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Television Digest

with **ELECTRONICS REPORTS**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

Answer -- A matter of news judgment.

Question -- What is the matter with pay TV?

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

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

Question -- What is the future for color TV?

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

Obituary

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

(1) FCC should classify subscription TV as a broadcast service.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Here are evaluations of portables by some top producers:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Obituary

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ ■ ■

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

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

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

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

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

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

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

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

■ ■ ■

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

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

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

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

All want a trial in large cities.

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

* Estimated

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

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

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

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

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

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

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

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

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

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

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

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

(1) Cities in which tests should be conducted:

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

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

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

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

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

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

Zenith—Same as Telemeter.

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

Skiatron—Yes.

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

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

(4) Name proposed individual stations for test:

All three—No specific stations mentioned.

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

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

Telemeter—No answer possible now.

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

(6) Minimum test period:

Skiatron—Five years minimum, 10 years desirable.

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

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

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

Skiatron—Minimum 200,000, no maximum.

Telemeter—No limits.

Zenith—As many as possible.

(8) Should decoders be leased or sold?

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

Telemeter—Lease only.

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

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

Skiatron—No limit in multiple-station markets; limit

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

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

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

* * * *

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

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

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

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

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

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

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

Deadline for counter-comments is July 22.

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

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

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

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

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

Obituary

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

KPLO-TV has 10-kw RCA transmitter in Butler steel building, 700-ft. Stainless tower with 6-section superturnstile antenna. Live programming, as semi-satellite, is scheduled for mid-Aug. upon completion of microwave link with parent KELO-TV, Sioux Falls (Ch. 11), 146 mi. away. Owners, also operators of satellite KDLO-TV, Florence, S. D. (Ch. 3) and radio WLOL, St. Paul, are Joseph L. Floyd, N. L. Bentson and Edmund R. Ruben, each with ⅓. C. J. Johnson, ex-KDLO-TV, is station mgr.; Charles Delperdang, ex-KELO-TV, engineering supervisor. KELO-TV base hour is \$510. Rep is H-R Television.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Children in Fairfax County, Va. watch screens 2-3 hours "regularly" in evening, Mon.-thru-Fri., according to survey of 1500 students by local American Assn. of University Women branch. Other findings: 41% watched TV one hour after school; 93% watched Sat., ⅓ spending 2½-5 hours at it; "comparatively high percentage" in all grades watched Mon.-thru-Fri. after 9 p.m.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Television Digest

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SUMMARY-INDEX OF THE WEEK'S NEWS — July 20, 1957

TV COURT COVERAGE fight carried to ABA convention by ABC's Daly; Canon 35 must go, he says. Lawyers await committee report on revision (p. 1).

SAFETY OF PORTABLE SETS reaffirmed by manufacturers, warning public against jumping to conclusions following "electrocution" report (p. 2).

CLOSED-CIRCUIT PAY TV draws congressional attention as Matty Fox pledges start next year. Rep. Chelf demands fee-TV trial (p. 4).

TASO ACTIVITY slowed by Justice Dept. red tape, govt. representatives presiding over panels. New Orleans' cut-mileage Ch. 12 experiment worries AMST (p. 7).

UHF EXCISE EXEMPTION campaign starts anew in Congress, with new bill introduced. Magnuson urges passage; amendment of excise tax bill sought (p. 7).

7,000,000-SET YEAR seen by Motorola, introducing new line, as bullish comments continue—latest from Admiral, Emerson and Sylvania (p. 11).

RCA REPORTS RECORD first-half sales of \$564,990,000, more than \$38,500,000 higher than previous record; profits up slightly (p. 10).

MBS SALE FOR "UNDER \$1,000,000" due next week as RKO Teleradio Pictures concentrates on TV-radio station operation, film syndicate (p. 8).

TV REACHES MORE HOMES than dailies do, new Gallup poll shows; broadcasts preferred 3-to-1 to newspapers for "understandable" news (p. 9).

FTC HITS TV COMMERCIALS for Lanolin shampoo as ad monitors move on cosmetics field; footage aimed at "beauty conscious young girls" scored (p. 14).

ASSAULTING THE COURT-COVERAGE IRON CURTAIN: It's time for courts "to go along with history—and to stop fighting it" with bans on TV-radio trial coverage, ABC v.p. John Daly, in charge of network's news & public affairs, told American Bar Assn. convention this week in N. Y., demanding unrestricted freedom of press for broadcasters.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ ■ ■

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

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

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


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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Obituary

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Apparently, the Thomas F. O'Neil enterprise is being sold because O'Neil chooses to concentrate on his profitable TV-radio station holdings: WNAC-TV & WNAC, Boston; KHJ-TV & KHJ, Los Angeles; WOR-TV & WOR, New York; WHBQ-TV & WHBQ, Memphis; radio KFRC, San Francisco; ½ of CKLW-TV & CKLW, Windsor-Detroit, along with Don Lee and Yankee Networks, RKO Teleradio film syndicate; is buying radio WGMS, Washington.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Obituary

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

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

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

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

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

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

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

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

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

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

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

RCA showed 2-speed record player—45 & 33½—at this week's Chicago Music Show. Priced \$33-\$55, player line has 2 portables, 2 table models, an attachment. Shipments are planned for Aug.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ ■ ■

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ ■ ■

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

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

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

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

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

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

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

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

■ ■ ■

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

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

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

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

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

radio service—subscription, sponsored or otherwise.”

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

Washington engineer Dr. Frank Kear, frequently con-

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

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

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

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

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

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

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

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

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

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

Obituary

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Larson explained: Since Congress directed him to

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Obituary

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

National Telefilm Assoc. reports net income of \$818,593 (\$1.23 per share) on sales of \$7,680,764 in 9 months ended April 30 compared with \$191,397 (29¢) on \$2,259,013 year earlier.

P. R. Mallory reports \$1,586,437 (\$1.20 per share) on first half sales of \$38,690,166 compared with \$1,155,417 (80¢) on sales of \$32,662,728 in similar 1956 period.

IMPORTANT TEST of state's right to regulate community antenna systems as public utilities comes up next month in Wyoming—only state currently regulating them. State Public Service Commission this week ordered 14 of Wyoming's 17 CATV systems to show cause why they shouldn't comply with its regulations on filing rate schedules, annual reports, etc. The CATV systems, which had been awaiting test for nearly 3 years, are expected to argue that they are not common carriers or public utilities and therefore aren't subject to regulation. Case is expected to end up in courts.

National Community TV Assn. is particularly interested in this case because of the clear-cut test it represents. NCTA attorney E. Stratford Smith will represent the Wyoming operators. In previous similar cases, Cal. supreme court ruled CATV systems aren't subject to public utility regulation, as did Utah and Wisconsin public service commissions.

Unusual "scrambled TV" experiment by U of Kansas City and Pfizer Labs (drugs), using facilities of Kansas City's KMBC-TV, was authorized by FCC this week. University plans 4-day TV lecture series on acute coronary occlusion for physicians, who will watch in their homes, offices and medical buildings. Pictures will be "coded" so that they cannot be viewed by unauthorized persons, and sound will be carried by telephone wire to the 100 or so locations where decoding sets will be installed. Scrambling and unscrambling equipment will be supplied by Brach Electronics div. of General Bronze Corp. and won't be of the subscription-TV type, since security is not important. Picture will merely be out-of-sync negative image, easily unscrambled. KMBC-TV's facilities will be used before start of regular broadcast day, 8-9 a.m. Sept. 17-20. According to applicants, purpose of experiment is to explore value of setting up special closed-circuit medical hookup to doctors' homes and offices; they indicated they have no particular interest in a regular scrambled on-air service. Comrs. Bartley & Mack dissented from the experimental grant—the former feeling that TV frequencies shouldn't be used for closed-circuit or common carrier purposes.

Four applications for new TV stations were filed this week with FCC, bringing total pending to 125 (36 uhf). Week's applications were: (1) For St. Petersburg, Fla., Ch. 10, by Nelson Poynter, publisher of *St. Petersburg Times*, with Mrs. Poynter (channel is also sought by St. Petersburg uhf WSUN-TV); (2) for Vail Mills, N. Y., Ch. 10, by WVET-TV, Rochester; (3) for Delano, Cal., Ch. 37, by H. Leslie Hoffman, pres. of Hoffman Electronics who is selling Stockton's KOVR, and Terry Lee, mgr. of KOVR; (4) for Albuquerque, N. M., Ch. 5 (educational), by U of N. M. & Albuquerque Board of Education. No translator applications were filed this week. [For details, see *TV Addenda 24-CC* herewith.]

Signs of the British TV times: Associated British Picture Corp., in financial report for year ended March 31, stated that its commercial TV subsidiary ABC-Television (week end program contractors for Birmingham, Manchester & Yorkshire stations) showed "satisfactory profit." In company's principal business—theatres—report said earnings have been maintained only by increased admission charges.

Entries for "Golden Mike" awards by *McCall's* for "distinguished public service" by women in TV & radio since last Oct. close midnight Oct. 14.

NARTB survey shows typical TV station had \$146,400 profit before U. S. income taxes last year, based on revenues of \$920,700 and expenses of \$774,300. Of 391 stations queried, 218 returned usable questionnaires in which typical broadcaster predicted his total 1957 revenue would increase 4.5%, expenses go up 2.2%. Revenue dollar breakdown: 47¢ from national & regional advertisers, 30¢ local, 23¢ network. Expense dollar: 37¢ for programming, 33¢ general & administrative, 18¢ technical, 12¢ selling. Direct ratio was noted between size of market and station's income-cost-profit position: typical station in market over a million had revenue of slightly over \$3,000,000; in less than 25,000 market, gross was \$331,000. Survey also showed revenue from networks increased proportionately in larger markets; revenue from local advertisers was higher in smaller markets. NARTB says typical station revenue was \$700,000 in 1955, \$920,000 in 1956; estimated \$960,000 this year; expenses were \$650,000, \$775,000 and \$790,000 respectively. Survey is being sent to NARTB members and similar study is being mailed to radio members.

Quoteworthy quote: "We are told daily that the written word is threatened by TV. I, for one, do not believe this. TV is a superb means of communication and, like sex, it is here to stay. We had better adjust ourselves to it, remembering that the turning of the dial is only one more exercise of that selective taste that we employ in reading . . . I feel this—and I feel it passionately: People who deny themselves TV deny themselves participation in life today. They are horse-&-buggy; they are atrophied; they are self-exiled from the world. They suffer from the most painful illiteracy, which is that of the literate. In terms of reporting conversation, ideas or drama, TV can do something that no other medium has done. And for the viewer, the responsibility of self-editing, of selection, is the same as in choosing a book, a play or a motion picture. It becomes an exercise of will; a demonstration of taste."—John Mason Brown, author, critic, lecturer & TV panelist, quoted in July 21 *N. Y. Times*.

Stepped-up NBC-TV color schedule for 1957-58 season, 67% more than year earlier, was announced July 22 by NBC pres. Robert W. Sarnoff. Built around key-position nighttime programs, 250 hours of color in fourth quarter will include 24 specials, *Steve Allen Show* (Sun. 8-9 p.m.), *Chevy Show* (Sun. 9-10 p.m.), *Show of Eddie Fisher & Show of George Gobel* (alt. Tue. 8-9 p.m.), *Kraft TV Theatre* (Wed., 9-10 p.m.), *Lever Variety Show* (Thurs. 10-10:30 p.m.), *Perry Como Show* (Sat. 8-9 p.m.). Daytime color will include *World Series*, *Club 60* (Mon.-thru-Fri. 1:30-2:30 p.m.), *Matinee Theatre* (Tue.-thru-Fri. 3-4 p.m.).

"Wireless" drive-in movies will be inaugurated in new Dover, N. J., open-air theatre, scheduled to be opened by Walter Reade theatre chain next Sept. New transistorized wireless speakers, to be marketed by Vido Sound Corp., cost \$25 each, are said to save average drive-in \$50,000-\$80,000 in initial wiring costs. Oscillator-transmitter which puts movies' soundtrack "on the air" is classified as limited radiation device, doesn't require FCC approval.

Singapore's first TV station should be financed by Govt. and operated by publicly owned corporation rather than private enterprise, govt.-appointed TV survey committee has recommended.

Colorado color set sales were 408 in first 6 months, compared with 751 in all 1956, 252 in 1955, according to Rocky Mountain Electrical League.