters will be installed for press, coupled to 760,000 miles of circuits. AT&T will supply wideband facsimile circuit, first of its kind, to *N. Y. Times*, which will transmit its regular international edition to San Francisco where 15,000 copies will be distributed. Rate of transmission will be 175 sq. in. per minute. AT&T spokesman says this wideband transmission is an advance comparable with jumping teletype speed from 60 to 600 words per minute.

Community antenna system operators, through their National Community TV Assn., this week struck back at group of western telecasters seeking to get systems declared common carriers—with rates and operations regulated (Vol. 12:14). Basic arguments of 43-p. brief: (1) Systems aren't common carriers because they merely receive, don't accept messages "or other intelligence" for transmission to "designated recipient." (2) Regulation would restrict free competition in TV. (3) Systems are more like TV-radio stations, theatres & newspapers than railroads, telephone & power companies—thus aren't public utilities. (4) Systems don't subvert TV allocations table; instead, they actually build circulation which in turn has inspired applications for stations.

Civil anti-trust suit, paralleling recent criminal prosecution (Vol. 12:26), was filed Aug. 3 by Govt. against 9 Philadelphia radio stations and Philadelphia Radio & TV Broadcasters Assn. on charges of illegal agreement to maintain card rates. Named as co-conspirator, but not as defendant, was Westinghouse Broadcasting Co., which sold its Philadelphia outlets to NBC last Jan.

Actor Kirk Douglas has filed \$415,000 "invasion of privacy" suit against ABC, Walt Disney and others charging use of unauthorized shots on April 4 *Disneyland*. He was filmed, he claims, during social visit to Disney's home. Screen Actors Guild promised to support Douglas.

News director Rod MacLeish of Westinghouse's WBZ-WBZA, Boston-Springfield, has sold short story, "The Senator," to *Saturday Evening Post*.

Plaques of NARTB code board seal of good practice are being sent by NARTB to the 290 code subscribers.

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Television Digest

with **ELECTRONICS REPORTS**

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MULTIPLE-ANTENNA TOWER, capable of supporting as many as 15 TV transmitting antennas, planned by San Francisco's KRON-TV for Bay area stations (p. 1).

UHF RESEARCH PROGRAM beginning to shape up, as FCC plans all-industry conference about Sept. 20 and AMST votes \$120,000 for 35 uhf-vhf coverage studies (p. 1).

TV IMPACT ON MAGAZINES during 1946-54 found substantial, holding down revenue growth, changing circulation patterns, altering content (p. 2).

FROZEN GRANTEES fight for thaw. ABC allocations plan sparks opposition. Examiners reject protests against CPs in Rochester, Yuma, Charleston (p. 3).

4 NEW TV STATIONS STARTING, commercial vhfs in Bristol, Va.-Tenn.; Klamath Falls, Ore.; Ardmore, Okla., and Alabama's third educational in Andalusia (p. 5).

MARKETING REVOLUTION seen leading to exclusive dealerships, more factory servicing. Radio and record sales booming, RCA dealers stocking color sets (p. 8).

CBS SALES REACH RECORD high for half year but profit down due to chargeoff of losses on CBS-Columbia. Admiral sales and net profit decline (p. 12).

DIM VIEW IN WALL STREET of movie industry's situation, vis-a-vis TV particularly, doesn't sit well but financial reports continue downgrade (p. 13).

FEATURE FILMS ON TV: 6500 released in 9 years, some 1800 this year, creating new industry employing 350; more big releases to come this year (p. 7).

NETWORK TV BILLINGS total \$234,510,312 for first half of 1956, June dropping slightly under May; PIB figures still point to \$500,000,000 year (p. 14).

NEW TOWER CAN SUPPORT 15 TV ANTENNAS: Massive new tower planned by San Francisco's KRON-TV atop San Bruno Mt. may give boost to FCC-Air Coordinating Committee's drive for common TV antenna sites -- for it's designed with huge platform on top, capable of supporting as many as 15 separate TV transmitting antennas.

KRON-TV plans to invite all operating and future stations in Bay area to join it on new structure which it says will be located near its present tower at only spot in area where maximum 2000-ft. above average terrain can be easily attained.

It will be the second such "candelabra" type tower -- Dallas' WFAA-TV and KRLD-TV sharing 1521-ft. tower topped by triangular platform designed to accommodate up to 3 antennas. New KRON-TV antenna will rise 981-ft. above mountaintop.

Tower is expected to cost more than \$500,000, will be built by Ideco, with antenna specially designed by RCA. No date has been set for completion, pending FCC and Airspace Panel approval.

Note: Prime example of advantages of co-masting of transmitting antennas is New York's Empire State Bldg., which supports antennas of all 7 N.Y. stations. The equipment makers report increasing interest by station operators and grantees in the possibility of using common towers for 2 or more stations -- which may be due in part to FCC's pending rulemaking to require use of antenna farms wherever possible.

INDUSTRY GEARING FOR UHF RESEARCH: Determined exploration of uhf capabilities, as urged by FCC in its allocations proposal (Vol. 12:26), should begin next month -- Commission having decided to call all-industry conference about Sept. 20 and new Assn. of Maximum Service Telecasters having voted Aug. 10 to begin immediately on uhf-vhf coverage study aimed at producing 35 surveys within a year.

FCC Chairman McConnaughey discussed set manufacturer participation in the "crash research" program with RETMA pres. Dr. W.R.G. Baker Aug. 9, told us that the Sept. meeting "should kick the thing off"; that "manufacturers are going to be extremely cooperative." He said he doesn't know whether meeting will prompt formation of another National TV System Committee, of type that formulated black-&-white and color standards, but added "I assume it will be along that order." FCC will invite attendance at meeting by RETMA, NARTB, uhf & vhf operators, "possibly others."

McConnaughey emphasizes FCC's strong feelings about its proposal -- to con-

sider long-range move of all TV to uhf and weigh individual deintermixture actions: "I felt that the FCC came out with a definite program, recognizing the necessity of using the uhf band, knowing full well that 12 vhf channels aren't enough and that we can't get more. The commissioners put a tremendous amount of thought into the action -- and a lot of fortitude. I've never seen a more sincere and earnest group work on a problem. I'm very much gratified that the Senate committee commended the Commission. It bolstered the Commission's hand."

* * * *

Assn. of Maximum Service Telecasters, meeting at Chicago's Edgewater Beach Hotel Aug. 10, gave prompt approval to technical program developed by engineering committee under John DeWitt, WSM-TV, Nashville. It voted \$120,000 for surveys to be conducted by A.D. Ring & Assoc., with partner Howard T. Head detailed to project. Group is still weighing choice of Washington counsel.

Goal is to use 2 field-strength survey vehicles to develop 35 uhf-vhf coverage studies in a year, starting with New Orleans, Wilkes-Barre & Portland, Ore. There also will be house-to-house surveys, aimed at correlating field-strength findings with viewers' and interviewers' evaluation of pictures. In addition, study will be made of uhf-vhf receiver & antenna characteristics and performance.

FCC makes no bones about fact it's woefully shy of uhf field-strength data, and it's expected to authorize propagation expert Harry Fine to go along on AMST field trips. To illustrate paucity of information, we're told propagation curves in its latest allocation proposal are based on data supplied by only 7 uhf stations: WGTH-TV, Hartford (Ch. 18); WGBS-TV, Miami (Ch. 23); WSUN-TV, St. Petersburg (Ch. 38); WXIX, Milwaukee (Ch. 19); WINT, Waterloo-Ft. Wayne (Ch. 15); WATR-TV, Waterbury (Ch. 53); WTAO-TV, Cambridge-Boston (Ch. 56).

Some 150 attended AMST meeting, representing 97 paid-up station members who met qualifications -- operating with maximum power as of July 1, either vhf or uhf. Elected as regular officers were: Jack Harris, KPRC-TV, Houston, pres.; Charles Crutchfield, WBTV, Charlotte, 1st v.p.; Kenneth Carter, WAAM, Baltimore, 2nd v.p.; Harold Gross, WJIM-TV, Lansing, secy.-treas.

Harris reiterated AMST's objectives in address to group, stating that it isn't dedicated to the status quo; that it's opposed to any change giving less service to the public; that move to all-uhf would be endorsed if engineering studies proved public wouldn't lose by it; that move shouldn't be made merely to bail out a few telecasters who have run into trouble.

HOW TV HAS MOLDED MAGAZINE GROWTH: Impact of TV on general consumer magazines over the last decade has been considerable -- restraining revenue increases, imposing circulation changes, impelling editorial revision. Such is conclusion expressed in "Magazines Since the Rise of Television" by Leo Bogart, McCann-Erickson assoc. director of research, in spring issue of Journalism Quarterly (edited by Raymond B. Nixon, U of Minnesota School of Journalism).

Bogart's study commands respect because McCann-Erickson's research dept. is acknowledged as one of most authoritative in the field. (Agency's year-by-year and medium-by-medium figures on ad volume are detailed on p. 24 of TV Factbook No. 23.) Herewith is summary of Bogart's findings, to be expanded in his forthcoming book, "The Age of Television" (Stephen Daye Press, N.Y.) due early next month:

(1) REVENUES: Magazines' share of total national advertising dropped from 22% in 1946 to 14% in 1954. Thus: "TV has kept magazine advertising revenues down below the increase which might otherwise have been expected from the general boom in the economy and the particular boom of advertising."

Magazines' billings did increase 57% in the period, but: "This reflects a rise in rates caused by larger circulations and higher production costs. It does not reflect an increase in the use of the medium by advertisers." Actual lineage increased mere 2%, remarkably little.

Compared with network TV billings, magazines have suffered most in cigarette, soap, beer, appliance, household equipment & furnishings, travel and resort cate-

gories. Only in farm, food, soft drink and business categories did magazines show greater percentage gain than network TV.

Both media benefited from fact that automotive and oil fields have stepped up expenditures more than average national advertiser, while both suffered from the general decline of national advertising in drug and apparel fields.

Though there are individual exceptions, here are trends by types of magazines: (1) General weeklies with broad popular appeal (group including Life, Saturday Evening Post, Collier's, Look) have stood still in lineage during the period, as have news weeklies (e.g., Time, Newsweek, U.S. News & World Report) and small town magazines (Town Journal, Grit). (2) Big town weeklies (Cue, New Yorker) gained 67%, while those with appeal to youth (Scholastic, Boy's Life) are up 400%.

Groups suffering the most were general monthlies (e.g., Cosmopolitan) which declined 57%, romance (-75%), fashion (-39%), movie and TV-radio fan (-37%).

* * * *

(2) CIRCULATION: "Highbrow" group more than doubled circulation; "middle brow" increased about 50%; "lowbrow" stayed about same. Two possible reasons: "As Americans become better educated their reading tastes are becoming more sophisticated; TV presents a greater distraction for the person of average or below-average education than for the better-schooled..."

Magazines appealing to women grew more slowly than those appealing to men, presumably because TV has cut heavily into housewife's leisure time and because "daytime programming, with its serial drama, variety and homemaking features, bears an unmistakable resemblance to a good deal of magazine fare."

* * * *

(3) CONTENT: "Volume of recreational material is declining, while utilitarian content increases." There was 1/3 less fiction carried in 1954 than in 1946, but rise of pocket-book fiction also contributed heavily to this. Gain of 50% was experienced in the space devoted to home furnishing, building, gardening and farming. Rise of 27% was found in articles reflecting public's greater leisure -- amusements, hobbies, sports & travel. Features covering food, health & children increased 27%, while space devoted to clothes, beauty & grooming rose 14%.

Some magazines are carrying more diversified articles but, on the whole, "specialized magazines seem to be tending toward greater specialization." Farm magazines carry more farming, fashion group more clothes & grooming, mechanics & science group more on how-to-do-it.

GRANTEES WANT FCC SHACKLES OFF: Turmoil among stations, grantees and applicants in cities where FCC proposes to deintermix by deleting vhf channels continued this week, will mount in intensity as Sept. 10 deadline for comments approaches.

New Orleans' WWL, winner of hearing on Ch. 4, told FCC it's entitled to evidentiary hearing on proposal to move channel to Mobile, arguing Commission has no legal authority to withhold Ch. 4 CP or to propose possible substitution of uhf channel.

From Peoria came steady flow of pro-&-con arguments over proposal to move Ch. 8 to Rock Island—grantee WIRL trying to keep channel in town, uhfs WTVH & WEEK-TV supporting FCC proposal. WMBD, which lost Ch. 8 decision to WIRL, seeks to get the channel or have it deleted. Resolutions urging retention of channel have been submitted by city councils, trustees, etc. of Peoria and nearby communities.

ABC's new suggested allocation plan for 200 top markets (Vol. 12:30) brought prompt opposition from several vhf stations which noted that similar plans had been turned down before, and asked Commission to rule ABC out of order in bringing it up again. These included: WPIX, New York; WGN-TV, Chicago; WTVR, Richmond; WGAL-TV, Lancaster; WBTV, Charlotte; WDAF-TV, Kansas City; WSM-TV, Nashville; KHQ-TV, Spokane.

Law firm of Dow, Lohnes & Albertson asked for more time to comment, said plan requires great deal of study.

First over-all allocations comments have begun to arrive. Lou Poller, pay-TV advocate and holder of Milwaukee uhf CP, said that approval of subscription TV would make many uhf problems "vanish overnight." One Albert J. Balusek, San Antonio, recommended shift to all-uhf in 10 years, addition of 10 uhf channels to top of band.

Specific channel shifts sought this week: (1) Substitution of Ch. 3 for Ch. 25 in Lake Charles, La., by KTAG-TV (Ch. 25). (2) Addition of Ch. 3 to Harrisburg, Ill., by WSIL-TV (Ch. 22). Reconsideration of allocation of Ch. 6 to Nashaquitsa, Mass. (Martha's Vineyard) was requested by weekly *Vineyard Gazette*, which said station there would impair beauty of area, endanger air & sea navigation, reduce property values. It said Nashaquitsa has no existence as a political entity, is a "phantom city." Allocation also was opposed by WICC-TV, Bridgeport (Ch. 43) which called it an "allocations freak," said Ch. 6 should go to Bridgeport instead.

One CP was issued this week—Ch. 5, Deadwood, S. D., to KDSJ—while Commission examiners issued 3 initial decisions recommending turndown of protests against grants:

(1) In a long-pending case, hearing examiner Eliza-

beth C. Smith recommended that Commission reject protest of Rochester's radio WSAY (Gordon Brown) against share-time grant to WHEC-TV & WVET-TV (Ch. 10), which have been on air since Nov. 1953. One of WSAY's key points was fact that AMs WHEC & WVET had refused its request to rebroadcast their programs. Examiner Smith concluded that their denial wasn't ground for granting protest, since WSAY hadn't offered to pay for rights; that it couldn't be found that the programs had sufficient public interest aspects to make their rebroadcast necessary; that there's no evidence the 2 stations "acted in concert" to refuse rights. She also rejected WSAY arguments involving concentration of media control, illegality of time-sharing, financial qualifications, advertising practices of the stations, etc.

(2) Denial of protest against grant of KYAT, Yuma, Ariz. (Ch. 13) to Wrather-Alvarez Broadcasting Co. was recommended in initial decision by hearing examiner H. Gifford Irion. To argument by protestant KIVA (Ch. 11) that grantee had failed to indicate nature and extent of TV participation by local groups, Irion said KYAT group had "performed the most essential element" of its responsibility by offering time in good faith to public service groups. KIVA, he added, failed to make sufficient showing on economic injury issues.

(3) Hearing examiner Basil Cooper recommended that WCHS-TV, Charleston, W. Va. (Ch. 8) be permitted to move transmitter site to Coal Mt., 11-mi. from Charleston, thereby putting signal into Parkersburg and supplying Grade A service to 190,000 additional people, Grade B to 300,000. Application was initially opposed on grounds of economic injury—by WHTN-TV, Huntington, W. Va. (Ch. 13) before its sale to Cowles interests, and by WTAP, Parkersburg (Ch. 15)—but neither party attended hearings after Commission refused to designate economic injury as an issue.

House anti-trust subcommittee's TV hearings, under chairmanship of Rep. Celler (D-N. Y.), are now scheduled to resume between Sept. 12 & 17 in U. S. Courthouse, New York. Due to run 3-4 weeks, Celler has announced they will deal with such matters as program ratings, racial discrimination by networks, station ownership by magazines & newspapers, power of ad agencies, problems of film producers & syndicators, etc. (Vol. 12:26). Subcommittee is continuing to ask for large volume of material from FCC and industry. Among its latest requests: (1) It asked FCC for all personal correspondence in commissioners' files relating to applications, grants, etc., as well as all memos of conversations. Commission asked subcommittee to be more specific, narrow down its demands. (2) It asked NARTB for information on the trade group's practice of paying hotel bills for FCC commissioners and staff at conventions, etc. (It's traditional for most trade associations to pay these bills for govt. officials, including members of Congress and their staffs.) (3) It asked networks for all material in their files involving dealings with FCC as far back as 1948.

There were 36,950,500 TV homes in U. S. week ended July 21, and 95,900,800 adults had TV in their homes, according to Sindlinger & Co.'s latest survey of *Movie Market Trends*. Sindlinger organization regularly estimates TV ownership as part of its movie survey activities, based on interviews, and pres. Albert E. Sindlinger points out that his estimate of last Jan. 28 (35,694,000 TV homes) was extremely close to Census Bureau's recent estimate of 35,495,000 TV homes as of Feb. (Vol. 12:31).

N. Y. State Supreme Court this week refused to dismiss \$500,000 suit against AWARE Inc. brought by CBS radio commentator John Henry Faulk, who charged he was libeled because he opposed "blacklisting" (Vol. 12:27).

Defiance of FCC by Colo. Gov. Edwin C. Johnson, who issued executive order last week "authorizing" unauthorized vhf booster in small town of Steamboat Springs, Colo. (Vol. 12:31), may not bring any official reaction from Commission. Present inclination at FCC is to ignore action of the man who gave it many rough moments when he was chairman of Senate Interstate Commerce Committee and to wait for court decisions in pending cases—unless the booster causes interference with airline communications or brings other complaints. This week, Rex Howell, owner of KREX-TV, Grand Junction (Ch. 5), wired Johnson that group in Rifle, Colo. wants to establish booster and that he has given it approval to rebroadcast his signal. He added, however: "I do not feel that your action is legally sound even though it is certainly in the public interest. I firmly believe that the solution to this problem lies with obtaining prompt and decisive action from the FCC in the form of rule-making to authorize such boosters under a liberal set of rules."

WJNO-TV, Palm Beach, Fla. (Ch. 5) was sold this week for \$880,000 to John H. Phipps, of the wealthy pioneer Florida family, who last year established WCTV, Thomasville, Ga.-Tallahassee, Fla. (Ch. 6) and who also owns radios WTAL, Tallahassee; WKTG, Thomasville; WTYS, Marianna. Included in price are assumption of more than \$300,000 liabilities. Not included in deal is radio WJNO (250 watts, 1230 kc, CBS). Deal was closed Aug. 10 after having been called off week before (Vol. 12:31). Sellers are WJNO Inc., 50% owner (George H. Buck, pres.); Theodore Granik, 21%, producer of NBC's *American Forum of the Air and Youth Wants to Know*; William H. Cook, 21%, Palm Beach attorney and son-in-law of RCA pres. Frank Folsom; 14 other stockholders each owning less than 1%. Phipps has indicated present staff will be retained. Station was founded in Aug. 1954, has been getting both CBS & NBC service.

The \$5,400,000 sale of WNHC-TV (Ch. 8) & WNHC to Walter Annenberg's Triangle Publications (Vol. 12:25) can be consummated now, with withdrawal of protest by WICC-TV, Bridgeport (Ch. 43), which told FCC it was withdrawing because purchaser gave it assurance it will operate on principle that "the basic goal of the Communications Act is to make it administratively and economically possible for any community in the U.S. which can support a newspaper or a radio station to have its own facilities."

Buffalo uhf circulation has jumped 53% in the 6 months NBC has been operating WBUF (Ch. 17), gen. mgr. Charles C. Bevis Jr. announced this week. Basing his estimate on projections of figures supplied by W. R. Simmons & Assoc. research organization, TV set distributors and Niagara Mohawk Power Co., he said there were 160,100 uhf sets-in-use in Buffalo—or 47.5% of all sets—as of July 1, up from 105,000 Jan. 1. He predicted accelerated conversion rate after Aug. 12, when WBUF begins carrying virtually entire NBC-TV schedule.

FCC turned thumbs down on request of educational WQED, Pittsburgh (Ch. 13) that it be permitted to carry NBC-TV political convention coverage with commercials and accept payment from NBC (Vol. 12:31). Commission stated: "In the absence of complete information on the details of the proposed financial arrangements with NBC, the Commission cannot find that the public interest will be served by granting waiver." Request had been opposed by NARTB.

Phony bomb scare closed down WBEN-TV, Buffalo, 90 minutes before regular 12:30 a.m. sign-off time after crank phoned station several times Aug. 8 to warn that time bomb would explode in Hotel Statler studios at 11:30 p.m. Detectives found no bomb, but quickly arrested suspected caller near phone booth.

4 NEW TV STARTERS: Democratic convention is providing the motivating force to get 2 of this week end's starters on the air in a hurry. In all, 4 new vhf stations can be added to total operating—making 483 now on air, of which 96 are uhf. The new starters are commercial outlets in Bristol, Va.-Tenn.; Klamath Falls, Ore.; Ardmore, Okla.; and third Alabama educational station in Andalusia, 22nd in nation. Details on new starters:

WCYB-TV, Bristol, Va.-Tenn. (Ch. 5), planning Aug. 13 start at low power, using temporary antenna and carrying only convention, this week got STA for temporary microwave installation on White Top Mt., Va. in order to pick up signal of WSJS-TV, Winston-Salem. White Top is about 65 mi. from Winston-Salem. WCYB-TV plans to begin with regular NBC schedule in Sept., also carrying some ABC shows. It's second in area, which has been getting service from WJHL-TV, Johnson City, Tenn. (Ch. 11), 21 mi. away, since Oct. 1953. Nearest other station, separated by mountains, is WHIS-TV, Bluefield, W. Va. (Ch. 6), 70 mi. Equipment, purchased as GPL package, includes 35-kw GE transmitter. Stainless 80-ft. guyed tower will have 3-bay antenna at Rye Patch Knob in Cherokee National Forest. Robert H. Smith is pres.-gen. mgr. & 25% owner; J. Fey Rogers, v.p. & sales mgr., 25%; other board members with 16% each are Charles M. Gore, Harry M. Daniel & Frank W. DeFriece Jr. Frank Spaulding is program & promotion supervisor, with Russell Robinson, from WCYB, chief engineer. Base hour is \$300. Rep is Weed.

KOTI, Klamath Falls, Ore. (Ch. 2), also racing to carry Chicago convention Aug. 13, is third in chain of Wm. B. Smullin TV stations which "bridge the gap between San Francisco and Portland"—others being KIEM-TV, Eureka, Cal. (Ch. 3) and KBES-TV, Medford, Ore. (Ch. 5). Like other Smullin outlets, it's CBS affiliate, will also carry other network shows. KBES-TV acquired

Klamath Falls CP, then assigned KFJI-TV call letters, from the late W. L. Miller for \$30,000 out-of-pocket expenses (Vol. 12:20). KOTI has studios on Oregon Technical Institute campus and 5-kw GE transmitter with 3-bay antenna on 100-ft. Fisher tower on mountain 3 mi. from city. Walter Richartz, ex-KIEM-TV, is station mgr. Base hour is \$150. Rep is Hoag-Blair.

KVSO-TV, Ardmore, Okla. (Ch. 12), aiming for Sept. 2 start with NBC, expects to begin test patterns Aug. 12, wires station mgr. Douglas C. Dillard. It's second area outlet, KTEN, Ada (Ch. 10), having started in April, 1954. Station has 5-kw DuMont transmitter, 317-ft. Ideco tower with 6-section superturnstile RCA antenna on Mt. Arbuckle. Owner is John F. Easley, publisher of *Daily Ardmorette* (KVSO). Albert Riesen, from KVSO, is gen. mgr.; Rex Cole, adv.-sales mgr.; Dolly Talkington, also KVSO, program director; Galy Varnell, KVSO, production mgr. & film buyer; Bill Kolb, chief engineer. Base hour is \$150. Rep is Pearson.

First state-wide educational TV network began operation Aug. 8 when WAIQ, Andalusia, Ala. (Ch. 2) joined WBIQ, Birmingham (Ch. 10) and WTIQ, Munford (Ch. 7) via microwave to reach 90% of state. Among officials attending inauguration were RETMA pres. Dr. W. R. G. Baker and Voice of America director Robert Button. Station has 35-kw GE transmitter and 4-bay antenna on 500-ft. tower from Tower Structures Inc. Network is programming 45 hours weekly, about 30 hours live, noon-9 p.m. weekdays. U of Alabama, Alabama Polytechnic Institute and Greater Birmingham Area Educational TV Assn. are responsible for 1/3 of programming each. Stations are operated by state-supported Alabama Educational TV Commission, Milton Cummings pres. Raymond D. Hurlbert is gen. mgr.; Patty Smithdeal, program & public information coordinator; Al Renfro, chief engineer.

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

WTVW, Evansville, Ind. (Ch. 7) plans to start programming Aug. 21, according to STA application filed with FCC this week. It's first vhf in area where WFIE (Ch. 62) & WEHT (Ch. 50) have been operating since fall of 1953. FCC has proposed to deintermix Evansville by giving Ch. 7 to educators, uhf to WTVW, but final decision is many months away, probably years. WTVW has signed with ABC, will start with rented DuMont 5-kw transmitter and 6-bay RCA antenna on 300-ft. interim tower at site in Evansville residential area. Home owners have agreed to allow interim operation from station's original site, but it will move in about year to new Chandler Rd. location, 10 mi. ENE of Evansville, purchased from radio WGBF, one of losing Ch. 7 applicants. Chandler Rd. installation will have 10-kw RCA transmitter, 500-ft. Ideco tower. Rex Schepp, 77.5% owner, is pres.-gen. mgr. Base hour will be \$600. Rep will be Hollingbery.

KGW-TV, Portland, Ore. (Ch. 8), formerly assigned call KTLV, plans Sept. 15 test patterns, with programming later in fall, reports Otto V. Brandt, gen. mgr. of Mrs. Scott Bullitt's KING-TV, Seattle, which owns 62%. Transmitter house is nearly ready for first 100-kw transmitter to be built by RCA, now on hand in Portland. Foundations are ready for 600-ft. Ideco tower; high gain superturnstile 4-bay antenna is scheduled for installation about Aug. 20. Rates not set yet. Rep not chosen.

WCBC-TV, Anderson, Ind. (Ch. 61) planned as an independent, has given up Sept. target, reports program director Charles Bates, for owner Great Commission Schools Inc. (Church of God denomination), which operates local school system and Anderson College & Theological Seminary. It has 1-kw RCA transmitter on hand for installa-

tion in transmitter house, now ready. As yet, construction hasn't begun on base for 500-ft. tower ordered from Ideco. Gordon Beck, from WCBC, will be gen. mgr.; Dave Grubbs, sales mgr.; Bob Mostrum, chief engineer. Base rate not set. Rep not chosen.

Two now-silent uhf stations which had planned to resume operation have now decided to delay, pending possible FCC action on vhf allocations. Richard Eaton's United Broadcasting Co., which bought WACH-TV, Newport News-Norfolk (Ch. 33) & radio WACH in bankruptcy sale for \$54,500 (Vol. 12:27, 29), has reactivated the radio operation (as WYOU) but has decided to await FCC decision on move of Ch. 13 from New Bern to Norfolk, which would give area 3 vhf outlets. In Adams-Pittsfield, Mass., WMGT (Ch. 19) has decided to hold up construction, pending decision on removal of Ch. 10 from Vail Mills, N. Y., according to gen. mgr. Wm. P. Geary. WMGT left air last Feb. when high winds destroyed tower & antenna, but had planned to resume this summer (Vol. 12:23).

WBIR-TV, Knoxville (Ch. 10) this week obtained STA for commercial operation to start Aug. 12, FCC brushing aside charges station had begun construction before receiving CP May 14. Scripps-Howard (radio WNOX) had asked STA be held up pending investigation. Commission said station had completed 2 concrete tower supports before May 14, called this *de minimis*, said it "would work an absurd result" to make station remove them. Test patterns began Aug. 7 (Vol. 12:31).

RCA shipped 50-kw amplifier and 2-kw standby transmitter Aug. 10 to WDEF-TV, Chattanooga (Ch. 12); 25-kw amplifier Aug. 6 to KHSL-TV, Chico, Cal. (Ch. 12); 6-section superturnstile antenna Aug. 6 to KXLF-TV, Butte, Mont. (Ch. 6).

Personal Notes: James L. Middlebrooks, onetime chief ABC facilities engineer, since 1952 director of engineering for KING-TV & KING, Seattle, elected v.p.-engineering of upcoming KGW-TV, Portland (Ch. 8), controlled by Mrs. Scott Bullitt's King Broadcasting Co. and due on air shortly; Walter E. Wagstaff, v.p.-gen. mgr. & 11.55% owner of KIDO-TV, Boise, Ida., appointed KGW-TV station mgr., effective Sept. 15 . . . Emanuel (Manny) Sacks, RCA-NBC v.p., presented with Humanitarian Award of Variety Club of Philadelphia, his home town, at ceremonies this week . . . E. Carlton Winckler promoted to director of CBS-TV production operations from program dept. production mgr., succeeded by Robert Milford, assoc. production mgr. . . Lt. Col. Albert K. McCleery, producer of NBC-TV's *Matinee Theatre*, is on 2 weeks active duty with Signal Corps, spending 10 days in Panama observing CFN-TV, operated by Armed Forces TV Service . . . Wendell R. Campbell, ex-CBS v.p., named national sales mgr. of General Teleradio's owned-&-operated WNAC-TV & WNAC, Boston; KHJ-TV & KHJ, Los Angeles; WOR-TV & WOR, New York; WHBQ-TV & WHBQ, Memphis; WEAT-TV & WEAT, West Palm Beach, Fla.; radio KFRC, San Francisco, and WGMS, Washington; General Teleradio also owns 1/3 of CKLW-TV & CKLW, Windsor-Detroit, and its sale of uhf WGTH-TV, Hartford, to CBS awaits Commission approval . . . Oscar Nittel promoted to assistant treas., General Teleradio div., RKO Tele-radio Pictures, Clifford A. Frohnhoefer to WOR div. controller . . . John W. McPherrin, ex-publisher of now-defunct *American Magazine* and Crowell-Collier v.p., joins NBC-TV as a general program executive, specializing in long-range editorial planning for *Today*, *Home & Tonight* . . . Robert R. Tincher named gen. mgr. of Cowles' recently acquired WHTN-TV & WHTN, Huntington, W. Va., with Norman Bacon, from KVTU, Sioux City, named asst. gen. mgr. and Wayne Boyd, also KVTU, business mgr.; Donald D. Sullivan succeeds Tincher as gen. mgr. of KVTU and radio WNAX, Yankton, S. D., being promoted from adv. director . . . Klaus Landsberg, v.p.-gen. mgr. of KTLA, Los Angeles, underwent abdominal surgery at Los Angeles' Cedars of Lebanon Hospital last week . . . Raymond C. Simms, ex-NBC radio and ex-TV-radio timebuyer, Erwin,

Wasey & Co., joined H-R Television Aug. 6 . . . Herbert B. Cahan, ex-program mgr., WAAM, Baltimore, named program mgr., WBZ-TV, Boston, succeeded by James J. Kilian, WAAM public service director . . . Lloyd E. Yoder, v.p. & gen. mgr., WRCV-TV & WRCV, Philadelphia, elected to board of Woman's Medical College of Pa. . . . Martin E. Goldberg, ex-ABC radio ratings supervisor, appointed asst. research director, H-R Representatives . . . Robert A. Fillmore, ex-adv. & promotion director, WRCV, Philadelphia, appointed adv. & promotion mgr., NBC's WBUF, Buffalo . . . Robert Stough, ex-sales mgr., WNOW-TV, York, Pa., joins sales staff, WSBA-TV, York . . . Charles T. Ayres resigns as v.p. in charge of NBC radio network, his duties temporarily divided between Jack Cleary & Wm. Goodheart . . . C. Pete Jaeger, ex-Guild Films v.p., joins new MGM-TV div. under Charles C. (Bud) Barry, which has also named Monroe Mendelsohn, also ex-Guild Films, director of sales promotion . . . Arthur J. Miller promoted to Pathe Laboratories eastern gen. mgr. from technical director, Lew Mansfield to N. Y. plant mgr. . . . Abe Liss, from film industry, and Samuel Magdoff, from staff of *Phil Silvers Show*, form Elektra Film Productions Inc., 16 E. 52nd St., N. Y. to produce TV shows and commercials . . . Frank Bibas, onetime McCann-Erickson film chief, now sales v.p. of Roland Reed TV Inc., Hollywood, elected to board and placed in charge of all TV sales & production . . . Seymour Reed, treas. of Official Films Inc., appointed secy.-treas., with Grace Sullivan, formerly on President Eisenhower's White House and Columbia U staff, as asst. secy. . . . Charles W. Shevlend promoted to film director, KPTV, Portland, Ore., replacing Dick Norman, who joins Pictures Inc., Anchorage, Alaska . . . Arthur (Art) Gleason, MBS sportscaster, promoted to sports director, succeeding Jack Burnett, resigned because of ill health . . . Robert J. Kingsley, ex-Telenews, joins George Blake Enterprises . . . Robert Mulhall promoted to gen. mgr. of WOI-TV & WOI, Ames, Ia., succeeding Richard Hull, currently on leave with Educational TV Center at Ann Arbor, who on Nov. 1 becomes director of all TV-radio operations of Ohio State U (WOSU-TV & WOSU); James H. Davis, WOI-TV educational supervisor, named assoc. gen. mgr. of radio and program supervisor of WOI-TV.

Co-chairmen of NARTB 1957 convention committee, named this week: Kenneth L. Carter, WAAM, Baltimore; Herbert L. Krueger, WTAG, Worcester, Mass. Other members of committee for convention to be held at Chicago's Conrad Hilton Hotel, April 7-11: Campbell Arnoux, WTAR-TV, Norfolk; E. K. Hartenbower, KCMO, Kansas City; Ward Ingram, KHJ, Los Angeles; Gaines Kelley, WFMY-TV, Greensboro, N. C.; Merrill Lindsay, WSOY-FM, Decatur, Ill.; Ward L. Quaal, WGN-TV, Chicago; W. D. Rogers, KDUB-TV, Lubbock, Tex.; Harold P. See, KRON-TV, San Francisco; F. C. Sowell, WLAC, Nashville; Edward A. Wheeler, WEAW-FM, Evanston, Ill.

F. Ralph MacFarland returns to AT&T post of div. commercial mgr., program, serving TV-radio networks in N. Y., after year at White Plains, N. Y. headquarters; he replaces Robert E. Gradle, named div. commercial mgr. in Washington, where Claude M. Blair assumes new post of govt. communications mgr.

Rep. Carl Hinshaw (R-Cal.), 62, second-ranking minority member of House Interstate & Foreign Commerce Committee in 84th Congress, died Aug. 5 of pneumonia with heart complications at Bethesda (Md.) Naval Hospital. Active in aviation and communications affairs of the Committee, he had in the recent Congress introduced bills to classify subscription-TV as common carrier, ban TV towers over 1000-ft. and limit ownership of stations according to population served. Another member of same Committee, Rep. Granahan (D-Pa.), died May 25.

ADVERTISING AGENCIES: Philip M. Barns, ex-Young & Rubicam, named asst. TV-radio director, Colgate-Palmolive Co. . . . Hugh M. Redhead, on Alcoa account, appointed v.p., Fuller & Smith & Ross, Cleveland; John Leahy, ex-Botsford, Constantine & Gardner v.p., elected FSR v.p.-marketing director, San Francisco . . . Stephen S. Lehner, ex-TV-radio director, Rothbardt & Haas Adv., Chicago, with Lester M. Goldsmith, ex-Jules Power Productions, have formed Lehner-Goldsmith Productions, 3950 Lake Shore Dr., Chicago, for TV-radio production . . . Mrs. Elaine Whalen (nee Elaine Schachne) promoted to chief timebuyer, Emil Mogul Co., reporting to Les Dunier, TV-radio director . . . Doris Gould joins C. J. LaRoche & Co. as TV-radio timebuyer . . . Thomas D. Thomas, ex-Cartoonists Inc., joins North Adv. Inc. as TV-radio producer . . . Anthony Rizzo, ex-Biow, named TV production mgr., Ogilvy, Benson & Mather . . . Lee Carrau, ex-TV-radio director, Erwin Buxton Adv., Pasadena, heads newly formed TV-radio dept. at Van der Boom, Hunt, McNaughton Inc., Los Angeles . . . Patrick J. Day, ex-Dumont Network, named TV-radio-film director of Wyatt & Bearden Adv., Dallas.

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Niles Trammell, ex-pres. of NBC, now pres. & 15% owner of new WCKT, Miami (Ch. 7), subject of sketch in Aug. 6 *Advertising Age* captioned: "Trammell, Network Radio Builder, Starts Again as Local TV Baron. Radio Pioneer Finds TV Medium 'Thousand Times' More Effective."

Network Accounts: Political campaigns and elections will result in more than \$100,000,000 in paid TV-radio and printed advertising, according to estimate in Aug. 10 *Printer's Ink*, which adds that 5 big TV-radio sponsors will pay at least \$25,000,000 for convention & election night coverage and related merchandising and sales-promotion campaigns. On eve of Democratic convention, here's lineup of "package" sponsors and their direct expenditures: ABC coverage will cost sponsor Philco about \$4,300,000; CBS sponsor Westinghouse will pay about \$5,000,000; NBC is also charging about \$5,000,000, with RCA, Oldsmobile & Sunbeam sharing. In each case, bill is about twice that paid for convention-election coverage in 1952 . . . Virtual sell-out for nighttime in fall season reported by both CBS-TV & NBC-TV. Only availability on CBS is one hour alt. weeks on new *Playhouse 90*. On NBC, only important open periods are Mon. 7:30-7:45 p.m. and several segments of *Producers' Showcase* . . . John Hancock Mutual (insurance) buys half sponsorship of 5 *Producers' Showcase* spectaculars on NBC-TV, beginning Dec. 10, thru McCann-Erickson, Buick buys one thru Kudner Agency, both sharing sponsorship with RCA & RCA-Whirlpool . . . Chesebrough-Ponds Inc. (Pond's cosmetics, Vaseline products, Pertussin) buys Warner Bros. *Conflict* on ABC-TV alt. Tue. 7:30-8 p.m., alternating with Warners' GE-sponsored *Cheyenne*, thru J. Walter Thompson & McCann-Erickson, N. Y. . . . Benrus Watch and Lanolin Plus (cosmetics) buying revamped *Break the Bank* on NBC-TV starting Oct. 9, Tue. 10:30-11 p.m., moved from ABC-TV with format changed to include \$250,000 jackpot, thru Lennen & Newell, N. Y., & Russell Seeds, Chicago . . . Miles Labs buys 26 alt.-week 15-min. segments on ABC-TV's *Mickey Mouse Club* thru Geoffrey Wade, Adv., Chicago . . . Tony & Old Gold sign for alt. sponsorship of *Walter Winchell Show* on NBC-TV beginning Oct. 5, Fri. 8:30-9 p.m., thru North Adv., Chicago, and Lennen & Newell, N. Y. . . . Ideal Toy Co. & Sweets Co. of America (Tootsie Rolls) buy NBC-TV coverage of annual Macy's Thanksgiving Day Parade Nov. 22, Thu. 11 a.m.-noon, former: thru Grey Adv., N. Y., latter direct . . . Sears Roebuck planning biggest plunge so far into network TV with tentative decision to buy Sat. afternoon *Press Box Preview* 15-min. segment before NCAA football games on NBC-TV to sell its Allstate insurance . . . General Tire buys one-shot 30-min. *Salute to Football* on NBC-TV Sun. Sept. 16 thru D'Arcy Adv.

Telecasting Notes: Scanning the 6500 feature films released to TV—of which 1813 were made available this year—*Billboard* has put together excellent special section on feature film programming in its Aug. 11 issue, with lists of available movie packages, data on how stations use them, sponsorship success stories, etc. . . . Surveys and stories in *Billboard's* movie "spotlight" section are highlighted by these facts: TV feature film distribution now employs more than 350 people, with 3500-4000 features shown per week on nation's TV stations. Chicago's WGN-TV runs more features than any other station, using as many as 38 in a week. Of 181 stations surveyed, 26 said they use some kind of repeat pattern, with same feature played at least twice in the same week . . . United Artists reported putting together 39 feature films into package for TV release—many of them shown in theatres as late as 1950-55 . . . Warner Bros. features have now been sold by Associated Artists in 50 markets . . . MGM to offer its features as complete 700-film library in some markets, also in a 52-picture package, and in a 39-film package consisting of such "series" movies as "Andy Hardy," "Dr. Kildare" and "Maisie" groups; and it's trying to vend group of old film classics to networks for spectacular use . . . Columbia Pictures plans to release another package of 52 feature films this fall following up successful Screen Gems merchandising of its 104-feature "Hollywood Movie Parade" package . . . Another feature film goes network: J. Arthur Rank's Technicolor *Magic Box*, originally bought by NBC-TV as 90-min. spectacular material, to be shown in color in 60-min. version on *Kraft TV Theatre* Aug. 15, first time that program has used film . . . NBC's California National Productions (formerly Kagran) acquires rights to produce & distribute 30-min. "Tarzan" film series in \$1,000,000-plus deal with producer Sol Lesser, which also provides for joint CNP-Lesser control of distribution of his past & future Tarzan feature films (there are now 13) to TV and theatres, CNP to handle all Tarzan product merchandising . . . John Cameron Swayze reportedly planning to leave NBC-TV's *News Caravan* after 8 years to go into syndicated TV film production. Successor on news show would be Chet Huntley, slated to take over at least a portion of *Caravan* after political conventions . . . Worthwhile and interesting public service idea is weekly 30-min. *Mr. Hope* on Detroit's WWJ-TV, enacted entirely by masked members of Alcoholics Anonymous to acquaint viewers with work of that organization.

Unusual sponsorship: Edward Petry & Co., major TV-radio rep firm, on Aug. 13 starts sponsorship of *Inside Advertising*, Mon.-thru-Fri. 7:45-7:50 p.m. on WOR, New York—written and broadcast by Joseph Kaselow, whose "Advertising Notes" column is a daily *N. Y. Herald Tribune* feature. It's first such sponsorship on record, aimed at the city's big advertising fraternity, will cover news of the advertising field, including new campaigns, personnel changes, etc. At least once weekly, Kaselow will do a remote from offices of advertisers & agencies, in addition to covering trade conventions.

NBC-TV's 3 "magazine concept" shows—*Today*, *Home & Tonight*—have hit 1956 half-year gross of \$16,381,000, only about \$1,350,000 under the \$17,728,000 billings of the 3 shows for all of 1955. Two-year tallies on grosses of the shows: *Today*, \$6,373,000 in 1955 and \$6,900,000 so far this year; *Home*, \$5,467,000 & \$7,233,000; *Tonight*, \$4,541,000 & \$3,595,000.

Rorabaugh Report on Spot TV Advertising, second quarter, listing national & regional spot advertisers on 300 TV stations in 203 markets in all states, came off press last week; 299-p. report is available on subscription basis, or at \$45 per copy, from N. C. Rorabaugh Inc., 347 Madison Ave., N. Y.

Rash of Sun. newspaper supplements, carrying ensuing week's TV program listings and feature articles, apparently hasn't hurt circulation of Triangle Publications Inc.'s *TV Guide*, for with Oct. 6 issue it raises black-&-white page ad rate to \$8000 from \$6000, increasing circulation guarantee from 3,000,000 to 4,000,000. Last week, *Chicago Tribune*, which in June launched *TV Week*, inserted in its Sat. editions, raised price for Sat. editions from 5¢ to 7¢. Note: TV program supplements are now carried by 103 U. S. newspapers, according to Aug. 8 *Variety* tally, latest to join ranks being *Baltimore American*, which added TV section Aug. 5.

Adoption of NARTB TV Code by TV film producers seemed almost certain this week following recommendation of ethics committee of Alliance of TV Film Producers that the 16-member alliance amend its bylaws to specify adherence to Code. Committee also recommended special seal be displayed by members and that committee be established to pass on violations, punishment to range from removal of seal to expulsion from alliance. ATFP's adoption of NARTB code could spell doom of special TV film code which has been drafted by group headed by some west coast film producers (Vol. 11:45 & 12:14).

ABC now calls itself "second radio network," claiming its AM billings have passed NBC's.

MERCHANDISING SEERS SEE DRASTIC CHANGES: They're even talking exclusive dealerships as a coming phase of the marketing revolution now going on in the TV-radio-appliance trades -- and there's an apparent conviction among some top people in TV manufacture and distribution that their part of the business will eventually narrow down to a dozen or so giants, each with its own group of distributive satellites.

Not only full-line production-distribution, but the problem of servicing wide variety of household items, dictates still more revolutionary changes ahead -- so they say. One pictured the dealer devolving into a mere "selling agent" for certain brand groups, the distributor an arm of the manufacturer -- and the manufacturer as "ruler of the roost" by reason of control of brand names and of servicing.

It's just theory at this juncture, of course -- and not many people like the thought of the big getting so much bigger that they can reduce small enterprisers to a state of vassalage. Nor can we discern that the big fellows are deliberately bent on wiping out the small. The fact simply is the bigs are slugging it out amongst themselves for bigger shares of the market; that something has to give and in TV the toll so far this year has been a half-dozen dropouts of fringe producers; that in appliances the merger trend continues (this week's big one: McGraw Electric Co. buys up Speed Queen Corp.); that price cutting is rampant and profits hard to come by.

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As for the foreboding about factory servicing, it goes without saying that distributors and dealers and "fix-it shops" may find things pretty rough if factory-controlled servicing really spreads. RCA Service Co. can claim, with some justification, that it got TV off to a good start with the expert help that its group-insurance type of service gave and continues to give on its own brands. There were very few trained TV servicemen available at the time it was set up.

But the fear is expressed that GE, now feeling its oats in TV, may be contemplating the same sort of setup, covering all its consumer products, in the factory service organizations it's setting up as tests in 3 midwest cities (Vol. 12:31), and that Philco may be thinking along the same lines in opening its own service store in Silver Spring, Md., suburb of Washington, hitherto the exclusive servicing domain of its long-time distributor Jos. M. Zamoiski Co. Westinghouse, now bidding strongly to regain position in appliances and to win a position it never quite got in TV, is suspected of having something of this nature up its sleeve, too.

Certainly there's no concerted plan of action among the big boys; they're really all-out competitors and where one succeeds the others soon follow, as witness GE's big break with portable TVs. It might be said that GE and Westinghouse (and GE-owned but separately-operated Hotpoint) have been sleeping giants of TV, awakening rather belatedly to do battle against dominant RCA (now allied with Whirlpool) and against the other giants of TV's first decade -- Philco, Admiral, Motorola.

Not everyone sees eye-to-eye with the prophets of gloom -- and we're merely reporting what they're saying. Trend may indeed be to full-line distribution, as we see it, but Motorola is proving by its balance sheet (Vol. 12:31) that its avowed determination to stay out of household products other than TV-radio can pay off even in the face of a recession in automobile sales that cut deep into its sizeable auto radio business. Zenith isn't in appliances and is still a major factor in TV-radio, with strong distribution. Sylvania, widely diversified in electronics, isn't quitting TV. Philco and Admiral are momentarily down but always formidable competitors. And latest profit-&-loss statements of Hoffman, Packard-Bell and Pacific Mercury (Vol. 12:29-30) would seem to indicate that some smaller companies, non-diversified in consumer goods fields, can do all right in the face of giant competition.

It's a muddled picture just now, and anyone who can really forecast the end result merits awe. One of the keenest observers of the TV-electronics fields we

know, a Wall Street specialist whose business it is to evaluate facts and discern trends, confessed to us this week -- speaking in terms of stock values, of course:

"This is one of the most fouled up eras in our history, with the selectivity in our economy and the stock market positively vicious. Net result is that it's possible to see stocks like Sylvania go to a new high at the same time that Admiral goes to a new low. In other words, everyone down here knows that there is a marketing revolution going on and there is a competitive battle for survival. Furthermore, the very divergency in corporation reports has Wall Street up in the air.

"Trends in the industry are so conflicting -- with the radio set business excellent, the TV business fouled up with distress brands, plus color which apparently has 'laid an egg' -- that Wall Street doesn't know quite what to do.

"I particularly emphasize that color has lost its stock market appeal, which in a sense is all to the good for it leaves room for later enthusiasm. Thinking in stock market terms, there is little or no water in most TV and electronics stock prices, which means that if color really takes hold in the fall you could get quite a move in the group...If the fall market really shapes up, I think there can be an excellent upside move in the group, particularly in the deflated issues..."

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Market Phenomena: The amazing strength of radio set sales, as shown in first 6-month sales (Vol. 12:31), plus the fantastic surge in sales of records and phonos, particularly hi-fi, is a current phenomenon reported by distributors and dealers who also handle TVs. They also tell uniformly of nice pickup in black-&-white business. The radio gains are in all categories: table models, clock sets, portables, transistorized miniatures. But radios are now generally regarded as a "traffic item," and TV dealers are accustomed to bigger volume and more profit than they provide directly.

Phonograph record sales are to some extent in hands of TV-radio distributors and dealers; at least, RCA distributors are reveling in that business. According to RCA Victor record div. v.p. Lawrence W. Kanaga, the record industry's sales will go up \$50,000,000 this year to a new high of \$300,000,000. Pops now run 75%-80% of the market compared to 50% a few years ago. Teen-agers, population now 21,000,000 and gaining at rate of 1,000,000 per year, are biggest buyers. They've created a sort of dual demand in many homes. Whereas the older folks may find rock-&-roll and the like obnoxious, they can't stop the young people from going for it -- and result is that 2 types of records, often 2 or more players, are going into the same home.

As for Color TV: RCA is still carrying the color ball, virtually alone, but with unflagging faith and at the cost of millions. Even Westinghouse, which claims own 22-in. tube sets are ready, won't say how many sets have been made, when they will hit the market, how much they will cost.

One of the biggest RCA distributors, admitting it's still too early to tell whether RCA's big color promotions (Vol. 12:30) have caught on, tells us the best current trade news about color is that there's no longer any apathy toward it on the part of dealers. They don't talk it down. At least half his more important dealers, he said, are now stocking color sets and the others are telling customers they can get them instead of veering them toward black-&-white.

Suggested dealer markup is 30% on all RCA color sets except the low-end \$495, which is 25%. That color sets, like nearly all appliances, are being sold below list at reputable stores is an open secret -- even Abraham & Straus, big Brooklyn dept. store, offering below-list on all models this week.

Production: TV output jumped to 128,157 units in week ended Aug. 3, compared to 115,581 preceding week and 94,657 week ended July 20. It was year's 31st week, and brought cumulative production figure to about 3,820,000 compared to about 4,385,000 for corresponding period year ago. Radio production totaled 205,697 (132,121 auto) week ended Aug. 3, compared to 198,151 week before and 166,047 week ended July 20. Radio output for the 31 weeks approximated 7,670,000 vs. 8,000,000 in 1955 period. Note: Top 1955 TV week to date was 164,570 week ended Jan. 20. Tentative TV output figure is 311,000 for the July vacation shutdown month, which, however, saw jump in shipments to nearly 600,000. (For 6-mo. retail sales & production, see Vol. 12:31.)

Trade Personals: Harold C. Mattes, co-founder and original pres. of Belmont Radio Corp., which merged with Raytheon in 1945, elected Hallicrafters v.p. in charge of private label div., with L. C. O'Brien, Allen Henry, Richard Marholz & Melvin Moore also joining Hallicrafters from Raytheon as sequel to recent purchase of its TV-radio tools, dies and other equipment from Admiral . . . Robert C. Harper, Sylvania western regional sales mgr. for lighting, promoted to Pacific Coast sales director, for all lines, headquartering in San Francisco until new Millsdale, Cal. center opens in fall; he succeeds Garlan Morse, now gen. sales mgr. of lighting div. . . . John R. Johnson, Standard Coil v.p., designated to head all sales & manufacturing; Stanley A. Adams promoted to manufacturing coordinator from purchasing director . . . Simon Lynn resigns as TV-radio-appliance merchandising rep of Associated Merchandising Corp., big group dept. store buyer . . . Robert H. Thompson promoted to Packard-Bell sales mgr. from adv. & sales promotion director . . . George H. Fezell, ex-Joseph Horne Co., Pittsburgh, joins Magnavox as merchandising mgr. . . . Henry K. Kindig promoted to mgr., Sylvania's Ottawa, O. picture tube plant . . . Mrs. Alice Close, ex-Sylvan Ginsbury Ltd., named export mgr., DuMont international div. . . . John A. Mayberry promoted to Sylvania northeastern district mgr. of electronic products distributor sales, Woburn, Mass., replacing Samuel J. McDonald, promoted to eastern regional mgr., N. Y. . . . Russell E. Dietrich, ex-Hoffman & Raytheon, appointed Admiral electronics div. regional mgr. for Cal. & Ariz. . . . Donald E. Carroll, ex-v.p. & gen. sales mgr. of Ludwig Hommel Co., Pittsburgh, joins Stromberg-Carlson as district mgr. for its hi-fi products . . . David H. Lambeth is district mgr., Kenneth W. Conner TV-radio mgr., at newly opened Sylvania distribution center at 2115 Sylvan Rd. SW, Atlanta, serving 7 southeastern states . . . John D. Campbell, chief of Canadian Westinghouse consumer products group and pres. of RETMA of Canada, and James W. Kerr, director of apparatus products group, elected v.p.'s . . . Mike Remund promoted to v.p. in charge of sales, Jensen Industries . . . William R. Anton appointed sales & adv. mgr., Permo Inc., continuing as v.p. & gen. mgr.; J. Wayne Cargile, ex-Permo distributor sales mgr., now mid-west district mgr., United Catalog Publishers . . . Benjamin H. Ballard Jr. promoted to consumer products sales mgr., National Co. . . . David Schwartz, ex-CBS-Columbia regional sales mgr., named midwest regional sales mgr., Olympic div., Unitronics Inc., headquartering at Chicago factory branch . . . John P. J. Finnie, ex-Brooke, Smith, French & Dorrance, appointed asst. adv. mgr., David Bogen Co. Inc., subsidiary of Unitronics Inc. (formerly Olympic) . . . Martin Bettan, ex-Channel Master, appointed national sales mgr., All Channel Products Corp. (antennas) . . . Nat Welch, sales v.p., Orradio Industries Inc., Opclika, Ala., named an alternate delegate to Democratic National Convention . . . John M. Spooner, ex-mgr., RCA kinescope servicing plant, Sellersville, Pa., appointed mgr., Findlay, O. high-voltage transformer and deflection yoke plant, succeeding J. J. Fencel, transferred to Harrison, N. J. headquarters . . . Robert M. Jackson, ex-adv. mgr., Insuline Corp. of America, appointed CBS-Hytron merchandising coordinator.

Scott Helt, 49, DuMont patent administrator, died Aug. 9 of heart attack. Noted as lecturer on TV engineering and author of book *Practical TV Engineering*, he became DuMont Network chief engineer in 1944 after serving as engineer in southern and midwestern radio stations. Surviving are wife, son, mother, twin brother, 2 half-brothers & a half-sister.

DISTRIBUTOR NOTES: Westinghouse Electric Supply Co. appoints L. D. Anderson, ex-Oklahoma City sales mgr., as San Antonio branch mgr.; he succeeds R. L. Wagner, now Dallas branch mgr.; San Francisco branch appoints Frank Porter consumer products mgr., succeeding J. C. Givens, now Richmond, Va. branch mgr.; Jack O'Donnell named major appliance sales branch mgr. . . . Philco's new San Antonio distributor, West Texas Appliance Co. (Karl Scharfenberg, pres.; Frank Atwater, sales mgr.), which was recently moved from Ft. Worth to replace Southern Equipment Co. for south, southwest & central Texas, has established offices, parts & accessories dept., warehouse facilities at 1400 No. Colorado St. . . . Sylvania TV-radio-phono lines reported going to Cincinnati Appliance Wholesalers (formerly known as Deepfreeze Distributing Corp.) which has added Stabley Bernhardt, from Floyd & Co., as sales v.p. . . . RCA Victor factory branch, Kansas City (E. E. Hart, v.p.), appointed distributor of RCA Whirlpool home laundry appliances as of Aug. 10, replacing Lee Wholesale Co. . . . Emerson Radio-Westchester (N. Y.) names Milton Marcus, ex-CBS-Columbia, as sales mgr. for TV-radio & air conditioning, freeing Murray Singer for fulltime sales mgr. duties with Emerson-Long Island . . . Hoffman Electronics Corp. appoints Richard Scott, ex-Long Beach branch mgr., as gen. mgr. of Fresno sales div.; Fred Turrill, ex-Los Angeles district representative, succeeds him . . . Gross Distributors Inc., N. Y. (Capehart) promotes Morris Fell from district rep to TV-appliance sales mgr. . . . DuMont-N. Y. gen. sales mgr. Harry Ripps resigns . . . CBS-Columbia of N. Y.'s Milton Allenson, adv. & sales promotion mgr., resigns . . . Sylvania opens own district sales office at 2520 Oakville St., Alexandria, Va., with Arthur Moyer, ex-Gibson Refrigeration Co. eastern rep, in charge.

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Sentinel Radio Corp., now a subsidiary of Magnavox, which deals directly with franchised dealers, is continuing with franchised distributors, naming 26 of them this week with more to come. At Chicago sales conference, its new pres. Frank Freimann, who also is pres. of Magnavox, stressed Sentinel's large comparative discounts for both distributors and dealers and fact Sentinel will not introduce annual lines, thereby eliminating dumping, but will add models as there are new developments. These new field appointments were announced: regional sales mgr., eastern div., David B. Monson, Brooklyn; central div., Ray W. Herrick, Chicago; western div., Dean W. Phillips, Hollywood; sales rep for Minn., N. D., S. D., Neb. & Ia., Jack Heimann, Minneapolis. Sentinel service parts dept. (R. J. Yeranko, mgr.) has been moved from Evanston to 340 E. Superior St., Ft. Wayne.

Hetpoint Co., expanding its TV operation, appoints these new district mgrs.: Los Angeles territory, Mitchell M. Werwa, ex-Maytag and ex-Crosley-Bendix; Cleveland, F. Gene Abrams, ex-Motorola; Charlotte, Harold B. Avery, ex-Capehart-Farnsworth; Dallas, Horace T. Presley, ex-Graybar; Boston, Paul E. Sullivan, ex-Northeastern Distributors Inc., Zenith & Lewyt; Chicago, Martin J. Toohill, ex-Zenith; Pittsburgh, Jacob L. Miller, ex-Capehart-Farnsworth; Atlanta, Donald F. Johnston, ex-Capehart-Farnsworth & Montgomery Ward; Cincinnati, Wm. H. Geddes, ex-RCA Victor; San Francisco, Bartley C. Furey, ex-Bendix TV & Nash Kelvinator; Kansas City, Herbert E. Delp, ex-CBS-Columbia & Emerson; New York, Harold Murphy, ex-Motorola.

Magnavox promoted David W. Martin this week to mgr. of govt. products div., succeeding Barry Carlton who died in recent Grand Canyon airplane collision.

Anthony L. Conrad, mgr. of RCA Service Co. missile test project, Patrick Air Force Base, Fla., elected v.p.

Topics & Trends of TV Trade: Packed twelve-hour schooldays await 110 "students" from 31 states, Puerto Rico & Canada registered for NARDA's second Institute of Management at Washington's American U next week. Enrolled TV-appliance dealers, distributors & factory personnel will attend 6 days of panel discussions, seminars, evening "bull sessions," in addition to this schedule of lectures:

Aug. 13—New marketing concepts, successful retailing, by Nathan A. Baily, dean of Business School, and other faculty members; "How the Appliance Dealer Can Operate Successfully in the New Market," Laurence Wray, *Electrical Merchandising*; "Changing Distribution Concepts," George C. Webster, management consultant.

Aug. 14—"Making Your Advertising More Effective," Lawrence Dobrow, Larrabee Assoc.; "Electronics & Your Business," Dr. W. R. G. Baker, RETMA pres.; "Effective Salesmanship," Max Fuller, Maytag.

Aug. 15—"Selling Appliances as Gifts," Dr. Leo J. Shapiro, survey researcher; "Imaginative Sales Drives Pay Off," Jack Petterson, Kenyon & Eckhardt.

Aug. 16—"TV Service," Edward H. Griffiths, RCA Service Co.; "White Goods Service," Charles E. Nichols, Amana; "Manufacturer-Dealer Cooperation for Mutual Growth," J. J. Anderson, Westinghouse; "Handling Trade-Ins," Ross Hill, Kelvinator.

Aug. 17—"How to Work With Your Bank," John A. Reilly, Second National Bank, Washington; "Define Your Business Character," Wm. H. Anderson, Frigidaire; "Consumer Credit & Your Business," Joseph A. Cronin, First Pennsylvania Co., Philadelphia.

Aug. 18—Untitled talk by Dan Packard, Management Consultants Inc. (McCann-Erickson); "Getting Along with People," Wm. F. Rodgers Jr., Giant Food Stores; "Color TV," Thomas F. Joyce, Raymond Rosen Co., Philadelphia RCA distributor.

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Multi-million dollar racket in worn-out TV-radio receiving tubes is target of second campaign by Philco, whose distributors are again offering 5¢ to servicemen for each old tube turned in. Last year's smashup of 2,500,000 worthless tubes drove a number of racketeers out of business, says Philco's Ray E. Nugent, accessory div. gen. mgr., who asserts full industry backing can keep 30,000,000 more worn-out tubes from being resold as new.

GE of Mexico landed contract for 250,000 inexpensive AM receivers which Radio Programas de Mexico, 100-station network known as RPM and headed by Emilio Azcaraga, proposed to advertise and distribute at cost (about \$10) through its stations with aim of increasing Mexican radio audience. Country has an estimated 1,000,000 radios and 200,000 TVs in use.

Sprague Electric Co., No. Adams, Mass., is making available on request a replacement guide for printed circuits used in sets made by 95 TV-radio manufacturers; 12-p. booklet is titled *Printed Circuit Replacement Manual*.

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Picture tube sales in first 6 months totaled 5,152,743, valued at \$94,795,945, compared to 4,914,024 at \$94,893,559 in first 6 months of 1955, reports RETMA. Receiving tube sales totaled 227,656,000, worth \$184,856,000, in first 6 months of 1956, as against 226,502,000 at \$168,682,000 in same period year ago. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	892,385	\$17,016,391	40,141,000	\$ 31,314,000
Feb.	898,063	17,136,695	37,754,000	30,756,000
March (5 wk)....	848,055	15,714,365	42,525,000	34,849,000
April	830,902	15,141,461	35,184,000	28,616,000
May	906,732	16,123,625	33,015,000	27,145,000
June (5 wk).....	776,601	13,663,408	39,037,000	32,176,000
TOTAL	5,152,743	\$94,795,945	227,656,000	\$184,856,000

Network Color Schedules
(August 14-26, 1956)

- Aug. 14—NBC: *The Chevy Show*, 8-9 p.m.
- Aug. 15—NBC: *Jaye P. Morgan Show*, 7:30-7:45 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- Aug. 18—NBC: *Tony Bennett Show*, 8-9 p.m.
- Aug. 23—NBC: *Lux Video Theatre*, 10-11 p.m.
- Aug. 25—NBC: *Tony Bennett Show*, 8-9 p.m.
- Aug. 26—NBC: *Zoo Parade*, 5-5:30 p.m.

DuMont reports order received this week from WREX-TV, Rockford, Ill. for Multiscanner color conversion equipment. Following are stations which now have DuMont film-&-slide color equipment: WFMV-TV, Greensboro; WAGA-TV, Atlanta; WFBM-TV, Indianapolis; KXJB-TV, Valley City, N. D.; WISN-TV & WITI-TV, Milwaukee; WFAA-TV, Dallas; KTRK-TV, Houston; WDSU-TV, New Orleans; KDUB-TV, Lubbock; KTLA, Los Angeles; WDBJ-TV, Roanoke; WRVA-TV, Richmond; WABT, Birmingham. WCBS-TV & WABD, New York, and KNXT, Los Angeles, have film-only equipment, while WITI-TV, Milwaukee, also has live Vitascan system.

RCA shipped live studio camera Aug. 10 to KARD-TV, Wichita, 3-V cameras Aug. 7 to WRCV-TV, Philadelphia, and Aug. 10 to KPIX, San Francisco. GPL reports shipment of 3-V camera to WCYB-TV, Bristol, Va., along with first of 3 monochrome camera chains, two 16mm projectors & associated equipment.

Switch to all-color—and higher production budgets—is being contemplated by NBC-TV's alternating *Alcoa Hour* & *Goodyear Playhouse*, Sun. 9-10 p.m. Regular color show—Jack Webb's filmed *Noah's Ark*—is scheduled every Wed. 8:30-9 p.m. on NBC-TV, sponsored by Liggett & Myers, beginning in fall.

New series of hour color films will be produced for *NBC Matinee Theatre*, shooting to begin Sept. 13 at studios of NBC subsidiary California National Productions (formerly Kagran Corp.), Los Angeles.

Licensing of TV-radio servicemen is strictly a local problem, should be handled by each community in accordance with local needs, writes Frank J. Moch, chairman of National Assn. of TV Electronic Service Assns. (NATESA) in July *NATESA Scope*. He bitterly attacks opponents of licensing: "The opponents of licensing per se, operating under a cloak of anonymity, but bearing a fanciful title and allegedly speaking for the 'industry,' are propagandizing against licensing. The alleged members of the group apparently haven't the courage to stand up and be counted . . . They state that adequate laws exist to solve the problems. Can they name cases where present laws were effective in stopping TV service crooks in more than a handful of cases?"

Transistor sales in first half of 1956 totaled 4,758,603, valued at \$13,728,111, according to RETMA—greater than for entire 1955 when 3,646,802 units were sold at \$12,252,741. In first half of last year, 1,260,827 units were sold, valued at \$4,741,958. Total sales for June 1956 were 1,130,756 at \$3,645,293.

NARDA's 1957 *TV Blue Book* is scheduled for publication first week of Sept., with new articles, list prices & current trade-in values of most TV brands & models. Single copy costs \$5 from National Appliance Trade-in Guide Co., 2105 Sherman Ave., Madison, Wis.

Sonora sales v.p. Charles Robbins reported—to meeting last week end of its 54 sales reps from 14 major marketing areas, called to show new line of 14 TV and 27 radio models—that volume during last 12 months was about \$7,500,000, should go to \$10,000,000 in next year.

Financial & Trade Notes: CBS Inc. consolidated net revenues and sales, thanks largely to flourishing TV network and station business and in some part to big upsurge in business of Columbia Records, achieved record half-year high of \$174,274,387 as of June 30—16% ahead of the \$149,995,695 for comparable 1955 period. However, profit declined to \$5,308,990 (71¢ per share) from \$6,327,672 (87¢) in first half of 1955, reflecting operating losses of CBS-Columbia div., now-discontinued TV-radio set manufacturing operation.

"The results," said CBS statement, "are after deducting the operating losses of the CBS-Columbia division for the respective periods. The figures for 1956 also include provisions for estimated expenses and losses expected to be incurred in discontinuing the division (other than losses which might result from the disposal of the division's plant and equipment which is yet to be finalized, and which it is estimated will amount to approximately 9¢ per share). After applicable tax credits, the special provisions for the first 6 months of 1956 approximate \$2,600,000, which is equivalent to 35¢ per share."

At 9¢ per share, with close to 7,500,000 shares outstanding, loss on plant and equipment is estimated at about \$675,000 which may be reflected in report for second half. CBS Inc.'s first quarter net profit was record \$4,462,783 (60¢) on sales of \$88,406,663 vs. \$3,892,677 (53¢) on \$77,776,463 in same 1955 quarter (Vol. 12:28).

Note: Another big firm that also quit TV-radio set manufacture, Raytheon, disclosed in annual report for fiscal year ended May 31, released this week, that it had taken loss of \$829,000 on account of this termination (Vol. 12:20-22) after reduction in Federal income taxes. Final report, as pres. C. F. Adams had reported to board July 12 (Vol. 12:28), showed earnings down to \$1,255,000 (45¢ per share), after the special charge, from \$4,532,000 (\$1.62) in preceding year. Sales were \$175,490,000, down from \$182,505,000. However, backlog of unfilled govt. orders was \$160,000,000 vs. \$96,000,000, working capital up to \$39,961,000 from \$32,533,000, while long-term debt went up to \$15,000,000 from \$6,384,000.

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Admiral's consolidated sales for 6 months ended June 30 totaled \$85,834,325—9% down from the \$94,018,923 of same 1955 period—while net earnings after taxes were \$1,748,055 (74¢ per share) vs. \$1,946,192 (82¢). Pre-tax profits were up—\$3,371,334 vs. \$2,845,413. Second quarter sales were \$37,170,366, net profit \$437,719 vs. \$43,984,527 & \$708,016 in same 1955 period. Exec. v.p. John Huarisa pointed out Admiral did not introduce 1957 lines until June 28, whereas they came out earlier last year, so that results will be reflected in third quarter.

Aerovox Corp. reports first half net loss of \$35,378 vs. net profit of \$320,000 (36¢ a share) in same 1955 period; first half sales increased to \$13,090,000 from \$12,462,000. In letter to stockholders Aug. 3, pres. W. Myron Owen blamed loss on "extreme price competition" during 1955's second half, higher raw material & labor costs, but he stated firm's financial position "remains strong," foresaw "somewhat better" second half.

Dividends: CBS "A" & "B," 20¢ payable Sept. 7 to stockholders of record Aug. 24; Erie Resistor Co., 20¢ Sept. 15 to holders Sept. 1; Tung-Sol, 30¢ Sept. 4 to holders Aug. 15; Canadian Westinghouse, 25¢ Oct. 1 to holders Sept. 14; Paramount Pictures, 50¢ Sept. 14 to holders Sept. 4; Telechrome, 6¼¢ Sept. 17 to holders Sept. 4; Canadian GE, \$2 Oct. 1 to holders Sept. 15; Magnavox, 37½¢ Oct. 15 to holders Sept. 24.

Fitel-McCullough Inc. reports \$817,168 net income (\$1.09 per share) on sales of \$6,709,661 in 6 months to June 30 vs. \$356,321 (48¢) on \$4,652,035 in same 1955 period.

Officers' & directors' stock transactions reported by SEC for June: American Broadcasting-Paramount Theatres—John Balaban sold 200 shares, holds 7300; James L. Brown sold 400, holds 1100. Columbia Pictures—Harry Cohn bought 600, gave 451 as gift, acquired 4484 through stock split, holds 183,860. General Electric—Fred J. Borch bought 690, holds 997; William Rogers Herod bought 1138, holds 8006; Roy W. Johnson exercised option to buy 2300, holds 9026; Ray H. Luebbe bought 1070, holds 4320; Harold A. Olson bought 297, holds 2010; Robert Paxton bought 9675, holds 17,277; Harold F. Smiddy exercised option to buy 1875, holds 5625; Arthur F. Vinson bought 1185, holds 4892. Hazeltine—James F. Harrigan bought 100, holds 211. International Resistance—Oliver J. Greenway bought 1000, holds 9650. Magnavox—John A. Rankin exercised option to buy 1102, holds 1102; J. S. Sturgeon exercised option to buy 1102, holds 1120; Richard A. Wilson exercised option to buy 2756, holds 2976. Motorola—Paul V. Galvin sold 300, holds 99,453 personally, 186,696 in trust; Robert W. Galvin sold 300, holds 154,757 personally, 186,696 in trust; Edward R. Taylor bought 600, holds 3060; E. P. Vanderwicken bought 200, holds 500. National Telefilm Associates—Ely A. Landau, for members of family, bought 517; holds 80,450 personally. Philco—William Balderston bought 300, holds 5263; Larry E. Gubb sold 4400, holds 10,948; Henry T. Paiste Jr. sold 271, holds 8416. Raytheon—Harold C. Mattes exercised option to buy 11,550, holds 18,877. Sylvania—Leon C. Guest Jr. bought 300, holds 461; W. Benton Harrison bought 495, holds 828; A. L. B. Richardson bought 300, holds 610. Webcor—Titus Haffa sold 400, holds 33,275.

Wilcox-Gay Corp., which went through Chapter X proceedings last year, reports 1955 consolidated net loss of \$351,835 for itself and wholly-owned operating subsidiaries Garod (now out of TV-radio and engaged only in defense contracts) and Majestic (now handling sales of foreign-made [Grundig] radios, phonos & recorders). This compares with \$2,571,455 consolidated loss in 1954, when auditors wrote down TV-radio inventories to salvage or liquidating value. Net 1955 sales were \$7,439,191 vs. \$13,800,892 in 1954, with gross profit of \$487,171 on goods sold vs. gross loss of \$574,099 in 1954. Board chairman Leonard Ashbach, in report to stockholders released this week, said new operating plan confirmed by Court settled all claims of general unsecured creditors at 50% of face amount, payable from Jan. 20, 1955 over 5 years at rate of 2½% quarter-annually. He added that because consolidated operating loss carry-forward totals about \$3,000,000, future profits will be exempt from Federal income taxes to this extent for next few years. Current production is largely recording devices (Recordio), TV-radio production having been suspended by the Court with Brooklyn plant shut down and all operations now centered in Charlotte, Mich. Concluded Ashbach: "With the Court proceedings now behind us, your chairman is confident that the future will result in rehabilitation & progress."

Crowell-Collier Publishing Co. reports net loss of \$1,349,556 on revenues of \$35,973,547 for 6 months ended June 30, as against profit of \$138,405 on \$34,225,000 for same 1955 period. Firm now seeking to go into TV-radio (Vol. 12:21-22) attributed losses to now-discontinued *American Magazine* and 9% decline in advertising income, and spokesman stated it will also run "slightly in the red" for rest of year. Note: *Variety* this week indicated NBC chairman Sylvester (Pat) Weaver had been offered job of head of Crowell-Collier's projected TV-radio group, and quoted him as stating: "Today marks my 7th year with NBC and despite the recurring rumors [of resignation] I am tied to NBC by contract and will continue with the network."

ROUGH GOING FOR MOVIES: The *Magazine of Wall Street* takes a dim view of movie stocks, observing in Aug. 4 issue: "We are unable to see a case for holding—much less buying—stocks of the motion-picture producers. Whatever the reasons (including TV, and the lack of enough 'hit' pictures) theatre attendance is far under older peak levels, and seems headed for a lower total this year than last. Foreign earnings, which are very important to most producers, appear to be leveling off as TV gets a wider and wider audience in a number of countries; and they could show some later shrinkage."

This came at just about the time President Eisenhower was signing bill exempting movie admissions up to 90¢ from the 10% Federal excise tax after Sept. 1, hailed by MPA president Eric Johnston as "of vital economic importance to all elements of the industry and particularly to many thousands of smaller theatre owners whose principal competition comes from tax free media"—(obviously meaning TV). It's estimated in film trade that the saving, which apparently won't be passed on to ticket buyers, will add \$51,800,000 to the industry's annual income, of which \$35,400,000 will remain with theatres, \$16,400,000 going to distributors.

TV columnist Mandel Herbstman, in Aug. 7 *Film Daily*, lashed back at *Magazine of Wall Street*: "This is a type of cliché thinking that does little credit to the intelligence. Last week it was estimated that a theatre-going upsurge brought attendance to a figure as high as 85,000,000." He also quoted AB-PT pres. Leonard H. Goldenson as scoffing at talk of destructive rivalry between TV and the motion picture industry and as stating "each industry has a vitality of its own and will stand on its feet."

But we'll be hearing lots more on the subject and reading many more reports and analyses. Meanwhile, in

Annual stockholders census by *Forbes Magazine* (Aug. 1) shows AT&T ranking first in number of stockholders at end of 1955, GE third, RCA 11th, Westinghouse 23rd among U. S. firms. Number of stockholders in electrical equipment & electronics category rose 10% from 1954. Here are total 1955 stockholders in companies most prominent in communications, electrical equipment & electronics (% increase from 1954 in parentheses): AT&T, 1,408,851 (7.8%); Admiral, 7845 (44.9); GE, 347,844 (17.9); CBS, 17,919 (17.3); Motorola, 4434 (1.2); Philco, 19,396 (3.3); Raytheon, 11,974 (32.1); Sylvania, 30,923 (6.5); Westinghouse, 119,086 (7.2). Fewer stockholders were shown for Avco, 58,212 (5.3% drop); DuMont Laboratories, 9775 (19.5); RCA, 170,122 (1.4); Zenith, 4329 (5.1).

Second quarter earnings of 7 TV-radio set makers dropped 26.2% from the same 1955 period—to \$9,605,000 in 1956 from \$13,022,000 last year, according to "corporate report card" in Aug. 6 *Wall Street Journal*. Earnings of 10 electrical equipment producers, down to \$74,158,000 from \$80,379,000 in 1955, were off 7.7%. Profits compare unfavorably with total earnings of 551 corporations in all lines, off only .8%, as shown in the "report card." Newspaper predicts TV-radio & electrical equipment makers may do better next quarter, while U. S. corporate earnings as a whole will show little gain—if any.

M. Robert Rogers, ex-pres., WGMS, Washington, now on leave as consultant to station's new owner, RKO Tele-radio Pictures, is serving as exec. director of newly formed Committee of Arts & Sciences for Eisenhower. Group proposes to raise \$100,000 for its campaign, which includes big all-star TV-radio show in Oct.

Indiana Steel Products Co. reports net income of \$400,277 (\$1.39 per share) for first 6 months, up from \$353,525 (\$1.24) in same 1955 period. Second quarter earnings were \$191,950 (67¢) vs. \$157,784 (55¢).

the wake of recent downgrade reports on earnings of Loew's, Stanley Warner Theatres, National Theatres, Technicolor (Vol. 12:28, 29, 31), these were released this week:

Paramount Pictures reports earnings of \$5,001,000 (\$2.40 per share) for 6 months ended June 30; this includes \$1.26 per share profit on sale of film shorts & cartoons for TV use. Revenue figure wasn't reported, but income compares with \$5,165,000 (\$2.36) for same 1955 period. Second quarter profit was \$3,279,000 (\$1.57, of which \$1.12 came from sale of film shorts & cartoons) vs. \$2,307,000 (\$1.05) in same 1955 quarter.

Warner Bros. for 9 months ended May 26 shows consolidated net profit of \$2,165,000 (87¢ a share) on sales of \$54,225,000, compared with \$3,312,000 (\$1.33) on sales of \$53,080,000 in comparable period year ago. The 1956 income does not include special credit of \$3,000,000 representing reversal of reserve for contingent liabilities no longer required. Report showed \$5,000,000 was paid in cash during the 9-mo. period toward the \$16,000,000 sale of its backlog of pictures to PRM Inc.; remainder is payable over 3 years, proceeds being treated as capital gain.

Decca Records reports earnings of \$1,536,521 (96¢ a share) for 6 months ended June 30; this includes its share of undistributed earnings of subsidiary Universal Pictures Co., and compared with earnings of \$1,610,691 (\$1) in 1955 period.

List Industries Corp., formerly RKO Theatres Corp., reports net income of \$317,471 (40½¢ per share) for first half of 1956 vs. \$804,757 (25¢) in same 1955 period which included \$205,000 in non-recurring items.

Walt Disney Productions, which pulled itself out of fiscal doldrums when it tied up with ABC-TV for *Disneyland*, etc. (Aug. 10 over-the-counter quotations, 47 bid, 51 asked), plans 2-for-1 split of its 652,840 shares of common.

Tele-Dynamics Inc. is new name for Raymond Rosen Engineering Products Inc., subsidiary of RCA Philadelphia distributor Raymond Rosen & Co.; pres. Edward E. Lewis explains new name better describes scope of activities, notably in telemetry as it applies to automatic transmission of information from rockets, guided missiles & airplanes in flight on which it recently got new \$1,800,000 Air Force contract. Firm also leases and maintains radio equipment used by Yellow Cab companies in Philadelphia & Baltimore, among others, has more than 350 lease accounts using some 2000 mobile radio units and about 350 fixed transmitting & receiving stations.

TV sets sold to Canadian dealers by distributors totaled 216,196 in first 6 months, compared to 245,917 in first 6 months of 1955, reports RETMA of Canada. Montreal led in half-year sales to dealers, with 40,182; Toronto second, 34,102; other Ontario, 21,401; British Columbia, 16,782; Alberta, 15,247; Quebec City, 13,883; Manitoba, 13,220; Ottawa & eastern Ontario, 13,191; Nova Scotia, 10,814; Hamilton-Niagara, 10,392; New Brunswick & Prince Edward Island, 7302; Saskatchewan, 6356; Windsor, 6118; other Quebec, 4065; Newfoundland, 3141.

Cure for "venetian blind" co-channel interference is Jerrold Electronic's claim for its first consumer product, a high "Q" filter labeled "Line-Out" and listing at \$15.95. It attaches to back of set, plugs into picture tube socket.

Sylvania radio tube div. announces 4 new 9-pin miniature tubes for use in black-&-white and color TVs. General purpose multi-unit tubes have controlled heater warmup time for service in series heater string receivers.

All Hoffman TVs, radios & phonos made since 1948 are covered in new 200-p. service guide available from Hoffman distributors at \$3.

Hearings on Federal excise tax policy have been scheduled by House excise tax subcommittee headed by Rep. Forand (D-R.I.) beginning Nov. 26, 1956.

Network Television Billings

June 1956 and January-June 1956

(For May report see *Television Digest*, Vol. 12:26)

FIRST-HALF TV NETWORK billings of \$234,510,312 ran more than \$37,000,000 ahead of same 1955 period, according to June report of Publishers Information Bureau released this week. It shows all 3 networks down somewhat in June from May, but substantially ahead of June 1955—and it still looks like combined networks will exceed \$500,000,000 for whole of 1956 as compared with about \$407,000,000 for 1955 (Vol. 12:6). CBS continues to lead, though its June gain of 14.1% now compares with an NBC gain of 15.9% over same month year ago. ABC continues third, but ran 72.8% ahead of June 1955. The complete PIB June report:

NETWORK TELEVISION						
	June 1956	June 1955	% Change	Jan.-June 1956	Jan.-June 1955	% Change
CBS	\$17,935,789	\$15,724,184	+14.1	\$106,499,425	\$ 93,691,841	+13.7
NBC	14,186,929	12,238,694	+15.9	89,529,732	78,810,743	+13.6
ABC	6,119,917	3,542,304	+72.8	38,481,155	21,768,605	+76.8
DuMont*	---	218,845	---	---	2,904,680	---
Total	\$38,242,635	\$31,724,027	+20.5	\$234,510,312	\$197,175,869	+18.9

1956 NETWORK TELEVISION TOTALS BY MONTHS				
	ABC	CBS	NBC	Total
Jan.	\$ 6,382,046	\$17,820,455	\$14,695,116	\$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,132	17,935,789	14,186,929	38,242,635
Total	\$38,481,155	\$106,499,429	\$89,529,732	\$234,510,312

* Effective Sept. 15, 1955, DuMont changed from a national network to a local operation.

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 snorkel" is new curbside remote-controlled banking unit, unveiled this week by Mosler Safe Co. at Bridgeport (Conn.) Mechanics & Farmers Savings Bank. It works this way: Customer drives up to unit, about size of package mailbox, and pushes button. He sees teller's face on TV screen; small door opens at front of unit and customer places his deposit in cylinder and money passes through pneumatic tube to teller's desk 100 ft. away on banking floor. Teller, who can see customer on his TV screen, sends passbook back through pneumatic tube. New unit is electronic adaptation of Mosler's "snorkels" which previously have used mirrors to throw teller's reflection up to street level from office below sidewalk.

New closed-circuit TV converter which changes fast-scan to slow-scan TV has been developed by GE. Developmental system makes it possible to use same camera and closed-circuit system for regular 30-frame-per-second images and for non-moving pictures scanned once every 4 or 5 seconds. Slow-scan TV is economical over long distances, since it requires only modified telephone lines instead of coaxial cable or microwave.

Giant TV screens, fed eventually from world-wide live educational network as well as from locally-originated color video tape, will be as common as desks in future schoolrooms, U of Colo. Prof. Robert DeKieffer told annual Texas Tech summer audio-visual workshop at Lubbock. He predicted school TV will be used in all grades from elementary school to college.

Navy helicopter-borne TV stations may help control amphibious landings, reports Philco after testing new airborne uhf TV system at 500 to 2500-ft. altitudes. Developed for Bureau of Ships, system is said to transmit clear picture to ship or shore over line-of-sight distances of 50 miles or more.

TV keeps 'em down at the base: Personnel at Air Force bases in the Philippines and Okinawa prefer viewing kinescopes of American network shows to off-base passes, commanders report, noting definite increase in number of men staying on post during off-duty hours. A 25-35% drop in venereal disease rate, along with informal complaints of declining business from owners of "establishments of questionable character," is attributed to attraction of 2100 TV receivers in the 2 areas. Base theatre attendance has also correspondingly declined. Limited-range AF-operated TV stations at the 2 bases are on the air 5-7 hours nightly, offering unabridged stateside programs contributed by networks, sponsors and agencies—together with some live programming. The 21 operating stations of Armed Forces TV Service, headed by Lt. Col. Mel Williamson, onetime Chicago & Los Angeles agency executive, are listed in our Fall-Winter *Television Factbook*. Note: Michigan State U's WKAR-TV has started production on two 20-program series of film lectures covering 2 semesters of high school-level American history, designed for transmission over the AFTS stations, and for armed forces group study; series is supervised by Dr. Charles J. McIntyre, educational TV chief for Office of Armed Forces Information & Education. Series on science is also in production at Penn State and on government at U of Wisconsin.

Two applications for stations and one for translator were filed with FCC this week. Seeking Ch. 10 in Elko, Nev. is Donald Reynolds, operator of KFSA-TV, Ft. Smith, Ark. (Ch. 22); KOLO-TV, Reno (Ch. 8), and KLRJ-TV, Henderson, Nev. (Ch. 2), and publisher of newspapers in Ark., Nev. and Okla. Sen. Robert S. Kerr's Peoria, Ill. uhf WEEK-TV (Ch. 43) filed for Ch. 35 satellite in La Salle, Ill. Translator application was from druggist Estel L. Stovall, Maupin, Ore., for Ch. 70 to rebroadcast programs of KOIN-TV, Portland, Ore. (Ch. 6). Total now stands at 120 (24 uhf) applications for stations, 11 for translators. [For details, see *TV Addenda 23-E* herewith.]

Raytheon's part in Australian TV, as announced in Aug. 9 release: Seven complete 1-watt microwave relay units are being delivered for remotes from Australian Olympic games. More than 5000 Raytheon 17-in. picture tubes have been shipped to Electronic Industries Imports Pty. Ltd., Melbourne, for use in Australian-built TV sets. TV receivers will also be produced by Raytheon licensee Ferris Bros. Pty. Ltd., Sydney.

First Australian TV transmissions went on air July 13 when Sydney's TCN (Frank Packer newspapers) televised test patterns and slides, followed early this month with test transmission of films. Station is due to begin programming in Sept., and all 6 of Australia's authorized TVs are scheduled to be on air in time for Nov. Olympic Games.

Free Europe Committee, which operates Radio Free Europe in Munich, Free Europe Press and other independent propaganda activities designed to pierce Iron Curtain, has elected Lt. Gen. Willis D. Crittenger, USA ret., as its new pres., effective Oct. 1, succeeding Whitney H. Shepardson, retiring.

Pioneer radio WFPG, Atlantic City (250-watts, 1450 kc, CBS) is being sold for \$150,000 to Jerome Sill, who formerly owned 66% of CP for WAGE-TV (now WDMJ-TV), Marquette, Mich. (Ch. 6) and 21% of radio WMIL, Milwaukee.

Consulting engineer William E. Benns Jr. filed application with FCC this week for AM station (1-kw D, 740 kc) at Ampt Hill, Va., 7 miles south of Richmond.

British Govt. turned down request from commercial Independent TV Authority for grant of \$2,100,000 for production of cultural programs.

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — August 18, 1956

SHORTER PICTURE TUBES now due for 1957 production, making possible slimmer TV cabinets, smaller and lighter weight portables (p. 1).

MGM AIMS AT TV DOMINANCE, buying 25% of Los Angeles' KTTV for \$1,600,000, leasing it 725-feature backlog, setting pattern for other deals (p. 2).

BIGGEST CLOSED-CIRCUIT SCHOOL TV project gets under way as Hagerstown teacher workshop ends and RETMA hastens equipment to Washington County, Md. (p. 3).

CONVENTION TV COVERAGE mature and smooth, stressing full arrival of "electronic journalism." Press moving over to make room (p. 4).

TV SET PRICES GOING UP—but not on portables which are fast becoming dominant. RCA, Admiral, Philco, Emerson definitely up, others expect to follow (p. 7).

TV SPOT EXPENDITURES grossed \$105,584,000 in second quarter, presaging \$328,000,000 net year. Top buyers, agencies, product categories listed (p. 5).

EL PASO'S THIRD STATION starts. WTVW, Evansville, poised to begin when FCC grants STA. Montrose, Colo. satellite awaits last-minute equipment (p. 6).

HOPE IN UHF RESEARCH expressed by FCC Chairman McConaughy in W. Va. speech. FCC's Broadcast Bureau urges unfreezing of vhf CPs (p. 6).

SHORT TUBE, SLIM SETS DUE NEXT YEAR: Backed enthusiastically by tube-making giants RCA & GE, the new short picture tube -- with strong implications for further portability and better cabinet design -- will be in production by the turn of the year.

After several false starts, standardization and production problems are now virtually licked, sampling of customers has begun and TV set design could be in for its biggest metamorphosis since the end of the race to bigger tube sizes.

Secret of the shorter picture tube is wider deflection angle -- 110 degrees, as opposed to 90 degrees on most modern tubes (Vol. 11:45,51 & Vol.12:3,6,12). In addition, new non-ion-trap electron guns have been designed which can shorten the tube even further -- to point where it is now possible to produce a 21-in. set whose depth is much less than its width. Up to 5 inches can be hacked from the length of 21-in. size by using new narrow-necked tube with wide-angle deflection.

In a spot survey of half-dozen TV tube makers, we found all willing to predict new tube could be produced in fourth quarter of this year or by first quarter of next -- but there was no unanimity as to whether it would "catch on."

With RCA & GE pushing the short tube, most tube makers believe rest of the industry will have to give it a competitive whirl. But some are reluctant to tool for the new item without heavy advance customer interest. Much of set makers' hesitancy undoubtedly is due to fact that new tube will cost \$2 more than standard 90-degree tube, that deflection components probably will be more expensive at outset, and that it will require receiver chassis redesign.

"Are we being carried away by hysteria, like we were with the 24 & 27-in. tubes?", one tube manufacturer asked -- but then he quickly added: "We're getting ready for it. If our customers want short tubes, we'll give them short tubes."

Higher cost of tube is minimized by those companies pushing the short tubes. Said one high official: "When you make 'em by the millions, price comes down. And the smaller and more compact you make a set, the more you'll sell. When you can fit a 21-in. set into a cranny or corner or small room, or when a 24-in. set is small enough to fit through the door of an apartment, more people will buy more of them."

Corning and Kimble, biggest glass bulb makers, are ready to supply glass envelopes for the new tubes whenever industry is ready. The bulbs and tubes are due to be available first in 21-in. size, then 14 & 17-in., followed by 24-in.

New tube's significance in trend to portability can't be overlooked, for its design will cut down weight as well as tube length. Corning has designed new thin

glass faceplate said to reduce weight of tube by about 18%. In 14-in. size, weight will be cut from 8½ to 6½ lb. -- exclusive of weight saved by smaller cabinet. The 17-in. tube will drop from current 14 to 10.3 lb., 21-in. from 25 to 20 lb.

Length of tube will vary according to how short each tube maker can cut the neck by using shorter guns, etc. National Video Corp., which calls itself biggest independent picture tube maker, claims it has been able to chop the new tubes one inch shorter than anybody else. In its 110-degree line -- to be sampled to industry in Sept. -- these are the lengths: 21-in. tube, 14½ inches vs. 19 for conventional 90-degree tube; 17-in., 12½ vs. 15%; 14-in., 11¼ vs. 14 13/16.

GE v.p. W.R.G. Baker, pres. of RETMA, predicted at NARDA Institute of Management for appliance & TV dealers in Washington that new tubes "will come into extensive use next year," and he observed: "They could make a 14-in. set 25% shorter."

Next year's TV sets will almost certainly be offered in both styles -- the familiar bulky models and the new slim models at a premium price. And, again, the consumer will make the decision. If TV's new look meets public acceptance, tube and set makers will be prepared for complete switchover.

MGM's PATTERN IN DRIVE FOR TV FOOTHOLD: World's biggest movie maker, Loew's Inc. has bought into its first TV station -- and as concrete evidence of its determination to become "an important if not the most important creative force in TV," it indicated this week that several other big-market station deals were on the fire.

Less than 2 months after formal announcement of the end of its long isolation from TV (Vol. 12:25), MGM's parent organization disclosed the purchase of 25% of Los Angeles independent KTTV from owner Times Mirror Co., controlled by wealthy Chandler family and publisher of Los Angeles Times & Los Angeles Mirror. Purchase price was not announced, but was said to be about \$1,600,000. Pre-freeze station, onetime CBS Hollywood key and possessing one of biggest production plants there, an old film studio, has operated in black for last 2 of its 7½ years.

Announced separately was an even bigger deal -- 7-year lease to KTTV of 725 pre-1949 MGM features for more than \$4,000,000 -- by far the highest price ever paid by a single station for a movie library.

Similar station ownership and film-lease deals "are under direct negotiation now in 2 other important cities," MGM TV v.p. Charles C. (Bud) Barry told us, indicating KTTV deal will set pattern for movie maker's plunge into station ownership.

Among stations with which MGM reportedly has been dickering is WATV, Newark-New York, which denied it is interested in selling in whole or part (Vol. 12:27).

MGM will enter active management of KTTV or any other station in which it buys part interest, according to Barry -- providing program service and showmanship counsel based on its long experience in movie field. Loew's Inc. will probably be represented on KTTV board, and best guess is that Barry will be the board member.

Loew's Inc. thus is third movie producer with interest in TV stations -- the others being Paramount, owner of independent KTLA, Los Angeles, and stockholder in DuMont Broadcasting Co. (and once a large CBS stockholder); RKO, which went into the TV station business through its purchase by General Teleradio. Warner Bros. once owned Hollywood independent KLAC-TV (now KCOP). Another movie firm now deeply in telecasting is theatre-owning American Broadcasting-Paramount Theatres.

* * * *

Ready to listen to anybody's propositions for its treasure-trove of 725-750 features (final number to depend on clearance problems), MGM lists several ways in which it may be willing to lease its products to stations: (1) "Exclusive MGM affiliation agreement" -- straight library deal aimed at big-market stations. (2) Package deals involving 26 or 52 features, mainly for smaller-market outlets. (3) "MGM Playhouse of Family Favorites," series comprising such groups of features as Andy Hardy, Dr. Kildare and Maisie pictures. (4) Premium-priced "color package" of about 50 Technicolor features (other MGM packages won't be licensed for color TV showing).

CBS negotiations for MGM library for its o-&o stations are still "alive," Loew's officials say -- though network's Los Angeles outlet KNXT can't be included in any deal now. Before KTTV announcement, trade reports had MGM-CBS deal near, in-

volving \$13,000,000 for the films for the 4 o-&-o's. For network color showing, CBS had previously bought rights to MGM's Wizard of Oz.

As to MGM's other TV plans, these are answers we get from Loew's topkicks: (1) Film network? "Possibly." (2) Live programming? "Maybe later, but we have to walk before we can run." (3) TV film syndication? "Probably." (4) TV film production? "At least 2 and probably 3 series will be ready for fall 1957 release." One of these will be Goodbye Mr. Chips, based on book & movie, filmed in London.

Note: Next huge batch of features to be opened up to TV will be 758-film 20th Century-Fox pre-1948 backlog, now on the block for a reported \$35,000,000. A package of 52 Fox features has been on market for some time, handled by NTA.

BIGGEST SCHOOL TV PROJECT UNDER WAY: Backed by Ford Foundation and TV industry, the big 5-year closed-circuit TV education project in Washington County, Md. has now gotten off the ground -- and, in 3 weeks, learning-by-TV will become a regular part of the lives of some 6000 Hagerstown pupils (Vol. 12:25-26).

We visited one of the final sessions of 6-week TV teacher training workshop at Hagerstown this week -- where more than 50 local teachers, supervisors and school principals are formulating and testing TV teaching policies and techniques under highly regarded Supt. of Schools Wm. M. Brish. During the 6-week period, workshop has played host to visiting experts from virtually every educational TV station and TV-equipped institution in the country.

We observed a 30-min. lesson in fourth grade social studies on the 21-in. screen, taught by a local teacher using pictures, maps and other visual aids whose impact would have been lost in conventional classroom instruction to all except first 2 rows of seats. Even in the large hot & crowded room, as we watched the TV tube, we experienced the same rapport with teacher, the same almost-compulsive concentration that has mystified educators wherever TV teaching has been employed.

Following each TV teaching session, workshop participants held discussion sessions analyzing techniques used, making suggestions for improvement, etc.

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Though industry is committed to deliver 9 camera chains, plus film chain, associated studio equipment and 271 receivers for project's first year, summer TV workshop operated under extreme equipment handicap. Its total gear (most of which arrived after midsummer) consists of 2 tiny industrial vidicon cameras without viewfinders (only one can be used at a time), one monitor, movie projector, 4 TV sets.

To RETMA's school committee under GE's Ralph Yeandle fell the monumental job of getting equipment contributions from industry and coordinating their delivery. Though only 3 weeks remain until opening of school, committee is now confident it can have 3 cameras and 100 receivers in Hagerstown by Sept. 9 -- most manufacturers having been convinced of the significance of the project not only as public service but as pioneering exploration of vast new potential for TV equipment.

Job of connecting 8 schools, art museum and public library by cable has been virtually completed by Bell Telephone Co. Provision is being made for 3 channels initially, 5 eventually, with all programming originating from 3 studios at Board of Education headquarters during first year.

Only outside professional now employed by the school system for TV project is John Brugger, ex-chief engineer of U of Illinois' WILL-TV, Champaign (Ch. 12).

School authorities have evolved tentative formula of one 21-in. receiver for each 15 children, and during first year virtually every pupil in the 8 schools will have one TV class a day. But none will take more than one subject by TV.

These courses will feature TV instruction during first semester: 12th grade English, 11th grade U.S. history, 10th grade math, 9th grade science, 6th grade science, 5th grade arithmetic, 4th grade social studies, 1st thru 6th grade art, 4th thru 6th grade music, 1st thru 3rd grade reading-&-number readiness. In all classes, classroom curricula in televised subjects will be built around TV lessons.

TV teaching will be extended to 23 Hagerstown schools encompassing 12,210 pupils by Sept. 1957, and to all of county's 47 schools, totaling 18,000, by Sept. 1958 -- accompanied by increase in number of subjects and hours of TV teaching.

ELECTRONIC JOURNALISM SCORES: The "Gutenberg boys" or "ink journalists"—as they're now sometimes called—had to move over and make ample room for TV at this week's Democratic convention in Chicago, and will have to do so again at GOP convention in San Francisco next week.

TV's dominance over printed word as a medium for covering major events of uncertain progress or outcome was most vividly demonstrated, as upwards of 100,000,000 watched at least some portion of convention.

Though pre-convention buildup by ABC, CBS & NBC seemed to put too much stress on bigness and electronic gadgetry—emphasizing the huge staffs, tons of equipment, portable cameras, etc.—fact is that most of it worked remarkably well. Furthermore, in contrast with previous TV convention coverage, both public and sponsors seemed satisfied with the relatively unobtrusive commercials.

Though journalists have long acknowledged TV's speed, it's been commonplace to say that public must look to press for basic background. But with networks' stables of experienced analysts, that notion has faded—and there was noticeable absence this time of reliance on "big names" from ranks of printed media.

Acknowledging TV's impact, Aug. 20 *Time Magazine* noted that while TV beats press on major new breaks, at same time it serves "as a commercial for the printed word" because it whets reader interest in conventions. It quotes UP gen. news mgr. Earl Johnson: "After almost every convention, you can put your finger on one development that foretold the final result. The development can be weeks before the delegates assemble or in an obscure room during convention week. Almost never does it happen before the TV cameras. The key to good convention coverage is to move in early with an experienced staff and canvass scores of sources day and night." It should be noted, however, that TV rivaled press at that technique during convention.

Frank recognition that their readers were watching TV was apparent in most newspapers' coverage, with many reporters leaning toward the predictive and analytical.

Power and prestige of TV were never more clearly emphasized than on night of Aug. 16, after Stevenson won nomination, when Kefauver & Harriman showed great

eagerness and willingness to get before cameras and give their reactions. Impact of TV was seen in other ways:

(1) Democratic national chairman Paul Butler was quick to anger, publicly expressed on TV, at CBS's decision not to carry all of film extolling record of Democratic Party—something he'd scarcely do if a major publication made comparable decision. However, CBS pres. Frank Stanton's prompt defense of staff's right to exercise free news judgment was seconded almost unanimously by other networks and by the press.

(2) Streamlining of convention was attributable directly to TV. Nominating speeches were limited strictly to 15 min., seconding speeches to 5 min. each, demonstrations to 20 min.

* * * *

Though much dull "fat" was cut from convention because of TV, networks nevertheless were hard put at times to keep the air lively. Thus, there was tendency to make bigger "production" out of the fight over civil rights plank than actually ensued. And TV newsmen were inclined to push interviewees for exciting statements and to keep them on-camera after they could only repeat themselves, sometimes awkwardly. Still and all, coverage was kept remarkably trim over a very long period.

Success of coverage was attributable in no small part to convention manager J. Leonard Reinsch, topkick of Cox Stations, who was often in camera's eye behind speakers on rostrum. Also frequently in sight was Teleprompter chairman-pres. Irving Kahn, whose engineering v.p. Hubert J. Schlafly designed new rostrum facilities, including elevator-type platform for speakers.

The damn-the-cost spirit of public service and keen competition among networks and stations is what did the trick. They've recruited and trained a remarkable corps of newsmen, led by skilled, urbane and quick-thinking anchor men—ABC's John Daly, CBS's Walter Cronkite, NBC's Chet Huntley.

Though complaints of "too much" are heard in many homes, particularly those with disappointed young children whose favorite shows were preempted, the challenge of convention coverage is so great that networks undoubtedly will go all-out every 4 years as long as they can afford it.

Personal Notes: Owen F. Uridge, onetime v.p.-gen. mgr. of WJR, Detroit, recently mgr. of *Miami Herald's* WIOD, becomes mgr. of radio WCKR, Miami, under same ownership as Biscayne TV Corp.'s new WCKT (Ch. 7), headed by Niles Trammell; he's 5% stockholder in Biscayne. L. L. (Duke) Zimmerman joins him as sales mgr., Gene Rider as chief engineer . . . Wm. R. Brazzil, recently with NBC network sales, ex-sales mgr. of KSTP-TV, St. Paul, on Aug. 20 becomes national sales director of WTVJ, Miami . . . Tom F. Flanagan, ex-managing director, Station Representatives Assn., has become associated with Harry W. Alexander, 220 Madison Ave., N. Y. business broker and consultant handling some TV-radio deals . . . Eugene A. Roth, pres. of KONO, San Antonio, recent grantee of Ch. 12 there, seriously injured in auto accident last week . . . FCC Comr. John C. Doerfer to attend Coast Guard rescue exercise in Hawaii, Aug. 22-23, as second alternate defense commissioner . . . Robert A. Forrest resigns as program mgr., WCAU-TV, Philadelphia, as of Sept. 1 . . . Warren Nelson promoted to Chicago TV sales mgr. of George P. Hollingbery Co., succeeding Art Curtis, resigned to join Peters, Griffin, Woodward Sept. 1 . . . Brad Simpson promoted to MBS director of programming, succeeding Robert A. Monroe, resigned . . . Donn E. Winther promoted to promotion mgr., Bruce E. Flaherty to asst. program director, WNBC-TV & WNBC, Binghamton, N. Y. . . Jack Docherty, ex-CBWT-TV, Winnipeg, joined CHCT-TV, Calgary, after summer stint as supervising

technician, ABC of Australia . . . Wm. Martin, ex-CBS, recently production mgr. of Ken Murray TV film series, then asst. to Edgar Bergen, named talent director, KTLA, Los Angeles . . . Robert Brahm, ex-General Artists & Screen Gems, named Gross-Krasne v.p. in charge of N. Y. office; Irving Field, ex-Guild Films, appointed western div. v.p., and Mel Schlank promoted to v.p., Los Angeles . . . Clayton E. Bond, ex-20th Century Fox TV, appointed sales v.p. of Tack Lowndes' Animatic Productions Ltd., N. Y. . . . Ray Wild, MCA-TV v.p., named field sales mgr., film syndication div., reporting to Wynn Nathan, sales v.p. who will now spend less time on west coast, more in N. Y. . . . Joe Cates, producer-director of CBS-TV's \$64,000 *Question* and \$64,000 *Challenge*, resigns to join NBC-TV under long-term contract.

NARTB regional meetings start Sept. 17-18 at Minneapolis' Hotel Nicollet, with FCC Comr. Craven first of the 7 commissioners due to participate with pres. Harold Fellows and headquarters specialists at one or the other meetings. Remainder of schedule: Salt Lake City, Sept. 20-21, Hotel Utah, Chairman McConnaughey; San Francisco, Sept. 24-25, St. Francis, Comr. Hyde; Oklahoma City, Sept. 27-28, Oklahoma Biltmore, Comr. Lee; Washington, Oct. 11-12, Shoreham, commissioner undesignated; Boston, Oct. 15-16, Somerset, Comr. Mack; Indianapolis, Oct. 18-19, Sheraton Lincoln, Comr. Bartley; Birmingham, Oct. 25-26, Dinkler-Tutwiler, Comr. Doerfer.

Network Accounts: Maybe TV does sell cars, after all. At least the auto makers seem to be coming back to network TV, emerging from recent retrenchments. True, NBC-TV's spectaculars will go on without benefit of automobiles (while Ford will continue to back CBS-TV's *Star Jubilee*), but network was cheered by GM's renewal of *Wide Wide World* beginning Sept. 16 alt. Sun. 4-5:30 p.m. in \$4,000,000-plus deal thru D. P. Brother & Co. for A. C. Spark Plug div. and thru Campbell-Ewald for United Motors service div. And it's more than just a rumor that Ford is looking for a new big and popular prestige network show—one with a large appeal a la *Wide Wide World*. Chrysler will have about same amount of network sponsorship this year as last. And Chrysler Corp. of Canada will sponsor 6 Toronto-originated 60-min. *Chrysler Festival* spectaculars on full CBC-TV network beginning Nov. 14 . . . Eastman Kodak purchases *Ozzie & Harriet* when it begins its fifth season on ABC-TV Oct. 3, Wed. 9-9:30 p.m., thru J. Walter Thompson, N. Y. . . . Polaroid Land (cameras) buys 1/3 sponsorship of *Steve Allen Show* for 5 weeks starting Oct. 21, Sun. 8-9 p.m., thru Doyle-Dane-Bernbach . . . North American Philips (Norelco shavers) is due to renew sponsorship of NBC-TV's Project 20 "Telementary" series, 5 shows, irregularly scheduled in prime evening time, thru C. J. LaRoche Co., N. Y. . . . North American Aviation considering 10 *Telescope* documentaries on NBC-TV, alt. Sun., 4-5:30 p.m. thru BBDO . . . Nestle Co. (Nescafe coffee) buys Gale Storm situation comedy, *Oh Susanna*, on CBS-TV, starting Sept. 29, Sat. 9-9:30 p.m., thru Bryan Houston Inc., N. Y. . . . Camels buys filmed *Mr. Adams & Eve* as replacement for *Crusader* on CBS-TV beginning in Jan., Fri. 9-9:30 p.m., thru Wm. Esty Co., N. Y. . . . Benrus drops out of alt. sponsorship of \$250,000 *Break the Bank* show on NBC-TV Tue. 10:30-11 p.m., reportedly because of inadequate clearances, but network is understood to have another sponsor on tap.

One of most ambitious station rep market studies is \$100,000 "Project Information" unveiled this week by Peters, Griffin, Woodward Inc. It covers data on the 25 TV & 32 radio markets served by its clients, supplying such information on each as: population, retail sales, employment by types of industries, lists of major companies & stores, types & numbers of retail establishments & their employes, transportation facilities, TV-radio stations & their facilities, newspapers & circulation, college enrollment, weather trends during year, hotels, etc. Purpose of project is to supply, in one complete package, information previously gathered from time to time for various markets for specific advertisers & agencies. Some 250,000 copies of the 114 individual brochures were printed, will be revised as supply is exhausted. Also released was mailing piece "Dames in the Daytime," stressing heavy daytime viewing by women.

Rate increases: WOR-TV, New York, Sept. 1 raises all rates one-third, base hour going from \$1500 to \$2000. KMBC-TV, Kansas City, Aug. 1 raised base hour from \$600 to \$660, 20 sec. from \$200 to \$250. WMT-TV, Cedar Rapids, Ia. Aug. 1 raised base hour from \$500 to \$625, min. \$100 to \$125. WSPA-TV, Spartanburg, S. C. Sept. 1 raises base hour from \$400 to \$450, min. \$80 to \$90. KELO-TV, Sioux Falls, S. D. Sept. 1 raises base hour from \$425 to \$450, min. \$85 to \$100. KONA, Honolulu, July 15 raised base hour from \$300 to \$350, min. \$60 to \$75. KFBC-TV, Cheyenne, Sept. 1 raises base hour from \$150 to \$175, min. \$30 to \$35. **Rate decrease:** KXLF-TV, Butte, Mont. has cut base hour from \$150 to \$100.

Matty Fox reported heading group negotiating for major stock interest (500,000 of 2,000,000 shares authorized) in Guild Films in exchange for 145 Walter Lantz cartoons and 7 TV film series.

SPOT TV STILL CLIMBING: Expenditures of national & regional advertisers on spot TV (facilities only) rose to \$105,584,000 in second quarter 1956 from \$100,209,000 in first quarter—bringing total for half year to \$205,793,000 and leading Television Bureau of Advertising pres. Oliver Treyz to estimate year's total will come to about \$400,000,000. After frequency discounts, etc., but with talent, production and other costs added, he predicts year's actual expenditures will amount to about \$328,000,000 to compare with the authoritative *Printers' Ink*-McCann-Erickson preliminary figure of \$265,000,000 for all 1955 (see *TV Factbook No. 23*, p. 24).

The gross quarterly figures are projected on one-time rate basis from data from 300 stations covering 203 markets compiled by N. C. Rorabaugh Co., and the latest is based on 2978 advertisers, highest of record, of whom 1236 spent \$5000 or more during the quarter and 1742 spent under \$5000. The TvB report lists estimated expenditures of the top 200 national & regional advertisers, breaking them down also by product classifications.

Food & grocery products were far & away in the lead, totaling \$28,381,000; cosmetics & toiletries, \$9,541,000; ale, beer & wine, \$9,009,000; tobacco products & supplies, \$7,371,000; drug products, \$6,468,000; household laundry products, \$5,242,000, etc.

Nighttime spots accounts for \$58,589,000 during the quarter (55.5%), daytime spots \$36,714,000 (34.8%), late-night spots \$10,281,000 (9.7%). Announcements added up to \$47,004,000 (44.5%); participations, \$24,250,000 (23%); shows, \$21,801,000 (20.6%); IDs, \$12,529,000 (11.9%). Percentage breakdowns were very little changed from first quarter.

Top 10 agencies handling spot billings were listed in this order: (1) Ted Bates & Co. (2) McCann-Erickson. (3) Young & Rubicam. (4) Leo Burnett Co. (5) Benton & Bowles. (6) BBDO. (7) Dancer-Fitzgerald-Sample. (8) Compton Adv. (9) J. Walter Thompson. (10) William Esty Co. In first quarter 1956 they were ranked thus: (1) Ted Bates & Co. (2) Leo Burnett Co. (3) McCann-Erickson. (4) Dancer-Fitzgerald-Sample. (5) Benton & Bowles. (6) Young & Rubicam. (7) BBDO. (8) Compton Adv. (9) William Esty Co. (10) Cunningham & Walsh.

Complete report will shortly be available to its members by TvB, 444 Madison Ave., N. Y. Top 50 advertisers on the list and their estimated total spot expenditures for the quarter:

1. Procter & Gamble	\$6,541,000	27. Block Drug Co.	613,100
2. General Foods	2,978,200	28. Corn Products	611,400
3. Brown & Williamson	2,673,400	29. Florida Citrus	589,000
4. Sterling Drug	2,138,500	30. R. J. Reynolds	558,700
5. Colgate-Palmolive	2,115,700	31. Sales Builders Inc.	549,700
6. Philip Morris	1,833,100	32. Harold F. Ritchie Inc.	546,900
7. National Biscuit	1,735,900	33. Pepsi Cola Bottlers	545,700
8. Miles Laboratories	1,392,600	34. Borden Co.	545,200
9. Lever Brothers	1,263,900	35. Toni Co.	530,700
10. Liggett & Myers	1,237,400	36. Esso Standard Oil	528,000
11. Coca-Cola Bottlers	1,215,400	37. Nestle Co.	524,000
12. Revlon Inc.	1,191,400	38. P. Ballantine	514,200
13. General Motors	1,170,700	39. RCA	471,700
14. Kellogg Co.	1,139,600	40. Du Pont	470,100
15. Bulova Watch	1,121,600	41. P. Lorillard	460,600
16. Continental Baking	1,103,200	42. General Electric	459,300
17. Am. Tel & Tel. Co.*	976,700	43. Northern Paper Mills	453,100
18. Robert Hall Clothes	973,800	44. Carling Brewing Co.	437,600
19. Carter Products	916,500	45. Lce, Ltd.	428,900
20. Helaine Seager Co.	890,900	46. Stokely-Van Camp	415,600
21. Charles Antell	843,700	47. Chrysler Corp.	414,600
22. Ford Motor Co.	762,900	48. Chesebrough-Ponds	414,500
23. Warner-Lambert	745,400	49. Anheuser-Busch	405,300
24. Minute Mald	680,200	50. Shell Oil Co.	403,200
25. Standard Brands	673,100		
26. Nchi Bottlers	616,000		

* Includes all regional telephone companies.

NOTE: First of the quarterly TvB Reports was released last April 14, covering 4th quarter 1955 (total expenditures: \$103,872,000) and listing not only top 200 spot advertisers but also next 300 by expenditure groups. This was published in full as a Supplement by *Television Digest* and copies are still available to subscribers.

THIRD STATION in El Paso—KILT (Ch. 13), currently testing and due to start programming Sept. 1—can be added to list of operating stations, making total 484, of which 96 are uhf. Competing with El Paso's KROD-TV (Ch. 4) & KTSM-TV (Ch. 9), it's operated by McLendon Investment Corp., Dallas (Barton R. & Gordon B. McLendon), which also owns radio stations KLIF, Dallas; KELP, El Paso; WRIT, Milwaukee; WGLS, Decatur, Ga. Joe Roddy Jr. is v.p.-gen. mgr.; Dave L. Mott chief engineer. Rep is H-R Television.

Two other stations were poised to start within a week if delaying factors are removed. Evansville's WTVW (Ch. 7) planned to get going Aug. 21 if FCC grants STA over opposition of off-air WKLO-TV, Louisville (Ch. 21) which is fighting to get Evansville deintermixed. Matter is due to come before Commission Aug. 20, and approval is expected—if past actions in similar cases (e.g., Madison) are criteria. When WTVW starts, it will take ABC-TV service via kine for few weeks pending completion of live interconnection facilities.

WTVW's chief owner and pres. Rex Schepp, formerly 77.5% owner, recently filed new ownership lineup with FCC. He retains 44.5%, his wife 8.1%, brother B. F. Schepp, an optometrist, 8.1%. Other stockholders: Ferris E. Traylor, construction man, v.p., 16.6%; John W. Spencer, attorney, secy.-treas., .4%; John W. Krueger, v.p.-gen. mgr., 13.3%; Freeman Keyes, of Russel M. Seeds agency, 7.7%.

KFXJ-TV, Montrose, Colo. (Ch. 10), Rex Howell's satellite to his KREX-TV, Grand Junction (Ch. 5), at week's end was waiting for coaxial fittings which would permit it to start shortly thereafter.

UHF 'HOPE' & FROZEN VHF CPs: Somewhat optimistic look toward uhf development was taken by FCC Chairman McConnaughey in speech at Aug. 17 meeting of W. Va. Broadcasters' Assn. at Greenbrier Hotel, White Sulphur Springs.

"The advantages of an all-uhf system," he said, "if the obstacles to its realization can be surmounted, are very clear. With 70 uhf channels on which all stations would be able to operate and compete on a much more nearly comparable basis, we believe that the opportunities for serving the public could be expanded very substantially over the present potential. There is much less disparity between the lower and upper uhf channels than between vhf and uhf TV channels. This means that striking disparities in the coverage available to advertising sponsors and the sources of nationwide programming would be much reduced. There can be little doubt that the elimination of these disparities would offer firm encouragement to the building of numerous additional stations which could bring a first local service to some communities and much needed additional services to others. Implicit in this plan is the elimination of the crucial problem of receiver incompatibility."

On other hand, McConnaughey said, Commission has no intention of taking service away from anyone who now gets it. He went on:

"But how, you might ask, in the face of experience to date, can the Commission entertain any realistic hopes that uhf transmission and reception can be developed to a point where uhf can render the technical performance which is attainable on the vhf frequencies? The answer is that we do not. It seems most unlikely that uhf performance can be made to match vhf performance in all respects. Our proposal does not rest on the hope that the two can necessarily be equated. We believe, on the other hand, that uhf TV transmission and reception have not reached their highest potentials. To put it simply, the question which we have raised is whether uhf trans-

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

WSYE-TV, Elmira, N. Y. (Ch. 18), projected as satellite of WSYR-TV, Syracuse (Ch. 3), plans Sept. 1 test patterns, Sept. 15 programming, according to WSYR-TV chief engineer A. J. Eicholzer, who is supervising construction. It has installed GE 1-kw transmitter, expects antenna Aug. 28. It's also renovating building on Hawley Hill, with 275-ft. Blaw Knox guyed tower, which it bought from defunct WECT (Ch. 18), which left air over 2 years ago (Vol. 10:22). Bob Bolger will be resident mgr.-chief engineer. WSYE-TV will operate on 18-hour daily schedule, repeating NBC, some ABC and local WSYR-TV shows, picking up signal direct from mother station 70 mi. away. It will be sold as WSYR-TV bonus (\$900 base rate). Rep is Harrington, Righter & Parsons.

KCTE-TV, St. Paul (Ch. 2, educational) hopes to be on air early in 1957, reports chief engineer Berten A. Holmberg, ex-chief of U of Minnesota radio KUOM. Although equipment hasn't been ordered yet, site for TV studios and for 500-ft. tower for TV and radio, is planned about one mi. north of St. Paul farm campus of the university.

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Equipment shipments: By Du Mont, 50-kw amplifier to KLFY-TV, Lafayette, La. (Ch. 10); DuMont also reports order from WRVA-TV, Richmond (Ch. 12) for 500-watt standby transmitter. By RCA: 25-kw amplifier last week to WBRE-TV, Wilkes-Barre (Ch. 28), to replace two 12½-kw amplifiers; custom 8-bay antenna Aug. 17 to KGW-TV, Portland, Ore. (Ch. 8); 6-bay superturnstile antenna Aug. 15 to WAGM-TV, Presque Isle, Me. (Ch. 8).

mission and reception can be sufficiently improved so that 70 uhf channels can be utilized in order to attain the goal of a nationwide competitive TV service to all the public."

He assured group that no "precipitous action" would be taken to obsolete investments. "But," he added, "every receiver has a limited life span, and depreciation at permissible rates can meet the financial problems of vhf broadcasters who may at some future date be required to replace their present facilities with uhf equipment."

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FCC's Broadcast Bureau, meanwhile, took side of frozen vhf grantees in proposed deintermixture areas. This week, it urged Commission to permit construction of WIRL-TV, Peoria (Ch. 8); WMAY-TV, Springfield, Ill. (Ch. 2); WTIC-TV, Hartford (Ch. 3). It will make same recommendation for WWL-TV, New Orleans (Ch. 4). Bureau argued in Springfield case, applicable to all 4:

"The purely fortuitous events which placed the WMAY construction permit in its present posture, i.e., the initiation by the Commission of a rule-making proceeding looking toward a change in frequencies assigned to Springfield (also in Peoria, Hartford and New Orleans), would not appear to justify a treatment differing from that accorded other permittees which received grants at a prior point in time. The Springfield applicants were entitled to rely upon the present allocation of channels to Springfield to the extent that the successful applicant, if it so desired, could look toward construction of the station for which it applied subject to the risk, however, that it might subsequently be reassigned to a different channel."

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Even FCC agrees it pays to advertise. After years of futilely asking Civil Service Commission to recruit engineers, Commission asked trade press to publicize fact that many men, including station engineers, probably can qualify for \$7035 jobs (Vol. 12:31). In 2 weeks, 20 engineers came for interviews or wrote for more information.

TV PRICES GOING UP IN RESURGENT MARKET: Now that RCA, Admiral, Philco, Emerson, et al, have either raised or declared their intention of raising TV set prices -- forced by increasing costs -- you can expect higher lists on nearly all lines. But everybody in the trade is keeping his fingers crossed and praying that the mix of table models and consoles, on which raises thus far announced range up to \$30, can be sold and will pay off in the face of the ever-accelerating demand for 8½, 10, 14 & 17-in. "portables" whose prices generally stay put at \$90 up to \$170.

Price increases were presaged by the hikes on appliances, blamed partly on higher steel costs, and they were inevitable when it became clear that the fall-winter market was back to normalcy, that dumping of discontinued brands had about ended and that curtailed summer production had insured safe inventory balances.

Still casting its shadow across the business, however, is the unrelenting battle of the giants for position and for more of the market (Vol. 12:32), and the confusion being wrought by the changing patterns of distribution wherein full-line groupings are fast shaping up and TV-radio finds itself more and more involved with the vicissitudes of other household appliance businesses.

There's also the prospect of shorter tube lengths (p. 1), which inevitably will make for "even more portability," with whatever that may portend for market and for price structure -- but at the moment nobody is much concerned because only the tube people and a few receiver manufacturers know much about it.

Radio is proving amazingly vigorous, too, and once again is outproducing and outselling TVs. Whereas the guesstimates of TV unit production this year range from 7,000,000 to 7,500,000, home radios seem certain to go beyond 8,000,000, having exceeded 5,000,000 to date (see weekly production figures, next page). That's apart from auto radios, whose output and sales are geared to automobile turnover.

The TV Price Increases: Bellwether RCA was first to announce raises, effective Sept. 1. Boosts were put at 1½% to 10% on 15 of its black-&-white models. But the raises actually are \$5.50, \$10 or \$20 on selected models that range from the 21-in. at \$190 to 24-in. at \$395. Four 21-in. consoles remained unchanged at \$250, \$270 (2) & \$370; two 24-in. stayed at \$475 & \$500. Ten color sets are also unchanged at \$495 to \$850. Portables remain: 8½-in., \$125; 14-in., \$130 & \$150; 17-in., \$160 & \$170.

Admiral wired distributors Aug. 15 that 35 models (all 21 & 24-in.) will go up \$10 to \$30 as of Aug. 20, but that portables will remain unchanged: 10-in. at \$90, 14-in. at \$110, 17-in. at \$130, in various color combinations. Philco merely advised its distributors of forthcoming raises up to 10% on most of its products, but did not spell them out. Emerson informed its own distributor convention this week that new TV line's prices had been upped about 3% but are due for further hike before Dec. 31 -- disclosing only "open lists" on nearly all new models. It reported low-end 21-in. at \$158, began big splashes with previously-announced portable 8½-in. TV-radio at \$124, new 14-in. portable at \$128, 17-in. at \$138.

Motorola and Westinghouse spokesmen said they were hopeful of holding price line, but frankly quite doubtful. Other trade press reports had Zenith considering raises but not yet decided, Sylvania saying it will be forced to do so, Hallicrafters thus far hiking only its 17-in. portables by about \$3. GE's TV-radio authorities could not be reached for comment, but pres. P.A. Tilley of GE Appliance Co. was quoted as remarking "there doesn't seem to be any way to avoid price increases" (Retailing Daily) while C.K. Rieger, v.p. in charge of appliance & TV division at Louisville "hinted" price hikes are on the way (Wall Street Journal). GE has new models due for introduction by next Nov.

GE's Dr. W.R.G. Baker told NARDA "summer school" at American U this week (p. 9) that GE expects to manufacture and sell 1,400,000 TV units this year, which of

course includes Hotpoint brand. That could mean all-time record unit, if not dollar, output by any one company -- more even than RCA is believed to have made in any one year. RCA has had several 1,000,000-plus years. Most will be portables, Dr. Baker admitted, but he said these are profitable when made in quantities.

Dr. Baker pointed out that RETMA figures show industry production of only 50,000 sets with picture tubes 15-in. & under during first 6 months of 1955; this went up to 326,000 in first 6 months of this year, about 10% of total -- but rate of acceleration is indicated by fact they accounted for only 5% in Jan., jumped to 16% in June, look like they're trending to same dominance as table radio models.

Some set makers call their 17-in. sets portables, too, so that there would seem to be substance to the observation of Emerson's Benjamin Abrams that portables are the "wonder child" of the trade and will account for 20% of this year's unit sales and 15% of its dollar volume. Admiral's Ross Siragusa thinks that before year ends portables (including 17-in.) will represent 50% of output rate.

Note: In all talk about price, competition, trend to smaller models, etc., it was really a novelty to read announcement of Kent Television Co., Brooklyn (Jack Mendelson, gen. mgr.) that it was showing new line of 13 custom TVs, all 21-in., some with radio-phono combinations, some with bars, glass panels, etc., at prices ranging from (yes, indeed) \$575 to \$1125 -- and that some holdover models can still be had as low as \$495! Kent isn't a mass producer, of course, nor does it cut much ice outside the N.Y. area posh trade -- interior decorators and the like. There was also an announcement from small but reputable Setchell Carlson Inc., New Brighton, Minn., that in addition to new 17-in. at \$179, 21-in. at \$249 & \$299, 24-in. at \$349, \$369 & \$389, it was offering three 27-in. deluxe consoles at \$429, \$449 & \$469.

Supermarkets & Drug Stores: By next year, it's generally conceded, every set maker will be making portable TVs, maybe even some of the 60-odd radio manufacturers (see list in TV Factbook No. 23, p. 439) not now making TVs at all. And it won't be surprising if portables are marketed through supermarkets, drug stores, even liquor stores -- an added narrow-margin item in their heterogeneous arrays of merchandise, and one that doesn't take up too much space and can be carried away by the customer. That's the thinking of some manufacturers, as they contemplate the changing patterns of distribution we hear so much talk about. It's one foil they have against griping appliance dealers, and it could very well be standard practice in years ahead. It's recalled that Philco last year planned, but apparently put on ice, several unique radio sets for marketing through jewelry shops; that some cheap radio sets are now sold through drug stores; that in some of the huge suburban supermarkets, where the parking is easy, even big appliances like refrigerators are displayed, usually marked down. An unnamed TV manufacturer is quoted in Aug. Electrical Merchandising as estimating that the number of dealers is increasing by 10% each year and as bluntly warning his distributors that "in numbers there is safety."

Production: TV output continued upward climb, totaling 146,546 units in week ended Aug. 10, compared to 128,157 in preceding week, 115,581 in week ended July 27. It was year's 32nd week, and brought cumulative production figure for 1956 to date to approximately 4,011,000, compared to 4,497,000 for corresponding period year ago. Radio production totaled 261,937 (42,491 auto) for week ended Aug. 10, compared to 205,697 (132,121 auto) week before. Radio output for the 32 weeks approximated 7,689,000 (2,578,000 auto) vs. 8,242,000 (4,259,000 auto) in like 1955 period.

RETMA's TV committee, appointed for fiscal 1956-1957; Robert S. Alexander, Wells-Gardner, chairman; Benjamin Abrams, Emerson; E. C. Anderson, RCA; Max F. Balcom, Sylvania; H. C. Bonfig, CBS-Columbia; Allen B. DuMont; Paul V. Galvin, Motorola; Larry F. Hardy, Phileo; H. Leslie Hoffman, Hoffman Electronics; Gilbert W. King, International Telemeter; John H. Laub, Skiatron; Milton J. Shapp, Jerrold; L. C. Truesdell, Zenith; RETMA pres. Dr. W. R. G. Baker, *ex officio*. From TV committee membership, special committee on TV allocations was appointed, with Baker as chairman, comprising: Anderson, Balcom, Bonfig, DuMont, Galvin, Hardy, Hoffman, Truesdell.

National TV Week (Sept. 23-29) promotional material will start flowing soon from joint sponsors NARTB, TvB, RETMA & NARDA. NARTB kits should reach stations by late Aug.; TvB will follow with special advertising for sales depts. RETMA will furnish promotion packet to distributors & dealers, while NARDA suggests forming hometown committees of telecasters, dealers & public utility officials to spearhead local publicity. Consumer handbook, *How to Use Television*, will tie in with event. National TV Week slogan: "Celebrating the finest home entertainment in sight."

Next National Radio Week is scheduled May 5-11, 1957, sponsored by RETMA, NARTB & NARDA.

Topics & Trends of TV Trade: NARDA's second Institute of Management, conducted for more than 100 dealer & distributor "students" this week on campus of American U, Washington, in collaboration with Dean Nathan Bailly of its School of Business Administration, turned out to be another huge success—and plans are already under way for a third course next summer. Lecture courses, guest speakers, nocturnal "bull sessions" in the dormitories where the enrollees dwelt for a full week, same as if they were attending college, covered every facet of the appliance business, brought forth many opinions and arguments.

Everyone attending seemed "sold" on the course, brain-child of former pres. Mort Farr and managing director A. W. Bernsohn. If the lectures and question-answer periods indicated anything, it was that dealers generally are worried about trends in their business, are up-in-the-air about low profit margins, factory list prices, factory servicing. Yet consensus was that unit sales of most TV-radio-appliances are trending upward. Questions asked guest lecturers often gave clue to their thinking:

On discounts: George C. Webster, Washington appliance distributor, took position that "we are totally and irrevocably in a price era at the dealer, distributor & manufacturer levels" and had better learn to live with it. He thought factories should step up pre-selling efforts because dealers can't afford to create demand themselves and their mission should simply be to "skim" the pre-sold market. Their big job, he said, is to work for end of phony list prices, whittle down their own prices, make servicing pay its own way.

But Jack Petterson, Kenyon & Eckhardt v.p., long identified with Chicago's big Polk Bros., took position that

tried-&-true sales methods—bird-dogging, phone calls, postcards, sales events—will net buyers even when prices are comparatively steep. "Who knows how much something is supposed to cost?" he asked.

On list prices: Fred D. Ogilby, Philco v.p. marketing, observed: "Maybe we should take the discount out of the business by removing list prices." He suggested some factories have "built up a monster" by sticking to a higher list than they really want. Westinghouse, said its major appliance div. mgr. J. J. Anderson, will stick to lists on major appliances but will stop advertising them nationally. He couldn't speak for TV, he said. Only 11 hands were raised when class was asked how many stuck to fixed prices.

On servicing: Edward H. Griffiths, RCA Servicing Co. accounting mgr., after talk on TV service, was asked angrily by one student how RCA justified taking new customers away from a dealer with a first-rate service shop. He replied that it's against RCA policy to do that, but he admitted it will fight hard for other business. "You dealers are pretty tough competition for us, too," he said. He later told us that while RCA will expand some of its service branches to handle white goods, it contemplates no widespread invasion into new servicing areas.

Prediction: Prof. Wm. R. Davidson, Ohio State U, said general appliance dealers are on the way out, foresaw as commonplace 15 years hence "home improvement super-markets" selling appliances along with roofing & siding, floor coverings, window screens. Dealers too small to grow may shrink into TV specialists or agents for one factory's line, he said; he told of one who couldn't stand the multi-line gaff and who frankly admitted he hoped to be a one-make dealer soon.

MERCHANDISING NOTES: Hallicrafters offering stockholders in Penn-Texas Corp., of which it's now subsidiary, special COD and fob mail order prices until Sept. 7 at big discounts: 21-in. table marked down from \$200 to \$136.33; 21-in. consoles, from \$230 to \$152.89 and from \$300 to \$155.76; 21-in. color console, from \$800 to \$537; 24-in. consoles, from \$320 to \$150.76 and from \$350 to \$146.45; 24-in. table, from \$260 to \$141.92 . . . Big markdowns are also offered on Hallicrafters hi-fi record players, from \$210 to \$119.04 and from \$200 to \$113.37; on clock radio, from \$50 to \$32.43; on portable, from \$40 to \$18.53 . . . New Capehart Corp.'s TV-radio-phono line, to be made by undisclosed manufacturer, will be ready for limited distribution in Nov., according to pres. Robert Gross. Except for some 200 special Capehart-Farnsworth retail outlets across country, including some dept. and music stores, plan is to develop distribution one or 2 markets at a time, extending gradually, he told *Retailing Daily*. Line will range from 14-in. portable to 21-in. combinations and will embrace 3 color sets; plan is to start at annual production rate of well under 75,000 units . . . Westinghouse now making own TV cabinets from sheet steel and aluminum in new dept. occupying 18,000 sq. ft. of its big Metuchen (N.J.) TV-radio plant, reports E. J. Kelly, TV-radio gen. mgr. . . . Hotpoint promoting its TV portables with spots on NBC radio's *Monitor* (175 stations) to run from Sept. to mid-Dec., reports D. E. Weston Jr., gen. mgr. of recently established TV set dept. Enthusiastically, he tells us: "They love our short line" . . . Motorola's national ad campaign, with copy theme "TV That Really Tunes Itself," started with 2-p. 4-color spreads in *Life* Aug. 6, *Saturday Evening Post* Aug. 11, *Look* Aug. 21 . . . Channel Master appoints BBDO to handle national consumer advertising, plans fall campaign on its new outdoor and indoor antennas . . . Picture tube business going great, especially 14-in., say the tube makers, some of them insisting sizes below 10-in. have no real future. Consensus is 17, 21, even 24-in. sizes are doing all right . . . Tubemaker Asher Cole, who claims his

National Video Corp. is biggest independent, calls us to task for crediting Admiral's 10-in. picture tube to another maker; he designed it, he corrects us, working with Lancaster Lens.

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General Instrument Corp. reports acquisition by its Canadian subsidiary, General Instrument-F. W. Sickles Co. of Canada Ltd., of all outstanding stock of T. S. Farley Ltd., Hamilton, Ont., Dominion's largest producer of TV-radio coils, whose pres. Theodore F. Farley continues as consultant while Lloyd R. Harris remains as v.p.-gen. mgr. Farley firm's 1955 sales were about \$1,770,000, and have run about 11% ahead first 6 months of this year. GI chairman M. H. Benedeck said merger makes its subsidiary "the largest manufacturer of TV, radio & electronics components in Canada."

Rechargeable-battery transistor radio is new GE entry in pocket radio race. It uses 2 nickel-cadmium cells the size of penlight batteries which can be re-energized as many as 200 times by plugging into AC house outlet overnight, giving average of 50 hours per charge, and life of 10,000 hours. Set weighs 20 oz. including batteries, measures 6¼ x 3½ x 1⅜-in., lists at \$64.95 with rechargeable batteries, \$49.95 for radio alone. It also can accommodate standard penlight batteries.

Portability and miniaturization are the major factors in TV-radio these days—and Emerson Radio, which has always been a leader in small radios, claimed this week that it's now "the world's largest producer of transistor radios." Dorman D. Israel, exec. v.p., made the claim as he showed distributors convention in N. Y. its 6 new transistor radios, one of them a 6-transistor pocket model to sell at \$58, including battery with year's life.

Two new lightweight 10-in. tubes for portable TV sets are now being sampled to set makers by Sylvania. Featuring new Corning lightweight faceplate (see p. 1), new 90-degree tubes weigh 3 lb. 10 oz., one pound less than previous models.

Trade Personals: Michael F. Dowley Jr., ex-R. H. White Dept. Store, Boston, onetime divisional merchandise mgr., LaSalle & White, Toledo, named director, consumer products marketing dept., RCA international div., handling world marketing of TVs, radios, phonos, home laundry equipment, etc.; he succeeds H. C. Edgar, named director of overseas procurement . . . Raymond W. Durst, who retired as Hallicrafters exec. v.p. when firm was merged into Penn-Texas last year, but who stayed on board of directors, has resigned his directorship and this week board elected Kenneth C. Prince, of Chicago law firm of Prince & Schoenberg, a former director and for last 10 years Hallicrafters counsel . . . Jake Chaffin Marley, recently with Navy Bureau of Ships, named mgr. of govt. sales, apparatus div., Federal Telephone & Radio Co. (IT&T); John J. Karavish, just out of Air Force, named mgr. of Federal's spare parts dept. . . . Fred F. Bartlett resigns as broadcast sales mgr., Philco govt. & industrial div., to establish own manufacturers rep business serving Philadelphia-Washington area, headquartering at 160 Morlyn Ave., Bryn Mawr, Pa. . . . Thomas J. Murphy promoted to Philco mgr. of premium sales, ranges & home laundry equipment . . . Simon Lynn, recently resigned Associated Merchandising Corp. rep for TV-radio-phonos-appliance purchases, joins Louis R. Goldman, N. Y. sales reps as partner & sales mgr. for dept. and group stores . . . Fred C. Zusi promoted to DuMont industrial electronics marketing mgr., heading consolidated sales & merchandising group; Peter Weil promoted to asst. mgr., technical products div. . . . Cecil Grace, ex-DuMont Labs, named chief engineer, Visual Electronics . . . Edmund L. Shaw, ex-Federal Telephone distributor sales mgr., enters distributor rep business as partner of Mingins-Shaw Assoc., 107-37 71st Ave., Forest Hills, N. Y. . . . J. A. (Shine) Milling, pres. of Howard W. Sams & Co., elected treas. of 1957 Electronic Parts Distributors Show, annual all-industry exhibition co-sponsored by 5 trade associations . . . Howard W. Grossbohlman promoted to head of Stromberg-Carlson-San Diego tube & component dept.; Robert M. Peterson, ex-Hazeltine, appointed asst. chief engineer in charge of electronics engineering . . . Larry Smith, ex-Amercoat Corp. (corrosion preventatives), named adv. mgr., Thomas Organ div., Pacific Mercury . . . Herman J. Schorle, ex-Micamold and Tobe-Deutchmann, named Pyramid Electric director of manufacturing . . . Carl A. Peterson named mgr. of Sylvania's new receiving tube engineering lab, Los Angeles.

More predictions on electronics—these by W. W. Watts, RCA exec. v.p. for electronic products, at luncheon this week introducing John M. Spooner, new Findlay, O. plant mgr., to business leaders there: (1) A 50% increase in electronics industry sales to \$18 billion by 1964. (2) RCA doubling last year's \$1 billion-plus sales in same period. (3) Sale of 200,000 RCA color sets this year. (4) More than 12,000,000 color set sales within 4 years. (5) Future development of home magnetic TV tape, electronic refrigeration & air conditioning, mural TV.

Axel G. Jensen, Bell Labs, member of the American delegation, lost out to Dr. Ernst Metzler of Switzerland Aug. 15 in balloting for director of International Radio Consultative Committee—Dr. Metzler being elected to succeed Dr. Balth. van de Pol, Netherlands.

Dr. Richard K. Cook, chief of sound section, National Bureau of Standards, elected 1957-58 pres., Acoustical Society of America.

James A. Frye, 60, who retired as Stromberg-Carlson TV-radio merchandising mgr. last Jan., died Aug. 11 at his home in Ft. Lauderdale, Fla. Surviving are his widow and a son.

Network Color Schedules

(Aug. 23-Sept. 1, 1956)

Aug. 23—NBC: *Lux Video Theatre*, 10-11 p.m.
 Aug. 25—NBC: *Tony Bennett Show*, 8-9 p.m.
 Aug. 26—NBC: *Zoo Parade*, 5-5:30 p.m.
 Aug. 28—NBC: *Matinee Theatre*, 3-4 p.m.
 Aug. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
 Aug. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
 Aug. 31—NBC: *Matinee Theatre*, 3-4 p.m.
 Sept. 2—NBC: *Zoo Parade*, 5-5:30 p.m.; *Alcoa Hour*, 9-10 p.m.

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Rectangular 22-in. color tube appears to be at standstill, with those producing it waiting for demand. Bulb-maker Corning Glass reports it has envelopes, no customers. CBS-Hytron pres. Charles F. Stromeyer says that pilot production of the tube has been stopped; that tooling is completed, production to start when demand arises. Westinghouse tube div. v.p.-gen. mgr. Richard T. Orth said he's not ready for production now but will be "when color catches fire," adding that delay in demand "gives us time to tool, to refine machinery, to refine the tube." Speaking of color tubes generally, Asher J. Cole, pres. of smaller tube-maker National Video Corp., states that manufacturers are losing money selling tubes at \$85; that color won't catch on until "we can sell a color tube for \$60 and make a \$5 bill on it."

Progress of "most colorful" station in the land, NBC's all-color WNBQ, Chicago, was summarized this week by v.p.-mgr. Jules Herbuveaux: (1) Colorcasting 40 hours weekly, 30 of them local live & film, plans 50 hours weekly this fall. (2) Total of 74 color commercials are presented weekly by 36 advertisers, and renewals are at "an encouragingly high rate." (3) 25% increase in spot sales is attributed to color. (4) Station's color facilities have been used for product testing by 29 agencies & 40 clients. (5) Color set sales, total unestimated, have been greater than in any other market, and sets-in-use have doubled since all-color started in April.

Three new color studios—representing bulk of NBC's \$12,000,000 expansion for color facilities this year—go into operation this fall: (1) Ziegfeld Theatre, N. Y. (2) "Brooklyn Two," adjacent present color studio. (3) "Color City Four," Burbank, Cal. Ziegfeld opens Sept. 15 with *Perry Como Show*, others soon after. Also going into operation this fall will be lenticular color kine system on west coast, which NBC says will be first to provide color programs on west coast with same delays as black-&-white.

Electric heating pads are biggest source of TV-radio interference troubles, according to Vancouver office of Canadian Board of Transport's telecommunications div., which checks as many as 150 interference complaints a month. Other major causes of interference listed by Board are fluorescent lights and TV sets, with some trouble reported from faulty electric shavers and sewing machines. Board says its field men have found that single fluorescent light can impair reception over area of several city blocks—a trouble which is easily remedied by using suppressor on the light.

West Coast Electronics Manufacturers Assn., on eve of 1956 Western Electronics Show and Convention in Los Angeles, Aug. 21-24, this week released its annual product list and membership roster, handy reference directory of companies, executives, products made by each, etc. It's 8th edition, available for \$1 from gen. mgr. Don Larson, 339 So. Robertson Blvd., Beverly Hills, Cal.

Columbia Pictures releasing 8 more 15-episode theatrical serials to TV through subsidiary Screen Gems.

Financial & Trade Notes: Television-Electronics Fund Inc., first and largest of the open-end investment funds specializing in TV-radio and related equities, reported this week that its net assets as of July 31 rose to \$135,303,053 from \$129,091,464 as of April 30, and shares outstanding to 10,766,230 from 10,604,097. During the quarter, these were the changes in its portfolio:

New stocks added: 15,000 shares American Bosch Arma, market value \$345,000; 31,300 Ampex Corp., \$1,173,750; 2000 Eastern Industries Inc., \$46,000; 6400 General Precision Equip. Corp., \$276,800; 11,700 Harris-Seybold Inc., \$444,600; 7200 Glenn L. Martin Co., \$250,200; 5000 Mergenthaler Linotype Co., \$307,500; 25,000 United Utilities Inc., \$568,750. Also added were 5000 G. M. Giannini & Co. 5½% cumulative conv. pfd., \$112,500; \$108,200 General Telephone Corp. 4% conv. debentures, \$123,348.

Stocks eliminated: 6200 shares, Chemical Products Corp.; 12,000 ElectroData Corp.; 5000 Erie Resistor; 5000 Gross Telecasting; 7000 I-T-E Circuit Breaker; 25,700 Warner Bros.; 12,000 Worthington Corp. Also eliminated were \$188,000 AT&T 3¾% conv. debentures and \$4,000,000 in govt. bonds, due June 22.

Holdings were increased in ACF Industries, Admiral, Allis-Chalmers, Babcock & Wilcox Co., Beckman Instruments, Bendix Aviation, Boeing, Geo. W. Borg Corp., Burroughs Corp., Chance Vought, Columbia Pictures, Consolidated Electronics Industries, Cornell-Dubilier, Curtiss-Wright, Cutler-Hammer, Douglas Aircraft, Eastman Kodak, Eaton Mfg., Emerson Radio, Ex-Cell-O Corp., Friden Calculating, Garrett Corp., General Bronze, GE, General Mills, General Tire, Hazeltine, IBM, IT&T, Lockheed, Magnavox, P. R. Mallory, Marchant Calculators, Minnesota Mining & Mfg., Motorola, Neptune Meter Co., North American Aviation, RCA, Reliance Electric, Ryan Aeronautical, Sangamo Electric, Sperry-Rand, Sprague Electric, TelAutograph Corp., Thompson Products, United Aircraft, United-Carr, Vitro Corp., Westinghouse Air Brake, Westinghouse Electric, Zenith.

Part of holdings were sold in Aerovox, AT&T, Bell & Howell, Borg-Warner, Bulova Watch, Carborundum Co., Cincinnati Milling Machine, CBS "A", Corning Glass, Electronics Corp. of America, General Dynamics, Goodyear, Hammond Organ, Indiana Steel Products, International Nickel, International Resistance, W. L. Maxson, National Acme, National Cash Register, Penn Controls, Royal McBee, Square D, Storer, Western Union.

Unchanged during quarter were holdings in Addressograph-Multigraph, Aircraft Radio, AB-PT, American Chain & Cable, Amphenol Electronics, Barry Controls "B", Bell & Gossett, Bullard Co., Clark Controller, Clevite, Conrac, Consolidated Electrodynamics, Continental Telephone, Dresser Industries, DuMont Bcstg., DuMont Labs "A", DuPont, Eitel-McCullough, Electronic Associates, Elgin National Watch, Elox Corp. "A" & "B", Federal Sign & Signal, Food Machinery & Chemical Corp., General Railway Signal, Globe-Union, Hoffman Electronics, Industrial Electronics, Liquidometer, Litton Industries, Machlett Labs, Minneapolis-Honeywell, Northrop Aircraft, Oak Mfg. Co., Otis Elevator, Paramount Pictures, Philco, Photon, Pullman, Raytheon, Robertshaw-Fulton Controls, Servomechanisms, Stewart-Warner, Sylvania, Taylor Instrument Co., Technicolor, Telecomputing Corp., Television Associates, Texas Instruments, Tung-Sol, 20th-Century-Fox, Union Carbide & Carbon, Walt Disney.

[For report on Jan. 31-April 30 quarter, see Vol. 12:21.]

DISTRIBUTOR NOTES: Washington distribution shakeup: Hotpoint Appliance Sales Co. reportedly is being set up to replace Simon Distributing Co. (also Zenith) which closes Aug. 27 after 25 years, its pres. James Simon having died last year. New GE Appliance Sales Co. is moving into Simon's building at 3535 V St. NE, reportedly taking over TV & major appliance distribution from GE Electric Supply Co., which will continue to handle radios & small appliances. Zenith has not yet announced new distributor, but several local dealers have been told factory branch outlet is likely. Simon's exec. v.p. M. A. Becker and v.p.-gen. sales mgr. Saul Greber have resigned—Greber joining newly incorporated Washington Wholesalers Inc., 3515 V St. NE (full Norge line), as v.p.-gen. mgr. and as a major stockholder. M. David Dubb, owner of former Washington Wholesalers (Norge, Sylvania) is pres. of new firm. Sylvania has opened own area sales office (Vol.12:32) . . . Motorola appoints Tri-State Appliance Distributors Inc., Erie, Pa. (Paul Albracht, pres., ex-gen. mgr. of *Erie Dispatch* and ex-v.p. of its associated WICU-TV), for 6-county area of Ohio & Pa. . . Olympic appoints John Manzi, ex-Stromberg-Carlson, as Manhattan district mgr., Olympic Appliances Inc., factory branch (David A. Rubinger, v.p.) and Big Boy Auto Parts Co. Inc., 123 S. 2nd St., Sunbury, Pa. (Barney A. Friedman, pres.), ex-Motorola, for 22 eastern Pa. counties . . . Elliott-Lewis Corp., Philadelphia, forms Gold div. (DuMont TV-radio, Hamilton washers) headed by Edmund Prince, and Blue div. (Feddco's air conditioners, small appliances) headed by Don Ranger.

Standard Coil Products Co. reports net loss of \$590,899 on sales of \$15,060,712 for quarter ended June 30 compared to loss of \$205,451 on sales of \$14,312,478 in same 1955 quarter. Net loss for quarter ended March 31 was \$615,285 on sales of \$13,663,531 vs. profit of \$116,599 in 1955 quarter; 1955 as whole was a deficit year, loss running \$320,313 on sales of \$60,472,454 vs. net profit of \$2,871,290 on sales of \$72,862,113 in 1954. Pres. James O. Burke said acceptance of new Neutrode tuner, now being shipped, and newer Fireball tuner, to be shipped in volume in Sept., plus lower production costs, should enable company to operate near break-even point in third quarter and show profit in fourth. Standard Coil has 4 factories in U. S., with subsidiary Kollsman Instrument Corp. in Elmhurst, N. Y. and wholly-owned Canadian subsidiary in Toronto.

Texas Instruments Inc., Dallas, major transistor manufacturer, reports 6 months profit of \$1,029,847 (31¢ a share) vs. \$696,010 (22¢) in same 1955 period. Second quarter profit was \$488,275 (15¢) vs. \$305,934 (9¢) in 1955. Company this week disclosed it has acquired William I. Mann Co., Monrovia, Cal. (optics) in exchange for 21,100 shares of its stock, and that it has received \$7,000,000 in new military contracts, mainly semiconductor components for military radar and indicating systems.

SEC July report discloses that James M. Carmine, Philco director and its ex-pres., received 7211 common shares distributed under profit-sharing plan, increasing his direct holdings to 20,949. Also disclosed was purchase by GE pres. Ralph Cordiner of 4500 common shares, increasing direct holdings to 14,625; v.p. Clarence H. Linder acquired 2070 under stock option plan, holds 6780.

* * * *

Dividends: Zenith Radio, 75¢ quarterly payable Sept. 27 to stockholders of record Sept. 7; American Electronics, 12½¢ Sept. 14 to holders Aug. 31; Cornell-Dubilier, 30¢ Sept. 22 to holders Sept. 12; General Precision Equipment, 60¢ Sept. 15 to holders Aug. 31; Lectronics, 2% stock Aug. 22 to holders Aug. 15. Whirlpool-Seeger, 35¢ Sept. 10 to holders Aug. 31; Standard Radio Ltd. "A", 15¢ Oct. 10 to holders Sept. 20; Erie Resistor, 20¢ Sept. 15 to holders Sept. 1.

ELECTRONICS PERSONALS: Brig. Gen. James Stewart Willis, USA ret., ex-chief of plans & operations section, Signal div., SHAEF, appointed by Federal Electric Co., IT&T service & maintenance subsidiary, as project coordinator for "White Alice", code name for new uhf system of govt. & commercial communications for Alaska . . . Herbert L. Weiss, ex-Pan American Titan Corp., named national supervisor, Federal field service & autopilot installation . . . Paul H. Frye, ex-gen. mgr., American Machine & Foundry Co. electronics div., named gen. mgr. of Fairchild Camera & Instrument Corp.'s electronics div., headed by Richard Hodgson as exec. v.p. . . Brig. Gen. Wm. L. Bayer, USA ret., former commanding general of Signal Corps Supply Agency, appointed exec. v.p.-gen. mgr., Tele-Dynamics Inc., Philadelphia (formerly Raymond Rosen Engineering Products Inc.) . . . E. C. Page, head of Page Communications Engineers Inc., and Al Pote, Hycon Eastern Corp., flew to Paris Aug. 17 for conferences with SHAPE on forward scatter . . . Dr. Richard C. Raymond, ex-Rand Corp., Santa Monica, Cal., appointed mgr. of GE's new technical military planning operation, called "TEMPO," to headquarter in California city not yet disclosed.

Dr. Allen B. DuMont to address Aug. 24 Houston banquet of Texas Electronics Assn., comprising TV-radio dealers, service technicians and electronics specialists, on "TV, Today & Tomorrow."

Bullish report on Motorola was released Aug. 3 by F. S. Moseley & Co., 14 Wall St., N. Y.

Battle of the multiple-antenna towers appears to be developing in San Francisco. Following KRON-TV's announcement that it hopes to build candelabra-type tower atop San Bruno Mt. with provision for up to 15 TV transmitting antennas (Vol. 12:32), ABC's KGO-TV filed this week for Airspace Subcommittee approval of new 980-ft. structure atop Mt. Sutro, "in the geographical center of the city." KGO-TV officials say the structure is still in planning stage but that they envision self-supporting tower capable of accommodating 5 vhf & 2 uhf antennas. KGO-TV says Mt. Sutro is already an antenna farm, since its own antenna and those of KPIX and uhf KSAN-TV are located there. Preliminary discussions have been held with San Francisco stations about locating on KGO-TV's proposed tower, but actual negotiation stage hasn't been reached. RCA and Ideco—same companies handling KRON-TV tower—are studying KGO-TV tower proposal. Cost of structure is estimated to be near \$750,000.

Latest development in U. S. grand jury probe of Westinghouse-NBC swap of Philadelphia & Cleveland TV & AM stations (Vol. 12:26): Mass of documents subpoenaed by jury in Philadelphia was handed over by CBS & NBC Aug. 15—leading some observers to conclude jury's inquiry may go far beyond NBC-Westinghouse transaction to look into such network practices as option time, must-buy lists, setting of rates, etc. On the other hand, there's disposition in Washington to believe that Justice Dept. may be less inclined to press its over-all investigation of TV networks since departure of Stanley Barnes from post of chief trust-buster. The TV investigation reportedly was pet project of the former asst. Attorney General, now a Federal judge.

TV investigators from Rep. Celler's anti-trust subcommittee this week sent still another letter to the networks. This one requests material from their files on their criteria and rules governing discounts to advertisers, and on network acquisition of part interest in independent film packages which they televise. Committee attorneys searched some FCC files this week, also went through NARTB files for material on payment of commissioners' expenses at conventions. The 3-week hearings are now slated to begin Sept. 12 at Federal Courthouse, N. Y.

Two applications for Ch. 5 in Lubbock, Tex. were filed this week—by C. L. Trigg, 80% owner of KOSA-TV, Odessa (Ch. 7), and by Texas Tech, Lubbock, latter proposing non-commercial operation. Also filed were translator applications for Ch. 70 & 72, Palm Springs, Cal., by Palm Springs Translator Station Inc. (Howard Morris, pres.), to relay KNXT & KNBH, Los Angeles. Total applications on file: 122 for stations (24 uhf), 13 translators. [For details, see *TV Addenda 23-F* herewith.]

All-out uhf conversion campaign in Buffalo area has been given title of "Project 17" and goal of 100% uhf circulation, according to Charles C. Bevis Jr., gen. mgr. of NBC's WBUF (Ch. 17). Without giving details, he said project will use "every promotional, merchandising, advertising, publicity, technical and civic means at hand." WBUF adv. & promotion mgr. Robert Fillmore is heading campaign, aided by H. W. Shepard, director of special projects, NBC-owned stations.

Worth reading: Sketch in Aug. 20 *Time Magazine* on TV-radio critic John Crosby, who parlayed a brilliant new style of critique, begun in *N. Y. Herald Tribune* after he got out of Army in 1946, into an influential syndicated column carried 4 times weekly in 103 newspapers and paying him \$40,000 a year.

TV in court: First TV coverage of district courts of west Texas was featured on Aug. 10 noon newscast by KDUB-TV, Lubbock, which showed films shot 9-10 a.m. same day in veterans' land program forgery trial.

"Uniterm" index of electronic patents is new service of Information for Industry Inc., 1108 16th St. NW, Washington (Lynn J. Bartlett Jr., pres.), which has similar index for chemical industry. First volumes cover only the 3130 electronic patents issued in 1955, but index for 1950-54 will be undertaken if demand warrants. Working with an industry advisory committee, compilers have devised system of cross-indexing employing basic words—designed to give quick reference to patents, their holders & inventors. Service sells for \$1000 on yearly basis, \$900 yearly on 3-year basis, \$800 yearly on 5-year. In 1955, Bartlett said, Govt. was issued largest number of electronics patents, 10% of total. Next were: RCA, 262; Bell Labs, 170; GE, 118; Westinghouse, 85; IT&T, 51; Bendix Aviation, 50; Raytheon, 44; Stromberg-Carlson, 32; IBM, 30; DuMont, 29; Sperry Rand, 26; Collins, 24; Philco, 23; Motorola, Sylvania & Hughes Aircraft, 22 each; Phillips Petroleum, 19. In first 6 months of 1956, he said, 3084 electronics patents were issued.

Electronic burglar alarm said to be based on radar principle will be made and marketed by new Radar-Eye Corp., 7 North Ave., Natick, Mass. Heading firm is Dan A. Packard, ex-McCann-Erickson v.p. & senior marketing executive and onetime gen. sales mgr. of Kelvinator div., American Motors. A. S. Lawrence, sales v.p., is ex-Kelvinator southeast regional mgr. Device was invented by R. E. Chapin of Webster, Mass., and is designed to activate lights or warning signals when any person or moving object comes within 25 ft. of antenna. List price is \$475.

Closed-circuit TV camera designed especially for schools and institutions was unveiled by Dage TV div. of Thompson Products Inc. at Stanford U's 6th Annual School Planning Institute. New 103-A camera uses professional-type sync generator to give 500-line resolution, is designed for remote control from monitor position. Two studio "packages" built around 103-A are priced at \$8984 (on mobile cart) and \$9960.

RKO Teleradio has taken options on "substantial stock interest" in Donn Bennett Productions Inc., Philadelphia, whose *The Big Idea* show about inventors & inventions is being distributed by RKO-TV whose v.p. Robert Manby has been designated temporary chairman; RKO's Peter Robeck has been named exec. v.p.; Charles Drayton and Paul Quinn, directors, along with Robeck & Manby. Donn Bennett continues as pres.

Educational WQED, Pittsburgh (Ch. 13) Sept. 4 starts door-to-door campaign to raise \$200,000 operating funds, volunteer workers including some of city's leading citizens as well as people from TV-radio stations. Three-year-old WQED calls itself "first community-sponsored TV station," deriving support from small contributions as well as from foundation gifts and trust funds.

New TV remote control designed to sell for \$19.95 has been announced by Alliance Mfg. Co. Trade-named "It," device is completely mechanical and powered by flashlight batteries. It can be installed by consumer on his own set merely by slipping special unit on receiver's channel selector knob shaft.

Mosler Safe Co., reported planning to use GPL closed-circuit systems in its future "TV snorkel" curbside banking installations (Vol. 12:32), has ordered 2 GPL systems for demonstration at American Bankers Assn. convention in October.

Suing NBC for \$3,000,000, York Pictures, owned by Martin & Lewis and Paramount Pictures, charges network repudiated 3-year contract calling for York to produce 4 programs starring the comedy team.

NARTB membership increases since April convention: TV stations, 19 (total now 310); AM & FM, 123 (total 1334); TV code, 16 (total 288).

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SUMMARY—INDEX OF THE WEEK'S NEWS — August 25, 1956

BIG BANKERS EASE CREDITS to permit buying color sets in 36-mo. installments (p. 1). Tom Joyce discloses color sales figures, marketing plans (p. 14).

INDIANA TV-AM GROUP SOLD for \$10,000,000 to Whitney. Westinghouse buys Chicago's radio WIND for record \$5,300,000. Crowell-Collier deal pends (p. 1).

MULTIPLE OWNERSHIP RULES may be due for change, with new criteria based on population-&-area coverage or on case-to-case merits (pp. 2 & 6).

"PICTURE PHONE" TV transmission over phone lines being developed by Bell Labs, follows related work on "slow-scan" systems by Dage & GE (p. 3).

MGM FILMS SIGNED UP for 12 cities, including CBS-owned stations outside Hollywood, reports Barry; claims deals exceeding \$20,000,000 so far (p. 4).

DULLNESS OF POLITICAL convention simulcasts, heavy costs, leading to reappraisal of value of having all 3 networks on same show; digests of comments (p. 4).

TUBE PRICES GOING UP 4-10%. Receiver price increases stimulating reduction of dealer inventories. GE adopts factory service plan (pp. 9-10).

SHIPMENTS OF TVs to dealers in first half of 1956 totaled 2,775,022; breakdown by states, as reported by RETMA. Other trade notes (p. 11).

HOW ONE OF SMALLER TV-radio manufacturers is growing despite market trends; head of Packard-Bell derides industry's follow-the-leader tendencies (p. 15).

DEADLINE EXTENSION sought for allocations comments. GE's Wm. Morlock calls for new look at whole spectrum. Dr. DuMont frowns on all-uhf plan (p. 6).

3 VHF STARTERS include WTVW, Evansville, which wins STA, fights deintermixture; KFXJ-TV, Montrose, Colo.; KAVE-TV, Carlsbad, N. M. (p. 8).

TV IN RUSSIA now on air about 4 hours daily from 15 main stations; receivers vary from 7 to 17-in. picture quality called good, programs unimaginative (p. 12).

COLOR TVs AT 10% DOWN & 36 MONTHS TO PAY: The bankers may very well give color TV its biggest hypo yet. In the face of apparent customer apathy, despite cautious approach to color by practically all manufacturers save RCA, some of the country's biggest handlers of installment credit paper have agreed to finance color set purchases on the basis of payments over 36 months as against usual 24 months.

Among major banking houses announcing policy are New York's Manufacturers Trust Co. and First National City Bank (latter holding dealers liable for only first 4 months); Bank of America, in all California markets; Commercial Credit Corp., of Baltimore; Commercial Finance Co., Muskogee, Okla. (handling lots of Texas paper). The big First Pennsylvania Co., handling most TV-radio-appliance paper in Philadelphia area, is now offering 30-mo. terms but is also expected soon to extend to 36 months while continuing the usual 24-mo. terms on black-&-white sets.

The 36-mo. terms start with 10% down, exclusive of trade-ins in most cases but including service contracts, on purchases of \$500 or more and finance charges vary by regions, with 6% the general minimum. According to National Foundation for Consumer Credit, Washington, 65-70% of all TV purchases are on credit.

Top RCA executives have been working quietly for the last few months on this new banking development, and their success with some of the big banks probably explains their continually cocksure attitude about color ("The big takeoff comes in September," they say) as against the passivity and sometimes outright opposition of other set makers. For some of the whys-&-wherefores behind their plans to get color going, see Color Trends & Briefs, p. 14.

MORE BIG TV & RADIO STATION DEALS: This was a week of unusually big deals involving prospective changes in the ownerships of important TV & radio stations:

(1) Newly formed Indiana Broadcasting Co., 100% owned by J.H. Whitney & Co., signed agreement to buy WISH-TV, Indianapolis (Ch. 8) and WINT, Ft. Wayne (Ch. 15), along with their radio adjuncts, for \$10,000,000 (Vol. 12:30). C. Wrede Petersmeyer, Whitney partner who runs its KOTV, Tulsa, is pres., with 3 other Whitney partners and associates on board which will also include Bruce McConnell, who sells his

54.74% majority; his son Robert B. McConnell, who remains as gen. mgr.; Stokes Gresham Jr., engineering v.p.; Frank E. McKinney, 10% stockholder and a onetime chairman of the Democratic National Committee.

Whitney interests also announced formal takeover as of Aug. 22 of KGUL-TV, Galveston-Houston (Ch. 11) from Paul Taft group, including exercise of option on 10% stock owned by Wesley West, Houston. That makes total sale price \$4,500,000 (Vol. 12:19,28) and gives Whitney 4 TV stations, 2 AM, all acquired by purchase. In the Indianapolis-Ft. Wayne deal (assets data, p. 6), Howard E. Stark was broker.

(2) Westinghouse confirmed imminent acquisition of radio WIND, Chicago independent (5-kw, 560 kc) for unprecedented price of \$5,300,000 -- to be paid in stock of Westinghouse Electric Corp. -- highest sum ever paid for any radio station, far exceeding Jack Wrather-John Loeb purchase of WNEW, New York, for \$4,100,000 (Vol. 11:51). Westinghouse also gets WIND's one-third interest in AM Radio Sales, radio rep firm also representing WMCA, N.Y.; WLOL, Minneapolis; KMPC, Los Angeles; KOOL, Phoenix; KOPO, Tucson. It also inherits WIND's CP for uhf Ch. 20 in Chicago.

WIND is one of the nation's biggest radio earners, makes about \$1,500,000 on annual gross of nearly \$3,000,000. Sellers are pres. Ralph Atlass, 11.1% owner, who has run it since 1930; 3 children of his brother H. Leslie Atlass, CBS Chicago v.p. who was required by FCC to dispose of his 29.7% stock; Wm. Wrigley Jr. family, 26%; Chicago Daily News (Jack Knight), 27.7%; WIND commercial mgr. John Carey, 5.5%.

Staunch believer in earning power of radio, Westinghouse thus gets 6th AM outlet out of allowable 7. It negotiated earlier this year to buy WINS, New York. but deal collapsed when Elroy McCaw asked \$2,500,000. It also owns 4 vhf TVs.

(3) Crowell-Collier Publishing Co., proposing to acquire Consolidated group (Bitner) of 3 TV & 4 radio stations for \$16,000,000 (Vol. 12:17,21-22,32) and expected to announce financing arrangements Aug. 24, reported financing not yet completed but deal still on the fire. Meanwhile, there were rumors of other efforts to buy the Bitner stations, including offer of \$5,500,000 for Grand Rapids TV-AM alone. For the publicly-held Consolidated stock, Crowell-Collier has proposed to pay \$19.50 net per share cash; for Bitner group's 42.5%, it proposed to pay \$3 cash on closing, \$16.50 in notes payable \$2 next Jan. 2, remainder over 8 years at 5% (Vol. 12:21).

(4) Deal to sell WSIX-TV, Nashville (Ch. 8) to Harry & Elmer Balaban, of the Chicago theatre family, who own interests in successful uhf stations in Rockford & Springfield, Ill., fell through, may yet be revived. Price was undisclosed. Three co-equal owners acquired it 2 years ago (Vol. 10:29,36).

FCC STUDYING TV OWNERSHIP CEILING: Revision of FCC's multiple-ownership rules in not-too-distant future is shaping up into distinct possibility. New ceiling on station ownership -- based on population & geographical coverage -- is being considered as substitute for present numerical limitations.

Prompted by urgings from Congress, from ambitious operators and from interest of commissioners themselves, Commission has given staff task of coming up with complete study within next few months. Though FCC fought vigorously to protect its right to set numerical limitations, winning Supreme Court's backing in Storer case (Vol.12:21) it's no secret that several members consider present ceilings arbitrary. Currently, rules permit no entity to own more than 7 TVs (maximum of 5 vhf), 7 AMs, 7 FM's -- whether stations are located in big cities or small.

Clue to FCC's thinking may come very shortly, when it considers 2 pending purchases by Storer Broadcasting Co., which now owns 5 vhf's, 2 uhf's, 7 AMs. Storer is buying CP for KSLM-TV, Salem, Ore. (Ch. 3), wants to move transmitter near Portland and shift its KPTV from Ch. 27 to Ch. 3 (Vol.12:18,25). Storer also seeks move into Boston area through purchase of WMUR-TV, Manchester, N.H. (Ch. 9), asking FCC for permission to move transmitter to 26 mi. north of Boston.

Storer's Portland proposal ran into opposition from all 3 vhf operators there, and its Boston plan is being bucked by Boston stations -- Westinghouse's WBZ-TV (Ch. 4) and O'Neil's WNAC-TV (Ch. 7). This week, latter petitioned FCC to set sale for hearing, called it "trafficking in licenses."

In Portland case, Storer asks waiver of rules to permit it to own 6 vhf's. In

Manchester-Boston application, it says it would dispose of one of its other vhf's to comply with Commission rules.

Possibly in anticipation of favorable FCC action, there was flurry of trading in Storer stock on N.Y. Stock Exchange this week. Blocks were sold each day for total of 12,100 shares by end of week, and it closed at new high of 29½, up from week's low of 27¼. Stock has jumped more than 7 points from year's low of 22½.

Certain to influence Commission considerably are views of its top staff members; several lean definitely toward new set of criteria. One influential and knowledgeable staff attorney puts it this way:

"It simply makes no sense to make a station count as much in a small town as in major metropolitan areas. Sure, if you base it on population you get into the problem of how to measure coverage -- but a reasonable formula can be developed. And sure, you have the problem of 'grandfathering,' of making exceptions for those who exceed the new criteria. But should you throw out an improvement because it isn't perfect? I think there should also be geographical criteria, so that no one has a concentration in one state or area. What our present rules do is to force a multiple owner to move into larger and larger cities, dropping stations in smaller cities -- and throwing away his experience in serving smaller cities."

Another substantial school of thought at FCC believes multiple-ownership ceilings and formulas should be dropped altogether and that Commission should consider each acquisition on its own merits.

"We have anti-trust laws," one responsible FCC attorney says. "Should we set up a separate standard for TV & radio, as compared with other industries? I don't think so and I don't think Congress meant us to. And if you try to devise a coverage formula, you come up with something ridiculous." (For Congress' role and Republican-Democratic differences, see p. 6.)

CLOSED-CIRCUIT TELEVISION IN EVERY HOME? Broadest possible use of closed-circuit TV -- a "picture phone" in every home -- may be foreshadowed by Bell Labs' disclosure in Los Angeles this week that recognizable TV signal of caller has been transmitted across the nation over ordinary telephone lines.

Frankly stating system is still developmental, spokesmen for the traditionally conservative Bell System nevertheless predicted system eventually will be practical for use in average home; they wouldn't estimate when.

System isn't complete TV in ordinary sense, because it doesn't give full reproduction of motion. It transmits new still pictures every 2 seconds. As described at Western Electronic Show this week, system employs vidicon cameras, gives 2x3-in. picture with 60-line, 2400-dot resolution.

It's never been any trick to tie TV and telephone together. Some 30 years ago, Bell Labs' late Herbert E. Ives set up N.Y.-Washington system on which former President Hoover appeared and spoke. Significance of current development is that useful picture can be transmitted over ordinary phone lines.

Dage TV div. of Thompson Products already has similar system, called "Data-vision," on market for business uses (Vol.11:45,50), has sent picture from N.Y. to Philadelphia. A difference in the two methods is that Bell employs magnetic drum whereas Dage uses Skiatron dark trace CR tube, which gives new still picture every 2-7 seconds (Vol.12:12,14). Presumably, Bell will first offer system for business use, as does Dage. Another recent entry into the TV-phone line field is GE, which announced "slow-scan" technique for using same TV system for regular close-circuit TV and for pictures changing every 4-5 seconds (Vol. 12:32). (For other recent closed-circuit developments, see p. 16.)

John Hay (Jock) Whitney, whose investment firm is now deeply involved in TV ownership (pp. 1 & 2) is being mentioned as possible successor to Winthrop W. Aldrich as Ambassador to Britain. Aldrich plans to retire after election, is said to have recommended Whitney, whose maternal grandfather John Hay served as Ambassador to Britain. Whitney interests own KOTV, Tulsa (Ch. 6), purchased for \$4,000,000 (Vol. 10:14); KGUL-TV, Galveston-Houston

(Ch.11), bought for \$4,250,000 (Vol.12:28); are paying \$10,000,000 for WISH-TV, Indianapolis (Ch. 8) and WINT, Ft. Wayne-Waterloo (Ch.15), with their radio adjuncts; own several community antenna systems. Note: Whitney and CBS chairman Wm. S. Paley married sisters (daughters of the late great Dr. Harvey Cushing, Boston brain specialist) are close personal friends, but CBS has no interest, other than affiliations, in Whitney stations.

Telecasting Notes: MGM's belated entry into TV—first by way of last week's 7-year lease of 725 pre-1948 feature films to *Los Angeles Times'* KTTV for reported \$4,000,000 and purchase of 25% interest in that station for reported \$1,600,000 (Vol. 12:33)—took further form this week. Charles C. Barry, MGM v.p., an ex-NBC & ABC program v.p. (both TV & radio), reported at week's end he had signed further lease deals totaling "in excess of \$20,000,000." . . . CBS has signed, he said, for the 725 features for its own stations in N. Y., Chicago & Milwaukee, and conditionally for those it seeks in St. Louis and Hartford; seven-year deal, which CBS said involves more than \$10,000,000, refutes reports it would not buy the package because its Los Angeles KNXT is excluded; it has also been given 2-year option to renew "Wizard of Oz," for which it signed 2-year rights for color spectaculars . . . Triangle stations (Roger Clipp) have signed for MGM package for Philadelphia, Altoona, Binghamton, New Haven stations, and Otto Brandt for Bullitt stations KING-TV, Seattle and upcoming KGW-TV, Portland . . . Prices and terms weren't disclosed by Barry, but he said package does not include shorts, cartoons or "Gone With the Wind," and specifically excludes colorcasting rights for which premium will be asked later . . . Minneapolis' KEYD-TV (Ch. 9) got FCC permission this week to change call letters to KMGM-TV as of Sept. 1, leading to speculation it had been purchased in whole or part by MGM. But Barry said it was news to him, that neither purchase deal nor movie lease deal has been made with the station yet—though he didn't exclude possibility . . . It's MGM's avowed purpose to become major factor in TV, both in ownership of stations and programming—and trade re-

ports have it talking with many stations about buying in and leasing its films as part of quid pro quo. This week, *Variety* even hinted at tieup with RKO Teleradio, but Barry said there have only been conversations looking toward leasing of pictures to its Memphis, W. Palm Beach & Windsor, Ont. outlets . . . Samuel Goldwyn films are also on way to TV, reports *Billboard*, probably by way of NTA; also still in rumor stage, *Hollywood Daily Variety* has Warner's discontinued Pathe News library being sold for some \$500,000 to group headed by J. Arthur Warner, owner of Suffolk Downs Racetrack (no kin to movie family) and include Jack Levien, editor of Pathe News . . . Adlai Stevenson, at his farm in Libertyville, Ill., this week began making TV films for campaign, being shot by Lewis & Martin Films Inc., Chicago (no kin to the comics) and directed by Charles Guggenheim, of St. Louis . . . "Electronic cue" system of audio dubbing for TV films shipped to foreign countries, developed by Screen Gems, is claimed to improve quality while cutting dubbing and shipping costs 50%; all sound except dialogue is transferred from original track to magnetic tape. . . . Comic Jerry Lewis, who with Dean Martin has filed \$3,000,000 breach of contract suit against NBC, ducked out of scheduled Aug. 26 guest appearance on NBC's *Youth Wants to Know* on lawyer's advice . . . RKO's first TV film venture gets under way next month when Alex March, ex-producer of CBS *Studio One Summer Theatre*, joins studio to assemble stories for 3 series, production to begin in early 1957 . . . 75% of TV commercials (production cost: \$30,000,000) are now on film, says Wm. Miesegaes, pres. of Transfilm Inc.

GOP CONVENTION telecasts from San Francisco this week turned out to be so dull, on the whole, that networks, stations and sponsors are frankly skeptical about future coverage on a similar scale. The nearly 170 hours of simulcast TV-radio time the 2 conventions consumed on the 3 networks, moreover, were so costly to networks and stations, generated so little viewer enthusiasm, that some sort of new approach may be attempted 4 years hence—that is, unless political heat engendered beforehand makes them look like better "shows."

Our UP ticker reports from San Francisco, as we go to press, that NBC pres. Robert Sarnoff "half-seriously suggested that perhaps TV's coverage of future conventions could be cut down a bit . . . that perhaps some steady viewers missed their regular programs, and that if some compromise could be worked out it might be better all around." CBS v.p. Sig Mickelson was quoted as agreeing.

It's much too early to count the cost to the industry as a whole, but it will run into many millions. All that's known as yet is that the "package" sponsorships brought in about \$14,000,000 to the 3 networks and that they had tentatively figured the costs at around \$17,000,000. For the most part, affiliated stations stuck with the networks all the way. ABC states its Democratic convention coverage totaled 35 hours, CBS counted 33, NBC 34; from San Francisco, ABC carried 23 hours, 8 minutes; CBS, 22 hours, 30 minutes; NBC, 21 hours, 30 minutes.

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Despite the amazing gadgetry and superb engineering, despite brilliant newscasting and commentaries, despite heroic efforts to flavor the coverage from the Republican convention, it was so lacking in conflict and suspense that,

with the possible exception of President Eisenhower's unexpected press conference, first ever to be carried live, the proceedings were much duller than those from Chicago which at least had an element of suspense attached to the V.P. nomination.

Even that one, however, according to the Minneapolis correspondent of *Variety*, actually helped movie boxoffice because it forced cancellations of so many popular TV programs that lots of people, uninterested in the political show, "deserted their homescreens for the showhouses." Herald Tribune Syndicate columnist John Crosby, after the Republican convention adjourned, wrote: "Two conventions, back to back like this, may be the best thing that has happened to the motion-picture business since they invented the wide screen. The harmony at San Francisco finally got unbearable and drove me out of the house to see a movie . . ."

Accustomed to thinking of everything in terms of "show biz," *Variety* editorialized that the Chicago show was "a TV bust, both as a 'journalistic spec' and in terms of commanding coast-to-coast audience interest." It was a "dull gabfest for perhaps 90% of the time," said *Variety*. It headlined an editorial: "TV's \$17,000,000 Goof."

Wrote Jack Gould, *New York Times*: "The sweetness and light in San Francisco inevitably crimped TV's style. It was hard for the networks to be breathless over a telethon of harmony." He added: "In almost pathetic desperation the video journalists tried to make stories where there weren't any; usually they wound up with only one more bulletin on Republican happiness or the attractiveness of San Francisco." Of the third day's coverage, he wrote that it "has about the same excitement as a boxing match in which there is only one contestant in the ring."

John Steinbeck, the novelist-turned-columnist for the conventions, sized things up pretty well in his Aug. 22 dispatch: "My despair at the dullness of the proceedings at the Cow Palace is not only shared but doubled by people to whom it is more important. I toured the TV

operations [and] found a kind of hysteria. The multi-million-dollar contracts with Westinghouse, Philco, etc. were made on the basis that millions of people would look at the convention. One executive told me: 'We're losing our audience. People are tuning it out.' A great news commentator confided wearily, 'I've said the same thing 8 different ways. Give me an idea for a 9th, will you. I'm dried up.' The NBC lip-reader whose job it is to discover through field glasses how caucuses are going reported, 'Only a few smutty stories and not one I haven't heard.'

Also from San Francisco, George Dixon, King Features Syndicate columnist, wrote: "This convention is so orderly and well bred the TV people can't find enough action to televise, and are becoming televisionaries. They have filled the gaps with so many shots of the seals out on Seal Rock they are beginning to bark."

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Of the Democratic convention coverage, *Time Magazine* said the show "hardly lived up to its lavish press agency," but conceded there were moments of high drama and noted: "The relentless camera magnified the trivia and underlined the fluffs, caught the convention's heights and hollows—and its occasional signs of petulance and flippancy—Truman dressing down a reporter for badgering him for an interview; Tennessee's Gov. Clement hamming it up for photographers; Paul Butler boiling mad over CBS's failure to run a documentary film."

Press and radio got along reasonably well this time, in contrast to previous conventions (Those of 1948 & 1952 covered by TV and those since 1924 by radio)—and *Newsweek* was impelled to remark: "Despite all the advance sparring, there were few arguments between reporters and TV newsmen. Some bitterness was present, but most of the press agreed with George Mills of the *Des Moines Register*: 'They weren't bad. After all, we push people around too.'"

Philosophical observations on the subject of electronic vs. printed journalism in Aug. 27 *Time*: "Though the pad-and-pencil newsmen competed briskly with the electronic press at the scene of the news, each getting constantly in the other's way, there was actually no competition between the TV screen and the printed word. They supplemented each other. When it came to speed and high fidelity to the news at the instant it was breaking, TV was in a class of its own. By the same token, for those who could not spend hours before a TV screen or who wanted the story rounded up and interpreted, readable at their own pace and convenience (and available for future reference) the printed word was worth a thousand TV pictures."

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The Glory Road: Ed Murrow was about to go on air during Republican convention when he had long-distance call from W. Va.; fortunately, his secretary intercepted the call—from a viewer whose reception was poor and who said he couldn't get satisfactory local repairs and wouldn't Mr. Murrow get to "someone with influence" to fix his set in a hurry. Eric Sevareid, strolling down Cow Palace corridor, was stopped by a woman who asked: "Aren't you Eric Sevareid?" He modestly allowed that he was. "My little Johnny," she pleaded, "has been in the washroom for more than 20 minutes and I'm wondering if he is all right. Would you please go in and see?" Sevareid did and the boy was.

Dr. Leo Bogart, McCann-Erickson, elected pres. of Radio-Television Research Council, succeeding Maxwell Ule, Kenyon & Eckhardt. Also elected: v.p., Julia Brown, Compton Adv., succeeding Blanche Cosgrove, Ruthrauff & Ryan; secy.-treas., Babette Jackson, Dancer-Fitzgerald-Sample, succeeding Miss Brown.

Personal Notes: Matthew J. Culligan, NBC-TV v.p. & national sales director, elected v.p. in charge of NBC Radio network, replacing Charles T. Ayres, who resigned two weeks ago . . . H. Weller (Jake) Keever, national sales mgr. of NBC-TV Films, named film sales director of NBC-TV subsidiary California National Productions Inc. (formerly Kagran Corp.); Robert A. Anderson, NBC-TV Films business mgr., named business affairs director; Francis X. O'Shea, Kagran licensing operations mgr., named merchandising director; Wm. L. Lawrence appointed eastern unit director, new program development dept. . . . George A. Heinemann, program director of NBC's WNBQ & WMAQ, Chicago, appointed program mgr. of WRCA-TV, N. Y., replacing Steve Krantz, joining Screen Gems; Sam Dana promoted to head adv. activities of WRCA-TV & WRCA from TV promotion supervisor, NBC Spot Sales . . . Bennet H. Korn, ex-TPA, returns to WABD, N. Y. as sales director, Wm. J. Adler continuing as WABD sales mgr. . . . Mike Shapiro, ex-commercial mgr., WFAA-TV, Dallas, onetime asst. mgr. of KDUB-TV, Lubbock, appointed to newly-created post of managing director of KTVX, Muskogee-Tulsa, and KATV, Little Rock-Pine Bluff, headquartered at Tulsa; L. A. Blust Jr. and John Fugate continue as respective station mgrs., reporting to Shapiro. Ben Holmes, ex-national sales mgr. of both stations, has joined Edward Petry & Co., N. Y. . . . Mrs. Georgia M. Davidson, chief owner, assumes management of KIDO-TV, Boise, taking over from Walter B. Wagstaff, who on Sept. 15 becomes mgr. of upcoming KGW-TV, Portland, Ore. . . . W. B. Pape managing W. O. (Bill) Pape's WALA-TV, Mobile, with recent death of Howard K. Martin, exec. v.p. . . . Oliver S. Castle, A. C. Nielsen Co. research director, promoted to v.p., George A. Magnuson promoted to succeed him . . . Edward Sarrow promoted to production mgr., WAAM, Baltimore; Herbert Steinberg named asst. program mgr. . . . John G. Leitch, WCAU-TV, Philadelphia, named chairman of NARTB broadcast engineering conference committee; Harold P. See, KRON-TV, San Francisco, reappointed chairman of TV film committee . . . Arthur M. Hopwood Jr., ex-asst. chief engineer, WPTZ, Philadelphia (now WRCV-TV), joins KYW-TV & KYW, Cleveland, as facilities engineering supervisor . . . Frank Steltenkamp promoted to asst. sales development mgr., WWJ-TV & WWJ, Detroit . . . James H. Henneberry, ex-WICS, Springfield, Ill., named sales promotion mgr., KWK-TV, St. Louis . . . Ralph R. McCawley, ex-*Washington Star*, named adv. & promotion mgr. of WRC-TV & WRC, Washington, reporting to Wm. Coyle, director of adv., promotion & public relations . . . Bryson Rash quitting ABC to join NBC's WRC-TV & WRC, Washington, as news analyst . . . Lawrence H. Rogers II elected pres. of WSAZ Inc., Huntington, Col. J. H. Long becoming chairman . . . John M. Keys, sales director of WNBQ & WMAQ, Chicago, promoted to director of adv., promotion & merchandising.

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Hunt for tall tower site by WHAS-TV, Louisville (Ch. 11) resumed this week after Washington Airspace Panel turned down latest proposal—1799-ft. structure, 2549-ft. above sea level, to be located at Fisherville, Ky. about 20-mi. east of Louisville. Station had hoped for approval because structure was scaled down from previous 2003-ft. proposal. It was third official request by station, which has examined 23 sites. Panel suggested that area around Ramsey, Ind. might prove more promising.

Austin Kiplinger, son of the famed Washington newsletter editor W. M. Kiplinger, rejoins his father's organization Sept. 1 after 7 years of newscasting on Chicago TV-radio stations, lately with NBC.

Muzak franchise for eastern Pa., southern N.J. & northern Del. taken over by Philadelphia's WCAU.

MULTIPLE-OWNERSHIP limits should not be fixed by Congress, in opinion of FCC, which is considering changes in the rules (p. 2). It so stated in formal comments on 4 bills introduced last session to throw out numerical ceilings and limit TV ownership (nothing said about AM or FM) to stations covering not more than 25% of population. Sponsors were Sen. Bricker (R-Ohio), the late Rep. Hinshaw (R-Cal.), Rep. O'Hara (R-Minn.), Rep. Beamer (R-Ind.). Commission made these points:

(1) New law would be too "rigid." FCC has more "expertise" and more flexibility to cope with changing problems of multiple ownership.

(2) If percentage of population is substituted for specific number of stations, geographical limits must be set. "For example," FCC said, "one person could control all of the TV stations west of the Mississippi River, with the exception of those in the State of California, and not serve more than 25% of the total population. While this might be a monopoly in this area and thus possible to prevent, it would also be contrary to the Commission's policy of diversification. To remedy this flaw it has been suggested that the limitation take the form of allowing only a certain number of stations per state, or per Federal judicial district . . ."

(3) Coverage must be defined. Commission said: "The coverage contours set forth in the Commission's rules & regulations are not hard and fast areas. Because of this

there must be a specific grade of coverage contour within which the percent of population is measured."

While Republicans in Congress are spearheading efforts to liberalize multiple ownership, some Democrats are vigorously opposing them. For example, Chairman Magnuson (D-Wash.) of Senate Commerce Committee recently warned FCC against granting stations to "syndicates," said "the Commission should be on guard against the intrusion of big business and absentee ownership" (Vol. 12:30).

On House side, Rep. Celler (D-N. Y.), chairman of Judiciary Committee, has frequently inveighed against "monopoly" in ownership, particularly by networks.

But FCC is Republican-controlled, and its leanings are toward more wide open rules. Multiple owners with programs for expansion have no difficulty acquiring properties via purchase route—and they're paying very handsomely. (For this week's sales activity, see p. 1; for all major sales, 1949-56, see pp. 347-351, *TV Factbook No. 23.*)

Control of Congress may turn out to be key to Commission action. If GOP takes over and Bricker replaces Magnuson as chairman of Commerce Committee, revision may be considered almost certain.

If change is in the cards, it will take some months to accomplish. Court of Appeals still must clean up rag-tag of Storer case which Supreme Court sent back to the lower court. Final decision is expected some time this winter. Then there's FCC rule-making procedure, which could take a long time.

FIRST POST-VACATION meeting of FCC Aug. 29 will have among top-priority questions the matter of giving more time for comments in allocations rule-making. Deadlines are Sept. 10 for deintermixture comments, Oct. 1 on all-uhf proposal. But Commission has received flock of petitions for reconsideration, some accompanied by requests for more time—and it's believed there's fair chance of postponement.

Another reason Commission may give more time for comments is fact engineers and attorneys are questioning "rules of the game," i.e., the brand new criteria for figuring coverage and white areas—which FCC says should be used in comments. Some charge they're invalid, having been promulgated without rule-making.

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Call for immediate reappraisal of entire radio spectrum, not only uhf & vhf TV, was made this week by Wm. J. Morlock, gen. mgr. of GE technical products dept. Speaking to graduating class of Syracuse U TV-radio center Aug. 24, he said that complete study of spectrum hasn't been made since FCC called on industry's Radio Technical Planning Board in 1941; that "the expansion of the communications field and the electronics industry has been so rapid that future growth is being seriously curtailed by lack of spectrum space in many services." These include, he said, police, fire and other emergency services.

Morlock isn't alone in his views. FCC's newest member T. A. M. Craven, a pioneer allocations specialist, says that in the short period since his return to Commission he's become convinced more than ever that progress in equipment and techniques have badly outmoded present spectrum division.

Dr. Allen B. DuMont, the original deintermixture proponent, this week said proposed all-uhf move isn't the "right or final answer." Speaking at banquet of Texas Electronics Assn. in Houston Aug. 24, he said: "If all TV is moved to uhf, there is going to be a percentage of peo-

ple who will have no TV. You can't escape the fact that a uhf signal can't be received in the shadows of hills and mountains or that uhf coverage can't be as great as vhf. People far removed from transmitters will not have reception.

"Actually, I think vhf will be retained and that the Commission will finally come to a plan of deintermixture. Such a plan could have vhf-stations-only for areas that require such signals because of terrain or need of extended coverage, while uhf-stations-only could be the rule wherever such signals would give full area coverage."

Total assets of Universal Broadcasting Co., purchased by J. H. Whitney & Co. for \$10,000,000 (see p. 1), were \$3,279,488 as of June 30, according to transfer papers filed with FCC this week. Universal owns WISH-TV (Ch. 8) & radio WISH, Indianapolis; WINT, Ft. Wayne-Waterloo (Ch. 15) & radio WANE, Ft. Wayne. Current assets were \$1,070,240; fixed, \$656,765. Other assets totaled \$1,520,232, including \$962,570 invested in affiliated companies—balance comprising miscellaneous deferred items. Current liabilities were \$3030; accrued, \$453,386. Capital stock and surplus were shown as \$2,822,133. Separate balance sheet filed for WINT showed Dec. 31, 1955-May 31, 1956 profit of \$24,090—deficit before Dec. 31 totaling \$13,568. Current assets were \$100,242; fixed, \$444,218; other, \$13,954. Current liabilities were \$46,210; fixed, \$223,081. Capital was \$278,600; surplus, \$10,523.

Transcontinent TV Corp. assumes ownership of WHAM-TV, Rochester (Ch. 5) with its AM-FM adjuncts Aug. 27 from Stromberg-Carlson, having purchased them for \$5,000,000 (Vol. 12:14, 24, 26), and announced gen. mgr. William Fay and other key executive personnel are being retained. Within a few days, it will transfer the AM-FM properties to Riggs & Greene Inc., who paid \$500,000 for them.

J. Walter Cameron, publisher of *Maui News*, becomes 83% owner of semi-satellite KMVI-TV, Wailuku, Hawaii (Ch. 12), following FCC approval of his purchase of 41.26% interest from Maui Pineapple Co. for \$30,950.

Network Accounts: Corn Products Refining Co. renews Martha Rountree's *Press Conference* when it returns to NBC-TV Oct. 29 after month's hiatus, switching to Mon. 7:30-7:55 p.m. On same date, Chet Huntley or David Brinkley will replace John Cameron Swayze on Tue.-Wed.-Fri. segments of *News Caravan*, Mon. 7:55-8 p.m. and Tue.-thru-Fri. 7:45-8 . . . Hazel Bishop to sponsor *Beat the Clock* on CBS-TV starting Sept. 22, Sat. 7-7:30 p.m., thru Raymond Spector . . . Maybelline (eye makeup) buys 1/3 of *Steve Allen Show* on NBC-TV starting in fall, Sun. 8-9 p.m., thru Gordon Best Co., Chicago . . . General Foods (Good Season dressing and Kool-Aid drink concentrate) to sponsor 15-min. alt. week segments of *It Could Be You* on NBC-TV, Mon.-thru-Fri. 12:30-1 p.m., and *Modern Romances* on NBC-TV, Mon.-thru-Fri. 4:30-5 p.m., thru Foote, Cone & Belding . . . Tums to be alt. sponsor of new Jonathan Winters comedy series, as yet untitled, on NBC-TV starting Oct. 2, Tue. 7:30-7:45 p.m., thru Dancer-Fitzgerald-Sample . . . North American Philips (Norelco shavers) to sponsor 8 irregularly-scheduled "Project 20" telementary programs on NBC-TV starting in fall, thru C. J. LaRoche Co., N. Y. . . Allstate Insurance to sponsor 15-min. pre-game shows on NCAA football schedule on NBC-TV this fall, thru Christiansen Adv., Chicago . . . Knapp-Monarch Co., St. Louis (electrical appliances) buys several partic. this fall on *Famous Film Festival* on ABC-TV Sat. 7:30-9 p.m., *Arthur Godfrey Show* on CBS-TV Wed. 8-9 p.m. and *Today* on NBC-TV Mon.-thru-Fri. 7-9 a.m., thru Frank Block Assoc., St. Louis . . . Esquire Shoe Polish to sponsor one-shot movie in color, *Magie Box*, on NBC-TV Sept. 9, Sun. 8-9 p.m., thru Emil Mogul.

Rate increases: WATV, Newark-New York, Sept. 1 raises base hour from \$1250 to \$1500, min. from \$250 to \$300. WTOP-TV, Washington, Sept. 1 raises base hour rate from \$1500 to \$1800, 20 sec. from \$375 to \$400. KPRC-TV, Houston, Sept. 1 raises base ID rate from \$110 to \$132. WNEM-TV, Bay City, Mich., Sept. 1 adds Class AA hour (8-10:30 p. m., Mon.-Fri.; 7-10:30 p. m., Sat. & Sun.) at \$690, min. at \$138. KOAT-TV, Albuquerque, Sept. 1 adds Class AA hour (7:30-10 p. m., daily) at \$300, min. \$44; changes Class A hour from \$200 to \$250; Class B from \$110 to \$200, min. from \$19 to \$26.25. KKTU, Colorado Springs, Sept. 1 adds Class AA hour (6:30-10 p. m., Mon.-Fri.; 6-10 p. m., Sat. & Sun.) at \$250, min. at \$60. KTVH, Hutchinson, Kan., Oct. 1 raises base hour rate from \$500 to \$575, min. from \$120 to \$135. KSWM-TV, Joplin, Mo., Sept. 1 raises base hour rate from \$225 to \$250, min. from \$45 to \$60. WMAZ-TV, Macon, Ga., effective Jan. 1, 1957, will raise base hour rate from \$300 to \$360, min. from \$60 to \$72.

TV-show business expert in banker's clothing is Herbert L. Golden, 42, once *Variety* film editor, now asst. v.p. in charge of amusement industries group, Bankers Trust Co., N. Y. Cited as typical of new banking corps of trade-loan specialists, described in Aug. 17 *Wall Street Journal*, Golden is said to rely on personal knowledge of applicants, has passed on loans to such TV shows as *Disneyland*, *Lone Ranger*, *Big Town*, *Halls of Ivy*.

All-out for a single show: Two NBC-TV camera-&-sound crews, some of whom helped produce Peabody-winning *Assignment: India*, are on assignment to Burma, Malaya, Thailand, Vietnam, Indonesia & Cambodia to film 1 1/2-hour *Assignment: Southeast Asia*—in color. Public affairs v.p. Davidson Taylor says network is still negotiating with Soviet Union for permission to do similar show. Robert Graff is producer-director, James Michener will narrate.

Network affiliations: WARD-TV, Johnstown, Pa. (Ch. 56) joins CBS-TV as primary affiliate, effective Aug. 20; KUAM-TV, Agana, Guam (Ch. 8) joins CBS's EMP.

ADVERTISING AGENCIES: David J. Hopkins, ex-CBS-Columbia sales director, Sept. 17 joins McCann-Erickson, N. Y., as v.p. & gen. staff executive in planning & development div., reporting to staff v.p. Anthony Hyde . . . George DePue Jr., account executive for foods div. of Anderson, Clayton & Co., formerly exec. v.p. of Robert W. Orr & Assoc., appointed v.p. of Bryan Houston Inc., N. Y. . . . Frank O'Connor, production mgr. of Ted Bates & Co., Hollywood, elected asst. v.p. and transferred to N. Y. in charge of new program development . . . Hendrik Booraem Jr., v.p. & head of TV dept., C. J. LaRoche & Co., named an account supervisor and will share management responsibilities; Jay Bottomley continues as TV dept. mgr. . . . Robert Durham, Kenyon & Eckhardt v.p. in charge of new business, has resigned . . . Ted Wick, ex-CBS, appointed west coast publicity director, J. Walter Thompson, Hollywood . . . John T. Hopkins III, ex-gen. mgr. of city-owned WJAX, Jacksonville, now TV-radio director, Newman, Lynde & Associates, Jacksonville agency.

Survey of TV and radio, from the concepts of wave motion through the law of broadcasting, with a low bow to the FCC which "has on the whole steadfastly advised against the statutory enlargement of govt. power," is neatly packaged in *Broadcasting in America* (Houghton Mifflin Co., 502 pp., \$8) by Sidney W. Head, director of broadcasting & film service, U of Miami. TV's origin, growth, relations to other mass media, potentialities, and regulations are detailed with a clarity to satisfy upcoming trade executives. Technical discussion of the medium is confined to the introductory chapters, but forms an important backdrop to the explanation of network practices, and the political and social impact of TV about which the book revolves. For "do-it-yourself" broadcasters, Mr. Head delves into FCC licensing rules & regulations, concluding with a comparison of the TV, radio and motion picture codes. Many tables, drawings, graphs & photographs supplement the text.

Story of Boston's Catholic TV studio "WIHS-TV" is told by Rev. Walter L. Flaherty, Archdiocesan TV Centre director, in exceptionally thorough 18-p. article in RCA's Aug. *Broadcast News*. Church opened own 3150-sq. ft. studio in brownstone building Jan. 1955, has televised 45-min. *TV Parish of the Air* each Sun. since for estimated 300,000 viewers in New England. Three Church-owned monochrome cameras, plus field-type control, switching & monitor systems are manned by technicians from WNAC-TV, which telecasts services. Other activities include color film, LP record production, recent "TV Workshop for Nuns."

TV-radio impact on sluggish voters is described in *Let's Vote, Neighbor*, new 20-p. NARTB booklet which tells how week-long "Register, Inform Yourself & Vote" drive in Davenport, Ia. drew 2267 registrants for spring primary—"at least 2000 more than could normally be expected." Booklet tells broadcasters how to conduct own campaigns.

U. S. premiere of Prokofieff opera "War & Peace" and world premiere of Stanley Hollingworth's "La Grande Breteche" will highlight NBC-TV Opera Theatre's 1956-57 season of 6 performances, at least half to be in color.

Top 5 shows in first Aug. Trendex ratings were all giveaway or panel shows—\$64,000 *Question*, \$64,000 *Challenge*, *Do You Trust Your Wife?*, *What's My Line?*, *I've Got a Secret*, in that order.

Another big magazine raises rates: McGraw-Hill's *Business Week* hikes black-&-white page from \$2456 to \$2740 as of July 6, 1957, based on circulation increase of 30,000 to 300,000.

Sesac has moved headquarters to Coliseum Tower, 10 Columbus Circle, N. Y.

WEEK'S 3 STARTERS, all vhf, encompass good variety of stations—WTVW, Evansville (Ch. 7), whose channel FCC proposes to give to educators in current deintermixture rule-making; satellite KFXJ-TV, Montrose, Colo. (Ch. 10); new small-market KAVE-TV, Carlsbad, N. M. (Ch. 6). These bring total on air to 487, 96 of them uhf.

WTVW got started Aug. 21 in 2-uhf station market right after FCC granted it STA over opposition of off-air WKLO-TV, Louisville (Ch. 21). Commission ruled that station's facilities "are generally consistent" with its CP; that objections to its financial qualifications aren't valid. WTVW has also started fight to retain Ch. 7, filing petition asking Commission to call off its deintermixture proposal. Station started a temporary site with used DuMont 5-kw transmitter, 6-bay RCA antenna on 300-ft. tower. Pres.-gen. mgr. and 44.5% owner is Rex Schepp. Base rate is \$600. Rep is Hollingbery.

KFXJ-TV, Montrose, made first tests Aug. 18 after equipment delays. Owned by Rex Howell, it's satellite of his KREX-TV, Grand Junction (Ch. 5), 50 mi. away, picking up its signals directly. It uses 100-watt Gates transmitter, 6-bay RCA antenna on 75-ft. tower. Operations director is Carl Q. Anderson. At start, satellite will be offered as bonus of KREX-TV, which has \$120 base hour. Rep is Hal Holman.

KAVE-TV, Carlsbad, took to air Aug. 24, using DuMont 5-kw transmitter, RCA 3-bay antenna, 301-ft. Liberty tower. Gen. mgr. is John H. Battison, whose wife heads group which acquired CP and radio KAVE for \$150,000 (Vol. 11:39). Mrs. Battison, pres., holds 76%; Edward P. Talbott, chief engineer of KROD-TV, El Paso, 16%; Philip M. Baker, Washington attorney, 5%; Charles D. Cole, engineer of Austin Co., Cleveland station contractor, 3%. Jack Rathbun, ex-KSON, San Diego, and WDAK-TV, Columbus, Ga., is operations mgr.; I. Biby, program mgr.; Bill Carnahan, ex-WABT & WBIQ, Birmingham, chief engineer. Station is CBS Extended Market Plan affiliate. Base hour is \$150. Rep is Branham.

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In our continuing survey of upcoming stations, this is latest report:

CHEK-TV, Victoria, B. C. (Ch. 6), aims for Sept. 29 test patterns, having started pouring foundations and ordered 500-watt Standard Electronics transmitter due Sept. 24, reports v.p.-gen. mgr. Charles R. White. Alford antenna atop 180-ft. Stainless tower will give 1.8-kw ERP. Pres. is David M. Armstrong, owner of radio CKDA; Norman Bergquist, chief engineer. Base hour will be \$210, U. S. rep—Forjoe; Canadian—TV Representatives Ltd.

Equipment shipments and orders reported this week: By DuMont—5 kw transmitter to upcoming KDIX-TV, Dickinson, N. D. (Ch. 2), due Oct. 1; 5-kw transmitter to upcoming educational WYES, New Orleans (Ch. 8), target unspecified. By RCA—High-gain uhf antenna to WTVH, Peoria (Ch. 19), to increase ERP from 214-kw to 500-kw by "early fall"; uhf antenna to upcoming educational WHYY-TV, Philadelphia (Ch. 35), due in Oct.; order for 25-kw amplifier from educational WQED, Pittsburgh (Ch. 13).

KOVR-TV, Stockton, Cal. (Ch. 13), filing application to move transmitter from Mt. Diablo to Butte Mt. in Amador County, some 75 mi. to west, reports it will become ABC-TV affiliate when FCC approves shift.

Twelve 19x12-in. maps, one for each vhf channel, are being distributed to clients by A. Earl Cullum Jr. consulting engineers, Dallas. Each shows authorized stations, pending applications, unused allocations, educational allocations.

Latest AM station sales reported: WBIW, Bedford, Ind., by William C. Smith Jr. for \$72,000 to rep Joseph Hershey McGillvra and Mrs. McGillvra; Allen Kander, broker. WIOU, Kokomo, Ind. by R. H. Blacklidge, publisher of *Kokomo Tribune*, M. W. Zimmer and others for \$180,000 to John Lord Booth group, owner of stations in Flint, Detroit & Saginaw, Mich. and South Bend, Ind. and TV applicant for Parma-Onondaga, Mich. WBAC, Cleveland, Tenn., by Robert W. Rounsaville for \$137,500 to Thad F. Fitch, present manager of station and Walter T. Kile, local auto dealer & real estate man. WICK, Tampa, and WSOK, Nashville, by H. C. Young Jr. for total of \$540,000 to Robert W. Rounsaville who now has 7 radio and holds CPs for 3 TV stations. WHBL, Sheboygan, Wis., by Charles E. Broughton and Robert A. Saltzstein, 53.1% for \$39,925, to Paul F. Skinner, gen. mgr. and 6% stockholder.

More TV topics picked for IRE professional group's fall symposium Sept. 14-15 at Mellon Institute Auditorium, Pittsburgh (for previously selected subjects, see Vol. 12:25): (1) TV aural standby system—Benjamin Wolfe, WAAM, Baltimore. (2) Non-rigid transmission lines—Henry R. Kaiser, WWSW, Pittsburgh. (3) High power & DA remote control—George W. Bartlett, NARTB. (4) TV automation—Diehl, Hoffman & Shepard, GE. (5) TV service area measurement—Robert S. Kirby, Bureau of Standards. (6) Video tape—Ross Synder, Ampex. (7) Film system automatic level control—A. F. Inglis, RCA. (8) Sawtooth testing of audio amplifiers—Richard C. Hitchcock, Syntron Co. (9) Co-channel interference reduction using picture carrier frequency control—W. L. Behrend, RCA. (10) 50-w microwave amplifier—Lawrence W. Mallach, Lambda-Pacific.

Power & height increases: WEHT, Henderson, Ky.-Evansville, Ind. (Ch. 50) from 1-kw to 12½-kw transmitter Aug. 24; WWTW, Cadillac, Mich. (Ch. 13), to 316-kw in early Sept.; KSBW-TV, Salinas-Monterey, Cal. (Ch. 8), to 240-kw Sept. 11; KOLO-TV, Reno (Ch. 8) now operating from new site on Slide Mt., with 11.7-kw ERP, 2920-ft. above average terrain.

DuMont foreign Multiscanner sales to date: Monochrome—CJCB-TV, Sydney, N. S.; CFCM-TV, Quebec City; HJRN-TV, Bogota, Columbia; PRG3-TV, Rio de Janeiro. Monochrome & color—JOAK-TV, Tokyo, & JOAR-TV, Nagoya, Japan. Shipments have been made to 46 U. S. stations.

YSEB-TV, San Salvador (Ch. 6), begins programming in early Sept. as first TV station in Republic of El Salvador. Mgr. Boris Eserski reports 1200 sets sold in one week during Aug. tests, hopes for 7000 when programming begins. Eserski, also local DuMont distributor, says he's retailing sets "practically at cost."

Symposium for industry engineers will be conducted Sept. 17-28 by General Bronze Corp., 711 Stewart Ave., Garden City, L. I., to demonstrate new antenna feed system (for TV, scatter, etc.), waveguide test equipment, magnetic aircraft antennas, etc.

San Francisco's KSAN-TV (Ch. 32) & KSAN have purchased modern 4-story building at 1111 Market St., which they're converting into \$500,000 TV-radio center with 24,000-sq. ft. of floor space. Station claims 200,000 uhf receivers in San Francisco-East Bay area.

RCA color equipment shipments: 2 live studio cameras to WRCV-TV, Philadelphia, Aug. 7; 2 to KGW-TV, Portland, Ore. Aug. 24; 2 to KRCA, Los Angeles, Aug. 24; 3-V film camera to WISH-TV, Indianapolis, Aug. 14, and to WNEM-TV, Bay City, Mich. Aug. 23.

John O'Hara, the novelist and *Collier's* columnist, has been added to the George Foster Peabody TV-radio awards board, which will announce 1956 winners next April 9.

TUBE PRICES HIKED; GE's FACTORY SERVICE: Picture tube prices are going up 4-10% in month or so -- biggest increases to be on aluminized tubes. That's the informal word from key tube makers, and apparently the hike will be industry-wide. Details are unavailable as we go to press.

Whether or not they anticipated this, fact is that some of leading set makers have either raised TV prices or declared intention to raise them (Vol. 12:33). As for reaction of dealers to the price increases, it's quite mixed -- some saying they welcome chance to put higher price tags on some sets, others declaring them meaningless because of local competitive conditions.

Most pertinent appraisal of dealer reaction was given us by NARDA managing director A. W. Bernsohn: "Your dealer today is by no means the master of his prices, regardless of any action the manufacturer may take. Stated simply, he just can't increase prices if his competitor across the street doesn't. The old law of supply and demand still rules -- and nothing can negate it.

"But the increases will enable dealers to move their inventory -- and that's a big help. A retailer can now tell his customers that prices are going up, so now is the time to buy while he still can offer merchandise at the old prices. It's not deception, but it is a very practical merchandising device."

Business columnist Herbert Koshetz, N.Y. Herald Tribune, takes same position: "As in the case of automobiles, it will be found that the eventual selling price of TV sets and appliances will be governed mainly by the law of supply and demand and not by prices arbitrarily set by the producer."

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Factory Servicing: Still another reflection of the "bigness" complex in TV marketing, plus fact that TV servicing has itself become big business, may be discerned in GE's announcement Aug. 25 of plans to establish direct factory service for TVs and appliances "in all areas where dealers and customers demand it." Action of GE, whose TV market position has been rising steadily as result of its success with 14-in. portables, may be emulated shortly by full-line competitor Westinghouse.

There's significance in San Francisco remark this week of Chris J. Witting, Westinghouse v.p.-gen. mgr. of consumer products, that highly competitive conditions in TV-radio-appliance business have led to sacrifice of quality and service for sake of price. Philco has been toying with idea of national service subsidiary a la RCA Service Co., is already doing much more factory servicing than appears on surface.

GE chose veritable lion's den for announcement of factory service plan -- the annual meeting of Texas Electronics Assn., composed of service and appliance dealers who figure to lose business as result. But Wm. L. Parkinson, planning study mgr. of GE appliance & TV receiver div., tried to allay their fears, calling factory service "good competition" which can help service industry establish higher ethical standards and realize a fair return on investment. He admonished them to expand to handle "steadily increasing volume of business" rather than "fussing and fuming about those manufacturers whose marketing policies may include plans to provide factory service in areas where it is considered necessary."

He spelled out just how big servicing has become. Based on "the present TV set count of 45,000,000 receivers" (higher by 5,000,000-6,000,000 than most industry estimates) and average of 1.5 service calls per receiver per year (at \$16 average charge), he said that the cost of TV maintenance this year will exceed \$1 billion. "To this figure," said Parkinson, "we must add another billion dollars to cover the cost of antenna installations, radio maintenance and service on other electronic products." He predicted "annual national bill for installation and maintenance" of more than \$4 billion in 1960, based on 59,000,000 monochrome, 7,500,000 color sets.

Probe of Trade Rules: Federal Trade Commission is in process of investigating "several" instances of alleged violations by set manufacturers of Rule 9 of industry trade practices governing advertisement of screen sizes. This was confirmed to us this week by Harry A. Babcock, chief of FTC investigations unit, who declined to give details under the agency's policy of withholding public information until it files a complaint. We learn, however, that a recent ad in a Washington newspaper was basis for at least one of the inquiries. Rule 9 specifies that viewable area of screen can be designated in sq.-in., horizontally or diagonally -- but if the latter method is used, ad must clearly say so. Protests to FTC by RETMA and by several set makers that the rule is confusing have been rejected (Vol. 12:13,17). It's also reported that FTC is investigating possible violations of Rule 12, covering designation of used glass envelopes in new tubes, and that a west coast tube maker has been asked for information on its practices under the rule.

Dr. DuMont Dissents: One set maker who disagrees with those who see TV manufacture shaking down to a handful of producers as in the auto industry -- reiterated this week by Westinghouse's Chris Witting -- is Dr. Allen B. DuMont. Addressing the Texas Electronics Assn. Aug. 24, he predicted:

"My belief is that we will end up with 3 types of producers. First, there will be the large, mass-volume producers with full appliance lines who will continue to get a major volume of the business through advertising and merchandising power and distribution through volume distributors...Probably there will always be a second group who are fringe producers. By fringe I mean that they operate without much concern for quality and without original design or engineering; they assemble, and sell strictly on a price basis. Finally, I see a third group of manufacturers remaining...This group, in order to survive, must build receivers of a quality consistently superior to the mass merchandisers."

Dr. DuMont predicted 9,000,000 annual TV sales by 1961, explaining: "Normal new set buyers should continue to account for at least 4,000,000 receivers a year. Add to that the replacement for receivers that have finally become unserviceable and are scrapped and we should anticipate that yearly sales will creep up to 9,000,000 within the next 5 years. By that time I think about 5,000,000 sets a year will be scrapped and will be replaced."

Production: TV output totaled 160,479 week ended Aug. 17, compared to 146,546 in preceding week and 180,094 in corresponding week of 1955. It was 33rd week of year and brought production for year to date to approximately 4,171,000, compared to 4,677,000 in corresponding period year ago. Radio output totaled 256,777 (53,599 auto) week ended Aug. 17, compared to 261,937 (42,491 auto) week ended Aug. 10 and 255,855 (101,594 auto) in corresponding week of 1955. Radio production for 33 weeks totaled 7,945,000 (2,631,000 auto) vs. 8,497,000 (4,301,000) in like 1955 period.

MERCHANDISING NOTES: Supermarketing TV: Era of diversified retail outlets for TV sets (Vol. 12:33) has already started; 6-store Harris Supermarket chain in Charlotte, Gastonia & Salisbury, N. C. is marketing TV sets, with banks financing them and appliance stores delivering and installing . . . Otto Graham, the great Northwestern U and Cleveland Browns quarterback, signed by Motorola for series of personal appearances at events sponsored by its distributors & dealers in pro league cities during fall selling season . . . Color sets only are being sold in separate store opened by Burnham's, Buffalo, near its main store where it sells black-&-white sets; idea is that they're "competitive"—and big ad campaign is backing up unusual venture . . . Admiral promotion offers dealers top prize of \$500 for most attractive window display of its portable TVs, giving \$250 additional to each dealer displaying 50 portables . . . \$500,000,000 volume is "potential" for hi-fi business this year, keyed to consumer demands for improvements in styling and performance, said Radio Craftsman v.p. Lee Goodman in Los Angeles seminar sponsored by Institute of Hi-Fi Manufacturers . . . Reflecting upgrading of TV-radio-phono business, Jensen Mfg. Co. is doubling

production capacity of its speaker plant in Guttenberg, Ia. (Charles M. Cain, plant mgr.) . . . In the record business, too, the "majors aim at company-owned branches in place of distributors," says Hollywood dispatch in Aug. 25 *Billboard*—though it goes on to list present lineup of majors as Capitol with 26 branches, 11 distributors; Columbia, 34 distributors, 3 branches; RCA Victor, 43 distributors, 5 branches.

Quoteworthy quotes: "The day of hit-or-miss selling is gone forever, and I say good riddance. In achieving sales success today, there is no substitute for planning, for defining objectives, and following them through. Particularly these days when everything is so much more scientific, there is no substitute for scientific study of problems, scientific accumulation of data, and scientific evaluation and use of that data . . . That old tale about eager customers beating a path to the door of the mousetrap maker is a pleasant story, but is 100% removed from reality."—Sylvania chairman-pres. Don G. Mitchell, in Aug. 21 address at commencement exercises, Rutgers U Graduate School of Sales Management & Marketing.

Topics & Trends of TV Trade: Shipments of TVs to dealers totaled 2,775,022 in first half of 1956, when production was 3,415,202, according to RETMA state-by-state report. They compare with shipments of 3,084,717, production of 3,828,793 in first 6 months of 1955. New York led as usual, with 314,230; California second, 274,143; Pennsylvania third, 185,261. June shipments were 388,914, compared to 326,979 in May and 407,087 in June 1955. Here's first-half 1956 report (county-by-county tables available to members from RETMA on request):

State	Total	State	Total
Alabama	44,842	New Jersey	94,309
Arizona	19,042	New Mexico	9,794
Arkansas	30,350	New York	314,230
California	274,143	North Carolina	61,838
Colorado	22,345	North Dakota	8,018
Connecticut	43,259	Ohio	150,267
Delaware	6,754	Oklahoma	36,517
District of Columbia	23,767	Oregon	32,349
Florida	91,012	Pennsylvania	185,261
Georgia	63,214	Rhode Island	13,643
Idaho	11,294	South Carolina	28,476
Illinois	149,308	South Dakota	9,230
Indiana	64,993	Tennessee	49,666
Iowa	28,982	Texas	158,141
Kansas	30,198	Utah	11,357
Kentucky	45,097	Vermont	7,373
Louisiana	56,861	Virginia	53,023
Maine	17,362	Washington	43,399
Maryland	37,142	West Virginia	30,308
Massachusetts	82,922	Wisconsin	47,304
Michigan	106,734	Wyoming	3,250
Minnesota	36,287		
Mississippi	26,398	U. S. Total	2,766,993
Missouri	62,239	Alaska	1,754
Montana	8,335	Hawaii	6,275
Nebraska	22,980		
Nevada	3,757	Grand Total	2,775,022
New Hampshire	9,623		

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Whirlpool-Seeger expects to market a "full line of RCA Whirlpool major appliances" in early 1957, pres. Elisha Gray told stockholders this week in letter accompanying financial report for first 6 months of 1956 (see p. 15). New products include a combination washer-dryer, now being field tested, and an electronic range due Sept. 1 (at about \$1200). Marketing of refrigerators, currently confined to Sears Roebuck outlets, will be extended to independent dealers. Gray gave this product-by-product review of first-half 1956:

Laundry appliances—"Sales of both RCA Whirlpool and Kenmore laundry appliances have increased appreciably over the same period of a year ago . . . A sales analysis of RCA Whirlpool automatic washers provides a promising indicator of consumer acceptance of our eventual full line." Air conditioners—"Our first line of RCA Whirlpool air conditioners met with immediate consumer acceptance. We are practically sold out at both the factory and distributor levels, and dealer stocks are nearly depleted." Freezers—"RCA Whirlpool freezer sales, which started slowly at the beginning of the year, have shown substantial and satisfactory increases during the second quarter." Refrigerator-freezers—"Coldspot refrigerator and freezer sales . . . have been steady and consistent." Ranges—"Sales of RCA Estate ranges have fallen somewhat short of expectations. Present inventory, while not excessive, is sufficient for current sales requirements . . . A new line of RCA Whirlpool built-in ranges, primarily for the builder market, was recently introduced and well-received by our distributor organization."

Note: Though he used the term in describing his company's plans, Gray said that "'full line', as used in our industry, is somewhat of a myth." No progressive company, he said, ever attains this status fully because "there are always additional products in development."

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New Capehart Corp. (Robert Gross, pres.) will auction off \$700,000 worth of TV production machinery and test equipment (no TV or radio sets) at old Capehart-Farnsworth factory in Ft. Wayne Aug. 28-29; new Capehart TV-radio-phonograph line, to be made by unidentified manufacturer, will be marketed starting in Nov. (Vol. 12:33).

Comparison of top sales executives' earnings in 1955 vs. 1951, in Aug. 17 *Sales Management Magazine*, includes figures for 6 electronics industry executives among 120 listed, shows they generally shared in trend to greatly hiked retirement benefits. Following are figures for the 6: W. C. Johnson, Admiral sales v.p.—received \$54,531 directly & \$16,397 retirement benefits in 1955 vs. \$60,576 directly & no benefits in 1951; W. Myron Owen, Aerovox pres.—\$60,790 & \$5643 in 1955 vs. \$67,799 & none in 1951; H. A. Ehle, International Resistance exec. v.p.—\$38,139 & \$12,347 in 1955 vs. \$36,611 & \$90 in 1951 (was sales v.p.); John M. Otter, Philco exec. v.p.—\$77,900 plus 1190 "credit units" (\$2.67 per unit) & no benefits in 1955 vs. \$97,000 & none in 1951 (was sales v.p.); Joe Friedman, Trav-Ler pres.—\$75,000 & none in 1955 vs. \$68,750 & none in 1951; L. C. Truesdell, Zenith sales v.p.—\$85,200 & none in 1955 vs. predecessor Henry C. Bonfig's \$83,492 & \$767 in 1951.

Complaint against Emerson Radio (No. 6614) was filed Aug. 24 by Federal Trade Commission, which charged it with falsely advertising that its transistorized radios contain no vacuum tubes and that they are the smallest pocket radios ever made. FTC said that "in fact, the radios contain vacuum tubes as well as transistors and are neither 'transistor' radios nor the smallest pocket radios ever made." Hearing has been scheduled in N. Y. Oct. 31. Emerson, which is granted 30 days to answer, declined immediate comment.

"Captive market": How an enterprising dealer sold 18 TV sets to Parchman State Prison near Drew, Miss., with inmates themselves paying for sets on installment plan, is told in interesting *Retailing Daily* story (Aug. 23). Tate Stokeley, owner of local City Furniture Co., reports few defaults in payments so far "but folks thought I was crazy to sell TV sets to convicts on time-payment terms." Inmates' enthusiasm is reflected in this quote from prison newspaper: "TV is a tremendous thing. Now we can catch up on a world almost faded from memory."

Radio shipments to dealers, excluding auto sets, totaled 3,270,809 in first 6 months, up 23% from the 2,515,807 shipped in first half of 1955, reports RETMA in state-by-state and county-by-county tabulation available to members on request. Production of home radios (table, clock, portable) in first 6 months of 1956 totaled 4,345,514, compared to 3,397,473 in corresponding 1955 period. June shipments totaled 798,414, as against 551,712 in May and 542,382 in June 1955.

RETMA's new computing & data processing systems section (W. J. Morlock, GE, chairman), formed recently within technical products div. to service special requirements of computer industry, holds first meeting Sept. 17 at Hotel Roosevelt, N. Y., in conjunction with Instrument Society of America's annual international instrument-automation conference.

Sylvania purchases plastics assembly plant of Ruel H. Smith Enterprises in Titusville, Pa., taking possession of 45,000-sq. ft. facility Sept. 3 under supervision of parts div. in Warren, Pa. Louis R. Wanner heads combined Warren-Titusville plastics operations, with Raymond J. Ledebur continuing as supt. of Titusville plant.

Magnavox TV-radio div. will move its adv., sales promotion, sales training "and certain other sections" of sales dept. shortly from Ft. Wayne to recently-acquired Sentinel Radio plant in Evanston, Ill., in order to provide additional space for expansion of govt. & industrial div. in Ft. Wayne.

Motorola has distributed to 12,000 retailers its 16-p. booklet, *Machine, Material, Methods and Men*, describing firm's close attention to product quality control in TV.

Westinghouse offering three 11-in. portables, each 27 lb., with 15 tubes, priced at \$130 in gray, turquoise-sand & terra cotta-sand.

Trade Personals: Joseph B. Elliott, ex-RCA Victor exec. v.p., recently resigned pres. of Schick, on Sept. 1 joins Raymond Rosen & Co., Philadelphia RCA distributor, as exec. v.p. in charge of distribution; he works with pres. Thomas F. Joyce, with whom he had been associated at RCA for 15 years . . . Norman L. Harvey promoted to tube operations mgr., Sylvania electronics div., from TV-radio div. chief engineer; Verlis H. Wiley promoted to TV chassis engineering mgr. . . . Cyrus H. Warshaw promoted to gen. sales mgr. of Philco's Lansdale Tube div.; George I. Giess promoted to operations mgr. . . . Kenneth C. Kleidon, ex-Raytheon, appointed national color TV mgr., Hycon Electronics Inc., Pasadena, Cal. his job being to help TV manufacturers, distributors, dealers & servicemen with new techniques and equipment for testing and servicing color TV sets . . . Dwight R. Anneaux, ex-Hotpoint & Montgomery Ward, joins Whirlpool-Seeger as mgr. of special markets . . . Louis L. Ackerman resigns as CBS-Columbia v.p. & purchasing director . . . Anthony Dillon, ex-CBS-Columbia, joins Olympic as market development mgr. . . . John H. Snediker, ex-B. F. Goodrich, appointed Motorola special accounts mgr., serving in Akron as liaison with Goodrich . . . Albert V. Saphin, who founded Monarch-Saphin Co. in 1935 as one of first discount house chains in N. Y., opens Saphin Assoc., 1133 Broadway, N. Y., as consultant on discount operations; Monarch-Saphin went out of business in 1952 . . . Sam F. Jenkins promoted to Wilcox-Gay midwest sales mgr. in charge of German-made Grundig-Majestic hi-fi sets and Wilcox-Gay recorders . . . Eugene Kneloff, ex-Olympic Radio, named adv. & sales promotion mgr. of Radio Merchandise Sales Inc. (antennas) . . . W. C. McKnight named Setchell-Carlson adv. mgr. . . . Edwin George May, ex-Sentinel sales director, appointed gen. sales mgr. of Trav-Ler private label & distributor sales . . . Jack Schweighauser promoted to national sales mgr., Snyder Mfg. Co. antenna div. . . . Clarence P. Baird, ex-Raytheon TV-radio div., joins Hoffman Electronics as field engineer, headquartering in Houston . . . Morton M. Schwartz, pres. of Olympic Radio's Chicago factory branch, named sales v.p. of parent company, now a div. of newly-named Unित्रonics Corp.; he replaces Herbert Kabat, resigned.

John S. Meck, who recently sold his interest in now inactive Scott Radio Labs, Plymouth, Ind., to Monogram Mfg. Co., Culver City, Cal., is now v.p. and director of technical product merchandising of the Martin Co., Chicago ad agency handling Wilcox-Gay, among other accounts.

RUSSIAN TV TODAY: Two of the most complete descriptions to date of Soviet TV have been published this month—one by an anonymous correspondent in Aug. *Wireless World* (London), the other summarizing observations of Radiodiffusion-Télévision Française's Jacques Donnot, recently returned from Soviet tour, in July-Aug. issue of European Broadcasting Union's *EBU Bulletin* (Geneva).

Both articles say there are presently 15 TV "centres" (each with studios, cameras, scanners, etc.), though other sources have listed 25 transmitters, including small repeaters. During next 5-year plan, ending in 1961, goal is 75 TV stations, 40,000,000 sets-in-use. Excerpts from *Wireless World* article:

"In the principal cities the hours of transmission are from 7-11 p.m. every day, except Thursdays when the stations close down for maintenance work. Extra transmissions are radiated during holidays [and for special events]. The main Moscow transmitter (there is also a low-power experimental station) has [15-kw transmitter and] ERP of about 40-kw . . .

"TV transmitting aerials are of the batwing type with 3 such aerials stacked one above the other [on] self-supporting towers of about 500-ft. The most recently built mast

DISTRIBUTOR NOTES: Philco Distributors Inc., Chicago, promotes Carl Krumrei to gen. mgr., replacing J. A. Bilheimer, now heading Philco Denver distributorship; Walter Eichelberger promoted to succeed Krumrei as gen. sales mgr. . . . Sylvania appoints Midland Distributing Co., Billings, Mont. (A. A. D. Rahn Jr., pres.) . . . DuMont appoints Independent Distributors Inc., 4303 Brighton Blvd., Denver (Glenn I. Payton Jr., owner) . . . Hotpoint Appliance Sales Co., Buffalo, appoints Richard J. Levi, ex-CBS-Columbia, as sales mgr. . . . Crosley Chicago appoints Jack E. Lau, ex-Frank J. Hogan Adv., Chicago, as merchandising mgr. . . . Graybar appoints Wm. Giebel appliance sales mgr. for N. Y. district . . . Sylvania appoints Cincinnati Appliance Wholesalers, 3930 Reading Road, Cincinnati (Robert Jacobson, pres.) and Straus-Frank Co., 8401 Ambassador Row, Dallas (Robert Straus, exec. v.p.).

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SMPTE elevates 16 members to fellows: Frank L. Marx, ABC; Herman M. Gurin, NBC; Warren R. Isom & Michael Rettinger, RCA; Willy Borberg, General Precision Labs; Edouard P. Genock, Jasper S. Chandler, Robert G. Hufford, Walter I. Kisner & John G. Streiffert, Eastman Kodak; John W. DuVall & Wilton R. Holm, E. I. duPont; Fred Hynes, Todd-AO; John B. McCullough, MPAA; Richard O. Painter, General Motors Proving Grounds; Edward Furer, Producers Service Co.

Dr. Raymond A. Heising, radio pioneer with Western Electric and Bell Labs from 1914 until retirement in 1953 who is credited with more than 100 patents, including those for several widely-used modulation systems, to receive IRE's Founders Award at banquet in Waldorf-Astoria March 20, 1957; Dr. Julius A. Stratton, MIT chancellor, to receive IRE's 1957 Medal of Honor at same affair.

Paul V. Galvin, Motorola pres. and 1956 winner of RETMA's Medal of Honor, named chairman of RETMA's awards committee to select 1957 recipient; he was also reappointed chairman of RETMA organization committee. John B. Swan Jr., Philco, reappointed chairman of RETMA traffic committee; Wm. L. Fogelson, P. R. Mallory & Co., reappointed vice-chairman.

Electronic Parts Distributors Show Inc., operator of industry's annual parts show in Chicago each May, elects these officers: pres., Wilfred L. Larson, Switchcraft Inc.; v.p., Jerome Kirshbaum, Precision Apparatus Co.; secy., Wm. J. Moreland, Conrac Inc.; treas., J. A. (Shine) Milling, Howard W. Sams & Co.

(at Kiev) is of unconventional design, being made up of tubular members which provides an economical, effective and very good-looking structure. At a range of 70 mi. these main stations are said to provide a field strength of the order of 220 uv/m which produces a satisfactory picture on the ordinary Soviet receiver . . .

"In the 1500-sq. ft. studio of the Moscow TV center 5 cameras are installed, all with image iconoscope tubes. Electronic viewfinders with 5-in. tubes are in general use. The film scanners at Moscow are 35mm machines, optically multiplexed on 2 iconoscope-type cameras . . . In Moscow there are 2 outside broadcast [remote] units of Soviet manufacture. Each of these consists of 2 vehicles adapted from standard omnibuses . . . With the exception of a temporary coaxial cable between Moscow & Kalinin [87 mi.], there is at present no system for linking together the various stations . . ."

Most sets in use have 7-in. tubes, though it's claimed that production of that size has been halted in favor of 14 & 17-in. tubes. Prices are 1275, 1900 & 2300 roubles for 7, 14 & 17-in. sets—a basic worker's wage being 800-1000 roubles a month, skilled workman earning about 2000.

"Most observers agree the Soviet receivers provide a

most excellent interlace," but brightness & contrast is low. Russia claims to have 6-700,000 receivers in Moscow area, 100,000 in Leningrad and some 70,000 in Kiev. Annual TV license fee is 120 roubles.

"So far as color TV is concerned, the experimental frame sequential system has been abandoned and development work has begun on a 625-line simultaneous color system. Experimental transmissions are expected to begin in about 2 years . . . TV is being given high priority in the next 5-year plan, with the emphasis on getting a service into the homes of the people without too many technical frills."

The *EBU Bulletin* article includes this comment on programming: "The Soviet TV service's programs might be said to be characterized by their good quality, conscientious production, large audience and a certain aversion to anything new. There is a good deal of variety, however, filmed transmissions alternating with [live], with the bias slightly in favor of the former. The second [Moscow station] uses full-length films exclusively, which may be shown on TV after the tenth day of their projection in cinemas. There are numerous documentaries and cartoons and the public is very keen on them.

"Recorded performances of plays as well as direct re-transmissions from theatres, concert halls, circuses, etc. figure largely in the programs, but a considerable number of plays and variety programs are also produced in the studio. [Sports programs] occupy an important place. Current affairs do not fare so well; there are few direct reportages of daily events, and no daily news summary . . ."

A third report on Russian TV, appearing in recent issue of *Yorkshire Evening Post* (England) gives number of operating TV stations as 36—"12 govt.-sponsored stations and a further 24 sponsored by local authorities." It states the Soviet TV industry soon will be producing about 2,500,000 sets a year.

NOTE: Excellent roundup on Russian TV in Aug. 24 *Retailing Daily* by its associate European news director J. W. Cohn under Moscow dateline, reports 1,000,000 sets-in-use at end of 1955, with 2,000,000 expected by end of 1956. In addition to 75 stations planned by 1961, some 200-300 booster stations are anticipated, says story.

Consolidated Electronics Industries Corp., formerly Reynolds Spring Co., quadrupled sales and multiplied profits more than sixfold in 9 months ended June 30, thanks to switch from making auto springs to electronics equipment. Sales soared to \$20,218,305 from \$4,872,157 in like 1955 period. Profit before taxes was \$3,241,423 vs. \$488,838 as of June 30, 1955. Net after taxes—\$1,555,648 (\$2.25 per share). No comparable figure for 1955 when provision for Federal income taxes was not required due to carry-over losses (see *TV Factbook No. 23*, p. 446). Firm is 40% owned by North American Philips, subsidiary of Philips of Holland.

Color TV technical papers featured in July *Journal of the SMPTE*: (1) "Color Kinescope Recording on Embossed Film," by Eastman Kodak's C. H. Evans & R. B. Smith. (2) "Recent Improvements in Black-&-White Film Recording for Color TV Use" by Wm. L. Hughes, Iowa State College. (3) Color and monochrome TV lighting survey reports, by Gerald F. Rester, RCA, and Wm. R. McCown, WSM-TV, Nashville. Papers were all delivered at SMPTE's New York convention last spring.

Litton Industries, Beverly Hills, Cal. (Charles B. Thornton, pres.) has arranged to purchase Triad Transformer Corp., Los Angeles (L. W. Howard, pres.), maker of electronic transformers, reactors, etc., whose sales ran \$3,500,000 in fiscal year ended June 30. Litton recently reported fiscal year earnings of \$900,000 on sales of \$15,000,000.

"Wamoscope" is unusual type of CR tube developed by Sylvania under Office of Naval Research contract and demonstrated for first time at Western Electronic Show in Los Angeles this week. Tube is device about 2-ft. long, with 5-in. screen, containing within envelope virtually entire microwave receiver for radar, closed-circuit military TV and similar applications. Describing device, NRL's Dr. Robert M. Page said that signals go directly from receiving antenna to tube; that "compared with a conventional radar receiver, this means that the local oscillator, mixer IF amplifier, detector, video amplifier and their associated circuitry are eliminated. "Wamoscope" name was derived from "wave-modulated oscilloscope." Other Sylvania developments shown and/or described at Show: (1) 7 developmental subminiature tubes for guided missiles. (2) New computer & counter tubes, including miniature cold cathode decade counter for fire control equipment. (3) Traveling wave tube for military aircraft, weighing 80% less than present equipment. (4) New transistor developments. (5) Improved radar elements, including new bantam TR & tunable magnetron.

Electronics industry has grown 81% since 1950, currently employs 1,750,000 or 2.7% of total labor force in U. S., writes GE's Dr. W. R. G. Baker in upcoming Sept.-Oct. *Signal Magazine*, which also contains excellent review by RCA's Dr. Elmer W. Engstrom of recent military & industrial TV developments. Dr. Baker said biggest expansion has been in Los Angeles area, where 460 firms are expected to aggregate \$1 billion in electronics billings this year, and in New England, where more than 150 new electronics plants have been added since 1952. Note: In speech to Western Electronic Show & Convention in Los Angeles Aug. 24, Dr. Baker called electronics the nation's 4th largest industry and urged it to assure its future growth, by making certain that new products are not marketed before they're ready, by fulfilling responsibilities for proper research and development, and by assisting scientific manpower training.

Electronics index: U. S. Census Bureau advance report (S. I. C. Code 3662) on electronics tube industry, released this week, shows that the value added by manufacture of electronic tubes (except X-ray) amounted to \$462,000,000 during 1954, up 391% from the last previous Census of Manufactures of 1947. "Value added" is derived by subtracting cost of materials, etc. from value of shipments, which totaled \$708,700,000. There were 156 establishments, employing 70,900 persons, with payroll of \$186,800,000. Next Census of Manufactures is scheduled to cover 1958.

"World's fastest electronic printer," described by RCA at Western Electronic Show & Convention this week, translates "Bizmac" coded data from magnetic tape into letters & numerals at rate of 240,000 characters a minute. Characters are formed on 10-in. face of "Compositron" tube, photographed on 35mm film, then enlarged 11 times & printed on sensitized forms or letterheads at rate of 40 documents a minute. RCA said device is still in experimental stage.

Two new transistors announced by Philco: "micro-alloy," designed primarily for high-speed computers and said to be at least 10 times faster than vacuum tubes; "surface-barrier diffused," designed for 20-500-mc operations. Both are fabricated through surface-barrier technique, will be produced at Philco's new Landsale Tube Co. plant at Spring City, Pa.

"Biggest little electron tube in the world," is how GE describes 200,000-gal. water tower of new TV tube plant being built at Owensboro, Ky. It's shaped like the 6BK7 circuit tube, will be floodlighted to attract attention of motorists on nearby Chicago-Florida highway.

Color Trends & Briefs: "Our color billings were \$288,000 in July, will run about \$190,000 for August, \$400,000 for September—and by December should hit at least \$500,000 a month. Within a year or so, if we can get deliveries, color TV should represent a \$25,000,000 annual business for our company alone."

These unusual disclosures were made by Thomas F. Joyce, pres. of Raymond Rosen & Co., Philadelphia area RCA distributor, in departing from text as he spoke before Aug. 18 session of NARDA Institute in Washington. Though he's probably the most enthusiastic tub-thumper for color TV outside the RCA hierarchy itself, what he had to say created something of a sensation among the dealers & distributors and the sprinkling of TV-radio-appliance manufacturing people present.

He revealed also that his territory's quota of color sets is 15,000 between now and end of year, though normally its factor is 3% of RCA distribution; he did not say he expected to move that many for the year, nor do his own predictions of 1956 color set billings indicate he will—but his statement that color was really "beginning to move" was borne out by one of his top dealers present, Mort Farr, of Upper Darby, Pa., ex-chairman of NARDA board, who arose to say that he had ordered 200 of them for his one store.

* * * * *

The RCA "color line" was laid out, from the distributor-dealer standpoint, probably more clearly than even the parent company's spokesmen have yet ventured to expound it. There were no ifs, ands or buts in Joyce's presentation and he certainly held the rapt interest of his audience despite obvious fact that some disagreed. They did sit up, however, when he disclosed how certain big banks have eased installment buying credits (see p. 1). He said:

"The coming \$5 billion dollar industry in America is color TV," said Joyce. "You are getting in on the ground floor if you get in now." He cited RCA estimates of color TV sales: In 1954, 5000; 1955, 20,000; 1956, 300,000, of which 200,000 will be RCA; 1957, 750,000; 1958, 2,250,000; 1959, 4,500,000; 1960, 5,500,000.

As of Jan. 1, 1956, he said, the RCA investment in color has amounted to \$70,000,000 for research & development; \$23,000,000, for manufacturing and plant facilities; \$18,000,000, on broadcast facilities; \$63,000,000, in production commitments (cabinets, chassis, kinescopes, etc.); \$6,000,000, on color advertising & promotion for next 18 months alone—for a total of \$180,000,000. "And RCA Service Co., over and above this, has invested about \$2,250,000 in color test equipment to make sure this equip-

ment is properly installed and properly serviced so you have satisfied customers."

"Now you might well ask," he said, "Who is smoking opium? Well, let me tell you, it isn't RCA. Gen. Sarnoff and Frank Folsom and their associates didn't build RCA into a company that last year did over \$1 billion worth of business in the domestic market, plus a couple of hundred million with their international company, by smoking opium. They built it into that kind of business by having visions of the future and the guts to make investments ahead of the future to be prepared for the future when it arrived."

He went on to relate plans for colorcasting—NBC's promised minimum of 80 hours per month; CBS plans ("from a reliable source") for color TV 5 nights a week plus 5 daytime shows. He described RCA's line of 10 color models, starting at \$495 with step-ups of \$50 to \$850, told of plans for servicing color sets, disclosed installment-buying policies instituted by Philadelphia's biggest TV-appliance banker, First Pennsylvania Co.

Whereas the big Philadelphia bank first required 25% down on color as against 15% on black-&-white, with 24 months to pay, Joyce said it reduced the color down-payment to 10%, then approved 30 months to pay. "Now what is the significance of that? It's this:

"Last year there were about 2,000,000 TV consoles sold in the U. S. for more than \$300 retail. We did a tremendous job in our territory, and RCA did a tremendous job nationally, on a console which sold for \$329.95. Now, using the same down payments across the board with 24 months to pay on a black-&-white and 30 months to pay on color, the monthly payment charge is \$14.62 on a black-&-white and \$16.15 on a color set—a differential of \$1.53 a month.

"I was taught in school that there were 30 days in a month, and if you divide that into \$1.53, it comes down to the fact that for only 5¢ a day more your customer can have a color TV set . . . It's going to be a pushover!"

Joyce then reported that Commercial Credit Corp., Baltimore, has now approved 36-month terms, with minimum monthly payments of \$15, and that First Camden National Bank and other banks in his area are now doing likewise. He also quoted Wm. Kelly, pres. of First Pennsylvania Co., as having indicated his bank will soon allow 36 months.

"Why do cold-blooded bankers give 30 to 36 months to pay on color as against 24 months on black-&-white?" Joyce concluded. "Believe me, it's not out of the kindness of their hearts. It's because a color TV set is a better investment from their standpoint than a black-&-white set."

Network Color Schedules

(Aug. 26-Sept. 9, 1956)

- Aug. 26—NBC: *Zoo Parade*, 5-5:30 p.m.
- Aug. 28—NBC: *Matinee Theatre*, 3-4 p.m.
- Aug. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- Aug. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Aug. 31—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 2—NBC: *Zoo Parade*, 5-5:30 p.m.; *Aleo Hour*, 9-10 p.m.
- Sept. 3—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 4—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- Sept. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Sept. 7—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 9—NBC: *Film*, "The Magic Box," 8-9 p.m.

Local color reports: In Kansas City, 210 color sets were sold in 6 months to July 31, bringing total to date to 479, says local Electric Assn. . . . In WBTV, Charlotte area, 510 color sets were counted as of Aug. 10 by WBTV researchers.

Mass color set market remains some years off, is still opinion of Dr. Allen B. DuMont. Speaking at Texas Electronics Assn. banquet in Houston Aug. 24, he said: "With present color circuits and tube costs, I don't know any manufacturer who can market a set for under \$500 and get a reasonable profit margin. I doubt that the ideal color picture tube has yet been developed, and the quality of the black-&-white picture on a color set has been a problem. Some industry leaders see this fall as the time for the color breakthrough. I hope they are right, but I'm afraid I'm from Missouri and want to be shown."

RCA closed-circuit color system costing \$180,000 will be installed at U of Michigan medical school by early 1957, for teaching surgical & clinical procedures. Equipment includes live color studio cameras, live 3-V camera, film 3-V chain, single-vidicon monochrome camera, ten 21-in. home-type color sets. In Washington, RCA color system is due to begin operating in Oct. at Walter Reed Hospital, Armed Forces Institute of Pathology and Army Medical Service Graduate School; system has grown to include 8 camera chains, 60 receivers.

Financial & Trade Notes: One of the smaller TV-radio manufacturers who doesn't go along with the full-line distributorship idea, is showing continuingly good profit, is thoroughly confident he can meet competition of the giants and has no intention of being "gobbled up by a dinosaur" is Packard-Bell Co., Los Angeles. Its exec. v.p. Robert S. Bell, Harvard-trained, nephew of founder-pres. Herbert A. Bell who started the company with the old Mission Bell radios, expressed himself quite positively Aug. 16 before Security Analysts of San Francisco:

On sales and profits: Packard-Bell, he reported, will end fiscal year Sept. 30 with consolidated sales of \$26,000,000, compared to \$21,641,690 in 1955 fiscal year, with profit close to \$1,500,000, or \$1.10 per share on 688,000 shares outstanding, as against \$1,241,242 (92¢) last year. (For 9-mo. report, see Vol. 12:30; for annual data since 1950, see *TV Factbook No. 23*, p. 452.) The 1957 volume, he predicted, will run \$30,000,000 with \$1,800,000 net before taxes.

On home products: Hi-fi and radio are going strong, up 126% in sales from year ago. TV sales to end of July were up 15.5% as against 10% decline nationally. Firm soon will have 14 & 17-in. "portables"—but Bell takes dim view of them, calling them merely "sets with handles, much too small to be sold as initial sets" and unsatisfying to the housewife who "appreciates cabinets made of top quality woods" and who "doesn't want a piece of tin in her living room." Referring particularly to portables, he derided the industry's penchant for following-the-leaders, and for "insincere sales gimmicks [and] an abysmal lack of genuine salesmanship." He observed, sarcastically: "If the automobile industry followed TV, most would be manufacturing Volkswagens and motorcycles."

Other observations: Mass market for color will come gradually, and even in 10 years it will not replace black-&-white; Packard-Bell is now making limited number of color sets at \$499 to \$595, hopes to have one in next 2-3 years as low as \$300. Company has no plans to seek markets outside the 11 western states, expected TV business to double in next 5 years. Accent will continue on servicing, which is not only profitable per se but "our most valuable tool in the sale of home products," particularly repeat sales of TVs & radios. Servicing represents about 12% of revenues. Firm has 28 factory service branches, plus 3 in sparsely populated areas who are also its own distributors; otherwise, there are 44 private distributors, and Packard-Bell is perfectly content not to get them or itself involved in white goods or appliance tieups.

Technical products division accounts for 25% of revenues. Company makes airborne electronics gear (including an IFF contract with RCA) and test equipment for missiles (for Northrup, Hughes, Douglas)—and this division's revenues will run close to \$7,000,000 this year. Also part of its diversification: printed circuits, having recently acquired Technical Reproductions Co.; plush doors for housing developments, its own Bellwood furniture plant having made 67,000 of these (sold for more than \$345,000) in July alone; electronic door openers, new item added this month.

Whirlpool-Seeger earned \$6,429,272 (\$1.04 per share on 5,813,750 common shares outstanding) after taxes of \$6,998,585 on sales of \$179,060,360 in first 6 months. Net earnings were after deduction of \$3,287,054 for "pre-production and start-up costs," semi-annual report stating that net earnings would have been larger by 27¢ per share had these costs not been deducted. Sales total includes \$6,932,611 in defense billings. Whirlpool-Seeger merger, in which RCA and Sears each owns about 20%, became effective last Sept. (For other Whirlpool-Seeger appliance news, see p. 11.)

Electronics Investment Corp., mutual fund formed last year in San Diego and headed by Charles E. Salik, reports total net assets of \$11,408,689 as of July 30 (all common stocks except for \$234,000 P. R. Mallory 4½% conv. and \$1,498,593 govt. bonds)—only slight increase from the \$11,353,630 reported in first annual report of April 30 (Vol. 12:25). Portfolio changes in quarter to July 30 included purchase of 3000 Allis Chalmers, 500 American Bosch Arma, 3400 Bell & Gossett, 2200 Boeing, 5000 Philco (now holds 13,000), 3100 Raytheon (now 13,100), 875 Sperry Rand (now 9000), 1000 Square D (now 3000), 7100 Storer, 1000 Westinghouse. Sales during quarter: 7000 Magnavox (1400 retained), 2500 National Cash Register, 2000 No. American Aviation (2000 retained), \$500,000 govt. bonds (\$1,500,000 now held). Other changes include Babcock & Wilcox 3-for-1 stock split (4725 shares now owned); IBM 5-for-4 stock split (640 now owned).

General Precision Equipment Co. reports \$1,154,559 net income (84¢ per share) for first 6 months on sales of \$74,124,196 vs. \$2,173,654 (\$1.95) on \$70,238,745 same 1955 period. Second quarter net income was \$807,585 (64¢) on \$41,445,373 sales vs. \$1,211,668 (\$1.10) on \$35,985,184 in second 1955 quarter. Backlog of orders as of June 30 was \$141,372,000, compared with \$129,861,000 March 31, \$127,192,000 Dec. 31. "Substantial improvement" in last 6 months of this year was predicted by chairman Hermann G. Place, though he said third quarter is likely to be affected adversely by vacation shutdowns and steel strike.

Erie Resistor Corp. net profit for 24 weeks ended June 17 rose to \$394,758 (\$1.29 a share) from \$383,903 (\$1.25) in corresponding 1955 period. Sales were \$10,548,000 vs. \$8,837,707. Pres. G. Richard Fryling in interim report to stockholders said almost-completed Andover (O.) plant starts operations in a few weeks, and new Hawthorne, Cal. plant will produce electro-mechanical equipment.

Audio Devices Inc., N. Y. (recording discs, magnetic tape & film), recently listed on American Stock Exchange (Vol. 12:28), reports profit for first 6 months of 1956 was \$103,952 (17¢ a share) on sales of \$1,818,181. Comparable 1955 figures were unavailable, but for all 1955 profit was \$219,955 (35½¢) on sales of \$3,472,871.

Clarostat Mfg. Co., Dover, N. H. (resistors) reports net income of \$76,817 (18¢ a share) for first 6 months of 1956 vs. \$69,046 (17¢) during same 1955 period. First-half sales were \$3,511,990 vs. \$3,009,328 last year.

Wilcox-Gay Corp. reports net profit of approximately \$200,000 on sales of \$4,648,106 during first half of 1956; in 1955, when it went through Chapter X proceedings, its 12-mo. loss was \$351,385 (Vol. 12:32).

National Co., Malden, Mass., reports net loss of \$52,425 for first 6 months of 1956 on sales of \$3,121,728 vs. loss of \$88,405 on sales of \$2,332,746 in same 1955 period.

* * * *

Dividends: Sylvania, 50¢ payable Oct. 1 to stockholders of record Sept. 10; Philco, 20¢ Sept. 12 to holders Sept. 1; Hoffman Electronics, 25¢ Oct. 1 to holders Sept. 7; Clevite Corp., 25¢ Sept. 10 to holders Aug. 31; Oak Mfg. Co., 35¢ Sept. 15 to holders Sept. 1; Sprague Electric, 30¢ Sept. 14 to holders Aug. 30.

More evidence of the boom in records: Capitol Records profit reached new peak of \$1,599,367 (\$3.35 a share) on all-time high sales of \$25,647,468 in fiscal year ended June 30. Comparable 1955 figures are unavailable because of change in fiscal year—but in calendar 1955 profit was \$920,022 (\$1.92) on sales of \$21,308,633.

An up-beat movie report: Trans-Lux Corp. reports net income rose to \$184,324 (33¢ on 560,000 shares) in first 6 months of 1956 from \$112,412 (20¢ on 570,000 shares) in same 1955 period.

New Haven's WNHC-TV (Ch. 8), along with radio WNHC, will be taken over on Aug. 28 by Triangle Publications Inc., FCC having approved \$5,400,000 deal after protest by WICC-TV, Bridgeport (Ch. 43) was withdrawn (Vol. 12:32). No changes in station personnel are contemplated by Roger W. Clipp, gen. mgr. of Triangle's TV-radio div., and Katz representation continues under contract. WNHC-TV gen. mgr. Aldo DeDominicis and ex-pres. Patrick Goode, founder and former chief owners, remain under long-term consulting contracts with new owner (Vol. 12:18, 21, 25). Triangle also owns WFIL-TV, Philadelphia (Ch. 6), WNBC-TV, Binghamton, N. Y. (Ch. 12), WFBG-TV, Altoona, Pa. (Ch. 10)—with their radio adjuncts—and 50% of radio WHBG, Harrisburg. It also has deal pending to acquire off-air WLBR-TV, Lebanon, Pa. (Ch. 15). This week, approval of WLBR-TV purchase was recommended in initial decision by FCC examiner J. D. Bond, who rejected protests of one Reading & 3 Harrisburg uhf stations that Lebanon station would be WFIL-TV satellite; that Triangle would acquire undue competitive advantage; that undue concentration of interests would result (Vol. 11:27, 31, 39, 45). Bond said resumption of WLBR-TV would "provide needed local facilities where none are now operated," adding that evidence failed to show "Triangle will utilize unfair or oppressive competitive practices to the disadvantage of other broadcast operators."

Henry J. Kaiser, of wartime shipbuilding fame, who now rules his vast industrial empire (aluminum, chemicals, steel, cement, electronics, etc.) from his home in Honolulu, is casting about for TV-radio outlets of his own in Hawaii—but as yet hasn't decided whether he will buy or build. He wants at least one TV and one radio station of his own to operate in connection with his recently completed \$10,000,000 Hotel Hawaiian Village at Waikiki. For TV, Ch. 11 & 13 are still available in Honolulu, as well as Ch. 7 educational, and presumably have not been applied for up to now because the 3 networks, served by kinescope recordings, already have their affiliations and there's question whether more stations could survive economically. Sales deal was recently made with Crowell-Collier for sale of Honolulu's KULA-TV (Ch. 4) for \$600,000 (Vol. 12:17). For details about Honolulu's 3 existing stations and 3 satellites, see *TV Factbook No. 23*, pp. 250-251.

Syrians will see first TV when U. S. & British firms open studios at Damascus Fair, Sept. 1-30. Pye Ltd. (Britain) will make on-the-air telecasts; RCA plans closed-circuit broadcasts to 15 monitors throughout Syrian capital. Among other exhibitors will be Admiral & Zenith, the former showing its solar-powered portable radio. Closed circuit TV with 3 monitors, 3-D displays of TV-radio-phono history, will be features of U. S. "industrial progress" exhibit at International Trade Fair, Izmir, Turkey (Aug. 20-Sept. 20).

Colo. Gov. Edwin C. Johnson, who's serving as his own "FCC" by telling operators of unauthorized vhf boosters they can keep going under his executive order (Vol. 12:31), has made at least 2 "grants" in addition to first one in Steamboat Springs. Latest are to groups in Rifle & Glenwood Springs, Colo. No other governor has emulated Johnson, who admits he sought no legal advice on moves. He's former Democratic Chairman of Senate Interstate & Foreign Commerce Committee.

Fear for their jobs because of TV was expressed by American Federation of Teachers union, when 700 members at annual convention in Pittsburgh this week voted unanimously for resolution stating in part: "While we champion the use of TV as an audio-visual aid to the individual in a classroom, we are unalterably opposed to mass education by TV as a substitute for professional classroom techniques."

Another closed-circuit TV "first" came this week when CAA announced system will be used to help unscramble congested air traffic in N. Y. area. Pictures of long-range radar screen at N. Y. Air Route Traffic Control Center—where "blips" of approaching aircraft are numbered for positive identification—will be transmitted via TV to approach control towers at LaGuardia, Idlewild & Newark. Control center employes can "hand off" planes to one of 3 fields simply by pointing at numbered "blip" on radar screen, avoiding lost time, confusion. "I don't dare to estimate how much faster it will handle planes," said James V. Bernardo, CAA aviation development advisor, "but it surely will be more efficient. It surely will improve the situation." Other newly reported closed-circuit uses: (1) Three TV cameras guard N. Y. Central railroad crossings in Springfield, O. (2) Twin cameras provide safe view of new Navy gun tests at Chincoteague, Va. (3) Carrier *USS Hancock* has installed own closed-circuit system financed out of recreation funds.

Two applications for stations and 3 for translators were filed with FCC this week. Seeking Ch. 13 in Sioux Falls, S. D. is Video Independent Theatres Inc., Oklahoma movie chain and grantee of KSPS, Hot Springs, Ark. (Ch. 9) and KVIT, Sante Fe, N. M. (Ch. 2). WLAN, Lancaster, Pa. filed for Ch. 21, asking mileage waiver. Translator applications were for Ch. 70, 74 & 82, Kingman, Ariz., by Mohave County Board of Supervisors (George C. Ricca, chairman), to relay KLRJ-TV, Henderson, Nev., KTVK-TV & KOOK-TV, Phoenix. Total applications on file: 123 for stations (25 uhf), 16 translators. [For details, see *TV Addenda 23-G* herewith.]

Community antenna operators are appealing recent decision of Judge Rabe F. Marsh, U. S. District Court, Pittsburgh, that they must collect 8% "wire & equipment service" tax from subscribers. Test case had been invited by National Community TV Assn., using Meadville, Pa. system as guinea pig. On another legal front, Cal. Supreme Court will hear argument in San Francisco Sept. 4 on appeal of Martinez system and NCTA from ruling of state utilities commission declaring system to be public utility; NCTA's E. Stratford Smith will present argument.

Two microwave systems for community antenna systems, sought in applications filed with FCC this week: (1) Montana-Idaho Micro-Wave Inc., 233 E. Main St., Bozeman, Mont., requested approval of \$16,154 Lambda-Pacific system to bring signals of KID-TV, Idaho Falls (Ch. 3) to Bozeman system. It proposes \$712 monthly charge. (2) Black Hills Video Corp., 908 Pyramid Life Bldg., Little Rock, Ark., filed for \$15,000 Philco system to relay Lubbock station signals to Clovis, N. M. CATV operator, plans to charge \$1100 monthly.

TV goes to the races: American Totalisator Corp., Baltimore, biggest manufacturer of racetrack tote boards, has purchased zoom-lens GPL closed-circuit system for new installation at Hagerstown (Md.) racetrack. Using remote pan & tilt in weatherproof housing atop clubhouse, picture of tote board is relayed to monitors in tote room and calculating room to check on operation & accuracy of board at all times.

Harvard and MIT scientists have agreed to participate in series of 23 filmed programs, aimed at giving better understanding of science & scientists and at correcting popular misconceptions about science, to be produced at WGBH-TV, Boston (Ch. 2, educational) and distributed to educational TV stations through Educational TV & Radio Center, Ann Arbor.

Finland begins regular TV programming this fall with 6 hours weekly from Helsinki station operated by govt.'s Finnish Radio Co. TV expansion plan calls for 4 stations by 1960, total of 15 eventually.