

THE AUTHORITATIVE

NEWS SERVICE FOR MANAGEMENT
OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES

MARTIN CODEL, *Editor and Publisher*
ALBERT WARREN, *Senior Editor*
ROBERT CADEL, *Business Manager*
DAVID LACHENBRUCH, *Associate Editor*
JAMES S. CANNON, *Trade Reports Editor*

Editorial Associates: Paul Stone,
William J. McMahon, Jr.,
Wilbur H. Baldinger

MAY 6 1957

Television Digest

with **ELECTRONICS** REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 13: No. 18

SUMMARY-INDEX OF THE WEEK'S NEWS — May 4, 1957

EDWARD K. MILLS, General Services Adm. deputy director, due for FCC appointment but hitch develops at week end. Doerfer strongly supported for chairman (p. 1).

GOVT. WANTS NBC STRIPPED of Philadelphia stations, Justice Dept. reveals in brief filed in anti-trust case, suggesting restrictions on new NBC buys (p. 2).

"ILLEGAL BOOSTER" decision by court states unauthorized stations must go off air, but not until FCC can find them a new, lawful home in spectrum (p. 3).

VIDEOTAPE RECORDINGS can be edited and spliced—but it's not easy—engineers are told; Ampex developing aids to splicing. Other SMPTE highlights (p. 4).

DELAY IN ISSUANCE of portion of network study report probable as independent programmers challenge FCC's right to subpoena financial records (p. 5).

TRANSPARENT TUBE PHOSPHOR arouses industry interest, but engineers agree adaptation to TV is far off. Military use may be near at hand (p. 10).

SYLVANIA'S MITCHELL sees good year for sales & profits in reporting record first quarter sales, but profits off. TV factory sales "strongly ahead" (p. 13).

PURCHASE & SHIFT of WMUR-TV, Manchester, blocked indefinitely as FCC notifies parties hearing on renewal appears necessary. Few new grants (p. 5).

UHF IN LEBANON, Pa. reactivated by Triangle Publications after final FCC decision affirms purchase. Notes on upcoming stations (p. 6).

TV REVOLUTIONIZES family entertainment budget, govt. analysis shows; spending on TV-radio group soars 142% in 15 years, movies drop 36% (p. 14).

UPDATED FINANCIAL DATA ON TV-ELECTRONICS: Beleagured by subscribers for an updated version of our much-used Report "Financial Data on TV-Electronics Companies," we enclose it herewith to all subscribers as 16-page supplement, extra copies available. This is just the right time of year, we're advised, to compile the maximum amount of complete data on companies involved. Once again, compilation was made by Chicago financial consultants Edgar N. Greenebaum & Associates. And this time they hiked number of companies covered to total of 99.

Capitalization, sales, pre-tax earnings, net profit, dividends, total assets and price ranges are given for each year since 1950.

Document seems to fill special need of executives of companies involved, financial houses, brokers -- and just plain individual investors with sharp eye on the phenomenally growing electronics industry.

EDWARD K. MILLS DUE FOR FCC APPOINTMENT: FCC composition stood at critical point this week end when word leaked out that President Eisenhower was planning to appoint Edward K. Mills Jr., deputy director of General Services Administration, as replacement for chairman George C. McConnaughey when latter leaves June 30.

Things really were up in the air when President failed to send Mills' name to Senate for approval. Holdup reportedly revolved around question whether Mills was to become chairman or a member. Understanding was that Mills originally was offered chairmanship; that opposition developed; that Mills was then offered only membership; that he was undecided about whether to accept.

Some industry forces apparently don't want Mills as chairman, much prefer one of incumbent GOP commissioners -- Doerfer, Lee or Hyde -- with greatest support behind Doerfer and with Lee & Hyde pretty much out of the picture. Most influential industry figures seem to consider Doerfer soundest bet -- much to be preferred to an unknown quantity such as Mills.

As things stand now, it's expected that Mills will take membership; that Doerfer will be lined up for chairman.

Mills' selection was out of the blue; his name never had been mentioned in the speculation -- and apparently none of the FCC members, not even Chairman McCon-

naughey, knew him. But that's not unusual. President has frequently picked an unrumored name for Commission appointment.

Native of Morristown, N.J., Mills is 51-year-old lawyer who was member of Morristown firm of Mills, Jeffers & Mountain before he joined GSA in May 1956. At GSA, he's been in charge of govt.'s transportation and public utilities services. In 1939-40, he was chief of CAB opinion section. He was Air Force pilot during war. Education: Princeton U and Yale Law School. He's married, has 2 daughters.

As an early Eisenhower enthusiast, Mills had been chairman of Morris County Citizens for Eisenhower Committee -- and Administration believes he has done outstanding job at GSA. He's been cleared with N.J. Republican Senators H. Alexander Smith and Clifford P. Case and his GOP Congressman Peter Frelinghuysen Jr. His friends describe his political texture as "enlightened Republicanism."

GOVT. SEEKS TO STRIP NBC OF PHILA. STATIONS: Justice Dept. will ask court to revoke licenses of NBC's WRCV-TV & WRCV, Philadelphia -- but at the same time will make it clear that it will be satisfied with court order forcing network to sell the stations and prohibiting NBC from making any future purchases of vhf stations in Philadelphia, Detroit, Boston, San Francisco or Pittsburgh without permission of court.

For first time, Govt. blocked out specific relief it is seeking in anti-trust suit it filed last December against RCA-NBC, charging illegal restraint of trade in NBC's swap of its Cleveland TV-AM facilities for Westinghouse's Philadelphia outlets and \$3,000,000 (Vol. 12:49,51). Demands were contained in 36-page brief filed this week by Justice Dept. in Philadelphia District Court as partial answer to lengthy interrogatory filed several months ago by RCA-NBC.

Revocation of NBC's Philadelphia licenses is Govt.'s stated goal in the new document, Justice Dept. declaring that it "seeks a judgment ordering and/or decreeing that the licenses of NBC's Philadelphia stations be revoked and that all rights under such licenses shall thereupon cease." But the brief points out that Govt. is pushing for this "necessary and indispensable" -- or basic minimum -- relief:

"(1) Divestiture of WRCV-TV & WRCV, Philadelphia, by sale to a non-network purchaser; (2) Approval of this court before any future acquisition is made by NBC of a vhf TV station in any of the 8 primary markets [NBC already owns outlets in 4 of them, including Philadelphia]; (3) Injunctive relief (a) against any future illegal use by NBC or RCA of NBC's network power to force or require a non-network station owner to sell its broadcasting station to NBC, and (b) against the use of such power to force or require any non-network station to permit the NBC Spot Sales div. to represent it in the sale of national spot advertising."

* * * *

New document answering RCA-NBC request for details of charges, definitions, etc., gives history and dates of alleged meetings between RCA-NBC and Westinghouse Broadcasting Co., officials, summaries of conversations, so-called "threats," etc. Much of material was previously alleged before Celler subcommittee, but some new charges and data are supplied. Original complaint, for example, accuses RCA-NBC of conspiring illegally to obtain vhf stations in 5 of the 8 largest U.S. markets, without further elaboration. Some light is shed on this charge in new brief, which alleges top RCA-NBC officials, including Brig. Gen. David Sarnoff, contacted these leading stations "to ascertain the availability for sale to NBC" -- acts which Govt. says were done "pursuant to...the alleged combination or conspiracy:"

Triangle Publications' WFIL-TV, Philadelphia, said to have been approached in March 1954; Detroit News' WWJ-TV, May 1954; San Francisco Chronicle's KRON-TV, July 1954; RKO Teleradio's WNAC-TV, Boston, Aug. or Sept. 1954. Brief adds that during fall of 1954, Sarnoff "may have" approached Dr. Allen B. DuMont with view toward the possible purchase of his WDTV, Pittsburgh (now Westinghouse's KDKA-TV).

Alleged pressure put on Westinghouse to give up its Philadelphia outlets is detailed in new document. For example, brief purports to describe Nov. 5, 1954 meeting between NBC & WBC officials at which NBC is alleged to have stated it could not assure affiliation for Westinghouse in Pittsburgh unless Westinghouse agreed to

Philadelphia-Cleveland station swap. At this point NBC v.p.'s Joseph V. Heffernan & Charles R. Denny are said to have suggested:

"That, in addition to the trade of Cleveland for Philadelphia plus cash, NBC would affiliate [future WBC stations] at Pittsburgh (vhf), Buffalo (vhf or uhf), Ft. Wayne (uhf), Toledo (uhf), & would look into the situation at Portland, Ore. (vhf). They also stated that, in return for the exchange of stations, they would make no approach to Boston, NBC-WBC relationships would be stabilized for the long-term future, that new affiliation contracts would be signed for 2 years in all locations, and that WBC would have physical protection for its Boston station because it had been determined that NBC's fifth vhf outlet would be in San Francisco."

FCC POWER OVER ILLEGAL BOOSTERS AFFIRMED: FCC won fight against illegal boosters this week -- though Court of Appeals actually technically reversed Commission in long-awaited decision on Bridgeport, Wash. case (Vol. 12:10).

FCC victory wasn't quite as complete as it would like, but unanimous Court of Appeals decision really gave Commission what it was looking for -- assurance that boosters couldn't operate without FCC license. What Commission doesn't like is the court's assertion that boosters shouldn't be knocked off air with cease-&-desist orders until they have a new "home" in the spectrum.

Because Commission has actually provided booster operators with such a new abode, in form of uhf translators, authorized since case first went to court, FCC spokesmen hope they won't have any trouble persuading court that its mandate has already been carried out in advance.

What is probable now is that Commission will permit boosters to continue a "reasonable" time until they apply for and build uhf translators. There is one hitch: FCC still hasn't concluded an old rule-making proceeding which weighed the possibility of permitting low-powered vhf boosters similar to those now operated illegally. Aim now is to wind up that affair quickly -- and tightly.

If operators of unauthorized boosters seek to continue fight, their argument is likely to be that court means FCC should find them vhf channels, not uhf.

Judges Washington, Danaher & Bastian, in decision written by Danaher, were obviously sorry for booster operators and people they serve, quite miffed that Commission was so abrupt in trying to pull switch on operations. "We are satisfied," they said, "that the sweep of the Commission's authority includes the booster station here involved. But it is equally clear that Sec. 301 of the Act reflected the intention of Congress to provide 'for the use of such channels.'"

Commission is not at all bound to knock unlicensed operations off air, the court said, rather: "We suggest...that the Commission may well get on with the rule-making proceedings apparently contemplated in its Docket 11331 and in its Docket 11611 in which is to be examined the feasibility of 'booster,' or translator stations, or possible other devices, as a means of filling in the service area of television stations." In concurring opinion, Judge Washington stated: "The present situation is a harsh one. The Commission might well have been better advised to ignore the existence of booster stations such as this until the time when it is prepared to deal with them on some basis more equitable than mere repression."

Three new Armed Forces TV stations—all of them uhf—are now on air. First stations in Germany, Ch. 24 at Spandahlem Air Base in the Eifel Mountains and Ch. 20 at Landstuhl Air Base near Ramstein, began operation April 28 with initial combined TV set circulation estimated at 600 U. S.-standard receivers—and sets were reported selling like hot cakes at PX's. Beyond reach of German TV stations, the 2 new outlets have 1-kw Dage transmitters. Other new station is at Ramey Air Force Base, Puerto Rico (Ch. 21), which was inaugurated March 31, with 150-watt transmitter—also beyond service area of existing stations. All 3 outlets were packaged by Dage TV div., Thompson Products. Planned next by AFTV is 5-station "network" in Korea, with originating outlet in Seoul feeding 4 satellites. This installation has July 1 target.

CBS filed complaint with NLRB this week against IBEW Local 1212, one of 2 unions whose jurisdictional disputes over handling of lighting resulted in cancellation of last week's scheduled telecast of American Theatre Wing's award ceremonies over New York's WCBS-TV (Vol. 13:17). Network hopes to get from NLRB a basis for definitive rule as to whether IBEW or IATSE electricians are entitled to handle lighting for remote shows.

Tighter govt. control of U. S. broadcasting should be abhorred as step toward "European system" of censorship, FCC Comr. Doerfer said in speech prepared for May 5 meeting of Catholic Institute of the Press in Plaza Hotel, N. Y. "Free broadcasting is a power for good," he said; Americans who "languish for stricter programming controls . . . have nothing to gain but much to lose."

VIDEOTAPE recordings can be edited and spliced—but it can't be classed as a simple job yet. That's non-technical summary of technical paper by Ampex Corp. engineer Kurt R. Machein at session devoted to videotape—one of heavily attended highlights of 81st semiannual SMPTE convention in Washington this week.

Splicing of Ampex tape, Machein explained, is complicated by fact that the "control track" of tape must retain constant relationship with the other 2 channels—video & audio. He stated that best place to cut and splice tape is during vertical blanking interval, which occurs once every quarter-inch. Since interval can't be readily located, Ampex is experimenting with methods to make it easier to find—such as introduction of pre-recorded "editing pulse," to be detected by special editing meters, or systems to make blanking interval on tape visible to eye.

While splices can be made with conventional splicing tape, he said, this method causes momentary "rocking" or horizontal displacement of picture. To avoid this condition, company is experimenting with tape welding process. Despite drawbacks, he said, Ampex engineers have made many splices successfully without interrupting picture. "Even with the naked eye and a razor blade," he added,

FM auto radios, once the dream of enthusiasts only, now are being marketed by foreign companies and there is strong indication that American firms will introduce them soon. At press conference in Phoenix, Ariz. this week, Motorola pres. Robert W. Galvin answered a question about his company's intentions thus: "I can't confirm at this time that Motorola will introduce an FM car radio. The industry will definitely be moving into this within 12 months. [We] feel that it would be a small-volume, but big-promotion type item." Meanwhile, Washington consulting engineer and early FM experimenter James C. McNary petitioned FCC to change FM rules to permit vertical polarization for FM station antennas to provide better reception in automobiles on the usual vertical whip-type receiving antenna. He noted that Telefunken and Becker are selling FM auto receivers on U. S. market. Most deluxe German auto receivers have FM band, since FM is now widely used in Germany—virtually supplanting AM in many locations.

Moscow reception by Premier Nikolai Bulganin was given 18 American women broadcasters May 3. Led by Bea Johnson, women's dept. director of KMBC-TV, Kansas City, group turned up in Russian capital in time for May Day parade, got red carpet treatment from Soviet officials from start of visit. Miss Johnson, elected a director of American Women in Radio & TV last week end, told UP informal invitation for trip was given by Soviet newsmen at 1955 Geneva summit conference. She forgot about it until few months ago. Then she put 3 telephone calls through to Moscow from Kansas City, wrote several letters, finally was told by Soviet tourist agency: "Please come, all your requests have been granted."

Damage suit against AFM, seeking \$2,100,000 and aimed at voiding union's 5% TV film royalty policy, was filed in Hollywood this week by Los Angeles musicians—who named 66 co-defendants, including the 3 TV networks and TV film producers. Plaintiffs charged that royalty policy had caused 90% of nation's TV film producers to discontinue employment of "live" American musicians. Similar suits against AFM on royalty trust fund issue were filed previously, involving union's policies for motion picture and phonograph industries—bringing total claims against AFM to \$15,660,850.

"5 out of 7 splices were satisfactory." In another paper at videotape recording session, Ampex professional products marketing mgr. Robert A. Miner predicted that the \$45,000 recorders could be made to pay for themselves and return small profit after operating costs during first year in many local stations through their use in (1) pre-recording and rescheduling network shows to enable station to program more sponsored local shows, (2) advance recording of local programs and spots for maximum utilization of studio space and camera crews, (3) remote recording of news events, (4) monitor-recording of rehearsals.

Other TV highlights of SMPTE convention: (1) Society pres. Barton Kreutzer told opening session that production of TV film programming will cost about \$90,000,000 this year. (2) Theatre Network TV pres. Nathan L. Halpern said more than 100 organizations have spent \$15,000,000 on closed-circuit presentations in last 3 years before total audience of at least 4,000,000 in 200 U. S. & Canadian cities. (3) Novel wide-screen TV system, with 8x3 aspect ratio instead of conventional 4x3, was described by Seymour Rosin & Madison Cawein of Scanoptic Inc., N. Y., using anamorphic lens with vidicon camera that transmits squeezed image to special receiver which un-squeezes it electronically. System requires 9-mc band—twice standard 4.5-mc—and paper's authors suggested it as ideal system to use with Kaiser-type "flat" TV tube.

Radio station sales and transfers approved by FCC: WPEO, Peoria, by WPEO Inc. (John J. Livingston, pres.) to Dandy Bestg. Corp. for \$170,000. New co-equal owners from Kansas City: adman Merritt Owens, attorney Les Vaughn and WHB salesmen Kenneth R. Greenwood & Rogert E. Sharon (Vol. 13:14). WBOW, Terre Haute, by group headed by Alvin Eades to WBOW Inc., controlled by Jerome W. O'Connor, for \$108,000 (Vol. 13:13). KOWB, Laramie, Wyo. by John Alexander and George Dent to Richard P. McKee, ex-WINS, N. Y. for \$75,000 (Vol. 13:10). KBIF, Fresno, 51% by John Poole to David T. Harris and Ephram Bernstein, both from KMJ, Fresno, for \$40,800 (Vol. 13:9). WGFS, Covington, Ga. by James Whatley and J. L. Coley to R. William Hoffman and wife for \$30,000 (Vol. 13:5).

Purchase of 80% control of WAPA-TV, San Juan (Ch. 4) by Winston-Salem Bestg. Corp., buying out Jose Ramon Quinones interests for \$320,000 (Vol. 13:13), was approved this week by FCC. Remaining 20% held by Goar Mestre interests is not affected, with new ownership also to pay off \$431,733 in obligations, all but about \$74,000 to be refinanced. Winston-Salem (James W. Coan, pres.) operates WTOB-TV, Winston-Salem (Ch. 26) and WTOB; WSGN, Birmingham, Ala.; WLOW, Portsmouth, Va.

Garfield C. Packard received \$36,666 for his 1/2 of KICA-TV, Clovis, N. M. (Ch. 12) & KICA, it's disclosed in application filed this week for approval of transaction whereby other 2 owners, Mae Straus and Frank Lesley, will increase holdings to 50% each. Meanwhile, Packard seeks approval of his purchase of KTRC, Santa Fe, from J. Gibbs Spring for \$50,000 (Vol. 13:14).

Option to take over off-air KPTV, Portland, Ore. (Ch. 27) has been exercised by attorney-oilman George Haggarty (Vol. 13:6, 17), who is now using its studios and call letters for Ch. 12 (formerly KLOR). He's paying \$1,183,921 plus assumption of certain contracts for NBC-TV affiliated KPTV, already has FCC approval for purchase of KLOR for \$1,794,865.

UP radio clients now total 1662 in U. S.—gain of 80 in year—and more than 130 TV stations subscribe to Unifax picture service, v.p. & gen. sales mgr. LeRoy Keller reported at annual meeting in N. Y. Foreign radio clients total 285, up from 274.

CHALLENGE OF FCC's right to subpoena financial data from independent program producers may well delay a portion of Commission's network study group report past the June 30 deadline, network study chief Roscoe Barrow conceded this week. The 7 TV programmers, subpoenaed to New York hearing this week (Vol. 13:17) argued that FCC has no power to demand intimate financial details of their operation. After 2 days of argument, chief hearing examiner James D. Cunningham allowed producers and network study group until May 17 to submit briefs on the subpoena issue.

"It could delay the issuance of the report on some issues under study," Dean Barrow told us later. "There are numerous areas in the inquiry where this information is not necessary, and we expect at least that part of the report to be ready by the specified time. There are areas where this material is specifically pertinent or we would not be making an effort to obtain it. We are hopeful that there will not be great delay, but it is conceivable that a portion of the report may have to come later in the summer."

The independent producers, through Paul A. Porter—spokesmen for their attorneys—argued at New York hearing: "The broad scope of the questions asked, and their irrelevance to the network study, indicate that the committee's purpose is to investigate independent program producers themselves and not just the networks. But the Commission has no authority to investigate independent program producers as such."

FCC attorney Ashbrook P. Bryant countered that the information was necessary if study group is to consider the entire TV broadcasting picture, including activities of both network and non-network groups in production field.

The 7 producers were among companies which had refused to answer some questions in FCC questionnaire sent to some 200 independent program sources. Among information asked was statistical rundown of number of markets in which each program was exhibited in past 5 years, gross billings, price of top programs in each of 239 markets, etc.

The 7 programmers challenging subpoena are Entertainment Productions Inc., MCA-TV, Official Films, Revue Productions, Screen Gems, TPA and Ziv.

The weird and protracted Edward Lamb hearings (Vol. 11:2 et seq.) reverberated again in Washington Federal Court this week when prison sentence of turnabout witness Marie Natvig was suspended by Judge Holtzoff with some criticism of the rules of evidence employed by FCC at the marathon 1955 hearing. Free on bond since she was convicted of lying after she reversed her testimony to deny that she had knowledge of Communist associations by Ohio industrialist-broadcaster Edward O. Lamb, she told Judge this week that she had changed her testimony because she was "confused" and "terrified" by detailed cross-examination. Holtzoff suspended prison sentence, said she was "unstable" and apparently "emotionally destroyed by the harassing cross-examination, which delved into every detail of her life, and which would have been impossible in the Federal Courts." FCC has not yet issued final decision on Lamb case, but has instructed staff to draft decision in his favor (Vol. 13:3).

Govt. regulation of TV-radio should be held to minimum—and "no control, direct or indirect" should be imposed on program content. U. S. Chamber of Commerce resolved at 45th annual convention in Washington this week.

STORER BCSTG. CO.'s projected purchase of WMUR-TV, Manchester, N. H. (Ch. 9), with move to site nearer Boston, appears to be blocked indefinitely by application filed for Ch. 9 in Manchester by new organization—TV for New Hampshire Inc. Latter had asked to be considered competitively for channel, now that WMUR-TV's license renewal is due. FCC wrote all parties, told them it looks like hearing will be necessary.

New-station starts with temporary facilities are definitely thing of the past, FCC indicated this week, when it denied CBS's request to get going with new KMOX-TV, St. Louis (Ch. 11) with interim facilities.

New-facility activity of Commission was slight. It finalized Ch. 19 CP in Victoria, Tex. to Alkek TV Co., granted educational Ch. 7 in Corvallis, Ore. to Ore. State Board of Higher Education. In addition, it authorized 4 translators: Ch. 72, Bullhead City, Ariz.; Ch. 70, Likely, Cal.; Ch. 80, Truth or Consequences, N. M.; Ch. 73, Redmond, Ore.

Canadian allocations, which seldom change, underwent shift this week on completion of U. S.-Canadian agreement: Ch. 7 was substituted for Ch. 2 in Vernon, B.C., Ch. 2 for Ch. 13 in Kelowna, B.C., while Ch. 13 was added to Penticton, B.C.

In U. S., FCC finalized swap of Ch. 31 & Ch. 29 between Kokomo & Marion, Ind. while proposing to: (1) Add Ch. 13 to Cartter, Ill. (2) Add Ch. 3 to Carbondale, Ill. (3) Substitute Ch. 8 for Ch. 22 in Harrisburg, Ill.

There were these petitions for channel changes filed: (1) Add Ch. 17 to Bakersfield, Cal., by KJEO (Ch. 47). (2) Add Ch. 12 to Mankato, Minn., substitute Ch. 17 for Ch. 12 in Brainerd, by KNUJ, New Ulm. (3) Add Ch. 12 to Farmington, N. M., by prospective applicant Four Corners Bestg. Co. (4) Add Ch. 2 to Tacoma, Wash., by KTNT-TV, now operating on Ch. 11.

"Aesthetic standards" of station owners aren't responsibility of FCC, hearing examiner Herbert Sharfman said April 29, rejecting protest by minority stockholder Lawrence M. C. Smith against sale by The Good Music Station Inc. of radio WGMS & WGMS-FM, Washington, to RKO Teleradio Pictures (Vol. 13:2,5,11). Smith had charged "fraud" in license transfer, alleging station's "good music" policy was sacrificed in deal. But in 19-page initial decision Sharfman said philosophically that Commission "does not sit as an Academy" or "act as an impresario"; that it can't tell operators "Thou shalt play Beethoven, not bebop." FCC "has exercised a very real restraining & affirmative influence" in lifting programming standards generally, Sharfman said, but he observed that station owners remain "a cross-section of the financially more successful portion of the population . . . brilliant & dull (if shrewd & acquisitive), refined & crude, liberal & reactionary." Washington newspapers delighted to quote Sharfman, who, along with several of his examiner colleagues (notably H. Gifford Irion and Thomas H. Donahue), gets huge bang out of lightening his decisions with lively phrases.

Another broadcasting probe was proposed this week, American Civil Liberties Union asking Chairman Magnuson (D-Wash.) of Senate Commerce Committee to look into TV-radio handling of "controversial issues." ACLU exec. director Patrick Murphy Malin said investigation of broadcasters' policies—but not of program content—would show whether Communications Act needs changes to help FCC "promote diversity of opinion & freedom of expression on the air." Malin cited recent examples of what he said was "negative attitude" by broadcasters in religious & other programming (Vol. 13:14). Magnuson is sending ACLU proposal to FCC for comment & report on what Commission does now in policy area.

New and Upcoming Stations: Protested purchase by Walter Annenberg's Triangle Publications of WLBR-TV, Lebanon, Pa. (Ch. 15) was finally approved by FCC May 1—and next day station, off air since Oct. 16, 1954, was back in operation. On-air box score now stands at 499 (92 uhf).

Sustaining initial recommendations by examiner, Commission rejected objections by Harrisburg's 3 uhf outlets—WHP-TV (Ch. 55), WCMB-TV (Ch. 27), WTPA (Ch. 71)—and WHUM-TV, Reading (Ch. 61) that Annenberg ownership of WLBR-TV would concentrate communications control in area (Vol. 11:39, 45, 53). FCC said whole record of Triangle stations & publications showed they were operated "substantially independently of each other."

Triangle (4 TV & 5 radio stations, *Philadelphia Inquirer*, *TV Guide*, *Daily Racing Form*, etc.) bought WLBR-TV from *Lebanon News* in \$240,000 deal first approved by FCC Nov. 2, 1955, at time when station, started 2 years earlier, already had been off air about year. It had been closed since—pending outcome of Commission proceedings. Decision brought immediate steps to reactivate station, which for next 2-3 weeks will depend largely on film for programming under new gen. mgr. Frank B. Palmer, brought in from WSEE, Erie. Leonard Savage, from radio WLBR, was named operations mgr.

In Honolulu, KHVH-TV (Ch. 13) was set to start regular programming May 5 after Court of Appeals denied stay requested by KULA-TV (Ch. 4).

* * * *

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

WTIC-TV, Hartford, Conn. (Ch. 13) has 50-kw RCA transmitter due shortly and plans Aug. 1 test patterns, Sept. 1 programming, writes Bernard Mullins, public relations v.p. for Travelers Bestg. Service Corp. It will be 4th outlet in area where CBS operates WHCT (Ch. 18); NBC has WNBC (Ch. 30); Triangle Publications operates WNHC-TV, New Haven (Ch. 8). Sixth floor of Grove St. & Central Row Bldg. of Travelers Insurance Co. in downtown Hartford is being remodeled to add TV to AM-FM facilities, including 2 studios, one 40 x 60. Present radio transmitter house on Talcott Mt., Avon, Conn. is adequate to house TV. It will use 531-ft. Ideco tower. Rep will be Harrington, Righter & Parsons.

"Color from the ground up" was theme stressed by NBC as cornerstone was laid May 2 for \$4,000,000 studios of WRC-TV, Washington, due for fall occupancy. Officials attending ceremonies, which were carried on *Today* 8:40 a.m., constituted imposing list—including Vice President Nixon, 4 Senators headed by minority leader Knowland (R-Cal.), 13 Congressmen headed by minority leader Martin (R-Mass.), 6 FCC commissioners. Brief remarks were made by Nixon, NBC pres. Robert W. Sarnoff, FCC Chairman McConaughy. Alluding to color TV, Nixon said it means "we can keep no secrets at all as to our feelings," since a speaker's flush is revealed on screen if "he happens to say something that is a little embarrassing."

GE shipped 50-kw transmitter April 26 to WJTV, Jackson, Miss. (Ch. 12); 35-kw amplifier April 29 to KRGV-TV, Weslaco, Tex. (Ch. 5); 100-watt Ch. 30 transmitter April 18 to Toledo U, not a TV grantee, although Greater Toledo Educational TV Foundation is applicant for Ch. 30 there.

Technical handbook for operators of small TV stations is *Low Power Telecasting*, by Harold E. Ennes, Dage technical editor & systems engineer (Howard W. Sams, Indianapolis, 106 pp., \$2.95), with chapters on allocations, antennas & coverage, transmitters, vidicon tube, lens, live camera chain, film cameras, station installations.

KPLO-TV, Reliance, S. D. (Ch. 6) has Butler steel building ready, but 10-kw RCA transmitter won't be wired until June, when station is due on air as semi-satellite of parent KELO-TV, Sioux Falls (Ch. 11), which also operates satellite KDLO-TV, Florence, S. D. (Ch. 3), reports principal N. L. Bentson. Foundations are ready and 6-section superturnstile antenna is on hand for 700-ft. Stainless tower on which work began this week. Construction of microwave to Sioux Falls, 146 mi. away, is to start in 2 weeks. Charles Delperdang, ex-KELO-TV, will be engineering supervisor; C. J. Johnson, ex-KDLO-TV, sales mgr. KELO-TV base hour is \$450. Rep is H-R Television.

KXLJ-TV, Helena, Mont. (Ch. 12), planned as low-power satellite of parent KXLF-TV, Butte, Mont. (Ch. 4), has ordered Sarkes Tarzian equipment for July delivery, plans summer test patterns, fall programming, writes pres.-gen. mgr. Ed Craney. It will have 80-ft. Fisher tower in city on site near Intermountain College. KXLJ-TV will be sold as bonus to KXLF-TV, which has \$200 base hour. Rep is Walker.

WEEQ-TV, La Salle, Ill. (Ch. 35) plans July 15 test patterns, Aug. 1 programming, reports Fred C. Mueller, gen. mgr. of owner WEEK-TV, Peoria (Ch. 43), which plans to operate WEEQ-TV as satellite. GE transmitter has been ordered for June 30 delivery, construction plans are completed, and 400-ft. Stainless tower will be used. WEEK-TV hour is \$475. Rep is Headley-Reed.

WETV, Atlanta, Ga. (Ch. 30, educational) has ordered 12-kw GE transmitter for mid-May delivery, plans Aug. 15 test patterns, Oct. 1 programming, reports Haskell Boyter, TV-radio education director for Atlanta Board of Education. It has studio-transmitter building 75% complete, plans June start on footings for 470-ft. Truscon tower. T. W. Cowan Jr. will be chief engineer.

— ■ —

Battle Mountain, Nev. translator K72AF began April 27 repeating KOLO-TV, Reno, reports Ray A. Foote, pres. of Battle Mountain TV Club. Needles, Cal. translator K72AE began April 20 on interim basis repeating KLRJ-TV, Henderson-Las Vegas, writes Paul C. Griswold, pres. of Needles Community TV Club. Greenville, Cal. translator K70AM has Adler transmitter due May 4, plans May 8 start repeating KCRA-TV, Sacramento, reports Raymond F. Linn, secy. of Indian Valley TV Co.

George Polk Memorial Award goes to ABC commentator Cecil Brown for "best press, radio or TV interpretation of foreign affairs within the U. S." Other TV-radio awards, to be presented May 6 by Overseas Press Club at dinner in Waldorf-Astoria, N. Y.: Gerald Schwartzkopff (CBS), best photo-journalism abroad; Irving R. Levine (NBC), best reporting abroad; Daniel Schorr (CBS), Gary Stindt (NBC) & Frank Kearns (CBS), citations for reporting abroad. CBS-TV was cited previously for network roundup last Nov. on foreign crises (Vol. 13:14).

Revolution in agricultural expositions will be Farmerama-57, "the world's fair of agriculture," Aug. 30-Sept. 2 at Huntley, Ill. The 4-day event, expected to host agricultural delegations from all over world, is different from previous farm show in that every event (demonstrations, judging, awards, etc.) will be presented to attendees via large-screen projection closed-circuit TV. Farmerama will be co-managed by Farmerama Inc. and WGN Inc. (WGN-TV & WGN).

Ohio State U institute on educational TV & radio opens May 8 at Deshler Hilton Hotel, Columbus, with "Great Issues in Broadcasting—1957" as theme. Key-note of 4-day sessions of 27th annual meeting will be Westinghouse Bestg. Co. pres. Donald H. McGannon.

Personal Notes: Lewis M. Marcy resigns as director of NBC-TV sales development & presentations to join Sylvester L. (Pat) Weaver Jr.'s new Program Service in sales capacity . . . Louis J. Riggio, ex-Hilton & Riggio, joins CBS Radio as special consultant in network sales development . . . Adolf N. Hult, ex-Screen Gems, joins RKO Teleradio Pictures as national TV sales consultant . . . Perry B. Bascom promoted to national radio sales mgr. for Westinghouse stations . . . Wm. R. Valle, ex-Benton & Bowles, named Teleprompter operations director . . . George Rice, ex-WABC-TV, N. Y., and WBKB, Chicago, appointed program director of KGO-TV, San Francisco . . . Ray Lukshis promoted to program director of KTLA, Los Angeles; Hal Dasbach to program supervisor . . . Raymond F. Guy promoted from NBC director of radio frequency & allocations engineering to senior staff engineer . . . Richard E. Jones, from KXLY-TV, Spokane, takes over May 4 as gen. mgr. of KELP-TV (formerly KILT) & KELP, El Paso, which he and other owners of KXLY-TV purchased earlier this year (Vol. 13:12) . . . Robert O. Paxson, ex-KTVH, Hutchinson-Wichita, joins upcoming KETV, Omaha, as sales mgr. . . . Neil Cline, ex-station mgr. of WHAS-TV, Louisville, named mgr. of Chicago office for AM rep Henry I. Christal Co. . . . Ralph J. Tangney, ex-KETC, St. Louis, and WGBH-TV, Boston, named program mgr. of educational WQED, Pittsburgh, succeeding John W. Ziegler, who becomes asst. to gen. mgr. for special projects . . . Fergus Mutrie promoted to TV operations director for Ont. by CBC; John Kannawin to radio director . . . Lester Sturgill resigns as chief engineer of WLWD, Dayton . . . Bill Alcine promoted to film director of KNXT, Los Angeles, succeeded by Alberta Hackett as production mgr. . . . Lou Frankel resigns as promotion director of WATV & WAAT, Newark-N. Y. . . . Harry J. Feeney promoted to CBS-TV trade & business news mgr. . . . Wayne Wille, ex-*Chicago Sun-Times*, joins WBBM-TV, Chicago, as press information director . . . Wm. A. Shepler resigns as public relations director of WFBM-TV & WFBM, Indianapolis, to become director of state's Dept. of Commerce, Agriculture, Industry & Public Relations . . . James W. Evans, ex-WXEX-TV, Richmond, named promotion mgr. of WSOC-TV, Charlotte . . . Ed L. Teer, mgr. of KAVE-TV, Carlsbad, N. M., resigns; Don Husted from radio KAVE named asst. gen. mgr., Eddy Carey promoted to program director . . . George DeMartini, ex-Cohen, Simonson brokerage firm, joins Guild Films as v.p. & treas. . . . Gertrude V. Casey promoted to Transfilm sales mgr. . . . Lou Kravitz & Tom Ryan named v.p.'s of Fred A. Niles Productions; James Magee appointed creative director . . . Daniel G. Endy, Daniel M. Wise, Bosh Pritchard elected v.p.'s of Tel Ra Productions . . . Larry Clement, ex-Bank of America in Los Angeles, where he was negotiations officer in financing independent TV-movie producers, joins AB-PT Pictures Corp. as asst. treas. & comptroller . . . Ross M. Sutherland, ex-John Sutherland Productions, joins MPO Productions (filmed commercials) as midwestern sales mgr. . . . Mortimer Becker named national counsel for AFTRA, succeeding Henry Jaffe, resigned . . . George J. Beier, ex-Scott Radio Labs & Philco, named market research director for John Meck & Staff . . . John J. Gaskell and Frank G. Uriell, latter recently exec. asst. to SEC chairman, named partners in Chicago law firm Pope & Ballard; Robert P. Howington Jr. joins firm . . . Sally Ball Kean, editor of publications, and Patricia Kielty, special feature editor, leave NARTB.

Brand Names Foundation this week elected RKO Teleradio chairman Thomas F. O'Neill as new chairman, succeeding Motorola exec. v.p. Edward R. Taylor. It re-elected Henry Abt, pres.; CBS Radio v.p. Louis Hausman, treas.; Robert MacNeal, Curtis Publishing, vice chairman.

ADVERTISING AGENCIES: Ben Gedalecia, Ralph H. Major Jr., Henry J. Payne elected v.p.'s of BBDO; Herminio Traviesas promoted to TV-radio dept. mgr. . . . Stanley Goodman promoted to exec. v.p. & gen. mgr. of Sterling Adv. . . . Marketing Associates, 70 E. 56th St., N. Y., is formed by Jack M. Kayne, Norman Skier, Ernest Socolov . . . Creative Merchandising Co., 535 Fifth Ave., N. Y., specializing in TV packaging & production, is formed by H. Pierson Mapes & Gene Schiess, ex-Hutchins Adv. . . . New name of Franklin Bruck Adv. Corp. is Heineman, Kleinfeld, Shaw & Joseph Inc.—Mort Heineman, pres.; M. J. Kleinfeld, chairman; Joseph Shaw & Julius Joseph Jr., v.p.'s.

TV-radio fellows picked by CBS Foundation in its first grants for year's study at Columbia U are: Ernest F. Andrews Jr., asst. professor of journalism, State U of Iowa & WSUI news director; Wm. B. Crawford, news director, CBS-TV, N. Y.; Wm. Arthur Eames, news director, KBOI-TV & KBOI; Wm. Ray Mofield, director of news & special events, WPAD, Paducah; Joseph L. Morrison, assoc. professor of journalism, U of N. Carolina; John Meredith Patterson, asst. news director, WDBJ-TV & WDBJ, Roanoke; Robert Bruce Taber, news writer, CBS, N. Y.; Avram Robert Westin, director of news & public affairs, CBS, N. Y. Awards, worth about \$8000 each for 36-week fellowship year, were open to news & public affairs employes of CBS, affiliate stations, non-commercial TV-radio stations licensed to colleges & universities, teachers of TV-radio news & public affairs in colleges & universities.

American Women in Radio & TV elected these 2-year directors April 28 at 6th annual convention in Chase Park-Plaza Hotel, St. Louis: Jeanne Bacher, radio KGST, Fresno, Cal.; Ruth Goldberg, Assn. of American Soap & Glycerine Producers, N. Y.; Bea Johnson, KMBC-TV & KMBC, Kansas City; Henrietta Kieser, Bozell & Jacobs Inc., Omaha; Martha Rupperecht, CBS, N. Y. Officers headed by pres. Edythe Fern Melrose, WXYZ-TV & WXYZ, Detroit, continue another year.

Horatio Alger Awards, to be presented May 9 at Waldorf-Astoria Hotel, N. Y. by American Schools & Colleges Assn., include these recipients: Westinghouse chairman-pres. Gwilym A. Price; Young TV Corp. pres. Adam Young; Alliance Mfg. Co. pres. John Bentia. Presentations will be made by 2 previous winners: RCA chairman Brig. Gen. David Sarnoff and Dr. Norman Vincent Peale.

Obituary

James M. Mathes, 68, chairman of J. M. Mathes Inc. and early promoter of radio advertising, died April 28 at home in Greenwich, Conn. He started career with N. W. Ayer & Son, helped set up its radio dept., was associated in 1923-29 with National Carbon Co.'s *Eveready Hour*, handled such other early radio accounts as E. R. Squibb & Sons and Shur-On Optical Co., started own agency in N. Y. in 1933. He boasted several radio "firsts," including sponsored drama, sound effects, paid guest stars, original script show. He was a director & member of exec. committee of Canada Dry Ginger Ale Inc., which he and P. D. Saylor bought in 1924. Widow, 3 daughters survive.

Leonard H. Hole, 49, director of NBC-TV program development, veteran of 25 years in TV & radio, died April 30 in Regent Hospital, N. Y. after long illness. He was associated with DuMont & CBS before joining NBC-TV as program procurement supervisor & production mgr. in 1950. He became TV-radio production director for NBC in 1952, program development director in 1955. This season he was network's production supervisor for *Perry Como Show* & Ray Bolger's *Washington Square*. Surviving are his widow, a daughter, his mother, a brother.

Telecasting Notes: Hollywood movies have grossed some \$150,000,000 from TV showing, May 1 *Variety* figures, noting that there's plenty more to come and calling these big-money deals "phenomenal—for these are the theatricals which had been written off on film company books—\$1 nominal assets which bounced back in another medium to earn millions" . . . In breakdown of total Hollywood feature film grosses from TV, *Variety* gives these estimates: MGM, about \$42,000,000 so far in 44 markets; AAP (Warner Bros. pictures), \$20,000,000; C&C TV (RKO), about \$25,000,000, including International Latex time-for-films barter deals; Republic, more than \$11,000,000; Columbia's Screen Gems, \$9,700,000; NTA, \$9,500,000; United Artists, \$2,800,000 . . . **Cinderella story:** Critics liked NBC-TV's Royal Ballet version of the tale even better than CBS-TV's Rodgers-Hammerstein version. But the word "ballet" still scares away some of mass audience. New Nielsen gives CBS's "Cinderella" total audience rating of 60.6, average audience of 49.1 (No. 1 in both cases). Trendex for this week's ballet on NBC averaged 12.4 vs. 33.4 for *Lucy* occupying part of same period on CBS-TV . . . If "Cinderella" ballet didn't sell color sets, nothing will. Those fortunate enough to see the NBC spectacular were treated to color at its very finest. As John Crosby summed up: "'Cinderella' was an enchanting visual experience on color TV . . . conceivably the prettiest thing I have ever seen on it yet. [In] their pastel colors, the dancers floating through what seemed like acres of space, the scenes were like Christmas cards in motion" . . . NTA Film Network pointing with pride to 15-city Trendex of first movie ("Suez") in its weekly *Premiere Performance* series; pres. Ely Landau cited average 10.1 for the new show vs. 38.9 for all competitors (including networks) combined . . . Universal's pre-1948 backlog TV sale or lease reported imminent—presumably to Sy Weintraub group composed of TV stations (said to include Westinghouse & Storer); Weintraub's Flamingo Films are not involved . . . Jackie Gleason's *Honeymooners* 1955-56 filmed 30-min. shows to be syndicated by CBS film div. . . Revue Productions (MCA) boasts firm commitments for \$21,000,000 worth of TV film series for next season . . . Predicts Loew's Inc. pres. Joseph Vogel: "As much as 95% of TV programming [eventually] will be on film."

First TV popularity poll of *N. Y. Herald Tribune* readers (Vol. 13:11) included these top choices in 27,000 ballots: Perry Como (NBC-TV), Dinah Shore (NBC-TV), vocalists; Sid Caesar (NBC-TV), Lucille Ball (CBS-TV), comedy; Ed Sullivan (CBS-TV), variety; John Daly (ABC-TV), news; *Playhouse 90* (CBS-TV), drama; *Mickey Mouse Club* (ABC-TV), children's; *Meet the Press* (NBC-TV), forum; *Omnibus* (ABC-TV), educational; *Twenty-One* (NBC-TV), quiz; *What's My Line?* (CBS-TV), panel.

Medical journalism awards for 1956 were presented to CBS Public Affairs & WCBS-TV, N. Y., by Albert & Mary Lasker Foundation May 1 at luncheon in Ambassador Hotel, N. Y. Joint winners of 8th annual Lasker prize, network was cited for "Out of Darkness," 90 min. filmed drama on mental illness first shown March 18, station for "The Wassaic Story," 30-min. documentary on N. Y. state training school for mentally retarded, first shown Oct. 21.

Alfred P. Sloan awards for exceptional public service in highway safety, given at N. Y. dinner this week: WLW, Cincinnati; KSEL, Lubbock, Tex.; WKAR, E. Lansing, Mich.; WWJ-TV, Detroit; WTTW, Chicago; sponsors Esso, Reynolds Tobacco, Sinclair, Montgomery-Stubbs Motors (Silver Spring, Md.), Hardware Mutuals, Hedges Oil. Armed Forces Radio-TV Service received special award for traffic safety work overseas.

Romance between TV & newspapers at last week's American Newspaper Publishers' Assn. in N. Y. is theme of May 1 *Variety* story by TV-radio editor George Rosen which notes end of nearly 10 years of "TV is a dirty word" attitude. He said corridor talk indicated overwhelming acceptance of TV as a major force in communications field and meeting "was marked by a new and wholesome approach to the whole problem of rival media—as though at long last recognition had come that TV, whatever the virtues of its electronic journalism razzmatazz, is here to stay and the publishers have learned to live with it." Rosen also called attention to the "underlying awareness . . . of TV's unique role today as the No. 1 circulation builder for America's newspapers—both daily and Sunday."

Religious broadcasters can defeat themselves by ignoring requirements of competitive programming, Sig Mickelson, CBS v.p. in charge of news & public affairs, and Edward Stanley, NBC mgr. of public service programs, warned World Conference on Christian Radio-TV this week in Frankfurt, Germany. Mickelson said churches "will often propose and strenuously support programming policies which if followed very far would destroy that large audience which is now available to them." Stanley reminded Conference that TV has no "captive audience," unlike congregation at worship.

Movie vs. parody copyright case involving "Gaslight" feature, owned by Loew's Inc., and TV-radio "Autolight" version, written for Jack Benny, will be decided by Supreme Court. It agreed April 29 to hear Benny's appeal from Circuit Court ruling for Loew's that burlesque of copyrighted work is no different from any other infringement. Comedian, sponsor American Tobacco Co. and CBS argued that decision "will have a stifling effect on parody & burlesque [and] authors of parodies [will] have no alternative but to abandon their art."

Advertisers spent \$46,806,000 on ID's during 1956—amounting to 11.8% of total of \$397,606,000 spent in spot TV during year, TvB announced this week in releasing list of the 155 companies which spent \$50,000 or more on ID's last year (available on request from TvB, 444 Madison Ave., N. Y. 22).

TV producer Jack Denove has filed \$2,115,000 suit in Los Angeles Superior Court against Sol Lesser, Norman Freeman and Sol Lesser Productions, charging they defrauded him out of producer's fee and participation interest in upcoming *Tarzan* TV film series and asking appointment of a receiver to take over the films.

"Art for Radio" prizewinning painting in 1956 competition sponsored by Radio Advertising Bureau was presented this week as gift to John W. Kluge in Washington office by executives of his radio stations. Presentation of painting, "The Oracle" by abstract artist Ernest R. Smith, marked Kluge's 10th anniversary in radio.

Viewing rate continues to hit new highs, TvB reports, citing Nielsen data showing average advertisers in first 3 months reaching 20% more homes in evening, 9% more in daytime, compared with first quarter 1956. Compared with 1955, current rate is up 41% for evening shows, 28% for daytime.

Rating note: Sunday night services in Rev. G. Westerdale Bowker's church at Steventon, England, will be conducted in afternoon instead—because pews have been emptied since ITA began showing *I Love Lucy*. Minister doesn't own TV set, hasn't seen show.

TV-radio summer school at Stanford U opens 8-week sessions June 24 at Stanford, Cal., enrollment limited to 50. Cooperating in classes, including new course in educational TV, are KQED, KPIX & radio KNBC, San Francisco.

Network Accounts: Long-rumored big Ford-network deal shaped up this week into \$5,500,000 package wrapped up by CBS Radio thru J. Walter Thompson. On verge of final signatures at week's end, deal runs 52 weeks, includes Arthur Godfrey, Bing Crosby, Rosemary Clooney, Edward R. Murrow. Ford also is buying alt. sponsorship of *Crisis* on NBC-TV starting Sept. 9, Mon. 10-11 p.m., also thru J. Walter Thompson . . . Sylvania cancelling *The Buccaneers* on CBS-TV Sat. 7:30-8 p.m. at end of summer, substituting new situation comedy, *The Real McCoys* starring Walter Brennan, on ABC-TV starting Oct. 3, Thu. 8:30-9 p.m., thru J. Walter Thompson . . . Whitehall Pharmacal & Helene Curtis buy alt. sponsorship of summer drama *S. R. O. Playhouse* series on CBS-TV starting May 11, Sat. 9:30-10 p.m., former thru Ted Bates, latter thru Earle Ludgin; premiere stars Keenan Wynn in "Two-Bit Gangster" . . . Revlon to sponsor singer Guy Mitchell in new variety show on ABC-TV starting Sept. 21, Sat. 10-10:30 p.m., thru Emil Mogul . . . Bulova buys one-third sponsorship (with Greyhound & Drackett Co.) of *Steve Allen Show* on NBC-TV May 19 & June 2, Sun. 8-9 p.m. . . . Gold Seal Glass Wax & Sheaffer Pen sponsor *I Love Lucy* reruns on CBS-TV Wed. 7:30-8 p.m. . . . Proctor & Gamble planning to reduce sponsorship of 30-min. daytime *Edge of Night* and *As the World Turns* on CBS-TV by half; too many of own products crowding each other competitively on same shows . . . Mennen buying *O. S. S.* on ABC-TV next fall, Thu. 9:30-10 p.m., thru McCann-Erickson . . . Kellogg joins Pillsbury for alt.

sponsorship of *The Big Record* on CBS-TV starting in fall, Wed. 8-9 p.m. . . . General Mills replaces B. F. Goodrich as sponsor (with Carnation) of *Burns & Allen* on CBS-TV in fall, Mon. 8-8:30 p.m., thru Knox Reeves, Minneapolis . . . Lever Bros. drops plans for sponsorship of *Slezak & Son* on CBS-TV in fall, Tue. 8:30-9 p.m. . . . Purex buys alt. sponsorship of *Perry Mason*, starring Raymond Burr in Erle Stanley Gardner detective stories, on CBS-TV starting in fall, Sat. 7:30-8:30 p.m., thru E. H. Weiss . . . American Dairy Assn. & Knomark (Esquire shoe polish) buy one-third alt. sponsorship of *The Perry Como Show* on NBC-TV starting in Sept., Sat. 8-9 p.m., former thru Campbell-Mithum, latter thru Emil Mogul . . . Chesebrough-Pond's may join Lever Bros. as alt. sponsor of *Life of Riley* on NBC-TV Fri. 8-8:30 p.m. . . . Prudential Insurance sponsors return of *You Are There* on CBS-TV starting May 12, Sun. 6:30-7 p.m., thru Reach, McClinton . . . Buick buys alt. sponsorship of *Tales of Wells Fargo* on NBC-TV starting Sept. 9, Mon. 8:30-9 p.m., thru Kudner . . . Timex buys 6 Bob Hope 60-min. variety shows on NBC-TV next season, starting date & time period undetermined, thru Peck . . . American Tobacco Co. agrees to renew same time for *Your Hit Parade* on NBC-TV Sat. 10:30-11 p.m. after trying for different period . . . National Assn. of Insurance Agents to sponsor \$2,000,000 partic. campaign, including network TV . . . American Petroleum Institute to sponsor TV programs in 1959 celebrating 100th anniversary of start of U. S. oil industry, thru BBDO.

Rate increases: KSTP-TV, St. Paul, May 1 raised base hour from \$1550 to \$1650, min. \$320 to \$360. KCOP, Los Angeles, May 1 raised hour from \$1250 to \$1350, min. \$250 to \$350. WJAR-TV, Providence, May 1 raised hour from \$1200 to \$1300, min. \$240 to \$310. WTVJ, Miami, added Class AAA hour (8-10 p.m. daily) at \$1100, 20 sec. at \$280, Class AA hour remaining \$1000. WCIA, Champaign, Ill. May 15 raises hour from \$800 to \$900, 20 sec. \$160 to \$190. KBET-TV, Sacramento, April 1 raised hour from \$700 to \$850, min. \$175 to \$200. KARD-TV, Wichita, April 1 raised hour from \$550 to \$650, min. \$125 to \$150. WCTV, Thomasville-Tallahassee, April 1 added Class AA hour (8-10 p.m. daily) at \$300, min. \$80, Class A hour going from \$250 to \$275. KSIX-TV, Corpus Christi, May 1 added Class AA hour (7-9:30 p.m. daily) at \$300, min. \$75, Class A hour remaining \$250. KCSJ-TV, Pueblo, July 1 adds Class AA hour (6-10 p.m. Mon.-Sat., 5-10 p.m. Sun.) at \$225, Class A hour going from \$155 to \$135.

There's no "hard shell" consumer resistance to "volume, vigor & velocity" of advertising, Grey Adv. maintains in *May Grey Matter*. To the contrary, it's become "way of life" and public "wants to be exposed to advertising probably as eagerly as advertisers want to provide the exposure," even though it comes "at him every minute of his waking day." Only thing is, it "must exude credence & confidence" and "need for great advertising has never been greater."

Success story of *TV Guide*, now running 5,300,000 circulation just 4 years after Triangle Publications turned it into national publication—and guaranteeing 6,300,000 by fall of 1958—is outlined in "Corporate Close-Up" of pres. Walter H. Annenberg in April 19 *Sales Management Magazine*. He says 1957 advertising gross should double last year's \$3,750,000—which was 84.5% gain over 1955—and he "wouldn't be surprised" if *TV Guide* becomes biggest Triangle operation by 1965.

New Nielsen brochures on TV-radio markets include graphs showing size of audience, viewing-listening patterns, network & local potentials.

Color TV is 4th choice on buying list of 1000 N. Y. men & women asked by Pulse: "If you were unexpectedly given \$1000 to spend on other than necessities, what would you spend it for?" Survey published by April 22 *Television Age* shows these answers: Vacation, 405; payment on new car, 221; clothing, 133; color TV, 116; washing machine, 92; hi-fi, 73; air conditioner, 58. Most in poll (55.7%) thought price would be main reason for not buying color TV now, but more than half hadn't seen it. Of 424 who had, 174 were "satisfied" with quality, 295 "did not like it." If & when they buy, most thought they'd want 21-in. set at \$250-\$350.

Merger of WGR Corp. with Transcontinent TV Corp. has been approved by both firms, according to Transcontinent pres. David C. Moore and WGR Corp. pres. George F. Goodyear. Ownership of WGR Corp., operator of WGR-TV, Buffalo (Ch. 2) & WGR, interlocks with Transcontinent, which owns 100% of WROC-TV, Rochester, N. Y. (Ch. 5) and 50% of WSVA-TV, Harrisonburg, Va. (Ch. 3) & WSVA.

Annual license fee for British TV sets will be increased to £4 (\$11.20) from £3 (\$8.40) Aug. 1, covering homes with both TV & radio receivers. Fee for owners of radios only will remain at £1 (\$2.80). None of the extra revenue will go to BBC, which is supported by proceeds of licenses, but will be used instead to offset changes in entertainment taxes. "Purchase tax" on TV sets remains at 30%, despite pleas from industry for reduction.

TV coverage of Fla. House of Representatives was authorized April 30 by legislature's rules committee which empowered chairman to halt TV crews if they interfere with floor proceedings and voted down proposal to restrict them to gallery.

British Marconi TV equipment has been ordered by Danish Post & Telegraphs Dept. for new stations at Aalborg, Vestjylland & Naestved. Equipment includes 4-kw vision, 1-kw sound transmitters. Denmark has 3 operating stations.

KCRG-TV, Cedar Rapids, April 1 changed to *Weed* from Blair TV Assoc.

INDUSTRY EVALUATES TRANSPARENT CRT POTENTIAL: That new transparent-face picture tube invented by Naval Research Lab physicist Dr. Charles Feldman (Vol. 13:17) is getting the close attention of tube and equipment makers. We saw tube demonstrated this week and talked to top research and engineering people of leading tube and set makers to get their evaluation of its significance. The near-unanimous consensus:

New phosphor application principle may well represent a major breakthrough, and it probably will have important applications soon in military instrumentation where cost and mass-producibility are not overriding objectives.

As for future TV applications, nobody is pooh-poohing the principle -- for the relatively far future. But, like most inventions in TV field, the new process immediately raises these questions in minds of TV engineers: (1) Is it capable of being practically and inexpensively mass-produced? (2) How many other new inventions will be required to adapt new principle to TV?

For use in color tube, new transparent phosphor system would require plenty of new companion inventions and developments, since it involves a new method of exciting different color phosphors -- by varying deflection voltage -- a method often proposed but never possible until transparent phosphor was developed.

Production costs, etc. are still unknown. But at present, most of the transparent phosphors developed by Feldman must be applied under such intense heat that a special, more expensive, glass must be used for screen.

In black-&-white, Feldman tube can be used interchangeably with conventional tube -- and could result in tremendous increase in contrast, far better viewability in bright light, with possible advantages for use in battery-operated transistorized portable sets, since adequate contrast level can be maintained with far lower beam current than in conventional tube.

Method of applying transparent phosphor has been sought in tube industry for many years -- with GE particularly active in field. Naval Research Lab attempted the project in connection with its aircraft instrument reduction program. Phosphor is designed for use with developmental Kaiser flat (2-4 in. thick) tube, which in turn is designed to be mounted on aircraft windshield so pilots may see instrument data on screen and at same time look right through CR tube into the wild blue yonder.

* * * *

Dr. Feldman, the 33-year-old govt. scientist who owns all commercial rights to new principle, arranged demonstration for us this week at NRL. The experimental models he showed us -- both color and monochrome -- were 5-in. oscilloscope tubes, though Liberty Mirror div. of Libby-Owens-Ford is currently making 19-in. version for developmental use with Kaiser flat tube (RCA also has ordered sample screens from Liberty Mirror).

Monochrome sample was mounted alongside conventional-phosphor tube of same size, fed same signal. With an off-the-air TV picture on tubes in normal artificial room light, difference between images wasn't significant. However, with the lights turned up brightly, Feldman tube retained sharp contrast while conventional tube picture washed out. With sine wave on tube instead of picture, image was plainly visible even with photoflood lamp held couple inches from faceplate and shining almost directly into tube -- while image on conventional tube was completely lost. Under normal lighting conditions, picture on Feldman tube was far sharper than on conventional tube, though not actually brighter.

Faceplate is truly transparent, which is why contrast is so great -- the room light being lost in blackened interior of tube instead of being reflected by faceplate. With no picture on tube, gun can be seen plainly from tube face.

We viewed 2-color version of tube, too -- which had 2 layers of transparent phosphor -- yellow (2 microns thick) and blue (.2 microns). Color could be shifted

from yellow to deep blue, including all blends and hues in between. We were also shown various developmental red & green phosphors -- but not white. The monochrome pictures we saw were displayed on tubes with green trace.

Feldman maintains his phosphors are longer lasting, can stand higher beam current. Method of application of phosphor to glass is somewhat similar to aluminization of present tubes or coating of optical lenses -- employing vacuum deposition process followed by high-temperature baking in vacuum or gas.

Among companies sending top engineers and scientists to watch demonstrations have been RCA, Sylvania, Rhilco, DuMont, Westinghouse, GE, Litton Industries.

Transistor TV: Fully transistorized sets in 2 years, transistorized portables somewhat later, were envisioned by Sylvania engineers W.F. Palmer & George Schiess in paper delivered before AIEE meeting in Pittsfield, Mass. this week. Noting that transistors are now available for many TV sockets, they said balance should be ready in 2 years. Schiess acknowledged that sets would cost more initially but said there would also be such advantages as longer life of transistors, perhaps simpler circuits. And he noted such developments hold possibility of "true portables" (Vol. 13:12) because of lower power requirements. During Phoenix press conference this week, Motorola pres. Robert W. Galvin also foresaw possibility of transistorized portables in 3-4 years.

Production: TV output was 81,408 week ended April 26, compared with 78,269 preceding week and 138,256 in corresponding week one year ago. It was year's 17th week and brought TV production for year to date to about 1,831,000, compared with 2,394,264 in same period of 1956. Also this week, RETMA placed official first quarter production at 1,474,729 compared with 1,844,632 in first quarter year ago. March production was 559,842 (62,815 uhf), compared with 464,697 (68,219) in Feb., 450,190 (67,079) in Jan. and 680,003 (82,805) in March 1956. Radio production was 275,067 (96,517 auto) week ended April 26, compared with 266,707 (94,406) preceding week and 269,544 (74,333) in corresponding week year ago. Radio output for 17 weeks totaled about 5,072,000 (2,022,000) vs. 4,525,225 (1,734,784) in same 1956 period. First quarter production was placed at 3,959,367 compared with 3,532,243 in similar period last year. March production totaled 1,609,073 (597,532 auto) compared with 1,264,765 (522,859) in Feb., 1,085,529 (521,624) in Jan. & 1,360,113 in March 1956.

Retail Sales: TV set sales at retail for the first quarter were 1,682,911, says RETMA, down slightly from 1,689,178 sold in 1956 similar period. For March alone, sales amounted to 534,115 compared with 544,411 in March 1957. Radio sales at retail, excluding auto sets, totaled 1,818,976 compared with 1,513,722 sold in 1956 first quarter. Sales in March amounted to 730,584 vs. 527,649 in March 1956.

"Spot wobble" technique of eliminating picture lines, much discussed in England, is getting new attention at Westinghouse, engineer Francis T. Thompson told SMPTE convention in Washington this week. "This so-called 'spot wobble' actually dates back several years," he said, "but heretofore the methods for accomplishing it have involved considerable equipment and have not been entirely satisfactory. The system we have devised eliminates the problems by taking advantage of the 'split grid' structure inside the TV picture tube itself. The split focusing grid still serves its regular function of sharply concentrating the electron beam on the screen, but at the same time allows us to apply a fluctuating voltage which wobbles the beam up and down about 15,000,000 times per second. The 'wobbling' voltage is supplied by a single electronic tube fitted to a socket into which the TV picture tube is plugged." He added that Westinghouse's work hasn't reached commercial stage.

Sonora Radio assets were sold at Internal Revenue Service auction to 2 Chicago buyers—Business Assets Corp. paying \$165,000 for equipment & trade name rights, etc.; Goldblatt Bros. giving \$112,000 for finished products. Govt. has \$556,000 tax lien against Sonora which is in Chapter XI proceedings (Vol. 13:14).

Picture tube sales by manufacturers totaled 2,322,306, valued at \$41,577,018, compared with 2,638,503 tubes worth \$49,867,451 in first quarter year ago. RETMA reports sales in March of 833,088 worth \$14,847,798, compared with 728,363 valued at \$13,134,778 in Feb. Receiving tube sales for the quarter were 125,041,000 worth \$104,808,000 vs. 120,420,000 valued at \$96,919,000 in similar 1956 period. March receiving tube sales amounted to 43,010,000 (\$37,007,000) vs. 44,460,000 (\$36,631,000) in February.

Transistor sales in first quarter totaled 5,125,300, valued at \$14,612,000, more than 2.7 times last year's first quarter volume of 1,898,000 worth \$5,688,000. For March, RETMA figures show sales of 1,904,000 valued at \$5,321,000 compared with 1,785,300 at \$5,172,000 in Feb.

Ways of improving relations between corporations and their engineers, as outlined at San Diego IRE meeting by Packard-Bell pres. Robert S. Bell: (1) profit sharing; (2) corporate compactness; (3) small work groups for quick recognition; (4) promotions from ranks; (5) delegation of authority and responsibility; (6) stressing civic and professional society activities; (7) insistence on personal responsibility and loyalty to company and supervisor.

Trade Personals: James H. Jewell, Westinghouse sales v.p., named v.p.-marketing; John F. Myers, v.p., appointed gen. mgr. of subsidiary, Westinghouse Electric Supply Co., replacing Victor D. Kniss, resigned . . . Nicholas Maltz elected pres. of Webcor, moving up from exec. v.p., to succeed Titus Haffa who continues as chairman . . . Francis W. Crotty promoted to Zenith v.p. for patents . . . Gwilym A. Price, Westinghouse chairman-pres., speaks at Bucknell U commencement June 10 . . . W. H. Sahloff, v.p. of GE housewares & radio div., elected v.p. & exec. committee member of National Housewares Mfg. Assn. . . Donald C. Power, General Telephone pres., and Robert E. Lewis, Sylvania v.p. & pres. of Argus Cameras div., elected Sylvania directors . . . Stanley Rendell promoted to Hallcrafters works mgr.; Frederick Trowbridge, quality control director, adds duties of director of service operations . . . E. N. Rauland, pres. of Rauland Corp., elected a director of parent Zenith . . . Robert M. Jones, Philco director of industrial relations for areas outside Philadelphia, promoted to public relations director, succeeding Wm. Wight, resigned; Joseph D. Lydon promoted to sales development director; Wm. T. Quillen Jr. becomes sales training mgr. . . . Robert H. Dolbear, ex-DuMont Labs, named sales mgr. of industrial & military products of GE's CR tube dept. . . . John A. Witherell promoted to Motorola national sales training mgr., Charles Blezer to field sales training mgr. . . . Edwin Whittaker, Canadian Admiral v.p.-gen. sales mgr., elected to board, succeeding Wm. M. Hummel, ex-v.p.-treas. . . . Wm. Connor, ex-Ferres Adv., named adv. mgr. of Canadian Westinghouse; he succeeds K. J. Farthing who becomes public relations mgr. in place of Clifford Hale, resigned to open publicity firm . . . J. W. Farrow, ex-Stromberg-Carlson, named Ampex Audio marketing director . . . Peter L. Leeb resigns as Sylvania northern Cal. sales mgr. for TV-radio-phonos . . . Arnold Platt, ex-Roto-Broil, named Pilot adv.-sales promotion mgr., succeeding Marvin Haas, now Lily-Tulip Cup adv. mgr.

Excise tax of 10% on TV-radio-phonos is left unchanged—probably for this session—as House Ways & Means Committee approved draft of excise tax revision bill (HR-7125). Measure puts wire & tape recorders and record players under same 10% tax for first time despite protests from RETMA, Phonograph Mfrs. Assn. and the industry generally (Vol. 12:11,19-21). Committee must now write report sending bill to House; Senate Finance Committee, then Senate would have to act favorably before measure goes to President. Congress sources doubt final action on bill this year.

Funds for foreign trade statistics were endorsed by RETMA international dept. director Ray C. Ellis of Raytheon in letter to Senate Appropriations subcommittee, asking restoration of \$120,000 cut by House from Census Bureau budget request. Same committee is scheduled to hear testimony May 9 from RETMA exec. v.p. James D. Secrest in effort to get Senate restoration of \$3,650,000 House cut for 35 industry divisions of Commerce Dept.'s Business & Defense Services Administration (Vol. 13:15).

Increased cabinet demand has resulted in recall of furloughed employes at Philco's Watsonstown, Pa. plant and provided some new jobs. Spokesman pegged upswing to growing hi-fi and portable phono cabinet uses plus prospects of good TV volume.

Use of 110-degree tubes in Motorola 1958 line was disclosed by pres. Robert W. Galvin at news conference this week in Phoenix in conjunction with opening of \$3,000,000 military electronics plant.

Hotpoint introduces two 14-in. portables (108 sq. in., 24 lb.) and two 17-in. (154 sq. in., 30 lb.), both with 110-degree tubes (Vol. 13:15).

DISTRIBUTOR NOTES: Sylvania appoints Modern Distributing Co., ex-Crosley & Bendix, replacing Cincinnati Appliance Wholesalers . . . Delmonico Distributors of N. Y. elects Philip P. Geth pres. . . . Kuba Import Co. Ltd., Washington (German hi-fi) appoints as exec. v.p. & gen. sales mgr. Martin L. Scher, ex-Delmonico International; he'll headquarter in N. Y. . . . DuMont Illinois (Chicago) promotes John J. Frawley to gen. mgr., succeeding John A. Chichester; Norwin J. Eisenman promoted to midwest sales mgr. . . . D. A. Sjolseth, ex-Philco Distributors, Los Angeles, named western sales mgr. for Easy Laundry appliances.

Salute to National Radio Week, May 5-11, by RETMA pres. W. R. G. Baker calls attention to the "nearly 150,000,000 radio sets in the United States—far exceeding the number of radios in any other nation on earth" and set production running 10% ahead of last year. Observance also is sponsored by NARDA, NARTB & RAB—and RETMA of Canada is supporting similar efforts. RAB pres. Kevin B. Sweeney adds endorsement with speeches May 6 in Hollywood, Cal., following day in Washington; NARTB pres. Harold E. Fellows on ABC radio May 10, 1:15-1:30 p.m.; ABC Radio pres. Robert Eastman on May 8, 9-9:25 p.m.

Semiconductors Ltd. has been formed by Philco and Plessey Co., United Kingdom's largest electronics component maker, to produce transistors and other semiconductors in England. Licensed under Philco patents, it will use Philco equipment to mass produce transistors, production to start in early 1958. Firm is to have 500,000 shares of stock, Plessey holding 51%, Philco 49%.

Muntz ads for Westinghouse laundry equipment brought storm of protests this week from Baltimore dealers against combining Westinghouse name with "Factory Sales," name of Muntz dealer. Similar set-up is in works for Washington where spokesman says Westinghouse washers already are on display at Muntz subsidiary, Julnor Inc.

Hi-fi sound system for motels is offered by Stromberg-Carlson under leasing plan which includes system, installation, service. Basic unit can be tailored to fit needs such as hi-fi radio or recorded music in every room, alarm system, 2-way communication, maid-locating service, etc.

DuMont Labs advertising account goes from Campbell-Ewald to Page, Noel, Brown, Inc., to be handled by pres. Elliott Nonas and account exec. John Mazcy. Lescarbours Adv. will continue to handle technical & tube divs.

Olympic reports TV unit sales up 14%, hi-fi 335%, in first quarter—compared with similar 1956 period.

New 21-in. combination at \$470 is being shipped by Dominion Electrohome Ltd.

RCA southeastern office moves to 1121 Rhodes Haverly Bldg., Atlanta.

Wm. J. Halligan, Hallcrafters chairman-pres., recently gave formal reception at his Lake Shore Drive home for Dublin Mayor Robert T. Briscoe and his wife, with some 200 prominent Chicagoans as guests. Mr. & Mrs. Halligan had been guests at Briscoe home last summer.

RCA Victor radio-phono div. sets up market development group—under Wm. G. Frick—to step up retail sales and product training. Three area chiefs were named; Edward S. D'Agostino, Boston; Laurance C. Phister, Philadelphia; Wade J. Brightbill, Atlanta.

Obituary

Edward R. Rutledge, 59, Videola Erie sales mgr., ex-Hallcrafters and Stewart-Warner, died May 1 in Brooklyn. Surviving are his widow and son.

Financial Data on Television-Electronics Companies

Statistical Summaries of Reports of Leading Publicly-Owned Companies
Including Major Component Parts Makers and Broadcasters

Compiled as of May 1, 1957 for *Television Digest* by

Greenebaum & Associates, Financial Consultants in Electronics,
135 So. LaSalle St., Chicago 3, Ill., Financial 6-2137

NYSE—New York Stock Exchange

ASE—American Stock Exchange
Pacific—Pacific Coast Stock Exchange

Midwest—Midwest Stock Exchange

ADMIRAL CORP. (NYSE)

Capitalization
Debt: \$12,500,000
Common: \$1 par, 2,362,096 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$230,397,662	\$37,775,281	\$18,767,554	\$7.95	\$1.00	\$ 67,960,665	39¼- 17¼
1951.....	185,925,058	18,725,621	9,586,833	4.06	.88	68,756,734	29¾- 20¼
1952.....	190,724,326	18,942,133	8,711,133	3.69	.83	87,530,549	32¾- 24¾
1953.....	250,931,605	21,340,965	8,213,165	3.48	1.00+20% stk.	107,642,418	32¾- 18½
1954.....	219,565,089	15,581,974	6,547,974	2.77	1.00	109,126,766	29½- 18¼
1955.....	202,361,797	5,752,144	2,282,144	.97	1.00	104,823,433	30¼- 20¼
1956.....	182,046,168	2,002,915	1,037,274	.44	1.00	103,296,571	22½- 12½
1957.....	none	14¾- 10¾

AEROVOX CORP. (Unlisted)

Capitalization
Debt: \$4,076,452
Common: \$1 par, 868,720 shares

1950.....	\$23,751,172	\$3,428,572	\$1,749,418	\$2.51	\$.30	\$11,682,140	12¼- 4½
1951.....	22,574,370	1,610,182	779,353	1.11	.60	12,640,361	10½- 6½
1952.....	22,460,917	1,987,215	940,440	1.35	.60	12,633,317	10½- 6½
1953.....	27,064,814	2,185,824	1,074,582	1.54	.60	14,314,803	12¾- 9
1954.....	28,016,539	1,520,120	860,828	1.04	.45	15,266,982	12 - 8½
1955.....	25,480,214	994,003	480,956	.55	5% stk.	15,896,999	13¾- 8
1956.....	25,095,656	1,633,693(d)	909,893(d)	1.05(d)	none	15,379,924	8¾- 4
1957 (3 mo.).....	5,629,000	226,365	201,000	.23	none	6 - 4

(d) Deficit.

AIRBORNE INSTRUMENT LABORATORY, INC. (Unlisted)

Capitalization
Mortgage: \$300,000
Common: \$1 par, 199,322 shares

1950.....	\$ 3,764,000	\$ 181,000	\$ 96,000	\$.51	none	N.A.
1951.....	3,264,000	122,000	76,000	.40	none	N.A.
1952.....	4,641,000	25,000	19,000	.10	none	N.A.
1953.....	6,614,208	151,000	77,313	.41	none	N.A.
1954.....	10,387,400	550,226	270,226	1.44	none	\$4,251,502
1955.....	9,255,950	1,143,265	568,265	2.87	5% stock	3,696,000
1956.....	10,478,535	619,925	306,925	1.54	none	4,898,440	49 - 29½
1957.....	none	39½- 33

N.A. Not available.

AIRCRAFT RADIO CORP. (Unlisted)

Capitalization
Note: \$700,000
Common: \$1 par, 296,112 shares

1950.....	\$3,360,292	\$ 596,214	\$ 296,414	\$1.06	\$.60	\$2,852,417	6¾- 5
1951.....	7,444,324	1,731,828	348,856	1.25	.70	6,364,882	9 - 6½
1952.....	8,995,835	1,464,897	389,897	1.39	.75	6,094,349	8¾- 7¾
1953.....	9,424,869	1,590,611	390,611	1.40	.75	6,510,587	10 - 8
1954.....	8,460,347	1,551,127	576,127	2.05	1.05	5,507,435	17 - 7½
1955.....	7,479,731	888,994	434,994	1.49	.90	6,176,995	21 - 12½
1956.....	8,685,054	1,181,784	581,784	1.96	.90	8,847,272	19 - 12
1957 (3 mo.).....	2,559,562	187,617	.63	.20	22¾- 16¼

ALTEC COMPANIES, INC. (Unlisted)

Capitalization
Common: \$1 par, 335,000 shares

1950 N.A.
1951.....	\$6,570,417	\$ 808,915	\$ 311,881	\$1.54	\$.40	N.A.	N.A.
1952.....	6,188,656	680,401	294,260	.98	.66¾	N.A.	N.A.
1953.....	9,472,527	1,310,651	463,451	1.04	.66¾	N.A.	N.A.
1954.....	6,222,730	1,161,065	541,325	1.80	.66¾	N.A.	N.A.
1955.....	5,529,534	811,669	348,884	1.04	.80	\$3,500,343
1956.....	5,255,852	799,773	419,723	1.25	.80	3,895,235	13 - 10
1957.....20	12¾- 14¼

N.A. Not available.

Extra Copies of this Report are available at \$2 each; 10 copies, \$12.50; 25 copies, \$20.00.

Financial Data

AMERICAN BOSCH ARMA CORP. (NYSE)

Capitalization

Debentures: \$1,614,000, 3½s, due Nov. 1964
 Preferred: 5% cumulative serial preferred Series A & B, \$100 par, 19,875 shares
 Common: \$2 par, 1,863,629 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$35,643,481	\$5,200,242	\$2,545,242	\$1.88	\$1.05	\$22,135,487	20 - 10¼
1951.....	75,898,047	7,894,820	2,607,820	1.91	1.20+20% stk.	45,580,299	17½- 12¾
1952.....	90,539,243	846,048(d)	509,708 (d)	.54(d)	.90+ 2% stk.	48,983,258	15¾- 10½
1953.....	79,367,771	3,648,439	1,678,439	1.02	none	43,783,734	12¾- 6¼
1954.....	74,416,211	4,938,370	2,570,370	1.58	4% stk.	39,951,806	15¼- 9
1955.....	73,805,025	6,533,568	3,383,568	1.86	1.00+ 2% stk.	44,290,499	22¼- 14¼
1956.....	122,237,735	9,666,357	4,626,357	2.43	1.00+ 5% stk.	54,593,088	23¾- 16½
1957 (3 mo.).....	31,380,571	1,341,615	.70	.25	26¼- 19¾

(d) Deficit.

AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC. (NYSE)

Capitalization

Debt: \$45,636,886
 Preferred: 5% cumulative preferred, \$20 par, 348,999 shares
 Common: \$1 par, 4,145,809 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*.....	\$ 45,879,660	\$ 132,605	\$ 84,605	\$.05	none	\$ 26,491,261	14¼- 7¾
1951*.....	58,983,129	741,943	368,943	.22	none	31,025,927	14¼- 10½
1952.....	167,136,730	13,578,802	6,961,113	1.34	\$1.25	141,124,092	21¼- 11½
1953.....	172,018,661	8,980,587	4,376,626	2.14	1.00	137,754,108	15¾- 12½
1954.....	188,795,705	9,826,142(a)	4,721,787	1.11(a)	1.00	138,376,649	25¼- 14½
1955.....	198,350,068	16,011,623(a)	8,218,017 (a)	1.89(a)	1.20	138,593,905	33½- 22½
1956.....	206,915,705	15,724,544(a)	7,734,545 (a)	1.78(a)	1.30	146,192,447	32½- 21¾
1957 (3 mo.).....	3,677,000	1,743,000	.40	.25	24¾- 20¾

Merger of ABC and United Paramount Theatres, Inc. effective Feb. 1953. * 1950 and 1951 figures for ABC only.

(a) Excluding capital gains.

AMERICAN ELECTRONICS, INC. (ASE)

Capitalization

Debentures: \$1,090,000 convertible 5s, 1967
 Common: \$1 par, 647,860 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 340,000	none
1951.....	1,510,000	none
1952.....	2,518,964	\$245,118	\$ 62,774	\$.12	none
1953.....	3,900,300	452,489	180,879	.36	none
1954.....	6,109,380	583,957	297,783	.59	\$.22½	\$3,204,561	15¼- 4
1955.....	5,935,104	519,013	265,013	.51	.50	4,110,513	17 - 10½
1956.....	10,379,641	758,109	376,128	.73	.50	7,879,677	13¾- 11
1957.....12½	14 - 11

AMERICAN MACHINE & FOUNDRY CO. (NYSE)

Capitalization

Debentures and Notes payable: \$67,480,400
 Preferred: 3.90% cumulative, \$100 par, 65,960 shares
 5% cumulative, \$100 par, 18,456 shares
 Common: \$7 par, 3,181,911 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 27,577,242	\$ 3,405,846	\$2,015,846	\$1.53	\$.80	\$ 30,470,533	17¼- 12¾
1951.....	54,203,434	5,989,962	3,352,962	2.31	.80+2½% stk.	53,855,489	20¾- 14½
1952.....	105,821,447	8,647,077	4,167,077	2.05	.80+5% stk.	78,872,791	24¾- 16¾
1953.....	139,200,765	9,790,611	5,275,611	2.44	1.00+5% stk.	89,541,324	24¾- 19½
1954.....	126,507,387	7,868,022	4,023,022	1.64	1.00+2½% stk.	105,826,171	28¾- 21¾
1955.....	145,000,977	9,789,016	4,774,016	1.66	1.00+2% stk.	132,788,863	35¾- 23¼
1956.....	198,057,542	18,976,676	8,975,676	3.03	1.05+4% stk.	182,549,484	40¾- 24¼
1957 (3 mo.).....	59,000,000	3,490,000	1.06	.30	38¾- 31½

AMERICAN TELEPHONE AND TELEGRAPH CO. (NYSE)

Capitalization

Debt: \$4,617,986,400
 Subsidiary preferred: \$17,904,300
 Common: \$100 par, 63,032,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$3,261,528,032	\$ 587,720,864	\$346,962,051	\$12.12	\$9.00	\$11,575,966,607	161¾-146¼
1951.....	3,639,462,365	704,221,388	364,874,176	11.00	9.00	12,774,216,000	161½-150
1952.....	4,039,644,218	798,087,900	406,661,306	10.43	9.00	13,997,345,000	161¾-150¾
1953.....	4,416,729,614	937,599,573	478,512,265	11.32	9.00	15,434,549,000	161¼-152½
1954.....	4,784,500,427	1,058,836,919	549,931,223	11.42	9.00	16,515,526,000	178¼-156
1955.....	5,297,043,174	1,291,183,107	664,243,416	12.27	9.00	14,479,641,983	187¾-172¾
1956.....	5,825,297,685	1,451,160,747	755,933,854	12.02	9.00	16,206,571,233	187½-165
1957 (3 mo.).....	180,100,000	165,990,000	2.63	4.50	179¾-170½

AMP, INCORPORATED (Unlisted)

Capitalization

Notes: \$1,300,000, 4½% Promissory Note due 1969
 Common: \$1 par, 1,939,900 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 5,480,538	\$1,342,201	\$ 590,201	\$.31	none
1951.....	10,188,612	1,776,868	458,868	.23	none
1952.....	11,545,957	1,509,646	342,646	.17	none
1953.....	15,312,235	1,644,021	409,561	.21	none
1954.....	16,040,373	2,102,032	902,032	.46	none
1955.....	21,647,301	3,709,128	1,605,588	.83	none	\$12,108,805
1956.....	32,299,301	6,587,742	3,227,742	1.66	none	15,411,029	19½- 16¼
1957.....	\$.12½	29¾- 17

AMPEX CORPORATION (Unlisted)

Year ending April 30

Capitalization

Debenture: \$1,400,000 convertible subordinated 4½s, due 1969
 Common: 50 cents par, 721,754 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 387,514	\$ 60,601 (d)	\$.25 (d)	none
1951.....	968,472	129,931	114,931	.48	none
1952.....	2,301,707	167,823	76,823	.32	none
1953.....	3,548,593	202,020	88,520	.37	none	\$2,156,234
1954.....	5,418,373	70,191	25,691	.06	none	3,769,231
1955.....	8,163,663	762,622	365,736	.69	none	4,749,525	20 - 14¼
1956.....	10,196,967	607,275	311,275	.58	none	6,301,532	43 - 17
1957 (6 mo.).....	5,717,000	59,000	29,000	.04	none	42 - 29½

(d) Deficit.

AMPHENOL ELECTRONICS CORP. (Unlisted)

Capitalization
Debt: \$1,400,000, 4½% notes, due 1967
Common: \$1 par, 500,560 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$12,944,833	\$2,020,833	\$ 920,833	\$2.30	\$.70	\$ 7,757,607	10¾- 6½
1951.....	25,495,624	3,441,868	941,868	2.35	.80	14,621,200	12¼- 9
1952.....	36,406,697	5,687,347	1,279,290	3.19	.90	16,065,195	17¾- 10¾
1953.....	32,023,107	1,963,272	801,223	2.00	1.00	16,637,597	19 - 13
1954.....	25,584,049	1,269,491	679,491	1.70	.75	15,066,063	15½- 9
1955.....	23,263,702	1,669,687	952,687	2.38	.57½	13,540,996	19 - 12¾
1956.....	27,318,319	2,557,987	1,257,987	2.51	.95	15,705,915	19½- 15¼
1957.....55	24½- 18¾

ARVIN INDUSTRIES INC. (NYSE)

Capitalization
Debt: \$1,000,000
Common: \$2.50 par, 896,510 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$53,684,138	\$6,940,369	\$3,605,126	\$4.05	\$1.67	\$23,565,630	30¾- 18½
1951.....	63,997,212	7,482,755	2,691,063	3.02	2.00	26,578,148	28¾- 22¾
1952.....	64,289,781	5,310,512	2,209,733	2.48	2.00	27,364,995	32¾- 25½
1953.....	73,395,197	5,311,720	2,255,001	2.53	2.00	27,135,716	32¾- 25½
1954.....	53,372,759	4,630,593	2,231,198	2.50	1.60	27,978,690	27 - 21
1955.....	67,421,583	8,445,322	4,052,091	4.55	1.70	32,033,832	34 - 24
1956.....	64,612,775	7,875,165	3,784,839	4.22	2.00	32,122,082	31¾- 26¾
1957 (3 mo.).....	17,962,721	1,980,005	951,432	1.06	.50	33½- 28½

ASTRON CORP. (Unlisted)

Capitalization
Debt: \$139,375
Preferred: 4% cumulative preferred, \$10 par, 3,900 shares
Common: 10 cents par, 645,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951.....	\$1,461,687	N.A.	\$ 33,331	\$.05	(b)	(b)	(b)
1952.....	2,421,216	N.A.	100,648	.05	(b)	(b)	(b)
1953.....	3,164,983	N.A.	118,252	.18	(b)	(b)	(b)
1954.....	3,421,760	\$569,231	287,431	.44	(b)	\$ 2,076,074	(b)
1955.....	4,101,170	607,639	296,339	.46	\$.20	2,174,924	5 - 3½
1956.....	5,128,525	460,519	227,519	.35	.40	2,281,279	4½- 3
1957.....05	3½- 2

N.A. Not available.
(b) Privately owned.

AVCO MANUFACTURING CORP. (CROSLY) (NYSE)

Year ending Nov. 30
Capitalization
Debt: \$26,781,000
Preferred: No par cumulative conv. 132,927 shares
Common: \$3 par, 9,066,046 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$256,966,971	\$28,735,633	\$12,635,633	\$1.47	\$.50	\$222,980,159	9½- 5¾
1951.....	286,598,113	22,089,214	10,089,214	1.10	.60	186,877,718	8½- 6¾
1952.....	326,585,641	21,578,927	11,028,927	1.20	.60	167,434,839	8¼- 6¾
1953.....	414,783,527	5,868,598	3,368,598	.34	.30	143,787,065	8¾- 4½
1954.....	375,405,820	7,509,436	3,639,436	.37	.10	200,878,864	7 - 4½
1955.....	299,332,434	2,168,311	758,311	.05	.20	198,417,760	8¼- 5½
1956.....	320,556,285	18,112,847(d)	18,112,847(d)	1.84(d)	none	181,728,051	7½- 5
1957 (3 mo.).....	83,194,479	3,119,876	3,119,876	.34	none	7 - 5½

(d) Deficit.

BECKMAN INSTRUMENTS, INC. (NYSE)

Year ending June 30
Capitalization
Debt: 4½% note, \$2,500,000
4% note, \$900,000
Common: \$1 par, 1,287,227 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*.....	\$ 5,207,856	\$1,431,353	\$ 694,853	\$.69	\$.13	(b)
1951*.....	8,215,712	1,918,190	628,090	.58	none	\$ 5,990,000	(b)
1952(a).....	5,785,740	1,326,848	326,848	.30	none	7,148,028	17¾- 10½
1953.....	16,447,382	1,991,089	756,089	.70	none	10,247,769	17 - 11½
1954.....	18,652,870	2,320,280	920,280	.85	none	12,726,495	27½- 13¾
1955.....	21,330,598	2,539,050	1,322,050	1.06	none	16,930,012	29¾- 19¾
1956.....	29,362,131	3,344,856	1,744,856	1.36	3% stk.	21,859,411	43½- 25½
1957 (6 mo.).....	17,644,173	1,441,011	708,011	.55	none	42 - 35¼

* 12 months ending Dec. 31. (a) 6 months to June 30. (b) Privately owned.

BELOCK INSTRUMENT CORP. (ASE)

Year ending Oct. 31
Capitalization
Debt: \$867,051
Preferred: 6% cumulative, \$100 par, 1,870 shares
Common: 50 cents par, 774,457 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	Incorporated Nov. 14, 1950
1951(a).....	\$ 907,308	\$196,062(d)	\$.27(d)	none	(e)
1952.....	3,542,365	78,319	.09	none	(e)
1953.....	8,154,821	\$ 289,371	155,251	.19	none	(e)
1954.....	10,259,380	745,810	348,375	.45	none	\$4,746,583	(e)
1955.....	14,896,878	1,426,310	679,443	.89	none	7,423,344	27¾- 11½
1956.....	13,801,336	977,763	457,403	.58	3% stk.	9,447,002	19½- 12½
1957.....	3% stk.	13¾- 9¼

(a) 10 months to Oct. 31. (d) Deficit. (e) Privately owned.

BENDIX AVIATION CORP. (NYSE)

Year ending Sept. 30
Capitalization
Debt: \$1,615,000, notes
Common: \$5 par, 4,812,844 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$219,419,794	\$30,599,434	\$16,954,116	\$4.00	\$2.37½	\$143,366,391	26¾- 17¼
1951.....	340,540,415	32,037,957	11,818,601	2.79	2.25	209,534,918	30 - 23¼
1952.....	508,701,892	50,660,972	15,295,159	3.61	1.87½	259,320,862	32 - 22½
1953.....	638,244,637	61,758,844	17,352,710	4.10	1.50	328,746,687	34½- 25
1954.....	607,711,607	61,796,575	25,537,771	5.62	2.00+7% stk.	285,430,724	52¾- 30
1955.....	567,249,923	58,717,287	25,888,599	5.66	2.10	278,064,860	59½- 45
1956.....	581,418,734	48,348,993	24,278,263	5.04	2.40+5% stk.	321,783,177	64¾- 48½
1957 (3 mo.).....	161,059,692	12,730,082	6,004,883	1.25	.60	351,414,939	64¾- 57½

Financial Data

CLAROSTAT MFG. CO. INC. (ASE)

Capitalization
Common: \$1 par, 417,993 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$5,985,241	\$772,999	\$406,780	\$. 99	\$. 16	\$2,199,374	6 1/8 - 2 1/4
1951.....	5,914,310	968,763	316,265	.76	.30	2,336,293	6 5/8 - 4 1/8
1952.....	5,584,513	506,115	235,282	.56	.30	2,468,194	6 1/4 - 4 1/2
1953.....	7,255,606	625,345	247,556	.59	.10	2,452,220	7 - 4 3/8
1954.....	5,682,093	107,823	57,920	.14	.25	2,309,990	7 1/2 - 5 3/8
1955.....	6,415,740	338,315	164,235	.39	none	2,680,205	8 - 4 1/8
1956.....	7,468,492	467,539	227,924	.55	.20	2,565,910	5 - 3 1/8
1957.....05	5 - 3 3/8

COLLINS RADIO CO. (Unlisted)

Year ending July 31

Capitalization
Debt: \$5,891,536; convertible subordinated debentures, due 1977, \$7,917,000, to be offered stockholders in May 1957
Preferred: 4% Convertible preferred, \$50 par, 122,500 shares
Common: \$1 par, Class A and B, 1,504,317 shares

1950.....	\$12,613,821	\$1,143,877	\$ 543,877	\$. 36	\$. 17	\$ 8,523,681	3 7/8 - 1
1951.....	19,330,319	1,098,186	737,683	.48	none	19,125,921	4 3/8 - 3
1952.....	64,130,371	5,834,073	1,685,651	1.04	.17+25% stk.	31,116,050	6 3/4 - 3 7/8
1953.....	80,028,767	6,686,078	1,953,613	1.20	.17+10% stk.	34,398,396	7 5/8 - 5 1/4
1954.....	90,300,464	7,385,729	3,390,306	1.77	.17+15% stk.	42,794,136	23 - 6 3/8
1955.....	108,164,689	7,194,942	3,474,942	2.32	.35	47,558,771	28 1/2 - 17 3/4
1956.....	125,141,055	6,506,001	3,126,001	1.92	.35	59,127,377	32 1/4 - 21 3/4
1957 (6 mo).....	64,283,279	4,887,035	2,345,035	1.48	none	65,089,656	28 1/2 - 22

COLUMBIA BROADCASTING SYSTEM, INC. (NYSE)

Capitalization
Notes: \$48,666,000, Mortgage: \$3,886,445
Class A: \$2.50 par, 4,215,715 shares
Class B: \$2.50 par, 3,435,731 shares

1950.....	\$124,105,408	\$ 9,555,329	\$ 4,105,329	\$. 80	\$. 53	\$ 53,833,265	13 3/8 - 8 3/8
1951.....	192,384,608	13,618,942	6,360,097	.91	.53	101,481,809	11 3/4 - 5 5/8
1952.....	251,594,490	15,938,724	6,445,506	.92	.53	111,720,900	13 3/8 - 11
1953.....	313,908,771	22,687,288	8,894,642	1.27	.62	136,040,997	16 7/8 - 12 3/4
1954.....	373,380,139	23,214,645	11,414,645	1.59	.63	169,298,915	29 1/2 - 13 7/8
1955.....	316,572,766	29,897,427	13,397,427	1.83	.77+2% stk.	180,089,502	32 - 22 1/2
1956.....	354,779,843	35,083,462	16,283,462	2.17	.90+2% stk.	196,097,774	34 1/2 - 22 5/8
1957 (3 mo.).....77	.25	35 7/8 - 27 3/4

CONSOLIDATED ELECTRODYNAMICS CORP. (NYSE)

(Formerly Consolidated Engineering Corp.)

Capitalization
Debt: \$5,880,309
Common: 50 cents par, 949,828 shares

1950.....	\$ 2,808,571	\$ 654,801	\$ 364,604	\$. 72	\$. 30+15% stk.	13 1/4 - 9 1/8
1951.....	5,614,550	1,062,591	437,591	.67	.40	\$ 5,081,798	14 5/8 - 13 1/8
1952.....	8,000,841	1,028,512	501,512	.56	.40	12,201,268	17 1/2 - 10 3/4
1953.....	14,074,064	919,906	510,406	.57	.40	11,796,346	15 1/4 - 10 5/8
1954.....	15,644,520	1,633,363	842,863	.94	.40	13,096,930	31 1/2 - 13 1/2
1955.....	17,124,429	1,489,912	803,696	.85	.40	15,885,633	31 1/4 - 20
1956.....	25,036,689	2,208,263	1,283,263	1.35	.50	23,535,513	37 - 21
1957.....10	43 3/4 - 31 1/4

CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)

Year ending September 30

Capitalization
Debt: \$26,000
Common: \$1 par, 787,500 shares

1950*.....	\$14,759,568	\$ 716,365	\$2.45	\$. 50	13 1/2 - 8 3/4
1951*.....	12,432,733	\$ 517,208	222,208	.78	.90	\$ 4,460,578	11 1/2 - 7 7/8
1952*.....	7,203,564	299,035(d)	299,035(d)	1.06(d)	.15	3,373,604	10 1/2 - 6 1/8
1953*.....	7,581,023	486,953(d)	486,953(d)	1.74(d)	none	3,380,371	9 7/8 - 4 5/8
1954.....	6,824,076	202,190(d)	202,190(d)	.72(d)	none	2,913,557	26 7/8 - 5
1955.....	11,018,537	1,755,488	861,989	1.30	none	10,074,593	44 1/8 - 23 7/8
1956.....	27,892,951	4,556,597	2,156,597	3.12	none	15,294,178	36 1/2 - 26 1/2
1957 (3 mo.).....	8,110,400	1,448,022	692,672	.88	none	14,972,862	35 1/2 - 28 3/4

* Consolidated Electronics was formerly Reynolds Spring Co. (1950-53). (d) Deficit

COOK ELECTRIC CO. (Unlisted)

Year ending June 30

Capitalization
Debt: \$875,000, 4 1/4% notes.
Common: \$5 par, 280,514 shares

1950.....	\$ 4,496,000	\$ 332,000	\$202,000	\$. 72	\$. 66
1951.....	6,390,000	880,000	335,000	1.20	.38
1952.....	11,396,052	1,647,839	447,839	1.60	.50	\$5,419,995	34 1/4 - 15
1953.....	12,459,152	1,389,558	427,058	1.52	.38+10% stk.	6,593,552	15 - 14
1954.....	14,103,369	1,216,664	511,664	1.82	.60+10% stk.	7,292,342	33 1/2 - 30
1955.....	15,253,052	506,386	251,386	.90	.30+3% stk.	7,492,651	34 - 21 1/2
1956.....	15,218,090	208,101	103,101	.37	.20	7,819,576	29 - 17
1957 (9 mo.).....	17,569,614	618,908	2.19	none	10,276,536	29 1/2 - 23

CORNELL-DUBILIER ELECTRIC CORP. (NYSE)

Year ending September 30

Capitalization
Debentures: \$3,475,000, 3 7/8% 1972
Cumulative Pfd: \$5.25 (no par) 10,399 shares
Common: \$1 par, 512,390 shares

1950.....	\$ 23,927,117	\$ 2,888,524	\$ 1,747,524	\$3.07	\$. 78	\$ 13,664,008	14 1/4 - 8 3/4
1951.....	33,082,683	4,986,023	1,649,163	3.06	.83	17,514,482	16 7/8 - 10 7/8
1952.....	35,496,041	5,078,616	1,539,831	2.86	1.04	21,581,027	18 3/4 - 15 1/4
1953.....	43,630,816	5,578,491	1,666,696	3.12	1.35+10% stk.	23,049,255	26 5/8 - 18 1/2
1954.....	37,149,778	3,799,640	1,729,640	3.25	1.90	21,456,679	36 - 21 1/2
1955.....	34,955,172	3,909,002	1,809,002	3.41	2.10	21,769,804	37 3/8 - 29
1956.....	33,107,016	2,375,047	1,085,047	2.01	1.40	20,405,875	40 1/2 - 20
1957 (3 mo.).....	8,500,345	279,693	.52	.30	27 1/2 - 21 5/8

CRAIG SYSTEMS, INC. (Unlisted)
Year ending July 31

Capitalization
Common: \$1 par, 744,380 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 802,207	\$ 91,835	\$ 56,573	\$.11	none	(c)	(c)
1951(a)	1,952,471	187,197	69,559	.14	none	(c)	(c)
1952(a)	4,192,332	386,402	111,616	.22	none	(c)	(c)
1953(a)	4,591,654	354,323	104,989	.21	none	(c)	(c)
1954(a)	4,887,828	512,081	209,435	.42	none	(c)	(c)
1955(b)	11,506,053	1,431,113	696,913	.95	none	\$5,835,985	(c)
1956(d)	9,570,015	975,173	463,673	.64	.40+2% stk	6,511,853	9 - 7
1957 (6 mo.)	6,613,375	781,176	372,276	.50	.10	6,273,314	8 3/4 - 6 7/8

(a) Craig Machine Co. only. (b) Pro-Forma. Year ending Nov.30.
(c) Privately owned until Feb. 7, 1956. (d) Consolidated; includes LeFebure Corp., from Feb. 10, 1956, date of acquisition.

DAYSTROM, INC. (NYSE)
Year ending March 31

Capitalization
Debt: \$1,960,000, 3 1/2% installment note, due 1959
Debenture: \$8,000,000, convertible, subordinated 4 3/4s, 1977
Mortgage: \$348,000
Common: \$10 par, 888,793 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$32,763,201	\$1,829,136	\$1,174,136	\$1.88	\$1.25	\$21,800,160	16 1/2 - 10 3/4
1951	42,397,508	5,432,331	2,436,331	3.90	1.50	25,487,642	20 1/4 - 15
1952	38,592,157	1,779,854	770,854	2.03	1.00	38,198,973	16 3/8 - 13 1/2
1953	46,155,154	2,946,154	1,405,300	2.25	1.00	45,821,250	16 1/8 - 11 1/2
1954	62,472,896	3,106,924	1,458,924	2.33	1.00	44,156,237	23 1/4 - 11 1/2
1955(a)	73,816,645	3,581,216	1,716,216	2.61	1.35	32,120,760	32 1/2 - 23
1956	63,192,498	3,544,181	1,784,181	2.01	1.20	40,244,242	30 3/8 - 22
1957 (9 mo.)	53,765,000	3,157,000	1,838,000	2.07	.30	42,570,242	37 1/2 - 29 5/8

(a) Weston Electrical Instrument Corp. merged into Daystrom May 16, 1955

DuMONT BROADCASTING CORP. (Unlisted)

Capitalization
Common: \$1 par, 1,259,234 shares. (Stock issued to holders of DuMont Laboratories' common stock on basis of one share for each 2 1/2 held.)

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950
1951
1952	\$2,830,742	\$834,525 (d)	\$834,525 (d)	\$.88 (d)	none
1953	4,534,401	84,433 (d)	84,433 (d)	.09 (d)	none
1954	5,384,053	161,386 (d)	161,386 (d)	.17 (d)	none	\$ 2,732,416
1955(a)	2,697,185	222,359 (d)	222,359 (d)	.24 (d)	none	7 3/8 - 5 7/8
1956(b)	5,355,149	899,593 (d)	.95 (d)	none	7 5/8 - 5
1957 (3 mo.)	1,413,688	73,092 (d)	.08 (d)	none	16,158,432 (c)	10 - 6 1/2

(a) 27 weeks to July 17. (b) 52 weeks to December 29. (c) Pro-forma as of January 26, 1957. (d) Deficit.

DuMONT (ALLEN B.) LABORATORIES, INC. (ASE)

(Officially separated from DuMont Broadcasting Corp. Oct. 10, 1955 and recapitalized at that time.)

Capitalization
Mortgages Payable: \$845,185
Preferred: 5% cumulative convertible; \$20 par, 122,016 shares
Common: \$1 par, 2,361,092 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	N.A.	N.A.	\$1.00	27 - 13 1/8
1951	N.A.	N.A.25	19 - 14 1/4
1952	\$73,997,6200	\$3,732,428	\$.72	.25	19 3/4 - 15
1953	72,305,000	3,177,795	\$1,544,000	.62	none	17 3/4 - 8 1/2
1954	71,457,950	1,739,102	870,273	.35	none	\$63,251,041	16 5/8 - 9 1/8
1955	57,826,809	3,674,397 (d)	3,674,397 (d)	1.56 (d)	none	45,103,385	17 1/8 - 9 1/8*
1956	46,646,878	5,230,441 (d)	3,886,734 (d)	1.65 (d)	none	39,349,410	10 - 4 3/8*
1957	10,059,000	353,000 (d)	353,000 (d)	.20 (d)	none	6 1/8 - 4 5/8*

N.A. Not available. (d) Deficit. * EX DuMont Broadcasting Stock.

DYNAMICS CORP. OF AMERICA (ASE)

Capitalization
Debt: \$8,724,000
Preferred: \$1 cumulative convertible, \$2 par, 400,584 shares
Common: \$1 par, 2,651,139 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$14,780,757	\$1,287,895	\$1,287,895	\$.51	none	\$13,751,583	7 1/8 - 17 1/8
1951	20,876,762	1,938,851	1,938,851	.77	none	19,549,402	5 3/4 - 3 3/4
1952	35,660,419	4,005,285	2,559,285	1.02	none	24,983,569	6 - 4 1/4
1953	40,719,686	4,402,468	1,402,468	.54	\$.20+5% stk.	27,089,811	5 3/4 - 3
1954	36,440,014	3,289,575	1,451,575	.55	.40	28,457,912	8 3/8 - 4
1955(a)	41,894,958	4,038,398	2,012,071	.61	.40	29,714,532	9 7/8 - 6 1/2
1956 (6 mo.)	22,036,032	947,771	.28	.40	8 3/8 - 5 5/8
195710	7 5/8 - 5 3/4

(a) Reeves-Ely Laboratories merged into Dynamics Corp. Jan. 20, 1956; effective for accounting purposes Dec. 31, 1955

EITEL-McCULLOUGH, INC. (Unlisted)

Capitalization
Common: \$1 par, 785,973 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 7,944,472	\$2,408,717	\$1,170,925	\$1.55	none
1951	7,099,430	748,021	378,680	.50	none
1952	10,137,692	1,531,646	613,094	.81	none	\$5,597,669
1953	11,576,674	1,132,166	596,871	.79	none	5,511,877
1954	9,452,689	1,263,099	622,761	.75	\$.18	5,562,560
1955	8,950,179	1,351,810	645,844	.86	none	6,553,905
1956	13,879,779	1,245,488	1.58	.25+5% stk.	35 - 15 1/2
1957	none	36 1/2 - 32 1/4

Financial Data

ELECTRONIC ASSOCIATES, INC. (Unlisted)

Capitalization
 Debt: \$1,500,000, convertible subordinated debenture 5s, due 1971
 \$56,580, 5% note, due 1960; \$51,870, 5½% note, due 1966
 \$28,125, mortgage, due 1964
 Common: \$1 par, 287,784 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 N.A.							
1951	\$ 989,461	N.A.	\$ 75,668	\$.78	none	N.A.	N.A.
1952	1,069,849	\$ 175,115	96,758	.49	none	\$2,684,882	4½- 2½
1953	4,273,726	260,804	130,686	.59	\$.10	2,728,241	7½- 4½
1954	4,059,927	498,037	244,558	1.00	.12½	3,676,912	14½- 5½
1955	5,484,287	1,012,548	491,523	1.83	.25	4,480,672	37 - 27
1956	8,816,953	2,018,529	929,811	3.23	.25+5% stk.	8,447,474	66 - 31½
1957 (3 mo.)	1,538,021	408,038	201,358	.70	none	9,320,627	73½- 54½

N.A. Not available

ELECTRONIC COMMUNICATIONS, INC. (ASE)

(Formerly Air Associates, Inc.)
 Capitalization
 Notes: \$47,322
 Preferred: 6% cumulative convertible, \$10 par, 61,691 shares
 Common: \$1 par, 235,933 shares

1950	\$ 6,113,201	\$ 32,734	18,014	\$.07	\$.10	\$ 3,558,563	7 - 37½
1951	11,494,502	86,363	83,971	.22½	.30+stk.	7,884,861	9½- 3¼
1952	16,244,452	112,695	46,695	.03	.40	12,227,422	9½- 5½
1953	19,034,877	141,659	141,659	.44	none	9,555,147	8½- 6¼
1954	18,233,740	688,311	344,311	1.31	none	8,219,234	13¾- 7½
1955	12,587,052	84,051	54,051	.07	none	7,898,622	12¾- 7¼
1956	14,204,675	219,986	95,986	.25	none	9,131,950	13½- 9
1957					none		11¾- 8

ELECTRONICS CORPORATION OF AMERICA (ASE)

Capitalization
 Debt: \$3,900,000 notes
 Preferred: \$100 par 6% non-cumulative 4,586 shares
 Common: \$1 par, 707,428 shares

1950	\$ 1,536,217	\$ 41,379	\$ 36,520	\$.05	none		(b)
1951	1,836,768	85,283	36,207	.05	none		(b)
1952	3,627,215	191,342	76,884	.11	none		(b)
1953	4,636,565	349,031	190,906	.27	none	\$2,943,858	(b)
1954	5,590,209	375,956	159,899	.19	none	4,749,828	16¼- 11
1955	11,302,456	876,840	446,840	.59	none	7,487,253	23 - 11½
1956	6,973,306	1,024,152(d)	476,467(d)	.71(d)	none	9,536,045	24¼- 9½
1957					none		12¾- 9½

(b) Privately owned.
 (d) Deficit.

EMERSON RADIO & PHONOGRAPH CORP. (NYSE)

Year ending October 31
 Capitalization
 Debt: \$6,925,000
 Common: \$5 par, 1,953,373 shares

1950	\$74,188,297	\$11,969,778	\$6,514,718	\$3.70	\$1.10	\$27,320,398	18¾- 7¾
1951	55,797,963	6,875,877	3,592,397	1.86	1.00	36,527,980	16¼- 12¾
1952	57,664,201	4,651,625	2,262,558	1.17	.70	26,148,595	15¾- 11½
1953	75,926,546	6,499,485	2,988,432	1.54	.50	38,344,638	14 - 10
1954	80,559,994	3,449,209	1,884,976	.97	.60	40,971,196	15½- 9½
1955	87,383,028	4,770,140	2,468,063	1.28	.60	43,559,520	16¾- 11¾
1956	73,882,029	331,748	84,852	.04	.30+1% stk.	44,280,455	13¼- 5¾
1957 (3 mo.)			196,509	.10	none		6¾- 5¾

ERIE RESISTOR CORP. (Unlisted)

Capitalization
 Debt: \$1,500,000, 4½% notes, due 1973.
 Preferred: \$1.20 convertible \$20 par, 62,478 shares to be replaced by 200,000 shares \$12.50 par convertible.
 Common: \$2.50 par, 554,498 shares

1950	\$10,490,919	\$1,715,272	\$826,104	\$1.49	(b)	\$5,303,827	(b)
1951	9,317,724	660,989	363,292	.62	\$.31¼	4,989,653	6¾- 5½
1952	10,750,936	845,476	450,333	.81	.40	5,356,564	7 - 5½
1953	12,845,735	1,160,239	595,511	1.01	.40	6,531,130	7¾- 6¾
1954	14,866,836	700,418	317,767	.44	.40	9,951,069	8½- 6½
1955	22,358,644	1,771,490	959,433	1.60	.20	11,609,028	8¾- 5¼
1956	23,300,749	1,793,147	956,452	1.59	.40	13,261,328	11½- 7¾
1957					.20+stk.		11 - 9

(b) Privately owned.

FRIDEN CALCULATING MACHINE COMPANY, INC. (Pacific)

Capitalization
 Notes: \$2,000,000
 Common: \$1 par, 1,020,882 shares.

1950	\$16,467,239	N.A.	\$1,582,152	\$2.07	\$.44	N.A.	
1951	25,241,464	\$5,880,695	1,846,608	2.41	.50	\$14,234,704	
1952	21,923,873	4,294,249	1,775,916	2.32	.50	14,113,067	
1953	23,004,213	3,223,112	1,540,000	2.01	.50	14,744,864	
1954	25,616,663	3,773,208	1,850,144	2.42	.50	16,714,680	
1955	31,437,755	4,828,659	2,376,982	3.11	.65+2% stk.	19,387,179	35 - 23
1956	50,624,940	7,641,694	3,591,625	3.60	.95	30,481,834	50½- 34½
1957					.25+2½% stk.		51 - 38

N.A. Not available.

GABRIEL CO. (NYSE)

Capitalization
 Debt: \$408,577, 4¼% 5-year notes, due 1958
 Preferred: \$5 cumulative pfd. \$10, par, 50,963 shares
 Common: \$1 par, 520,538 shares

1950	\$12,870,521	\$1,591,672	\$824,272	\$2.20	\$.55+10% stk.	\$ 6,331,749	8½- 7¾
1951	15,795,488	1,009,112	591,992	1.07	.45	10,382,992	9½- 7¾
1952	17,888,893	21,127	13,927	.04(d)	.50	11,165,324	8 - 6
1953	21,976,182	376,642	214,642	.35	none	9,974,912	7½- 4½
1954	18,310,269	51,291(d)	23,891	.11(d)	.30	8,486,682	7¾- 4¾
1955	15,295,612	531,923	262,923	.45	.15	8,808,983	9¾- 5¾
1956	19,209,638	793,203	378,203	.68	.60	10,186,071	9¾- 6¾
1957 (3 mo.)	5,784,916	381,087	182,922	.34	.15		7¾- 6¾

(d) Deficit.

GENERAL DYNAMICS CORP. (NYSE)
(Merger with Stromberg-Carlson effective in July, 1955)

Capitalization
Debt: \$12,361,550
Debentures: \$39,767,000, 3½s, due 1975
Mortgage: \$4,945,000, due 1968
Common: \$1 par, 7,781,368 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 78,947,256	\$ 4,141,672	\$ 2,370,672	\$.51	\$.42	\$ 51,963,237	10⅝- 8
1951.....	116,270,550	9,284,381	4,557,980	1.51	.33	62,917,034	13⅞- 87⅞
1952.....	182,649,610	14,083,176	6,157,922	1.91	.75	94,715,067	22⅞- 12¼
1953.....	271,886,140	17,801,111	7,886,111	2.34	.75	110,690,126	23¼- 15½
1954.....	712,150,670	48,027,226	22,777,226	3.07	1.08	234,446,340	41⅞- 18
1955.....	687,274,182	44,254,386	21,254,386	2.82	1.43	294,816,011	53⅞- 24⅞
1956.....	1,047,818,510	61,570,397	31,946,995	4.14	1.60	434,573,574	59⅞- 37¾
1957 (3 mo.).....	334,607,000	8,793,767	1.13	1.00	68⅞- 54⅞

GENERAL ELECTRIC CO. (NYSE)

Capitalization
Debt: \$300,000,000 3½% debentures, due 1976; other liabilities, \$85,095,156
Common: No par, 87,162,264 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$2,233,800,000	\$397,100,000	\$179,700,000	\$1.27	\$1,335,415,000	16¾- 13¾
1951.....	2,619,600,000	434,100,000	143,700,00095	1,588,070,000	21½- 16¼
1952.....	2,993,400,000	447,000,000	164,900,000	1.00	1,579,523,878	24¼- 18⅞
1953.....	3,510,600,000	497,500,000	173,800,000	1.33	1,696,588,736	30¾- 22⅞
1954.....	3,334,708,206	407,164,027	204,371,317	\$2.36	1.47	1,691,979,938	48½- 37⅞
1955.....	3,463,734,419	385,203,709	208,908,054	2.41	1.60	1,727,553,319	57¾- 46¼
1956.....	4,090,015,685	423,756,849	213,756,849	2.46	2.00	2,221,146,920	65½- 52¾
1957 (3 mo.).....	1,048,850,000	131,306,000	64,006,000	.73	1.00	64⅞- 52⅞

GENERAL INSTRUMENT CORP. (NYSE)

Year ending February 28.
Capitalization
Debt: \$1,992,000, 4% notes, Mar. 1, 1958-Mar. 1, 1962
Common: \$1 par, 1,373,273 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$13,634,582	\$ 107,184(d)	\$ 107,184(d)	\$.22(d)	\$.40	\$ 8,749,655	13½- 8¼
1951.....	25,850,231	2,639,099	1,229,099	2.02	.25	9,093,442	11⅞- 7¼
1952.....	18,527,974	1,158,558(d)	993,558(d)	1.63(d)	.20	8,349,061	11⅞- 6¼
1953.....	30,407,530	1,986,332	1,275,864	2.10	.25	10,185,345	14½- 9¾
1954.....	32,502,305	1,695,559	926,903	1.13	.25	11,278,619	12¼- 8⅞
1955.....	22,795,029	839,140(d)	412,220(d)	.50(d)	.37½	8,749,655	13 - 7⅞
1956.....	28,928,604	570,127	285,474	.21	.37½	12,386,859	10⅞- 6¾
1957 (9 mo.).....	25,398,628	700,729	337,146	.24	none	8⅞- 6¼

(d) Deficit.

GENERAL PRECISION EQUIPMENT CORP. (NYSE)

Capitalization
Debt: \$22,705,776
Preferred: \$4.75 Cum Pfd., no par, 105,904 shares.
Preferred: \$1.60 convertible, 59,225 shares.
Common: \$1 par, 1,125,806 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 27,072,360	\$ 1,591,899	\$1,141,098	\$1.45	\$1.00	\$ 26,371,314	21⅞- 12⅞
1951.....	29,872,429	1,056,546	1,010,042	.99	1.00	33,671,209	27⅞- 17½
1952.....	54,326,849	2,955,278	1,255,278	1.88	1.00	47,620,429	24½- 16⅞
1953.....	87,763,925	7,840,349	3,436,349	5.09	1.00	57,101,143	27⅞- 21⅞
1954.....	123,332,634	11,725,090	5,488,089	5.54	1.90	91,357,754	52¼- 25
1955.....	133,337,819	5,363,758	2,530,758	2.05	2.40	100,887,108	71½- 36½
1956.....	153,261,864	5,194,729	2,394,729	1.73	2.40	119,117,579	53½- 34½
1957.....60	43⅞- 36½

GENERAL TELEPHONE CORP. (NYSE)

Capitalization
Debentures: \$53,000,000, convertible, due 1971
Funded debt: \$356,730,000
Preferred: \$2.20 convertible, \$50 par, 8,605 shares
\$2.37½ convertible, \$50 par, 9,140 shares
\$2.12½ convertible, \$50 par, 238,862 shares
Subsidiary preferred: \$96,504,000
Common: \$10 par, 13,283,000

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 70,080,262	\$12,961,343	\$ 4,135,727	\$1.17	\$.89	\$306,606,171	13¾- 10⅞
1951.....	84,796,003	18,478,234	5,528,812	1.17	.89	373,751,529	14¼- 12
1952.....	102,004,210	26,168,493	8,763,425	1.45	.89	369,288,813	15⅞- 13⅞
1953.....	127,946,088	38,753,190	13,952,116	1.77	.98	419,646,338	20¼- 15½
1954.....	188,517,000	59,964,000	24,052,000	1.84	1.07	613,075,000	24¾- 19¾
1955.....	209,813,000	76,178,000	31,007,000	2.62	1.31	693,453,000	45⅞- 23⅞
1956.....	237,370,000	68,634,000	40,416,000	3.05	1.65	869,662,000	46 - 38
1957(a).....	40,975,000	6,982,000	.53	.45	45½- 39½

(a) 2 months to Feb. 28.

GENERAL TIRE & RUBBER COMPANY (NYSE)

Year ending November 30
Capitalization
Debt: \$1,370,000 4¼% subordinated debentures due 1981.
\$2,927,600 4¾% notes due 1981.
\$1,310,000 5% subsidiary notes.
\$48,000,000 subsidiary notes.
Preferred: 5½% cumulative; par \$100, 111,408 shares
4½% cumulative, convertible, par \$100, 82,000 shares
\$5.00 cumulative, \$100 par, 98,933 shares.
Common: \$2.50 par, 1,465,500 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$125,375,837	\$15,718,416	\$ 8,557,616	\$6.31	\$1.36	\$ 75,027,859	15⅞- 8½
1951.....	170,771,522	19,992,236	7,016,641	5.08	1.59	98,452,324	27¾- 15½
1952.....	185,914,247	12,378,477	6,147,918	4.38	1.80	113,206,476	30 - 22½
1953.....	205,371,098	10,010,134	6,275,158	4.46	1.80	120,241,084	31⅞- 20⅞
1954.....	216,986,110	7,542,980	4,502,645	2.89	1.80	150,811,696	42⅞- 26½
1955.....	295,731,096	19,738,731	9,704,731	6.29	2.00+10% stk.	183,243,797	64¾- 41⅞
1956.....	390,471,772	21,823,129	10,860,129	6.90	2.00	237,908,652	66¾- 47¼
1957 (3 mo.).....	95,497,316	6,000,400	3,250,400(e)	1.95(e)	.50+4% stk.	82¾- 55¼

(e) Includes RKO Teleradio Pictures Inc.

Financial Data

GIANNINI (G. M.) & CO. (Unlisted)

Capitalization

Preferred: 5½% cumulative convertible \$20 par, 50,000 shares.
Common: \$1 par, 300,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 952,418	\$ 83,990(d)	\$.89(d)	none
1951.....	2,571,379	194,619	1.46	none
1952.....	4,704,034	\$827,909	263,726	1.91	none	\$2,191,793
1953.....	4,334,195	328,247	103,247	.39	none	1,873,305
1954.....	4,308,467	222,617(d)	52,617 (d)	.27(d)	none	2,138,192
1955.....	6,436,330	620,787	290,787	.94	none	2,845,110	9¾- 4¾
1956.....	9,510,091	715,521	339,521	1.05	.25+200% stk.	4,253,037	13¾- 9½
1957.....	none	18 - 11¾

(d) Deficit.

GLOBE-UNION INC. (ASE)

Capitalization

Debt: \$4,570,000
Mortgage: \$207,813
Common: \$5 par, 824,055 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$41,348,440	\$5,399,747	\$2,699,747	\$4.22	\$1.90	\$22,531,771	25¾- 11
1951.....	40,686,581	2,743,136	1,508,136	2.25	1.00	20,864,200	30¼- 20½
1952.....	45,877,113	3,254,071	1,608,071	2.40	1.25	22,921,907	27 - 19¾
1953.....	48,180,147	3,392,276	1,682,276	2.35	1.10+2½% stk.	23,359,305	27¾- 22
1954.....	44,106,364	1,209,280	569,280	.79	1.20	20,125,253	24 - 19½
1955(a).....	56,622,579	3,800,510	1,671,996	2.03	1.20	23,595,716	24¾- 20
1956(a).....	58,667,310	2,366,383	1,166,383	1.42	1.20	27,315,879	22 - 16½
1957.....30	20¾- 16¾

(a) Includes WICO Electric Co. acquired June 14, 1956, for both years.

GROSS TELECASTING, INC. (Unlisted)

Capitalization

Common: \$1 par, 200,000 shares; Class B, \$1 par, 200,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 515,317	N.A.	\$107,149	\$.27	none	N.A.
1951.....	906,524	N.A.	196,508	.49	none	N.A.
1952.....	1,452,531	\$ 749,599	357,077	.89	none	N.A.
1953.....	1,857,326	927,933	419,891	1.05	none	N.A.
1954.....	2,241,589	1,320,464	639,464	1.60	none	\$2,992,157
1955.....	2,607,530	1,499,947	724,947	1.81	\$.90	3,268,490
1956.....	2,815,408	1,568,926	741,926	1.85	1.30	4,015,248	20 - 15
1957.....40	20¾- 17¼

N.A. Not available.

HAZELTINE CORP. (ASE)

Capitalization

Common: No par, 716,586 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 4,078,000	\$2,783,741	\$1,428,431	\$2.04	\$.87½	12½- 8
1951.....	6,957,344	4,938,790	1,459,490	2.09	.87½	\$25,090,342	23¾- 11¾
1952.....	9,237,190	6,578,732	2,006,790	2.87	1.50	25,862,549	26½- 17¾
1953.....	10,057,032	7,256,906	2,085,706	2.98	1.50	26,266,608	30 - 19
1954.....	8,525,768	5,733,264	2,666,264	3.81	2.00	25,560,204	59¾- 26½
1955.....	5,947,166	3,531,824	1,604,824	2.24	2.00	22,798,931	59¾- 36½
1956.....	6,918,475	4,106,162	1,873,162	2.61	1.40+2½% stk.	27,535,758	48 - 32
1957.....35	41¾- 30½

HOFFMAN ELECTRONICS CORP. (NYSE)

Capitalization

Debt: \$2,670,000
Common: 50 cents par, 730,295 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$29,580,510	\$3,804,053	\$1,923,053	\$3.37	\$.80	\$10,720,620	21¾- 7½
1951.....	20,487,258	318,266	340,066	.60	.50	11,936,215	14 - 7½
1952.....	36,566,955	3,662,318	1,756,272	2.40	.25	16,543,902	15½- 10½
1953.....	50,415,146	3,068,655	1,199,655	1.64	1.00	15,657,392	16¾- 13
1954.....	42,647,008	3,202,513	1,485,513	2.03	1.00	16,272,669	24 - 13¾
1955.....	44,416,673	3,241,596	1,560,596	2.13	1.00	22,472,037	31¾- 20½
1956.....	46,580,279	3,330,883	1,601,974	2.19	.75	18,446,923	25¼- 18½
1957 (3 mo.).....	11,493,599	1,079,968	512,802	.70	.50	20½- 17¾

HYCON MANUFACTURING CO. (Unlisted)

Year ending January 31

Capitalization

Debt: \$450,000 5% debentures due 1965; \$80,000 4½% notes due 1958
Preferred: 5½% Cum. conv. pd., \$10 par, 120,000 shares
Common: 10 cents par, 2,745,990 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951.....	\$ 1,880,906	\$ 30,768	\$.10	none
1952.....	4,154,039	203,19602	none
1953.....	3,953,000	192,282	\$ 82,282	.07	none	\$2,115,124	2 - 7¾
1954.....	12,115,300	124,433	67,733	.03	none	4,829,717	7¾- 1½
1955.....	11,943,793	982,592	443,592	.21	none	6,806,110	10¾- 6¾
1956.....	8,946,386	190,217	80,217	.01	none	6,622,694	7½- 3
1957.....	7,950,170	3,488,433(d)	2,882,337 (d)	1.05(d)	none	6,782,079	3¾- 2½

(d) Deficit.

INDIANA STEEL PRODUCTS CO. (Midwest)

Capitalization

Debt: \$70,000, 1st 5s, due 1963
\$1,125,000, 4½% notes
Common: \$1 par, 293,298 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$6,071,293	\$1,075,740	\$500,740	\$1.76	\$.40	\$3,115,307	5 - 3¾
1951.....	7,840,671	1,836,328	586,326	2.06	.62½	3,365,448	9¼- 9½
1952.....	6,385,912	888,565	306,565	1.08	.55	3,666,359	8¾- 6
1953.....	8,092,637	1,463,866	335,925	1.18	.68¾	3,806,534	12¼- 7¼
1954.....	7,055,158	1,307,854	587,854	2.07	.75	4,129,037	19¾- 9
1955.....	9,402,753	1,711,945	766,945	2.70	.95	4,744,532	23 - 18½
1956.....	11,329,592	1,714,336	764,336	2.61	1.20	6,729,812	25¼- 19½
1957 (3 mo.).....	475,000	201,300	.69	.30	27¾- 19¾

INTERNATIONAL BUSINESS MACHINES CORP. (NYSE)

Capitalization

Debentures: 2½% , due 1965, \$20,000,000
 Debt: 3½% note, due 1971, \$50,000,000
 3% note, due 1968, \$35,000,000
 3¾% notes, due 1974, \$30,000,000
 3¾% notes payable, \$195,000,000
 Common: No par, 10,502,236 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$214,916,717	\$ 61,101,309	\$33,301,309	\$3.25	1.60+4% stk.	\$299,952,591	96 - 74
1951.....	266,798,483	77,292,090	27,892,090	2.72	1.60+4% stk.	394,119,472	92¾ - 79¾
1952.....	333,728,245	78,474,541	29,374,541	2.92	1.60+4% stk.	428,228,982	98½ - 74¾
1953.....	409,989,104	92,319,210	34,119,210	3.41	1.60+4% stk.	520,438,451	101¾ - 93¾
1954.....	461,350,278	98,336,625	46,536,625	4.54	1.60+4% stk.	565,475,154	150 - 78¾
1955.....	563,548,792	148,672,633	55,872,633	5.45	1.60	629,510,998	180 - 139½
1956.....	734,339,780	143,784,510	68,784,510	6.55	1.80+2½% stk.	769,049,451	225 - 298
1957 (3 mo.).....	39,065,407	18,745,607	1.79	.50	302½ - 249

INTERNATIONAL RESISTANCE CO. (ASE)

Capitalization

Debt: \$1,408,650
 Common: 10 cents par, 1,353,298 shares

1950.....	\$11,085,109	\$2,209,584	\$1,056,638	\$1.01	\$.30	\$7,550,975	6 - 2½
1951.....	12,973,170	2,134,675	754,675	.71	.40	6,465,078	6½ - 4½
1952.....	11,778,836	1,372,017	577,877	.44	.30	6,394,361	5¾ - 4
1953.....	12,755,041	1,083,348	508,058	.38	.20	7,438,253	5½ - 3¾
1954.....	13,207,649	1,254,817	603,320	.45	.30	7,750,524	5½ - 3¾
1955.....	15,684,722	1,043,138	533,296	.40	.20	9,131,582	12¾ - 5
1956.....	16,787,913	1,208,599	523,416	.39	.20	8,821,231	8¼ - 4½
1957(a).....	270,297	117,845	.09	.05	6½ - 4¾

(a) 15 weeks to April 14.

INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)

Capitalization

Debt: \$19,000,000, 15-yr. 3% debentures, due May 15, 1961
 Subsidiary Debt: \$68,841,268
 Subsidiary preferred: \$10,870,054
 Common: No par, 7,176,677 shares

1950.....	\$253,100,000	\$2.38	none	16 - 9¼
1951.....	298,000,000	2.60	\$.60	19½ - 13½
1952.....	397,562,175	\$22,147,753	3.09	.80	\$579,705,657	20¼ - 15
1953.....	408,029,558	22,377,611	3.12	1.00	602,761,430	20¼ - 13½
1954.....	372,638,805	\$51,863,576	20,068,525	2.80	1.00	636,969,623	26¾ - 17¾
1955.....	448,378,128	62,851,571	23,070,327	3.21	1.31	687,451,677	31¼ - 23¾
1956.....	501,405,379	73,347,000	28,109,946	3.92	1.70	760,837,677	37¾ - 29¼
1957.....90	34½ - 29½

JEFFERSON ELECTRIC CO. (Unlisted)

Capitalization

Debt: \$2,120,000, 3¾% promissory note, due Aug. 1, 1968
 Common: \$5 par, 396,925 shares

1950.....	\$12,444,850	\$1,468,730	\$718,730	\$6.05	\$2.00	\$7,016,500	23¾ - 16½
1951.....	13,947,432	1,426,516	459,516	3.87	2.50	7,198,125	27½ - 20¾
1952.....	11,438,103	551,475	370,475	.93	1.50	8,052,106	11 - 10
1953.....	14,666,906	120,736	71,222	.18	.60	9,533,434	10¾ - 5¾
1954.....	14,298,178	155,878	93,878	.24	.40	8,487,076	8¼ - 5¼
1955.....	15,761,194	698,750	348,750	.88	.20	9,079,994	7¼ - 5
1956.....	18,357,841	1,604,901	774,901	1.95	.30	9,584,121	12 - 7
1957 (3 mo.).....	4,292,273	186,252	.47	.15	12 - 10¾

JERROLD ELECTRONICS CORP. (Unlisted)

Year ending February 28

Capitalization

Debenture: \$2,750,000, convertible subordinated 6s, due 1975
 Common: \$1 par, 1,098,570 shares

1951.....	\$ 840,808	N.A.	\$ 18,609	\$.02	none	N.A.	N.A.
1952.....	984,209	N.A.	18,696	.02	none	N.A.	N.A.
1953.....	1,280,851	\$ 67,804	24,514	.02	none	N.A.	N.A.
1954.....	2,483,639	335,456	167,663	.15	none	N.A.	N.A.
1955.....	2,816,634	405,784	202,226	.18	\$.10	\$4,645,300	4 - 2½
1956.....	3,703,065	248,474	169,422	.15	none	4,579,566	3¾ - 1¾
1957 (6 mo.).....	2,140,326	32,927(d)	47,372(d)	.04(d)	none	3¾ - 1½

N. A. Not available. (d) Deficit.

LEAR, INC. (ASE)

Capitalization

Debt: \$3,000,000, 4¼% subordinated debentures, due 1970
 Common: 50 cents par, 2,327,844 shares

1950.....	\$ 7,952,666	\$ 22,132(d)	\$ 22,132(d)	\$.01(d)	none	\$ 7,617,298	4½ - 1 13/16
1951.....	21,227,093	1,703,631	803,631	.40	none	10,978,105	6¾ - 3¼
1952.....	44,065,980	3,873,543	1,097,543	.53	none	16,455,709	4½ - 2½
1953.....	49,120,910	4,450,373	1,193,373	.56	none	28,179,410	5¼ - 2¾
1954.....	54,435,637	5,002,227	2,305,727	1.05	\$.30	24,395,795	9¾ - 3¾
1955.....	54,600,273	4,360,811	2,115,811	.93	.30	27,109,187	13¾ - 7¼
1956.....	63,900,786	3,406,018	1,977,799	.85	.30	33,526,685	10¼ - 7¾
1957.....15	8¾ - 7¼

(d) Deficit.

LEEDS & NORTHRUP CO. (Unlisted)

Year ending May 31

Capitalization

Debt: \$4,000,000, 3¾% notes, due 1972
 Preferred: 5% cumulative convertible, series A, \$25 par, 129,060 shares.
 5% cumulative convertible, series B, \$25 par, 41,543 shares
 Common: 50 cents par, 623,244 shares.

1950.....	\$14,750,000	\$ 954,000	\$ 570,000	\$.65	\$.50	N.A.	N.A.
1951.....	21,327,000	2,706,000	1,015,000	1.41	.63	N.A.	N.A.
1952.....	30,974,000	4,422,000	1,092,000	1.43	.50	N.A.	N.A.
1953.....	31,913,450	3,287,832	929,134	1.12	.41	N.A.	N.A.
1954.....	30,488,550	2,654,539	875,186	1.02	.44	\$17,292,748	N.A.
1955.....	27,688,440	1,901,535	800,439	.94	.44	17,734,747	14 - 12½
1956.....	30,725,239	2,267,816	1,163,816	1.52	.45	22,443,345	27½ - 13½
1957 (9 mo.).....	26,678,000	2,518,500	1,138,500	1.64	.30	31½ - 24½

N.A. Not available.

Financial Data

LITTON INDUSTRIES, INC. (ASE) Year ending July 31

Capitalization
Long-term debt: \$2,312,000.
Preferred: 5% cumulative convertible, \$100 par, 903½ shares
Common: 10 cents par, 1,132,345 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953.....	Incorporated Nov. 2, 1953						
1954(a).....	\$ 2,980,051	\$ 347,420	\$ 154,420	\$.28	none	\$ 4,200,176
1955.....	8,774,273	679,413	436,413	.44	none	7,647,918	15 - 9½
1956.....	14,920,050	1,995,703	1,019,703	.97	none	10,826,182	32½- 14¾
1957 (6 mo.).....	12,462,000	1,533,000	811,000	.72	none	14,317,000	40½- 29½

(a) 9 months to July 31

MAGNAVOX CO. (NYSE) Year ending June 30

Capitalization
Debt: \$6,000,000, 4¼% installment notes, due 1969
Mortgage: \$227,000
Preferred: 4¾% cumulative convertible, \$50 par, 119,980 shares
Common: \$1 par, 845,832 shares

1950.....	\$31,716,630	\$3,207,982	\$2,007,982	\$2.55	\$.46	\$12,625,236	24¼- 107½
1951.....	44,177,645	5,624,883	2,233,237	2.73	1.13	17,256,171	18¼- 12½
1952.....	36,837,503	2,638,775	1,343,760	1.62	1.36	18,854,075	22½- 15½
1953.....	57,959,669	4,548,337	2,238,337	2.65	1.36	29,824,144	22¼- 15½
1954.....	62,974,430	5,332,530	2,102,530	2.51	1.36	28,543,292	24¼- 16½
1955.....	55,071,765	4,571,087	2,426,087	2.90	1.38	31,728,825	41¾- 23
1956.....	70,529,646	6,220,442	3,100,442	3.54	1.50+5% stk.	41,567,963	41 - 31½
1957 (6 mo.).....	46,395,187	4,496,539	2,276,539	2.52	.37½+5% stk.	39¼- 35

P. R. MALLORY & CO. (Unlisted)

Capitalization
Debt: \$13,000,000 notes
Preferred: 5% cumulative convertible, series A, par \$50, 89,960 shares.
Common: \$1 par, 1,201,790 shares.

1950.....	\$39,158,150	\$5,403,758	\$2,553,758	\$2.82	\$.63	\$19,079,931	157½- 85½
1951.....	45,286,925	4,758,314	1,923,314	2.13	.80	23,531,305	20¼- 12¾
1952.....	53,443,117	4,607,773	1,897,773	2.08	.67	29,166,043	28½- 17¾
1953.....	70,874,347	7,897,813	2,547,813	2.50	1.13	33,084,094	31 - 26
1954.....	54,630,091	2,396,803	1,071,803	.80	1.34	33,032,115	32¾- 25½
1955.....	63,931,811	4,960,649	2,225,649	2.04	1.13	38,467,453	39 - 28½
1956.....	68,356,203	5,815,108	3,065,108	2.60	1.40	51,329,888	42½- 31¼
1957 (3 mo.).....	19,636,408	875,764	.66	.35	49¾- 39½

MAXSON (W. L.) CORP. (Unlisted) Year ending September 30

Capitalization
Debt: \$158,371
Common: \$3 par, 737,985 shares

1950.....	\$ 3,229,917	\$ 211,364	\$.41	\$.20	4¼- 13¼
1951.....	7,453,985	\$ 770,496	614,012	.96	.125+4% stk.	5,742,010	57½- 3¾
1952.....	15,923,380	1,351,494	526,494	.91	.6% stk.	11,168,817	7 - 4
1953.....	34,377,128	2,160,502	1,085,502	1.78	.10 +6% stk.	13,755,827	9¾- 6¾
1954.....	37,143,323	3,248,353	1,496,353	2.27	.40 +8% stk.	16,161,773	17½- 9¾
1955.....	24,625,281	2,068,120	930,120	2.09	.375+2% stk.	12,670,505	22¼- 11
1956.....	16,648,454	1,725,109(d)	720,109(d)	.97(d)	.10 +2% stk.	13,155,109	16¼- 5¾
1957 (6 mo.).....	125,973	.17	none	9¼- 6

(d) Deficit.

MEREDITH PUBLISHING CO. (Unlisted) Year ending June 30

Capitalization
Notes Payable: \$1,400,000
Common: \$5 par, 1,294,138 shares

1950.....	\$24,469,838	\$5,041,376	\$3,117,560	\$2.42	\$1.75	\$16,151,715	15¾- 12¾
1951.....	29,277,838	6,580,696	2,934,841	2.28	.67½	18,852,617	18 - 14
1952.....	33,587,255	7,416,949	2,938,616	2.28	.80	31,724,336	16¼- 14
1953.....	39,009,361	8,022,751	3,349,153	2.60	1.07½	32,717,314	20¼- 15½
1954.....	41,298,782	7,887,860	3,682,470	2.85	1.20	34,390,026	25¼- 19¼
1955.....	42,753,555	7,628,356	3,623,865	2.81	1.35	35,049,149	32 - 22
1956.....	48,459,633	8,343,617	4,047,146	3.14	1.60	38,484,600	31 - 24
1957 (9 mo.).....	3,771,686	2.91	.45	31½- 26½

MINNEAPOLIS HONEYWELL REGULATOR CO. (NYSE)

Capitalization
Debentures: \$5,300,000, 2¾s, due 1965
\$13,700,000, 3.10% due 1972
\$25,000,000, 3¾s, due 1976
Common: \$1.50 par, 6,616,744 shares

1950.....	\$109,281,673	\$25,866,656	\$12,500,656	\$2.39	\$1.25	\$ 82,696,070	21¼- 15½
1951.....	135,150,517	26,877,210	9,277,510	1.58	1.12½	112,963,041	28¾- 20½
1952.....	165,710,384	20,605,003	9,081,003	1.50	1.12½	123,910,675	31¼- 26¾
1953.....	214,018,825	28,687,825	10,329,825	1.65	1.12½	133,127,715	34¼- 26¾
1954.....	229,401,837	32,713,703	15,345,203	2.42	1.30	145,710,134	54¾- 33½
1955.....	244,482,068	40,512,648	19,278,648	2.98	1.50	164,333,867	70 - 48¼
1956.....	287,944,462	47,375,257	22,463,657	3.40	1.75	213,899,754	90½- 58
1957 (3 mo.).....	76,307,511	5,255,199	.79	.40	92½- 73½

MOTOROLA INC. (NYSE)

Capitalization
Debt: \$20,060,404
Common: \$3 par, 1,935,131 shares

1950.....	\$177,104,670	\$26,689,569	\$12,809,247	\$7.28	\$2.05	\$ 55,008,726	257½- 105½
1951.....	135,285,087	14,689,231	7,289,102	4.12	.98	61,818,769	57¾- 40¼
1952.....	168,734,653	15,576,165	7,012,700	3.62	1.50	81,162,847	44¾- 36
1953.....	217,964,074	15,512,489	7,076,335	3.66	1.50	86,871,213	43¾- 29¼
1954.....	205,226,977	18,523,889	7,572,024	3.91	1.50	94,531,084	53¾- 30¼
1955.....	226,653,593	18,740,428	8,490,539	4.39	1.50	104,431,218	60¾- 44¼
1956.....	287,562,168	16,887,834	7,966,817	4.12	1.50	113,721,148	51¾- 37½
1957.....75	44¾- 35¾

THE MUTER CO. (ASE)

Capitalization
Debt: \$960,000
Common: 50 cents par, 727,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$14,389,725	\$2,034,200	\$1,034,200	\$1.59	\$.45	\$5,234,673	10 1/2 - 4 3/4
1951.....	12,387,390	1,243,423	595,423	.91	.60	5,281,531	9 1/2 - 7 1/8
1952.....	12,653,060	778,018	345,573	.52	.60	5,371,762	9 1/2 - 7 1/8
1953.....	15,190,004	912,255	447,463	.66	.45+3% stk.	5,254,404	8 7/8 - 5 1/2
1954.....	12,175,971	468,595	280,436	.39	.15+2% stk.	5,144,773	7 3/8 - 4 3/4
1955.....	12,722,297	53,375(d)	84,422 (d)	.12 (d)	.15	5,742,279	7 - 4 1/8
1956.....	12,126,563	31,646	.04	none	4 7/8 - 2 1/2
1957 (3 mo.).....	25,586	.05	none	3 5/8 - 2 1/2

(d) Deficit.

NATIONAL COMPANY, INC. (Unlisted)

Capitalization
Debt: \$1,110,000 debenture 5s due 1965; \$900,000 notes
Preferred: \$3.60 cumulative preferred; no par, 3,180 shares
Common: \$1 par, 284,014 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$4,175,229	\$ 17,476	\$ 17,354	\$.02	\$.05	\$2,823,320	5 7/8 - 1 3/4
1951.....	4,525,219	46,859(d)	42,957 (d)	.22 (d)	none	4,228,097	4 3/4 - 3 1/8
1952.....	9,261,000	232,578	172,578	.65	.10	4,861,352	5 1/4 - 3 3/8
1953.....	7,095,593	486,718	228,218	.87	.10	4,850,767	7 - 5
1954.....	7,298,055	518,834	230,334	.84	.20+4% stk.	3,819,795	12 7/8 - 5
1955.....	5,125,607	780,965(d)	380,965 (d)	1.44 (d)	.20+4% stk.	5,414,524	18 1/2 - 9 3/4
1956.....	6,856,734	66,296(d)	36,296 (d)	.17 (d)	4% stk.	4,364,889	11 1/2 - 8 1/4
1957.....	none	10 3/4 - 10

(d) deficit.

NATIONAL TELEFILM ASSOCIATES, INC. (ASE)

Year ending July 31

Capitalization
Debt: \$7,500,000, convertible subordinated debentures, due 1967
Common: 10 cents par, 662,600 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1952.....	Incorporated Aug. 21, 1952						
1953 N.A.....
1954.....	\$ 355,594	\$139,831(d)	\$139,831	\$.22(d)	none	N.A.	N.A.
1955.....	1,417,515	293,008(d)	293,008 (d)	.45 (d)	none	\$ 3,282,073	4 7/8 - 1 1/2
1956.....	3,818,627	653,877	441,877	.68	none	13,092,934	9 1/2 - 3
1957 (6 mo.).....	4,511,670	985,631	508,631	.77	none	22,045,512	9 3/4 - 7 1/2

N.A. Not available. (d) Deficit.

NORDEN-KETAY CORP. (ASE)

Capitalization
Debt: \$157,404
Debentures: \$1,000,000, 5% convertible subordinate, due April 1, 1966
\$1,000,000, 6% convertible subordinate, due Dec. 1, 1966
Mortgage: \$180,671
Common: 10 cents par, 1,293,193 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953(a) (b).....	\$ 8,624,383	\$ 960,292	\$ 960,292	\$1.22	none	\$5,238,140
1954(b).....	9,086,453	1,002,922	1,002,922	1.01	none	5,434,530	15 3/4 - 10
1955.....	13,480,752	236,203(d)	196,913 (d)	.18 (d)	none	12,872,064	19 1/8 - 11 3/8
1956.....	22,752,990	*505,280(d)	*505,280 (d)	.39 (d)	none	18,432,911	14 7/8 - 7 3/8
1957 (3 mo.).....	6,740,000	171,000 (d)	.13 (d)	none	11 3/8 - 7 7/8

(a) April 18 to Dec. 31, 1953. (d) Deficit. (*) Before prior years' tax refund.

OAK MANUFACTURING CO. (Midwest)

Capitalization
Common: \$1 par, 655,894 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a).....	\$13,145,807	\$2,713,088	\$1,188,037	\$1.81	\$1.12	\$ 7,102,958	14 3/4 - 8 3/8
1951(c).....	7,644,627	1,608,939	598,939	.91	.84	6,972,048	12 7/8 - 10 7/8
1952.....	15,925,959	3,073,109	1,103,109	1.68	1.12	7,927,814	15 - 12
1953.....	20,680,957	3,529,017	1,239,017	1.89	1.12	8,666,478	14 1/2 - 12 1/2
1954.....	18,788,318	2,801,155	1,321,155	2.02	1.12	9,274,030	19 1/4 - 13 1/4
1955.....	22,783,785	3,588,483	1,688,483	2.57	1.26+25% stk.	10,140,303	24 3/4 - 16 1/8
1956.....	24,902,554	3,684,105	1,784,105	2.72	1.40	10,878,501	24 1/4 - 19
1957.....35	20 3/4 - 19

(a) Year ending May 31 of following calendar year. (c) 7 months to Dec. 31

OXFORD ELECTRIC CORP. (ASE)

Capitalization
Mortgage: \$28,590
Common: \$1 par, 258,470 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$4,554,998	\$179,044	\$ 95,450	\$.40	\$.10	\$1,499,230
1951.....	3,955,141	180,312	91,201	.39	.15	1,344,610	3 1/2 - 1 5/8
1952.....	4,403,686	150,312	78,712	.33	.15	1,273,660	3 - 1 7/8
1953.....	5,712,801	130,338	99,886	.42	.15	1,277,240	2 7/8 - 2 3/8
1954.....	5,418,269	114,043	93,983	.40	.11	1,196,027	3 1/4 - 2 3/8
1955.....	6,714,304	188,961	130,037	.55	.14	1,485,392	4 5/8 - 2 5/8
1956.....	7,696,402	263,604	214,904	.91	.15	1,756,332	4 7/8 - 2 3/8
1957.....10+10% stk.	4 1/8 - 3 3/8

PACIFIC MERCURY TELEVISION MFG. CORP. (Unlisted)

Year ending June 30

Capitalization
Debt: \$806,250
Common: Class A&B, 50 cents par, 700,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a).....	\$ 4,713,620	\$.05	3 4/5 - 2
1951(a).....	5,947,096	115,635	72,135	\$.14	none	\$2,414,365	3 3/8 - 1 1/2
1952(a).....	7,057,514	31,866	5,866	.01	nonc	3,972,312	5 - 1 5/8
1953(a).....	16,983,689	1,108,297	426,297	.61	nonc	6,637,000	5 3/4 - 2 1/2
1954(a).....	15,065,490	366,515	196,015	.28	none	5,032,151	4 7/8 - 2 3/8
1955(a).....	12,214,539	598,817	255,817	.37	nonc	3,550,171	8 - 4
1956(b).....	17,332,982	921,752	482,752	.69	none	7,726,750	7 7/8 - 4 1/4
1957.....	none	8 7/8 - 5 3/4

(a) Year ending March 31, (b) 15 months to June 30.

SIEGLER CORP. (Unlisted)
Year ending June 30.

Capitalization

Debt: \$3,000,000, 4¾% Installment Notes, due 1970
\$4,000,000, 5½% Senior Notes, due 1970
\$500,000, 5½% convertible junior notes, due 1971
Mortgage: \$184,444
Common: \$1 par, 743,544 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 2,540,018	\$ 343,932	\$ 204,286	\$.39	(b)
1951(a)	3,532,564	754,312	379,568	.73	(b)
1952(c)	3,698,466	282,530	140,530	.27	(b)
1953(c)	5,572,382	697,643	344,643	.66	(b)
1954(c)	6,580,870	1,007,730	481,545	.92	(b)
1955(c)	10,471,144	1,631,525	774,571	1.53	\$.15	\$ 5,881,884	14 - 10½
1956	15,375,034	2,075,878	1,053,059	1.50	.80	15,436,832	21¼ - 12¾
1957 (6 mo.)	13,587,849	539,953	.73	.40	17 - 14

(a) Year ending Dec. 31. (b) Privately owned until July 12, 1955.
(c) Year ending June 30.

SPEER CARBON CO. (Unlisted)

Capitalization

Debt: \$4,124,670
Preferred: \$7 cumulative pfd. \$100 par, 4,565 shares
Common: \$2.50 par, 440,000 shares

1950	\$13,818,516	\$3,685,784	\$1,760,759	\$6.62	\$1.20	\$12,938,802	27¼ - 13¼
1951	13,951,563	2,691,023	1,076,023	2.37	1.20	22,963,723	33 - 20¼
1952	13,642,634	1,409,311	718,311	1.56	1.00	22,060,894	24¼ - 19¼
1953	15,609,779	1,385,217	611,217	1.31	1.00	22,316,798	21½ - 13
1954	13,064,675	1,223,474	508,474	1.08	.60	22,254,568	15¼ - 11¾
1955	17,734,512	3,019,694	1,461,694	3.25	1.00	24,331,167	19¾ - 15½
1956	20,045,530	4,171,346	1,925,346	4.30	1.50	25,972,553	33 - 19¼
195725	33 - 28

SPERRY RAND CORP. (NYSE)

(Merger of Sperry Corp. and Remington Rand effective July 1, 1955)
Year ending March 31

Capitalization

Debt: \$115,561,955
Preferred: \$4.50 cumulative; \$25 par, 102,267 shares
Common: 50 cents par, 27,200,487 shares

1950(a)	\$349,942,000	\$49,600,000	\$23,626,000	\$.92
1951(a)	468,359,000	68,000,000	26,023,000	1.02
1952(a)	631,720,000	75,500,000	28,081,000	1.10
1953(a)	689,565,000	73,900,000	28,012,000	1.09
1954(a)	696,206,000	85,500,000	44,851,000	1.75	\$483,922,636
1955(c)	353,943,880	45,519,563	23,585,563	.92	\$.36	29½ - 21
1956	710,696,087	83,598,878	46,348,878	1.80	.80	557,492,756	29½ - 21¾
1957 (9 mo.)	616,861,158	57,731,843	33,631,843	1.22	.20	23½ - 20

(a) Pro-forma. (c) 6 months to Dec. 31, 1955.

SPRAGUE ELECTRIC CO. (Unlisted)

Capitalization

Debt: \$1,864,000
Common: \$2.50 par, 1,242,712 shares

1950	\$28,614,860	\$ 6,725,904	\$3,345,404	\$2.69	\$.60	\$15,350,554	15¼ - 6½
1951	38,491,215	8,500,534	2,720,334	2.19	.89	21,096,487	18¼ - 13½
1952	44,449,891	10,169,353	3,136,853	2.53	.93	21,866,421	37¾ - 17¾
1953	46,778,633	9,604,981	2,888,081	2.33	1.07	24,424,669	38¾ - 29
1954	42,355,361	6,668,908	3,333,408	2.68	1.10	26,835,820	60½ - 36
1955	44,353,042	6,040,828	3,003,128	2.42	1.20	28,945,483	61 - 47
1956	44,659,844	4,208,997	2,176,297	1.75	1.20	29,329,798	55 - 30¼
195730	37½ - 30¾

STANDARD COIL PRODUCTS CO. (NYSE)

Capitalization

Debt: 4,230,831 5% convertible subordinated due Dec. 1, 1967; mortgage \$70,988.
Common: \$1 par, 1,470,000 shares

1950	\$35,632,396	\$10,464,265	\$5,266,442	\$3.58	\$.25	\$10,133,662	11¾ - 9
1951	40,302,526	5,037,944	2,487,944	1.69	1.00	20,239,292	14¾ - 10
1952	65,990,177	7,136,290	2,861,290	1.95	1.00	28,401,496	18¾ - 12½
1953	89,270,964	7,762,481	2,972,481	2.25	1.00	30,644,696	17¼ - 12½
1954	72,862,113	5,136,407	2,871,290	1.95	1.00	29,351,477	17¾ - 12½
1955	60,472,454	522,313(d)	320,313(d)	.22(d)	.85	27,253,490	20¼ - 10¼
1956	59,168,450	3,070,871(d)	1,819,371(d)	1.24(d)	none	29,739,718	12¾ - 6¼
1957	none	9¾ - 6½

(d) Deficit

STORER BROADCASTING CO. (NYSE)

Capitalization

Debt: \$3,608,000
Common: \$1 par, 973,610 shares; \$1 par Class B, 1,501,140 shares

1950	\$ 6,657,114	\$ 1,895,085	\$ 926,475	\$.39	\$.06	(b)
1951	9,560,086	3,406,327	1,464,776	.63	.10	(b)
1952	11,475,618	3,963,304	1,594,956	.69	.10	\$11,923,761	(b)
1953	14,901,078	6,161,231	2,186,415	.94	.24	17,446,319	7¾ - 7
1954	17,736,531	7,105,103	3,680,779	1.62	.81	27,872,630	19¾ - 7¾
1955	24,051,726	8,792,878	4,330,429	1.73	1.37½	28,152,046	29½ - 20¾
1956	28,313,383	11,452,891	5,517,207	2.23	1.75	28,534,596	29½ - 22½
1957 (3 mo.)	1,286,445	.52	.45	28¾ - 25¼

(b) Privately owned.

Financial Data

SYLVANIA ELECTRIC PRODUCTS, INC. (NYSE)

Capitalization

Debentures: \$17,000,000, debenture 4s, due 1978
 \$20,543,965, debenture 3³/₄s, due 1971
 Debt: \$20,000,000 4¹/₂% notes
 Preferred: \$4 cumulative no par pfd, 95,112 shares
 Common: \$7.50 par, 3,300,206 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$162,514,814	\$19,221,185	\$ 8,221,185	\$5.37	\$2.00	\$ 92,880,543	26 ⁵ / ₈ - 18 ¹ / ₄
1951.....	202,806,387	26,153,973	8,253,973	4.17	2.00	150,968,617	39 - 23 ³ / ₄
1952.....	235,023,437	17,660,625	6,960,625	3.04	2.00	176,418,658	41 ⁷ / ₈ - 32 ¹ / ₄
1953.....	293,267,408	24,486,181	9,536,181	3.10	2.00+10 % stk.	204,433,298	40 - 29 ¹ / ₄
1954.....	281,641,987	18,380,941	9,480,941	2.92	2.00	191,379,534	48 ⁷ / ₈ - 31 ⁷ / ₈
1955.....	307,371,315	27,912,970	13,812,970	4.29	2.00	203,163,659	49 ⁷ / ₈ - 41
1956.....	311,021,046	25,906,189	13,206,189	4.03	2.00	224,328,756	55 ⁷ / ₈ - 42
1957 (3 mo.).....	3,069,944	.84	.50	46 ¹ / ₄ - 39 ⁵ / ₈

TELEPROMPTER CORPORATION (Unlisted)

Capitalization

Debt: \$250,000, convertible subordinated 4% notes due 1966
 Common: \$1 par, 142,652 shares.

1950 N.A.....							
1951.....	\$ 96,221	\$ 16,093 (d)	\$ 17,243 (d)	\$.17 (d)	none	N.A.	N.A.
1952.....	233,968	42,999	35,881	.36	none	N.A.	N.A.
1953.....	308,361	17,281	8,129	.08	none	N.A.	N.A.
1954.....	533,661	49,421	38,583	.38	none	N.A.	N.A.
1955.....	1,215,559	140,232	96,743	.81	none	\$1,006,863	N.A.
1956.....	1,784,607	270,141	206,841	1.45	none	1,533,747	27 ¹ / ₂ - 20
1957.....	none	25 ¹ / ₂ - 23

N.A. Not available. (d) Deficit.

TEXAS INSTRUMENTS, INC. (NYSE)

Capitalization

Notes: \$3,250,000
 Preferred: 4.48% Series A convertible pfd., 165,837 shares
 Common: \$1 par, 3,008,275 shares

1950.....							
1951.....							
1952.....	\$20,431,452	\$2,289,738	\$ 909,975	\$.30	none	\$13,396,944
1953.....	27,007,957	3,219,162	1,270,125	.42	none	14,900,024	5 ³ / ₄ - 5 ¹ / ₈
1954.....	24,387,334	2,380,718	1,200,995	.40	none	15,123,336	14 - 5 ¹ / ₄
1955.....	28,684,653	2,502,941	1,581,790	.49	none	19,591,604	16 ⁷ / ₈ - 10 ¹ / ₈
1956.....	45,699,358	4,260,514	2,349,103	.72	none	27,288,083	18 ³ / ₈ - 11 ⁵ / ₈
1957 (3 mo.).....	15,252,000	790,000	.25	none	24 ⁷ / ₈ - 15 ⁷ / ₈

TIME, INC. (Unlisted)

Capitalization

Debt: \$13,500,000, Subordinates 1st 4¹/₂s, due 1970
 Notes Payable: \$26,382,764
 Common: \$1 par, 1,949,819 shares

1950.....	\$134,719,833	\$15,812,416	\$ 8,500,693	\$4.36	\$2.75	\$ 82,393,453	36 ³ / ₄ - 25
1951.....	149,571,479	13,990,219	7,287,400	3.73	2.37 ¹ / ₂	86,086,824	35 ¹ / ₂ - 27 ¹ / ₂
1952.....	156,785,799	15,796,597	7,750,475	3.97	2.37 ¹ / ₂	93,824,010	35 ¹ / ₄ - 29 ⁷ / ₈
1953.....	170,448,966	16,259,281	8,144,414	4.18	2.50	101,141,707	36 - 30 ⁵ / ₈
1954.....	178,155,775	14,531,621	8,056,905	4.13	2.50	108,221,241	49 - 35 ¹ / ₂
1955.....	200,181,865	17,506,072	9,195,588	4.72	2.75	112,531,774	58 ¹ / ₂ - 46 ¹ / ₄
1956.....	229,373,627	26,627,224	13,850,137	7.10	3.50	177,158,949	80 ¹ / ₂ - 54
1957.....75	69 ¹ / ₄ - 61 ¹ / ₂

TOPP INDUSTRIES, INC. (Unlisted)

Year ending April 30

Capitalization

Debt: \$900,000, 3% 10-year subordinated convertible debentures
 \$46,961 notes; \$2,750,000 6% convertible subordinated debentures, due 1977
 Common: \$1 par, 569,425 shares

1951.....	Incorporated October 22, 1951						
1952 N.A.....							
1953.....	\$1,245,406	\$ 36,630 (d)	\$ 36,630 (d)	\$.14 (d)	none	N.A.	N.A.
1954.....	1,667,276	122,985	71,885	.28	none	N.A.	N.A.
1955.....	2,115,734	218,274	130,274	.50	none	\$1,326,863	N.A.
1956.....	3,053,054	186,562	92,062	.35	\$.09+1% stk.	4,191,387 (a)	9 ¹ / ₂ - 5 ³ / ₄
1957 (6 mo.).....	2,006,234	150,076	75,076	.29	9 ³ / ₄ - 8

(a) Pro-forma, giving effect to acquisition of Haller, Raymond & Brown, Inc., Nov. 1956.

(d) Deficit.

TRAV-LER RADIO CORP. (Midwest)

Year ending April 30

Capitalization

Debentures: 6s, due May 15, 1967, \$1,156,250
 Common: \$1 par, 761,995 shares

1950(a).....	\$13,892,485	\$2,309,275	\$1,156,851	\$1.52	\$.30+20% stk	\$6,484,714	5 ¹ / ₈ - 3 ³ / ₄
1951(a).....	8,015,622	1,256,162 (d)	577,950 (d)	.76 (d)	.10	3,971,516	4 ¹ / ₂ - 2 ³ / ₄
1952(a).....	11,860,387	388,565	291,565	.38	none	4,224,853	3 ¹ / ₈ - 2 ¹ / ₂
1953(a).....	14,470,145	735,847	316,641	.42	.10	4,602,709	3 ¹ / ₈ - 2 ¹ / ₈
1954(a).....	18,347,813	459,657	241,349	.32	.22 ¹ / ₂	5,339,934	3 - 2
1955(a).....	17,497,351	284,275	222,982	.29	.07 ¹ / ₂	6,380,841	4 ¹ / ₄ - 1 ⁷ / ₈
1956 (4 mo.) (b).....	4,900,868	204,876 (d)	.27 (d)	none	7,103,739	2 ¹ / ₂ - 1
1957.....	1 ³ / ₈ - 1 ¹ / ₈

(a) Year ending Dec. 31.

(b) In 1956 changed from a calendar year to fiscal year ending April 30.

(d) Deficit.

TUNG-SOL ELECTRIC, INC. (NYSE)

Capitalization
 Debt: \$1,450,000
 Preferred: 4.3% cumulative convertible, \$50 par, 87,696 shares
 Common: \$1 par, 716,175

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$29,425,022	\$6,280,786	\$3,058,151	\$6.61	\$2.00	\$14,881,402	20 1/2 - 8 5/8
1951	31,484,760	5,713,572	2,049,458	4.23	1.25	17,115,034	24 1/4 - 16 1/4
1952	35,489,558	5,432,713	2,007,713	3.75	1.25	20,702,033	21 7/8 - 16 1/4
1953	40,017,549	4,030,882	1,780,882	3.07	1.25	20,314,487	24 7/8 - 16 1/2
1954	39,052,458	4,302,062	2,077,062	3.15	1.25	26,728,555	30 1/4 - 16 1/4
1955	51,114,549	6,854,393	3,239,393	4.65	1.60	30,561,228	33 1/2 - 25
1956	53,838,822	5,819,397	2,909,397	3.83	1.25 + 5% stk.	33,493,366	36 3/8 - 27
1957 (3 mo.)	16,134,823	2,242,035	944,755	1.25	.35	34 - 27 3/8

UNITRONICS CORP. (ASE)

Capitalization
 Debenture: Convertible debenture 5 1/2%, due April 1, 1966, \$1,400,000
 Debt: \$718,268
 Common: \$1 par, 495,971 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$21,937,175	\$3,181,984	\$1,577,481	\$4.66	\$.80	\$ 7,237,256	12 1/2 - 6 5/8
1951	14,467,072	369,811	425,534	1.11	.75	5,451,159	11 3/8 - 7 5/8
1952	12,765,709	210,758	84,747	.20	none	8,261,713	9 - 6 5/8
1953	17,667,486	115,758	62,158	.14	none	8,048,154	9 1/8 - 3 1/2
1954	18,350,454	461,132	256,836	.59	none	7,463,799	6 - 3 1/2
1955	18,363,391	958,885	474,626	1.00	5% stk.	9,145,954	8 5/8 - 4 5/8
1956	27,955,538	1,074,160	588,941	1.25	none	16,530,597	10 - 6 5/8
1957 (3 mo.)	5,451,000	146,000	.29	.05 + 5% stk.	9 - 6 1/2

VARIAN ASSOCIATES (Unlisted)

Year ending Sept. 30
 Capitalization
 Debentures: \$1,593,000, 5% convertible subordinate, due Dec. 1, 1970
 Debt: \$1,048,839, notes
 Preferred: 6% cumulative convertible, \$100 par, 2,500 shares
 Common: \$1 par, 1,302,026 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$ 460,035	\$ 48,478	\$ 35,980	\$.16	none
1951	1,756,879	88,935	24,734	.08	20% stk.
1952	3,826,702	151,540	76,336	.16	none
1953	5,023,272	172,299	86,255	.12	none	\$4,172,546
1954	5,902,640	458,837	224,669	.32	none	4,451,641
1955	7,162,350	912,896	432,896	.41	none	6,101,128
1956	11,000,116	1,479,578	502,578	.42	none	10,295,360	18 - 12
1957 (3 mo.)	3,473,459	472,054	226,485	.17	none	11,338,727	17 1/2 - 15

WEBCOR, INC. (Midwest)

Capitalization
 Debt: \$1,050,000, 4 3/4% notes, due 1961.
 \$1,400,000, 5 1/4% notes, due 1968.
 Common: \$1 par, 650,737 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$19,086,151	\$2,324,494	\$1,212,050	\$2.69	\$1.50 + 20% stk.	\$ 8,713,877	20 1/4 - 10 3/4
1951	17,971,469	677,596	457,635	1.01	1.00	7,878,317	16 5/8 - 11 1/4
1952	19,580,636	707,800 (d)	408,951 (d)	.91 (d)	.50	10,406,339	13 1/2 - 7 1/2
1953	27,757,899	1,947,162	927,162	1.87	10% stk.	11,827,337	9 1/8 - 7
1954	31,741,046	1,139,198	564,198	1.09	.15 + 5% stk.	12,940,996	11 1/2 - 7 7/8
1955	31,984,539	1,339,574	589,524	.95	.40	16,566,990	15 3/8 - 8 1/2
1956	34,305,837	1,894,753 (d)	994,753 (d)	1.53 (d)	.50 + 5% stk	15,935,212	15 - 8 1/2
1957 (3 mo.)	9,300,364	354,914	.54	none	11 3/8 - 8 1/4

(d) Deficit.

WELLS-GARDNER & CO. (Unlisted)

Capitalization
 Common: \$1 par, 414,300 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$17,825,098	\$1,674,235	\$ 954,235	\$2.33	\$.75	\$5,643,428	12 1/8 - 5 1/8
1951	12,758,749	588,099	451,447	1.10	.60	4,462,000	8 3/4 - 6 1/4
1952	16,301,043	969,976	459,976	1.12	.60	6,385,335	8 1/4 - 6 1/8
1953	22,572,069	1,969,939	772,939	1.88	.75	7,224,465	8 1/4 - 6 5/8
1954	21,200,318	2,031,340	911,340	2.22	.75	8,076,027	10 - 5 3/4
1955	26,646,745	2,725,857	1,221,857	2.97	.85	9,784,984	13 3/4 - 9 7/8
1956	24,152,104	2,179,610	1,054,610	2.55	1.00	8,668,582	14 1/8 - 10 1/4
195720	14 1/8 - 11 1/2

WESTINGHOUSE ELECTRIC CORP. (NYSE)

Capitalization
 Debentures: 2 5/8%, due Sept. 1, 1971, \$20,995,000
 3 1/2%, due Dec. 15, 1981, \$300,000,000
 Preferred: \$3.80 Class B, \$100 par, 495,785 shares
 Common: \$12.50 par, 16,748,388 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	\$1,019,923,051	\$159,664,532	\$77,922,944	\$5.36	\$2.00	\$ 800,461,178	36 - 29 1/8
1951	1,240,801,296	174,578,362	64,578,202	4.03	2.00	1,004,378,037	42 1/2 - 34 5/8
1952	1,454,272,698	173,014,835	68,581,603	4.23	2.00	1,195,292,040	48 3/8 - 35 1/8
1953	1,582,047,141	152,893,486	74,322,925	4.53	2.00	1,265,353,717	52 1/2 - 39 1/2
1954	1,631,045,480	168,241,939	84,594,367	5.06	2.50	1,329,120,140	79 - 50 1/8
1955	1,440,976,985	84,102,747	42,802,747	2.46	2.00	1,287,685,975	83 1/4 - 53 1/4
1956	1,525,375,771	5,292,061	3,492,061	.10	2.00	1,264,469,283	65 1/8 - 50 7/8
1957 (3 mo.)	475,686,000	14,198,000	.82	.50	59 - 52 3/8

ZENITH RADIO CORP. (NYSE)

Capitalization
 Common: No par, 492,464 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	\$ 87,704,071	\$11,527,903	\$5,627,003	\$11.43	\$1.50	\$51,971,284	70 1/4 - 31 1/2
1951	110,022,780	11,771,940	5,370,740	10.91	3.00	50,275,866	71 1/2 - 47 1/2
1952	137,637,697	13,222,133	5,845,933	11.87	3.00	54,416,548	88 - 68
1953	166,733,276	13,157,701	5,631,701	11.44	3.00	52,042,451	84 - 63 1/4
1954	138,608,360	12,056,264	5,676,264	11.53	3.00	62,604,970	96 - 63 1/2
1955	152,905,005	17,104,491	8,034,491	16.31	5.00	67,604,887	142 1/2 - 86
1956	141,529,855	13,298,717	6,178,717	12.55	5.00	69,193,175	141 1/4 - 101
1957 (3 mo.)	36,658,510	3,536,069	1,650,590	3.35	.75	121 1/4 - 91 1/4

(a) Year ending March 31.

**WHERE CAN CORPORATIONS
FIND NEW MONEY
IN 1957?**

AMP Incorporated
American Investment Company of Illinois
Carnation Company
Cessna Aircraft Company
Collins Radio Company
Commercial Credit Company
Electronic Engineering Company of California
Florida Power Corporation
Florida Telephone Corporation
Food Machinery and Chemical Corporation
The General Tire & Rubber Company
Kansas Gas and Electric Company
Lake Ontario Portland Cement Company Limited
J. J. Newberry Co.
The Pennsylvania Salt Manufacturing Company
South Carolina Electric & Gas Company
Texas Utilities Company
United Utilities, Incorporated
Vanadium Corporation of America

This compilation shows only a partial listing of the corporations we served in 1956.

Despite the substantial rise in money rates during 1956, Kidder, Peabody & Co., or its corporate affiliate, obtained the hundreds of millions of additional capital required by the corporations listed at the left. In each case, Kidder, Peabody & Co. or its corporate affiliate managed or co-managed the underwriting or acted as agent in negotiating the private placement of securities. You are invited to call on us if your corporation requires additional capital in 1957.

KIDDER, PEABODY & CO.
FOUNDED 1865

*Members New York and American Stock Exchanges
Members Boston and Midwest Stock Exchanges*

33 SOUTH CLARK STREET, CHICAGO 3, ILLINOIS
NEW YORK BOSTON PHILADELPHIA SAN FRANCISCO

Financial & Trade Notes: Sylvania TV factory sales in first quarter "were strongly ahead of a year ago, while industry-wide factory sales showed a drop of more than 15%," chairman-pres. Don G. Mitchell told annual meeting in Boston, crediting much of gain to public response to 110-degree portable which "has set an entirely new trend in the industry."

TV prices are "unrealistically low," he said, and "higher prices will prevail in the new lines which will be introduced this summer."

Sylvania earned \$3,069,944 (84¢ a share) on record first quarter sales of \$87,549,674 compared with \$4,250,243 (\$1.18) on sales of \$86,427,480 in 1956 first quarter. Although income dropped, Mitchell said it reflected a "definite upturn in Sylvania's TV set and component business in comparison with final quarter of 1956." He predicted 1957 sales would exceed last year's, with profits as good or better than 1956's \$4.10 a share.

Mitchell said 1957 will "be a good business year," with national economy leveling off for a while, then resuming "its steady climb" in latter part of this year or early 1958. Sylvania planning is based, he said, on expectation that consumer spending will be at record level in 1957.

For whole electronics industry, he predicted, this year's volume would be \$12.25 billion compared with \$11.5 billion last year. He said Sylvania's unfilled military electronics orders are running slightly ahead of last year; semiconductor products are finding more applications; international business is running strongly ahead of comparable period last year.

Sales of renewal CR tubes are ahead of last year, while sales of receiving and CR tubes to other manufacturers dropped off, he said, because of decreased set production, which now is being improved. Parts volume also was affected by readjustment in TV set industry.

Study of Ampex Corp. by broker Draper, Sears & Co., 50 Congress St., Boston, estimates company's sales for year ended April 30, 1957 at \$17,500,000, net income at \$950,000, compared with \$10,200,000 & \$310,000 for 1956 fiscal year. Comparing product mix for fiscal 1956 & 1957, study gives this estimated sales breakdown: 1956—instrumentation products \$5,447,000, audio products \$4,750,000; 1957—instrumentation \$10,000,000, audio \$6,750,000, Videotape recorder \$750,000. It states that "upwards of \$3,000,000" in Videotape recorder sales are anticipated in fiscal 1958. Study predicts fiscal 1958 net income of \$7,800,000.

Unique financial position of Magnavox is delineated in report by Fahnestock & Co. investment house, 65 Broadway, N. Y., which says Magnavox increased its share of TV market from 1.6% in 1952 to 4% in 1956 and "virtually alone among the major factors in the TV set manufacturing field, has been able to improve earnings during the past several difficult years for the industry." It estimates earnings for year ending June 30 will be \$4.50 or better per share vs. \$3.59 last year.

Dividends: TV-Electronics Fund, 8¢ payable May 31 to stockholders of record May 2; Tung-Sol, 35¢ June 3 to holders May 15; Loew's Inc., 25¢ June 30 to holders June 14; IBM, 60¢ June 10 to holders May 21; International Resistance, 5¢ June 1 to holders May 15.

Meredith Publishing Co., whose interests include 4 TV & 4 AM stations, reports consolidated earnings of \$3,771,686 (\$2.91) in 9 months ended March 31 compared with \$3,143,939 (\$2.44) in same period year earlier.

Arvin Industries earned \$951,432 (\$1.06) in quarter ended March 31 compared with \$677,698 (76¢) in same 1956 period.

Philco earned \$1,107,000 (26¢ a share) on first-quarter sales of \$99,090,000 compared with \$1,517,000 (38¢) on sales of \$92,476,000 in similar 1956 period. Pres. James M. Skinner Jr. cited "continuation of conditions which prevailed in consumer durable goods industries during the latter part of 1956," adding that consumer goods div. "did not yield a satisfactory profit [for 1957 first quarter], reflecting the effect on the industry of the premature and unwise promotion of color TV, the unrealistic cost-price structure and a decline in industry volume in many lines." He said Philco had improved share of TV-appliance market and its inventory position.

Admiral reports profits of \$427,744 (18¢ a share) on first-quarter sales of \$42,354,139 compared with earnings of \$1,310,336 (55¢) on \$48,663,959 sales in similar 1956 period. Exec. v.p.-treas. John B. Huarisa noted return to profitable operation following loss in 1956 last quarter, said that "sales for full year should equal or exceed 1956 while profits should be substantially higher." Huarisa attributed quarter's decline to price competition, Canadian sales slump, less govt. contracts.

Hoffman reports \$512,802 profit (70¢ a share) on sales of \$11,493,599 in first quarter compared with \$467,994 (64¢) on \$12,155,019 sales in similar 1956 period. Pres. H. Leslie Hoffman predicted 1957 profits about 10% above 1956, adding that first quarter TV shipments were up 4.1% while rest of industry "declined 15.6%" from same period last year. He was enthusiastic about growth of semiconductor div., noting that sales volume of silicon semiconductor industry is expanding at rate of 50% annually.

Loew's Inc. earned \$983,923 (18¢ per share) on gross revenues of \$48,630,000 in 16 weeks ended March 14 vs. \$1,641,682 (31¢) on \$52,837,000 year earlier, pres. Joseph R. Vogel attributing decline to disappointing theatre returns on MGM pictures. For 28 weeks to March 14, however, net profit was \$2,729,248 (51¢) on gross sales of \$87,248,000 compared with \$1,889,843 (36¢) on \$87,439,000 in same 1955-56 period.

Republic Pictures earned \$219,483 (6¢ per share on 2,004,190 shares outstanding) in fiscal quarter ended Jan. 26 vs. \$773,641 (34¢) in same period year earlier, \$383,207 (14¢) 2 years earlier.

Tung-Sol earned \$944,755 (\$1.25 a share) in first quarter vs. \$715,035 (\$1) in similar 1956 period.

Western Union had first quarter net income of \$2,964,976 (48¢) vs. \$3,225,119 (52¢) first 1956 quarter.

ELECTRONICS PERSONALS: Frank Pace Jr., former Army Secy. & Budget Bureau director, elected pres. of General Dynamics, succeeding founder John Jay Hopkins, who died of cancer May 3 in Washington; Earl Dallam Johnson, onetime Army Undersecy., succeeds Pace as exec. v.p. . . . E. Douglas Graham, ex-Gemmer Mfg. and Ford of Canada, joins Raytheon as v.p.-manufacturing services . . . Dr. Seymour B. Cohn appointed mgr. of Stanford Research Institute antenna systems lab, Menlo Park, Cal. . . . Hugh R. Lowry promoted to mgr., application engineering, GE semiconductor products dept., Syracuse . . . James R. Merrill promoted to mgr. of Raytheon Santa Barbara lab, succeeding Harold E. Beveridge, resigned . . . Frederick A. Mitchell named asst. chief engineer, Stromberg-Carlson electronics div. . . . Joseph A. Frabutt, pres. of new IT&T industrial products div. and continuing as gen. mgr. of San Fernando, Cal. aircraft products plant, announces these executives of the division which will head-quarter at Clifton, N. J.: Rudolf Feldt, v.p. & mgr. of instruments; L. J. Heilman, mgr., railroad & mobile equipment; Ralph Lehman, mgr., commercial aviation products; David Monro, mgr., airborne integrated power supply operations (E. Newark, N. J.).

REVOLUTION wrought by TV in family living is told graphically in new govt. analysis of 1940-55 per capita spending for recreation, showing how movies have been dethroned as No. 1 entertainment.

Recreational spending for TV zoomed from "small beginning" in 1946, carried its consumer group (including radio sets, phono records, hi-fi, musical instruments) to 142% increase in 15-year period while movie admissions dropped 36%, according to special study by Agriculture Dept.'s Household Economics Research Branch. Study doesn't have breakdown for TV alone.

By 1950, per capita expenditure for TV group was \$20 compared with movies' popularity peak of about \$17 in 1946—and although TV spending rate has been "somewhat lower" in years since (\$18 in 1955), it has surpassed any level ever reached by movies.

"Thus, spending for the radio-TV group has not only usurped the top-of-the-list position formerly held by movies, but has done so at a higher level," says survey published by Agriculture Dept. in March *Rural Family Living*, whose distribution was delayed.

Analysis of regular Commerce Dept. estimates of city-&-farm consumer spending shows that movies took 20% of recreation dollar 15 years ago, only 10% in 1955. The TV-dominated group took 14% in 1940 and 23% in 1955, when all items on list averaged \$79.33 per person—46% more than in 1940.

Other findings on proportionate spending during period: reading (magazines, newspapers, sheet music, books, maps) dropped from 22% to 17%; spectator amusements (movies lumped with theater, opera, sports, etc.) dropped 19%; participating recreation (boats, aircraft, bicycles, etc.) increased 137%; betting on horse & dog races increased 200% (from \$1 to \$3 per capita).

Subscription-TV situation: Probability is that FCC will wind up holding evidentiary hearing or Congress will take whole basic decision out of Commission's hands. Rep. Harris (D-Ark.), chairman of House Commerce Committee, tells us: FCC hasn't yet answered his letter, which clearly frowned on pay concept (Vol. 13:17). Regarding getting together with FCC Chairman McConaughy to discuss his questions: "No time or anything has been worked out yet. He knows where I am if he wants to see me." He said that no hearings on subscription TV have been scheduled "now or in the foreseeable future. The Committee has other business. We have had no requests for any hearings involving either TV or radio." Rep. Celler (D-N. Y.), chairman of Judiciary Committee and also downbeat on toll TV, says he hasn't heard from Commission, either, and that he has asked Commerce Committee to conduct hearings on his bill to prohibit subscription TV. Whether Congress wrests ball away from FCC or not, Commission is now inclined to approach subject more cautiously—is believed quite unlikely to allow "experiments" without further inquiry.

Listing arguments against pay TV, NARTB public relations chief Donald N. Martin spoke before Vermont Federation of Women's Clubs in Bellows Falls May 1, noted that in portions of U. S. served by only one station—such as parts of Vermont—viewers would be deprived of all TV during periods station telecast scrambled signals. Group approved resolution asking Congress to ban pay TV, wired Vermont Congressmen.

Senate Commerce Committee vacancy was filled May 2 by Sen. Yarborough (D-Tex.), replacing Price Daniel, who resigned to become Tex. governor.

Boiling Miami TV situation—with third vhf due to go on air next month—was reflected this week in these actions by area's sole remaining uhf station, WITV, Ft. Lauderdale-Miami (Ch. 17): (1) Founder & principal owner Cmdr. Mortimer W. Loewi, former DuMont executive, took over as pres. & gen. mgr., dismissing station mgr. C. Edward Little because he was not "in sympathy with what we think is the correct approach to providing TV service in this area." (2) Station was preparing to file petition with FCC May 6 demanding that Cox-Knight-Trammell's WCKT (Ch. 7) be taken off air as result of Appeals Court's reversal of its grant, based on fact that ex-NBC pres. Niles Trammell held \$25,000-a-year consultant contract with NBC at time of grant (Vol. 13:11). WITV is arguing that keeping station on air would "perpetuate the mistake" and continue to deprive area stations of right to compete freely for NBC affiliation. (3) Threatened with loss of ABC-TV affiliation to upcoming WPST-TV (Ch. 10), the uhf outlet announced new programming policy emphasizing local live shows, many of them outdoors. (4) Loewi blasted networks as forcing affiliates to take "dull, uninteresting shows . . . under the block system." He took over presidency from part owner L. Coleman Judd, who remains on board. In face of vhf competition, station is proud of its bootstrap operation—based almost entirely on local business. Operating in the black, its officials called March 1957 business "sensational" and best since station started in Nov. 1953, though 80% of its revenue came from local advertisers.

Westinghouse's purchase of WAAM, Baltimore (Ch. 13) for \$4-\$4,500,000, including substantial net quick assets, is seriously in the works—with signing of contract possible next week. Purchase would give Westinghouse full bag of 5 vhf stations. Others: WBZ-TV, Boston; KYW-TV, Cleveland; KPIX, San Francisco; KDKA-TV, Pittsburgh—no uhfs. Westinghouse wants Baltimore station because city is a "great, thriving industrial market," according to principals. WAAM is ABC-TV affiliate, and Westinghouse has no plans to seek change to CBS-TV or NBC-TV—nor is there any change in affiliation contemplated for other 4 stations. WAAM is pre-freeze station which started Nov. 2, 1948, is controlled by Ben & Herman Cohen families. Exec. v.p. and 7% owner is Norman C. Kal, partner in Kal, Ehrlich & Merrick Adv., Washington.

Five applications for new TV stations, one for a translator, were filed with FCC this week, bringing total to 123 for stations (30 uhf) and 55 for translators. Station applications: Davenport, Ia., Ch. 68, Kansas City, Mo., Ch. 65 and Oklahoma City, Okla., Ch. 19 by Malco Theatres, ex-owners of WEHT (Ch. 50), Henderson, Ky.-Evansville, Ind., who last week filed for Ch. 40, Columbus, O. and are prospective applicants for Memphis and Utica, N. Y.; for Lafayette, La., Ch. 3, by consultants Dawkins Espy and Thomas B. Friedman; for Weston, W. Va., Ch. 5, by owners of off-air WJPB-TV (Ch. 35), Fairmont. Translator application was for Santa Rosa, N. M., for Ch. 83 by local Chamber of Commerce. [For details, see *TV Addenda 24-Q* herewith.]

TV sets-in-use are placed at 42,500,000 by research analysts Sindlinger & Co., Ridley Park, Pa. Estimated as result of questioning first week in April as part of Sindlinger's regular 1000-persons-a-day interviewing, these other TV statistics are reported: Some 38,600,000 households, or 78% of U. S. now have TV. Total TV audience is estimated at 122,400,000, of which 99,900,000 are 12 and older, 22,500,000 are 5-to-12 years old.

Educational TV & Radio Center, Ann Arbor, Mich., has moved into new \$150,000 headquarters on Washtenaw Ave., giving 23-station National Educational TV (NET) network its first established home.

THE AUTHORITATIVE
NEWS SERVICE FOR MANAGEMENT
OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES

MARTIN CODEL, *Editor and Publisher*
ALBERT WARREN, *Senior Editor*
ROBERT CADEL, *Business Manager*
DAVID LACHENBRUCH, *Associate Editor*
JAMES S. CANNON, *Trade Reports Editor*

Editorial Associates: Paul Stone,
William J. McMahon, Jr.,
Wilbur H. Baldinger

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 13: No. 19

SUMMARY-INDEX OF THE WEEK'S NEWS — May 11, 1957

EDWARD MILLS rejects FCC membership after chairmanship offer is withdrawn. Others being pushed include Robert King, George Moore, Robert Minor (p. 1).

PAY-TV LOBBYING steps up as FCC group prepares to meet Rep. Harris May 14. Evidentiary hearing still good bet with Commission to ask for specifics (p. 1).

CELLER TV REPORT, strongly critical of networks, FCC & BMI, fails to get majority endorsement by anti-trust subcommittee at first meeting (pp. 2 & 3).

FCC BACKLOG of big decisions nearly gone as Chairman McConnaughey prepares to leave. Among those remaining: Seattle's Ch. 7, Edward Lamb case (p. 6).

SET SALES PROSPECTS evaluated at stockholders' meetings of RCA, Motorola, Hoffman. RCA stresses color profit potential; others say price cuts needed (p. 8).

VACATION SHUTDOWN DATES for TV-radio-electronics plants listed by RETMA; traditional hiatus meets union contracts, provides inventory opportunity (p. 9).

RCA REPORTS RECORD first quarter sales & earnings of \$295,773,000 & \$12,810,000; Gen. Sarnoff predicts \$4 billion annual business volume by 1967 (p. 11).

SPREAD OF COMMERCIAL TV continues as Swiss TV plans switchover to independent operation, Norway proposes ad-supported TV. ITA's record billings (p. 12).

MILLS DECLINES FCC JOB; FIELD WIDE OPEN: It's a free-for-all again, as far as new member of FCC is concerned, now that GSA deputy director Edward K. Mills Jr. is out of the picture. Once offered chairmanship, later offered only membership, he announced this week that he didn't want to be considered for the job.

You can go back to speculating over the multitude of names previously mentioned, and you can also expect more dark horses to loom. Lots of people lobbying for themselves or friends -- but President Eisenhower hasn't publicized whom he prefers, if anyone. We're told, for example, that Robert L. King, adm. asst. to Vice President Nixon, is a hot prospect; same for George M. Moore, former member of Civil Service Commission now on staff of House Post Office & Civil Service Committee; same for Robert Minor, now an ICC commissioner.

Among other names rumored heretofore: ex-Sen. George Bender; ex-ABC v.p. Ernest Lee Jahncke; Samuel L. Golan, member of International Boundary Commission; W.Va. broadcaster George Clinton; Los Angeles attorney Lyle Newcomer; James E. McCarthy, ex-dean of Notre Dame commerce college; FCC gen. counsel Warren Baker.

Present FCC Comr. John Doerfer still looks like good bet for chairmanship, unless someone with as much political weight as King is the man. There's talk that if Doerfer gets it, he'll be designated chairman for one year. This leaves President free to "rotate" position gracefully if he chooses -- or to keep Doerfer in top position longer, as he did with McConnaughey. Most commissioners would much prefer Doerfer or any other GOP Commission incumbent as chairman to someone who knows little or nothing about communications. Much of industry feels same way.

PAY-AS-YOU-SEE TV—A STATUS REPORT: Background wire-pulling and lobbying on subscription TV is really something to behold in Washington these days while pro & con forces struggle. FCC actually was on the verge of authorizing "experimental" operation, too close for comfort of the "anti" forces -- networks, theatres, NARTB, etc. -- until NARTB convention interrupted Commission deliberations. Opposition has put in its licks since, and House Commerce Committee's questions have brought a pause.

Things are marking time until FCC contingent meets with Committee Chairman Oren Harris (D-Ark.), slated May 14. Commission group expected to attend: Chairman McConnaughey, Comrs. Doerfer & Bartley, staff members Warren Baker, Robert L'Heureux, Louis Stephens. Other commissioners may choose to join them.

McConnaughey has never been overly excited about pay TV and he appears in no hurry to rush something through before he leaves the Commission June 30. Doerfer, who now stands good chance of becoming chairman (see p. 1), once thought experimental authorization was good idea -- though he seriously doubted public would buy toll TV. Now, he's said to believe Commission should learn more about proposed tests. That seems to be growing feeling of FCC majority -- hence current expectation that next move will be to call for evidentiary hearing to get more precise proposals.

* * * *

Zenith remains most vigorous pay-TV proponent. Once again its dealers and distributors are beginning to push for govt. action, and its publicist Millard Faught has resumed writing magazine articles -- latest in June Pageant. Paramount Pictures (International Telemeter) is currently playing up cable systems, though it's still interested in scrambled telecasts. Skiatron is simply standing by, telling stockholders it hopes for favorable FCC decision momentarily.

What is not understood by people outside TV industry (and some inside) is that these 3 proponents will scarcely have field to themselves if and when FCC ever gives any sort of green light. Fact is that Commission go-ahead would spawn flock of new "systems" and patent claims -- many by substantial and competent organizations. RCA-NBC, CBS & ABC aren't likely to stand mute if they see public showing signs of really going for the pay-TV concept.

Also indicative of what might come was this week's vote by council of the Writers Guild of America, which resolved to demand separate payment for all story material presented on subscription TV. Other guilds won't be far behind.

* * * *

Free from dependence on govt. approval, Video Independent Theatres continues work toward own experiment in Bartlesville, Okla. Shipment of Jerrold Electronic Corp. equipment has begun, and wiring is due to be completed this summer.

Though scores of additional exhibitors have shown keen interest in emulating VIT if latter's tests are successful, few have had any luck getting commitments for current features from the movie makers. Producers are inclined to say, in effect: "Let's see what happens in Bartlesville, first."

LAWMAKERS DON'T LIKE CELLER PROBE DRAFT: Rep. Celler's personally endorsed draft of the proposed report of his anti-trust subcommittee's probe of TV network practices got stormy reception from his subcommittee colleagues this week.

First closed meeting of subcommittee to consider lengthy staff-prepared draft -- strongly critical of network business practices, the FCC and BMI -- made it clear that the chairman cannot muster majority of his own 7-man subcommittee for report as it now stands. There was no solidarity even among members of Celler's own party, and it's now apparent that report in present form won't get majority endorsement.

* * * *

Subcommittee will meet again Mon. May 13 to resume discussion which began at this week's long and often heated meeting. While members will try to get together on a single compromise report, there are such marked differences of opinion that it is probable that 2 separate reports will emerge -- the current draft, with modifications, could become minority report. One of principal points in this week's controversy revolved around section of draft which virtually accuses BMI of "flagrant violation of anti-trust laws." Some members of the subcommittee already are rallying behind alternative section -- which Celler considers pro-BMI.

Celler-approved staff draft, though some of its language is carefully hedged, implies anti-trust violations by networks, stresses FCC's "failures" and recommends changes in Communications Act -- with a distinct "or else" flavor. Its suggestion that FCC police networks' "gross minimum time charges" looks like opening wedge for govt. control of network rates. Significant portions of Rep. Celler's staff-drafted document are quoted on page 3. Final majority report may be quite different.

Democrats on subcommittee are Celler (N.Y.), Rodino (N.J.), Rogers (Colo.), Holtzman (N.Y.). Republicans are Keating (N.Y.), McCulloch (O.), Miller (N.Y.).

SIGNIFICANT QUOTATIONS from unreleased staff draft of proposed report by House Judiciary anti-trust subcommittee on TV network practices, endorsed by Chairman Celler (D-N. Y.), but disputed by other subcommittee members (see story on p. 2):

Network ownership of stations: "The established position of NBC & CBS in the industry is a reason against, rather than for, permitting them to consolidate that position by restrictive covenants or by ownership or operation of stations. Their financial resources, diversified activities, trade contracts and established listener goodwill impose handicaps difficult enough to overcome upon any rival in the field of network operation . . . Any relaxation of the [multiple ownership] rule . . . would be wholly inconsistent with anti-trust objectives."

Option Time: "Option time provisions in affiliation contracts have a detrimental effect on the competitive process, [and] the FCC regulatory sanction does not conform with the Congressional policy expressed in the anti-trust laws . . . There appears to be a marked similarity between time optioning and block-booking in the motion picture industry, which the Supreme Court struck down [in the Paramount case]." Report asks "study by the FCC with a view toward abolishing of time options. This can be accomplished more readily by amendment of the Chain Broadcasting Regulations, but in the absence of expeditious Commission action, the Committee will be constrained to consider and recommend appropriate amendment of the anti-trust laws to accomplish the same purpose."

Must-buy: "The Committee expresses no opinion on the legality of must-buy under the anti-trust laws, but one of its effects is to deprive the national advertiser of untrammelled freedom of choice in selecting those stations and markets where he desires to have his advertising . . . carried." Report urges FCC to consider regulation banning must-buy lists but permitting networks to prescribe "gross minimum time charge" to advertisers. FCC would determine whether network's minimum charge is too high or too low.

BMI: "If such a combination uses its power to exclude competing music from the air, this constitutes a flagrant violation of the anti-trust laws. Indications before this committee are that this may indeed be the case."

"First call" on network programs: "An amendment [to FCC's Chain Broadcasting Regulations] should be adopted to limit the conditions under which the first call privilege may be used to delay the broadcast of network TV programs."

Affiliation contracts: "The Committee considers unjustified the FCC's failure either to make public the network affiliation contracts . . . or to scrutinize these contracts for any purpose other than whether they violate the Chain Broadcasting Regulations."

Chain of 6 film-only uhf stations is planned by Malco Theatres, Memphis, former owners of successful WEHT, Henderson, Ky. (Ch. 50). Theatre circuit filed fifth & sixth applications this week, for Utica, N. Y. (Ch. 54) & Memphis (Ch. 48). It also has applications on file for Columbus, O. (Ch. 40), Davenport, Ia. (Ch. 68), Kansas City (Ch. 65) & Oklahoma City (Ch. 19). Company plans 4 hours daily programming, 7-11 p.m., using feature film, theatrical shorts and syndicated TV film. Asked if they were interested in stations as possible subscription-TV outlets, Malco officials denied any such aspirations, stating they merely wanted to establish chain of modestly budgeted commercial outlets "not competitive with network stations."

Licensed TV sets in Great Britain totaled 6,863,234 at end of Feb., increase of 106,049 during month.

Program & time sales: "Not completely resolved by the record [is the question of] whether the TV networks tie sale of network and network-owned station time to the sale of network-owned programs." Justice Dept. is asked to look "vigorously" into this question.

Five-year licenses: "The Committee feels that long licenses tend to interfere with the freedom of TV stations to change their affiliation with a network."

Network profits: "Networks also argue that even if such a standard is accepted, net profits as a percentage of return on investment in tangible property are neither abnormal nor immodest when compared to the profits in creative industries, such as magazine publishing enterprises, or when compared to profits in certain manufacturing industries. [This argument] overlooks the fact that the networks, unlike publishers or manufacturers, are using a public property—the airwaves—which belongs to all the people of the United States and not to any one group . . ."

NBC-Westinghouse case: "The Commission's failure to designate this case for hearing constituted a summary rejection of its staff recommendations . . . It reveals inadequate consideration by the Commission of the competitive principles underlying the Communications Act [and] inadequate liaison with the Dept. of Justice . . . In the future [the FCC] should scrupulously examine the anti-trust history [of all applicants]."

Allocations: Pending outcome of studies to determine feasibility of "a major shift to uhf," Committee recommends "the Commission vigorously press forward in a program of selective deintermixture . . . The Commission should broaden this program to include many more markets and should continue to order removal or conversion of existing stations where the public interest requires."

FCC-industry relations: "The evidence demonstrates that for at least 10 years an air of informality has surrounded cases pending before the Commission. This has permitted the Commission's administrative process [to deteriorate] to the point where various members of the Commission without reluctance have, during the past decade, discussed with one or more interested parties [matters involved in pending cases], even going so far as to indicate how an individual commissioner will vote . . . This practice is repugnant to the fundamental principles of quasi-judicial procedure." Report recommends FCC "code of ethics" to govern conduct of commissioners, employees, attorneys and industry.

Network regulation: "The Committee, however, does not favor direct govt. regulation and would rather avoid it."

Rep. Emanuel Celler (D-N. Y.), chairman of House Judiciary Committee, to be speaker at luncheon of Federal Communications Bar Assn. at Washington Hotel, Washington, June 20.

Radio's role in American life—"a public servant in times of catastrophe and natural disaster"—was cited by President Eisenhower in National Radio Week message. Radio is, he said, "doing much more than improving the general welfare of the people of our country. Radio is serving the cause of world peace by helping Americans keep up with events in the world and the problems which face all of us who are working actively for peace."

Several states want a chunk of TV sponsorship coin from boxing & wrestling bouts. At least 3 state legislatures are considering bills to levy tax on revenues from matches. California bill would take 7½% of promoters' TV revenue, and legislation in Illinois & Minnesota would snatch 5% of gross receipts of bouts whose rights are sold to TV-radio stations or networks.

Personal Notes: Oliver Treyz, ABC v.p. in charge of TV network, elected a director of N. Y. Better Business Bureau . . . Armand Grant, ex-WAAM, Baltimore, and radio WKIT, Mineola, N. Y., appointed to new post of exec. producer of ABC-TV daytime programs . . . Philip Feldman promoted to CBS-TV v.p. & business mgr. of talent & contract properties, Hollywood . . . Robert V. Evans named asst. gen. attorney for CBS-TV in charge of talent, program & facilities contracts and rights . . . C. Herbert Clark promoted to head new NBC-TV unit set up in sales service dept. to help advertisers & agencies evaluate program lineup . . . Bernet G. Hammel, ex-Schwerin Research, joins ABC-TV as asst. research mgr. . . Tom W. Judge, ex-Closedcircuit Telecasting Inc. & CBS-TV, named to new post of national TV sales mgr., Westinghouse Bestg. Co. . . Roger W. Clipp, Triangle Publications v.p. for TV-radio and gen. mgr. of WFIL-TV & WFIL, Philadelphia, elected U of Pa. trustee . . . Raymond W. Welpott, mgr. of WRGB, Schenectady, since 1955, named mgr. of WKY-TV & WKY, Oklahoma City, replacing late Hoyt Andres . . . Serge Valle promoted to research mgr. of NBC's California National Productions . . . Allen Ludden, ex-NBC, named program director of radio WCBS, N. Y. . . Parker Wheatley resigns for personal reasons as gen. mgr. of educational WGBH-TV & WGBH, Boston, and director of Lowell Institute Bestg. Council; Hartford N. Gunn Jr., asst. gen. mgr., succeeds him . . . Charles Jennings promoted to CBC bestg. controller, Marcel Ouimet to asst. controller; J. P. Gilmore appointed controller of operations, A. K. Morrow asst. controller . . . Armand G. Erpf, a director of DuMont Labs and partner in Carl M. Loeb, Rhoades & Co., elected a director of Crowell-Collier . . . David Mathews promoted to gen. mgr. of Gross-

David Sarnoff Fellowships, worth about \$3500 each, have been awarded to 10 RCA employes who will be on leave of absence for the college year. The grants include tuition, \$2100 living expenses, \$750 gift to school; recipients may be reappointed. Winners are: Robert J. Pressley, John A. Inslee, Herbert W. Lorber, RCA Labs; Edward Kornstein, defense electronics products, Camden; Walter F. Denham, defense electronics products, Waltham; Herbert R. Meisel, semiconductor div., Somerville; John W. Caffry, electron tube div., Lancaster; Charles A. Passavant, international div., Clark, N. J.; James M. McCook, broadcast section, Montreal; Morgan A. Barber Jr., NBC, N. Y. Fellows were chosen on basis of academic aptitude, professional promise, character. Their fields include physics, electrical engineering, applied mathematics, business administration, dramatic arts.

FCC Chairman George C. McConnaughey, when he leaves Commission June 30, opens Washington law partnership, McConnaughey & L'Heureux, with his congressional liaison Robert D. L'Heureux; also forms McConnaughey & McConnaughey in Columbus, O. with his son. Legal asst. Charles Gowdy is to join legal staff of Crosley in Cincinnati, his home town. Plans of engineering asst. Christian E. Rogers haven't been disclosed.

New officers of Assn. of Federal Communications Consulting Engineers: Robert E. L. Kennedy, pres.; John Creutz, v.p.; George P. Adair, secy.; George E. Gautney, treas. New exec. committee members are Howard T. Head & Jules Cohen, 2-year terms; Wm. E. Benns Jr., one-year term.

Daniel R. Ohlbaum leaves litigation div. of FCC's Office of General Counsel to join Dept. of Justice's Office of Legal Counsel May 13—after 8 years with Commission.

O'Connell-Palmer Co. opens new TV-radio rep office at 110 Sutter St., San Francisco, headed by John E. Palmer, ex-Wm. Ayres Co.

Krasne Productions, Hollywood . . . Lester S. Tobias joins Associated Artists Productions as western div. sales mgr., Los Angeles . . . Charles Keys, ex-KWTV, Oklahoma City, named sales mgr. of KGEO-TV, Enid, Okla. . . John B. Hughes, ex-WRCV-TV, Philadelphia, named head of news staff at WEWS, Cleveland . . . Bob Herzog promoted to news director of WXIX, Milwaukee, succeeding Jerry Dunphy, now with WBBM-TV, Chicago . . . George H. Green, program director, named sales promotion & publicity director of WATV, Newark-New York, succeeding Lou Frankel, resigned; Robert Macdougall, educational director, promoted to public relations director . . . J. Howard Schumacher Jr., NBC lab technician, joins SMPTE as staff engineer June 10, replacing Henry Kogel, resigned . . . Len Higgins, director of industry relations of KTNT-TV, Tacoma, elected pres. of Washington State Assn. of Broadcasters . . . Wm. A. Banks, pres. & gen. mgr. of radio WHAT, Philadelphia, elected pres. of Pa. Associated Press Broadcasters Assn. . . Maurice Corbett, ex-National Food Distributors Assn., named merchandising director of WTVJ, Miami . . . Ed Cardinal promoted to program director & operational supervisor of KOLO-TV, Reno; Lee David Hirshland named local sales mgr. . . Walter I. (Wally) Gould, ex-Guild Films, joins TPA as producer in charge of commercial div.

Obituary

Abram K. Redmond, 53, v.p. & gen. mgr. of WHP-TV & WHP, Harrisburg, Pa., with stations since 1926, died at home May 1 following heart attack. Surviving are his widow, Mrs. Beatrice Potteiger Redmond, sales service director of stations, and brother, program mgr. Dick Redmond.

ADVERTISING AGENCIES: Robert E. Staunton, ex-J. Walter Thompson, joins Ketchum, MacLeod & Grove, N. Y., as Westinghouse Bestg. Co. account executive . . . Stanley D. Canter, ex-McCann-Erickson, joins Ogilvy, Benson & Mather as research director . . . Guy Davis & Perry Thomas, Beaumont & Hohman v.p.'s, Chicago, move to Cunningham & Walsh there following merger . . . Walter Lowen turns over to daughter Ruth assets & title of Walter Lowen Placement Agency, 420 Lexington Ave., N. Y., will continue as consultant.

NBC Public Service Awards for local community achievements (Vol. 13:4) have been presented by network-owned WRCA-TV & WRCA, N. Y., to *N. Y. Journal-American* for "mad bomber" coverage, and Greater N. Y. Boy Scout Council; WRCV-TV & WRCV, Philadelphia, to pres. Stuart F. Loucheim of Academy of Music, policemen Preston G. Moman & Lawrence P. Thomas for murder investigation, and exec. director Mrs. Evelyn M. Trommer of Youth Services Board; WBUF, Buffalo, to chancellor Clifford C. Furnas of U of Buffalo; WRC-TV & WRC, Washington, to pres. Philip Talbott of Board of Trade & U. S. Chamber of Commerce; KRCA, Los Angeles, to Avalon Air Transport Inc. for Catalina Island Channel rescues, and District Attorney Wm. B. McKesson for teenage service; radio KNBC, San Francisco, to Mayor George Christopher and Karl B. Justus of National Conference of Christians & Jews.

AB-PT' pres. Leonard H. Goldenson addresses luncheon meeting of Radio & TV Executives Society May 15 in Roosevelt Hotel, N. Y. He speaks next day at luncheon of Broadcast Advertising Club in Chicago in connection with dedication of new ABC & WBKB facilities there.

Bill authorizing local school committees to budget up to \$1 per pupil for TV programs was approved this week by education committee of Mass. state legislature.

Radio Station Sales Reports: KUTI, Yakima, by Independent Bcstrs. (Walter N. Nelskog, pres.) for \$250,000 to Harrison Roddick, ex-partner in management consultant firm McKinsey & Co. . . . WBMS, Boston, by Friendly Group (Jack N. Berkman, pres.)—also owners of WSTV-TV, Steubenville, O. and KODE-TV, Joplin, Mo.—for \$200,000 to Gerald A. Bartell & family, operators of WMTV, Madison, and 4 radio stations . . . KTIK, Seattle, by W. Gordon Allen (also owner of 4 other AMs) for \$163,000 to H. Scott Killgore interests, also operators of AMs in N. Y., Hartford, Knoxville, Kansas City & Pasadena . . . KLFY, Lafayette, La. by owners of KLFY-TV (Paul H. DeClouet, pres.) for \$140,000 to new Pelican Bestg. Co. Inc., formed by Houston businessmen. Principals, also with minority in KTRK-TV, Houston (Ch. 13) are construction man Howard Telespen, chairman & 50% owner; adman John Paul Goodwin, pres. & 7.46% (with agency partner Henry J. Dannenbaum holding additional 7.46%); attorney Wright Morrow, v.p. & 22.5% . . . WGGG, Gainesville, Fla. by Alachua County Bestg. Co. (R. M. Chamberlin, pres.) for \$100,000 to T. K. Cassel, who also has interest in off-air WTVE, Elmira, N. Y. (Ch. 24) and in 4 eastern AMs . . . KENO, Las Vegas, by Edward Oncken, Merl Sage & Ralph O. Dow for \$71,000 to Seattle businessmen Howard Anderson (transit adv.), Frederick Van Hofen (radio KING mgr.), Gordon B. Sherwood Jr. (ex-sales mgr. of radio KAYO)—purchase price including \$65,000 indebtedness still due previous owners Maxwell Kelch & Laura Belle Kelch . . . WKTM, Mayfield, Ky. by Fred L. Thomas for \$55,000 to co-equal owners Charles W. Stratton (also 1/3 of WKOA, Hopkinsville, Ky.) and brothers H. D. & Mose Bohn, of Hopkinsville dry goods store. Brokers: KUTI, Allen Kander & Co.; WBMS, Jack L. Stoll Assoc.; WGGG, Blackburn & Co.

* * * *

Radio station sales approved this week: WAFB, Baton Rouge, by WAFB-TV (Ch. 28), controlled by WDSU-TV, New Orleans, to local business group, headed by Louis Prejean, ex-WAFB-TV, for \$175,000 (Vol. 13:10). WEIM, Fitchburg, Mass. by Henry G. Molina to Arthur A. Newcomb, owner of WOTW, Nashua, N. H. for \$160,000 (Vol. 13:16). WLCR, Torrington, Conn. by Litchfield County Radio Corp. (Charles O. Scott, pres.) to brothers Hillis W. Holt (64.5%), Rogers B. & Clayford E. Holt for \$73,000 (Vol. 13:16). KVNI, Coeur d'Alene, Ida. by Alan N. Pollock (6.5% of KBET-TV, Sacramento) to Herbert C. Rice, ex-MBS programming v.p., for \$65,000 (Vol. 13:16). WFBB, Fernandina Beach, Fla. by Marshall W. Roland to Edward W. Murray, Storer TV programming consultant, for \$64,700 (Vol. 13:13). WALD, Walterboro, S. C. by group headed by R. M. Jefferies to co-owners Robert S. Raylor (1/3 of WONN, Lakeland, Fla.) and Paul Gilmore for \$45,000 (Vol. 13:13). KONG, Visalia, Cal. by radio KYNO, Fresno (L. E. Chenault, pres.) to Harry C. Layman, ex-owner of WJOC, Jamestown, N. Y. for \$35,000 (Vol. 13:13).

Suit for \$100,000 against IBEW Local 1212 was filed by CBS May 8 in U. S. District Court, N. Y., alleging damages from jurisdictional dispute with IATSE which prevented telecasting by WCBS-TV of April 21 "Tony" awards by American Theatre Wing (Vol. 13:17-18). Meanwhile Pepsi-Cola Metropolitan Bottling Co., which was automatically released from \$5,000 sponsor contract when inter-union squabble over special lighting work kept show off air, donated same amount to American Theatre Wing.

Bankruptcy auction of equipment of Autocue Sales & Distributing Corp., which sold TV prompting devices, will be held May 23 at Underwriters Salvage Co., 121 Sixth Ave., N. Y. Firm was declared bankrupt last Dec.

Application to sell 50% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) for \$61,500 was filed with FCC this week by estate of Hiram S. Nakdimen (Salome Nakdimen, administratrix). Buyers are Ft. Smith merchant Harry Pollock, paying \$41,000 for 33.33%, and Harry Newton Co. real estate firm (controlled by Pollock's children Newton Pollock & Patricia P. Goldberg), paying \$20,500 for 16.66%. Sale includes agreement whereby Harry Pollock is to lend KNAC-TV \$125,000 over 5-year period, also is to reimburse other owner George T. Hernreich (50%) \$25,000 for out-of-pocket expenses incurred in connection with KNAC-TV. However, FCC has postponed effective date of its approval of sale of 50% of KNAC-TV to Hernreich (Vol. 13:9), pending outcome of hearing on protest filed by Donald W. Reynolds' KFSA-TV, Ft. Smith (Ch. 22). Feb. 28 KNAC-TV balance sheet lists \$25,188 loss this year to date. It shows \$18,605 current assets, \$220,455 fixed assets; \$14,484 current liabilities, \$85,000 notes payable, \$161,538 contracts payable.

The \$6,350,000 sale of WBRC-TV, Birmingham (Ch. 6) with AM-FM adjuncts to Radio Cincinnati Inc. (Hulbert Taft) by Storer (Vol. 13:14) was approved this week by FCC—clearing way for Storer to take over WPFH, Wilmington, Del. (Ch. 12), along with Philadelphia radios WIBG & WIBG-FM, this transfer having received approval March 27 (Vol. 13:13). However, suit in Philadelphia Federal Court by 8 minority WPFH stockholders, charging Storer's price is too low, may delay consummation of transfer. WBRC-TV sale includes \$350,000 under agreement whereby Storer agrees not to compete in any media in area for 5 years or to "raid" staff. WBRC-TV broker was R. C. Crisler & Co.

Wm. Cherry's purchase of WDBO-TV, Orlando, Fla. (Ch. 6) with AM-FM adjuncts for some \$3,000,000 (Vol. 13:14) was approved this week by FCC. Actual buyer is Cherry Bestg. Co., 85% owned by Wm. Cherry (pres. of WPRO-TV, Providence), 10% by Wm. H. Goodman (asst. treas. of WPRO-TV), 5% by Arnold F. Schoen Jr. (mgr. of WPRO-TV). Sellers, headed by Harold P. Danforth (remaining as mgr.), get \$2,461,000 cash, \$539,000 in notes.

Purchase of WAAM, Baltimore (Ch. 13) by Westinghouse Bestg. Co. (Vol. 13:18) has been reduced to contract—price coming to \$4,400,000 in Westinghouse stock, deal including more than \$500,000 in net quick assets. Purchase of the ABC-TV affiliate gives Westinghouse full limit of 5 vhs permitted by FCC.

WDAK-TV, Columbus, Ga. (Ch. 28) will be wholly owned by Martin Theatres of Ga. Inc., following FCC approval this week of its purchase of 25% from radio WDAK for \$25,000 (Vol. 13:17). Call letters are to be changed to WTVM.

Control of CHCT-TV, Calgary, Alta. (Ch. 2) is retained by Frederick Shaw, even though he has sold radio CKXL, Calgary, to new Tel-Ray Ltd. He holds 2/3, other 1/3 being held by radio CFAC.

Talk to nation by President Eisenhower on his \$71.8 billion budget will be carried live by NBC-TV May 14 9-9:30 p.m., repeated by CBS-TV & ABC-TV 11:15-11:45 p.m. All radio networks, including Mutual, will carry speech to people about "the cost of their government" direct from White House. Similar network arrangements for President are expected for second talk May 21 on "Why Mutual Aid Is So Essential to Winning the Peace," but schedules for it had not been set at week's end.

Extremely sensitive TV camera which can be operated under water has been developed for Navy by Admiral. High light sensitivity permits new image orthicon unit to be used under extremely poor lighting conditions.

Telecasting Notes: "TV time needs reclassifying" says provocative editorial in May 6 *Advertising Age*. Written from standpoint of advertiser and agency, editorial points out market in TV time—particularly in marginal periods—is becoming buyers' market. Magazine urges revamping of TV time-rate classifications, which were adapted from radio pattern, to better reflect approximate viewership ratios during the specific time segments . . . "Scientific breakdown" of rates as suggested by *Advertising Age* would go something like this: Peak viewing time (9-10 p.m., which has yearly average of 55-60% of sets-in-use) would be Class AA time; prime time (8-9 & 10-11 p.m., 50-55% of sets), Class A time, at 90% of Class AA rate; marginal prime (7-8 p.m., 40-45%), Class B, 75%; kid time (5-7 p.m., 30-40%), Class C, 50%; afternoon "dame-time" (noon-5 p.m., 16-20%), Class D, 33%; morning "dametime" (10-noon, 10-15%), Class E, 25% . . . Quality of summer programs is given a justified swat in May 18-24 *TV Guide* editorial—pointing out that average viewer doesn't go to Bar Harbor or the Riviera for the summer, and, in fact, many now take portable TVs with them on their 2-week vacations. "So we will be watching TV this summer, and it would be nice to see something besides repeat showings of all the programs we saw during the fall-winter-summer-spring season. Repeats and a few of those old bromides that come back every summer as inevitably as the Japanese beetles. There was a time when network executives used the summer months for trying out exciting new ideas. [Now] apparently, those same network heads are convinced that no one watches TV

during the summer, so why bother" . . . Intelligent cooperation of Baltimore's 3 stations brought viewers important spot news coverage this week with minimum of preemption of commercial time. When House Un-American Activities Committee held hearings there, each station agreed to air 2 different sessions, each announcing at end of hearing which channel would carry next session . . . Plain talk on ratings is subject of NBC president's second informal "Bob Sarnoff" newsletter to TV-radio editors. He concedes past NBC mistake of discontinuing issuance of overnight rating information. Though defending value of ratings as general guide, Sarnoff says if he had his way he'd abolish the top 10 lists, "even if NBC got 10 out of 10 . . . because of a long-standing distaste for fractions"—stating that differences between shows in first & second 10 often are mere fraction of a point. Ratings, sums up Sarnoff, are "useful tool in charting programming and sales courses, [but] not the end-all of TV" . . . Foreign market for U. S. TV films—exclusive of U. S. possessions & Canada—will contribute \$5-6,000,000 to grosses this year, says Ziv International pres. Ed. Stern, breaking down top markets thus: Britain & Australia, 30-35% of total; Spanish-speaking markets (mostly Latin America), 30%; French-speaking, 8% . . . Columbia Pictures considering spin-off of its TV subsidiary into independent corporation, reports May 6 *Billboard*. Main reason given: Better borrowing position as separate entity, easing production financing situation . . . Standard TV Corp. (Lawrence Berger), owner of 24 top feature pictures, acquired by M. & A. Alexander Productions, Hollywood.

ONE CLAIM FCC Chairman McConnaughey can make as he leaves Commission June 30 is that backlog of big, tough comparative vhf decisions has been almost completely eliminated during his tenure. Among the few remaining is final decision on Seattle's Ch. 7, apparently still due to go to KIRO—in which Senate Commerce Committee Chairman Magnuson (D-Wash.) holds about 4% interest. That decision isn't imminent, may not get out by June 30.

Another substantial decision, also possibly not due before June 30, is on license renewal of Edward Lamb's WICU, Erie; that's the long-fought case wherein Commission explored charges Lamb falsely stated he'd never had communistic associations. He's due to win renewal by strong FCC majority vote.

Commission made a couple minor grants this week: Ch. 32, Lock Haven, Pa. to WBPZ; Ch. 9, Sheridan, Wyo., to Harriscope Inc. It also gave out these translator CPs: Ch. 70 & 78, Orangeville, Utah, to Emery County govt.; Ch. 73, Rawlins, Wyo., to KFBC-TV, Cheyenne.

Move of WPFH, Wilmington (Ch. 12) to spot nearer Philadelphia has been blocked by protest, temporarily at least, when Commission ordered evidentiary hearing on questions raised by WIP, Philadelphia.

Fight between KHVH-TV, Honolulu (Ch. 13) and KULA-TV (Ch. 4) is over—the two having signed stipulation whereby latter drops appeal.

Four uhfs sought vhf channels this week, and another filed for a lower uhf channel: KTAG, Lake Charles, La. (Ch. 25) for Ch. 3; WJMR-TV, New Orleans (Ch. 20) for Ch. 12; KOOS-TV, Coos Bay, Ore. (Ch. 16) for Ch. 11; KBMT, Beaumont (Ch. 31) for Ch. 12; WNDU-TV, South Bend, Ind. (Ch. 46) for Ch. 16—Ch. 16 to come from Aurora, Ill., to be replaced by Ch. 75.

We erred last week in reported allocation sought by Tribune Pub. Co.'s KTNT-TV, Tacoma (Ch. 11). It's asking addition of Ch. 2 to Portland, Ore.

Alturas, Cal. translator K72AD began April 17 repeating KVIP, Redding, reports O. L. Spath, chairman of Alturas TV Club Inc.

FCC leaks will be hunted by Senate investigations subcommittee in probe of unauthorized disclosure of secret information by officials & employes of quasi-judicial agencies—but as of now Commission is free of suspicion. "At this stage we do not have before us any allegations or reports of any leaks from the FCC," Chairman Jackson (D-Wash.) told us this week. "That is not to say that there haven't been any. We will go through all the agencies before we finish." Subcommittee's current investigation centers on tip on CAB decision which permitted quick profits on Northeast Airlines stock. Jackson plans to introduce bill stiffening penalties for divulging such non-classified information. Present maximum is dismissal from govt. service.

CBC Board of Governors April 30 recommended grant of Elliot Lake, Ont. Ch. 3 satellite to CKSO-TV, Sudbury, Ont. (Ch. 5); Kapuskasing, Ont. Ch. 3 satellite to CFCL-TV, Timmins, Ont. (Ch. 6), but turned down its application for Kirkland Lake, Ont. Ch. 9 satellite, because town is within Grade B contour of CFCL-TV; deferred for further study Ch. 5 application by radio CJDC, Dawson Creek, B. C.; recommended boost to 150-kw by CHCH-TV, Hamilton, Ont. (Ch. 11).

Paid religious programs are being dropped by radio WGY, Schenectady, because of fundamentalist "imbalance" in broadcasts, mgr. Merl L. Galusha announced May 7. He said station would continue to provide free time for "adequate, representative schedule of religious broadcasts," but contracts for Billy Graham, *Word of Life*, *Bible Study Hour*, *Lutheran Hour*, *Voice of Prophecy* will not be renewed.

First piece of music composed and named specifically for a radio station, according to v.p.-gen. mgr. George Whitney of San Diego's KFMB-TV & KFMB, is "The KFMB March," written by M/Sgt. Abraham Balfoort and premiered on 100th *Marine Bandstand* show on the station, which will publish and present the march to high school, college & military bands.

Network Accounts: Automotive industry is making good news for TV after 2 years of advertising retrenchment & uncertainty about medium. Returning to networks after absences are Pontiac & Buick; Ford & Chevrolet are expanding TV sales pitches, Chrysler seeks own show. It all adds up to 25% more TV spending by Detroit for "basic buy" in 1957-58, according to May 4 *Sponsor*, which estimates 16 already-scheduled shows will cost car-makers \$72,500,000 in time & talent. Big reason for switch to TV, *Sponsor* says, is change in "advertising emphasis from old-time nuts & bolts copy to the thrill of the ride;" TV "can virtually give the viewer at home a demonstration ride" . . . Ford reported wrapping up \$2,500,000 deal for 5 Lucille Ball-Desi Arnaz 60-min. shows on CBS-TV in mid-fall, thru J. Walter Thompson . . . Oldsmobile dickering for one-fourth sponsorship (with Kellogg & Pillsbury) of *The Big Record* starring Patti Page on CBS-TV starting Sept. 25, Wed. 8-9 p.m. . . . Deleo may sponsor new Lowell Thomas news feature program on CBS-TV, pilot film featuring Herbert Hoover interview . . . Pabst buys 13 weeks of new *George Sanders Mystery Writers Theatre* on NBC-TV starting June 29, Sat. 9-9:30 p.m., thru Leo Burnett . . . Joe Lowe Corp. (frozen confections) sponsors *Popsiele Five Star Comedy Party* on ABC-TV starting May 18, Sat. 5:30-6 p.m., premiere to feature Paul Winchell & Jerry Mahoney . . . Bristol-Myers sponsors *Arthur Murray Party* on NBC-TV July 1-Sept. 16, Mon. 9:30-10 p.m., and plans new fall show, probably *Californians*, on ABC-TV Wed. 8:30-9 p.m., taking time period now occupied by *Navy Log*, which is expected to shift to hour later under full U. S. Rubber sponsorship . . . Schick to be alt. sponsor (with Scott Paper) of *Gisele MacKenzie Show* on NBC-TV starting Oct. 5, Sat. 9:30-10 p.m., thru Warwick & Legler . . . Union Carbide ready to sponsor *Omnibus* on NBC-TV beginning in fall for 13 or 26 weeks, probably Sun. 4-5:30 p.m., thru J. M. Mathes . . . Chemstrand (nylon) to be alt. sponsor of *Sally*, new situation comedy starring Joan Caulfield on NBC-TV starting Sept. 22, Sun. 7:30-8 p.m., thru Doyle, Dane & Bernbach . . . Old Gold to sponsor *Court of Last Resort* on NBC-TV starting Sept. 20, Fri. 8-8:30 p.m., and reruns of Jimmy Durante show (filmed by NBC-TV during 1955-56 season) on CBS-TV June 29-Sept. 21, Sat. 8-8:30 p.m., both thru Lennen & Newell . . . Westinghouse signs again

for full sponsorship of *Studio One* on CBS-TV next season, Mon. 10-11 p.m., thru McCann-Erickson . . . Kaiser negotiating for alt. sponsorship of feature film series on ABC-TV next season, probably Sun. 7:30-9 p.m. . . . Hazel Bishop negotiating for alt. (instead of full) sponsorship of *Beat the Clock* on CBS-TV Fri. 7:30-8 p.m. . . . Gulf Oil may sponsor *Tin Pan Sally* situation comedy on ABC-TV Sat. 7-7:30 p.m. or Sun. 8:30-9 p.m. . . . Revlon dickering for *Walter Winchell File* on ABC-TV in fall . . . Johns-Manville dropping *Meet the Press* at end of June on NBC-TV Sun. 6-6:30 p.m.; Aluminium Ltd. may sponsor next season . . . Pall Mall reported dropping *Big Story* on NBC-TV Fri. 9-9:30 p.m. . . . General Foods & Borden renew 52 weeks of *Fury* on NBC-TV Sat. 11-11:30 a.m., both thru Benton & Bowles . . . R. J. Reynolds & Toni sign for *People Are Funny* on NBC-TV Sat. 7:30-8 p.m., former thru Wm. Esty, latter through North . . . Toni to be alt. sponsor (with American Tobacco) of *Your Hit Parade* on NBC-TV starting Sept. 7, Sat. 10:30-11 p.m., thru North . . . General Mills, Standard Brands, Nestle, Wesson Oil, Toni lining up to sponsor new *Hotel Cosmopolitan* serial on daytime CBS-TV starting July 7, replacing *Valiant Lady* . . . Best Foods reported dropping partic. sponsorships of *Our Miss Brooks* and *Bob Crosby & Garry Moore* shows on daytime CBS-TV . . . Oregon State Highway Commission buys partic. sponsorship of *Panorama Pacific* on CBS-TV Pacific Network, thru Cole & Webber, Portland.

Rate increases: WMUR-TV, Manchester, N. H. May 15 raises base hour from \$600 to \$700, min. \$120 to \$165. WHTN-TV, Huntington, W. Va. May 1 raised hour from \$450 to \$600, min. \$100 to \$130. KJEO, Fresno, May 15 raises hour from \$500 to \$600, min. \$125 to \$150. WGEM-TV, Quincy, Ill.-Hannibal, Mo. May 1 raised hour from \$250 to \$350, min. \$50 to \$60. KYTV, Springfield, Mo. April 1 raised hour from \$275 to \$325, min. \$62.50 to \$81.25. KHAS-TV, Hastings, Neb. May 1 raised hour from \$200 to \$250, min. \$35 to \$43.75. CKVR-TV, Barrie, Ont. June 1 adds Class AA hour (7-11 p.m. daily) at \$300, min. at \$70, Class A hour going from \$240 to \$250. Spot increase: WNBC, New Britain-Hartford, has added Class AA 20 sec. only rate (7:29-10:30 p.m. daily) at \$140, Class A remaining \$120.

Stereoscopic TV camera unit has been constructed by British Marconi for use at British Atomic Energy Authority research station at Harwell for supervising remote manipulation of dangerous radioactive materials. Unit consists of 2 industrial vidicon cameras, 2 control units and 2 display monitors. Cameras are mounted side-by-side, and the monitors are positioned in display cabinet so that the 2 pictures are superimposed by means of semi-silvered mirror. Screens are covered by polarized filters and stereoscopic effect is obtained by use of polarized eyeglasses.

Golden Reel Award of Film Council of America, its highest citation for 16mm, has been given to GE receiving tube dept. and Transfilm Inc. for 10-min. color sales promotion film, "Through the Looking Glass." Film is aimed at electronics distributor salesmen.

New reps: KGEO-TV, Enid-Oklahoma City, to Blair TV Assoc. May 1 (from Pearson); WSEE, Erie, to Young (from Avery-Knodel).

Associated Artists Productions enters recording field with *Official Popeye TV Record Album*, capitalizing on popularity of its *Popeye* cartoon series.

KRIS-TV, Corpus Christi, Tex. (Ch. 6) May 9 increased power to maximum 100-kw ERP.

KOPO-TV, Tucson (Ch. 13) has changed to KOLD-TV.

Color TV is a "complete failure" in America, says May *Wireless World* of London in editorial urging against adoption of color TV standards for Britain. Long an opponent of compatible NTSC system, the influential 46-year-old technical journal asks "further basic development" of color and states that adoption of system for Britain "would be disastrous . . . a deplorable error." In another article in same publication—interview with Pye Ltd. chairman C. O. Stanley on his return from trip to U. S.—*Wireless World* says: "One could not help feeling that some American engineers were now beginning to doubt the wisdom of their having adopted compatibility in the first place . . . [It] was being said that an MIT engineer was needed with every set installed." Interview article concedes: "The actual programmes—about 3 hours per day—were, however, very good indeed."

Color TV was prime attraction for Emperor Hirohito & Empress Nagako during visit this week to Japan's 1957 International Trade Fair. They watched RCA color display at American commercial pavilion—one of fair's most popular exhibits.

Small dealer's experience in color TV is described in interesting article in May *Electrical Merchandising*. Story says RCA distributor expects 50% of TV dollars in 1957 to come from color sales to similar small dealers.

SET SALES OUTLOOK DETAILED FOR STOCKHOLDERS: Assessment of TV industry by 3 of the most aggressive manufacturers in the business was presented in stockholders' meetings this week -- and factors standing out are these: (1) Frank admission that profits from TV are slim. (2) Good earnings are currently coming from non-TV electronics. (3) Color remains a great hope -- but opinions differ on "when."

Pacesetter RCA reported record sales & profits for first quarter "despite leveling off of profits in the radio-TV business" (see p. 11). Chairman Brig. Gen. David Sarnoff told 1100 stockholders that all major divisions operated in black, but noted that while TV unit sales "continue to be high, profit margins on sales of black-&-white sets now are low, and in some instances non-existent. However, there is nothing wrong with the TV industry today that cannot be cured by color."

"Nothing can stop the continued progress of color TV," he stated. "In our view, it offers the best prospects for improving earnings."

Current rate of color sales wasn't disclosed, though spokesman said after meeting that "we're pleased with the way color is going" and new pres. John L. Burns reiterated that job of putting color across remained major RCA aim. Last year, RCA announced it had sold 102,000 color sets, had goal of 250,000 in 1957.

RCA disclosed later in week that new color line would come out in fall; that prices would be "slightly higher."

* * * *

Motorola first-quarter sales didn't follow general industry pattern. Pres. Robert W. Galvin told stockholders' meeting that profits were up while volume was down, and he attributed volume drop to "unsatisfactory black-&-white TV sales." He added that reorganization of TV division's marketing & engineering presents a more promising outlook (see p. 11).

Turning to color, Galvin said key is a set to sell for less than \$300. This, he said, couldn't happen unless there's major technical innovation -- such as new picture tube or components. He predicted fall color market would improve but would still be small factor in overall picture.

Hoffman Electronics pres. H. Leslie Hoffman and his lieutenants, addressing stockholders' meeting, termed reports of soft spots in TV "grossly exaggerated"; v.p. Paul E. Bryant said Hoffman's first quarter unit sales about equaled those of same 1956 period, reported inventories down 10% -- mostly at dealer level.

Hoffman said his new line of color sets would go into production in Aug. and he predicted prices would be up about \$50. Administrative asst. M.G. Whitney said best possibility of price cuts lay in simplification of picture tube.

On company's overall prospects, Hoffman said he expects volume of \$100,000,000 in 1960, more than double 1956 total (Vol. 13:18). He said increase should come by upping the sales of present divisions \$20,000,000 and by acquiring new divisions which will account for \$30,000,000. He said he hopes to acquire one major division annually, but added he's not negotiating for any currently.

RETMA Adapts: Theme of RETMA's 33rd annual convention at Chicago's Sheraton Hotel May 15-17 is adaptation of the association to expansion and diversification of TV-electronics industry. There's little likelihood of name change next week to Electronics Mfrs. Assn. (EMA) or Electronics Industry Mfrs. Assn. (EIMA), though both had been considered possibilities (Vol. 13:11). It's expected matter will be deferred -- because opposition to change has developed, notably from members of such organizations as existing Electronics Mfrs. Assn. (55 W. 42nd St., N.Y.) and West Coast Electronic Mfrs. Assn. (342 N. LaBrea, Los Angeles).

Changes in RETMA division names are probable, however, to reflect expanding and changing functions: Tube Div. to recognize growth of semiconductors; Set Div.

to cover all home entertainment instruments; Parts Div. to reflect such developments as printed circuits; Technical Products Div. to cover computers, etc.

Highlights of convention will include: Pres. W.R.G. Baker's annual report May 16; presentation of Medal of Honor to ex-RETMA pres. and ex-Sylvania chairman Max F. Balcom at May 16 dinner; panel discussion on products used by FCC licensees or in data-processing systems -- participants including FCC's Curtis B. Plummer and Edward F. Kenehan and Bureau of Standards computer expert Dr. S.N. Alexander; election of officers, div. directors, executive committee.

BDSA Economy: New approach for restoring House cut of funds for 25 industry divisions of Business & Defense Services Administration was advanced this week by RETMA exec. v.p. James D. Secrest (Vol. 13:15-16). He told Senate Appropriations subcommittee that abolishing BDSA groups -- which include Electronics Division -- "would, in my opinion, merely create a mirage." His experience has shown, he said, "that many governmental functions which are abolished in one department or bureau have a habit of reappearing in another...probably at a greater expense to the taxpayer." He paid tribute to the services performed by the division for the electronics industry -- "one of the nation's most important producers of equipment and components for our military services." Full committee may take up bill next week.

Production: TV output was 81,864 week ended May 3, compared with 81,408 preceding week and 111,767 in corresponding week one year ago. It was year's 18th week and brought TV production for year to date to about 1,913,000, compared with 2,511,243 in same period of 1956. Radio production totaled 280,490 (103,015 auto) week ended May 3, compared with 275,067 (96,517) the preceding week and 250,378 (65,736) in corresponding week year ago. Radio output for 18 weeks totaled about 5,353,000 (2,125,000) vs. 4,790,267 (1,805,437) in same 1956 period.

Topics & Trends of TV Trade: RETMA annual poll of members provides following schedule of plant shutdowns for vacations, traditional in industry to fulfill union contracts and to give management a chance to check inventories in preparation for fall lines:

Set manufacturers: Bendix, June 24-July 7; DuMont, July 1-14; Emerson, July 1-8; GE, July 1-14; Hallcrafters, July 1-14; Hoffman, July 1-14; Magnavox, July 1-14; Motorola, June 24-July 7; Olympic, July 1-14; Philco, June 28-July 14; Pilot, July 1-15; RCA, July 22-Aug. 4; Stromberg-Carlson, July 1-14; Sylvania, July 22-Aug. 4; Wells-Gardner, July 1-14; Zenith, July 1-14. Dates not available: Warwick, Westinghouse. Packard-Bell is not closing for vacation this year.

Tubes: CBS-Hytron, July 1-14; DuMont, July 1-14; Eitel-McCullough, Aug. 5-18; Federal, July 1-16; GE, July 1-14; Raytheon, July 1-15; RCA, July 15-28; Sylvania, July 22-Aug. 4; Tung-Sol, July 15-28. Westinghouse dates not available.

Components and others: Alliance Mfg., July 1-14; Amphenol, July 1-14; Chicago Condenser, July 1-14; Erie Resistor, July 1-14; International Resistance, July 1-14; Oak Mfg., July 1-14; Quam-Nichols, July 1-14; Radio Condenser, July 15-28; Littón, July 1-21. Those not closing include: P. R. Mallory, Muter, Sprague.

* * * *

Excise tax exemptions on tape & wire recorders, players & recorder-players used for TV-radio, commercial, industrial, scientific or military data are contained in bill (HR-7125) being readied by House Ways & Means Committee. Staff is writing lengthy report, including proposal to impose 10% tax on home tape & wire devices (Vol. 13:18) which may get committee approval next week.

Canadian hi-fi may soon hit major U. S. markets, says Dominion Electrohome sales promotion mgr. Kenneth D. Kerr, adding only holdup is question of customs which he said is "near solution."

Further changes in receiver radiation rules (Vol. 11:52 et seq.), recommended by RETMA, were proposed this week by FCC (Doc. No. 12018, Mimeo 57-475). Commission asked comments by June 5 on these proposals: (1) To increase proposed radiation limits for uhf receivers manufactured after Dec. 31, 1957 to 1000 microvolts per meter until Dec. 31, 1958, after which limit would revert to the originally established 500 uv/m. (2) To liberalize power line interference limit, so that it is increased linearly from 100 uv at 4 mc to 1000 uv at 10 mc., limit remaining at 1000 uv up to 25 mc.

Canadian TV production in first quarter was 94,831, reports RETMA of Canada, compared with 171,761 in similar 1956 period. March total was 29,449 vs. 49,602 in March of 1956. Distributor sales to dealers totaled 108,478 for first quarter, 29,716 for March. Sales to dealers by provinces were: Ontario, 9834 March & 38,721 for quarter; Quebec, 8821 & 28,721; B. C., 2808 & 9111; Alberta, 2533 & 8680; Manitoba, 1872 & 7661; Nova Scotia, 1463 & 5873; Sask., 781 & 4651; N. B. & P. E. I., 1036 & 3800; Nfld., 568 & 1260.

British TV-radio & combination retail sales showed marked improvement in first quarter compared with similar period in 1956. British Radio Equipment Mfrs. Assn. lists TV sales at 292,000, up 23%; radio, 247,000, up 21%; combinations, 71,000, up 54%. March figures were TV, 79,000, up 11%; radio, 83,000, up 15%; combinations, 20,000, up 54%. Exports of radio equipment for the quarter, according to British Radio Council, were \$30,240,000, a gain of 17% over similar 1956 period. Of these, \$8,960,000 worth were exported to the U. S.

"Most powerful table model radio" is the way RCA describes new 12-tube, 3-speaker set with brass legs for conversion to console. Called Cordon Bleu (Model 8RF13), it's priced at \$200 in mahogany, \$210 in light oak or maple.

Emerson releases two 1958 models—21-in. TV combination at \$298 & portable hi-fi phono-radio at \$88.

Trade Personals: Paul E. Bryant, Hoffman Radio div. gen. sales mgr., promoted to v.p. in charge of sales, replacing James E. Herbert, resigned; James D. McLean, pres. of Hoffman Labs, elected to board of parent Hoffman Electronics . . . Stanley J. Koch elected DuMont v.p.-tube operations; Maj. Gen. Raymond C. Maude (USAF, ret.), v.p.-govt. operations . . . Alfred H. Chatten promoted to gen. mgr. of Philco distribution center, Elizabeth, N. J.; Harold R. Sheer succeeds him as N. Atlantic div. mgr. . . . John A. Miguel Jr. promoted to Zenith export v.p. . . . Albert Leon, ex-Emerson, appointed adv. & sales promotion mgr., Symphonic Radio & Electronic Corp., replacing N. K. Blake, resigned . . . A. E. Abel named gen. mgr., Bendix radio div. . . . Earl F. Larson promoted to Pacific coast sales mgr., Westinghouse tube div., Los Angeles, replacing Gilbert Sherman, resigned . . . Robert L. Trent named head of Texas Instruments' circuit development branch . . . Frederick A. Schaner, ex-Air Associates Inc., named chief engineer of Daven Co., Livingston, N. J. . . . Wm. J. Voss named director of purchasing, DuMont Industrial & TV tube divs., also continuing as purchasing mgr. for industrial relations, general superintendent & general quality control . . . Anthony R. Dambrauskas promoted to Hallicrafters national service mgr., replacing Norman Cooper, resigned . . . L. Harriss Robinson, Motorola mgr. of govt. sales, elected pres. of Washington chapter, Armed Forces Communications & Electronics Assn. . . . M. R. Johnson, engineering mgr. of GE light military electronic equipment dept., named mgr. of new armament & control section.

Obituary

Clarence A. Sprague, 76, patent attorney who served as chief of Bell Labs' TV & telephotography patent sections until his retirement in 1946, died May 9 at his home in Summit, N. J., after long illness. He is survived by his widow, son and 2 grandchildren.

Officers-&directors stock transactions reported to SEC for March: Avco—Chester G. Gifford bought 1000, holds 1000. Consolidated Electrodynamics—Edwin Harbach bought 150, holds 800. Daystrom—Thomas Allinson bought 100, holds 100. DuMont Labs—Allen B. DuMont sold 1500, holds 31,901; Armand G. Erpf bought 400, holds 3400. Emerson Radio—Benjamin Abrams bought 200 personally, 800 more in trusts for children & 300 for grandchildren, holds 231,445 personally, 25,564 in trusts for children & 3075 for grandchildren, 63,081 in foundations; Max Abrams bought 3200 personally, 200 in trusts, holds 87,109 personally, 6855 in trusts. General Dynamics—Lambert J. Gross bought 10,500, holds 22,657 personally, 630 in trust. GE—Charles D. Dickey bought 500, holds 9000; Wm. Rogers Herod sold 292, holds 8506. Indiana Steel Products—Robert F. Smith joint account sold 185, holds 1079, none personally. International Resistance—Harry A. Ehle sold 500, holds 15,200. IT&T—Robert McKinney bought 3000, holds 24,000. Litton—Roy L. Ash sold 401 in partnership, holds 19,575 in partnership, 47,415 personally; Myles L. Mace exercised option to buy 3333, hold 16,156; Carl A. Spaatz bought 1600, sold 500, holds 2800. Norden-Ketay—Robert M. Adams Jr. sold 1000, holds 1000. Oak Mfg.—Peter B. Atwood bought 100, holds 800. RCA—George R. Marek bought 100, holds 568. Raytheon—D. R. Hull exercised option to buy 500, sold 1500, holds 500; Robert W. Stoddard bought 200, holds 200. Sylvania—W. Benton Harrison sold 200, holds 745; Frank J. Healy bought 122, holds 3797. Texas Instruments—P. E. Haggerty sold 9000, holds 133,159; H. J. Wissemann sold 600, holds 7000. Unitronics—Morris Sobin exercised option to buy 8820, holds 8820. Webcor—Harry R. Ferris bought 100, holds 100.

"Unconstitutional" tag was hung this week on non-signer section of W. Va. fair trade act by Federal Judge Ben Moore in dismissing GE suit against Samuel Wender, Oak Hill appliance dealer. Judge ruled that the non-signer provision was not within scope of fair trade act's title, thus making provision unconstitutional—since state legislature had previously held that title of act it passed must have only one object and that object must be expressed in the title.

New contract between Philco and IUE was signed in Washington this week. Covering some 2500 TV-electronics workers of Local 101 in Philadelphia, it provides 3% pay increase with minimum raise of 5¢ an hour, 1¢ boost in severance pay to 10¢ per hour. The contract runs through April 30, 1958. Union spokesmen said Local 102 in Philadelphia and locals at Bedford & Connellsville, Ind. are expected to sign with Philco shortly on same basis.

Sylvania TV factory sales increased 450% in April compared with same month last year, says gen. sales mgr. Robert L. Shaw. He adds that factory sales through April 30 exceeded total sales through July last year, crediting record to "overwhelming consumer acceptance of 110-degree TV sets" plus factory promotions.

Sylvania suit for \$577,228 refund of manufacturers' excise tax was filed against Govt. this week in Washington's U. S. Court of Claims to cover dealer reimbursement for advertising. Suit asks refunds covering period March 1951 through Dec. 1954.

Hoffman switches to 110-degree tube in 17-in. table model called "Moveabout Furniture/17," having 4 tiny legs & 2 carrying grips. Set is 14½ in. deep—4 in. less than previous model—lists at \$170 & \$180. Shipments are scheduled by end of May.

Admiral offers 3 new 17-in. table models (T18A11, T18A12, T18A13) aimed at hotels, motels and families buying first sets—no suggested list.

CBS Inc. report for first quarter confirms earlier estimates (Vol. 13:16) of gains over comparable 1956 period. Consolidated earnings increased 32.4% to \$5,907,323 (77¢ per share on 7,651,446 shares outstanding) on 8.5% higher revenues & sales of \$95,946,932 vs. \$4,462,783 (60¢ per share on 7,485,837) on \$88,406,663. Profit-strengthening was credited in part by chairman Wm. S. Paley to liquidation last summer of CBS-Columbia set manufacturing div.

McIntosh Laboratory offers 900 common shares (\$10 par) at \$50 a share, with proceeds to reduce liability to contractor for Binghamton plant. Of 24,000 common shares authorized, 12,726 are outstanding—increasing to 13,626 with new offer. Of 24,000 (\$10 par) preferred shares, 576 are outstanding. Pres. Frank H. McIntosh owns 9020 common shares (71.1%); v.p. Gordon J. Gow, 800; secy-treas. Maurice L. Painchaud, 300.

Amphenol Electronics reports first quarter profits up 29%, sales up 62%, compared with similar 1956 period. First quarter earnings were \$425,194 on sales of \$7,665,622 vs. \$262,985 on \$5,957,968 in comparable 1956 quarter. Pres. Arthur J. Schmitt said operations "continue to look favorable . . . and should be one of the most successful in the company's history."

E. J. Korvette Inc. reports earnings of \$870,621 (70¢ a share) on sales of \$33,571,672 for 26 weeks ended March 30 compared with \$606,975 (49¢) on \$25,384,590 in first half of previous fiscal year. Spokesman said discount chain plans to spend \$28,000,000 on 11 new branches in next 18 months.

P. R. Mallory earned \$875,764 (66¢ per share) in quarter ended March 31 vs. \$354,506 (23¢) first 1956 quarter.

Financial & Trade Notes: RCA reported record first-quarter sales & profits this week—net earnings of \$12,810,000 (87¢ a share) on sales of \$295,773,000, compared with first quarter of 1956's previous record \$11,939,000 (85¢) on \$274,848,000. Profits before taxes were \$25,541,000 vs. \$25,395,000 for same 1956 period. Chairman Brig. Gen. David Sarnoff told crowd of 1100 stockholders in N. Y. meeting that black-&-white TV unit sales continued high, but profits are "low, and in some cases non-existent," and again pointed to color as TV's panacea (see p. 8).

Noting that RCA more than quadrupled its annual business volume in last decade, he asserted: "I believe there is good reason to hope that during the next 10 years RCA will equal or surpass" this record. He said all major RCA divisions are operating in black, and made these comments on them: -

NBC: "Assuming no govt. action adverse to network operations, I am confident that NBC is equipped to meet all competitive challenges and to continue its present progress . . . International TV—live and color—is one of our goals ahead and I am confident that NBC will reach that goal in a position of leadership."

Radios-phonos-records: "During the past months when TV sales have been lower, our radio & Victrola business has been up and hi-fi has gained such widespread popularity that it contributes to the upward trend of the over-all sales curve. The RCA Victor Record div. has enjoyed one of its best years. Sales of our records during the first 3 months of the present year have been 50% ahead of the same period last year."

Govt. & industrial: Billings of RCA electronic products to Armed Forces in 1956 were \$240,000,000. First \$4,000,000 sale of RCA's Bizmac business computer system, to Army, was followed by orders for installations for 2 insurance companies, "amounting to more than \$10,000,000."

Gen. Sarnoff revealed that RCA spent \$58,000,000 for expansion and improvement of plants and equipment and that \$40,000,000 is earmarked for expansion this year.

Long stockholders meeting was punctuated by needling questions from shareholders—such as: Why isn't NBC pres. Robert Sarnoff a member of RCA board? Is Perry Como responsible for NBC's success? To the first query, Father Sarnoff responded: "He's young yet. He might make it, but don't put any ideas in his head." To the Como question, the younger Sarnoff replied: Como is one facet of NBC success; others are good sales & management. Meeting took on aspect of unrehearsed spectacular which rivaled commercial variety. Gen. Sarnoff said next year's meeting probably would be on closed-circuit TV for wider viewing (Vol. 13:11, 16).

Stockholders overwhelmingly approved stock option plan for key employees (Vol. 13:10).

* * * *

Magnavox reports \$3,201,000 (\$3.53 a share) income on sales of \$68,437,000 in 9-month period ended March 31 compared with \$2,639,000 (\$3.04) on \$52,063,000 in similar period last fiscal year. Pres. Frank Freimann said TV-radio-hi-fi sales increased 48%, while sales of specialized electronics products held even. In the quarter ended March 31, earnings were \$923,000 (\$1.01) on sales of \$22,042,000 vs. \$864,000 (95¢) on sales of \$18,038,000.

Dividends: CBS Inc., 25¢ payable June 7 to stockholders of record May 24; Capitol Records, 25¢ June 30 to holders June 15; Erie Resistor, 10¢ plus 1% stock dividend June 15 to holders May 31; Canadian Westinghouse, 25¢ July 2 to holders June 14; Walt Disney, 10¢ July 1 to holders June 14.

Decca Records earned \$974,958 (61¢ per share) in first quarter compared with \$890,444 (55¢) in same 1956 period.

Motorola earned \$2,137,587 (\$1.10 a share) on first quarter sales of \$52,281,795 vs. \$2,012,876 (\$1.04) on \$53,197,541 sales in similar 1956 period. Chairman Paul V. Galvin attributed drop in volume to "unsatisfactory black-&-white TV sales" but overall picture for year "continues to look satisfactory both for sales volume and profit" (see page 8). He said automotive & transistor sales increased and transistor div., which accounted for 8% of industry volume in 1956, showed profit for first quarter compared with loss last year. Following May 6 stockholders meeting in Chicago, pres. Robert W. Galvin said \$3,500,000 program over next 2-3 years will put all Motorola TV operations at suburban Franklin Park location. Move is also forced by growth of communications and industrial electronics divs. which share Augusta Blvd. plant with TV groups. Timing of move, he said, will be set by growth of electronics divs.—which has been averaging 10% a year—and eventually will push TV out of present quarters. Move will be in two phases: (1) Building of 100,000-sq.-ft. headquarters offices for consumer products, sales, purchasing & engineering adjacent to Franklin Park plant. (2) Building new plant at Franklin Park—probably larger than 100,000 sq. ft. to produce TV chassis now made at Augusta Blvd. Spokesman also said Motorola is looking for acquisitions or mergers to broaden base in electronics.

DuMont looks for profit in 1957, said pres. David T. Schultz, telling annual stockholders meeting this week that most of first quarter \$353,000 loss could be blamed on CR tube div. He said conditions in TV industry had been "most difficult." DuMont, which spun off broadcast business in 1955, lost \$3,887,000 last year (Vol. 13:12). Schultz reiterated that DuMont is staying in TV set business—with emphasis on higher end merchandise. New line—to be shown in June—was displayed for stockholders. Schultz said current color sets are not commercial, and described as "encouraging" DuMont engineering work on Lawrence color tube. He gave no hint as to when it might be perfected.

Dynamics Corp. earnings last year declined to \$1,848,054 (54¢ per share) despite record sales of \$44,177,220. In 1955, income was \$2,012,071 (61¢) on \$41,894,958. Report for 1956 does not include \$10,440,051 sales by non-consolidated subsidiary Anemostat Corp. and Radio Engineering Labs, which was acquired Dec. 31. Latter, together with new subsidiary Eldico Corp., will "significantly expand our communications operations," pres. David T. Bonner said.

New Philco Western Development Labs, Redwood City, Cal. has been established by its Govt. & Industrial Div. to "handle its rapidly growing West Coast business," according to div. v.p.-gen. mgr. Henry F. Argento. Oscar T. Simpson is gen. mgr.; Dr. Walter LaBerge, mgr. of systems engineering; Donald H. Clague, business mgr.; R. S. Davies, F. N. Barry, R. A. Isaacs, J. P. Westcott & D. B. McKey, section mgrs.

Standard Coil reports first quarter net income of \$39,334 on net sales of \$13,766,805, compared with loss of \$615,285 on \$13,663,531 same 1956 period. Pres. James O. Burke attributed profit to production of new line of tuners, reduction of expenses and subsidiary Kollsman Instrument's production of aerial navigating systems.

Lal'ointe Industries reports net loss of \$37,751 on \$1,148,822 sales for 9 months of fiscal year ended March 31 but Voluntary Creditors Committee noted March profit of \$3211, said this "would tend to indicate that the company is making progress towards profitable operations."

Globe Union earned \$328,188 (40¢ per share on 824,055 shares outstanding) on sales of \$14,752,709 in first quarter vs. \$217,213 (30¢) on \$11,799,889 in comparable 1956 period.

TREND to commercial TV in foreign countries continues to be apparent in dispatches from overseas. Latest developments:

(1) Govt.-owned Swiss TV system, with 4 stations and less than 25,000 sets, is expected to go commercial Jan. 1, 1958, following referendum in which vote was heavily higher TV-radio tax. Stations are to be run by private enterprise, although state-owned—like British commercial TV.

(2) Norway's long-delayed regular TV service may also be financed by advertising, if cabinet-sponsored proposal is approved by Parliament. First station could be started by July 1 if measure is passed in current session.

(3) March was record month for Britain's commercial ITA, with advertisers spending \$7,319,200, a 31% increase over Feb. and 30% over record Nov. 1956 business. Meanwhile, ITA called for applications for program service contract for seventh commercial station, to begin in summer 1958 on Isle of Wight. New non-commercial BBC station began operation last week at Blaen Plwy, serving West Wales.

(4) France's non-commercial Radiodiffusion-Télévision Française, meanwhile, had its budget cut by Govt., and 6 live TV shows were eliminated with telecasting week reduced from 50 to 44 hours.

(5) Hong Kong has commercial TV, too—the closed-circuit kind—big British-controlled firm Rediffusion Inc. connecting homes and stores via cable (Vol. 12:22). System has purchased package of 10 Ziv film series.

(6) Indian Minister for Information & Broadcasting announced that preliminary arrangements have been completed for first TV station (non-commercial), to begin operation next year.

(7) Island of Cyprus is getting TV, too—Cyprus Broadcasting Service having signed order with British Marconi for 500-watt transmitter, studio equipment and associated items for station to be located near Nicosia.

In radio, Israel's state-owned broadcasting service, Kol Israel, began commercial broadcasting May 1 as result of big cut in appropriations. Advertising will be limited to announcements from noon to 2 p.m.

Along comes a professor who says TV is good for kids! He's Edward Stasheff, assoc. professor of speech at U of Michigan, and he declares that nearly all children's creative activities—with exception of music—"have had a tremendous impetus from TV." He adds: "And this goes not only for painting and writing, but runs the gamut of hobbies such as puppetry, ballet, modern dance and crafts . . . More kids are doodling with crayons—and doing it more purposefully—than ever before. TV [has] given the kids so much more contact with the world that they now have something to draw about and paint about and sculpt about." He predicts that color TV will stimulate children's sensitivity to good color design.

Closed-circuit TV use for big corporation stockholder meetings is sure to catch on, says Chicago financial analyst Edgar N. Greenebaum Jr. in comment to us about recent American Machine & Foundry Co. meeting (Vol. 13:16). He writes: "All in all, it was a real thrill to be in attendance and there was certainly more excitement than I have ever seen at any other stockholders' meeting. . . . The quality of both video and audio was first rate and the word of mouth comments after the meeting were outstanding."

Non-TV audience of 6,000,000 has watched National Educational Television (NET) programs, Educational TV & Radio Center estimates, reporting wide school & adult group use of its audio-visual service at Indiana U where TV film is rented or bought for 16mm projection. Center said use of NET films has more than doubled in past 6 months.

TV-radio court coverage is increasing despite American Bar Assn.'s Canon 35 against it, both sides agreed in debate on issue at annual Law Day at George Washington Law School, Washington. NARTB representative Vincent T. Wasilewski, who showed TV film of Denver airliner bomb murder trial, and *Hartford Courant* editor Herbert Brucker argued that public is entitled to full coverage. ABA spokesman Richard P. Tinkham and Federal Judge Alexander Holtzoff upheld Canon 35 as protection for trial principals against distractions. Holtzoff admitted later, however, that one of his arguments had been weakened. He was unaware that *Washington Post & Times Herald* took pictures during panel session.

Six U. S. TV-electronics firms will participate in international fair opening June 9 in Poznan, Poland, marking first postwar display of American goods in eastern European country under Commerce Dept. auspices. Exhibiting TV, radio & hi-fi equipment for 2,000,000 visitors expected from behind Iron Curtain will be Admiral International Corp., Ampex, Emerson, RCA International Div., Westinghouse, Zenith. Exhibits contributed or loaned by 300 American companies, valued at \$250,000, will show "enormous range" of commodities reflecting standard of living here, according to director Harrison T. McClung of Office of International Trade Fairs.

TV-radio bait ad charges were filed by FTC this week against 5 affiliated firms selling aluminum storm doors & screens. Named in second batch of complaints issued since FTC started monitoring campaign (Vol. 13:13) were Mid-Tex Corp. & Apex Window, Brooklyn; Famous Window, Pittsburgh & Detroit; Ace Window, Kansas City. Broadcasters involved were not made parties to complaints and were not listed publicly by FTC, but under liaison arrangement (Vol. 13:15) FCC notified them of specifics of charges against advertisers, which also used newspapers.

Four applications for new TV stations, none for translators, were filed with FCC this week, bringing total to 124 for stations (31 uhf) and 51 for translators. Applications were for Houma, La., Ch. 11, by St. Anthony TV Corp., headed by TV-radio consultant Frank Conwell; for Beaumont, Tex., Ch. 12, by Brown Telecasters, controlled by oil man E. W. Brown Jr. (60%); for Utica, N. Y., Ch. 54 and Memphis, Ch. 48, by Malco Theatres, ex-owners of WEHT, Henderson, Ky.-Evansville, Ind. (See p. 3). [For details, see *TV Addenda 24-R* herewith.]

Magazines are pricing themselves out of competitive ad market, pres. Norman H. Strouse of J. Walter Thompson Co. warned Magazine Publishers Assn. at May 6 meeting in White Sulphur Springs, W. Va. He urged publishers to assess themselves 1% of their revenues for research & training program for salesmen, who he said spend more time fighting each other than selling magazine medium.

CBS-TV is world's biggest producer of non-govt. educational films, pres. Merle S. Jones claimed May 7, estimating 5-6,000,000 see them annually through 16mm showings in schools, libraries, etc. Distributed by Young America Films and McGraw-Hill's Text-Film Div., CBS-TV programs available now in 16mm form include *You Are There* (71 episodes), *The Search* (27), *See It Now* (18), *Air Power* (26).

Telecasting rights to sports events will feature in hearings on organized sports by Rep. Celler's House anti-trust subcommittee June 3, 5 & 6 in Washington. Broadcasting rights were among factors which Celler said "must be considered" before Congress can decide whether sports enterprises should be exempt from anti-trust laws.

New radio study by rep Adam Young "documents the continuing audience swing to independently operated radio stations."

THE AUTHORITATIVE
NEWS SERVICE FOR MANAGEMENT
OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES

MARTIN CODEL, *Editor and Publisher*
ALBERT WARREN, *Senior Editor*
ROBERT CADEL, *Business Manager*
DAVID LACHENBRUCH, *Associate Editor*
JAMES S. CANNON, *Trade Reports Editor*

Editorial Associates: Paul Stone,
William J. McMahon, Jr.,
Wilbur H. Baldinger

REFERENCE USE ONLY

DO NOT REMOVE

NARTB LIBRARY

MAY 17 1957

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 13: No. 20

SUMMARY-INDEX OF THE WEEK'S NEWS — May 18, 1957

"MAN IN WHITE COAT" commercials hit by FTC monitors in stepped-up drive for fair TV advertising; first video test case challenges "false" medical claims (p. 1).

TASO'S ANTI-TRUST WORRIES eased after session with FCC, following Justice Dept. warning that panels must include Govt. "monitors" (p. 2).

NATIONWIDE TV TEACHING TEST in public schools announced by Ford Foundation unit, with initial grants to education authorities of 8 big cities, 2 states (p. 2).

UHF RESUMES in Bloomington, Ill., one quits in Winston-Salem, while a third plans to go dark in Sacramento after deal with vhf (p. 5).

SAN FRANCISCO'S Ch. 2 tentatively won by Ingrim-Pabst group in 4-3 GOP-Democratic FCC split. Scramble on for Tampa-St. Petersburg's new Ch. 10 (p. 8).

HIGHER PRICES, emphasis on 110-degree tube, seen at RETMA Chicago convention. Leaders stress "put TV back into the living room" (p. 9).

"FICTITIOUS" LIST PRICES on TV-appliances attacked by National Better Business Bureau; manufacturers sympathetic but dubious (p. 10).

ELECTRONICS BUSINESS now at near \$12 billion rate, pres. Baker tells RETMA in annual report; quiet TV market "awaits color boom" (p. 11).

SEMICONDUCTOR MAKERS ranked by Fortune magazine, with Texas Instruments & Transitron in No. 1 & 2 spots; \$2.3 billion components field surveyed (p. 8).

RETMA REELECTS pres. Dr. W. R. G. Baker; exec. v.p.-secy. James D. Secrest; treas. Leslie F. Muter; Wm. L. Reynolds named gen. counsel (p. 11).

FTC HIKES PRESSURE ON TV COMMERCIALS: After cautious start, new TV-radio monitoring campaign by Federal Trade Commission against deceptive advertising gathered impetus this week. First test case tied directly to visual pitch on TV screen (in addition to audio) was started -- and we're told that this is just the beginning.

Named in complaint May 16 was American Chicle Co., accused by FTC of making false medical claims for its "Roloids" alkalizer. FTC challenged spot commercials featuring man in white coat (addressed as "doctor") and "beaker test" in which "stomach acid" burned holes in cloth. Company was given 30 days to answer charges.

"Deception comes from the 'Roloids' video presentation itself," legal adviser T. Harold Scott of FTC's Radio & TV Advertising Unit told us. He said earlier monitored cases, involving arthritis medicines (Vol. 13:13) and aluminum storm windows (Vol. 13:19), differed little from "hundreds" of radio advertising complaints processed by FTC from scripts before special unit was set up last Oct. 16.

"I think we've been very conservative so far" in appraising TV ads, Scott said. But he indicated his unit is preparing increasing flow of complaints based on what is seen as well as said on TV -- and that cosmetics are one likely field.

His desk was piled high with red Dictaphone belts of recorded TV commercials sent in from 9 FTC branches where 125 field attorneys are assigned in spare time to monitoring -- usually at home, where they write reports on what they see, recommending screening of film in projection room at Washington headquarters. Scott also receives TV ad protests "by the hundreds" from consumers. "We look upon the public as our No. 1 monitor," he said.

Visual test case mentions no stations, merely stating that "Roloids" spots were carried by "number" of outlets across country. FTC has authority to make broadcasters parties to its complaints, but possibility of that is remote now.

FTC counts on reform by cited advertisers themselves -- either by voluntary correction of offending commercials or compliance with FTC orders -- to accomplish objectives of fair advertising practices.

In event stations should be accused jointly with advertisers by FTC, it will be because of close tie-ins, Scott said. "They'd necessarily be interested directly in a particular product -- taking orders for it at stations, receiving a proportion

of money from sales of the product." One such advertiser-TV station tie-in has been studied by monitoring unit, but Scott said it is being stopped voluntarily.

FCC continues secondary liaison role with FTC in monitoring campaign, notifying networks & stations when they are listed in complaints as media for cited advertising, as they were in arthritis case. Notices are advisory only (Vol. 13:8).

* * * *

In unusual "misleading" commercial charge, Schick Inc. this week filed \$5,000,000 damage suit in N.Y. Supreme Court against Sperry Rand Corp., alleging commercials for woman's electric shaver made by Remington Rand div. implied that Lady Schick shavers "would tear a lady's stocking" and "be equally damaging to a lady's leg." Suit said this was "false, disparaging, misleading & damaging." -- (WHB).

TASO BREATHES EASIER ABOUT ANTI-TRUST: TV Allocations Study Organization, the all-industry group dedicated to carrying out FCC's mandate for "crash research" on uhf, had bit of a scare this week. Justice Dept. warned that unless certain procedures were followed in TASO deliberations, there was danger of running afoul anti-trust laws. Warning was in form of letter to FCC, responding to latter's request for information. Commission, in turn, had been queried on subject by TASO.

After learning of Justice's letter, TASO officials feared whole operation might be in jeopardy -- with manufacturers, in particular, pulling out. RCA, with hands full of Justice Dept. attorneys on other fronts, was especially concerned. However, session with FCC May 17 eased worries -- and it now looks as if some revision of TASO panel operations will meet Justice Dept.'s requirements.

What Justice said, basically, was that such an organization as TASO must have govt. observers participating in such fashion as to eliminate all possibility of collusive or restrictive action. TASO exec. director George Town, after meeting with FCC, said he's quite sure group's procedures can be tailored satisfactorily and that work can continue as fruitfully as before. He said he was surprised by Justice Dept. letter, because each TASO panel already has 2 FCC observers -- and he thought their presence should have satisfied Govt.

Attending FCC-TASO meeting: Commission -- Chairman McConnaughey, Comr. Craven, gen. counsel Warren Baker. TASO -- George Town. JCET -- Ralph Steetle & Seymour Krieger. AMST -- Lester Lindow & Ernest Jennes. NARTB -- Harold Fellows & Walter Powell. All RETMA officials were in Chicago at annual meeting (see p. 9), while Committee for Competitive TV (no Washington office) couldn't make meeting.

AMST held a board meeting in Washington this week, began consideration of bylaw changes that would permit membership of stations which give "maximum service" but are excluded on basis of FCC's maximum-power formulas. Group also decided to participate in FCC's rule-making reexamining 25-890 mc.

AMST membership now totals 124, latest to join being: WISH-TV, Indianapolis; WJBK-TV, Detroit; KPIX, San Francisco; WJW-TV & KYW-TV, Cleveland; KTHV, Little Rock, Ark.; WNBK-TV, Binghamton, N.Y.; KOLN-TV, Lincoln, Neb.; WKZO-TV, Kalamazoo, Mich.; KTVX, Muskogee-Tulsa, Okla. -- (AW).

BETTER TEACHING BY TV--A NATIONWIDE TEST: The entire country is potential laboratory in latest -- and biggest -- classroom TV education experiment, launched this week end by Ford Foundation's Fund for Advancement of Education, which in past 2 years has made grants totaling nearly \$4,000,000 for tests of teaching-by-TV. New project establishes "National Program in the Use of Television in the Public Schools," a coordinated fund-matching program which initially will make available \$986,000 in one-year grants to first 10 participating municipal and state public school authorities.

Beginning next September, TV teaching under project will be administered by education depts. of 8 cities & 2 states -- Atlanta, Cincinnati, Detroit, Philadelphia, Miami, Norfolk, Oklahoma City, Wichita and Nebraska & Oklahoma -- FAE matching state and municipal grants on dollar-for-dollar basis. Other grants are due to be made.

National program will be coordinated by Dr. Alexander J. Stoddard, former supt. of schools in Providence, Denver, Philadelphia & Los Angeles, whose recent report, "Schools for Tomorrow," recommended TV facilities in all future schools as means of

improving instruction in face of increasing teacher & building shortage (Vol. 13:5).

Project is follow-up to FAE-backed classroom TV experiments in Hagerstown (Md.), St. Louis, Pittsburgh & Chicago. Although these are still in progress, FAE v.p.-director Dr. Alvin C. Eurich says they "have already shown that a top-notch teacher can extend his services through the use of TV, that pupils learn at least as much in TV classes as with conventional instruction, that TV saves a great deal of time and thus permits teachers to give pupils more individual attention."

Instruction will be largely by broadcast programs -- unlike Hagerstown and other teaching tests where closed-circuit is predominant -- with instruction originating from both educational and commercial stations, presumably in addition to some closed-circuit instruction in some locations. National program, according to Dr. Eurich, "will try to find out whether the experience of a few communities can be applied to most of our American schools." Of particular interest to TV equipment manufacturers are the 4 points on what information is sought in project:

(1) Feasibility of teaching large classes by TV, and other services required in connection with TV teaching; (2) scheduling and school building problems in teaching a large number of classes by TV; (3) budgetary implications of the savings in teacher time, in building space and in equipment and other teaching aids as a result of TV instruction of large classes; (4) how best to develop teacher talent.

"This new instrument," said Dr. Eurich, "makes it necessary to reconsider the content of education. It is not enough merely to teach over TV as in a classroom. TV makes possible a far richer educational experience for each child. The TV teacher can use illustrations that are beyond the reach of the regular classroom teacher. This national demonstration in major cities and on a state-wide basis should help to modernize the schools."

* * * *

Direct govt. assistance to educators was proposed this week by Senate Commerce Committee Chairman Magnuson (D-Wash.) in bill (S-2119) which would give each state & territory \$1,000,000 for TV equipment, including closed-circuit. The states would supply buildings & land, would underwrite operating & maintenance costs. He estimated funds would enable each state to build 5-6 facilities.

"Some experts have indicated," Magnuson stated in memorandum accompanying bill, "that educational TV can be likened to the development of the printed textbooks in terms of the dramatic impact it can have upon advancing public education. While it is still in the experimental stage, and considerable work will have to be done in order to determine the best uses for TV in public schools, it is almost universally accepted that it will be a real benefit in terms of the problems confronting education today..." -- (DL).

Microwave grants to community antenna operators should be stopped, KXLF-TV, Butte, told FCC in letter this week, stating that practice tends "to destroy the FCC allocation plan for free TV in those areas." Also filing comments on Commission proposal to tighten up translator grants (Vol. 13:17), station urged immediate adoption. Others commenting on translator rules change: KLEW-TV, Lewiston, Ida. recommended adoption, said change would encourage applications for regular stations in small markets; translator K71AB, Blythe, Cal. also went along with proposal, said it would discontinue when regular uhf started there, but asked that no other organizations be permitted to build translators in Blythe.

Production and sales tie-up between RKO Television and Rountree Productions Inc. was announced this week, with RKO TV acting as sales representative for Rountree's *Leave It to the Girls* and planned *This House Is Haunted* and *Mike the Magic Cat*. Under new set-up, Adolf N. (Ade) Hult serves as coordinator of activities for RKO, pres. Oliver Presbrey & exec. v.p. Bob Novak representing Rountree. *Martha Rountree's Press Conference* (ABC-TV) is not included in arrangement.

"Horse racing case" of WWBZ, Vineland, N. J. finally ended this week with decision renewing license, but Comr. Craven took occasion to issue concurring opinion criticizing colleagues for ever taking station to task in first place, stating: "While the Commission may not intend to impose sanctions against this applicant for its past alleged derelictions, it has nonetheless done so in the processing of this case. While WWBZ has retained its license it has managed to do so at the expense of its most cherished possession—freedom of expression." Station had voluntarily discontinued broadcasts of horseracing information after Commission held up its license renewal.

President Eisenhower's second report to nation within week—talk on "The Need for Mutual Security & the Way to Peace"—will be carried live by CBS-TV & radio and MBS May 21 8:30-9 p.m. Other networks: NBC-TV & radio, 11:15 p.m.; ABC-TV 10 p.m., radio 9 p.m. Meanwhile, public's response to President's May 14 TV-radio plea for restoration of his battered budget (Vol. 13:19) was counted on by GOP National Chairman Meade Alcorn to push Congress into "reasoned compromise." But White House refused comment May 16 on mail reaction to speech.

Personal Notes: Brice Howard named exec. producer of NBC-TV educational project, succeeding David Lowe, now on leave making "March of Medicine" color film . . . Charles C. Woodward Jr., ex-CBS-TV, named administrative asst. to Westinghouse Bestg. Co. pres. Donald McGannon . . . Wm. F. MacCrystall resigns as gen. sales mgr. of KOA-TV, Denver, to join McKinnon stations KVOA-TV & KVOA, Tucson, and KOAT-TV, Albuquerque; Richard Harris replaces him at KOA-TV . . . Paul H. Sciandra named program director of WGR-TV, Buffalo; Albert L. Cooper, program coordinator . . . Georg Olden, CBS-TV graphic arts director, elected secy. of Art Directors Club of N. Y. . . . Joe Bluth promoted to technical operation supervisor of KTTV, Los Angeles, succeeding Jim Tennyson, who joined Houston-Fearless Corp. . . . Don R. Gillies promoted to national sales mgr. of WCCO-TV, Minneapolis, succeeding Richard Jensen, who joined St. Paul Credit Bureau; Robert R. Hansen succeeds Gillies as merchandising director . . . Robert G. Artman, ex-DuMont & WJZ-TV (now WABC-TV), N. Y., named chief engineer of KTVR, Denver . . . Dick McMullen named acting program director of WALA-TV, Mobile . . . Alfred Lewis named business mgr. of WNBQ & WMAQ, Chicago . . . David Hoss of radio KSLM, Salem, elected pres. of Oregon Broadcasters Assn.; C. Howard Lane, KOIN-TV, Portland, TV director . . . Joel Chaseman, from radio WITH, Baltimore, rejoins WAAM there as asst. to gen. mgr. Ken Carter . . . Larry Nolan, ex-KOTV, Tulsa, named local commercial mgr., KNAC-TV, Ft. Smith, Ark. . . . George H. Cummings named sales promotion mgr. of WGAN-TV & WGAN, Portland, Me. . . . R. A. (Dick) Redmond, program mgr., also will be gen. mgr. of WHP-TV, Harrisburg, succeeding brother, late A. K. Redmond; John Price named news director, succeeding Joe Harper . . . John J. (Jim) Black Jr. promoted to local & regional sales mgr. of KTVX, Muskogee-Tulsa . . . Adrian R. (Specs) Munzell promoted to exec. producer & film buyer for WIS-TV, Columbia, S. C.; Dixon Lovvorn to program director . . . E. Paul Albert, ex-operations mgr. of WPRO-TV, Providence, named asst. production mgr. of upcoming WTIC-TV, Hartford (Ch. 3), due in Aug. . . . John Babcock, asst. gen. program mgr. of Crosley Bestg., named asst. gen. mgr. of upcoming WLWI, Indianapolis (Ch. 13), due in Sept. . . . Leon M. Nowell promoted to exec. v.p. of KTVK, Phoenix, Roger Van Duzer succeeding him as gen. mgr. . . . Fred L. Bernstein, ex-v.p. of Forjoe-TV Atlanta office, named exec. v.p.-managing director of radio WSAI, Cincinnati . . . Irving N. Prell, ex-KXLY-TV, Spokane, named sales mgr. of KELP-TV, El Paso . . . Robert B. Wehrman promoted to chief engineer of WLWD, Dayton, succeeding Lester Sturgill, resigned . . . Dr. Herman B. Wells, Indiana U pres., elected a director of Educational TV & Radio Center, Ann Arbor . . . Edward G. Sherburne re-

signs as program director, Lawrence Creshkoff as asst. director, of educational WGBH-TV & WGBH, Boston . . . Robert H. Klaeger resigns as Transfilm v.p. in charge of TV & industrial film div. . . . John Bissell, ex-Reporter Magazine, joins Blair-TV as sales analysis dept. head . . . Dean Earl English of U of Missouri School of Journalism becomes consultant to brokers Allen Kander & Co. . . . Alfred W. Schwalberg, onetime Paramount Film Distributing Corp. pres., joins National Telefilm Assoc. in charge of theatrical film distribution . . . Fred R. Frink, who has headed own Fla. film production firm, named Detroit office mgr. for Van Praag Productions . . . Randy Wood, Dot Records pres., elected a v.p. of parent Paramount Pictures . . . Henry A. Gillespie, ex-Screen Gems, named mgr. of CBS-TV Film Sales Chicago office . . . Robert I. Holt, ex-Fanchon & Marco, named adv. & promotion director of Gross-Krasne, Hollywood.

"Fantastically busy life" of John Hay (Jock) Whitney, new Ambassador to Great Britain (Vol. 12:52) whose complex interests include 4 TV & 3 radio stations, is told in 3-part series starting in May 18 *Saturday Evening Post*. Premise of Whitney's career, according to writer Richard Thruelsen, "is that a rich man's son can be just as good as anyone else."

Cleo F. Craig resigned May 15 as AT&T chairman effective May 31, continues as a director and member of exec. committee of company he has served 44 years. AT&T said it has no plans to replace Craig, whose mandatory retirement at 65 would come next April 6. He was succeeded as pres. by Frederick R. Kappel last Sept. 19.

Obituary

Herluf A. Provensen, 48, who handled 1929-33 broadcasts by President Hoover as chief NBC radio announcer in Washington, and was on NBC news staff in N. Y. in 1937-41, died May 14 at Washington home following heart attack. He left NBC in 1933 to manage Erie, Pa. radio station and in 1934-37 was radio director of Lewis Edwin Ryan adv. agency in Washington. Recently he had been program director of radio WGMS, Washington, and producer of radio programs for Veterans Administration. Surviving are his widow, a son, his mother, a sister, a brother.

Al Naroff, 46, west coast mgr. of Trans-Lux TV Corp., died suddenly May 10 in Santa Barbara, Cal. Associated with Brant Theatres before joining Trans-Lux, he had been in movie & TV business 25 years. Surviving are his widow, a son, a daughter.

Kenneth E. Greene, 59, circulation supervisor of NBC research & planning, died May 10 following heart attack. He joined network in 1934 as statistical dept. clerk. Surviving are his widow, mother, sister.

Sale of WMBV-TV, Marinette, Wis. (Ch. 11) with radio WMAM to Guild Films for \$287,000 plus assumption of about \$350,000 in obligations (Vol. 13:17) was approved by FCC this week as it rejected protest of WFRV-TV, Green Bay (Ch. 5). Protestant had claimed that WMBV-TV was in poor financial condition; that it really was trying to be a Green Bay station while neglecting Marinette; that some Guild Films principals don't meet Commission's citizenship requirements; that WMBV-TV had failed to fulfill programming promises, etc. Commission held that WFRV-TV simply failed to prove its allegations in Oct. 8, 1956 oral argument.

Half interest in CP for KHUM-TV, Eureka, Cal. (Ch. 11) is being purchased by KVIP, Redding (Ch. 7), price undisclosed, and objective is to get KHUM-TV on air by Sept. 1. KVIP pres. George C. Fleharty reports plans to triple power of his station by Aug. 1.

National TV Week is set for Sept. 8-14 instead of Sept. 22-28, RETMA announced this week, change in dates permitting TV set manufacturers & dealers to run post-Labor Day sales promotion campaigns concurrently with observance of week by broadcasters, who first proposed later period. New model receivers usually reach showroom floors immediately after holiday. Co-sponsors of week are RETMA, NARTB, NARDA, TvB. Four other groups—NRDGA, National Assn. of Music Merchants, National Retail Furniture Assn., International Assn. of Electric Leagues—have been invited to join steering committee.

Debate on British TV between Labor M.P. Jack Jones and Communist union official Hugh Scanlon ended May 10 in collapse & death of Mrs. Jones just after she switched off set at home where she watched the two nearly come to blows in dispute over last winter's strikes.

Notes on Upcoming Stations: WBLN, Bloomington, Ill. (Ch. 15) resumed operation May 10 and WTOB-TV, Winston-Salem (Ch. 26) left air May 11, keeping on-air box score at 499 (92 uhf). Due to leave air by May 31 is KCCC-TV, Sacramento (Ch. 40), according to terms of agreement with KOVR, Stockton.

Off air since Feb. 5, 1957, WBLN resumed on interim 5-10 p.m. daily basis, carrying some ABC-TV programs, but isn't sure when it can resume full schedule, reports owner Worth S. Rough, ex-mgr. of radio WCBC, Anderson, Ind., who acquired outlet from Cecil W. Roberts in 1955 (Vol. 11:26). Area gets service from Peoria's 2 uhf stations, 35 mi. away, and Champaign's single vhf, about 50 mi. In financial difficulties, WBLN has offered stock to public at \$25 a share, has \$54,000 pledged, hopes to get \$70,000 total—\$50,000 to be used to settle equipment and other indebtedness, \$20,000 working capital. Rough expects eventually to reduce holdings to 12% as a result of stock sale. Base hour is \$120. Rep is McGillvra, changing June 1 to new Jack Mazla firm.

WTOB-TV, Winston-Salem (Ch. 26), which began Sept. 1953, states it wants FCC to continue processing application for 7.41-kw ERP (actual operating power), which would open way for station to apply for a license at later date. Station recently got FCC approval to buy 80% of WAPA-TV, San Juan, P. R. (Vol. 13:18), this week applied for Ch. 13, Aguadilla, P. R.

KCCC-TV, requesting that protest against move of KOVR, Stockton (Ch. 13) to Sacramento area be dropped, also filed agreement under which owner Lincoln Dellar takes KCCC-TV off air, turns over plant and stock to KOVR, in return for 110,601 shares of KOVR stock (83¢ per share) and \$110,601 in debentures. He also gets option to buy additional 25,000 shares (at \$2) with \$25,000 in debentures (by Sept. 1, 1958), which would bring his KOVR holdings to over 17%. Dellar is to be v.p. and board member of KOVR.

* * * *

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

WTIC-TV, Hartford (Ch. 3), with Aug. 1 target for test patterns, has bedrock excavations ready for tower leg footings on Talcott Mt., Avon, Conn. Ideco tower, due first week in June, should be up in a month, with 100-ft. antenna bringing height to 542-ft. above ground, 1249-ft. above sea level. It has ordered 25-kw RCA transmitter to be installed in building already housing AM-FM. Rep will be Harrington, Righter & Parsons.

KOAC-TV, Corvallis, Ore. (Ch. 7, educational) granted May 1 to State Board of Higher Education, has ordered RCA transmitter, expects to be on air by Oct. 1, reports Glenn Starlin, chairman of Dept. of Speech, U of Oregon. Transmitter on Vinyard Hill, 5-mi. N of Corvallis, will connect via microwave with studios on campus of U of Oregon, Eugene, and Oregon State College, Corvallis. It will have 200-ft. Fisher tower. Starlin will be in charge of inter-institutional project; James M. Morris, from State

RKO Teleradio Pictures' sale of WEAT-TV, W. Palm Beach (Ch. 12) with WEAT for \$600,000 to new Palm Beach TV Co. Inc. (Vol. 13:12) was approved this week by FCC. Gen. mgr. Bertram Leihar, ex-N. Y. adman and once sales mgr. of WATV, Newark, owns 20% of purchasing company, has option to acquire additional 5% from 80% owner WINZ, Miami (Rex Rand).

Harrisburg, Pa. channel swap and sale, with WTPA (Ch. 71) paying \$150,000 for transmitter and tower of off-air WCMB-TV (Ch. 27), also turning its Ch. 71 plant over to WCMB-TV (Vol. 13:15), was approved this week by FCC. WTPA is operated by *Harrisburg Patriot and News*.

College's KOAC, program mgr.; Grant Feikert, also KOAC and prof. of electrical engineering at Oregon State, chief engineer.

Sheridan, Wyo. Ch. 9, granted to Harriscope Inc. May 8, probably will be on air by Sept. 1, reports pres. Burt I. Harris, who also heads KTWO-TV, Casper, Wyo. (Ch. 2). Transmitter hasn't been ordered and construction plans are incomplete. Only 30-50-ft. tower will be used on mountaintop site. Rep will be Meeker.

WSUR-TV, Ponce, P. R. (Ch. 9) plans mid-June start using Adler transmitter, RCA antenna, reports gen. mgr. Mariano Anglet Escudero. Owner Ralph Perez Perry, also owner of radio WKVM, San Juan, will be pres. & chief engineer; Leo Medina Prieto, technical supervisor; Jorge Luis Cebollero, station mgr. Perry's American Colonial Bcstg. Corp. also holds CP for WKBM-TV, Caguas (Ch. 11), which hasn't set target yet; it will use Gates transmitter, RCA antenna. WKBM-TV will be headed by Perry, Escudero and Prieto. Base rates not reported. Rep will be Pan American Bcstg.

Canadian satellite at Elliot Lake, Ont. (Ch. 3), licensed to CKSO-TV, Sudbury, Ont. (Ch. 5), won't be on air until Jan. 1, 1958, reports W. J. Woodill, CKSO-TV gen. mgr. RCA 11-kw transmitter is due Aug. 15 and CKSO-TV plans to begin with higher power (48-kw) Oct. 1, using new 3-bay antenna on 250-ft. tower. This permits move of 2-kw RCA transmitter from Sudbury to Elliot Lake, where it will be rebuilt for Ch. 3. Ground clearing at Elliot Lake is scheduled for June 15. Station will use 2-bay antenna on 100-ft. Stainless tower to get 4-kw ERP. Present CKSO-TV base hour is \$220. Reprs are Weed and All-Canada TV.

— □ —

Greenville, Cal. translator K70AP began May 9, repeating KCRA-TV, Sacramento, reports Raymond F. Linn, secy. of Indian Valley TV Co.; Robert H. Hunter is engineer in charge. Idaho Power Co.'s Oxbow Power Plant Camp, Ore. translators K70AN & K74AE began equipment tests May 9, repeating KBOI-TV & KIDO-TV, Boise, Ida., utility has informed FCC; plant engineer Carl Lewis is in charge of Oxbow translators, also firm's other 2 at Brownlee Power Plant Camp, Ore. Blythe, Cal. translator K71AB began April 30, repeating KTVK, Phoenix, reports Paul Micalizio, secy.-treas. of Palo Verde Valley TV Club. Manson, Wash. translator K70AM is due on air by July 1, repeating KREM-TV, Spokane, with K75AA due shortly thereafter, repeating KHQ-TV, Spokane, reports mgr. Marion McFadden for Manson Community TV Co.

Equipment shipments: By GE—helical single-bay antenna, May 7 to upcoming WIIC, Pittsburgh (Ch. 11); 50-kw transmitter May 15 to KPLC-TV, Lake Charles, La. (Ch. 7). By RCA—25-kw transmitter May 14 to upcoming WTIC-TV, Hartford (Ch. 3); 12-section superturnstile antenna May 13 to WTTV, Bloomington-Indianapolis (Ch. 4); 5-section superturnstile antenna May 7 to KHQ-TV, Spokane (Ch. 6).

RCA shipped studio color camera May 17 to CBS-TV, N. Y. studios.

Milton J. Hinlein, owner of KDRO-TV, Sedalia, Mo. (Ch. 6) & KDRO is turning over radio to new Sedalia Bcstg. Corp., in which each of following has 1/3 interest: son Bruce M. Hinlein, KDRO gen. mgr. Herbert W. Brandes, sales mgr. James F. Glenn. Buyers get station without down payment, \$12,000 to be paid in notes. Application to transfer KDRO reveals that J. Albert Dear's option on 50% of KDRO-TV & KDRO has never been exercised (Vol. 11:21); instead, he is increasing from 50% to 100% his holdings in firm owning land, building and tower used by both radio & TV, with Hinlein retaining 100% of TV operating company.

Radio Station Sales Reports: WIL, St. Louis, Mo. & WWIL, Ft. Lauderdale, Fla. by Missouri Bestg. Corp. (Lester A. Benson, pres.) for \$650,000 to Harry & Elmer Balaban, whose H. & E. Balaban Corp. owns 50% of WTVO, Rockford (Ch. 39) and WICS, Springfield (Ch. 20), both in Ill. KJAY, Topeka, by KJAY Inc. (Robert Rohrs, pres.) for \$150,000 to following from Kansas City: Ed Schulz (ex-KMBC, to be gen. mgr.), Dale S. Helmers (ex-KMBC), J. W. McCoskrie (contractor), D. Wm. Overton (attorney). WKXV, Knoxville, by H. Scott Killgore's Tele-Bestrs. Inc. for \$100,000 to local co-equal owners attorney Henry T. Ogle and accountant Bill L. Boring. WOOO, DeLand, Fla. by DeLand Bestrs. Inc. (Wm. Martin & B. F. J. Timm, principals) for \$71,000 to Trio Bestg. Co. Inc., owned by Wally King (program director of WATR, Waterbury) and Herbert A. Saxe & Oscar Silverman, also from Conn. Timm owns stations in Chattanooga, Tallahassee & Douglas, Ga. WNTM, Vero Beach, Fla. by Mrs. Naomi Murrell (also owns WKIS, Orlando) for \$55,000 to Frank Spires, Atlanta. Brokers: KJAY, Allen Kander & Co.; WKXV & WOOO, Blackburn & Co.; WNTM, Hamilton, Stubblefield, Twining & Assoc. Note: Application to sell WKTL, Kendallville, Ind. to Ted Nelson, ex-gen. mgr. of WFIE, Evansville (Vol. 13:13) has been withdrawn at request of attorney.

* * * *

Radio station sales and transfers approved by FCC: KOWH, Omaha, by Todd Storz group to Wm. F. Buckley Jr.'s *National Review*, for \$822,500 (Vol. 13:13). WLAY, Muscle Shoals, Ala. by Michael R. Freeland to Fred L. Thomas, owner of WKTM, Mayfield, Ky. (50%) and WKTM employees Robert G. Watson & John M. Latham (25% each), for \$69,000 (Vol. 13:13). WDBF, Delray Beach, Fla. by Delray Bestg. Corp. to non-profit Boca Raton Bible Conference Grounds Inc. (Ira L. Eshleman, pres.) for \$56,000 (Vol. 13:16). KSTB, Breckenridge, Tex. by Coy Perry and C. M. Hatch (owners of KCLW, Hamilton, Tex.) to Hugh M. McBeath, chief engineer of KXOL, Ft. Worth, for \$50,000 (Vol. 13:17). KTRC, Santa Fe, N. M. by J. Gibbs Spring to Garfield C. Packard, ex-mgr. of KICA-TV, Clovis, N. M. for \$50,000 (Vol. 13:14). KCLN, Clinton, Ia. by W. H. Murray, K. W. Evans & H. R. Petersen to Valley TV & Radio Inc. (John R. Livingston, pres.), for \$35,000. KSUB, Cedar City, Utah, 93% by KSL-TV, Salt Lake City (Ch. 5) to former minority owners Arthur Jones, Durham Morris, Lanell N. Lunt & Lorin C. Miles, for \$33,778 (Vol. 13:13).

Warm endorsement of Armed Forces TV stations was expressed by Brig. Gen. Carson A. Roberts, director of Armed Forces Information & Education Office, in testimony before House Appropriations subcommittee last month, according to report released this week. He listed these benefits: (1) Cut AWOL rates. (2) Increase enlistments. (3) Keep children amused. (4) Please service wives at isolated bases. (5) Give commandants frequent personal contact with men.

Armed Forces TV Service's first 3 uhf transmitters—one at Ramey Air Force Base, Puerto Rico and 2 at air bases in Germany (Vol. 13:18)—were manufactured by Continental Electronics Mfg. Co., Dallas, and sold to Signal Corps through Dage TV div., Thompson Products, which made cameras and studio equipment.

Public affairs scoop for CBS-TV—announced not by network but by Secy. of State Dulles and Sen. Bridges (R-N. H.)—will be interview of Russian Communist boss Nikita Krushchev on *Face the Nation*, date undisclosed. Dulles made the disclosure this week during closed luncheon meeting of Senate Republican Policy Committee as example of Russia's expanded peace offensive.

Network Accounts: Ronson to sponsor *NBC News* with Chet Huntley & David Brinkley on NBC-TV starting Sept. 23, Mon. & Thu. 6:45-7:15 p.m., and buys additional 32 newscasts in 52-week contract, thru Norman, Craig & Kummel . . . American Tobacco & Ralston-Purina to be alt. sponsors of new filmed *Manhunt* series on NBC-TV in fall, Fri. 9-10 p.m., former thru Sullivan, Stauffer, Colwell & Bayles, latter thru Gardner . . . Mogen David Wine sponsors new *Key Club Playhouse* on ABC-TV starting May 31, Fri. 9-9:30 p.m., thru Edward H. Weiss, Chicago, and buys alt. sponsorship of unannounced show (possibly *Masquerade Party*) on NBC-TV in fall, Mon. 7:30-8 p.m. . . . Armour expected to be alt. sponsor (with Kellogg, Pillsbury, Oldsmobile) of *The Big Record* on CBS-TV in fall, Wed. 8-9 p.m. . . . Purex & Speidel to be alt. sponsors of reruns of *Loretta Young Show* on NBC-TV starting July 2, Tue. 8-8:30 p.m., former thru Edward H. Weiss, latter thru Norman, Craig & Kummel . . . Goodyear & Alcoa to sponsor Four Star Films series, yet untitled, on NBC-TV in fall, Mon. 9:30-10:30 p.m. . . . Standard Brands, Brown & Williamson, Miles Labs & Dixie Cup expected to sponsor *Bride & Groom* on NBC-TV starting July 1, Mon. 2:30-3 p.m., replacing *Tennessee Ernie Ford Show* . . . Bristol-Myers to sponsor *The Arthur Murray Party* on NBC-TV starting July 1, Mon. 9:30-10 p.m., thru Young & Rubicam . . . Zenith to sponsor one-fourth of NCAA football games on NBC-TV in fall . . . General Foods to sponsor *Danny Thomas Show* on CBS-TV next season, Mon. 9-9:30 p.m., taking time period being vacated by *I Love Lucy* at end of June . . . American Home Products buys alt. sponsorship of *The People's Choice* on NBC-TV Thu. 9-9:30 p.m., thru Young & Rubicam . . . Pontiac to be partic. sponsor of *Annie Get Your Gun* spectacular on NBC-TV in fall . . . Associated Products (5-Day Deodorant Pads) to be alt. sponsor of *Broken Arrow* on ABC-TV starting June 4, Tue. 9-9:30 p.m., thru Grey Adv. . . Revlon buys *The Walter Winchell File* on ABC-TV starting Oct. 2, Wed. 9:30-10 p.m., thru BBDO . . . Procter & Gamble to sponsor *The Web*, filmed mystery series on NBC-TV for 13-week summer run starting July 7, thru Benton & Bowles . . . Royal McBee (typewriters) buys alt. sponsorship of *Sally* on NBC-TV starting Sept. 29, Sun. 7:30-8 p.m., thru Young & Rubicam.

ADVERTISING AGENCIES: Sherwood Dodge, ex-Foote, Cone & Belding, joins Fletcher D. Richards Inc. as exec. v.p., director . . . Christopher A. Sante named senior v.p. of Lennen & Newell, N. Y. . . Stanley D. Canter, ex-McCann-Erickson, joins Ogilvy, Benson & Mather as research director . . . George W. Davidson, ex-J. Walter Thompson, joins Compton as v.p. & account supervisor.

Rate increases: KOIN-TV, Portland, Ore., has added Class AA hour (7:29-10:01 p.m. Mon.-Sat., 6:29-10:01 p.m. Sun.) at \$900. KOAM-TV, Pittsburg, Kan.-Joplin, Mo. has increased base hour from \$300 to \$360, min. \$60 to \$80.

Complete TV station for Poland, most powerful in that country, has been ordered from British Marconi at cost of about \$560,000. Transmitting equipment will include two 7½-kw transmitters, to be fed in parallel into 16-stack high-gain quadrant antenna, producing about 200-kw ERP. Station will be located in Katowice, in densely populated southern Poland mining area. Marconi also announced it has supplied equipment for 3-camera studio in Warsaw.

NBC fall color plans, says RCA pres. John Burns, are "to convert practically all of its national night-time attractions to color with heavy concentration on the weekends." He told Chicago news conference this concentration "will stimulate even greater interest in color."

Kansas City color set sales were 68 in March, bringing total to date to 1945, according to city's Electric Assn.

Telecasting Notes: Feature films won't last forever, warns May 13 *Billboard*—in fact, it estimates on basis of 10-market survey that they'll be played out by 1963, for all practical purposes. This estimate includes the batch of films now available, the 1750 pre-1948 films not yet on market, the approximately 1400 post-1948 films which would become available now if residual problems were settled, plus another 1000 features which will have been added to post-1948 groups by 1962 . . . Other conclusions in *Billboard* feature survey: Current packages now on market will last for approximately another 18 months; pre-1948 backlogs not yet on market could stretch period of relatively plentiful feature supply to 3 years; TV feature usage is outstripping production more than 4-to-1. Article wonders aloud whether someone shouldn't explore possibility of producing feature-length films for TV . . . Feature sales still hot: NTA announces 120 stations have bought its Rocket 86 package; Signet Films, with package of 35 Pine-Thomas oldies bought from Paramount last Dec. (none with big names) has sold them in 43 markets . . . Coast-to-coast TV network was assembled in one day by 9 ABC-TV affiliates to carry Dave Beck Senate hearings, with Seattle's KING-TV the prime mover in getting affiliates to join up and share costs . . . Total of 55 shows out of 121 nighttime network shows will have been cancelled in 1956-57 program season by next fall, May 22 *Variety* reports in account of TV's "most cancellation-happy season" . . . Sid Caesar's parting with NBC after 9-year association brings era of the big comedian on TV to an end—at least temporarily. Reports in the trade continue to speculate that Caesar will tie his future to Pat Weaver

. . . Hollywood TV writers' income for fiscal year ended March 31 totaled \$6,814,662, according to Writer's Guild of America, West—more than \$2,000,000 over preceding year—but radio writers' income was down almost \$300,000 to \$467,227. Movie writers still headed list at \$11,151,234, increase of \$762,803 in year . . . MGM has signed deal with NBC Film div. to produce at least one, and possibly 4 film series for syndication, with movie maker supplying half of financing . . . Another movie firm enters TV: Hecht-Hill-Lancaster plans to produce 30-min. series based on Elmer Rice play, "Counsellor at Law" starring Melvyn Douglas . . . NBC's California National Productions won't make any more pilot films, we're informed by press release. From now on it will make "prototypes" instead (CNP thinks it better describes its own type of operations) . . . Dose of their own medicine dept.: Britishers are going to see old British movies on TV. Commercial program contractor ABC-TV has paid \$140,000 for TV rights to 25 Sir Alexander Korda oldies.

Censorship of TV programs and films is specifically banned in new Agriculture Dept. rules for assistance of producers who seek aid on programs dealing with farming. Rules were redrafted after House information subcommittee headed by Rep. Moss (D-Cal.) accused Dept. of threatening censorship of programs not following govt. policy lines. Moss this week praised Agriculture Secy. Benson for the change and his newly announced "open door" policy on departmental information. Rules change also deleted a former prohibition forbidding any sponsorship by manufacturers of alcoholic beverages of TV films which Dept. helped produce.

Global expansion program for A.A.P. Inc., distributing agent for Associated Artists Productions Corp. (pre-1950 Warner Bros. features & shorts, Popeye cartoons, TV film, etc.), was announced last week end, featuring these facets: (1) New eastern hemisphere operation will be set up under foreign dept. director Norman Katz, with headquarters in London, completely duplicating all A.A.P. activities in U. S.—sales of film to TV stations and theatres, "possible acquisition of TV stations," production of films abroad, etc. (2) A.A.P. is negotiating with Douglas Fairbanks Jr. to become one of leading executives in its foreign operations. (3) Huge Latin American sale involving more than \$6,000,000 was made by A.A.P. to new syndicate headed by Robert Kronenberg, former A.A.P. western div. mgr., which will handle all A.A.P. products. The U. S. company retains undisclosed interest in syndicate. (4) A.A.P. has already sold theatrical pictures behind Iron Curtain and this week completed sale of Popeye to British TV contractors Granada TV and Associated-Rediffusion.

Senate axed USIA budget May 15, cutting it down to \$90,200,000 from \$144,000,000 sought by Administration and \$106,000,000 voted by House (Vol. 13:16). TV-radio projects of agency survived economy blows on floor day after President Eisenhower went on air with plea to save his budget, but final 61-15 vote for cuts hit hard at USIA staffs in western Europe and at press service now operating in 70 countries. Republican leadership joined Majority Leader Johnson (D-Tex.) in slashes recommended unanimously by Appropriations Committee after hearings in which USIA Director Arthur Larson was bipartisan target. Budget now goes to Senate-House conference.

RCA Exhibition Hall has become No. 1 tourist attraction in N. Y. metropolitan area, executive committee chairman Frank M. Folsom said this week on tenth anniversary of hall's opening. More than 17,000,000 persons have passed through main entrance of showroom at 40 W. 49th St., origination point of NBC-TV's *Today* and *Tonight* shows and showcase for RCA's TV & electronic wonders.

Radio sports "network"—Sterling Radio Network Inc.—has been organized by Sterling Television Co., TV film syndicator, to provide U. S. & Canadian radio stations with year-round live sports and special events service. First feature will be schedule of 60 colleges and professional football games this fall. Games will be offered, without commercials, on flat fee basis in each market. Stations may buy each package separately—purchase including option to buy next package. Service is being launched "in association with" Sports Broadcasts Inc., organizer of regional TV & radio networks for games of N. Y. Yankees baseball and N. Y. Giants football teams. Sports Broadcasts is headed by Ed Pancoast, ex-Bolling Co., and includes commentator Marty Glickman and Ned Asch, ex-WMGM, N. Y. Officers of Sterling Radio Network Inc. are Saul J. Turell (pres. of Sterling TV Co.), pres.; Pancoast, sales v.p.; Charles Dolan, exec. v.p.; Glickman, sports director; Asch, production mgr.; Robert Kirsten, sales promotion mgr.

Formula for release of post-1948 features won't be reached "in the immediate future," Motion Picture Assn. pres. Eric Johnston said this week. He indicated that negotiations with the various craft unions involved still look like long-drawn-out affair. Negotiations with AFM pres. James C. Petrillo on post-1948 feature royalties should start "within the next few weeks," he stated.

International TV pickups will be "commonplace" by 1994, NARTB pres. Harold E. Fellows predicted May 14 at seminar on contemporary broadcasting at Emerson College, Boston. He foresaw "great single-purpose TV studios," utilizing tape for semi-automatic operation.

Celler anti-trust subcommittee met briefly this week to consider proposed TV network probe report (Vol. 13:19), but it probably still will be several weeks before any kind of agreement will be reached.

Duty-free importation by colleges of film and recordings to be used on educational TV-radio stations is sought by Rep. Eberharter (D-Pa.) in HR-7454.

WINNER OF San Francisco-Oakland's Ch. 2 looks as if it will be San Francisco-Oakland TV Inc., headed by former General Teleradio v.p.'s Ward D. Ingram & Wm. D. Pabst. FCC this week announced it had voted instructions to staff to draft decision that way—but final decision is yet to come.

Reversal is always possible, particularly since vote (not announced) was said to be 4-3 on a strict GOP-Democratic split—very rare in recent years. The 3 Democrats are understood to have favored Democratic bigwig Edwin W. Pauley's TV East Bay—nobody going for Channel Two Inc. which had obtained examiner Thomas H. Donahue's nod June 20, 1956. Channel Two Inc. is headed by Stoddard P. Johnston, includes as 5% stockholder Sen. Knowland's father J. R. Knowland.

FCC was also understood to have instructed staff to draft decision affirming grant of Ch. 6, Paducah, Ky. to WPSD-TV, denying petition for reconsideration.

Another honey of a go-around is in prospect for Tampa-St. Petersburg, now that Commission announced plans to add Ch. 10 there (to nearby New Port Richey). At least 7 potential applicants, including those who lost out in Ch. 8 & 13 hearings there, have demonstrated interest.

For Peoria, WIRL was finally awarded Ch. 25 in lieu of the Ch. 8 which it had won in hearing with WMBD but later lost in deintermixture proceeding which moved channel to Rock Island. It's understood Commission also plans to give WMBD, which lost Ch. 8 fight to WIRL, a grant on Ch. 31.

HOW DO SEMICONDUCTOR manufacturers rank in output? *Fortune* magazine, in second of its series on electronics business, undertakes study of components industry, and—on basis of own survey of 1956 market—comes up with this semiconductor ranking, which contains a surprise or two:

"Texas Instruments, a little-known company in Dallas, placed first by a comfortable margin. Transitron Electronic Corp. of Wakefield, Mass., founded in 1952 and even less known than TI, ran neck-&-neck with GE for second place. Sylvania, the second-ranking tube maker, was fourth (Sylvania was hurt in semiconductor work by the loss of 10 scientists and engineers to CBS-Hytron in 1955). Hughes Aircraft, which entered electronics as a military equipment manufacturer, was fifth.

"Some of the biggest names in electronics are far down on the semiconductor sales list. Raytheon, one of the oldest tube manufacturers, for a time ranked first in the semiconductor field, and it still has 80% of the small hearing-aid transistor market. But Raytheon has fallen behind in other types of transistors. Philco, after a slow start, is now coming up fast with [the] 'surface barrier' transistor. RCA, the biggest tube maker of all, is still far behind in semiconductors. RCA got into semiconductors early, had production and management troubles, and had to shut down production briefly in 1954. But those days are behind it, and RCA can be depended on to fight for a major position."

Regarding Transitron—"now slugging it out with GE for second place in the semiconductor field"—*Fortune* says it is No. 1 in production of germanium diodes and "so far ahead of the field in making silicon rectifiers that it will be hard to catch." It is now also making transistors, has 1700 employes—all in semiconductor work—and uses some 200,000 sq. ft. of plant.

Receiving tubes are on the way out, *Fortune* predicts,

Initial decision proposing grant of Ch. 7, Ponce, P. R. to Ponce TV Partnership was recommended by Examiner Donahue. He concluded that partner George A. Mayoral's 1-plus percent interest in WORA-TV, Mayaguez (Ch. 5) is insignificant and that population overlap between the 2 stations is negligible.

Another hoary old battle finally wore itself out when FCC again affirmed grant of WPRO-TV, Providence (Ch. 12) after grantee WNET (Ch. 16) dropped its various pending objections.

Still another fight faded out when Scripps-Howard's WNOX, Knoxville, asked dismissal of its appeal of grant to WBIR-TV (Ch. 10); appeal by Tennessee TV is still pending.

Commission's plans to shift WRGB's Ch. 6 from Schemectady is running up against some staunch Senatorial opposition. Sen. Javits (R-N. Y.) this week added his voice to that of Sen. Aiken (R-Vt.)—inserting in May 16 *Congressional Record* admonition that shift would deprive many people of service.

FCC wound up flock of other allocations rule-making proceedings: (1) Added Ch. 12 to Lamar, Colo. (2) Substituted Ch. 29 for Ch. 59 in Buffalo-Niagara Falls, giving grantee WNYT-TV the lower channel. (3) Denied proposals to add Ch. 11 to St. Joseph, Tenn., to delete Ch. 7 from Spartanburg, S. C., to delete Ch. 5 from Raleigh, N. C., to add Ch. 3 to Clearfield, Pa. KBAS-TV, Ephrata, Wash. filed petition seeking addition of Ch. 16 to town.

Eight translators were granted: Ch. 80, Lone Pine, Cal.; Ch. 70 & 73, Salmon, Ida.; Ch. 70, Ely, Nev.; Ch. 79, Claremont, N. H.; Ch. 70, Cave Junction, Ore.; Ch. 83, Redmond, Ore.; Ch. 78, Rock Springs, Wyo.

stating that sales will stop growing by 1960, and by 1965 principal market will be replacement sales.

Article states components account for \$2.3 billion sales annually, more than one third of total sales of electronic end products. It breaks them down thus: Tubes, \$855,000,000; semiconductors, \$77,000,000; capacitors, \$220,000,000; resistors, \$175,000,000; transformers & coils, \$125,000,000; filters, tuners, speakers, etc., \$325,000,000; hardware (sockets, wire, terminal boards, etc.), \$550,000,000. Some 3000-4000 companies are engaged in components business, it says, listing Sprague & Cornell-Dubilier as No. 1 & 2 in capacitor field, IRC, Ohmite & Allen-Bradley as tops in resistors.

As to picture tubes, it estimates Sylvania & RCA account for about 50% of the business, with GE strong third despite fact it sells only to GE and the replacement trade. It notes that nearly 40% of picture tube sales are now replacements and estimates that half of replacement tubes are supplied by local rebuilders.

ELECTRONICS PERSONALS: Bert Fein named chief industrial engineer, IT&T defense products div.; he was formerly asst. to div. pres. Adm. John E. Gingrich (ret.) . . . Howard A. Baldwin promoted to RCA Service Co. administrator of atomic energy services, Camden . . . Timothy E. Shea elected engineering v.p. of Western Electric; Arthur P. Clow succeeds him as v.p. in charge of personnel & public relations . . . Maj. Gen. W. Preston Corderman, Deputy Chief Signal Officer, next month becomes Commanding General, Ft. Monmouth, replacing Maj. Gen. Victor A. Conrad, who has been appointed Chief Signal Officer, Supreme Headquarters Allied Powers in Europe (SHAPE); Maj. Gen. Emil Lenzner, Commanding General of Army Electronics Proving Ground, Ft. Huachuca, Ariz., is due to succeed Gen. Corderman, with Brig. Gen. Ralph T. Nelson taking over Ft. Huachuca post.

Tung-Sol is acquiring Chatham electronics div. of Gera Corp. for undisclosed price. Chatham makes power tubes, hydrogen thyratron tubes, radiation detection equipment, had 1956 sales of about \$6,000,000.

NEW SETS—NEW PRICES (UP), NEW LOOK (110°): On eve of introduction of new TV sets, these were the trends apparent to us as we talked with receiver manufacturers during RETMA's annual Chicago convention this week: (1) The inevitability of a price hike, and (2) the feeling -- not shared by all set makers -- that the 110-degree tube offers industry its best chance in several years to feature a "major improvement."

Adding to general optimism was information from RETMA that total TV receiver inventories at end of April were about 2,250,000 compared with 2,375,000 at similar date year ago -- marking first time this year that total inventories have been less than for last year's comparable period. April sales to consumers were about 350,000 (including export), only slightly less than last April's 360,000 -- and for the first 4 months of the year, sales to consumers amounted to 2,050,000 compared with 2,100,000 in similar period last year, while production through April this year was 1,831,572 vs. 2,394,264 in 1956 Jan.-April -- a drop of 23%.

Everyone we talked to said TV prices had to go up. RCA pres. John Burns told news conference that prices on new line of black-&-white sets probably would average 5-10% higher. RETMA pres. and GE v.p. Dr. W.R.G. Baker agreed with this estimate while Admiral pres. Ross Siragusa estimated increase should be about \$20 per set. Motorola consumer products marketing v.p. S.R. Herkes also saw need for price boost of about \$20, saying \$10 wouldn't even offset increasing costs.

Among factors cited as necessitating price boost were increased wages, 7½-10% hike in picture tube bulbs, more expensive 110-degree tube and its added circuitry.

We found coincidence of expression in talks with GE's Baker and Admiral's Siragusa when both keyed this year's sales campaign to efforts to "return TV to the living room." Siragusa based his reasoning on what he said would be "a complete turn-around from old price appeal to higher prices on new features." Dr. Baker's feeling was that the 110-degree tube -- which he called an encouraging development, but not a cure for the TV industry's problems -- would provide opportunity for new styling concepts to better adapt TV to living room decor.

Not all manufacturers are enthusiastic about 110-degree tube -- Magnavox pres. Frank Freimann, for example, in his "go-slow" note to dealers, cited disadvantages of more complex circuitry, new components, possible tendency of consoles to tip because of shallow cabinet. Freimann's views stirred up some comment -- RCA's Burns and GE's Baker saying that "tip-ability" problem could be handled by engineering modifications; Motorola spokesman cited similar tipping experience encountered in front-heavy large-screen sets on casters. While Motorola said it would use 110-degree tubes in new line, extent was not detailed -- and impression was that it would be small. Burns said RCA will use 110-degree tubes, but wouldn't state whether it would be used in all models across the board.

Baker compared development of TV with that of radio, pointing to advent of small sets which moved to all parts of the house despite everything industry did to maintain living-room supremacy of higher-priced consoles. Noting that TV was clincher in deposing the radio console, he said portable TVs are doing same thing to the TV console -- with fewer now using the living-room TV. This void could be filled by some new development, he said -- "I don't know what, could be half a dozen things."

RCA's Burns, on first trip to Chicago since assuming company presidency, reiterated chairman Brig. Gen. David Sarnoff's theme that color is the cure for TV industry's woes. Burns put it this way: "Color TV will prove to be the greatest shot in the arm for electronics since the introduction of black-&-white TV." He said color was going well, "but not nearly as well as we would like it to."

On price question, he said he saw no chance of any cut in color set tags, indicating it's "even possible they may have to go up slightly." He said RCA now takes a loss on every color set it sells; that "we know of no revolutionary development in

color TV, even in the discussion stage, that gives any indication of being ready for production for at least several years."

TV production for this year at RCA, he said, is about the same as last year and he predicted business this year will be as good, or better, than last year. On inventories, he said RCA is a little lower than last year at each point across the board -- with only enough inventory to fill the pipeline.

Figures on total TV production for the past 12 months were supplied, meantime, by Packard-Bell pres. Robert S. Bell, acting chairman of RETMA set div., in his annual report. He gave preliminary estimate of 6,000,000 for the 12 months compared with 7,343,000 in comparable previous year. Dollar volume of factory TV sales, he said, "dropped from \$991,341,000 to \$795,000,000 during the same period." About 2,000,000 TV portables were produced in this period, Bell said, with no comparison available for previous year when few were made. Home, clock and portable radio production rose to 9,300,000 units -- an increase of 800,000 over previous year.

List Price Complaint: National Better Business Bureau -- in drive against what it calls "false, fictitious, exaggerated or otherwise misleading or deceptive list prices" -- has written to some 100 TV & major appliance makers asking them to take public stand on question. Pres. Kenneth B. Willson says it's too early yet to tabulate results of inquiries mailed out this week; that so far he's only received two replies. Most manufacturers indicate general agreement with purpose of Bureau but question how it could be carried out in varying markets. Willson told us he has offered to set up regional meetings with manufacturers to work out problems. The drive, he said, will not be limited to TV-appliances -- they just happen to be in the spotlight because of what he described as "abuses there." His group, he said, is concerned with national adv. & selling practices, not local.

Hope for BDSA: Thanks largely to industry support, Senate May 17 voted funds to operate the 35 industry divisions in Commerce Dept.'s Business & Defense Services Administration -- though it did cut item more than \$1,000,000 below amount requested in President Eisenhower's budget. House had completely eliminated \$3,650,000 budget item from Commerce appropriation, which would, in effect, have killed industry divisions in that department (Vol. 13:15-16,19). As result of strong representations by electronics and other industries, Senate Appropriations Committee recommended, and Senate approved, \$2,167,000 which would keep divisions going, but at reduced level. Industry divisions are still in jeopardy, since bill must go to Senate-House conference committee to iron out differences between the 2 versions.

Economic Signposts: Gross national product took another rise in first quarter of 1957, Commerce Dept. announced this week -- reaching annual rate of \$427.1 billion compared with \$403.5 billion in first quarter 1956 and \$424 billion last quarter. Roughly two-thirds of advance over a year ago, Commerce Dept. said, stemmed from price increases. Breakdown showed \$4 billion increase in personal consumption expenditures to \$275 billion rate, with most of increase in durable goods spending centered on auto purchases. Disposable personal income -- income after personal taxes -- was at a rate of over \$295 billion, 5½% above same quarter last year in dollars and 2% in real purchasing power (after allowance for rise in consumer prices).

Production: TV output was 80,949 week ended May 10, compared with 81,864 previous week and 119,352 in corresponding week one year ago. It was year's 19th week and brought TV production for year to date to about 1,994,000 compared with 2,628,222 in same period of 1956. Radio production totaled 251,249 (102,111 auto) week ended May 10, compared with 280,490 (103,015) the preceding week and 271,632 (80,155) in corresponding week year ago. Radio output for 19 weeks totaled about 5,604,000 (2,227,000) vs. 5,055,309 (1,876,090) in same 1956 period. -- (JSC).

Westinghouse employes stock plan is being re-established June 1 with shares being offered at \$6 per share below average market price for Nov. 1-20, 1957. Plan is on 6-month basis with stock to be paid for by payroll deductions. Participation is limited to 125 shares annually per employe—officers and directors not eligible.

Hotpoint's 1958 TV line will be introduced May 24-25 at national distributor meeting at Liggt's Inn, Burlington, Wis., with higher prices anticipated. Portables, with 110-degree tubes were introduced earlier (Vol. 13:15) but spokesman declined to say whether table & console sets would use the new tube.

Topics & Trends of TV Trade: RETMA pres. Dr. W. R. G. Baker, GE v.p., was reelected at this week's annual convention in Chicago. Also reelected were exec. v.p.-secy. James D. Secrest and Leslie F. Muter, Muter Co., treas. & chairman of finance committee. Wm. L. Reynolds, asst. gen. counsel, was elected gen. counsel, succeeding ex-RETMA pres. Glen McDaniel who had held post since 1952.

Names of 2 divs. were changed to reflect growing & changing operations (Vol. 13:19): Set div. to Consumer Products div. & Tube div. to Tube & Semiconductor div.

V.p.'s & chairmen of divs. are: Consumer Products—Robert S. Bell, Packard-Bell, reelected v.p. and elected chairman. Military Products—Fred R. Lack, Western Electric, reelected v.p.; C. B. Thornton, Litton Industries, chairman. Technical Products—H. J. Hoffman, Machlett Labs, reelected v.p.; W. J. Morlock, GE, chairman. Parts—Herbert W. Clough, Belden Mfg. Co., reelected v.p.; Russell E. Cramer Jr., Radio Condenser Co., chairman. Tube & Semiconductor—R. E. Carlson, Tung-Sol, reelected v.p.; D. W. Gunn, Sylvania, chairman.

* * * *

Improved international market for electronics was reported to RETMA convention by International Dept. chairman Ray C. Ellis of Raytheon who said that 1956 exports of equipment and parts rose almost 24% over 1955 and that this year's figures indicate trend will continue. Report noted 315 TV stations, exclusive of U. S. & Possessions, were in operation at start of 1957 with TV sets numbering 13,600,000 (Vol. 13:4). "Over 200 more stations are expected to begin operations in various foreign countries during next two years," he said. "Many of these markets are closed to American products, but our exports should reflect this expansion of the international TV situation." He said last year's broadcast station equipment exports amounted to more than \$8,000,000—nearly double 1954 rate. CR tube & radio exports declined slightly last year while receiving tubes, crystal diodes, transistors increased. Radio apparatus & parts imports, he said, were valued last year at \$8,500,000 compared with \$3,400,000 in previous year. He also cited "a rather sharp upturn in imports of phonographs, record players and needles." Commenting on Ellis report, one components manufacturer told us U. S. manufacturers can out-produce & out-engineer foreign competition whose only advantage is lower labor costs—but red tape has kept him out of export field.

RETMA vocational training aids are being used by more than 400 vocational, trade & technical schools according to report of RETMA Service Committee at Chicago convention. Report says program—now in 5th year—assists schools in their "modernization of radio-electronics-TV technicians' training and in increasing the number of technicians trained." It also points to "urgent need for school laboratory information and basic instructional manuals on military and industrial electronics."

Higher picture tube prices are in offing following Corning's boost of 7½-10% on bulbs attributed to increased material & manufacturing costs. RCA spokesman said their cost on blanks was up 8-10% and they were studying market situation to determine whether to absorb the increase or up prices. He said a decision will be made about midweek. Sylvania is increasing prices 4-8%; Westinghouse 7-8%; DuMont reported planning 8% hike.

DuMont enters receiving tube market, announcing it will offer some 435 types for TV, radio, communications, industrial electronics—in addition to CR tubes. Last week, pres. David T. Schultz told stockholders meeting that CR tube operations were responsible for most of \$353,000 first quarter loss. New line of tubes will be displayed at Electronic Parts show May 20-23 at Conrad Hilton Hotel, Chicago.

NO CEILING is in sight for healthy electronics industry—now doing close to \$12 billion in business annually—RETMA pres. Dr. W. R. G. Baker told convention in annual report. Actual sales of goods total better than \$6 billion yearly, he said, "divided about equally between military and commercial business, with the edge slightly on the former." Remainder includes revenues from broadcasting, servicing, merchandise distribution, etc.

Dr. Baker, who was reelected to presidency at windup of convention, told manufacturers that TV sales "seem to have reached their first plateau, while awaiting the color boom, but are still substantial enough to account for more than a fifth of our income." Radio, he said, "whose demise was erroneously prophesied when TV made its debut, is making an astounding comeback, thanks largely to technical improvements and developments such as hi-fi and transistors."

Max F. Balcom, Sylvania director and consultant, was presented 1957 RETMA "Medal of Honor" in recognition of "many years of service and leadership in RETMA and the electronics industry."

In accepting the award, Balcom outlined growth of industry up to color TV, saying "without question, color was one of the major breakthroughs in the history of our industry, and I think it has an enormous potential. However, in trying to predict just how long it will be before color sales catch up with black-&-white, we have to bear in mind that extremely important thing called 'time.' It takes a lot of time and effort and money . . . before a technical achievement like color becomes a large-volume consumer product." His only comment, he said, "is that color is coming along steadily, and before too very long will become a substantial portion of total set sales." He predicted next major phase of electronics industry would be commercial and industrial electronics or automation.

Sales of TV-radios-phonos in fiscal 1956-57 will total about \$1.5 billion at factory level, compared with \$1.4 billion last year, reports RETMA marketing data policy committee chairman Frank W. Mansfield of Sylvania. He estimates manufacturers' sales of radios for year at 15,350,000 vs. 14,129,053 units last year, phonos at 5,000,000 units compared with 3,356,848. TV production was estimated at 6,000,000 this year vs. 7,342,930 last year. His report states "industrial and commercial products are up from \$850,000,000 to nearly \$1 billion. Military products exceed \$2.8 billion vs. \$2.6 billion last year. Replacement parts continue to grow and will reach \$900,000,000—up from \$800,000,000."

Record \$2.3 billion parts sales were chalked up in 1956, RETMA Parts div. chairman Russell E. Cramer Jr., v.p. of Radio Condenser Co., told annual convention, listing parts for initial equipment at \$1.5 billion, replacement components at \$850,000,000. Year was marked, he said, by severe competition with sales of some companies showing "an encouraging gain, [while] profits have not kept pace."

"RCA Color TV Pict-O-Guide," companion volume to "Pict-O-Guide" for monochrome, has been published by RCA electron tube div. Written by John R. Meagher and illustrated with color photos taken from operating receiver; it contains step-by-step instructions in installation, adjustment and servicing of color sets.

Color TV has emerged as the major attraction at Japan Trade Fair in Tokyo, the highlight of smash-hit U. S. exhibit. RCA exhibit mgr. Richard Hooper predicts Japan will be next country with commercial color; experimental colorcasts have been underway for some time.

Trade Personals: W. E. Boss promoted to director of RCA color TV coordination, reporting to merchandising v.p. Martin F. Bennett . . . B. H. Boatner named v.p. of Westinghouse Electric Supply Co. and gen. mgr. of apparatus & supply div. . . James N. Ryan Jr., ex-Emerson, appointed Admiral regional mgr. for Rochester, Syracuse, Buffalo, Youngstown . . . Vice Adm. Edward L. Cochrane (USN, ret.), retiring in July as MIT v.p., elected Raytheon director . . . Leslie F. Muter Jr. & Herbert J. Rowe elected v.p.'s & directors of Muter Co. . . . Ronald E. Vedder promoted to Sylvania radio & hi-fi sales coordinator . . . James R. Squires named consultant in charge of GE marketing training program . . . Richard G. Evans, ex-Capehart-Farnsworth, appointed Sylvania TV-radio district sales mgr., Kansas City; Evert C. Sharrow, ex-Easy Washing Machine, named Dallas district sales mgr. . . . John B. Ward promoted to gen. mgr. of Corning Glass new products div., replacing John Carter, new pres. of Fairchild Camera & Instrument Co.; Cyril T. Paquette succeeds Ward as sales mgr. . . . Edward E. Orlando, Canadian Westinghouse gen. mgr. of district apparatus div., and John A. Campanarro, gen. mgr. of electronics-atomic-defense divs., elected v.p.'s . . . Louis J. Sebok promoted to Decca national sales promotion mgr., replacing Sam Goodman, resigned; Clarence Goldberg succeeds Sebok as national special service sales mgr.

RCA is most popular set in Portland, Me. area—"nation's top 75,000-100,000 test market"—according to 1957 consumer analysis by *Portland Press Herald-Evening Express*, whose Guy Gannett Publishing Co. owns WGAN-TV. Sampling of 37,083 families showed RCA was choice of 16.9% of those (92.5%) now owning set. Next were GE (13.1%), Zenith (12.1%), Philco (11.3%), Admiral (7.5%), Motorola (6.3%), Silvertone (5.3%), Emerson (5%), Crosley (3.8%), Westinghouse (1.9%). Among 5.5% of families planning to buy set this year, RCA, GE, Zenith, Philco held in order of preference. Of 9.8% of families owning more than one set now, GE was favorite (28.4%), RCA next (12.8%). Overwhelming screen preference in owned sets was 21-in. (71.8%). Only 3.3% had 24-in., 20.8% had 17-in.

New version of "Wamoscope," with distinct possibilities for closed-circuit TV, was announced this week by Sylvania at IRE National Conference on Aeronautical Electronics in Dayton. Developed by Sylvania and Naval Research Lab for military uses, "Wamoscope" is abbreviation for "wave-modulated oscilloscope," incorporating most of essential functions of microwave receiving set in single tube envelope, eliminating many tubes and components. New version of tube is 17-in. long, 13-in. shorter than previous model announced last summer (Vol. 12:34); weighs 2½ lb., as against 11 lb.; has 10-in. rectangular face, replacing round face. Pilot quantities of earlier version are being used by all 3 Armed Forces in research & development projects.

Sylvania produces last 90-degree-tube receiver May 17, switching Batavia, N. Y. plant to 110-degree production during May 20-June 3 shutdown. Entire 1958 line, to be introduced June 17, will feature new tube.

TV service institute will be conducted by U of Minn. May 27-28 with cooperation of Minn. TV Service Engineers and U. S. Small Business Administration—at \$7.50 to registrants.

Excise tax collections on TV, radio & phonos totaled \$154,449,000 in 1956 compared with \$158,036,000 in 1955, reports Internal Revenue Service.

Admiral is sponsoring factory-authorized warehouse sale for distributors & branches May 26-27 "to pave the way" for next month's new TV-radio-hi-fi models.

DISTRIBUTOR NOTES: Admiral appoints Pittsburgh Products Tri-State Co. (R. W. Evans, gen. mgr.) to handle 16 counties in addition to present Pittsburgh territory; warehouse being set up at 1300 Frankstown Rd., Johnstown . . . Raymond Rosen & Co., Philadelphia (RCA) appoints Charles E. Boyer Sr. district mgr. of RCA Victor div., succeeding Sid Brandt, resigned . . . Emerson of Long Island (469 Jericho Turnpike, Mineola) reopens following Feb. 8 fire . . . Westinghouse appoints Otis Means as district appliance sales mgr., Chicago . . . Hotpoint appoints Graybar for Erie, Pa., replacing W. A. Case & Son . . . Kuba Import Co., importer of German radio-phonos, appoints Key Accounts Inc., N. Y. . . . Philco appoints Graybar Electric Co. for Detroit-Grand Rapids area, closing own Detroit branch; Radio Equipment Co., South Bend, closes Grand Rapids branch.

GE is reorganizing sales activities of its electronic components div., setting up separate original-equipment selling organizations for each of the 5 separately managed operating depts.—cathode ray tube, power tube, receiving tube, semiconductor products & specialty electronic components. These new appointments to receiving tube marketing organization were announced: K. T. Cox, mgr. of commercial service; G. W. DeSousa, receiving tube sales mgr., equipment mfrs.; E. H. Fritschel, mgr. of govt. relations; J. T. Thompson, mgr. of distributor sales. Under DeSousa, these appointments were announced: W. Hayes Clarke, national accounts sales mgr.; John E. Nelson, eastern regional sales mgr.; Gordon E. Burns, central regional sales mgr.; Bruce S. Angwin, western regional sales mgr.

Business failures among electronic equipment manufacturers totaled 34 in 11 months ended March 31, says RETMA credit committee chairman T. B. Judge of International Resistance Co., compared with 29 in fiscal year ended April 30, 1956, and 25 in similar 1955 period. In report to RETMA Chicago convention, Judge said average liability was about \$533,000 with this breakdown by types: component parts, 14; phono-hi-fi, 6; TV-radio receivers, 5; test equipment, 3; Geiger counters, 2; communications equipment, 2; CR tubes, 1; recording equipment, 1. Committee also reported that 17 electronics parts jobbers had suffered business failures in 11 months ended April 1 vs. 22 in fiscal 1956.

FM is really hot in Chinatown (N. Y.), reports May 10 *Tide*. Reason: The 4-times-weekly *Chinese Festival of Music* on WHOM-FM, which has as listeners practically all of the 60,000 Chinese in N. Y. area. *Tide* quotes Lyle Stuart, producer who handles Chinese commercials for sponsor Pabst beer, as saying that one appliance store in Chinatown sold 4500 FM sets in one day shortly after show began 5 years ago.

New RETMA standards publications available through RETMA engineering dept., 11 W. 42nd St., N. Y. (\$1 minimum): Power Transformers for Electronic Equipment, 50¢; Drive Pulleys, 25¢; Standard Test Methods for Electronic Equipment, \$1.10.

Pushbutton radio designed for Volkswagen and measuring 7½x3¾x7⅛ has been added by Motorola which introduced manually operated radio for the car 2 years ago. New radio lists at \$60, is expected to fit most sports & foreign cars.

Sears, Roebuck "summer sale book" lists \$30 price cut on 24-in. TV, dropping price to \$250; widespread reductions in other categories include 10%-28% in housewares appliances.

Motorola plans 17-in. portable for "Americana line," price not announced but expected to be up about 10%.

Financial & Trade Notes: DuMont Bestg. Corp. stockholders at N. Y. meeting May 14 approved proposals for acquiring KTLA, Los Angeles, from Paramount Pictures Corp. in stock deal (Vol. 13:17) including Paramount package of music firms—Famous, Paramount-Roy Rogers & Gomalco. Also approved was offer of 314,812 shares of capital stock to help finance purchase of radio WNEW, N. Y., from Buckley-Wrathier-Loeb interests. Offering is made at subscription price of \$7, stockholders of record May 27 receiving rights for one share for each 3 held. Now owner of WABD, N. Y., and WTTG, Washington, DuMont is considering acquisitions to bring holdings to maximum of 7 TV & 7 radio stations, pres. Bernard Goodwin told stockholders.

* * * *

Jerrold Electronics Corp. earned \$166,133 (15¢ per share) on sales & service revenues of \$5,142,702 in fiscal year ended Feb. 28 compared with \$119,838 (11¢) on \$3,703,065 year earlier. In second half of fiscal year income was \$229,491 vs. net loss of \$63,358 in first half, pres. Milton J. Shapp attributing company's upturn to "successful operating results of its expansion & diversification program," including investment in 6 community antenna systems, manufacture of electronic test instruments, installation of Jerrold hospital TV system in 7 Philadelphia institutions (goal of 2000 sets in year).

Kay Lab stockholders this week approved revision of company's corporate structure through sale of the San Diego firm's assets to Cohu Electronics Inc., a Delaware corporation. La Motte T. Cohu, pres. of both companies, said change was "in line with the company's expansion in the east and the contemplated absorption of other companies through merger with Cohu Electronics." Production of Kay Lab products (trademarked "Kin Tel") will continue in San Diego.

Dividends: General Precision Equipment, 60¢ payable June 15 to stockholders of record May 31; AT&T, \$2.25 July 10 to holders June 10; Whirlpool, 35¢ June 10 to holders May 31; United Artists, 35¢ June 28 to holders June 14; Magnavox, 37½¢ June 14 to holders May 24; Paramount Pictures, 50¢ June 14 to holders May 24; Famous Players Canadian, 37½¢ June 13 to holders May 23; Time Inc., 75¢ June 10 to holders May 27.

General Precision Equipment earned \$1,107,732 (85¢ per share on 1,125,806 shares outstanding) on consolidated sales of \$45,537,613 in first quarter compared with \$346,973 (20¢ on 1,065,329) in corresponding 1956 period, when sales were \$32,678,823. Backlog of orders March 31 was \$170,156,000 vs. \$129,861,000 year earlier, according to pres. Hermann G. Place.

General Precision Equipment filed SEC statement May 17 (File 2-13349) for the registration of 194,200 shares of no-par cumulative convertible preferred stock, proposing offer for subscription by holders of its common & \$1.60 preferred stock to raise working capital. First Boston Corp. and Tucker, Anthony & R. L. Day are principal underwriters.

Allied Artists reports net loss of \$1,379,478 on gross income of \$14,090,737 in 39 weeks ended March 30 vs. net income of \$179,381 in same period year earlier, pres. Steve Broidy attributing loss to high-cost films in declining market. He predicts improvement in last 13 weeks of fiscal year because of lower production costs of recently-released films.

Beckman Instruments earned \$770,751 (60¢) on sales of \$27,488,706 in 9 months ended March 31 vs. \$1,144,888 (92¢) on \$20,361,622 in corresponding period year earlier. In quarter ended March 31, net income was \$62,740 (5¢) on sales of \$9,844,533 compared with \$385,999 (31¢) on \$7,476,811 in 3 months of 1956.

Financial data on Norden-Ketay Corp., as printed in our May 4 Special Report, *Financial Data on Television-Electronics Companies* (Vol. 13:18), contained inadvertent error in listing of company's net profit for first 3 months of 1957. To correct error, the symbol (d) should be removed from last line of listing, third & fourth columns, and footnote after asterisk changed to read: "Before adjustment of prior years' reserves for price redetermination and renegotiation." In first 3 months of 1957, Norden-Ketay reported profit of \$171,000 (13¢ a share) on sales of \$6,740,000.

Airborne Instruments Lab proposes to increase capital by \$4,000,000 through long-term borrowing from institutional investors and non-public sale to small group of purchasers of \$2,000,000 subordinated debentures, convertible into stock at \$40 per share. Proposal was listed in May 15 application to SEC for Investment Company Act exemption permitting American Research & Development Corp. (15.8% owner of Airborne) to buy debentures up to \$320,000.

Reeves Soundcraft Corp. reports profit of \$87,617 on sales of \$1,180,032 in first quarter of 1957. At same time, it reported full 1956 earnings of \$876 on sales of \$3,304,356 compared with earnings of \$143,741 and sales of \$3,348,148 in 1955. Pres. Hazard E. Reeves said first quarter 1957 sales and profits "point to the most successful year" in company's history, with heavy backlog of orders in all divs.

Oak Mfg. earned \$138,201 (21¢ per share) on sales of \$4,736,847 during 1957 first quarter vs. \$526,313 (80¢) on \$6,439,285 sales for similar 1956 period. Company statement said that TV production & sales are expected to be more substantial in second half of year; that radio sales continue high; that industrial & defense work are continuing at favorable level.

International Resistance reports profit of \$117,845 (9¢ a share) in 15 weeks ended April 14 compared with \$2066 loss in similar period last year. Pres. Charles Weyl told annual meeting in Philadelphia that profit is due to 4-year diversification program, TV-radio now accounting for "only about 30% of our business compared with almost 100% 4 years ago."

CBS Inc. "appears secure" as "leading TV broadcaster," Fahnstock & Co., N. Y., reports in May 10 weekly stock review. Brokerage firm says "outlook for the continued growth of this entertainment medium is favorable," citing anticipated higher revenues from broadcast billings and from CBS-Hytron & Columbia Records divs.

National Telefilm Assoc. has withdrawn offering of \$7,500,000 convertible subordinated debentures, pres. Ely Landau reporting that private financing has been obtained, making "public offering . . . inadvisable at the present time under the conditions suggested."

Paramount Pictures consolidated first-quarter earnings were \$1,299,000 (66¢ per share on 1,971,316 shares outstanding) vs. \$1,372,000 (64¢ on 2,141,116) year earlier, when profit excluded \$350,000 (16¢) on sales of film shorts.

Corning Glass reports income of \$3,872,798 (57¢ a share) on first quarter sales of \$35,655,461 compared with \$5,084,540 (75¢) on sales of \$41,158,464 for similar period last year.

Disney Productions earned \$1,532,391 (\$1.03) in 6 months ended March 31 vs. \$1,418,850 (\$1.09) in same period year earlier.

Orradio Industries earned \$117,848 (27.7¢ a share) on sales of \$1,528,931 for fiscal year ended Feb. 28, the sales representing gain of 62% over previous year.

Muntz TV reports loss of \$151,693 on sales of \$3,800,000 in 6 months ended Feb. 28 vs. profit of \$772,625 on \$6,200,000 in comparable period year earlier.

Subscription-TV session between FCC representatives and Chairman Harris (D-Ark.) of House Commerce Committee, requested by Commission for purpose of discussing Harris' sharp questions (Vol. 13:17), brought nothing definitive. Commissioners assured Harris they'd answer his questions, will discuss them May 22, said they're aware of importance of moves under consideration. Harris' comments were described as "judicial." Each commissioner (McConnaughey, Doerfer, Bartley & Craven present) gave some of his philosophy but none came out flatly for anything. Though there have been predictions Commission's next move would be to order evidentiary hearings, some commissioners assert majority of members favors authorization of experiments. Big rub, they say, is kind of experiments to permit—and nature of restrictions to impose so tests won't get out of hand. One current possibility is that Commission will seek specific information on proposed tests via letter to proponents—not through hearings. Summary: somewhat more chance of test authorization than week or 2 ago.

Two applications for new TV stations and one for a translator were filed with FCC this week bringing total to 126 for stations (31 uhf) and 44 for translators. Applications were for Hibbing, Minn., Ch. 10, by Carl Bloomquist, owner of WEVE, Eveleth, Minn., which was re-submitted after being returned last week; for Aguadilla, P. R., Ch. 13, by off-air WTOB-TV, Winston-Salem, N. C. (Ch. 26) which also owns 80% of WAPA-TV, San Juan. Translator application was for Lebanon, N. H., Ch. 81, by owners of WWLP, Springfield, Mass. (Ch. 22) and upcoming WRLP, Greenfield, Mass. (Ch. 32). Same group is also filing for Ch. 71, Newport, N. H., Ch. 74, Bennington, Vt. and Ch. 74, Rutland, Vt. [For details. see *TV Addenda 24-S* herewith].

Impasse over FCC's right to subpoena financial data from independent program producers for its network study (Vol. 13:17-18) continued this week as representatives and attorneys of 6 TV film distributors and one producer of live shows (Entertainment Productions—\$64,000 *Question*, \$64,000 *Challenge*, *Big Surprise*, etc.) met with FCC's network study committee and staff, reaching no compromise. At week's end, producers filed briefs, reiterating their view that FCC has no authority to investigate independent programmers and that network study committee should have burden of showing that information requested in subpoena is relevant to investigation.

From bottom to top of closed-circuit TV camera business in less than year is aim of Ling Industries Inc., Dallas, whose pres. James J. Ling announced that subsidiary Electron Corp. had completed first 50 low-priced (under \$500) vidicon camera units. Ling outlined these schedules: 300 cameras per month for next 3 months, 600 more units for remainder of year—which, he said, would make his company largest closed-circuit manufacturer, unit-wise. Company hopes to make 1000 cameras a month next year.

Cable theatre plans for Bartlesville, Okla. have been expanded, Video Independent Theatres reports, to offer subscribers choice of 2 movies simultaneously, plus "an electronic news coverage, and other services and entertainment including time, temperatures, weather forecasts, miscellaneous education and cultural films and various types of recorded music." VIT expects to have 38 miles of cable strung in 6-8 weeks.

Sylvester L. (Pat) Weaver, ex-NBC chairman, is reported closing negotiations to produce half-dozen programs for new Lowell Thomas series of news interviews & features to be sponsored by Delco on CBS-TV in fall. It would be first big deal in Weaver's plans for Program Service (Vol. 13:15).

Network programming is better than ever, and public likes this season's programs, AB-PT pres. Leonard H. Goldenson told Radio-TV Executives Society in N. Y. May 15, disagreeing with critics who have castigated current fare as "TV's dullest season." As proof, Goldenson cited Nielsen figures indicating average home devotes more time to watching TV today (5 hours & 38 min. per day) than last season and that average program has higher rating (24.4) than average show last season, while number of sets-in-use has remained relatively stable. TV programming is becoming more diversified, he added, and public is becoming more sophisticated and better educated as result of TV viewing. Next day, addressing Chicago Broadcast-Advertising Club, Goldenson stated that evening network TV today is more efficient than 3 years ago—in that audiences have increased more rapidly than costs. Two categories in particular—30 min. westerns and 30-min. variety shows—have improved outstandingly in cost efficiency in last 3 years. Discussing ABC's future TV plans, he said company will spend \$65,000,000 in next 4 years "on plant and color telecast alone."

Educational TV briefs: Ohio Educational TV Council, with goal of eventual 9-city educational network in the state, is being formed by group headed by gen. mgr. Uberto T. Necly of Cincinnati's WCET (Ch. 48), Ohio State U radio-TV director Richard Hull and Institute for Education by Radio & TV director I. Keith Tyler . . . New York's Metropolitan Educational TV Assn. will air live TV series from its own studio for first time next fall—series produced by N. Y. Board of Education, with time (Mon. thru Fri., 11-11:30 a.m.) and station facilities donated by WPIX; shows will be designed primarily for in-school presentation . . . San Francisco's educational KQED (Ch. 9) was cited by Educational TV & Radio Center, Ann Arbor, as leading producer of programs nationally distributed on educational stations; it currently has 9 shows in distribution, with 2 more expected.

Govt. anti-trust suit against RCA-NBC over NBC-Westinghouse station swap (Vol. 12:49, 51, 13:18) moved another step this week with hearing on motions in which Philadelphia Federal Judge Kirkpatrick took under advisement a request by RCA-NBC that Govt. be required to supply minutes of Philadelphia Federal Grand Jury which looked into the station sale. Two other motions were argued: (1) Govt.'s objections to some RCA-NBC interrogatories; judge ruled that some would have to be answered, others deleted, splitting about 50-50. (2) RCA-NBC objection to tremendous volume of documents sought by Govt.; judge indicated compromise would be to cut down magnitude of RCA-NBC's file search. Court set June 28 as date for pre-trial hearing.

Better TV-radio relations with newspaper reporters are sought by Radio-TV News Directors Assn. in 2 "constructive steps" announced May 15 following board meeting in Chicago. "Greatly concerned over recent reports of ill-feeling on the part of a few newspapermen in covering stories along with radio & TV reporters" (Vol. 13:15), RTNDA (1) set up professional standards committee to "seek fair & equal treatment for all news media" and (2) invited American Society of Newspaper Editors to cooperate "in preventing or stopping incidents." Sam Zellman of KNXT, Los Angeles, is committee chairman.

TV competition is too much for *Picture Post*, British weekly magazine which folds June 1 after 19 years of publication. Announcing suspension, Hulton Press Ltd. stated: "The demands of the public are changing rapidly. Thus TV is doing so well much of the work which we pioneered in *Picture Post*." Patterned after U. S. magazines, *Picture Post* reached 1,750,000 circulation in 1939, is down now to 738,000.

**THE AUTHORITATIVE
NEWS SERVICE FOR MANAGEMENT
OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES**

MARTIN CODEL, *Editor and Publisher*
ALBERT WARREN, *Senior Editor*
ROBERT CADEL, *Business Manager*
DAVID LACHENBRUCH, *Associate Editor*
JAMES S. CANNON, *Trade Reports Editor*

Editorial Associates: Paul Stone,
William J. McMahon, Jr.,
Wilbur H. Baldinger

NARTB LIBRARY
Television Digest
with **ELECTRONICS REPORTS**

REFERENCE USE ONLY
DO NOT REMOVE FROM
NARTB LIBRARY

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 13: No. 21

SUMMARY-INDEX OF THE WEEK'S NEWS — May 25, 1957

PAY-TV TESTS DELAYED as FCC asks industry for specific plans by July 8; both proponents & opponents find sustenance in action (p. 1).

FEDERAL AID TO TV TEACHING has little chance now; Magnuson bill for \$50,000,000 govt. grants to equip stations viewed dimly by NARTB (p. 2).

STATION OWNERS PREDICT record TV year with 6% gain in revenues, 3% hike in costs. First quarter boost in network & spot shown by statisticians (p. 3).

ABC-TV BILLINGS for next season ahead of fall 1956 already, Goldenson says; Kintner's contributions to network defended at stockholder meeting (p. 4).

PAYOFF FROM TV now being reflected in movie balance sheets, film moguls praising medium as additional (and perhaps some day principal) money source (p. 6).

CELLER NETWORK REPORT toned down as subcommittee makes progress toward compromise; BMI and option time sections still in dispute (p. 6).

FULL SWITCH TO 110-DEGREE tubes planned by RCA, Admiral, GE & Sylvania. Pickup seen in 17-in. bulb orders as 14-in. portable loses favor (p. 9).

GE & HOTPOINT start 1958 TV sets to market, feature slim look, 110-degree tubes. Gleanings of other manufacturers' plans (p. 10).

RETMA BOARD unanimously approves changing name to Electronic Industries Assn.; election of new dept. & div. directors announced (p. 12).

NEW CERAMIC "PYROCERAM" developed by Corning could find TV use in transparent picture tube screens; use in transmitting tube envelopes seen (p. 8).

SATELLITES figure prominently among new starters, KBTX-TV, Bryan, Tex. becoming 500th operating station. Canadian activity mounts (p. 7).

NEW COMMISSIONER prospects for FCC include attorney George S. Smith, VA deputy administrator John S. Patterson. Others fading rapidly (p. 14).

FCC DELAYS TOLL TV TESTS, WANTS SPECIFICS: Both proponents & opponents of pay TV drew some measure of comfort from FCC's "notice of further proceedings" issued May 23. What Commission said, basically, is that it believes a test of pay TV should be conducted to determine whether it should be adopted commercially. However, it went on, it's fearful of authorizing tests until it knows more precisely what the tests would be like. Hence, it asks industry to supply by July 8 specific information on 11 subjects relating to tests. (Full text of FCC's Notice is included herewith as Special Report to all subscribers.)

Also of significance is Commission's conclusion that it has "statutory authority" to approve toll TV "if it finds that it would be in the public interest to do so" -- but it leaves for the future a decision on the very touchy subject of whether subscription TV is "broadcasting," "common carrier" or what-have-you.

Proponents of pay TV were happy with FCC's assertion that an "adequate trial" is "indispensable to a soundly based evaluation" and its conclusion that it has the legal authority to give systems go-ahead. They were disappointed with fact a trial wasn't authorized with finality or promised with certainty.

Skiatron pres. Arthur Levey, for example, admitted he'd hoped for more speed from Commission but said he's sure comments filed will persuade the Commission to approve tests. Another proponent stated: "It's a step in the right direction. We're pleased that the Commission says it has legal jurisdiction. But it isn't all we wanted -- by any means." Still another said: "This commits the FCC to a test; it can't back down from that."

Opponents would have preferred to see the Commission shelve whole irritating topic but they claim this week's action delays everything at least a year and that plenty of additional delays will develop.

They point out that July 8 deadline is much too short; that time for filing reply comments must be given; that Commission vacations all of Aug.; that a new member and chairman will be on hand after June 30; that wired pay system will have

provided some answers by fall, taking edge off telecast toll TV; that proponents have yet to show they have any programs to offer, if they do start tests.

NARTB's reaction, as given by spokesman: "FCC was wise in not taking precipitous action. It recognized the need for more information. We still question its authority to adopt pay TV and we still believe pay TV isn't in the public interest."

Networks made no public statements, but their various spokesmen made it clear they like FCC's cautious approach, can't see possibility of ultimate approval.

Commission action is a victory for Chairman McConnaughey. He obtained a unanimous compromise without getting anyone really mad -- as he prepares to leave Commission June 30 for private law practice.

* * * *

Our own estimate of situation is that pay TV has had a setback. We believe stock market was a good barometer. Zenith rose only 2 points to 118, while Skia-tron rose 1/8 point to 5% May 24, day after FCC action.

Another excellent indication, we believe, is that Rep. Harris (D-Ark.), chairman of House Commerce Committee, is understood to be quite pleased with Commission action -- and he doesn't want subscription TV. Same day it issued call for comments on tests, FCC replied to Harris' sharp questions (Vol. 13:17) by stating it couldn't answer them satisfactorily until it got more information from industry.

These are in addition to our constant feeling out of Commission on the topic -- which has always given us impression majority doesn't favor pay TV. -- (AW)

GOVT.-FINANCED TV FOR SCHOOLS UNLIKELY: Prospects for Federal aid to educational TV, as proposed in unprecedented \$50,000,000 bill by Chairman Magnuson (D-Wash.) of Senate Commerce Committee (Vol. 13:20) looked remote and dim this week.

Sprung unexpectedly on Senate floor May 17, Magnuson plan for \$1,000,000 grants to state authorities, Hawaii & Alaska for TV school equipment stirred no immediate enthusiasm even among ardent educational TV advocates. It was certain to have strenuous opposition from broadcasting industry. And Congress hasn't yet accepted broad principle of direct Federal aid to education itself.

Magnuson himself asked quick approval of proposal (S-2119) in follow-up speech in Senate May 22. He called for "earliest possible" hearings by his Committee, "very early vote by Senate on measure to help 48 states & 2 territories utilize 250 TV channels reserved by FCC for educational purposes."

Describing it as "modest proposal," Magnuson told Senate: "I am convinced that unless the Federal Govt. takes the initiative, offers the impetus, and contributes to the cost, the great educational potential from these channels will be lost."

Formal comment on \$50,000,000 plan was withheld by 2 organizations directly affected -- Joint Council on Educational TV and NARTB. But exec. director Ralph Steetle of JCET, which has never sought such Federal aid, told us that bill "seems to be hastily drawn." NARTB pres. Harold E. Fellows said with distaste: "It puts the Govt. into broadcasting, doesn't it?"

"We are as surprised as anybody" by sudden introduction of Magnuson proposal, JCET's Steetle told us. As it stands, he said, plan "only fits existing state TV educational authorities in a few places" -- notably Ala. & Okla., which have own statewide stand-by systems. Bill requires states & territories to underwrite TV operating costs, furnish facilities for "4 or 5" stations Magnuson thinks could be equipped with govt. grants of \$200,000-\$250,000 per unit.

"I've never known broadcasters to approve of that," NARTB's Fellows said, meaning any such injection of govt. money into non-military stations.

* * * *

Commerce Committee had made no move by week's end to schedule any hearings on bill despite Chairman Magnuson's advocacy -- and despite indications that Senate Democratic Policy Committee had direct hand in writing it.

TV measure was drafted for Magnuson by staff director Gerald W. Siegel of Democratic Policy Committee, chaired by Majority Leader Johnson (D-Tex.), whose wife is 94.4% owner of KTBC-TV, Austin; 50% of KRGV-TV, Weslaco; 29% of KWTX-TV, Waco.

Johnson is known to favor the bill. But Policy Committee sources said there is no intention to put it on legislative agenda now.

Meanwhile, Congressional mood on idea of Federal aid to education was shown by halting progress of cut-down \$1.5 billion general school construction bill toward probable defeat in House -- despite President's "full support." -- (WHB)

BROADCAST BUSINESS GOOD, GETTING BETTER: All of the industry's accepted barometers indicate beyond doubt another record year for TV -- not only in total billings but in average sales per station -- and continued pickup in radio, despite the unusual slowness of some big network sponsors in making up minds about next season.

Perhaps most significant indicator is NARTB survey of some 200 TV and 600 radio stations which showed that the average TV station anticipates 6% revenue gain this year over last, with 3% increase in expenses, while radio operators forecast 4% boost in revenues and only 1% boost in operating costs.

Almost 80% of TV stations look for some improvement in sales, NARTB said, with about two-thirds expecting higher costs. TV stations in markets of less than 100,000 population expect 12% revenue gain, larger stations predicting 4%.

Breaking down TV revenue predictions, stations expect 9.7% increase in time sales from networks, nearly 7% boost from national & regional spot and 4% hike in local revenues. In radio it was: From networks, no significant change; national & regional, up 5%; local, up 3%. Neither network-owned outlets nor stations not on air all of 1956 were included in survey.

Reliable indicator of advertiser spending, Printer's Ink National Advertising Index, shows total advertising up 3% in first quarter 1957 over last year's first quarter -- with network TV expenditures (time & production) up 8% and network radio piling up whopping 12% increase, biggest of any medium.

Network radio & TV showed biggest gains among the media for month of March -- up 9% & 8% respectively from March 1956, though network radio was down 8% from Feb. 1957, while network TV showed 3% gain over February.

In spot TV field, TvB released quarterly report, showing national & regional spot spending of \$116,935,000 on 321 stations during first quarter. Taking the 255 stations which reported in first quarter 1956 & first quarter 1957, TvB found hike of 11.7% in spot spending on gross one-time rate basis. TvB pres. Norman E. (Pete) Cash pointed out that 23 companies spent more than \$1,000,000 on spot TV during the quarter, compared with 15 in same 1956 period.

(List of top 100 national & regional TV spot advertisers and their expenditures, together with product classification breakdown of spot advertisers, is available from TvB at 444 Madison Ave., N.Y. 22.)

Investigation of FCC "leaks" is definitely planned by Senate investigating subcommittee headed by Sen. Jackson (D-Wash.) which is still making headlines with its CAB probe. Subcommittee counsel Don O'Donnell said he already has conferred with ICC & FCC general counsel in preparation for future hearings involving those agencies, but no date or timetable has been set. He laughingly denied a published report that subcommittee planned investigation of gyrations of subscription-TV stocks. "What's subscription TV?", he asked. Sen. Jackson, meanwhile, proposed criminal penalties for persons giving or receiving unauthorized information from govt. regulatory agencies and endorsed proposal to isolate members of CAB, ICC, FCC, etc. from "pressure" about pending cases by putting them in category similar to judges.

Suit against 23 TV film distributors and San Francisco's KPIX & KRON-TV has been filed by KNTV, San Jose, in California Superior Court seeking \$500,000 damages and asking injunction banning distributors from refusing to deal with station. Suit charges San Francisco stations and the distributors with restrictive practices in refusal to sell it films because of alleged "overlap" of San Francisco & San Jose service areas.

Ranks of the "reluctant 7" independent TV programmers from whom financial data was subpoenaed by FCC network study committee (Vol. 13:17-18, 20) were thinned this week after chief hearing examiner James D. Cunningham ruled that subpoenas were legal and relevant. Three of the firms capitulated, indicating that they planned to respond to subpoena. They were Entertainment Productions Inc., Official Films and TPA. The others—Screen Gems, Ziv and MCA-TV and its subsidiary Revue Productions—immediately prepared petitions for reconsideration of examiner's decision. The 4-member Association of TV Film Distributors, which presented anti-network testimony to network study group, was split down the middle—2 of its members (Official Films & TPA) abiding by decision, the other 2 (Screen Gems & Ziv) choosing to fight.

Pure science is neglected for practical advances in engineering, RCA chairman Brig. Gen. David Sarnoff said May 22 at Founder's Day at Dropsie College for Hebrew & Cognate Learning, Philadelphia. He said result is serious lag between fundamental knowledge & application such as in radio, where "we are constantly having to use frequencies before we know their characteristics." Sarnoff received honorary doctor of laws degree.

ABC-TV NETWORK billings for 1957-58 season already exceed those at the start of 1956-57 season, AB-PT pres. Leonard H. Golden-son told stockholders in New York this week in a meeting which was enlivened when an emissary from NBC exec. v.p. Robert Kintner read a state-ment intended to set record straight on the former ABC president's contributions to third network.

Golden-son expressed hope that ABC-TV would be able to reach 85% of all TV homes live by next fall—compared with last fall's 76% coverage—on basis of expected opera-tion of new stations in Boston, Miami and Pittsburgh.

Attending meeting and holding Kintner's proxy was attorney Edward S. Greenbaum, who made these points: (1) ABC's profits (as separate from other AB-PT divs.) hit new high in 1956. (2) Sales of prime evening time at time of Kintner's resignation totaled 19½ hours weekly, a record for the company. (3) Lower revenues from *Mickey Mouse Club* resulted from joint Golden-son-Kintner decision to double guarantee to Walt Disney Productions. (4) "It would appear that the surprisingly poor showing in the first quarter of 1957 [Vol. 13:16] does not result from sales and policies during the time when Mr. Kintner was president," but from later cancellations, lower sales by ABC's o-&o stations and higher operating expenses.

Radio station sales reported this week: KFXD, Nampa, Ida. by Frank E. Hurt & Son Inc. (Edward Hurt, pres.) for \$277,000 to E. G. Wenrick Bestg. Co., 51% owned by E. G. Wenrick (also pres. of KBOE, Oskaloosa, Ia.), 49% by KFXD mgr. Kenneth Kilmer . . . WMEX, Boston, by Northern Corp. (Wm. S. Pote, pres.) for \$215,000 to Philadelphia adv. agency owners Robert S. Richmond (holding 85%; also owner of WPGC in Washington, D. C. area) and brother Max E. Richmond (15%) . . . KLER, Lewiston, Ida. by Cole E. Wylie for \$160,000 to owners of local daytimer KOZE (John M. Matlock, 60%, Eugene A. Hamblin, 40%) . . . WQOK, Greenville, S. C. by Albert T. Fisher and George Speidel III (also owners of WPAL, Charleston & WOIC, Columbia, both S. C.) for \$125,000 to James A. Dick, also owner of WIVK, Knoxville . . . WMBH, Joplin, Mo. by D. J. Poyner to Don O'Brien (70%) and Herbert Lee (30%)—Lee also holding 70% of WKTY, La Crosse, Wis., in which O'Brien has 30%. Brokers: KFXD, Hugh Norman & Assoc.; WQOK, Black-burn & Co.; WMBH, Allen Kander & Co.

Sale of WTVD, Durham, N. C. (Ch. 11) to new Dur-ham TV Co. Inc., controlled by owners of WCDA, Albany, N. Y. (Ch. 41) for \$1,621,800 (Vol. 13:14) was approved this week by FCC. New owners are headed by Frank M. Smith, also pres. of WCDA, controlled by Lowell Thomas interests. Major selling principals—Harmon L. Duncan and wife (12.5% each), J. Floyd Fletcher (24.9%) and Durham radio WDNC (25%)—retain minority interest. Duncan and Fletcher are to remain as co-gen. mgrs.

CP for KDHS, Aberdeen, S. D. (Ch. 9) is being sold by Joseph E. McNaughton interests, publishers of *Effing-ham* (Ill.) *News* and *Pekin* (Ill.) *Times* for \$2447 out-of-pocket expenses, according to application filed with FCC. Buyer is John Boler, operator of North Dakota's KBMB-TV, Bismarck (Ch. 12); KCJB-TV, Minot (Ch. 13); KXJB-TV, Valley City (Ch. 4).

West coast broadcaster-publisher Sheldon F. Sackett has purchased defunct *Portsmouth* (Va.) *Times* for \$125,-100, plans to resume publication. He owns radio stations KOOS, Coos Bay, Ore.; KVAN, Vancouver, KROW, Oak-land; CPs for KOOS-TV (Ch. 16) & KVAN-TV (Ch. 21); *Coos Bay Times*.

Golden-son replied that he had not attributed earnings decline to Kintner, who resigned because of "policy dif-ferences." It was officially disclosed that company was paying Kintner about \$230,000 for his contract, which runs until 1960. Kintner made \$100,000 a year as presi-dent of ABC.

In other subjects covered, Golden-son: (1) Said ABC-TV definitely plans to move into live daytime program-ming June 1. (2) Expressed optimism that current net-work investigations by Justice Dept., FCC & Congress "will not materially alter the character of current broad-cast operations." (3) Assailed pay TV as potential threat to viewer which would siphon off good free programs. (4) Conceded that "much remains to be done to rebuild the position of network radio." (5) Revealed that sub-sidiary Am-Par Pictures will release "the first of several moderate budgeted pictures" next month.

As to other subsidiaries, he said Am-Par Records has shown "substantial increase" in volume this year, that Disneyland Park (about one-third owned by AB-PT) is also currently running ahead of last year. In electronics, 2 companies in which AB-PT has interest—Technical Operations Inc. & Microwave Associates—are now operat-ing in new plants in Burlington, Mass., industrial area, and Wind Tunnel Instrument Co., partly owned by AB-PT, will move to same location this summer.

Formal transfer by Consolidated (Bitner) of 3 TV & 3 radio stations in midwest to Time Inc. in \$15,750,000 deal (Vol. 13:16) was completed May 22 in N. Y. Stations (WTCN-TV & WTCN, Minneapolis; WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids) will be operated by TLF Broadcasters Inc., newly formed Time Inc. subsidiary. Phil Hoffman, shifted from Time's KLZ-TV & KLZ, Denver, is v.p. & gen. mgr. of Minneapolis stations, succeeded as KLZ-TV mgr. by Jack Tipton, by Lee Fondren as KLZ mgr. Eldon Campbell is v.p. & gen. mgr. of WFBM-TV & WFBM. Willard Schroeder continues as pres. & gen. mgr. of WOOD-TV & WOOD.

Canadian TV applications to be considered by CBC Board of Governors at June 25 meeting in Ottawa: CHCA Television Ltd. for Ch. 6, Red Deer, Alta.; radio CHOV, Pembroke, Ont. (E. Gordon Archibald, pres.) for Ch. 5 there; radio CKBL, Matane, Que. (Rene Lapointe, man-aging director) for Ch. 9 there; Henri Audet for Ch. 13, Three Rivers, Que.; radio CKBI, Prince Albert, Sask. (E. A. Rawlinson, pres.) for Ch. 5 there; Wm. D. Forst for Ch. 5, Swift Current, Sask.; CKCO-TV, Kitchener, Ont. (Ch. 13) for power increase from 31.4-kw to 275-kw.

Commenting on possible acquisition of WATV, New-ark, Metropolitan Educational TV Assn., N. Y. states: "Within the last few weeks it has become apparent that there is a strong possibility that META, with adequate support from individuals, business, industrial & civic groups, and foundations may well be able to acquire the station outright, provided adequate financing can be ar-ranged, probably not to extend over more than a 5 years' period."

Sale of radio WAPL, Appleton, Wis. by Gerald A. Bartell family (owners of WMTV, Madison, Wis. & 4 AMs) for \$100,000 (Vol. 13:16) was approved this week by FCC. Buyers are station mgr. Miss Connie Forster (40%), attorneys Karl Baldwin & Lester Chudacoff (20% each) and R. P. Beelen (20%).

Negotiations by Harold F. Gross interests to purchase WDAF-TV, Kansas City (Ch. 4) & WDAF from *Kansas City Star* remained in "discussion" stage this week. Asking price for properties reportedly is \$10-\$12,000,000 (Vol. 13:16). Gross heads highly successful WJIM-TV, Lausing (Ch. 6) & WJIM.

Personal Notes: L. Byron Cherry promoted to v.p.-finance & management services, CBS Inc. . . . Wm. S. Morgan Jr., ex-radio KLIF, Dallas, where as gen. mgr. he promoted "Win a Million," "Wheel for a Day," "Mystery Voices" & \$50,000 treasure hunt contests, elected ABC Radio v.p. in charge of programming . . . Wm. Froug resigns as CBS Radio v.p. in charge of programming, Hollywood, to join Screen Gems exec. staff to create & produce new projects . . . W. Thomas Dawson, from WBBM-TV, Chicago, named sales promotion mgr. for CBS-TV Spot Sales . . . J. Robert Kerns, Storer Bestg. Co. v.p., named managing director of WPFH, Wilmington; Lionel Baxter, from radio WBRC, Birmingham, managing director of radio WIBG, Philadelphia . . . Jack McGrew promoted from commercial mgr. to station mgr. of KPRC-TV, Houston . . . W. K. Hoyt, publisher of *Winston-Salem Journal* and *Sentinel*, elected pres. of Piedmont Publishing Co., owner of WSJS-TV & WSJS, succeeding ODM director Gordon Gray, who was named chairman; Harold Essex continues as TV-radio gen. mgr. . . . Richard Bell, pres. of Key Television Inc., which recently acquired KEYT, Santa Barbara, takes over as mgr. from former pres.-gen. mgr. Colin B. Selph . . . Bill Walker, ex-KBTV, Denver, named promotion mgr. of upcoming WFGA-TV, Jacksonville . . . Robert Kimball named promotion mgr. of WAGA-TV, Atlanta, succeeding Charles E. Trainor . . . Lionel Wernick promoted to business mgr. of WCAU-TV, Philadelphia; Jack Dolph to asst. program mgr. . . . David M. Davis promoted from production mgr. to asst. gen. mgr. of educational WGBH-TV, Boston . . . Paul Williams promoted to public affairs mgr. of WWJ-TV & WWJ, Detroit . . . Ernest

N. Olivieri, ex-WNHC-TV, New Haven, named film director of upcoming WTIC-TV, Hartford . . . George C. Mirras promoted to sales development mgr. of WOW-TV & WOW, Omaha . . . H. Paul Field, ex-Benton & Bowles and Grey Adv., N. Y., named to new post of commercial services supervisor of WTVJ, Miami . . . Bernie Ebert resigns as production coordinator of KTLA, Los Angeles, to open adv. agency there . . . John E. Holmes, ex-Automatic Projection Corp., Viewlex Inc. & NBC, named sales mgr. of Roger Wade Productions . . . Henry Grossman promoted to new post of CBS-TV facilities operations director . . . Ward L. Quaal, v.p. & gen. mgr. of WGN-TV, Chicago, elected a director of WGN Inc. . . . Richard Butterfield, ex-WARD-TV & WARD, Johnstown, Pa., named station mgr. of KCRG-TV & KCRG, Cedar Rapids . . . Mrs. Mary McKenna named research & sales development director of DuMont Bestg. Corp.; David Yarnell, public relations director; Kenneth Klein, adv. director; all are from radio WNEW, N. Y., where they continue in similar posts at recently purchased DuMont station . . . Roy E. Morgan of WILK-TV & WILK, Wilkes-Barre, elected pres. of Pa. Assn. of Broadcasters.

Obituary

John F. Grinan, 63, pioneer radio operator who received 1950 Radio Club of America award, died May 22 in St. Petersburg, Fla. of heart disease. In 1916, his N. Y. amateur station 2PM was first to transmit relay message to west coast and receive reply. He was at key of 1BCG, Greenwich, Conn., when first transatlantic short-wave message was transmitted in 1921. Surviving are 2 sisters.

ADVERTISING AGENCIES: Lyndon O. Brown named chairman of newly-formed Dancer-Fitzgerald-Sample executive committee . . . John Hoagland, formerly head of BBDO TV-radio programming, becomes Lever Bros. & General Mills account executive; George Polk, in charge of TV-radio planning, assumes program responsibilities; Don Rowe named Lucky Strike account executive, Robert Stefan asst. to v.p. in charge of Hollywood office . . . Wm. L. Wernicke, TV-radio director of Morey, Humm & Warwick, promoted to v.p. . . . Arnold Benson, ex-CBS Radio, joins Dowd, Redfield & Johnstone as copy group supervisor . . . Ben Lipstein, ex-Audits & Surveys Inc., appointed asst. to pres. & technical director of McCann-Erickson's Market Planning Corp. . . . Wm. J. Moore, ex-NBC, joins Benton & Bowles as TV operations director.

First-prize TV winners in *Billboard's* 19th annual promotion competition: Promotion of network programs in markets with 4 or more stations, WTVJ, Miami; in 3-station markets, WBNS-TV, Columbus, O.; in 1 & 2-station markets, WAFB-TV, Baton Rouge. Promotion of local programs, in markets with 4 or more stations, KBTV, Denver; in 3-station markets, WSM-TV, Nashville; in 1 & 2-station markets, KWTU, Oklahoma City. General audience promotion, 4 or more stations, WCCO-TV, Minneapolis-St. Paul; 3-station markets, KYW-TV, Cleveland; 1 & 2-station markets, KDAL-TV, Duluth. Promotion of syndicated film programs, 4 or more stations, KTTV, Los Angeles; 3-station markets, WSLS-TV, Roanoke, Va.; 1 & 2-station markets, WAFB-TV, Baton Rouge. Promotion of feature film programs, 4 or more stations, KTTV, Los Angeles; 3-station markets, WFIL-TV & WCAU-TV, Philadelphia (tie); 1 & 2-station markets, WFBG-TV, Altoona. Film distributor awards: Promotion of syndicated series, MCA-TV; feature film package, MGM-TV.

Edward F. Kenehan, FCC Broadcast Bureau chief since Aug. 1, 1955, becomes partner in Washington law firm of Haley, Doty, Wollenberg & Kenehan May 27. He had stint with Commission immediately after war, served as counsel for RCA engineering products div. 1951-55. Harold G. Cowgill, chief of Common Carrier Bureau, succeeds Kenehan, while John R. Lambert moves up to replace Cowgill on acting basis. Cowgill worked for Commission 1935-44, left to join law firm of Segal, Smith & Hennessey, later served as exec. v.p.-gen. mgr. of WTVP, Decatur, Ill. (Ch. 17) before returning to Commission.

Society of TV Pioneers, formation of which was sparked at this year's NARTB convention by W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., votes shortly by mail ballot for pres. and 3 v.p.'s—nominees being selected by Richard A. Rawls, KPHO-TV, Phoenix, and P. A. Sugg, WKY-TV, Okla. City.

Robert L. Heald, NARTB chief attorney, resigns as of June 24 to become partner in Washington law firm of Spearman & Roberson. He came to NARTB from firm of Welch, Mott & Morgan, previously served as FBI special agent in 1941-46.

AAAA appoints John F. Devine (J. Walter Thompson, N. Y.) chairman, Hildred Sanders (Dan B. Miner Co., Los Angeles) vice chairman, TV & radio administration committee; Frank G. Silvernail (BBDO, N. Y.) chairman, Jane Daly (Earle Ludgin & Co., Chicago) vice chairman, broadcast media committee.

N. E. Holmblad, chief engineer of Danish Posts & Telegraphs, govt. operating agency which operates TV-radio, joins Great Northern Telegraph Co. Ltd. in Copenhagen as technical v.p.

New reps: WABT, Birmingham, to Harrington, Righter & Parsons (from Blair-TV); KLFY-TV, Lafayette, La. to Young June 1 (from Venard, Rintoul & McConnell); WLBR-TV, Lebanon, Pa. names Blair Television Assoc.

Rate changes: KPRC-TV, Houston, May 1 raised base hour from \$1000 to \$1100, min. \$220 to \$250. WCPO-TV, Cincinnati, April 15 cut base half hour from \$535 to \$412.50, raised min. from \$200 to \$275.

TV IS BETTER than ever—to paraphrase the movies' old promotional slogan, and recent stockholders' meetings and financial reports of motion picture producers and distributors strongly reflect that sentiment.

Movie distributor United Artists suddenly ended an industry guessing game when pres. Arthur B. Krim announced that negotiations with distributors to syndicate its highly valued post-1948 features to TV had been called off and that UA was even thinking of the possibility of buying out a TV film distributor itself. The company, he said, has decided to continue distributing its own feature films directly to TV. He said UA's revenue from TV syndication of 39 pictures made in 1951-52 totaled \$2,000,000 and that the 52 in syndication this year should bring in about \$5,000,000 in 1957.

"We have looked upon TV as a retarding factor," he said. Now, he added, "we regard it as a healthy source of additional revenue, and we expect revenue from it to increase substantially in the next few years." He said company expects to get in TV film distribution business whether it buys out a syndicator or not. Other officials pointed out that UA will make its first-run features available to Bartlesville, Okla. wired TV experiment.

Loew's Inc. pres. Joseph Vogel this week told N. Y. Society of Security Analysts that his company hopes to realize \$40,000,000 from TV licensing of MGM's 723-film feature library and may soon sign deal for release to TV of all MGM theatrical short subjects.

Pres. Spyros Skouras of 20th Century Fox told stockholders that minimum rental payments for the 237 features being distributed by NTA will total \$16,940,000 over next 7 years, that 560 of its pre-1949 features are still uncommitted and 210 made since 1949 will some day be available to TV. He added that 20th is now producing 3 TV film series and hopes to have 6 or 7 on air if current negotiations succeed.

Walt Disney Productions reported that for first time its TV income exceeded rental from theatrical pictures during 6 months ended March 30—the figures being \$6,747,759 vs. \$6,631,805.

TV news is in such demand by once-hostile newspapers that 3 networks must maintain big staffs of experienced ex-newspapermen just to keep up, May 18 *Editor & Publisher* reports. Roundup by Ray Erwin tells how "TV-happiness" of papers has brought increase up to 600% in 3 years in space given to TV & radio. Networks keep reporters on regular beats covering shows for press, supply vast quantity of photographs. NBC has press information staff of 43 in N. Y., including 14 writers. CBS has 42 in N. Y., 25 in Hollywood. ABC has 34 in N. Y.

New Pulse technique—"commercial recognition" measurement for comparable TV, radio & newspaper advertising costs in any market—was described May 22 by pres. Dr. Sydney Roslow at breakfast meeting of 300 advertisers & agency representatives in Hotel Plaza, N. Y. Formula developed in 2-year field studies uses home interviews in which respondents are shown lists of TV & radio commercials and newspaper ads, then asked to recall which they had seen, heard & read.

New TV spot analysis by TvB covering budgets of \$4729-\$100,000 per week tabulates audience and cost-per-1000 of various schedules of 10-sec. ID's purchased on 13-week basis, using highest rate station in top markets. Initial TvB report, based on Nielsen audience data for week of Feb. 11-15, concludes that "no one time period is best in everything."

HOPE FOR COMPROMISE report on TV network practices was high this week among members of both parties on Rep. Celler's anti-trust subcommittee, after meeting at which agreement was reached on several points—including draft report's wording on "must buy" practices (Vol. 13:19). Reports from subcommittee sources indicated that final document would be toned down somewhat from original language approved by Chairman Celler.

There were still 2 sticky points of contention on which the 2 factions on subcommittee had not yet agreed by week's end—the sections on BMI and on option time. One subcommittee member predicted satisfactory compromise on these issues would be reached next week, calling prospects for a single unanimous subcommittee document "better than ever."

Meanwhile, Senate Commerce Committee's proposed report on network practices, drafted largely by former chief TV investigation counsel Kenneth Cox, was awaiting reaction from Sen. Bricker (R-O.). Chairman Magnuson (D-Wash.) has indicated endorsement of report, and document has rested in Bricker's office for about 2 weeks. Spokesman for Bricker said he has read about one-third of lengthy draft and hopes to finish it next week. Whether it is finally issued as a Committee report or as a "staff study" hinges to great extent upon Bricker's reaction.

TV-radio self-regulation—not censorship—is objective of "action" committee of National Congress of Parents & Teachers. Dr. Kenneth E. Oberholtzer, committee chairman, said at 61st annual PTA convention this week in Cincinnati that it is "much concerned" about portrayals of "violence, force, intrigue or exploitation" on TV & radio and in movies & comics as way to solve human problems. But committee itself will not judge programs, proposing instead to encourage self-policing by industry by assisting individuals & local groups to make appraisals and transmit them to producers & publishers.

Anonymous political broadcasts would be banned in Ohio legislative bill, passed by Senate and referred to House, to require TV & radio stations to air names & addresses of persons making such statements. Similar requirement now applies to newspapers. Measure is opposed by Ohio Assn. of Radio & TV Broadcasters, whose counsel Carlton Dargusch Jr. told House committee that state has no right to enter federally-regulated TV-radio area; that stations already are responsible for statements made over their facilities.

FCC general counsel Warren Baker will be questioned by Sen. Pastore's communications subcommittee at 10 a.m. May 27 in hearings on bill to set up Airway Modernization Board (S-1856), charged with revamping air safety and traffic control regulations. Though FCC is not involved directly in legislation, any changes in air traffic control presumably would affect radio communications, radio navigation devices, etc.

"Bait" advertising on TV and in newspapers was charged May 24 by FTC against Fidelity Storm Sash Co., Baltimore, Washington & Philadelphia. Latest in FTC complaints of false advertising (Vol. 13:20) said 3 firms lured customers by offering storm windows at fictitious prices.

Suit for \$5,000,000 damages by Schick Inc. against Sperry Rand Corp. for alleged "false, misleading" TV commercials for Remington woman's shavers (Vol. 13:20) was withdrawn this week from N. Y. Supreme Court. Sperry Rand agreed out of court to discontinue TV demonstrations which allegedly disparaged Lady Schick shavers.

New and Upcoming Stations: KBTX-TV, Bryan, Tex. (Ch. 3) began program tests 5:30 p.m. May 22 as partial satellite of KWTX-TV, Waco (Ch. 10), 76 mi. away, bringing on-air box score to exactly 500 (92 uhf). All ABC-TV shows programmed by KWTX-TV will be carried without charge by KBTX-TV, which also has per-program agreement with CBS-TV. KWTX-TV owns 50% of Bryan outlet and KWTX-TV v.p.-gen. mgr. M. N. (Buddy) Bostick holds 10%. KBTX-TV officer-stockholders are local insurance man W. C. Mitchell, pres., with 10%; rancher Frank Seale, v.p., 10%; attorney John M. Lawrence III, secy.-treas., 5%; farmer-businessman Brazos A. Varisco, director, 10%. Harry Lee Gillam, from KWTX-TV, is station mgr., with Woody Cox, also KWTX, chief engineer. KBTX-TV base hour is \$150; KWTX-TV hour, \$300. Rep for both stations is Raymer.

KCCC-TV, Sacramento, Cal. (Ch. 40) goes dark May 31, it informs FCC, owner Lincoln Dellar exchanging plant & stock for approximately 17% of KOVR (Ch. 13), due to become area outlet (Vol. 13:20).

* * * *

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

WRLP, Greenfield, Mass. (Ch. 32) is due to begin June 1 as satellite of WWLP, Springfield (Ch. 22), reports WWLP mgr. Wm. L. Putnam. It has 12-kw RCA transmitter and 620-ft. Ideco tower at Bolton Rd. site in Winchester, N. H. WWLP also holds CP for Claremont, N. H. translator W79AA, expected to start before end of June repeating WRLP, has applications pending for 5 more translators (Vol. 13:20). WWLP base hour goes from \$600 to \$700 when WRLP begins. Rep is Hollingbery.

CHBC-TV, Kelowna, B. C. (Ch. 2) has ordered RCA equipment, expects to be on air Sept. 1-15, reports J. H. Browne, pres. of Okanagan Valley TV Co. Ltd., which also holds licenses for satellites in Penticton (Ch. 13) & Vernon (Ch. 7). It's building road to transmitter site 4 mi. NW of Kelowna, expects to start work on transmitter house early in June. It will use 100-ft. Stainless tower, will have studios at 342 Leon Ave. Roy G. Chapman, ex-CKOK, Penticton, will be gen. mgr., with Tom Wyatt, ex-RCA Victor, Vancouver, chief engineer. Rep not chosen.

“**CRAVEN PLAN**” comments deadline stands at June 3—Commission promptly rejecting RETMA's plea this week for extension to June 28. Only Comr. Hyde favored grant of delay; Comrs. Lee & Mack were absent. Substantial number of comments are in the works, attorneys report—but nothing like the total which would have descended on FCC couple years ago. Plan proposes to abandon most of allocations table, consider applications for channels wherever they can be fitted, engineering-wise—but operating stations and CPs have left few significant vhf drop-ins possible. (For full text of proposal, see Special Report, April 27.)

Commission disposed of several allocations changes, meanwhile: (1) Finalized shift of Ch. 13 from New Bern to Norfolk area, replacing it with Ch. 12. (2) Denied petition of WNOW-TV, York, Pa. (Ch. 49) for shift of Ch. 33 from Reading. (3) Started rule-making to commercialize Ch. 9 in Eugene, Ore., reassigning educational Ch. 7 to Eugene-Corvallis. (4) Finalized substitution of Ch. 4 for Ch. 8 in Hay Springs, Neb., Ch. 9 for Ch. 4 in North Platte. (5) Denied petition to substitute Ch. 20 & 77 for Ch. 9 in Charlotte, N. C. Commission received one rule-making petition, WCOV-TV, Montgomery (Ch. 20) asking either that Ch. 8 be shifted to Montgomery from Selma or that Ch. 12 in Montgomery be designated educational

CJOX-TV, Argonia, Nfld. (Ch. 10) hopes to start May 28 with test patterns, May 30 programming as satellite of parent CJON-TV, St. John's (Ch. 6), reports Geoff Stirling, CJON-TV pres.-gen. mgr. It has 500-watt RCA transmitter with wavestack antenna 75-ft. above ground on hill adjacent to U. S. Naval & Air Base. CJON-TV base hour is \$200. Reps are Weed and All-Canada.

Ch. 3 Kapuskasing, Ont. satellite of CFCL-TV, Timmons, Ont. (Ch. 6) is expected to be on air in Sept., although equipment hasn't been ordered, nor has construction started, reports J. Conrad Lavigne, CFCL-TV pres. He hopes to use existing tower in Kapuskasing, some 25-mi. NW of Timmins. — (P.S.)

Rawlins, Wyo. translator K73AF began May 15 repeating KFBC-TV, Cheyenne, reports Donald D. Stanczyk, gen. mgr. of KFBC-TV owned radio KRAL, Rawlins, which is operating translator, built with public contributions. Rock Springs, Wyo. translators K74AF & K78AB plan June 1 start repeating KTVT & KSL-TV, Salt Lake City, reports John E. Wendt, secy. of Translator T.V. Bestg. Corp., also stating company expects to apply for Ch. 82 there. Lone Pine, Cal. translator K80AD expects transmitter about June 15, plans start about July 1, reports E. A. Barmore, secy.-treas. of Lone Pine Television Inc.

Power increases: KRGV-TV, Weslaco (Ch. 5) was due to begin with 100-kw May 20; WCHS-TV, Charleston, W. Va. began interim operation from new Coal Mt. site May 15, using 5-kw GE transmitter and 32-kw ERP—while 50-kw RCA unit is being moved to Coal Mt. so station can return to authorized 316-kw. WTWO, Bangor, Me. (Ch. 2) June 1 increases power to 36.4-kw ERP.

WTPA, Harrisburg (Ch. 71) plans to begin operation on Ch. 27 June 1, FCC recently having authorized channel swap with off-air WCMB-TV, as part of \$150,000 sale of transmitter & tower (Vol. 13:20).

Enlarged studio has been completed by WCCO-TV, Minneapolis, following year's construction including 2½-story addition at 50 S. 9th St. Station now boasts largest TV studio in area.

Ground-breaking ceremonies for new studio-office-transmitter building of WANE-TV & WANE, Ft. Wayne (2915 W. State Blvd.), will be conducted May 28.

and Ch. 8 be shifted from Selma to Tuscaloosa, also given to educators.

FCC denied petition of WPTF, Raleigh, to reconsider & stay grant of Ch. 5 to WRAL-TV, Raleigh—Comrs. Mack & Craven abstaining.

Only translator CPs issued were for Ch. 70, Myton, Utah and Ch. 75 for Roosevelt, Utah area—to Uintah Basin TV Co.

Private microwave—Memphis to Tupelo, Miss.—was granted to WTWV, Tupelo (Ch. 9).

Hagerstown, Md., closed-circuit educational TV project will be described in 4 papers at June 24-28 AIEE summer general meeting at Sheraton-Mt. Royal Hotel, Montreal. Papers will be delivered by Hagerstown project chief engineer John R. Brugger, RCA's Louie Lewis, Chesapeake & Potomac Telephone Co.'s Wm. Warman & Jerrold's Max Kraus. Other TV-radio papers scheduled for June 28 broadcast systems session: Canadian TV, by CBC's J. E. Hayes; CBC Radio Service, CBC's N. R. Olding; video testing techniques, CBC's A. Ste. Marie; TV lighting, Herbert More, Kliegl Bros.; filter to permit simultaneous transmission from single antenna of 2 complete TV stations on different channels, Canadian RCA Victor's G. B. MacKimmie.

Telecasting Notes: What's the newest TV program trend? It's music, says the entertainment trade press. Both *Billboard* and *Variety* this week have articles pointing out that about 20 TV musicals will be on air next season—a revival keyed by success of ABC-TV's 2 modestly budgeted Lawrence Welk shows . . . Musical rundown of networks, from the trade press: NBC-TV probably will have 7, ABC-TV at least 6, CBS-TV 4 or more . . . ABC drops radio version of *Wednesday Night Fights*, network pres. Robert E. Eastman stating that "programming must be exclusive; [the] so-called simulcast of most events detracts from radio's creativity" . . . ABC-TV network's biggest single time sale in its history—reportedly involving more than \$5,000,000 for a year—is for Sun. 7:30-9:30 p.m. segment, with principal purchaser rumored to be Kaiser Aluminum . . . Sometimes we wonder if the TV quizzes don't make those mistakes on purpose—witness the publicity gleaned as result of *Twenty-One's* Hank Bloomgarden-Jim Snodgrass \$73,500 snafu . . . The suspense is over for NBC-TV—General Motors has decided to buy *Wide Wide World* alt. Sun. next fall, with *Omnibus* (now produced by Robert Saudek Assoc.) sliding into alt. week segment for at least 13 weeks. Latter already has Union Carbide as 1/3 sponsor, and Aluminium Ltd. is expected to come in for 1/3 . . . N. Y. Gov. Harriman has asked ruling from CBS-TV's *The Last Word* on whether wording of state income tax returns uses correct grammar; decision will be handed down on May 26 show, in time to allow corrections before 20,000,000 new tax forms are printed . . . TV critic on TV: New York Herald Tribune Syndicate TV-radio columnist John Crosby signed as host for CBS-TV's 60-min. *7 Lively Arts* on Sundays beginning next fall . . . Soviet Red chief Nikita Krushchev's appearance (filmed) on CBS-TV's *Face the Nation* (Vol. 13:20) will be June 2, program lengthened to full hour for show . . . Groucho Marx, actor, will star in 90-min. NBC-TV special next fall based on "Time for Elizabeth," written by Groucho Marx, author (with Norman Krasna) . . . Fund for the Republic's controversial film, "Segregation & the South" will be presented June 16 in special hour-length show in ABC-TV's *Open Hearing* series . . . MGM-TV reports 4 more feature film sales totaling more than \$2,500,000—including full 723-film library to NBC's WBUF, Buffalo, and WAAM, Baltimore, whose sale to Westinghouse pends FCC approval.

NBC will drop *Home* show late this summer because of sagging ratings. The 10-11 a.m. magazine-type program has already run for more than 3 years, having started in March 1954. Its place will probably be filled by 30-min. variety show starring Arlene Francis, hostess on *Home*, and another 30-min. show not yet selected. Network intends to revive *Home* concept on irregular one-shot basis some Sunday afternoons next season. Another of NBC-TV's magazine shows—*Tonight*—is in trouble, too, and its "America After Dark" format is slated to be discarded end of next month, with return to studio-audience variety format considered most likely.

Network TV audiences continue to grow, TvB reported this week on basis of study of Nielsen ratings—with each month of 1957 to date exceeding preceding year's comparable month's audience. Average evening network program reaches over 1,500,000 more homes per broadcast in 1957 than 1956, TvB reports, while average increase for weekday daytime shows is more than 350,000. Average evening program increase in 1957 over 1955 is 43%, weekday daytime 33%.

Survey of French TV programs in Canada will be conducted June 4-7 in Montreal by Schwerin Research Corp. to determine whether entertainment & selling themes appeal differently to French & English-speaking audiences.

CORNING Glass Works' new family of ceramic materials, announced this week in conjunction with dedication of its new Eugene C. Sullivan Research Labs, appears to have potential uses in TV-electronics field. First use of new Pyroceram will be for radomes in nose of guided missiles. Though Corning scientists won't even predict number of potential uses, one electronic application appears certain to be for envelopes of power and transmitting tubes. Pyroceram has excellent heat-resistant and electrical insulating properties and therefore is ideally suited for electron tube use.

Since Pyroceram may be made in transparent form, it opens up possibility of use in certain picture and radar tube screens. It can stand extremely high temperatures and conceivably could pave way for TV use of the transparent picture tube phosphors developed by Dr. Charles Feldman of Naval Research Lab (Vol. 13:17-19).

One of principal drawbacks of Feldman phosphors cited by TV industry is fact that special expensive glass is required for use with them because of extreme heat under which they must be applied. Corning engineers stated that Pyroceram probably will be far cheaper than the high-temperature glasses now being used in developmental models of the Feldman tube.

ELECTRONICS PERSONALS: Rodney D. Chipp, ex-DuMont labs, appointed systems engineering mgr. of Federal Telecommunication Labs (IT&T), Nutley, N. J. . . . Fred M. Farwell resigns as Underwood Corp. pres. to become exec. v.p. of IT&T in charge of U. S. research & manufacturing. . . . Dr. Werner F. Auerbacher promoted to engineering & mfg. v.p., George Rappaport to marketing v.p., Emerson govt. electronics div., Dr. Donald L. Burcham to v.p. for research labs . . . Daniel E. Noble, Motorola exec. v.p., moderates panel on Management of Research and Development Activities at June 6-7 Third Annual Conference of Armed Forces Management Assn., Bolling AFB, Washington, D. C.

Complete new line of industrial TV equipment, built around 2 basic cameras, was announced at week's end by DuMont, to be available from local established electronic distributors by July. Entirely new line, says DuMont, was designed after 2 years of research and interviews with more than 250 users of closed-circuit industrial TV systems. Completely installed systems built around self-contained TC-100 camera are available at about \$2000, while systems using tiny 3-lb. TC-200 (3x3 1/2x10-in.) will cost about \$3500. Vidicon camera systems will be accompanied by full group of additional gear—which may be added later in "building-block" fashion—including remote focus, iris & lens change equipment, special housings.

Network-financed advertising research in new "See for Yourself" plan was announced this week by v.p. Matthew J. Culligan of NBC Radio, who said "present radio audience ratings are virtually meaningless as an indication of radio's true selling power." To prove point, he said, NBC Radio will pay up to \$10,000 for sales effectiveness studies (store audits, test market comparisons, etc.) by network advertisers whose campaigns are of sufficient frequency & length to give measurable result and which use "some exclusive copy points."

Closed-circuit color demonstration, followed by seminar, will be conducted May 28 by NBC-TV at Ziegfeld Theatre, N. Y., for visual communications conference sponsored by Art Directors Club of N. Y.

Licensed TV sets in London outnumbered radios for first time at end of March, 736,021 to 698,972. For all of United Kingdom, figure was 6,966,256 TVs, 7,558,843 radios, increase of 103,022 TVs during March.

RCA shipped 3-V color film chain May 21 to Tokyo.

4 BIG MAKERS GO ALL-110°; 14-in. FADING: Raging battle of "slim" 110-degree tube vs. conventional 90-degree seemed to be veering this week in favor of new design, with GE & Hotpoint introducing new lines consisting entirely of the 110-degree sets (see story below). Adding considerable strength to position of the new type tube is fact that all new models by RCA, Admiral & Sylvania will be 110s.

Manufacturers preparing to include at least some 110-degree sets in new lines include Westinghouse (about 50-50 division between 90 & 110), Motorola, Emerson and DuMont. Magnavox will stick to 90-degree, and it's probable that Zenith will, too.

Heavy promotional build-up which will be given the 110 by RCA, Admiral & GE -- among industry's top 3-4 in advertising and TV unit sales -- will provide strong impetus to consumer desire for the new-design sets.

Those manufacturers sticking with 90-degree tubes will also be able to claim a "slim" product -- new gun making tube about an inch shorter and new faceplate taking 2½ lb. off total weight. New faceplate, incidentally, is said to immunize set from pincushioning, because its radius is about that of electron beam scan.

We toured Corning's picture tube bulb plant this week while attending unveiling of its new research labs (see p. 8), and saw heavy production of 110-degree bulbs, but Corning officials were silent on ratio of 110 to 90-degree orders. They also refused to be drawn into discussion of merits of new tube vs. old -- and they aren't betting on which type will win final consumer acceptance.

* * * *

Tube glass manufacturers are important barometers of future TV picture tube trends because of relatively long lead time between bulb orders and tube & receiver production. Corning officials gave us this size-up of next season's tube outlook:

The 14-in. tube, comeback sensation of last 2 seasons, will be de-emphasized. Orders for these are definitely down -- with 17-in. expected to show proportionate increase, presumably due to size & weight reductions which bring 17-in. sets quite close to 14-in. in portability without great differential in cost.

Sizes smaller than 14-in. -- the conglomeration of 8½, 9 & 10 3/8-in. tubes -- are definitely dead after short-lived "boomless boom."

The 21-in. remains staple commodity -- with a little more emphasis next season as manufacturers hopefully stress higher-priced sets at expense of portables.

Some resurgence is noted in 24-in. size, presumably sparked by shallower cabinets (GE claims cabinet on its 24-in. set will be only 15-in. deep) made possible by 110-degree deflection. The 27-in. is now being made almost exclusively for replacement -- very few manufacturers (principally Muntz) currently making 27-in. sets, with no pickup in sight. The 27-in. is made with 90-degree deflection only.

Extremely heavy activity in color tube bulb production was notable at the Corning plant -- as result of RCA's switchover to all-glass tube (last metal-coned color tube was turned out by RCA April 9).

Corning hopes to take last big metal part out of color tube. Its engineers have designed new shadow-mask of "Photoceram," a glass-derived ceramic which is a first cousin of Corning's newly announced Pyroceram basic material. New shadow-mask is made from photosensitive glass, then heated to alter molecular structure.

Perforated ceramic shadow-mask has these advantages over present metal masks, according to Corning researchers: (1) Its expansion & contraction with heat variations are far less than metal mask, providing greater color stability. (2) It offers promise of interchangeability of masks from tube to tube -- whereas today's color tube screens are wedded to their individual metal masks.

Color bulb orders, Corning spokesmen said, are relatively high, and they view recent pickup as "more than seasonal." -- (DL)

GE-HOTPOINT LAUNCH 1958 TV-MODEL SEASON: First of the majors to take wraps off new TV models, Hotpoint showing wares May 24 at Burlington, Wis., GE May 27 at Louisville, go all out for 110-degree, wide-angle tubes (see above). Prices suggested are higher than this year's -- GE's 1958 table models ticketed \$190-\$260 compared with \$170-\$240, Hotpoint table sets \$190-\$250 vs. \$190-\$240. GE consoles run \$230-\$450 vs. current \$220-\$310; Hotpoint consoles range \$230 up -- high end not yet set -- compared with current \$270-\$330.

Catchy "Slim Silhouette" is theme tag of GE line which features 24-in. 110-degree tube in cabinet only 15-in. deep with 2-in. tube cup projection. Balance of line is in 21-in. table and console models -- a total of 19 sets in 10 basic models. GE emphasis is switching from portables to table & console sets with such extras as multiple speakers. Color sets are unchanged.

GE's 24-in. tube has a viewable area of 332 sq. in.; 21-in. has 262 sq.in. Other features of high-end sets: "Horizontal" console with full doors, a Danish Modern model, triple speakers, remote control, electronic tuning, push-button selection, circuit changes for 110-degree tube.

New cabinets come in metal, wood, pressed wood. Most sets are in production now, others in few weeks -- all on market in fall.

Interesting sidelight is consumer survey by GE to determine styling. First model circulated had 17-in. deep cabinet; 2nd had 13-in. cabinet & 4-in. tube cup; 3rd had 15-in. cabinet and 2-in. cup. Result showed 90% of those sampled preferred 15-in. cabinet and 2-in. cup.

Emphasis at Hotpoint also is on higher end. Line has 4 table, 7 console models -- including 2 lowboys with "Slender Profile" styling. Two deluxe 24-in. sets are part of console line -- rest of which has 21-in. tubes. Depth of sets is 15-in. with tube projection cup about 1½-in. Portables came out in April (Vol. 13:15).

Some deluxe features are: "Miracle Memory" fine tuner, improved tetrode tuner, 3 speakers on some models, touchbutton power tuning, automatic focus and sight-sound tuner. Two of consoles have casters; 2 have swivel bases.

* * * *

Here's some advance word on other set makers' plans and new models:

RCA will start distributor showings in New York's Hotel New Yorker June 2 -- with press showing June 4; Chicago showing will be June 6-8 at Hotel Knickerbocker; San Francisco's, June 9-11. Whole line will use 110-degree, includes 14, 17 & 21-in. portables; prices will be up 5-10%. Color sets will be shown in fall.

Philco will show its line June 3-4 at Philadelphia's Bellevue-Stratford Hotel, no information available except that color won't be offered. Exec. v.p. Larry F. Hardy has written distributors 3-page letter saying that color TV is an unprofitable business at manufacturers' level; that Philco believes same is true at distributor level; that only selected few retailers have made money on color. He said Philco is not against color, has spent a great deal of money on it, but believes much work is required before sets can be mass-produced profitably.

Admiral, introducing its line June 6-7 at the Americana Hotel in Miami Beach, will use 110-degree tube, won't have 24-in. sets or 21-in. portable. Its portable line came out this week end (see p. 12).

Westinghouse shows new line June 16 at Chicago's Merchandise Mart. About half will use 110-degree tube. Line will include 14 & 17-in. portables.

Sylvania starts series of four 3-day distributor meetings June 2 in Buffalo's Statler Hotel, then has public showing June 17 at Merchandise Mart. Line will include 17 & 21-in. portables, 21-in. table & console sets. Top price of \$200 previously reported (Vol. 13:16) applies only to portables; consoles will be somewhat higher. All new sets will have 110-degree tubes.

Emerson shows its line around end of June. Some sets will use 110-degree tubes and some prices will be higher.

DuMont's line will be given public debut June 12 at New York's Delmonico Hotel. Low end will use 110-degree tube, rest will have stub-neck 90-degree. A 14-in.

Text of FCC Request for Specific Proposals for Pay-TV Tests

Adopted Unanimously and Issued May 23, 1957 as Public Notice 57-530, Mimeo 45331

NOTICE OF FURTHER PROCEEDINGS

1. In our Notice of Proposed Rule Making adopted February 10, 1955 (FCC 55-165) we invited comments on proposals that the Commission authorize the use of frequencies allocated to television broadcasting for the transmission of programs in scrambled, unintelligible form under proposed systems calling for the payment of a charge by the viewer for the reception of such programs in unscrambled, intelligible form.

2. We have received proposals for three different systems for the encoding and decoding of television signals: "Phonevision", sponsored by Zenith Radio Corporation and TECO, Inc.; "Subscriber-Vision", sponsored by Skiatron Electronics and Television Corporation and Skiatron TV, Inc.; and "Telemeter", sponsored by International Telemeter Corporation. In this document we will use the general term "subscription television" to refer to all three of the foregoing systems, as well as to any other system which may be developed for the encoding and decoding of programs broadcast by television stations.

3. Interested parties representing important segments of the television industry, motion picture distributors, the proponents of three different systems of subscription television and others have formally submitted lengthy comments and reply comments in this proceeding. In addition we have received many thousands of informal expressions of opinion in letters from numerous organizations and members of the public—over 25,000 in all. The volume of the record, the complexity of the issues, the fact that basic departures from established practice are involved, and the necessity for concentrating much of the time of the Commission and its staff during the past year on television allocations problems have made it impossible, until now, to advance our continuing study of subscription television to a point where a decision could be reached concerning additional steps it would be desirable to take in this proceeding.

4. The record discloses basic disagreement between parties who claim that subscription television would provide a beneficial supplement to the programming now available to the public and an increase of the financial resources available to support television, and parties who contend that it would seriously impair the capacity of the present system to continue to provide "free", advertiser-financed programming of the present or foreseeable quantity and quality. The Comments filed to date have provided us with data and arguments which have furnished helpful assistance in our initial consideration of the questions of law, fact and policy set out in the Notice of Proposed Rule Making. Useful as they have been, however, the written submissions of the parties, taken alone, do not in our opinion provide a fully adequate basis for concluding either that the proposals in hand that we authorize subscription television should be denied, or that they should be granted by amending the Rules in such fashion as to open the way for permanent nationwide subscription television operations using the frequencies which have been allocated to television broadcasting.

5. Since we propose to defer final conclusions until completion of the steps discussed in this Further Notice we will not endeavor in this document to discuss the numerous questions here involved in detail but will mention briefly the principal matters which at this stage we think are of paramount importance. The additional proceedings contemplated in this Notice will be directed toward the specific questions which in our opinion remain unclear and on which we feel the need of additional information and study in order to afford us a sound basis for decision.

6. The first group of questions raised in our Notice,

designated as "Questions of Law", concern the statutory power of the Commission to authorize subscription television, its proper classification as a broadcast or other type of service, and amendments which might be required to the Communications Act of 1934, as amended, or to the Commission Rules and Regulations. Several of the parties provided us with detailed memoranda of law on these questions which, together with separate researches by Commission staff, have enabled us to reach the conclusion that the Commission has the statutory authority to authorize the use of television broadcast frequencies for subscription television operations if it finds that it would be in the public interest to do so. We believe this authority falls within the powers conferred on the Commission in the Communications Act for licensing the use of radio frequencies.

7. We leave for future determination the related legal questions of whether subscription television would be properly classifiable as "broadcasting" within the meaning of Section 3(o) of the Communications Act or whether it may be classifiable as some other type of service. Nor, in view of the steps contemplated in this Further Notice, is it necessary or desirable that we endeavor to reach final conclusions at this stage concerning the proper classification of subscription television. While we recognize the importance of settling this question, we believe that it would be premature to attempt to decide it until we have additional information concerning the manner in which subscription TV, if authorized, would operate in actual practice.

8. While the three major proponents of subscription television have sketched in some detail several proposed modes of conducting subscription television operations, some of the critical aspects of such operations are left for future determination. Since the classification of this novel type of service is in part dependent on the way it would actually operate in practice, we are not in a position to decide finally how to classify the proposed service until we can learn more about the techniques and methods which would be employed. We need more information than is available on the present record concerning the relationships between subscription program producers, distributors, community franchise holders, television stations, manufacturers and distributors of encoding and decoding equipment and the public, and, in particular, concerning the role of the broadcasters, to whom the Commission issues licenses authorizing the use of television broadcast frequencies and whom the Commission holds responsible for the proper discharge of their responsibility to operate their stations in the public interest.

9. We recognize that at the initial stage of rule making it was difficult for proponents of subscription television to specify precise plans of operation of a service which is not yet in being, and numerous aspects of which cannot feasibly be worked out and crystalized except in practice. At the same time it is not possible for us to make sound determinations concerning the classification of the proposed service, or to reach well-founded conclusions concerning its potential impact on the public and on the established system of television broadcasting on the basis of the information submitted so far.

10. We recognize also that it is impossible to make a fully realistic assessment of an untried service such as subscription television without ample demonstration of its operation in actual practice. The field experiments performed so far were too limited in scope and duration to disclose much more than an indication of the feasibility of the technical processes involved and the initial response of limited numbers of participating viewers. We believe that an adequate trial demonstration of subscription television in operation is indispensable to a soundly based

evaluation of its acceptability to the public, its capacity to enlarge the selection of program fare, now or foreseeably, available under the present system, its significance as a possible additional source of financial support for continued expansion of the nation's television services, its potential impact, beneficial or otherwise, on the established television system and its mode of operation in actual practice. Since all of these matters bear on a decision as to whether the authorization of subscription television on a nationwide scale will serve the public interest, convenience and necessity, we think it is now timely and desirable to determine the conditions under which trial demonstrations of subscription television could properly be authorized.

11. The question of field demonstrations of subscription television in itself poses problems and difficulties which are partly similar to, although in some respects different from, the problems which are associated with full scale nationwide operation of subscription television. It would seem clear, on the one hand, that field demonstrations under highly circumscribed conditions and limitations would be unlikely to yield reliable indications of how subscription television would be likely to operate if later authorized on a more general scale. On the other hand we do not believe that we could at this stage justify the authorization of subscription television on an unlimited or general scale, even for a prescribed trial period. It may be possible to avoid the objectionable results of either extreme by authorizing the conduct of field demonstrations of subscription television under conditions which will provide useful information on critical questions we cannot resolve on the present record, but which will preclude subscription television operations of such scope and magnitude as to induce inordinate investment either by the industry or by the public in equipment and other costs necessary for a novel type of television service on which we must reserve final judgment.

12. This brings us to the question of the basis upon which it may be useful and desirable to authorize the conduct of field demonstrations of subscription television. These questions involve a host of matters which have been lengthily debated in the comments submitted so far in this proceeding. They include, with particular reference to a trial period, the questions of whether subscription television operations should be confined to the larger markets, for example those with at least four stations, or in which at least four television services are available; whether some maximum limitation should be placed on subscription programming in terms of hours per week, per day or per broadcast time segment, or in terms of some percentage of the participating station's total broadcast hours per week; whether subscription television, as has been proposed by one of the proponents, should be limited to UHF stations with the possible exception of VHF stations in certain circumstances; whether subscription television operations in a particular market should be limited to a single system; whether a trial of any of the individual systems should be limited to a single station in any particular market or made available for participation of more than one station in an individual market; preservation of the broadcaster's duty to retain control over the selection of material broadcast over his station, which is necessary to the proper discharge of his responsibilities as a licensee; and numbers of other related problems.

13. Before it would be possible for the Commission to make decisions concerning the basis on which it may be desirable to permit field demonstrations of subscription television operations it will be necessary for us to obtain more information than is available on the present record concerning questions such as were briefly stated in the preceding paragraph.

14. Therefore, in order to assist us in reaching decisions on the foregoing matters, we have decided to afford an opportunity to television station licensees, sponsors of subscription television systems and any other interested parties to submit statements informing us as to their views on the following questions relating to a trial demonstration of subscription television:

(1) The city or cities in which it may be desirable and feasible to conduct trial demonstrations.

(2) Whether trial operations should be confined to a single station in any individual community; or whether more than one station could participate.

(3) Whether a trial in any individual community should

be confined to a single system; or whether it is proposed that more than one system be demonstrated in any individual community at the same time.

(4) If known, the identity of the individual stations which it is proposed would broadcast subscription programs in each community where trial operations would be conducted; and the basis for their selection.

(5) The time required for the production, distribution and installation of the necessary coding and decoding equipment & commencement of subscription programming.

(6) The minimum period of actual system operations necessary to a meaningful demonstration of the manner in which subscription television would operate, and of the reaction of the public to this novel type of TV service.

(7) The approximate minimum and maximum numbers of subscribers during the trial run in each city where trial demonstrations are proposed.

(8) Whether it is essential for a satisfactory trial demonstration of any proposed system that decoding equipment be sold or leased to the participating subscribers, and the terms of such sale or lease.

(9) The number of broadcast hours per week, and during the hours of 6:00 P.M. to 11 P.M. on weekdays and 1:00 P.M. to 11 P.M. on Sundays, which it is believed would be required for a meaningful trial demonstration of subscription television.

(10) Whether it would be preferable to state such limitations as may be imposed on subscription broadcasts in terms of a maximum number of hours per week, per month or per year, or in terms of some maximum percentage of the station's total broadcast hours per week, month or year.

(11) A statement of the specific ways in which it is believed that the conduct of the proposed field demonstrations would assist the Commission in evaluating the effects, impact, benefits, and potential hazards or disadvantages of subscription television if it were subsequently authorized on a more general scale.

15. While we believe that the information sought in the foregoing questions should be furnished primarily by any station licensees who may be interested in participating in trial demonstrations of subscription television and by other persons who would be associated in the operation, we will accept and consider comments on these matters by any other interested party. It is requested that the additional information be submitted in 14 copies on or before July 8, 1957.

16. We cannot, of course, anticipate the extent to which the additional information may answer all the questions which we believe it is important to evaluate before making decisions concerning the authorization of trial demonstrations. In the event the additional information fails to clarify all of the important considerations we believe to be involved, we will then decide whether it would be desirable to conduct oral hearings on specific issues to be designated.

17. Our immediate concern is to make sound determinations concerning the basis on which the Commission could authorize suitably controlled trial demonstrations of subscription television, as a means of ascertaining its potential impact and what amendments should be introduced in the Commission's rules and standards if it were later determined, on the basis of trial experience, and after further proceedings, that it would be in the public interest to authorize subscription television on a permanent basis.

18. It would, we think be premature at this stage to attempt to determine whether, if subscription television were ultimately authorized on some general basis, it would be necessary or appropriate to establish standards which would call for the use of a single system, or whether it would be appropriate to authorize the use of more than one system of encoding and decoding television signals. We do not believe that it will be possible to give adequate consideration to all the different questions involved in this matter unless the capacities, advantages and disadvantages of the respective systems which have already been proposed and of any others which may be proposed, could be suitably tested in field demonstrations.

19. We believe that the steps contemplated in this Further Notice will also help to disclose and clarify any matters which it may be desirable to take up with Congress, including any amendments to the Communications Act which the Commission may find it necessary or desirable to propose to Congress.

[Comr. Mack issued brief concurring statement.]

portable with 90-degree tube will be included. However, emphasis will be on selective production of high-end sets.

Motorola shows 1958 models July 18-20 at Chicago's Blackstone Theater and Conrad Hilton Hotel. Some 110-degree tubes will be used and new 17-in. portable is being added to Americana line. Prices probably will be up about \$20.

Business Status: Business is "continuing sideways movement which has been so evident since the first of the year," but majority of National Assn. of Purchasing Agents Business Survey Committee predicts improvement for rest of year. Survey shows 40% of NAPA members think conditions in latter portion of 1957 will be better than for same 1956 period; 37% feel things will be worse; 23% expect no change. Production, the report says, showed no substantial change in past month. New orders were off for 32% of members compared with 25% who reported drop previous month.

Slight improvement in employment is noted, fewer members (25%) reporting employment cuts this month compared with last month (31%); 63% found employment unchanged and 12% saw an improvement this month. On inventories, 34% had lower totals, 49% had no change. May report, says NAPA, reflects "goal of effecting still further reductions in unfinished materials inventories. As finished goods inventories climb -- as many report they are -- additional concern is expressed about this tie-up of capital. To keep total inventory investment in balance, many managements are withholding expenditures for raw materials."

Production: TV output was 80,436 week ended May 17, compared with 80,949 preceding week and 115,373 in corresponding week one year ago. It was year's 20th week and brought TV production for year to date to about 2,074,000 compared with 2,745,-201 in same period of 1956. Radio production totaled 243,270 (97,750 auto) week ended May 17, compared with 251,249 (102,111) the preceding week and 255,193 (56,-440) in corresponding week year ago. Radio output for 20 weeks totaled about 5,847,000 (2,325,000) vs. 5,320,351 (1,946,743) in same 1956 period. -- (JSC)

Trade Personals: George R. Marek promoted from operations v.p. to v.p.-gen. mgr. of RCA Victor record div., replacing Lawrence W. Kanaga, new pres. of General Artists Corp. talent agency, succeeding founder Thomas G. Rockwell, who becomes chairman . . . Clinton H. Harris, v.p. & engineering director of Argus Camera div., named director of new product development for parent Sylvania . . . Roger H. Bolin named Westinghouse director of advertising; he retains responsibilities of former post of mgr. of general advertising . . . W. P. Lewis, ex-Canadian Industries Ltd., appointed sales promotion mgr. for Sylvania Electric Ltd., Montreal, replacing W. Burke who resigned to return to U. S. . . . Maynard H. Moore, ex-Magnavox, named New England district mgr. of Ampex Audio, succeeding Harold Bresson who becomes New England district sales mgr. of parent Ampex Corp.'s professional products div.

Philco International pres. Harvey Williams said group's 1957 foreign production will be 5 times greater than Philco exports and predicted overseas market will offer American industry its greatest growth opportunity in next 20 years. He told International Management Assn. meeting in N. Y. this week that in British homes wired for electricity less than 10% have electric refrigerators, less than 18% have washing machines.

Receiver for Plamondon Magnetics, S. Harvey Klein, was appointed this week in Chicago Federal court when company said it had been unable to work out plan of arrangement and that it had lost about \$21,000 since filing Chapter XI petition in Feb.

Sylvania plans 70-city closed-circuit showing of 1958 TV line to dealers, probably originating in N. Y. in July. Gen. sales mgr. Robert L. Shaw says purpose is to get "our message directly to the dealers for greater impact."

DISTRIBUTOR NOTES: Philco expands coverage of Graybar Electric, Seattle, to Portland and Eugene, Ore., replacing Appliance Wholesalers of Ore. which will continue to distribute Philco parts and accessories . . . Westinghouse appoints following district appliance sales mgrs.: T. V. Wake, Indianapolis; F. G. Roehrig, Milwaukee; R. W. Sanford, Des Moines; E. K. Findlay, St. Paul; J. T. Urban named regional mgr. of utility sales, Chicago . . . Stromberg-Carlson appoints Tri-State Supply Co., 1148 Market St., Chattanooga, for radio & hi-fi . . . Motorola appoints National Sales Co., 56 Rutter St., Rochester, N. Y. (Louis Solomon, pres.), which drops Sentinel . . . Hoffman Radio appoints Barton Distributors, Inc., Wichita, for central and western Kan., replacing Kelvinator Sales div. which continues to cover eastern Kan., parts of Mo., Neb., Ia.

* * * *

New NEDA chairman is Merle Applebee, Kansas City, succeeding R. C. Hall, R. F. & L. F. Hall Inc., Houston. Reelected were pres. Joseph A. De Mambro, De Mambro Radio Supply Co, Boston; 1st v.p. M. E. Shifino, Rochester Radio Supply Co., Rochester, N. Y. Victor N. Zachariah, Zack Radio Supply, San Francisco, was named 2nd v.p. succeeding Albert N. Kass, Kass Radio & Electric Co., Philadelphia; Meyer Spiro, Meyers Electronics Inc., Bluefield, W. Va. secy.-treas. succeeding John G. Bowman, Bowman Radio Supplies, Chicago.

NARDA chairman Mort Farr used his 15-min. Philadelphia TV show this week to demonstrate how to install Philco Bantam air conditioner. He uncrated and mounted it in less than 2 mins. after window bolts and brackets had been installed. Farr said there were 150 calls following show, despite cold, damp weather.

Trav-Ler plans to import Swedish line of Luxor hi-fi radios, combinations, tape recorders.

Topics & Trends of TV Trade: Recommendation to change name of RETMA to Electronic Industries Assn. (Vol. 13:11-19) was approved unanimously at last week's board of directors meeting in Chicago. Ballots on the proposed name change will be sent to membership for formal proxy meeting vote. Change, virtually certain, will require 6-8 weeks to become effective. Other actions taken at closed meetings and released this week include:

(1) These div. directors were elected: Consumer Products—Herbert Riegelman, GE; E. J. Kelly, Westinghouse; J. S. Holmes, Warwick. Military Products—W. A. MacDonald, Hazeltine; Sidney R. Curtis, Stromberg-Carlson; C. F. McElwain, IBM. Technical Products—L. H. Bogen, Unirtronics. Jack M. Ferren, Zenith, was elected director of Industrial Relations Dept., succeeding Robert C. Sprague Jr., Sprague Electric Co., who resigned to accept 1-year MIT fellowship. Re-elected dept. heads were: Dr. W. R. G. Baker, GE, engineering; Ray C. Ellis, Raytheon, international; C. Paul Young, Philco, military relations; Frank W. Mansfield, Sylvania, marketing data.

(2) Site of next year's convention May 14-16 will be Chicago's Sheraton Hotel with spring meeting March 19-21 in Washington's Statler Hotel. Next quarterly meeting is to be held Sept. 10-12 at Los Angeles' Ambassador Hotel, and board approved recommendation to hold one of annual quarterly meetings on West Coast, alternating between Los Angeles & San Francisco. Board also approved circulation of questionnaire to determine "number, type, cost, and desirability of trade shows now patronized by electronic manufacturers" (Vol. 13:14).

(3) F. R. Lack, Western Electric, was appointed chairman of Guided Missiles committee, replacing L. L. Waite, North American Aviation. Military Products div. arranged to name ad hoc committee to meet Air Force request for study to provide simpler and cheaper maintenance of electronic equipment.

(4) Set div. directed exec. v.p. James D. Secrest to ask Commerce Dept. to obtain detailed statistics on radio imports from commercial attaches in those countries shipping radios into U. S. This followed Census Bureau report it would be unable to supply information.

* * * *

New Federal wage & hour regulation, denying learner certificates at less than \$1 hourly minimum wage for TV-radio-electronics components industry under all but "exceptional circumstances" is subject of suit by Beckley Mfg. Corp., Beckley, W. Va. and Micamold Corp. of Virginia, Tazewell, Va.—both subsidiaries of General Instrument Corp. They ask U. S. District Court in Washington to throw out new regulation and direct Wage & Hour administrator Newell Brown to reconsider their applications for learner certificate renewals. They say experienced workers are not available for simpler jobs and they would be forced to pay higher rate to inexperienced personnel.

Dealer junkets sponsored by manufacturers and wholesalers were criticized this week by Irving Witz, pres. of Emerson Radio of Pa. and Emerson of Fla. He said dealers would be better off remaining in their stores during current drop in sales rather than loading up on TV & appliances to qualify for trips. There are so many offers, he said, that some dealers are trying to sell trips they've won but are too busy traveling to take. He says he's heard Internal Revenue Service is questioning some awards' tax-free status, holding they come under taxable income.

Westinghouse receiving tube sales increase, says v.p. & gen. mgr. R. T. Orth, has resulted in adding 200 employees at Bath, N. Y. plant, bringing total to about 1400. Orth says plant is working overtime on Saturdays, will have to hire more employees by Sept. "if sales continue at this high level."

TV-radio imports and exports are being investigated by N. Y. Federal grand jury to determine, according to Anti-Trust div. attorney Harry G. Sklarsky, if a cartel exists and also why certain big foreign TV-radio producers have little or no exports to U. S. Issue came up before Federal Judge Lawrence E. Walsh when attorneys for Siemens & Halske A. G. of Munich and Electric & Musical Industries Ltd. (parent of Capitol Records), Manchester, England, asked judge to quash subpoenas on U. S. subsidiaries calling for parent firms' records. Judge reserved decision on motion.

Portable TV sets have been sold as first sets, says Motorola exec. v.p. Edward R. Taylor, when they should have been second or third sets for the patio, den, etc. with the result they accounted for 35% of total TV sales—rather than a more proper 20%. He also told Chicago Tribune forum on distribution and adv. this week that color TV had been marketed ineffectively at wholesale and dealer levels and he chided dealers for cutting prices rather than putting "customer satisfaction ahead of the fast buck."

Admiral's 1958 portable line uses 14-in. & 17-in. 110-degree aluminized tubes. Sets come in 4 colors and 4 models in each size: P14D11, recommended price \$130-\$140; P14D12 & 13, \$140-\$150; P14D14, \$150-\$160 (\$20 extra for uhf); P17D21, \$160-\$170; P17D22 & 23, \$170-\$180; P17D24, \$180-\$190 (\$25 extra for uhf). Single pole antennas are included in 3 higher-priced models of both series. Sets have cascode tuners, 41-mc IF.

TV service contract fee must be reported as income in year it's received, rather than splitting it between different years covered in 12-month contract, U. S. Tax Court in Washington has ruled. Ruling was against Bressner Radio Inc., Brooklyn. However, court ruled Bressner could deduct from 1951 fiscal income amount paid to new corporation to take over unexpired parts of service contracts.

Columbia Records has bought Bell & Howell Co. hi-fi radio-console line, price not disclosed, but including inventory, tooling and manufacturing rights. B & H pres. Charles H. Percy said sale would allow devotion of "capital, manpower and facilities to the expanding requirements of its photographic and tape recorder lines." Columbia will service B & H consoles now in dealer and consumer hands.

Emerson is prohibited from advertising that radios containing vacuum tubes are "transistor radios" and that certain radios are the smallest on the market—under terms of Federal Trade Commission consent order. FTC said Emerson's agreement to order is for settlement purposes only and is not an admission it has violated law. Complaint had been issued Aug. 20, 1956.

Philco plans open house, public invited, to show products and services during June 3-4 distributor meeting in Philadelphia's Bellevue-Stratford Hotel. Emphasis at 10 a.m.-10 p.m. showing will be on Philco activities public doesn't know too much about—guided missiles, medical research, computers, components, etc. One model of each consumer product will be displayed.

Estimated 12,000 receiving tubes, worth over \$20,000, were stolen from hush-hush National Security Agency's Franconia, Va., warehouse, says asst. U. S. Atty. A. Andrew Giangreco, and apparently sold to Washington dealer. No charges have been placed yet.

Sylvania June promotion is "Sun Bonnet" to be given free with purchase of 17-in. 110-degree portable. Bonnet extends 13-in. beyond face of tube, is designed to eliminate direct sun glare; inside is black, outside yellow.

GE appoints Brooke, Smith, French & Dorrance Inc. to handle advertising for specialty electronic components department.

Financial & Trade Notes: Television-Electronics Fund reports net assets of \$148,650,002 and 12,218,644 shares outstanding as of April 30, compared with assets of \$138,055,961 and 11,918,646 shares as of Jan. 31. During the quarter, these were the changes in its portfolio:

New stocks added: 6700 shares Johnson Service, market value \$415,400; 5000 Leeds & Northrup, \$151,250; 5000 Smith-Corona, \$188,750. Also added were \$100,000 worth of American Machine & Foundry 5% convertible debentures, due May 1, 1977; 3 groups of \$2,500,000 Govt. bonds each, due June 6 & 27 and July 18, 1957; \$1,500,000 General Finance commercial paper, due May 13, 1957; \$1,500,000 G.M.A.C. commercial paper, due May 28, 1957.

Stocks eliminated: 3100 Aerovox, market value \$14,337; 8000 DuMont Bestg., \$64,000; 9400 International Resistance, \$55,225.

Holdings were increased in ACF Industries, Addressograph-Multigraph, Aircraft Radio, American Chain & Cable, American Machine & Foundry, Babcock & Wilcox, Beckman Instruments, Bell & Howell, Bendix Aviation, Boeing Airplane, Burroughs Corp., Cincinnati Milling Machine, Clark Controller, Consolidated Electronics, Cornell-Dubilier, Douglas Aircraft, Dresser Industries, Eastern Industries, Eastman Kodak, Eaton Mfg. Co., Emerson Electric, Ex-Cell-O Corp., Fansteel Metallurgical, Garrett Corp., General Bronze, General Mills, General Precision Equipment, General Railway Signal, Harris-Seybold, Hazeltine, Hoffman Electronics, International Nickel of Canada, Lockheed Aircraft, Magnavox, Martin Co., Mergenthaler Linotype, Minnesota Mining, Motorola, National Acme, National Cash Register, Neptune Meter, North American Aviation, Otis Elevator, Philco, Reliance Electric & Engineering, Royal McBee, Servomechanisms, Stewart-Warner, Sylvania, Technicolor, Thompson Products, United Aircraft, Vitro, Westinghouse Air Brake, Westinghouse Electric, Zenith.

Part of holdings were sold in Allis-Chalmers, Amphenol, George W. Borg Corp., Borg-Warner, Bullard, Chance Vought Aircraft, CBS 'A', Cutler-Hammer, Electronics Corp. of America, Elgin Watch, Emerson Radio, Friden Calculating, GE, General Telephone, Globe-Union, Goodyear, Liquidometer, Penn Controls, Ryan Aeronautical, Sangamo Electric, Sperry Rand, Square D.

Unchanged during quarter were holdings in Admiral, American Bosch Arma, AB-PT, AT&T, Ampex, Barry Controls 'B', Bell & Gossett, Bulova, Carborundum, Clevite, Columbia Pictures, Conrac, Consolidated Electrodynamics, Corning Glass, Curtiss-Wright, DuMont Labs 'A', duPont, Eitel-McCullough, Electronics Assoc., Elox Corp. of Mich. 'A' & 'B', Federal Sign & Signal, Food Machinery & Chemical, General Dynamics, General Tire & Rubber, G. M. Giannini, Hammond Organ, Indiana Steel Products, Industrial Electronics, IBM, IT&T, Litton Industries, Machlett Labs, P. R. Mallory, Marchant Calculators, W. L. Maxson, Minneapolis-Honeywell, Northrop Aircraft, Oak Mfg., Paramount Pictures, Photon, Pullman, RCA, Raytheon, Robertshaw-Fulton Controls, Sprague Electric, Storer, Taylor Instrument, TelAutograph, Telecomputing, Television Assoc., Texas Instruments, Tung-Sol, 20th Century-Fox, Union Carbide & Carbon, United-Carr Fastener, United Utilities, Varian Assoc., Walt Disney Productions, Western Union.

[For status preceding quarter, see Vol. 13:8.]

* * * *

Twentieth Century-Fox earned \$2,171,680 (82¢ per share on 2,644,486 shares outstanding) on sales of \$32,863,275 in 13 weeks ended March 30 compared with \$460,739 (17¢) on \$26,202,889 in same period year earlier. Pres. Spyros P. Skouras told stockholders meeting May 21 in N. Y. that "it looks as though the first 6 months will produce earnings of about \$1.50" vs. 82¢ in first 1956 half. He said 1957 profits as whole would be ahead of last year, when earnings were \$6,198,419 (\$2.34), but declined to estimate by how much.

Guild Films had more than \$10,000,000 sales in first 5 months of fiscal year ending next Nov. 30—up 220% from entire 1956 fiscal period (Vol. 13:17), pres. Reuben R. Kaufman told stockholders May 18 at annual meeting in N. Y. He said "additional sales which we hope to close during the remainder of the current fiscal year could conceivably come to an additional \$10,000,000," bringing "very healthy profit" compared with \$8187 year earlier.

United Artists will gross \$5,000,000 this year from film syndication to TV compared with \$2,000,000 in 1956, pres. Arthur B. Krim predicted this week in first report since company became publicly owned (Vol. 13:15). In first 19 weeks this year, gross from theatrical distribution of film was \$20,761,962 vs. \$17,889,799 in similar 1956 period. (For UA's TV plans, see p. 6.)

Unitronics earned \$200,126 (40¢ per share on 505,700 shares outstanding) on 1st quarter sales of \$8,434,735 compared with \$134,454 (30¢ on 453,522 shares) on sales of \$6,160,974 in similar 1956 period. Pres. Brantz Mayor said Olympic TV sales were 5% ahead during the quarter vs. similar period last year.

Amphenol common stock, previously unlisted, went on big board of N. Y. Stock Exchange May 17.

Whirlpool earned \$3,027,838 (49¢ per share) on first-quarter sales of \$112,124,406 compared with \$3,762,062 (61¢) on \$95,068,150 in same 1956 period. Pres. Elisha Gray, in report to stockholders, said drop in profit was due to added cost of introducing new products and industry's pricing structure which "has not properly reflected increasing labor and material costs adequately to produce a suitable gross profit margin. We expect this to firm up during the balance of the year." He said industry sales have picked up since Easter and improvement is indicated for year's last half, although no change is expected in 2nd quarter results due to "strenuous competitive conditions . . ."

IT&T consolidated earnings were \$5,900,000 (82¢ per share) on revenues of \$157,000,000 in first quarter vs. \$5,500,000 (77¢) on \$121,000,000 year earlier, pres. Edmond H. Leavey predicting at May 22 stockholders meeting in N. Y. that company would have better year than record 1956 (Vol. 13:14). He stressed importance of IT&T research in electronics & communications in increasing development of civilian product lines in addition to huge defense business. Foreign manufacturing operations, particularly in telephone equipment, "are still our most valuable asset," Leavey noted.

Warner Bros. earned \$2,630,470 (\$1.43 per share on 1,828,696 shares outstanding) in 6 months ended March 2 vs. \$1,863,768 (75¢ on 2,474,247) in same period year earlier, reflecting high revenues (\$39,744,690 compared with \$37,587,622) from film rentals & sales. Pres. Jack L. Warner reported to stockholders May 22 that earnings from music publishing div. also continued to rise. Net working capital on March 2 totaled \$42,199,000 including \$12,300,000 cash, Warner said, noting that company has acquired 47,400 shares of its common stock in open market.

Dividends: Hoffman Labs, 25¢ payable July 1 to stockholders of record June 14; Sylvania, 50¢ July 1 to holders June 10; Clevite, 25¢ June 12 to holders May 31; Globe-Union, 30¢ June 10 to holders May 31; 20th Century-Fox, 40¢ June 29 to holders June 14; Radio Condenser, 5¢ June 20 to holders June 1; GE, 50¢ July 25 to holders June 21; Gabriel Co., 15¢ June 15 to holders June 10; Speer Carbon, 25¢ June 15 to holders June 3; Philco deferred dividend "due to the continued unsettled conditions in the appliance industry."

Top salaried U. S. industrialists in 1956, as shown in May 25 *Business Week* compilation derived from reports to SEC, include CBS chairman Wm. S. Paley, ranking 18th with \$316,526; CBS pres. Frank Stanton, 20th with \$312,335. They were the only TV-radio executives receiving more than \$300,000. Leading nation was Bethchem Steel chairman Eugene G. Grace with \$809,011—which gave him take-home pay of about \$133,000 after taxes.

Varian Associates earned \$427,515 (32¢) in 6 months ended March 31 vs. \$153,970 (14¢) in corresponding period year earlier.

Ward Products (antennas) leases 48,000-sq.-ft. building at Amsterdam, N. Y., closes Ashtabula, O. plant about June 30.

German-made Metz radio and combination line, from \$70 to \$600, goes to Thor Appliance Corp., N. Y. as importer and national sales agent, replacing Metz of America, Los Angeles, which becomes Thor West Coast sales rep.

Philco leases 170,000-sq. ft. warehouse at Colerain Ave. & Monmouth St., Cincinnati, to be used, spokesman says, for Crosley & Bendix parts furnished by Avco following Philco's purchase of Bendix (Vol. 12:46).

Zenith increases suggested lists on 14-in., 17-in., 21-in. Royal and Super-Royal table TV sets by \$10.

NEW COMMISSIONER for FCC, to succeed outgoing Chairman McConnaughey, is still unknown. Couple new names have popped up, are getting some White House consideration—George S. Smith, partner in Washington law firm of Segal, Smith & Hennessey; John S. Patterson, deputy administrator of Veterans Administration. Comr. Doerfer is still standing up as likely choice for chairman.

Most previously speculated names seem to have fallen by wayside. Robert L. King, adm. asst. to Vice President Nixon, has asked that his name not be considered. George M. Moore, ex-Civil Service Commission member, is said to be up for another govt. post—clearly not for FCC. All others (Vol. 13:19) are claimed to be out of picture, some of them never in picture in the first place.

Smith is veteran of the TV-radio wars, extremely well known in industry. The 56-year-old lawyer is an Ohioan, like McConnaughey, served with old Federal Radio Commission 1928-32 before joining Segal firm. He could settle into Commission job about as fast as anyone. He's not being touted for chairmanship, doesn't aspire to it, says he'd like to see Doerfer make it.

Patterson, 55, is termed "prominent industrial & public relations executive" in VA biography, comes from Mt. Carroll, Ill. originally, has been with VA since Nov. 3, 1954. He's no complete stranger to TV—having served as consultant to U of N. C. just before joining VA, doing a great deal to get its TV facilities going.

Patterson has moved fast, got a lot of business experience, is considered "conservative." After graduation from U of Ill. in 1927, he joined Montgomery Ward, Chicago. Then executive positions with: Gary, Ind. Chamber of Commerce; Pekin, Ill. Assn. of Mfrs. & Commerce; Greensboro, N. C. Mfrs. Assn. and Chamber of Commerce; Navy 1942-46 (Comdr.); J. P. Stevens & Co. (fabrics mfr.) as industrial & public relations director before serving U of N. C. as consultant. He's married, has 3 sons.

He says he'd be interested in chairmanship if offered it but says hasn't been thinking about membership.

Programming breakthrough for Armed Forces TV stations came at week's end with joint announcement by Defense Dept. & NBC that network has donated more than 450 hours of new programming, consisting of over 6000 prints, representing 33% increase in total volume of programming available to the TV stations on isolated military posts. Included are 11 NBC Film programs—such as *Silent Service*, *Dennis Day*—as well as *Groucho Marx*, *People's Choice*, *Hallmark Hall of Fame* kinescopes and *Wisdom* interview series. Armed Forces TV Service operates 23 stations, is currently seeking bids for 6-station Korean network and is negotiating with Moroccan Govt. for 2 new outlets there.

Strain of TV quiz shows can be harmful physically to contestants, according to doctors interviewed by Marie Torre for column in May 23 *N. Y. Herald Tribune*. Consensus: Normally healthy adults are safe, but "pressure of a video contest can accelerate underlying ills, such as high blood pressure, coronary, ulcers & what have you." Dr. Jacques R. Fischl suggested physical examination or review of medical history before quiz participant goes on air. Shows aren't hazardous to children, however, according to Dr. I. Newton Kugelmass. TV doesn't "fluster" them; it's "just another form of being put on a pedestal," like at home.

Franchise for wired-theatre system in San Angelo, Tex. has been granted to Concho Theatres Inc., city to get 1% of gross receipts.

Sylvester L. (Pat) Weaver, ex-NBC pres. & chairman who has kept broadcasting trade guessing about what he's up to since he announced formation of Program Service last month (Vol. 13:15), came up with a couple of answers this week. He signed his first sponsor and got himself a partner. Sponsor is Taylor-Reed Corp., maker of Coca-Marsh syrup & other food products, for *Ding Dong School* (also ex-NBC) in 8 TV markets, starting July 1. Partner is Sid Caesar, who becomes NBC-TV alumnus after May 25 show. But disclosures of these Weaver developments raised more questions. Announcements from Weaver headquarters at 430 Park Ave., N. Y., didn't reveal what stations would carry *Ding Dong School* or what Caesar will be doing. He said sponsored program would be seen Mon. thru Fri. 10-10:30 a.m. in N. Y., Chicago, Washington, Philadelphia, Baltimore, Cleveland, Cincinnati, St. Louis. Weaver was reported in negotiations for time with WPIX, N. Y., which doesn't start broadcast day now until afternoon. Outlets for other cities were unmentioned. Caesar's role in Program Service was described as "new business association which will initially utilize the comedian's talents in a new form of motion picture presentation for theatres [employing a] unique adaptation of TV techniques." Nothing was said about using Caesar as TV performer.

One application for new TV station and 13 for translators were filed with FCC this week bringing total to 127 for stations (31 uhf) and 55 for translators. Station application was for New Orleans, Ch. 12, by owners of KWTW, Oklahoma City (Ch. 9). Translator applications were for Grangeville, Ida., Ch. 72, 75, 78 & 81 by Central Idaho T. V. Inc.; for Newport, N. H. (Ch. 71), Bennington, Vt. (Ch. 74) & Rutland, Vt. (Ch. 74) by owners of WWLP, Springfield, Mass. (Ch. 22) and upcoming WRLP, Greenfield, Mass. (Ch. 32), who also filed for Lebanon, N. H. (Ch. 81) last week; for North Warren, Pa., Ch. 67, 74 & 82 by Conewango Valley TV Inc.; for Brownlee Trailer Court, Ore., Ch. 79 & 82 by Morrison-Knudsen Construction Co.; for Madras, Ore., Ch. 80 by operators of Ch. 74 translator there. [For details, see *TV Addenda 24-T* herewith.]

ABC-TV's Mike Wallace and disk jockey "Long John" of WOR, N. Y., are being called to stand next week as witnesses in Federal Trade Commission's "misleading advertising" proceeding against Dan Dale Alexander, author of *Arthritis and Common Sense*. FTC charges that Alexander's appearance on their shows earlier this year constituted "advertising." Hearing before FTC examiner James Purcell will be conducted in Army Bldg., N. Y. Theme of book, which has sold 550,000 copies at \$4, is that arthritis is caused by faulty diet, can be cured by proper diet—and FTC claims this is false.

"Broadcasters Club" in Washington, in process of formation by committee headed by attorney Leonard H. Marks, contemplates 150 local members (\$100 initiation, \$100 annual dues), 300 out-of-town (\$50 & \$50). Location: 1737 DeSales St. Colony Restaurant will supply lunch, cocktails, cater private parties—no dinner, however.

Jerrold Electronics buys the 3 J. H. Whitney community antenna systems—in Walla Walla, Richland & Wenatchee, Wash., price undisclosed, taking Whitney completely out of CATV business. Systems service some 9000 subscribers, bringing the 9 Jerrold-owned systems' total to 20,000.

Paul W. Kesten Fellowship was established this week by CBS Foundation Inc. at Harvard Graduate School of Business Administration in memory of former CBS exec. v.p. & vice chairman who died in Dec. 1956. Fellowship in advertising or marketing, worth \$2500 annually, will be awarded to "outstanding" first-year student.