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

# Television Digest

with **ELECTRONICS** REPORTS

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 7, 1957

**BARTLESVILLE TELEMOVIE** test-tube wired pay-TV system begins, under scrutiny of telecasters, theatre-men, Govt. & press for portents of future (p. 1).

**RCA-NBC COLOR CAMPAIGN** built around strengthened receiver line, increased network programming, hiked national promotion (p. 3).

**NEW ORLEANS** finally gets second commercial vhf, WWL-TV beginning programming; uhf WJMR-TV begins equipment tests for Ch. 12 experiment (p. 5).

**2 VHF CHANNELS** added to Albany area, one proposed for Providence, heat generated by Erie deintermixture proposal, as FCC reconvenes (p. 6).

**MOON CAN BE USED AS RELAY** station for microwave signals, Naval Research Lab scientists report after 6-year radar experiments. Voice signal used (p. 8).

**HIGH COST OF FOREIGN TV SETS**, in terms of buyers' income, big factor in slow TV growth. Set prices & income compared for major TV countries (p. 9).

**METAL-CABINET PORTABLES** discontinued by Magnavox as result of electrocution scare. Other set makers satisfied with metal, plan no change (p. 9).

**NATIONAL TV WEEK** off to flying start; sponsoring spokesmen predict more successful campaign than last year, see better planning & organization (p. 10).

**ELECTRON TUBE** spokesmen object to proposed definition of industry in Walsh-Healey hearing, suggest exclusion of tube parts, semiconductors (p. 11).

**TELEVISION-ELECTRONICS FUND** net assets increase to \$156,743,659, with 12,557,000 shares outstanding. Changes in investment portfolio are listed (p. 13).

**SUBSCRIPTION TV—AFTER BARTLESVILLE, WHAT?** The watchword in movie and TV industries this week was "Watch Bartlesville"—as world's first pay-TV home-movies system began operation in that oil-rich Oklahoma city of 25,000.

From standpoint of movie producers and exhibitors, riding on Bartlesville trial is hope of a new day for the depression-ridden industry—fighting broadcast TV for the first time on TV's home grounds.

Conversely, telecasters are watching experiment nervously, as foreshadowing first serious threat to on-air home entertainment—by a closed-circuit system, free from FCC regulation.

FCC, ready to grapple again with issue of broadcast pay-TV tests at Sept. 17 meeting, thus far has taken no official notice of Bartlesville or any other wired fee-TV plans. Nevertheless, there's possibility that Commission will send observers to Bartlesville after the 17th.

Congress may have onlookers at the scene, too—probably including Senate Commerce Committee's communications counsel Nick Zapple. Among Senators and Congressmen who have spoken on issue recently, sentiment has been unanimously against toll TV in any form.

Latest to blast fee TV was Sen. Curtis (R-Neb.), who endorsed recent anti-subscription speech by Sen. Potter (Vol. 13:34-35)—and went further, to urge hearings to determine whether wired systems should be regulated and whether broadcasters should be permitted to enter field.

Bartlesville itself had a county-fair atmosphere this week—with so many newspaper and magazine reporters present that it was hard for them to keep from interviewing each other. Among those represented: wire services, Time and Look magazines, New York Times, Wall St. Journal, Movietone News. Representatives of large theatre circuits were there or planning to have a look-see—as were at least a few telecasters.

Press coverage was heavy—and gist of news accounts was that most residents liked idea of movies-in-the-home, though service in Sept. is being given free and they won't feel the \$9.50-a-month bite until end of Oct. Fee gives them privilege of seeing 13 first-run and 17 second-run films on 2 channels, continuous performances, 1 p.m. to midnight (first-run premiere, "Pajama Game").

Technically, picture quality was excellent, everyone agreed—largely due to fact that new 35mm prints were fed into new GPL film cameras. Project's operators assured public that even Cinemascope prints pose no problem, thanks to GPL electronic cropper-compressor which fits wide-screen pictures into home-screen dimensions with little loss of subject matter and no noticeable distortion.

Behind Bartlesville's Telemovie project is Video Independent Theatres chain, owner of some 150 southwest theatres, including the 2 conventional & 2 drive-in houses in Bartlesville. Live-wire VIT also operates 6 community antenna systems, is constructing more, and is 12½% owner of Oklahoma City's KWTW and grantee of upcoming KVIS, Santa Fe, N. M.

VIT declined to announce initial number of homes receiving premiere program—but it was believed to be somewhat over 200, with 6 crews working to hook up more homes at reported rate of 50 a day. VIT pres. Henry J. Griffing estimates break-even point should come with about 2000 subscribers, hopes to have project on paying basis in year.

■ ■ ■

Bartlesville experiment highlights split among wired-TV proponents over method of payment for home entertainment—per-program or flat fee. System was designed and engineered by community antenna builder Jerrold Electronics, principal flat-fee exponent.

Almost the sole complaint registered by Bartlesville residents as Telemovies made debut concerned the \$9.50-a-month bill (no installation fee), which some thought too stiff. That VIT and Jerrold could meet these objections by retreating from fixed-fee position is indicated by Griffing's statement this week that if public prefers it, he will install "metering system" that registers which programs are being viewed in each home so subscribers may be billed only for movies they watch.

Jerrold pres. Milton J. Shapp confirmed that his company is working on device which would register viewer connections in much the same way as telephone company keeps track of long-distance calls.

Griffing continues to oppose coin-box approach, however, pointing out that pay telephones disappeared from homes 20 years ago, that public forced hotels and hospitals to abandon coin-box TV sets. He's convinced subscribers want to be billed monthly for their entertainment, as they are for telephone and other utility services.

■ ■ ■

Bartlesville receives good signal from Tulsa's 3 TV stations—with programs of all networks—and Telemovie subscribers will still be able to get broadcast programs in competition with 2 movie channels (and one proposed sound channel).

The telecasters closest to first commercial toll-TV project—those in Tulsa & Oklahoma City—generally viewed experiment with alarm. Sample quotes:

James C. Richdale Jr., v.p.-gen. mgr., KOTV, Tulsa: "This is a serious matter not to be taken lightly by broadcasters." He added that a fee-TV system might run as many as 5 channels with entertainment, information and even advertising—but he expressed doubt that Bartlesville could be considered "typical" community, since its per capita income is among highest in U. S.

Kieth Mathers, operations mgr., WKY-TV, Oklahoma City, called wired TV "serious threat to the TV industry as a whole." He said: "We're quite concerned and intend to follow it very closely. There's no indication yet whether people will pay to see programs. In the end it boils down to who presents the best programs. We intend to fight with the best."

In contrast, exec. v.p.-gen. mgr. C. B. Akers of Tulsa's KVOO-TV—who also is an official of VIT—told us "only time will tell" whether project will succeed and what effect it will have on telecasting. But he ventured that its principal effect may be to "make more 2-set homes." He said this already was

happening in Bartlesville. Also, "there's a tremendous rural audience which can never be reached by cables," he added. "And even in the city—is it any worse than a fourth station?"

Movie exhibitor chains have eyes glued on tests. AB-PT's Interstate Circuit, with headquarters in Dallas, exemplifies their watchfulness. It has applications for cable theatre franchises pending in most of the 21 southwest cities where it has theatres.

"You can describe us as poised," Interstate's John Adams told us. "We already have made a careful study and collected information. But we'll watch Bartlesville for a while, then decide whether to go into it and where."

At least one TV set manufacturer is watching tests closely—Motorola, which recently did some decoder development work for Skiatron, now has group of observers in Bartlesville. It also supplied receivers to VIT for monitoring purposes, and is providing TV set to be awarded as prize in "First TV Family" promotion there.

Though Bartlesville stole the spotlight, there was renewed excitement on big-city wired-TV front this week as New York Giants announced they had signed pay-TV contract with Skiatron for 1958 when team moves to San Francisco. Deal provides for \$2,000,000 in payments to team, giving Skiatron exclusive TV rights.

Its curiosity aroused by fantastic franchise-jockeying by pay-TV advocates, Calif. state legislature has decided to have look-see at whole situation, scheduling Sept. 10 hearing on "the business franchise racket"—announcing it will give particular scrutiny to closed-circuit TV. Pay-TV people have been invited to testify at hearing to be conducted by state assembly public utilities & corporations committee's subcommittee on corporation law.

**RCA-NBC COLOR DRIVE STRONGER THAN EVER:** Much improved color sets, heavy network color schedule, powerful promotional drive—these are the characteristics of RCA-NBC's 1957-58 color campaign. Re-emphasizing company's conviction that color can and will be put across, RCA-NBC this week demonstrated in detail its plans to add heavily to the estimated \$100,000,000 it has spent on color.

Plans were unfolded via 2-hour Sept. 4 closed-circuit colorcast, largest ever—first hour reaching some 15,000 dealers in 91 cities, second hour fed to 150 cities for affiliates and newsmen.

Show was very carefully prepared, elaborate, costly. In dealer portion, stress was laid on profits to be made in color sets and unlikelihood of any price break via technological developments. As RCA pres. John L. Burns put it:

"Color is ready, color is right, color is here. While we have all read of alleged startling developments in the color field by others, none of these dreams have been forthcoming or offered commercially."

Five new color models were introduced, priced \$550-\$795—\$50-\$100 more than current models—and it was emphasized that these are additions to line, not replacements (for details of sets, see p. 11).

Among facts & figures brought out during program: 200,000 color sets have been installed; 65% of sets have been sold by 25% of dealers; 70% of TV set shoppers ask to see color; 75% of public hasn't seen color yet. A second-year warranty was announced—\$35 for tube without labor, \$40 for tube installed, \$60 for all tubes & parts, without labor.

RCA officials participating in presentation, in addition to Burns: Robert A. Seidel, consumer products exec. v.p.; Martin Bennett, merchandising v.p.; Allan B. Mills, RCA Victor merchandising mgr.; Joseph P. Bannon, RCA Victor gen. sales mgr.; D. H. Kunsman, RCA Service Co. v.p. & operations mgr.; Jack Williams, RCA Victor adv. & sales promotion mgr.

NBC-TV portion of show was lively, peppered with hilarious intra-industry jokes, emphasized program schedule generally in addition to heavy color schedule. Color will run more than 2 hours daily, up to 3-4 frequently. In addition to big, blockbuster "specials," regular programs in color



include shows of: Steve Allen, Eddie Fisher, George Gobel, Dinah Shore, Rosemary Clooney, Perry Como, Hit Parade. Daily daytime color shows are Matinee Theatre and Club 60. There will also be World Series—at least games played in American League park, plus 4 football games—including Army-Navy.

NBC pres. Robert W. Sarnoff and exec. v.p. Robert E. Kintner emphasized the new programs in schedule, Sarnoff stating: "We've never gone into a season with such a restyled program wardrobe," stressing broad range of program appeal.

**Personal Notes:** Simon B. Siegel, AB-PT treas. since 1953, elected financial v.p. . . . Louis A. Novins, v.p. & secy. of Paramount Pictures, elected pres. of subsidiary International Telemeter . . . John Pearson, ex-Katz Agency, joins ABN in new post of station program executive to help affiliates with local programming . . . Frank Atlans promoted to program director of WBBM-TV, Chicago, succeeding Bill Ryan, Scott Young to asst. program director . . . Theodore Berrier, asst. v.p. of AT&T in Washington office (Govt. liaison), retires after 43 years with Bell System . . . Lawrence Eisenberg, ex-WABD, N. Y., named public relations director of WABC-TV & WABC . . . Marvin Schlaffer named asst. gen. mgr. of NTA's Famous Films—Programs for TV . . . Bill Fox promoted to station mgr. of KFMB-TV, San Diego . . . Roy W. Pratt promoted to chief engineer of WHO-TV, Des Moines, succeeding late Reed E. Snyder . . . Roger Van Duzer, gen. mgr. of KTVK, Phoenix, joins KNTV, San Jose, Cal. Sept. 15 as station mgr., reporting to gen. mgr. Fran Conrad . . . H. W. (Dutch) Cassill, ex-KTRI, Sioux City, and KQUE, Albuquerque, joins Blackburn & Co., Chicago . . . George W. Steffy promoted to exec. v.p. of Yankee Network . . . Donald Beggs, ex-radio WFLN, Philadelphia, and Brooklyn Academy of Music, joins Westinghouse as program coordinator of its FM stations.

### Obituary

Herbert Pulitzer, 61, third & last surviving son of late publisher Joseph Pulitzer, died of uremic poisoning Sept. 4 in Paris, where he had been on vacation. He was pres. of *N. Y. World* and *Evening World* when they were sold in 1931 to Scripps-Howard, but since then had not been active in management of Pulitzer properties, which include *St. Louis Post-Dispatch* and KSD-TV & KSD. His death will result in dissolution of family Newspaper Trust, set up in father's will to control stock of Pulitzer Publishing Co., which owns newspaper & stations. Control will go to Voting Trust headed by nephew Joseph Pulitzer, *Post-Dispatch* editor. Surviving are son, daughter, stepdaughter, sister.

Robert W. Orr, 60, founder & pres. of Robert W. Orr Assoc. Inc., which became separate div. of Fuller & Smith & Ross Inc. last year, died Sept. 4 at home in Southampton, N. Y. Surviving are his widow, 2 daughters.

FCC engineering changes: Otis T. Hanson, ex-rules & standards div., named asst. supervisor of Conelrad; McIvor L. Parker, ex-technical & allocations branch, joins rules & standards div.

**ADVERTISING AGENCIES:** Lawrence R. McIntosh, exec. v.p. of Grant Adv., Detroit, appointed supervisor of all domestic operations in staff realignment; John E. Gaunt named v.p. in charge of all TV, headquartering in Hollywood; Frederick E. Spence promoted to exec. v.p. in charge of international div.; Paul L. Bradley, west coast v.p., transferred to N. Y. as office mgr.; Christopher Cross given added v.p. responsibilities as asst. to pres. Will C. Grant . . . Ken Jones, ex-Leo Burnett, appointed TV-radio creative director of Campbell-Ewald . . . Hal H. Thurber, ex-Ewell & Thurber, elected exec. v.p. and a director of Wade Adv., Chicago . . . Laurence J. Jaffe, ex-Erwin, Wasey, joins Kastor, Farrell, Chesley & Clifford as senior v.p. and marketing & research director . . . Robert R. Burton, ex-Needham, Louis & Brorby, named Chicago mgr. of Kenyon & Eckhardt . . . Edward Ratner promoted to v.p. of Friend-Reiss Adv. in charge of TV-radio, Bud Muhleman to v.p. for account servicing.

Formal merger of Ruthrauff & Ryan and Erwin, Wasey & Co. (Vol. 13:33) into Erwin Wasey, Ruthrauff & Ryan Inc. with combined billings of \$80,000,000 was announced this week. David B. Williams, who was pres. of Erwin, Wasey, is pres. of new firm.

Deal for sale of KWK-TV, St. Louis (Ch. 4) to CBS, latter turning its Ch. 11 CP over to 3 applicants it had defeated in hearing (Vol. 13:34), appears to have good chance of completion. CBS would pay about \$2,500,000 for station, plus \$1,500,000 for building owned by *Globe-Democrat*, which is 23% owner of KWK-TV. Ch. 11 applicants would dismiss court appeal contesting award to CBS; Ch. 11 grant would be turned over to 220 Television Inc. which would give debentures of \$200,000 each to St. Louis Telecast and Broadcast House. Latter 2 would be in positions of lenders, wouldn't hold interest in station.

Reports that Cox & Knight factions, owning 42½% each in WCKT, Miami (Ch. 7), aren't "hitting it off" and that Cox is therefore interested in buying out Knight, are denied by the principals. Cox spokesman says: "We're always interested in bettering our position and that could include an interest in expanding our holdings in Miami—but there have been no discussions between James Cox and John Knight." Ex-NBC pres. Niles Trammell holds remaining 15%, is pres. & gen. mgr.

CP for KTRB-TV Modesto (Ch. 14) passes to J. E. O'Neill's KJEO, Fresno (Ch. 47), FCC having approved sale by radio KTRB (Wm. H. Bates Jr.) for \$5000 out-of-pocket expenses (Vol. 13:23). Modesto outlet will be satellite.

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

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**New and Upcoming Stations:** One of last big cities to get its second commercial vhf station, New Orleans now has WWL-TV (Ch. 4) in addition to pre-freeze WDSU-TV (Ch. 6) and uhf WJMR-TV (Ch. 20). In addition, city has educational WYES (Ch. 8)—and WJMR-TV is now on equipment tests with experimental Ch. 12, plans to duplicate uhf schedule.

WWL-TV has 25-kw RCA transmitter, 6-kw standby unit and 6-section superturnstile antenna on 750-ft. Ideco tower near Gretna, La. across Mississippi River from New Orleans. Studios are at 1023 N. Rampart St. Owner is Loyola U (Rev. Patrick Donnelly, S.J., pres.), also operator of radio WWL. Coming from WWL are gen. mgr. W. H. (Slim) Summerville, program mgr. Ed Hoerner, chief engineer J. D. Bloom. Base hour is \$900. Rep is Katz.

Note: KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational) reports it went on air with single special program Sept. 3, day later than we reported (Vol. 13:35). Regular Mon.-Fri. schedule begins Sept. 16. It will operate about 40 hours weekly at start—with 1:30-3:30 p.m. used by Minneapolis-St. Paul public school systems, 3:30-8 p.m. by local civic and cultural groups, 8-9 p.m. by state's 14 private colleges, 9-10 p.m. by U of Minn.

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

WLWI, Indianapolis (Ch. 13) has all construction finished and is conducting performance tests with 50-kw RCA transmitter, plans Sept. 15 programming with ABC-TV, writes John T. Murphy, TV v.p. of grantee Crosley Bcstg. Corp. RCA 12-bay superturnstile antenna was installed Aug. 31 on 1016-ft. Ideco tower. John Babcock, from WLWT, Cincinnati, will be asst. gen. mgr. Base hour will be \$1100. Rep will be Crosley.

WPTA, Roanoke, Ind. (Ch. 21, allocated to Ft. Wayne) expects to sign with ABC-TV and plans Sept. 21 programming, reports gen. mgr. Ronald R. Ross for owner Sarkes Tarzian, also owner of WTTV, Bloomington-Indianapolis (Ch. 4). It's installing 12-kw RCA transmitter in virtually completed studio-transmitter building, with transmitter tests scheduled for Sept. 6. Stainless 724-ft. tower and antenna are ready. Richard D. Morgan, ex-Louis E. Wade Agency, Ft. Wayne, is sales director; Art Hook, ex-WSEE, Erie, program director. Base hour will be \$360. Rep will be Meeker.

WMBD-TV, Peoria, Ill. (Ch. 31) has begun construction of studio building and transmitter house, both scheduled for completion Nov. 1, plans Dec. 15 test patterns, Jan. 12 programming with CBS-TV, reports v.p. Robert O. Runnerstrom. Owners of TV and radio WMBD are Charles C. Caley (66.67%), who also owns 38% of radio WDZ, Decatur, Ill. and John E. Fetzer (33.33%), who also owns WKZO-TV, Kalamazoo (WKZO), KOLN-TV, Lincoln, Neb. and radio WJEF, Grand Rapids, Mich. Microwave equipment for studio-transmitter link is due Sept. 15; Ideco 500-ft. tower and stand-by antenna Oct. 15; 25-kw RCA transmitter and studio equipment Nov. 1; Supergain RCA antenna Dec. 15. Rep not chosen as yet.

KMOT, Minot, N. D. (Ch. 10), planned as affiliated station by parent KFYR-TV, Bismarck (Ch. 5), expects to begin with test patterns Oct. 25, programming Nov. 1, reports pres.-gen. mgr. Wm. Ekberg. DuMont transmitter is on hand and studio-transmitter building shell has been completed at site SW of city. Ideco 400-ft. tower will have RCA antenna. KFYR-TV, also operator of satellite KUMV-TV, Williston (Ch. 8), has \$275 base hour. Rep is Blair Television Assoc. Inc.

KDUH-TV, Hay Springs, Neb. (Ch. 4), to be satellite of parent KOTA-TV, Rapid City, S. D. (Ch. 3), plans Nov. 1 start, reports KOTA-TV business mgr. Wm. F. Turner. It will use 6-kw RCA transmitter with 25-kw Standard Electronics amplifier, 500-ft. Ideco tower. KOTA-TV base hour is \$150. Rep is Headley-Reed.

KRSD-TV, Rapid City, S. D. (Ch. 7) has 5-kw DuMont transmitter on hand and 370-ft. self-supporting Ideco tower ready, but hasn't target, reports partner Eli Daniels, who with John & Harry Daniels also holds CP for KDSJ-TV, Deadwood, S. D. (Ch. 5). Studio-transmitter building on Skyline Dr. is 50% completed. Network affiliation hasn't been signed; base hour hasn't been set; rep not chosen.

WJCT, Jacksonville, Fla. (Ch. 7, educational) has changed target to "before Jan. 1" from previous Sept.-Oct. date, writes Heywood A. Dowling, pres. of grantee Educational Television Inc. GE 5-kw transmitter donated by WMBR-TV has been installed in WFGA-TV transmitter house and Alford antenna is on WFGA-TV tower at 843-ft. level. It will use WMBR-TV studios, but film equipment will be with transmitter. Dr. Wm. K. Cumming, ex-Stephens College, Columbia, Mo., will be station mgr. & program director. Ernest Vodermark, of WMBR-TV, will act as studio engineer and Harry Wingfield, WFGA-TV, will serve as transmitter engineer—in addition to their commercial jobs.

CHBC-TV, Kelowna, B. C. (Ch. 2) is wiring 2-kw RCA transmitter and plans to meet Sept. 21 programming target, reports gen. mgr. Roy G. Chapman. It's assembling batwing antenna for installation on 100-ft. Stainless tower. Construction has started on transmitter houses for satellites CHBC-TV-1, Penticton (Ch. 13) and CHBC-TV-2, Vernon (Ch. 7), which are due on air shortly after parent outlet gets going. Two 75-watt RCA transmitters are on hand for use by satellites. CHBC-TV base hour will be \$170. Reps will be Weed and All-Canada.

CKBL-TV, Matane, Que. (Ch. 9) has ordered RCA equipment for delivery in April 1958, plans July test patterns, commercial operation in Aug., reports Rene Lapointe, managing director of radio CKBL. Construction has begun; 250-ft. wavestack antenna will be used. Rep will be Jos. A. Hardy & Co. Ltd.

RCA shipped antenna Sept. 6 to upcoming WKXP-TV, Lexington, Ky. (Ch. 27), due in mid-Sept.; 6-kw driver Sept. 5 to WRCV-TV, Philadelphia (Ch. 3) to replace 5-kw unit—6-bay superturnstile antenna having been shipped Aug. 30 to station planning move to new site; 6-bay custom-built antenna Aug. 30 to WFIL-TV, Philadelphia (Ch. 6), planning change to 1111-ft. tower.

NBC-TV aims to be first with live network program over AT&T's new Cuba-U. S. "scatter" link (Vol. 13:33). It's hoping to carry interview with Cuban dictator Juan Batista in Havana on Martin Agronsky's new *Look Here* show Sept. 29, Sun. 3:30-4 p.m. Uncertainties include (1) whether 185-mi. "over-horizon" relay will be ready and (2) whether Batista will agree to the show.

Wind Turbine Co. of Canada reports order for 300-ft. Trylon tower from upcoming CHCA-TV, Red Deer, Alta. (Ch. 6), due on air in Nov.; 485-ft. Trylon from CKBI-TV, Prince Albert, Sask. (Ch. 5), target not reported; 670-ft. Trylon tower for early Oct. delivery to CKRN-TV, Rouyn, Que. (Ch. 4), with fall target.

Translator starts: K72AJ, Susanville, Cal. began Aug. 16 repeating KCRA-TV, Sacramento; K74AG, Newport, Ore. Aug. 18, repeating KOIN-TV, Portland.



**A**MONG FCC's first actions, in initial meeting following month's vacation, was further consideration of some substantial channel shifts. It came up with final action adding 2 vhf channels to Albany-Schenectady-Troy area and a new proposal for adding one vhf to Providence.

In first case, Ch. 10 is assigned to Vail Mills, N. Y., Ch. 13 is shifted from Utica to Albany area, Ch. 2 is added to Utica. WKTV, Utica, is required to be shifted to Ch. 2. WCDA goes to Ch. 10, from Ch. 41, WTRI to Ch. 13 from Ch. 35—but both latter shifts are temporary, FCC stating authorizations "will expire automatically upon commencement of regular operations by a permittee so authorized by final action of the Commission on any application or applications for such regular operation." Both uhfs are hopeful that their record of operation in area will give them leg up if competing applications for the new vhfs appear.

Shifts proposed for the Providence drop-in are extensive: Ch. 8 & 13 would be added to Providence, Ch. 12 shifted from Providence to New Haven, replacing Ch. 8; Ch. 12 replacing Ch. 13 in Portland, Ch. 11 replacing Ch. 12 in Orono, Me. This requires WPRO-TV, Providence to shift from Ch. 12 to Ch. 8 or Ch. 13; WNHC-TV, New Haven, from Ch. 8 to Ch. 12; WGAN-TV, Portland, from Ch. 13 to Ch. 12.

Proposal to shift Ch. 12 from Erie, Pa. to Cleveland-Akron area and give Erie's WICU a uhf channel has precipitated a fight as bitter as those attending earlier deintermixture proceedings. Arguments are similar, too. For example, WICU argues that FCC has no legal power to attempt to equalize competition through deintermixture; that removal of vhf would deprive areas of service; that public would suffer costs of conversion, etc. WAKR-TV, Akron (Ch. 49) argues need for local vhf service; WSEE,

Erie (Ch. 35) asserts removal of Ch. 12 would leave no white areas.

Albany channel changes produced dismissal of Ch. 64 application in Pittsfield, Mass. by WWLP, Springfield, applicant informing Commission it couldn't operate with vhf competition from Albany.

Different reason for dismissal was given by KWJB, Globe, Ariz. It had sought Ch. 34 but said it saw no chance of going forward now that Commission has declined to guarantee translators will be kept out of town.

Crescent City Telecasters, owned by principals of KTBS-TV, Shreveport, has dropped application for Ch. 12, New Orleans, while CP for WQIK-TV, Jacksonville (Ch. 30) has been given up by Carmen Macri.

Affirmation of March 11, 1953 grants to WHEC-TV & WVET-TV, Rochester, N. Y. (share-time Ch. 10) and denial of protest by radio WSAY, Rochester are in the works—Commission announcing instructions to staff to draft decision with those conclusions.

Fiery rebuttal was fired by Philco at NBC Sept. 4 in 33-page brief replying to NBC's answer to Philco protest against renewal of licenses of network's WRCV-TV & WRCV, Philadelphia (Vol. 13:33, 35). Philco reiterated charges that NBC is unfit "in the public interest" to operate stations, repeated demand for FCC hearing on "predatory practices of NBC itself, those of its parent, RCA, and those of the 2 in combination." Denying allegations by NBC that Philco's \$150,000,000 anti-trust damage suit against RCA motivated FCC protest, Philco said they were "unverified, intemperate & highly questionable assertions of irrelevant fact." Moreover, Philco said, NBC engaged in "vilification" and "grossly inaccurate" recital of Philco's financial history to support assertion that Philco also was motivated in renewal protest by own "poor past performance" in industry.

Radio station sales reported this week: WCSI, Columbus, Ind. by Syndicate Theatres Inc. (Joseph P. Finneran & Trueman Rembusch) for \$150,000 to *Findlay* (O.) *Republican-Courier* (WFIN & WFIN-FM), owned by Heminger family . . . WWIL, Ft. Lauderdale, by Missouri Bcstg. Corp. (Lester A. Benson, pres.), also owner of WIL, St. Louis, for \$130,000 to Carmen (Jim) Macri, also owner of WZOK, Jacksonville, WWOK, Charlotte . . . WMOO, Milford, Mass. by Milford Bcstg. Corp. (James W. Miller, pres.) for \$96,000 to Joseph L. Rosenmiller Jr. (60%) and Peter A. Bordes (40%)—Rosenmiller also owning control of WESO, Southbridge, Mass. and WCTC, New Brunswick, N. J., Bordes also having interest in both. Milford Bcstg. has applied for new 250-watt on 1490 kc in Milford and Miller also controls WCAT, Orange, Mass. and WSBS, Great Barrington, Mass. . . . WERI, Westerly, R. I. by Ted Estabrook for \$85,000 to Wm. Sweeney, v.p. of Telebroadcasters Inc. . . . WSYL, Sylvania, Ga. by Robert H. Thompson Sr., owner of WWNS, Statesboro, Ga. for \$45,000 to chief engineer & mgr. Edwin H. Bass. Brokers: WCSI, Allen Kander; WERI, Blackburn & Co.

Burl C. Hagadone, once operator of KNEW, Spokane, has purchased *Flagstaff* (Ariz.) *Sun* in partnership with Scripps League, western newspaper publisher, for approximately \$300,000 in sale negotiated by Hamilton, Stubblefield, Twining & Assoc. Inc.

Wm. H. Bauer, ex-FCC patent adviser, establishes TV-radio & patent practice with offices at 422 Washington Bldg., Washington (Sterling 3-3480).

Time slide-chart for 1957-58 season, showing when contracts expire, is offered by NBC Spot Sales.

Radio station sales & transfers approved this week: WXRA, Buffalo, by Thaddeus Podbielniak for \$150,000 to John W. Kluge, owner of 6 other AMs (Vol. 13:29) . . . WABR, Winter Park, Fla. & CP for WEAL-TV, Orlando (Ch. 18), 60% by Ray H. Gunkel Jr. for \$126,500 to James H. Sawyer, now 100% owner (Vol. 13:32) . . . WWRI, West Warwick, R. I. by Paul Oury for \$108,750 to Grelin Bcstg. Co., principals being Melvin C. Green & Lester W. Lindow (Vol. 13:32) . . . KANV, Shreveport, by Travis T. Hailey for \$100,000 to John M. McLendon, owner of 3 other AMs (Vol. 13:33) . . . KRIG, Odessa, Tex. by Oil Center Bcstg. Co. (R. O. Canon, pres.) for \$100,000 to Carl Goodwin and associates (Vol. 13:30) . . . WNBS, Murray, Ky. 77.5% by H. T. Waldrop & Edd Griffin for \$61,275 to Charles R. Shuffett & C. H. Hulse Jr. (Vol. 13:30) . . . KSEO, Durant, Okla. by B. F. & Bennett Story for \$60,000 to U of Okla. journalism professor Robert V. Peterson & family, who also bought *Durant Daily Democrat* from Storys (Vol. 13:29) . . . WCOW, Sparta, Wis. 74% by Nicholas & Victor J. Tedesco for \$56,400 to Zel Rice, whose son John will be resident mgr. & 24% owner (Vol. 13:31).

Session on bilingual films & international TV will highlight 82nd semi-annual SMPTE convention Oct. 3-9 at Philadelphia's Sheraton Hotel. Among papers scheduled for session are BBC presentation on international TV compatibility, USIA on its international TV network, with other papers on techniques of phonetic language translation and simultaneous bilingual telecasting. Other TV sessions will be devoted to closed-circuit TV & video tape recording, military uses of TV, large-screen and color TV.

**Telecasting Notes:** Another package of post-1948 features from a major studio has been cleared for sale to TV by the 3 major Hollywood talent guilds—but again the negotiations were conducted on basis of individual pictures and carefully avoided establishing a basic formula for mass release of late movies. Pact involved 10 Warner Bros. features to be sold to TV by AAP, with total of \$354,000 in the deal . . . How the unions came out: Screen Directors Guild receives total of \$87,500 on basis of percentage of directors' original compensation for the 10 films. Screen Writers Guild sold rights for "flat sum of \$6000 against the first \$100,000 TV gross of each picture, plus 8% of all subsequent earnings," including those from fee TV. Screen Actors Guild gets total of \$207,000 for the same 10 pictures plus 2 others not cleared by the other guilds . . . Only previous major-studio films cleared for TV by the unions have been the 82 recent RKO features owned by Matty Fox's C&C TV Corp. (Vol. 12:51) . . . Foreign language programming by WATV, Newark-N. Y., is turning it gradually into country's first multi-lingual TV station, and it's "currently trying to shake off whatever major English language programming it has," says Sept. 4 *Variety*. Faced with stiff 6-station competition in metropolitan area, WATV already plans 50 hours per week in Italian, Spanish, Yiddish, Polish, Greek, Russian "to make itself as specialized as possible in order to survive." Schedule aimed at nationality groups in market area includes foreign-produced as well as dubbed U. S. filmed shows . . . "Today's track odds" for pilot TV film sales to agencies by producers are listed this way in Sept. 2 *Billboard*: Crime & mystery shows—"almost even." Action-adventure—"1 in 8." Westerns, musicals and anthologies—"about 1 out of 3." Comedies—"1 out of 4" . . . Silent treatment will be given Pablo Picasso when he & art are shown on NBC-TV's *Wisdom* Sept. 15, Sun. 2:30-3 p.m., "first of 26 filmed visits with outstanding figures of our time." Longtime member of French Communist Party, Picasso will be shown in color—but mute—at work in Vallauris studio. "We have no sympathy with his politics but we cannot dismiss his art," says film commentary

by director Daniel Catton Rick of Chicago Art Institute . . . Double exposure: CBS-TV's *Phil Silvers Show* will be on network in upcoming season simultaneously with repeats of earlier series syndicated by CBS TV Film Sales . . . Add casualties: After 4 years NBC-TV discontinues *Zoo Parade* Sun. 3:30-4 p.m., although 2 or 3 Amazon expedition color "specials" are planned for 1957-58 season. Exit of Marlin Perkins show follows end of *Kukla, Fran & Ollie* on ABC-TV (Vol. 13:34) after 10 network years . . . Clare Booth Luce may be hostess in new CBS-TV 30-min. film series on Foreign Service adventures, tentatively titled *The Diplomat*. State Dept. is cooperating in series, proposed as network feature for fall of 1958 . . . "Salute to the Queen" is 60-min. special planned by NBC-TV 5:30-6:30 p.m. Oct. 20 attuned to Queen Elizabeth's visit to U. S. and featuring top British stars . . . "Men of Achievement" TV project peddled by promoters to Hollywood businessmen "appears to be little more than a clever scheme to sell film clips for \$1600 to \$4000 to manufacturers, food processors and other business firms," according to Los Angeles Better Business Bureau. Prospective participants in purported TV series were told they must supply 4-min. films "acceptable in program content," then were persuaded to pay for clips provided by promoters.

Products development board has been formed by NBC's Cal. National Productions to work with manufacturers in promotion & marketing. Headed by CNP merchandising div. mgr. Robert R. Max, board includes Serge Valle, NBC-TV Films research & sales development mgr.; Mario Trombetta, CNP art dept. mgr.; Selwyn Rausch, ex-Terrytoons; Gladys Murray, ex-Eagle Lion Films.

Network TV audience increased by 21% for Jan.-July nighttime programs compared with corresponding period last year, averaging 1,308,000 more homes (8,262,000 vs. 6,954,000) than in 1956, according to Nielsen survey released this week by TvB. Average daytime audience was up 11%, with 294,000 more homes (3,037,000 vs. 2,743,000) than year earlier.

Pilot TV project in teacher education supervised by Texas Education Agency has resulted in "recruitment of high-quality teachers, 56 of whom are now in classrooms," according to *New Directions in Teacher Education*, published by Ford Foundation's Fund for the Advancement of Education, which granted \$95,700 for program in April 1956. All teachers' colleges and universities in state cooperate in continuing project, to which TV stations donate time for series of graduate courses leading to permanent certification of teachers.

New programming pattern for ABC radio is live music "with a romantic slant," according to ABN pres. Robert E. Eastman, who this week announced group of 60-min. variety shows, devoted mainly to instrumental and vocal music. First of 5 full-hour shows began this week, daily 10-11 a.m.; others will be 1-2 p.m., 2-3 p.m., 8-9 p.m. and 7-8 or 9-10 p.m. weekdays; 9-12 a.m. planned Sat.

Good TV primer for advertising newcomers, 49-page *An Introduction to Commercial TV Advertising*, touching on most aspects of the business, has been prepared by H. B. Humphrey, Alley & Richards agency, N. Y., offered primarily to existing and prospective clients.

NBC TV & radio affiliates meet Sept. 11-13 in New York's Waldorf-Astoria, with TV station workshop scheduled Sept. 11, TV affiliates exec. committee election of officers Sept. 12, luncheon with network officials Sept. 13.

TASO board met in Washington Sept. 3, heard exec. director Dr. George R. Town report that 162 engineers from 85 organizations are participating in work of its 6 panels. New Panel 6, "Levels of Picture Quality," has been organized—with Charles E. Dean, Hazeltine, chairman, and Henry E. Rhea, WFIL-TV, Philadelphia, vice chairman.

Winner of SMPTE medal for sound motion picture engineering is pres. Col. Richard H. Ranger of Rangentone Inc., Newark. Samuel L. Warner Memorial Award for "invention, development & application of a method of electronically synchronizing sound recorded on magnetic tape" will be presented to him at Society's 82nd convention Oct. 4 at Sheraton Hotel, Philadelphia.

Product protection policies for network commercials are being revised by CBS-TV to provide at least 15-min. separation of commercials for competing products and to prevent competitive conflict within programs having multiple sponsors. Rules will not necessarily apply to "exchange" commercials by sponsors which trade placements on programs with co-sponsors.

Rep. Celler (D-N. Y.), chairman of House Judiciary Committee and lively critic of TV network business practices, BMI and fee TV, will be speaker at Sept. 24 luncheon of Academy of TV Arts & Sciences at New York's Harvard Club.



**Electronics Reports:** Moon can be used as radio relay station, Naval Research Lab scientists reported this week in detailing 6 years of experimentation culminating in "the most significant discovery made by radar." Announcement was made in reports by James H. Trexler & Benjamin S. Yapple to meeting of International Scientific Radio Unions (URSI) in Boulder, Colo. Both voice and radar messages have made the 500,000-mi. round-trip (which takes 2½ seconds), the scientists reported.

First communications "bounce" was made Feb. 24 this year with radar signal in 3000-mc band, using NRL's 600-in. radio telescope in place of conventional receiver. In addition to indicating that many types of communication can be conducted via the moon, the research—started in 1951—also showed distance from earth to moon as calculated by radar is different from that estimated from optical observances. Investigation is continuing, with aim of obtaining accurate moon-earth distance measurement, information on absolute sizes of earth and moon in addition to communications possibilities inherent in moon-bounce phenomena.

\* \* \* \*

Industro Transistor Corp., organized in 1953 as Industro Inc., has filed SEC registration for public offering of 150,000 shares of 10¢ par value common stock for \$2 per share through officers, directors & employes. Company has offices at 649 Broadway, N. Y., plant at 87-31 Britton Ave., Elmhurst, L. I. Most of \$300,000 proceeds from stock sale would go to working capital and additional machinery & equipment. Industro principals include pres. Mark Schindler, secy.-treas. Ira R. Becker, v.p. Charles A. Tepper (all also officers & directors of State Labs Inc.) and v.p. Charles A. Prawdzik, ex-General Transistor, which seeks injunction to prevent him & Industro from using manufacturing processes allegedly acquired while he was General Transistor employe.

World's first over-horizon microwave link in regular commercial service was inaugurated Sept. 4 when IT&T and its associated Spanish and Italian companies began operation of first direct telephone service between Italy & Spain, with tropospheric scatter spanning 230-mi. gap between Mediterranean islands of Sardinia & Minorca.

Electronic Specialty reports earnings of \$93,000 (26¢ per share) in 3 months ended June 30 compared with \$21,000 (6¢) year earlier.

TV is "most used" medium for obtaining political campaign information, special analysis by U of Mich. Survey Research Center and Dept. of Journalism reports, being favored by 54% of respondents with high school education, 46% grade school, 41% college. Next choice was newspaper: 26% high school, 16% grade school, 32% college. Radio was third: 7% high school, 18% grade school, 7% college. Report also showed ¼ of nation's newspaper readers feel press does not give equal play to both political parties, ⅔ feel treatment is equal.

Rate increases: WNHC-TV, New Haven-Hartford, Sept. 1 raised base hour from \$1000 to \$1200, min. \$225 to \$270. KTRK-TV, Houston, has raised hour from \$900 to \$1000, min. \$180 to \$220. KBTW, Denver, Aug. 1, hour \$650 to \$750, min. \$175 to \$200. KARK-TV, Little Rock, Sept. 1, hour \$450 to \$500, min. \$100 to \$110. WILK-TV, Wilkes-Barre, Sept. 1, hour \$375 to \$425, min. \$75 to \$85. WCTV, Thomasville, Ga.-Tallahassee, Fla., Aug. 1, hour \$300 to \$350, min. \$80 to \$100. Spot increase: WABC-TV, N. Y., Sept. 1 raised base 20 sec. from \$750 to \$825.

**ELECTRONICS PERSONALS:** Walter W. Bachman promoted to mgr., Motorola contract relations; A. Ross Simpson appointed engineering mgr.; Marlin G. Korger, chief engineer, research and development; Ralph F. Waldon, chief engineer, production design and development; Robert D. Andreasen, mgr. of engineering services; Edmund Ross, mgr., field engineering; Russell A. Kasmar, mgr., technical publications . . . Col. Robert P. Haffa assigned to Evans Signal Lab at Ft. Monmouth Labs as director . . . C. Graydon Lloyd promoted to gen. mgr., GE specialty electronic components dept., Auburn, N. Y., succeeding Edward L. Hulse, transferred to missile & ordnance systems dept., Philadelphia . . . O. H. Mackley appointed v.p. & gen. mgr. of Hycon Electronics Inc. . . . Ralph L. Clark, ex-staff director of President's Advisory Committee on Telecommunications, named mgr. of Stanford Research Institute's Washington office, succeeding George T. Hayes, now asst. director of Stanford physical sciences research div., Menlo Park, Cal. . . . Robert E. Thomas promoted to regional merchandising mgr., Westinghouse electronic tube div., San Francisco . . . Cecil J. Harrison, ex-DuMont Labs, appointed sales v.p. of Rixon Electronics Inc., Silver Spring, Md. . . . Roy E. Wendahl named v.p.-sales of Hughes Aircraft Co., headquartering in Culver City, Cal. . . . Rein Narma named mgr. of production and engineering divs., Fairchild Recording Equipment Co., continues as chief engineer . . . Robert F. Bender, ex-Minute Maid, elected IT&T exec. v.p. for finance.

CBS will break ground next month for \$1,000,000 CBS Labs building at Stamford, Conn. to house research & development div. which has been headquartered in N. Y. since 1936. Construction scheduled for completion next summer is part of expanded CBS electronic research operations described by pres. Frank Stanton as "intensified search for new & improved audio & video techniques, broader development of electronics projects under govt. contract for military & other purposes, and more comprehensive applied research for industry."

Sylvania has broken ground for 34,000-sq. ft. wing to Bayside, N. Y. Physics Lab, to be completed in summer of 1958. Two-story building will be used for advanced electronics and lighting studies, employing more than 250.

Electronics Corp. of America reports net profit of \$128,145 (16¢ per share) in 6 months ended June 30 compared with loss of \$151,578 in similar 1956 period.

Educational TV network of at least 23 stations will carry 5 new series of live shows starting Oct. 29 in second phase of joint programming initiated in spring by NBC and Educational TV & Radio Center, Ann Arbor (Vol. 13:10). International Geophysical Year, American resources, current affairs and creative arts will be among themes of programs whose production & costs (about \$700,000 for both spring & upcoming series) are shared by NBC-TV & ETRC. Each of new series will include 10 programs over 10-week period, presented 6-6:30 p.m. each weekday by 23 affiliates of Center, which expects to add 4 more on air in time for live pickups from NBC-TV lines.

College TV course in American literature will be taught in fall over WMTW, Poland Spring, Me., and WABI-TV, Bangor, by Dean Robert E. L. Strider of Colby College, Waterville. His 15-week course for academic credit is fourth in which stations & Colby have cooperated.

Flamingo Telefilm Sales Inc. is formed by Herman Rush & Ira Gottlieb to act as exclusive sales agent for Flamingo Films Inc.



**FOREIGN TV SETS—MAN-IN-THE-STREET ECONOMICS:** It's not too difficult to see reasons for slow growth of TV in foreign countries if you add to dull & meager programming the fact that receivers are still priced out of Mr. Average Man's range. Really, though, situation isn't drastically different from what it was in early days of TV here. We've attempted to pin down, as well as we can, some rough figures showing just what TV sets cost in major foreign TV countries -- in terms of workers' income. Figures are hard to come by here, but our findings represent a consensus.

To provide comparison, here are U.S. figures: Average set costs about \$200; average production worker earns \$82.99. Thus, it takes typical American consumer about 2½ weeks' work to pay for his set.

We've consulted U.S. exporters, Dept. of Commerce, Bureau of Labor Statistics and embassies, came up with these figures for representative TV countries -- as expressed in terms of U.S. dollars:

United Kingdom: Typical set -- \$205-\$210. Average worker's income -- \$24 weekly. Set cost -- about 9 weeks' work.

Australia: Price, \$500; income, \$30; about 17 weeks' work.

France: Price, \$300; income, \$33; about 9 weeks.

Italy: Price, \$320; income, \$16; about 20 weeks.

Japan: Price, \$220; income \$11; about 20 weeks.

West Germany: Price, \$200-\$250; income, \$28-\$37; 5-9 weeks.

Mexico: Price, \$300; income, \$12; about 25 weeks.

Figures from behind Iron Curtain are even more difficult to find. There are news reports that 14-in. set runs about \$110 in Russia. Average salary is said to be about \$20, meaning 5½ weeks' work.

Most figures represent purchases of sets made in the respective countries. Just how many include imports from other foreign countries is unknown. U.S. exports few; EIA reports we shipped 174,000 in 1956, 51,000 through June this year. No figures are available on U.S. TV imports.

**MAGNAVOX DROPS METAL CASE, CITES SHOCK SCARE:** As aftermath of Skokie, Ill. electrocution (Vol. 13:29, 31-32), Magnavox has announced discontinuance of metal-cabinet portable production -- and irked its manufacturing colleagues who quickly asserted they see no reason for such action.

In letter to dealers, Magnavox pres. Frank Freimann stated that "we plan to discontinue the manufacture of metal case TV sets in the light of the accidental electrocution in the Chicago area and the sales resistance we believe will develop as the result of this and other factors." Another Magnavox spokesman said company will bring out portable with heavy wallboard cabinet, which may permit price cut. Following are typical reactions of other set makers:

Herbert Riegelman, gen. mgr., GE TV receiver dept.: "We have no quarrel with any TV manufacturer who wishes to alter his product line. However, we would like to point out that millions of metal TV sets, table and consoles as well as portables, have been sold since the inception of the industry. The performance record of these sets over the years is evidence of the safety of the product."

RCA spokesman: "Ever since the Chicago incident we have said all along that we do not have the same problem. We have met no consumer resistance to our metal cabinets for portable TV sets."

Robert L. Shaw, Sylvania TV-radio div. gen. sales mgr.: "It is unfortunate that any manufacturer would make an unwarranted and baseless attack against a prod-

uct which has given millions of hours of safe, dependable entertainment to the public. If properly manufactured a portable TV set is not an electric shock hazard any more than electric mixers or any other normal household appliance."

Coincidental to debate, we note advance pages of fall Sears, Roebuck catalog lists 17-in. portable with fiber glass cabinet at \$142.95.

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**National TV Week:** There certainly seems to be lots more steam behind National TV Week, which runs Sept. 8-14, than there was last year. We've skimmed the cream of comment from spokesmen of the 4 sponsoring groups -- NARDA, EIA, NARTB, TvB -- plus plans of major set manufacturers. Here's what they say:

James D. Secrest, EIA exec. v.p., sees better preparation for this year's TV Week, better organization among sponsoring groups, more interest by manufacturers. He says this year's drive should be more successful than last year's, but probably not as good as the year before that when TV and Radio Week were combined.

NARDA exec. v.p. A.W. Bernsohn came out flatly: "We know more TV sets will be sold this year than last year." He added that you can't expect uniform activity in all parts of the country -- but that 50 major cities and many smaller communities have joined in campaign which he said "will surpass last year and equal the year before." A lot depends, he said, on local interest and the support of electrical dealers, distributors and electric leagues.

NARTB pres. Harold E. Fellows put it this way: "Broadcasters' plans for TV Week indicate they will support this industry observance in a manner far exceeding anything done in the past. Networks and individual national shows will tell the story of TV's role as a member of the family. We have had responses from dozens of stations across the country telling how they plan to present the 'Report to the People' program suggested by NARTB."

TvB pres. Norman E. Cash told us TV Week is "too short a period of time to inform the public of the services that the industry really renders." He said that TvB is starting a "year-round campaign telling the public of free TV contributions to the public interest" and to tell businessmen "how TV helps move products."

Most major TV manufacturers are quite active. GE has been urging dealers and distributors to be as diligent as possible on local TV Week committees and is using TV Week theme in local ads. RCA has sent streamers, posters, counter cards and co-op ads to its dealers and distributors; TV Week logotype will be included in some national advertising, including TV. Philco is mailing 9,000,000 copies of 8-page TV color tabloid with TV Week symbol featured. It also sent 6000 TV Week banners and 10,000 buttons. Motorola tied in with EIA & NARDA programs, supplied window display materials and buttons. Sylvania's promotion of the month is tied to National TV Week and it is sending dealers promotional material, plans to incorporate observance in ads. Westinghouse is providing dealer displays, while Hoffman plans special mailings and gifts.

**Retail Sales:** TV retail sales figures of 426,294 for July confirm earlier estimate (Vol. 13:33) of 425,000 and bring total TV retail sales to 3,236,697 for year -- some 37,000 less than the 3,273,560 sold in first 7 months last year. Radio sales at retail, excluding auto sets, totaled 4,236,453, compared with 3,967,555 sold in similar period of 1956. Sales in July were 597,484 vs. 576,453 in July 1956.

**Production:** TV output was 199,954 week ended Aug. 30, compared with 205,881 preceding week and 174,093 in corresponding week one year ago. It was year's 35th week and brought TV production for year to date to about 3,955,000, compared with 4,543,902 in same period of 1956. Also this week, EIA officially estimated first 7 months production at 3,082,799 compared with 3,752,133 in similar 1956 period. July production was 360,660 (55,401 uhf), compared with 543,778 (72,766) in June, 336,931 (41,803) in July 1956.

Radio production was 287,190 (83,448 auto) week ended Aug. 30, vs. 292,626 (79,962) preceding week and 257,815 (62,340) in corresponding week year ago. Radio



output for 35 weeks totaled about 9,047,000 (3,473,000) vs. 8,480,545 (2,780,261) in 1956 period. First 7 months production was placed at 7,799,882 (3,090,955) compared with 7,225,862 (2,512,216) in similar period last year. July production totaled 612,588 (256,279), compared with 1,088,343 (416,058) in June and 566,697 (198,565) in July 1956.

**Topics & Trends of TV Trade:** Labor Dept., EIA and IUE reached no agreement Sept. 5 on definition of electron tube industry for possible minimum wage determination under Walsh-Healey Act (Vol. 13:31) which deals with Federal contracts of \$10,000 or more. Issue was referred to technical subcommittee of 3 groups, which probably will meet next week.

Hearing before Wage and Hour and Public Contracts div. was preliminary one-to which union and management representatives were invited by Labor Dept. to discuss definition proposals. EIA ad hoc Walsh-Healey committee of 35 members, led by chairman Edward J. Danneberg (Tung-Sol) and gen. counsel Wm. Reynolds, proposed narrowing definition by excluding: (1) Electron tube parts, (2) All semiconductor devices, (3) X-ray tubes, (4) Electron beam (beta ray) generator tubes, (5) Rectifier and associated tubes designed specifically for use in equipment which operates at or above X-ray spectrum.

IUE objected to EIA's proposed exclusion of semiconductors and parts, called for additional information. Final determination of issue probably will take 6-12 months.

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RCA adds 5 color TV models (see p. 3) with prices ranging \$550-\$795—\$50-\$100 higher than current line. Sets feature improved chassis and 21-in. tri-color glass picture tube with new mask structure called "graded aperture mask" which provide increased brilliance, allowing use of dark safety glass for better contrast. Unusual new feature is use of color gradations around color-intensity and "tint" (formerly "hue") dials; with pointers, they give easy method of setting dials to positions known to be satisfactory. The new models: Abington (21CD872) table model, mahogany or lime oak grain metal cabinet, \$550; Sanford (21CD877) console with front speaker sound, in mahogany, walnut, limed oak grains, \$650; Anderson (21CD886) console in mahogany, walnut, limed oak grains, \$725; Wentworth (21CD888) console in mahogany, walnut or birch wood, \$795; Townsend (21CD890) lowboy console in walnut or oak woods, \$795.

Color set sales are "beginning to make the difference in the dealer's profit margin," RCA color TV market development mgr. Roger L. Drew said in speech prepared for regional meeting of National Appliance & Radio-TV Dealers Assn. Sept. 8 in St. Louis. He said high sales records were reported from cities where RCA is conducting special promotion campaigns, that even before campaigns Cincinnati RCA dealers attributed 22% of total dollar volume to color; Detroit, 31%; Philadelphia, 28%.

Consent order approved by FTC prohibits Alrich Mfg. Co., Great Neck, N. Y. (Vol. 13:16) from claiming its plastic sheet gives effect of color TV. Company also agreed to order which rules it must not say it manufactures device, or that it eliminates glare or eyestrain and will not burn.

EIA technical symposium Sept. 17-18 in Ambassador Hotel, Los Angeles (Vol. 13:34), will be keynoted by Lt. Gen. C. S. Irvine, deputy Air Force chief of staff for materiel. He will discuss \$60,000,000 Air Force purchase of numerically-controlled machine tools.

July picture tube sales by manufacturers were lowest of any 1957 month, totaling 491,935 worth \$9,835,586 vs. 589,070 at \$12,043,831 in July 1956. Cumulative sales for 7 months were 5,306,594, worth \$96,822,617, reports EIA, compared with 5,738,123 at \$105,657,579 for similar 1956 period. Totals for receiving tubes for 7 months this year were 254,252,000 valued at \$217,503,000 vs. 259,056,000 at \$209,637,000 for similar period last year. July receiving tube sales were 33,077,000 worth \$27,042,000 compared with 31,400,000 at \$24,781,000 sold in July 1956. EIA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
January .....	760,860	\$13,594,525	37,571,000	\$ 31,170,000
February .....	728,363	13,134,778	44,460,000	36,631,000
March .....	833,257	14,850,847	43,010,000	37,007,000
April .....	629,838	11,394,043	27,970,000	25,384,000
May .....	758,328	14,031,519	32,836,000	28,955,000
June .....	1,104,013	19,981,319	35,328,000	31,314,000
July .....	491,935	9,835,586	33,077,000	27,042,000
<b>TOTAL .....</b>	<b>5,306,594</b>	<b>\$96,822,617</b>	<b>254,252,000</b>	<b>\$217,503,000</b>

Transistor sales continued record pace in July, EIA reporting month's total of 1,703,000 which nearly doubled 885,000 sold in July 1956. Total for first 7 months of year is 12,902,300 valued at \$35,465,000, compared with 5,643,000 at \$16,057,000 in similar 1956 period. EIA's monthly breakdown:

	1957 Sales (units)	1957 Sales (dollars)	1956 Sales (units)
January .....	1,436,000	\$ 4,119,000	572,000
February .....	1,785,300	5,172,000	618,000
March .....	1,904,000	5,321,000	708,000
April .....	1,774,000	4,880,000	832,000
May .....	2,055,000	5,636,000	898,000
June .....	2,245,000	6,121,000	1,130,000
July .....	1,703,000	4,216,000	885,000
<b>TOTAL .....</b>	<b>12,902,300</b>	<b>\$35,465,000</b>	<b>5,643,000</b>

Canadian TV distributor sales to dealers totaled 194,155 for first 7 months of 1957 compared with 252,227 in similar 1956 period, reports RETMA of Canada. July sales were 23,483 vs. 36,031 in July 1956. Portable TV sales amounted to 11,069 in May-June-July period, first 3 months such records were compiled. Here's breakdown of total sales by provinces: Ontario, 9500 in July, 74,256 for 7 months; Quebec, 5958 & 53,814; British Columbia, 2601 & 16,641; Alberta, 1647 & 13,655; Manitoba, 1629 & 11,964; Nova Scotia, 836 & 9126; Saskatchewan, 661 & 6849; New Brunswick & Prince Edward Island, 565 & 5986; Newfoundland, 86 & 1864.

British TV trends, as evidenced by exhibits at National Radio Show, marking 21st anniversary of TV service in England: Sets are cheaper—17-in., still the most popular size, averaging slightly over \$210 (including tax), down about \$36 from last year; 21-in. dropped \$140 to an average \$280. British sets now boast "wide-angle" 90-degree picture tube, cutting 3-4 inches from depth of 21-in. set. In spotlight at show were portables, averaging 27 lbs., with lightest a 9-in. model weighing 17 lb. With BBC rapidly opening new FM stations, many TV manufacturers are offering combination TV-FM sets at about \$15 above cost of TV alone.

FM band converter for TV sets will be marketed by Regency div., IDEA Inc., at \$19.95. Transistorized gadget, powered by 3 penlight batteries, contains tuner to "make any TV set an FM receiver."

**Trade Personals:** George D. Macbeth elected honorary v.p. of Corning Glass on retirement as v.p. and controller, continuing to serve as director and member of exec. committee; Charles D. LaFollette elected financial v.p.; Thomas Waaland, treas.; John L. Ward, controller; Robert W. Foster, asst. controller; Norman J. Vang, v.p. & director of industrial relations; Richard M. Clifford, mfg. mgr., electrical products div. . . . John G. Copelin, v.p., International Standard Electric, IT&T subsidiary for foreign operations, given area responsibility for ISE activities in West Indies, Central & South America, Australia, Canada, Far East; Arthur J. Schmitt succeeds him as comptroller . . . Robert W. Sarnoff, NBC pres., elected an RCA director; Andre Meyer, Lazard Freres, and Paul M. Mazur, Lehman Bros., both N. Y. investment bankers, also elected directors . . . John R. Halligan promoted to Hallicrafters treas., succeeding Joseph J. Frendreis, resigned; Edward Bishop Jr. named senior financial officer, continuing as controller; Edward J. Corcoran promoted to secy. . . . Henry B. Graham, ex-DuMont govt. sales mgr., named National Union electronics div. sales mgr. . . . Maury Freeman, ex-Arrow Electronics, named sales mgr. of Gray Mfg. audio & hi-fi div., replacing Harry McKenzie, resigned.

### Obituary

Raymond S. Pruitt, 70, Avco director who retired in 1955 as v.p., secy. & gen. counsel, died Sept. 1 at summer home, St. Joseph, Mich. Native of Gettysburg, S. D., he was a founder of Cord Corp. in 1929, became gen. counsel of The Aviation Corp. (now Avco) when Cord gained control of it in 1932-33.

Dismissal of FTC complaint against National Home Study School Inc., 52 E. 19th St., N. Y., for alleged misrepresentation of TV-radio technological course was recommended Sept. 4 by examiner J. Earl Cox. He found no reliable evidence that correspondence school and its officers sold course by exaggerating quality of instruction and job & salary possibilities for students, as alleged by FTC in 1956. Still pending is similar complaint against affiliate Radio TV Training Association Inc. and same officers at same address.

Automatic tuning will be featured in Westinghouse's record fall advertising running Sept. 16 to Dec. 9 on network TV, *Life*, *Saturday Evening Post*, *This Week*, *Parade*, *Family Week*, and in local media. Copy will use theme: "Now! No More Tuning. New Westinghouse TV Does It For You," illustrated by blindfolded girl getting "perfect picture and sound automatically."

Portable TV promotion, in conjunction with United Air Lines' radar-equipped "Mainliners," starts this month, features display material and counter cards for RCA Victor dealers and UAL ticket offices. Theme: "In air travel fly United, the radar flight line . . . in TV enjoy RCA Victor 'Flight-Line' portable TV." UAL uses RCA radar.

Further diversification is planned by P. R. Mallory, manufacturer of electronic, electrical & metallurgical products, which is forming jointly-owned firm with Sharon Steel Corp. and National Distillers & Chemical Corp. New firm will be Mallory-Sharon Metals Corp. and spokesman says it will be largest fully integrated producer of titanium and zirconium.

TV Blue Book for 1958 will be distributed by National Appliance Trade-in Guide Co., Madison, Wis. in about a week.

**DISTRIBUTOR NOTES:** Philco Distributors appoints John Ryan gen. mgr. of its N. Y. div., succeeding J. J. Harris, resigned; no successor yet named to Ryan's previous post of regional mgr., Philco Distributors Atlantic div. . . . RCA Victor Distributing Corp. dedicates 46,000 sq.-ft. distribution center in Davenport, Ia. for eastern Ia. and western Ill. . . . Westinghouse Appliance Sales names Walter Mulcahey asst. to N. Y. major appliance sales mgr.; Sidney Schwartz succeeds him as adv. & sales promotion mgr. . . . Graybar appoints following operating mgrs.: K. H. Coyner, Norfolk, Va.; E. H. Helms, Asheville, N. C.; F. D. Masten, Durham, N. C. . . . DuMont appoints General Distributing Corp., 150 Front St., Bangor, Me. for Vermont with exception of Windham, Bennington and Franklin counties; Sydlee Electronic Supply Co., Springfield, Mass. for Windham and Bennington, Vt. counties . . . Capehart appoints Charles P. Culbert Organization of Los Angeles for Cal., Nev., Ariz. . . . Stuart A. Falk resigns from Philco Distributors; his last post was mgr. of now discontinued Detroit branch . . . Andrea Radio appoints Dimond-Gross Assoc. (Lee A. Dimond & Alfred M. Gross Jr.) for TV-radio-hi-fi in New England.

Service management school, under sponsorship of NARDA, is being planned for dealers and their service mgrs. NARDA director Frank Pieratt says aim is to have school on week end (Fri.-Sat.-Sun.) in some midwestern state, tuition about \$75. NARDA members are being asked to suggest school site.

Electronic Industry Show Corp. elects Charles Golenpaul, Aerovox v.p., pres., succeeding Wilfred L. Larson, Switchcraft pres. Others elected at Honolulu meeting: Mauro E. Schifino, Rochester Radio Supply Co., v.p.; Lew W. Howard, Triad Transformer, secy.; Roy S. Laird, Ohmite Mfg. Co., treas.

RCA Whirlpool appliance sales in Latin American and Caribbean areas will be handled starting Oct. 1 by expanded Whirlpool international operation. European, Asian, African sales will continue under RCA International.

Record Aug. factory TV sales, 115% higher than last Aug., are reported by Robert L. Shaw, gen. sales mgr., Sylvania TV-radio div. He termed dealer reaction "exceptional," adding "this is the first year in which we have experienced new line reorders so early and in such volume."

Acquisitions reported in the works: Litton Industries Inc. negotiating for purchase of Aircraft Radio Corp.; Gonset div. of L. A. Young Spring & Wire Co. said to be discussing acquisition of Link Radio Corp., currently operating under Chapter XI of bankruptcy act.

Fifth annual "profit clinic" of Northwest Appliance & TV Assn. will be held Sept. 27 at Seattle's Benjamin Franklin Hotel. Speakers include Ken Stucky and Mort Farr, NARDA pres. and chairman, respectively.

Emerson ad account goes to new agency, Gore, Smith & Greenland, as Martin L. Smith who had account with Bobley-Smith Inc., becomes exec. v.p. of firm (formerly Gore-Serwer).

Capehart introduces British-made hi-fi, priced at \$599 in African mahogany, \$619 in walnut or blonde. Deliveries will start this month.

New transistor books: Second edition of GE's *Transistor Manual* (112 pp., 50¢); *Transistor Circuits*, by Rufus P. Turner (160 pp., \$2.75), Gernsback.

Minneapolis-Honeywell now sampling \$25 power tetrode transistor for hi-fi.



**Financial & Trade Notes:** Television-Electronics Fund reports net assets of \$156,743,659 and 12,556,998 shares outstanding in third quarter ended July 31, compared with assets of \$148,650,002 and 12,218,644 shares as of April 30. During quarter these were changes in its portfolio:

New stocks added: 5000 shares Aerojet General, market value \$1,650,000; 16,800 Allegheny Ludlum, \$877,800; 20,000 Carrier, \$1,050,000; 22,500 GM, \$1,012,500. Also added were \$296,000 worth of Tung-Sol 5% cumulative convertible pfd.; \$550,000 Ampex 5% debentures, due July 1, 1972; \$164,050 Collins Radio 5% convertible debentures, due June 1, 1977; \$104,000 Emerson Electric 5½% convertible debentures, due July 15, 1977; \$97,563 General Telephone 4½% convertible debentures, due June 1, 1977; \$221,000 NTA 6% notes, due June 15, 1962; \$127,000 Topp Industries 6% convertible debentures, due May 1, 1977; \$2,484,287 CIT notes, due Oct. 1, 1957; \$1,485,146 General Finance Corp. commercial paper, due Oct. 31, 1957; \$1,496,738 GMAC commercial paper, due Aug. 23, 1957; 2 groups of \$2,500,000 govt. bonds each, due Sept. 19 & Oct. 17, 1957.

Stocks eliminated: 10,400 Bell & Howell, market value \$395,200; 13,800 George W. Borg, \$362,250; 4000 Electronics Corp., \$49,500; 10,000 Photon, \$347,500; 12,600 Raytheon, \$239,400; 5000 Smith-Corona, \$188,750; 5000 Union Carbide, \$578,750.

Holdings were increased in American Bosch Arma, American Machine & Foundry, AT&T, Barry Controls, Beckman Instruments, Bendix Aviation, Columbia Pictures, Consolidated Electrodynamics, Eitel-McCullough, Electronics Assoc., Emerson Electric, Fansteel Metallurgical, General Bronze, Harris-Intertype, Hazeltine, Hoffman Electronics, IBM, IT&T, Leeds & Northrup, Magnavox, P. R. Mallory, Marchant Calculators, Mergenthaler Linotype, Minnesota Mining & Mfg., Philco, Robertshaw-Fulton, Royal McBee, Servomechanisms, Storer Bcstg., Sylvania, Texas Instruments, Thompson Products, Varian Assoc., Walt Disney Productions, Westinghouse Air Brake, Westinghouse Electric.

Part of holdings were sold in Aircraft Radio, Allis-Chalmers, AB-PT, American Chain & Cable, Amphenol, Babcock & Wilcox, Bell & Gossett, Boeing Airplane, Borg-Warner, Bullard, Bulova, Burroughs, Carborundum, Chance Vought Aircraft, Cincinnati Milling Machine, Clark Controller, Clevite, CBS 'A', Corning Glass, Curtiss-Wright, Cutler-Hammer, Douglas Aircraft, Dresser Industries, Eastern Industries, Eastman Kodak, Emerson Radio, Ex-Cell-O, Friden Calculating, Garrett, General Dynamics, GE, General Railway Signal, General Telephone, Globe-Union, Goodyear, Hammond Organ, International Nickel, Lockheed Aircraft, Martin Co., W. L. Maxson, Minneapolis-Honeywell, Motorola, National Acme, National Cash Register, Neptune Meter, North American Aviation, Northrop Aircraft, Oak, Otis Elevator, Penn Controls, Reliance Electric, Ryan Aeronautical, Sangamo, Sperry-Rand, Square D, Taylor Instrument, Tung-Sol, 20th Century-Fox, United Aircraft, United-Carr Fastener, Vitro, Walt Disney Productions warrants, Western Union, Zenith.

Unchanged during quarter were holdings in ACF Industries, Addressograph-Multigraph, Admiral, Ampex, Conrac, Consolidated Electronics, Cornell-Dubilier, DuMont Labs, duPont, Eaton, Elgin National Watch, Elox Corp., Food Machinery, General Mills, General Precision Equipment, General Tire, G. M. Giannini, Indiana Steel Products, Industrial Electronics, Johnson Service, Liquidometer, Litton Industries, Machlett Labs, Paramount Pictures, Pullman, RCA, Sprague Electric, Stewart-Warner, Technicolor, TelAutograph, Telecomputing, TV Assoc., United Utilities.

[For status preceding quarter, see Vol. 13:21.]

\* \* \* \*

Walt Disney Productions stock, 400,000 shares held by Atlas Corp., has been offered for public sale at \$21.75 per share for Atlas account through syndicate headed by Goldman, Sachs & Co., Lehman Bros., Kidder, Peabody & Co. (Vol. 13:32). Offering, which does not represent Disney company financing, is intended to widen public ownership prior to applications for N. Y. and west coast stock exchange listings. Atlas would remain biggest Disney stockholder next to Disney family.

Walt Disney Productions reports consolidated net income of \$2,347,745 (\$1.57 per share on 1,492,725 shares outstanding) on total revenues of \$23,449,821 in 39 weeks ended June 30 vs. \$2,091,975 (\$3.20 on 652,840) on \$20,371,831 in corresponding 1956 period. For all 1956, earnings equaled \$1.60 per share after adjustment for stock split last Aug.

Hal Roach Productions, organized in May, has filed registration with SEC (File 2-13525) for public offering of 375,000 shares of \$1 par common stock at \$3 per share through underwriting group headed by S. D. Fuller & Co., N. Y. Part of proceeds may be used to lease N. Y. studio to expand production of TV film commercials.

Cornell-Dubilier earned \$525,068 (95¢ per share) on sales of \$24,958,419 in 9 months ended June 30, compared with \$718,093 (\$1.32) on \$25,484,898 in similar period year ago.

Additional officers-&directors stock transactions reported to SEC for July (Vol. 13:34): AB-PT—Leonard H. Goldenson exercised option to buy 3000, sold 1700, holds 54,000. American Electronics—Warren H. Crowell bought 2448 through Crowell, Weedon & Co., sold 2350 through firm, holds 98 in firm, 4995 personally. Beckman Instruments—Frederick L. Ehrman donated 500, sold 2500, holds 3365. Electronic Communications—C. Kenneth Baxter bought 1500, holds 9500. General Dynamics—Frederick de Hoffmann exercised option to buy 7500, holds 7530; Earl D. Johnson sold 8700, holds 21,300; Robert B. Watts sold 3500, holds 3640. General Precision Equipment—H. G. Place sold 5000, holds 20,000. General Transistor—Max Fialkov sold 2500, holds 18,868. International Resistance—Edward A. Stevens exercised option to buy 600, holds 5700. Loew's—Charles C. Moskowitz sold 17,500, holds 3000. Minnesota Mining & Manufacturing—Wm. L. McKnight sold 10,000, holds 955,510. National Theatres—B. Gerald Cantor bought 10,000, holds 45,000. Skiatron Electronics & TV—Kurt Widder sold 1000, holds 7900. Unitronics—David Bogen bought 3000, holds 3000; Lester H. Bogen bought 2000, holds 2000; John G. Brooks sold 4210, holds 3000; Abraham Cooper sold 500, holds 235.

Dividends: Hoffman Electronics, 25¢ payable Sept. 30 to stockholders of record Sept. 13; Arvin Industries, 50¢ Sept. 30 to holders Sept. 9; Bendix Aviation, 60¢ Sept. 30 to holders Sept. 10; Loew's Theatres Ltd., \$1 Sept. 30 to holders Sept. 9; Zenith, 75¢ Sept. 27 to holders Sept. 10; Columbia Pictures, 30¢ Oct. 30 to holders Sept. 30; Universal Pictures, 25¢ Sept. 27 to holders Sept. 14; Decca Records, 25¢ Sept. 30 to holders Sept. 16; Corning Glass, 25¢ Sept. 30 to holders Sept. 16; Wells-Gardner, no action.

Erie Resistor earned \$443,753 (64¢ per share) on sales of \$12,180,707 in first 24 weeks of year compared with \$394,758 (57¢) on sales of \$10,548,000 in similar 1956 period. Pres. G. Richard Fryling said electronic component, electro-mechanical and foreign operations continue satisfactory, while expansion in pre-assembled components and plastics have "adversely affected" profits. However, he added that Erie's business outlook "continues to be favorable."

Midwestern Instruments reports first half earnings of \$474,377 (50¢ per share) on sales of \$3,474,000 compared with \$154,659 (16¢) on sales of \$1,691,000 in similar 1956 period. Current sales figure includes \$788,000 from Magnecord div., merger also resulting in \$2,500,000 loss carry-over available for federal income tax purposes.

Audio Devices Inc. has placed 100,000 shares of common stock and 3-year warrants for purchase of additional 20,000 with Carl M. Loeb, Rhoades & Co. for private sale. Proceeds will be used for plant facilities and working capital for new div. for electronic components manufacture.

Aircraft Radio Corp. is selling \$1,600,000 long-term notes to Prudential Insurance Co. of America to refund short-term obligations. Notes carry 10,000 warrants for purchase of Aircraft Radio common stock at \$3 above Sept. 3 market price.

Hycon Mfg. Co. & subsidiaries report earnings of \$514,000 on sales of \$7,134,000 in 6 months ended July 31 compared with deficit of \$1,507,161 on \$5,021,000 in corresponding 1956 period.

Lear Inc. reports earnings of \$326,051 (14¢ per share) in 6 months ended June 30, compared with \$1,017,044 (44¢) in similar 1956 period.

Standard Coil reports net income of \$770 on 6-month sales of \$27,194,279 compared with net loss of \$1,206,184 on \$28,724,243 in similar 1956 period.



Color TV will come to Cuba—first country outside U. S.—Oct. 24, when new all-color all-film station will be opened in Havana on Ch. 12 by TV-radio pioneer Gaspar Pumarejo, according to RCA, which announced that shipment of equipment has already begun. New station, Canal 12 S. A., has ordered 10-kw transmitter and 60-ft. antenna to be mounted atop 400-ft. Hilton Hotel in Havana. Pumarejo, who founded CMUR-TV (now CMBF-TV) in 1951 as Cuba's first TV station, has been operating Escuela de Television which produces 8 hours of daily programming over Telemundo Network. For his new station, he plans continuous-performance 24-hour showing of 2-hour color film program. He predicts that 1000 color sets will be installed by Oct. 24 opening, with 10,000 to be sold during first year of telecasting. When 20,000 are in use, he plans to start live programming. His reasoning in starting color station: Color sets now can be sold for about \$700 in Cuba, about same price as black-&-white when first station was inaugurated there.

Nielsen Radio Index is being cancelled by ABN because survey "is unable to place full value" on out-of-home radio set circulation which represents "roughly 40% of our medium," ABN pres. Robert E. Eastman announced Sept. 4. He said ABN has "thorough respect" for A. C. Nielsen Co., that dropping of subscription "is in no way a reflection of any lack of appreciation of values inherent" in Nielsen research, but that "our product is too valuable to have it appraised by a method which is far more limiting than those applied to other major media." Eastman added that it's "fabulous task" to try to measure radio audience in "mobile population in a wide variety of places."

"Taking a crack at TV," Aug. 30 *Advertising Agency Magazine* tartly observes, "is in danger of becoming the newspaper man's favorite pastime." Citing TV critics on newspapers who "set themselves up as crusaders out to clean up TV," contributing editor Bill Tyler says: "This is, to our mind, about as disingenuous a bit of do-goodism as we have yet to encounter. Obviously, the crusader's zeal stems from the fact that it gives him an opportunity to blast a competing medium." Tyler wonders: "What would happen if telecasters started a little retaliatory crusade of their own on the sensationalism of the press and its effect on young minds?"

Cable theatre experiment at Bartlesville, Okla. (see p. 1) and other pay-TV developments will be reviewed at NCTA western regional conference in Ambassador Hotel, Los Angeles, Sept. 24-26, speakers including: Matthew Fox, pres. of Skiatron TV Inc.; Milton J. Shapp, pres. of Jerrold Electronics Corp.; Jack D. Wrather, pres. of Wrather TV Productions Inc.; Lloyd G. Hallamore, v.p. of Hallamore Electronics Co. Technical requirements of Bartlesville installation will be discussed by Jerrold supervising engineer Caywood C. Cooley.

TV relay which can handle "several hundred" programs simultaneously will be ready for testing "within a few years," AT&T exec. v.p. Clifton W. Phalen told Chicago marketing symposium this week. Based on information theory advances, system will be advanced form of computer with transistorized electronic switching system.

Equal broadcast time for all West German political parties, however small, must be provided by radio stations before Sept. 15 elections, Administrative Court in Munich ruled Sept. 3.

Maximum Service Telecasters board meets at Westchester Country Club, Rye, N. Y. Sept. 9-10 primarily to discuss technical program of propagation measurements, antenna performance evaluation, etc.

Four TV programmers were ordered by Federal judge this week to supply FCC network study committee with subpoenaed confidential financial data. N. Y. Federal Judge Bryan, in upholding FCC's right to subpoena such information, said it seemed "to me to come within the framework of powers of inquiry granted by Congress to the FCC upon subject matter which vitally affects the public interest." At same time he warned Commission to treat the information confidentially. The 4 program companies which had held out against FCC subpoenas for more than 4 months (Vol. 13:17-18, 20-24, 26) are MCA-TV and its affiliated Revue Productions, Screen Gems, Ziv TV.

First program venture by Metropolitan Educational TV Assn., N. Y., will be *Problems of Everyday Living* series of mental health discussions on WPIX starting Sept. 25, Mon., Wed. & Fri. 11:30 a.m.-noon. Teachers, psychiatrists, social workers, marriage counselors will be presented in programs for adults, station donating time & facilities. META also will produce *The Living Blackboard* in cooperation with N. Y. Board of Education on WPIX starting Sept. 30, Mon.-thru-Fri. 11-11:30 a.m.

One of biggest sunspot explosions on record virtually blacked out aircraft radio communications in many parts of world this week—and surprised southern British televiewers with French TV programs on their home screens. Unable to pick up pictures from London, they received images from across the channel—possible because French 819-line system has a measure of compatibility with British 405 lines since it has very close to twice the number lines, same field frequency and same positive picture modulation.

TV tampers with juries. At least, that's what was averred by panelists at 12th annual convention of National Assn. of County & Prosecuting Attorneys in San Francisco. They complained jurors get wrong ideas of justice by watching TV courtroom dramas in which prosecutors are trick artists. "We lost 50% of our cases last year," said St. Louis circuit attorney Thomas Eagleton. "Why? Some of the jurors thought we didn't present the evidence the way they'd seen it done on TV."

Full-scale TV teaching started this week at Port Chester, N. Y. high school after year of closed-circuit experimentation in which 60% of 1200 students participated. Lectures & demonstrations carried over system installed by General Precision Lab cover science, industrial arts, history, music, other courses in program supervised by TV director Clement Rathgeb, instructor in industrial arts. Equipment is manned by members of school's TV Technicians Club.

Closed-circuit colorcasts planned by Closedcircuit Telecasting System: Oct. 15, hour-long presentation of Pepsi-Cola Co., originating from New York's Ziegfeld Theatre, to be seen by Pepsi-Cola bottlers from coast to coast on 6x8-ft. screens in hotel ballrooms; Dec. 12, for N. Y. Dental Society; Jan. 29, for Northwestern U.

Dispute with judge over attempted courtroom use of tape recorder to cover hearing brought contempt citation and \$10 fine for news director Arthur Selikoff of radio KVOX, Moorhead, Minn. "You are not fair to anybody," Selikoff had remarked to police magistrate Roscoe S. Brown when he banned recorder.

Sole TV application filed with FCC this week was for Ch. 73 translator in McGill, Nev., by non-profit group—bringing total of translator applications to 43, station applications to 119 (33 uhf). [For details see *TV Addenda 25-F* herewith.]

Licensed TV sets-in-use in Britain totaled 7,169,509 at end of June, increase of 50,811 during month.



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SEP 16 1957

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 14, 1957

**RCA-ZENITH SETTLEMENT**, ending 11-year legal "grudge" battle between industry titans, seen as prelude to settlement of govt. anti-trust suit (p. 1).

**CRAVEN PLAN DROPPED**, probably indefinitely, as FCC decides to wait for data from TASO. EIA and AMST urge study of spectrum uses (p. 3).

**NO FINAL FEE-TV ACTION** expected at Sept. 17 FCC meeting. Doerfer pledges quick decision, says Commission won't wait for Congress to act (p. 4).

**ANTENNA FARMS NOW THE RULE** in tall-tower approvals by airspace panel, which designates farm sites for towers. FCC rule due soon (p. 4).

**EDUCATIONAL TV SPONSORS** sought by new Chicago group to finance programs; ex-chairman Edward L. Ryerson of Inland Steel leads drive (p. 5).

**FCC REJECTS PHILCO** protest against renewal of NBC Philadelphia station license; examiner again recommends Flint grant to WJRT (p. 7).

**PHILCO EXPECTS** bigger share of 1957 TV market, sees factory sales running about 6,500,000. Aug. retail sales estimate declines to 550,000 (p. 10).

**PRIVATE LABEL TV** production reported contributing to Aug. upsurge in set output; producers neither confirm nor deny (p. 10).

**EIA ENDORSES** proposal for long-range spectrum study, votes to compile tape recorder statistics, names group to study set sales promotion (p. 11).

**GIVE-A-SET TV** drive proposed by ABC's Oliver Treyz is plan to collect outmoded receivers, send them abroad for goodwill—and business (p. 12).

**PHILADELPHIA'S EDUCATIONAL WHYI-TV** begins programming after year's delay due to money troubles; uhf outlet is 27th non-commercial station (p. 8).

**BARTLESVILLE CLOSED-CIRCUIT** project to begin installing third channel. Franchise application filed in Washington; other closed-circuit news (p. 9).

**BEHIND THE RCA-ZENITH SETTLEMENT:** A "gentlemen's agreement" this week ended the bitter 11-year legal battle between 2 titans of the TV-radio industry.

Though terms of the settlement of Zenith's challenge to RCA's industry-wide TV-radio-electronics patent licensing practices weren't announced—haven't, in fact, been put on paper yet—this week's action was understood in Washington to be prelude to a possible consent decree settlement of the Govt.'s 1954 civil anti-trust suit aimed at RCA package licensing practices (Vol. 10:47-48). Discussions between RCA and Justice Dept. are currently in progress.

All parties to agreement are being extremely close-mouthed, since documents won't be submitted to court until Sept. 30 or later. However, terms of complicated agreement—as we understand it—involve no changes in RCA's patent structure, set no precedent for other manufacturers to seek changes in their licensing agreements with RCA.

The agreement, in fact, was not nearly so one-sided as it would appear from newspaper accounts quoting Zenith counsel. Settlement will follow complex formula, under which Zenith is paid approximately \$11,000,000 in cash—with RCA contributing major amount, co-defendants token sums. But dependable sources indicate there is a second part to the agreement:

Zenith will take out an RCA patent license—the very concept it has fought in the 11-year suit—and will make its own patents available to RCA. Monies the 2 companies owe each other (royalties, back license fees, etc.) will be determined by arbitration.

Presumably this will include a reckoning of back fees Zenith owes RCA for the nearly 11 years it has been operating without RCA license—so RCA stands to be heavy gainer in this part of settlement.

Best guess by savvy observers is that—in entire transaction—Zenith will come out considerably ahead cash-wise. But Zenith, in the future, will be making substantial annual payments to RCA, based on value of Zenith production—same as rest of set manufacturing industry.

Most significant previous patent litigation involving RCA—also settled out of court—involved DuMont's 1948-50 challenge of RCA patent authority. In this settlement, DuMont was forgiven license fees for period of the legal action, took out RCA license and threw its substantial TV patents into RCA pool.

■ ■ ■

Long series of suits and countersuits involving Zenith and RCA began in Dec. 1946—Zenith's last month as an RCA licensee (Vol. 2:52)—and was in every sense a grudge fight between 2 strong-minded men who bitterly dislike each other personally and whose approaches to TV-radio have been diametrically opposed:

RCA's Brig. Gen. David Sarnoff—pioneer in broadcasting itself, in radio, in TV, in color, in other electronic fields—a man with strong ideas, who has surrounded himself with many of the industry's best organizational and engineering brains.

Cmdr. Eugene F. McDonald—one of the industry's great merchandising driving forces—who built up a sales organization second to none, based on a good product, and who persistently bucked almost every industry trend.

The 2 men have continually clashed personality-wise and over basic industry principles. McDonald differed with Sarnoff over the potential of TV, over color, over FM, over subscription TV—to name a few historic battles.

Despite his merchandising skill, McDonald never had a great following in the trade itself. He rarely uses TV-radio as an advertising medium, leaving that to his distributors. He promoted Phone-vision first on basis that advertising couldn't support TV, then with the implication that advertising is degrading; broadcasters, almost to a man, have always bitterly resented him.

■ ■ ■

The major legal battles between the two started with a Delaware suit by Zenith challenging certain patents owned or administered by RCA, with GE & Western Electric named as co-defendants. RCA filed counterclaim charging patent infringements by Zenith and its tube-making subsidiary Rauland. Zenith-Rauland followed with anti-trust suit in Chicago Federal Court, charging among other things that illegal patent practices had barred Zenith from foreign markets, and adding to the list of defendants Westinghouse and 14 foreign electronics firms.

Hard-fought preliminary skirmishes went as high as U. S. Supreme Court—in 1954, when Adlai Stevenson was of counsel for RCA (Vol. 10:49).

Trial of anti-trust suit was to begin in Chicago court this week—when both sides asked for postponement to Sept. 30 so that terms of settlement could be drawn up.

RCA is said to have spent \$6,000,000 preparing for trial, to have taken 83 depositions; Zenith said it spent \$2,000,000, had taken 110 depositions throughout world. Litigants had retained about 100 patent experts to testify at trial, as well as dozens of lawyers.

Treble-damage claims by Zenith totaled \$61,750,000. In its patent infringement suit, RCA was seeking undisclosed amount in back license fees.

Announcement of agreement was made by Zenith counsel Thomas McConnell—known as one of nation's most astute anti-trust attorneys. He said settlement would include issuance of patent licenses to Zenith, thereby removing "blockades" against company in foreign markets. He added that moves toward settlement had been under way 6 months, with agreement finally reached Sept. 9, day of scheduled opening of trial.



"The parties are in complete agreement and there are no loose ends," he said. Boards of the companies will have to approve final settlement.

RCA and others involved refused comment on settlement, Gen. Sarnoff telling us: "It still hasn't been formalized. It would not be proper to discuss it while it is before the court."

■   ■   ■

Thus RCA has disposed of the first—and perhaps most vexing—of a number of important suits besetting it. Other anti-trust suits pending:

(1) Govt.'s civil anti-trust patent suit, now being negotiated (see above).

(2) Philco's \$150,000,000 treble-damage suit against RCA, GE & AT&T, aimed principally at RCA patent practices (Vol. 13:3 et seq.). When Zenith takes out RCA license, Philco will be only major TV-radio manufacturer which isn't a licensee, having failed to renew license when it expired at end of 1954.

(3) Govt.'s civil suit against RCA & NBC, charging violation of Sherman Act in swap of Philadelphia & Cleveland TV-AM stations between NBC & Westinghouse (Vol. 12:49 et seq.).

At least one more govt. anti-trust suit in TV-radio-electronics may be imminent. Federal Grand Jury currently is winding up New York hearings which have been looking into allegations of division of world markets among radio manufacturers via patent licensing. Some Washington sources predict indictments will be forthcoming.

□   □   ■

Note: RCA further solidified its position in burgeoning computer field this week by signing non-exclusive agreement with IBM exchanging patent licenses for data-processing machines.

**ALLOCATION PLAN STAYS, RULE-MAKING DROPPED:** Craven Plan is out of the picture until next summer at least, probably indefinitely. FCC this week announced intention of dismissing rule-making which had looked toward elimination of TV allocations table.

Comr. T. A. M. Craven himself suggested dropping the proposal, and his colleagues agreed with him unanimously. Here are his reasons:

"I've read all the comments. The original proposal was sound, but the time isn't ripe. First, the matter is being contested in the courts. Second, a large segment of the industry, which supports the work of TASO (TV Allocations Study Organization), is afraid of it. Third, if any fundamental change in policy is made, it should be done in one big package, with all the facts—and we should wait for TASO to produce the data on uhf & vhf propagation, etc.

"We need ground rules for service, and TASO has a June 1958 target to complete its work. I agree we should have the information. Another thing: Congress is considering easing the excise tax on combination uhf-vhf sets. We should see what it's going to do—whether uhf is going to be helped.

"I thought more of the industry would support the plan. But they were afraid of the lack of engineering service standards, afraid the plan would lead to a breakdown of station separations—even though we said the engineering standards would remain as they are. I suppose it's natural for them to worry about an eventual breakdown."

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Another commissioner now sees almost inevitable change in engineering standards, to permit vhf drop-ins, unless uhf is made to work somehow. "Eventually," he said, "the pressure for more competition, from the public and from Congress, could prove irresistible. People just won't be satisfied with the limited competition permitted by the present setup."

Two of TASO's major components, meanwhile, have gone on record endorsing establishment of an agency to study govt. & industry use of spectrum—along lines of bills introduced by Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.), who fear encroachment of military on TV channels (Vol. 13:16, 25, 33). EIA, in Los Angeles meeting this week, proposed joint govt.-industry committee (see p. 11); AMST board, at session in Rye, N. Y., recommended study by "an appropriate governmental body."

**FCC CAUTIOUS IN RESUMING PAY-TV DISCUSSION:** FCC meets on pay-TV again Sept. 17 — but don't expect anything final; look for "another step." As previously, it may take form of instructing staff to draft something acceptable to majority. Least Commission might do is continue discussions, while most would be to get some agreement on conditions under which it would accept applications from stations to test toll, looking toward authorization of tests on case-to-case basis.

That Commission will continue to work on subject was made clear by Chairman Doerfer in speech at Sept. 12 luncheon of Radio & TV Executives Society in N. Y., attended by most commissioners. If Congressional action ("as distinguished from a Congressman's action") were imminent, he said, FCC would hold up. However, he noted, pay TV has been pending before Congress for 4 years without action and "there comes a time for decision" and "we cannot have progress without definiteness."

Doerfer reiterated Commission's eagerness to preserve free TV, and other commissioners' attitudes indicate any test would be very carefully circumscribed.

Drawing on his long experience with utility regulation, Doerfer also warned wired pay-TV entrepreneurs that there's probability of govt. regulation—even though they may now be exempt.

"Historically," he stated, "few business enterprises which use public highways for a substantial portion of their plant investment and charge the public for a service have escaped regulation. Witness the experience of the telephone companies, the power companies, the gas & pipeline companies and the motor carriers . . . Anyone who envisions huge profits in wired TV had better look over his shoulder. That warm feeling of a golden glow may merely be the hot breath of regulation." (For Bartlesville, Okla. cable-TV progress and other closed-circuit developments, see p. 9.)

**ANTENNA FARMS BECOMING A PATTERN:** Recent broadcasting-aviation-govt. agreement to limit most future tall TV towers to specially designated antenna farm areas (Vol. 13:22-23) is quietly being implemented by Washington airspace panel, the intragovernmental agency which screens proposed tower locations for possible aviation hazards.

Guided by criteria established by Joint Industry-Govt. Tall Structures Committee (JIGTSC), the panel in recent actions has been designating farm areas—common antenna sites—for communities on a case-to-case basis as tower applications come up.

Disposing of year-old requests for different antenna farm locations by KRON-TV and KGO-TV, (Vol. 12:32-33), the panel this week selected site for San Francisco's antenna farm—choosing KRON-TV's San Bruno Mt. site over KGO-TV's proposal for Mt. Sutro. Both stations had made unusual proposals for single structures which could support antennas of all stations in city.

Willingness of both aviation and telecasting interests to compromise made possible the solution of San Francisco problem. Aviation people weren't keen on either proposed site—but no others were available, and they chose San Bruno as lesser of 2 evils. In turn, KRON-TV was willing to move tower slightly from originally proposed location and trim its height somewhat.

Last week the panel designated an antenna farm site for Columbia, S. C., approving 1522-ft. tower for WIS-TV approximately 18 mi. northeast of city. Panel spokesmen say that first approved tall tower in any location will set precedent, and subsequent antennas to serve same communities generally will have to be constructed in same area.

FCC is expected soon to approve its proposed rule—pending for 1½ years—requiring future tall antennas to be located in farms wherever possible (Vol. 12:13, 27). Commission had withheld

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action pending JIGTSC agreement on tall-tower criteria. But FCC rule or no, airspace panel is already enforcing the criteria and designating farm areas.

KRON-TV's tower on San Bruno Mt. will be history-making structure. Measuring 734-ft. from tip of antenna to ground and rising 2049-ft. above sea level, it will have platform at 564-ft. level capable of supporting 12 TV transmitting antennas.

KRON-TV will invite all other San Francisco stations to locate on new tower. To be built by Ideco, tower together with new antenna will cost about \$1,400,000, take 6-12 months to build.

**C**OMMERCIAL SPONSORSHIP of educational TV programs to improve their "quality & status" is objective of new Organization for National Support of Educational TV (ONSET), headed by pres. Edward L. Ryerson of Chicago Educational TV Assn.

Former chairman of Inland Steel Co., Ryerson said in announcing ONSET's establishment Sept. 10 in Chicago that "appropriate patrons" from business world are needed if educational TV is to realize its potential. Sherman H. Dryer of Sherman H. Dryer Productions, an ONSET director, added that such sponsors would exercise no control over program content.

Ryerson said his group will offer help to existing educational TV agencies in strengthening programming and broadening financial resources.

Other ONSET directors are CETA exec. director John W. Taylor, Robert L. Foote of law firm of Sidley Austin Burgess & Smith, chairman Irving B. Harris of Science Research Assoc.

"During the early stages of educational TV," Ryerson said, "viewers are attracted through sympathy with its potential for the public good. As the movement progresses, however, this potential must be realized in programs of increasing significance and production quality.

"ONSET is the outgrowth of experience in production of educational programs financed through industrial grants and was formed in recognition of the fact that there should be an organization established devoted to developing educational programs and to matching such programs with appropriate patrons." Dryer said:

"By financing on a national basis with patrons from the business world, through the facilities of educational TV, ONSET hopes to advance significantly the quality & status of educational TV programming, both on educational stations and as a public service of commercial stations."

Such patrons, Dryer explained, would be accepted only on ONSET's invitation to participate.

Educational TV's future is in closed-circuit classroom instruction rather than in broadcasting studios, asst. v.p. & treas. John K. Weiss of Ford Foundation's Fund for Advancement of Education says in Sept. 14 *Saturday Review*. It's a "natural development," Weiss writes, because "broadcast time is so expensive, and the mass transmission of educational material so hard to administer." But he thinks commercial broadcasters, cooperating with educators, will continue to help answer "chronic problem of American education: growth [of numbers of students] by geometric progression."

Record closed-circuit network of 170 theatres in 127 cities is already scheduled for Sept. 23 theatre-telecast of Robinson-Basilio bout, and requests from more theatres are still being received, Theatre Network TV reports.

NTA is paying \$650,000 for 75% of KMGM-TV, Minneapolis (Ch. 9), according to application for transfer filed with FCC this week (Vol. 13:34). Seller is United Television Inc. (Sy Weintraub, pres.), which in 1956 sold 25% of station to Loew's Inc. for about \$750,000 (Vol. 12:44). In acquiring 75%, NTA also takes over these assets: \$662,500 due from Loew's Inc.; \$318,750 debentures of United Television; \$152,500 in demand notes. As of June 30, station had deficit of \$634,536, total assets of \$1,195,142. For 4 months ended June 30, station's net loss was \$163,610 on gross income of \$288,884; loss for May totaled \$35,730; loss for June \$42,306. NTA, meanwhile, is negotiating for other TV station properties, including Newark-New York's WATV, and agreement on \$3,500,000-\$4,500,000 sale is expected to be reached soon. Also said to be subject of NTA negotiations are Denver's KTVR (on which Loew's has option to buy 25%) and Milwaukee's WITI-TV.

TV is heavy favorite as advertising medium for automobiles, according to survey of dealers, shoppers & buyers for NBC by Advertest Research. Results of 4500 interviews in 39 states & D. C. showed 56%-60% preference for TV commercials over newspaper & magazine ads for cars, although automotive industry spends little more than third of advertising budget on TV. Asked what kind of national advertising does "best job," 69.6% of dealers picked TV over newspapers and magazines. Asked what kind did most to "get you interested in looking," 45.3% of shoppers listed TV, 16.4% magazines, 10.8% newspapers. Asked what kind "made you most interested in buying," 39.7% of purchasers chose TV, 17% magazines, 11.4% newspapers. Increase in TV advertising was recommended by 55.6% of dealers, while only 2.7% suggested cutback.

"Dangerous lives" are led by networks, NBC pres. Robert W. Sarnoff told NBC-TV affiliates meeting Sept. 13 in N. Y., citing such hazards as Congressional investigations, ASCAP-BMI litigation, pay TV. "Some attacks on networks are founded on business rivalry," he said. "Others reflect the attitude that anything big is bad, and if it's big and also popular, it's even worse. Still others arise from a lack of knowledge of how a network functions." But Sarnoff concluded "we need not fear dismemberment" so long as public has understanding of "how & why we operate."

Enthusiastic tribute to National TV Week is theme of "Topics of The Times" column in Sept. 11 *N. Y. Times*. It states: "Watching TV hour after hour is by now a well established habit, not infrequently accompanied by a guilty feeling . . . Why should there be such a feeling? Is it not that TV introduces us to many interesting people, interesting because of their actions or utterances? Would anyone on either side of the Atlantic dispute the fact that TV could and should be, and often is, an opportunity to extend our knowledge and experience . . . ? None, the way we see it."

**Personal Notes:** Robert W. Sarnoff, NBC pres., will receive American Legion's Americanism Award at Atlantic City convention Sept. 17 for "vision & leadership in launching the NBC educational TV project" . . . Robert H. Hinckley, ABC v.p., elected to AB-PT exec. committee . . . Arthur W. Carlson, ex-radio WDGY, Minneapolis, appointed ABN station research specialist . . . Wm. Wood, ex-educational WTVS, Detroit, now teaching TV news & public affairs at Columbia U's graduate school of journalism, named TV-radio director of Crusade for Freedom public information dept. . . . Knox Manning, 1950-51 pres. of AFTRA and news broadcaster & commentator in Hollywood since 1937, appointed special asst. to Henry Kearns, Asst. Secy. of Commerce for International Affairs . . . J. S. (Dody) Sinclair promoted to station mgr. of WJAR-TV, Providence . . . George Stantis promoted to program supervisor of KFMB-TV, San Diego, Mrs. Shirley Dixon to traffic supervisor . . . Baylen H. Smith promoted to program director of WISN-TV, Milwaukee; James Van de Velde to production director, Mel Quinn to public service director, Patt Barnes to farm director . . . Gene Lewis, ex-KCEN-TV, Temple, Tex., named sales mgr. of KFDA-TV, Amarillo; George Davis, ex-Da-Cal Sales, Aurora, Ill., local sales mgr. . . . Walter (Spanky) Reese, ex-WDMJ-TV, Marquette, Mich., and WTVN-TV, Columbus, named production mgr. of WEHT, Evansville . . . Floyd E. Weidman, ex-WEWS, Cleveland, named v.p. & account exec. of Hubbell Adv., same city . . . Wm. H. Fineshriber Jr., ex-TPA & NBC, joins Screen Gems as international operations director, headquartered in N. Y. . . . Phil Cowan resigns as Screen Gems publicity director to form own Phil Cowan Assoc. . . . Michael M. Sillerman, exec. v.p.; Leon Fromkess, production v.p., and Bruce Eells, western div. v.p., elected directors of TPA; Walt Plant named central div.

v.p., Kurt Blumberg sales coordination v.p. . . . Myron Elges, ex-ABC, joins TPA sales dept., assigned to northern Cal. & northwest; John Morgan transfers from midwest to southern Cal. . . . Louis J. Aurelio, ex-Paramount Pictures, named NTA div. mgr. for Chicago, Milwaukee, Minneapolis, Detroit . . . Wm. Gargan Jr., west coast sales mgr. of Van Praag Productions, moves Oct. 1 to N. Y. to head up national sales . . . Alfred J. Stalker appointed west coast operations director of station broker Kidder, Peabody & Co., headquartered in Los Angeles; he'll become gen. partner Jan. 1 . . . Frank Tuoti promoted to research, sales promotion & adv. director of WPIX, N. Y. . . . Wm. E. Coyle, public relations, promotion & adv. director of WRC-TV & WRC, Washington, also named WRC-TV sales director, succeeding Joseph W. Goodfellow, promoted to station mgr. of WRC . . . Ben B. Baylor Jr., ex-WANE-TV, Ft. Wayne, joins Triangle Publications as station mgr. of WNHC-TV & WNHC, New Haven-Hartford; Frank Palmer appointed gen. mgr. of WFBG-TV & WFBG, Altoona; Joe Zimmerman promoted to gen. mgr. of WLRB-TV, Lebanon, Pa.; Edward Scala named sales development director of WFIL-TV & WFIL, Philadelphia . . . Theodore H. Cook Jr., ex-sales mgr. of Westbury Electronics and Tarc Electronics, named asst. mgr., broadcast TV equipment sales, Foto-Video Labs, Little Falls, N. J.; C. E. Underwood promoted to production mgr., Foto Products div.

### Obituary

Howard W. Rapport, 49, TV-radio supervisor of Tatham-Laird Inc., Chicago, died following heart attack Aug. 31 at home there. He joined Tatham-Laird 7 years ago after work with Dorland Inc., N. Y.; Graceman Adv., Hartford; Celotex Corp., Chicago.

**ADVERTISING AGENCIES:** New agency—Keyes, Madden & Jones Inc.—will be formed Oct. 1 as successor to Russel M. Seeds Co., Chicago, Freeman Keyes continuing as chairman. Others in new partnership are pres. Edward D. Madden, ex-International Latex & McCann-Erickson, and exec. v.p. Howard A. Jones, ex-Grant Adv., Lord & Thomas and Blackett, Sample & Hummert. David Hale Halpern, ex-Joseph Katz & Biow, will be senior v.p. & mgr. of N. Y. office at 4 W. 58th St. New office also will be opened in Hollywood . . . Hendrik Booraem Jr., ex-C. J. LaRoche, joins Ogilvy, Benson & Mather as a v.p. & TV director . . . Gene Fox resigns as v.p. & western broadcast director of Foote, Cone & Belding, Los Angeles . . . Kenneth L. Walter, ex-General Foods & Fleishmann Distilling, named Brand Names Foundation business mgr.; Fred B. Newell Jr., ex-Orr's dept. stores, Easton & Bethlehem, Pa., and John Wanamaker, N. Y., appointed retail relations director.

AP Radio & TV Assn. elects 8 radio station representatives to fill vacancies on 16-member board: Tom Eaton, WTIC, Hartford; Jack Shelley, WHO, Des Moines; James M. Gaines, WOAI, San Antonio; John R. O'Meallie, WSMB, New Orleans; Nathan Lord, WAVE, Louisville; Richard O. Lewis, KTAR, Phoenix; Wm. W. Grant, KOA, Denver; Ken Nybo, KBMY, Billings.

NBC Radio affiliates executive committee elects 5 new members: Ray Welpott, WKY, Oklahoma City; Douglas Manship, WJBO, Baton Rouge; Wm. Grant, KOA, Denver; Kenneth Hackathorn, WHK, Cleveland; Willard Schroeder, WOOD, Grand Rapids.

Advertising Federation of America opens new Washington office at 734 15th St. NW, headed by Wm. P. Tidwell.

Top IRE honors for 1958, announced Sept. 11, will go to GE v.p. Dr. W. R. G. Baker, who receives special Founders Award, and consultant Dr. Albert W. Hull of GE Research Lab, who receives Medal of Honor. Dr. Baker will be cited at IRE convention next March in N. Y. for "wise & courageous leadership in the planning & administration of technical developments" in electronics, Dr. Hull for "outstanding scientific achievement and pioneering inventions & developments" in electron tube field. Other IRE honors: Stanford U professor Edward L. Ginzton, Morris Liebmann Memorial Prize for "creative contribution" to microwave applications; FCC chief engineer Edward W. Allen Jr., Harry Diamond Memorial Award for "technical & administrative contributions" to radio spectrum utilization; Ampex engineer Charles P. Ginsburg, Vladimir K. Zworykin TV Prize for "pioneering contributions to the development of video magnetic recording." New IRE prize—Scott Helt Memorial Award, named in memory of late patent administrator of DuMont Labs—will be given for best paper published in *Transactions*.

Robert F. Lewine promoted to NBC v.p. for TV network programs, reporting to Manie Sacks, who takes title of v.p. for TV network talent & programs, in executive realignment which also brings these changes: Alan D. Courtney named nighttime program director; Julian Bercovici & Joseph P. Cunneff, nighttime program operations mgrs.; Ernest V. Theiss, nighttime program administration mgr.; David Sontag, nighttime program services supervisor; Carl Lindemann Jr., daytime program director; Robert F. Aaron, daytime program administration mgr.; Frederick L. Wilson, daytime program operations mgr.; John C. Greene, daytime program services supervisor; Thomas O. Loeb, special program director.



**P**HILCO'S bitter attack on RCA-NBC in protest against renewal of license of NBC's WRCV-TV, Philadelphia, and scathing response it evoked (Vol. 13:33, 35), were weighed in RCA-NBC's favor this week when FCC denied protest, renewed license.

Commission said Philco "fails to make any showing as to the probability of substantial immediate injury to Philco if the protested grant is made final. The NBC Philadelphia station, to the extent profitable, will aid NBC financially, and thus indirectly increase the profits of NBC's parent RCA, with which Philco is in competition in another line of commerce. But certainly this is not enough to give Philco standing, any more than it would give standing to a manufacturer of washing machines—a product of another subsidiary of RCA."

Regarding Philco's complaints about NBC's "must buy" practices, etc., Commission said: "It is clear that Philco would be in exactly the same position if NBC owned no station in Philadelphia and its programs were carried over an independently owned affiliate"—even assuming practices did injure Philco.

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Commission made progress with several complicated contested cases. In 100-page supplementary initial decision, examiner Herbert Sharfman reaffirmed recommendation of grant of WJRT, Flint (Ch. 12), rejecting objections to WJRT's selection of site near Saginaw.

Grant of WPST-TV, Miami (Ch. 10) was again affirmed, Commission turning down opponents' claims of grantee's financial disability, etc.

KVI's plea that grant of KIRO-TV, Seattle (Ch. 7) be held up because of procedural errors was turned down; KXA's is still pending.

CPs granted: KOPR, Butte, Mont., Ch. 6; Ch. 83 translator in Globe, Ariz., Ch. 71 in Cedarville, Cal. Three CPs were turned in: KOLF-TV, Flagstaff, Ariz. (Ch. 9); KSEI-TV, Pocatello, Ida. (Ch. 6); KAMT-TV, Alpine, Tex. (Ch. 12).

KTVX (Ch. 8) was authorized change from Muskogee to Tulsa, increase to full 316-kw, while WNDU-TV, South Bend, Ind. was granted shift from Ch. 46 to Ch. 16.

Plans to deny requests to commercialize Ch. 2, Longview, Tex., were announced—in "instructions to staff."

Another magazine attack on FCC came this week, Sept. 19 *Reporter* supporting salvo fired by Sept. *Harper's* (Vol. 13:35) with barrage aimed at alleged lack of public interest displayed by commissioners. "The FCC—Who Will Regulate the Regulators?" is title of *Reporter* article by Robert Bendiner, who says "FCC appears to have only a reluctant & apologetic interest in the particular law it administers." Bendiner thinks that recent FCC vacancies "have successively been filled by men to whom the whole idea of regulation is clearly as distasteful as integrated swimming pools to a Daughter of the Confederacy."

NAFBRAT complaint to FCC charges KCOP, Los Angeles (Ch. 13), "has consistently and repeatedly violated minimum program standards," citing children's programming, advertising and alleged bias in news broadcasts. Jack Heintz, KCOP v.p. and gen. mgr., termed charges "complete surprise" and added "we are carefully studying the complaint." He said many of the programs listed in complaint, aimed at revocation of station's license, are movies carried on some 200 other TV stations. KCOP is being sold to Kenyon Brown, Bing Crosby, George L. Coleman & Joseph A. Thomas for \$4,000,000 (Vol. 13:34).

Radio station sales and transfers approved by FCC: KTBS, Shreveport & KTBS-FM by owners of KTBS-TV (E. Newton Wray, pres.) for \$200,000 to B. R. McLendon and associates (Vol. 13:34) . . . WTMV, E. St. Louis, Ill. by On The Air Inc. (WGBF, Evansville) for \$212,500 to Robert W. Day (90%) & Donald H. Richardson (13:33) . . . KMLB, Monroe, La. by Melba Liner Gaston & J. C. Liner III for \$105,000 to WSTV-TV, Steubenville (Ch. 9), part of Friendly Group (Vol. 13:31) . . . KSON, San Diego, by C. Fredric & Dorothy Rabell (keeping KSON-FM) to Jack O. Gross in deal involving swap of KSON for Gross' KXOC, Chico, with Rabells also getting \$60,000 (Vol. 13:32) . . . KHAM, Albuquerque, by Rex A. Tynes for \$50,800 to 1/3 owners KHAM mgr. J. L. Anderson and Carl Hedges and son Carl (Vol. 13:34).

Radio station sales & transfers reported this week: WNGO, Mayfield, Ky. by R. B. Ligon (92%) and gen. mgr. T. E. Brewer (8%) for \$120,000 to Charles W. Stratton and H. D. & Mose Bohn, who will drop WKTM there . . . WRAD, Radford, Va. by educator Perry E. Gresham & Alice Gresham for \$95,000 to Dix family's *Wooster* (O.) *Record*; Raymond E. Dix and 3 other members of family also hold 7.5% of WTRF-TV, Wheeling, 8.8% of radio WWST, Wooster . . . WFMF (FM), Chicago, with functional music service by Field Enterprises for about \$100,000 to Chicago attorney Maurice Rosenfield.

FCC is assailed by Senate Small Business Committee in Sept. 11 report accusing it of failing for 12 years to act on requests by daytime radio broadcasters to operate beyond present sunrise-to-sunset limits. Based on hearings by subcommittee headed by Sen. Wayne Morse (D-Ore.), report says that instead of resolving issue FCC has been "ignoring it and hoping it will go away." Committee calls FCC's explanations of delays in acting "half-hearted" and "unsatisfactory," threatens to recommend legislation by Congress itself unless Commission moves promptly, adds that it "has absolutely no quarrel with clear-channel stations" which oppose daytimers' demands.

Check for \$3500 for new tower & antenna equipment to help start WGTE-TV, Toledo (Ch. 30, educational) has been given to Greater Toledo Educational Foundation Inc. by Edward Lamb, whose Unity Corp. Inc. lost initial FCC decision in contest for Ch. 11 there (Vol. 13:12). In letter to Foundation secy. Dr. E. L. Bowsher, Lamb said he's "great advocate of educational TV," wants WGTE-TV to have "great success." Lamb won renewal of license for his WICU, Erie, in June after long FCC fight (Vol. 13:24), holds CP for WMAC-TV, Massillon, O. (Ch. 23), operates radio WHOO, Orlando.

Strike by IBEW against *St. Louis Post-Dispatch* and *Globe-Democrat* shut newspapers last week end and forced *Post-Dispatch's* KSD-TV off air when TV & radio engineers refused to cross picket lines. Radio KSD continued broadcasting from auxiliary facilities in E. St. Louis, Ill. Walk-out by maintenance electricians at newspaper plants was settled Sept. 9 by acceptance by union of 2-year contract with wage increases of 18¢ per hour first year and 12¢ second year. IBEW had demanded 35¢ package.

Closed-circuit TV boom—"writing a new & spectacular chapter in the history of electronic communication"—is described by FCC in general information bulletin (Mimeo No. 49583) issued Sept. 10. Survey cites closed-circuit uses in medicine, education, industry, entertainment, politics, includes explanation of "What CC-TV Is and How It Works."

Color TV seminar on equipment & techniques will be conducted Sept. 19-20 by RCA for west coast telecasters at Clift Hotel, San Francisco.

**New and Upcoming Stations:** Philadelphia educational station WHYY-TV (Ch. 35), on equipment tests since Labor Day, begins programming Sept. 16 on Mon.-Fri. 9 a.m.-3:15 p.m. schedule. Delayed for a year by financial troubles since first test pattern went on air last Oct., it becomes 27th non-commercial educational outlet. It's owned by corporation comprising educational and cultural institutions in area, with Wm. Goldman as pres. Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N. C., is managing director.

The new starter brings on-air box score to 509 (90 uhf). It has 12½-kw RCA transmitter and 500-ft. Blaw-Knox tower at 17th & Sansom Sts., site of WHYY-FM. Offices and studios are in former WCAU-TV & WCAU studios at 1622 Chestnut St.

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

WINR-TV, Binghamton, N. Y. (Ch. 40) has space nearly ready for 25-kw RCA transmitter, begins wiring up shortly, has Oct. 15 target for test patterns and starts programming with NBC-TV shortly thereafter, reports gen. mgr. Dale Taylor. Owner is *Binghamton Press* (Gannett), which bought CP with radio WINR from Mayor Donald W. Kramer and associates (Vol. 13:2). Sept. 20 is target for installing 52-gain pylon antenna on 398-ft. tower. Base hourly rate is \$300. Rep is Hollingbery.

WBOY-TV, Clarksburg, W. Va. (Ch. 12) has set Oct. 27 target for start with NBC-TV and ABC-TV. It has requested change to 25-kw RCA transmitter and 860-ft. tower & antenna at site on Pinnickinnick Mt. It's part of Friendly Group (Jack N. Berkman, pres.), operator of WSTV-TV, Steubenville, O. (Ch. 9) and KODE-TV, Joplin, Mo. (Ch. 12). Base hour will be \$250. Rep will be Avery-Knodel.

KXLJ-TV, Helena, Mont. (Ch. 12), to be low-power satellite of parent KXLF-TV, Butte (Ch. 4), hasn't changed fall target, reports pres.-gen. mgr. Ed Craney. Fisher 80-ft. tower is ready for RCA 2-bay antenna. Construction of studio-transmitter building is well under way, and 250-watt Sarkes Tarzian transmitter is due Sept. 20, to be installed Oct. 1. Barclay Craighead, from radio

Three new Cuban TV stations—owned and operated by newly reorganized CMBF Cadena Nacional network—are now under construction and are scheduled to be on air in next 90 days. New stations, in Santiago (Ch. 5), Holguin (Ch. 8) & Ciego de Avila (Ch. 2) will bring number of outlets in CMBF network to 7. New network took over facilities of defunct Television Nacional network, combining them with Goar Mestre's all-film CMBF-TV, Havana (Ch. 7). Latter station switched to Ch. 4. CMBF Cadena Nacional stock is owned 50% by Cuban RCA distributors Julian Lastra & Miguel Humara and Jose I. de Montaner, publisher of Havana newspaper *Informacion*—former owners of Television Nacional. Another 25% is held by Havana contractor Alberto Vadia, the remaining 25% by Goar, Luis Augusto & Abel Mestre, principal owners of competing CMQ network. CMQ & CMBF jointly own Cuban microwave system, claimed to be largest outside U. S. New gen. mgr. of CMBF-TV network is Alberto Hernandez Cata, formerly in charge of advertising operations for Sterling Products International in Cuba, Mexico & Brazil. CMBF-TV network is represented in U. S. by new Latin American Networks Co. (510 Madison Ave., N. Y.), headed by Vicente Ramos, ex-TPA.

KXLJ, will be resident mgr. It will be sold as bonus with KXLF-TV, which has \$200 base hour. Rep is Walker.

WSUR-TV, Ponce, P. R. (Ch. 9) now has Oct. 15 target, reports gen. mgr. Mariano Angelet Escudero for owner Perez Perry, operator of radio WKVM, San Juan, also holding CP for WKBM-TV, Caguas (Ch. 11). It has Adler transmitter and 200-ft. Lehigh tower with RCA antenna on Mt. Maravilla. Base hour will be \$150. Rep will be Pan American Bestg.

KUED, Salt Lake City (Ch. 7, educational) has had to postpone Oct. 1 target, pending completion of 140-ft. Ideco tower, reports mgr. C. Richard Evans. RCA 5-kw transmitter is wired and ready, studio is 50% completed. RCA 6-section antenna is to be shipped Sept. 6.

WMVS-TV, Milwaukee (Ch. 10, educational), is wiring 10-kw RCA transmitter and expects to start in Oct. with programming, reports operations mgr. Paul K. Taff for owner Board of Vocational & Adult Education. Alford 4-bay antenna has been installed at 700-ft. level of WITI-TV tower.

WIPR-TV, San Juan (Ch. 6, educational) started equipment tests of 25-kw RCA transmitter Aug. 30, plans Nov. 3 programming, reports gen. mgr. R. Delgado Marquez for Puerto Rico Dept. of Education. It has 6-bay RCA antenna on 200-ft. Blaw-Knox tower at site of elaborate TV-radio plant 15-mi. from San Juan.

CKRN-TV, Rouyn, Que. (Ch. 4) now plans to start Nov. 15, reports pres. David A. Gourd. Work has begun on first floor of studio-transmitter building, 35-kw GE transmitter and 670-ft. Trylon tower (from Wind Turbine) are scheduled to arrive first week in Oct. GE 4-bay antenna is scheduled for installation third week in Oct. Base hour will be \$160. Reps will be Weed and Joseph Hardy & Co.

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Facility changes: KSIX-TV, Corpus Christi, Tex. (Ch. 10) to 316-kw Sept. 12; KGBT-TV, Harlingen, Tex. (Ch. 4) started operating from new site near LaFeria, Tex., Sept. 10, using 5-kw transmitter.

WMBD-TV, Peoria, Ill. (Ch. 31), due in Jan., names Peters, Griffin, Woodward Inc.

RCA shipped pylon antenna Sept. 11 to upcoming WINR-TV, Binghamton (Ch. 40).

Teleprompter devices provide "Sure Cure for Stage Fright," according to title of article by Rufus Jarman on speech-aiding achievements of company and pres. Irving B. Kahn in Sept. 14 *Saturday Evening Post*. Jarman reports devices are becoming "as familiar on the speakers' rostrum as the old water pitcher used to be," that Kahn hopes they'll help make all speakers "eloquent, witty, poised and self-possessed, unlimited in vocabulary, and skilled in the graceful execution of forceful gestures."

"Non-commercial sponsorship"—purchase of time to keep commercials off TV—has been approved by Motion Picture Assn. for March 1958 Academy Awards telecast on NBC-TV. MPAA pres. Eric A. Johnston and Motion Picture Academy pres. George Seaton disclosed that movie company presidents had agreed to contribute ¼% of annual gross domestic film rentals—principally to keep commercials out. Oldsmobile sponsored last 4 telecasts.

Broadcasters' Promotion Assn. holds second annual convention Nov. 1-2 in Sheraton Hotel, Chicago, with Ell Henry of ABC, Chicago, as chairman. Seminars, with moderators: "Trade Paper Advertising," Joe Zimmermann, WFIL-TV & WFIL, Philadelphia; "On-Air Promotions," Gene Godt, WCCO-TV, Minneapolis; "Sales Presentations," Charles Wilson, WGN-TV & WGN, Chicago.



**B**ARTLESVILLE "Telemovie" closed-circuit TV project entered second week with 6 installation crews still running about 2 weeks behind schedule in hooking up homes for service—and owner Video Independent Theatres claiming almost uniformly favorable comment by subscribers.

Next week VIT begins setting up its "third channel"—music and news. The 2 channels now in operation carry first-run and not-so-recent movies, respectively. Unique specially designed equipment for Ch. 4 is now being shipped by Foto-Video Labs, Little Falls, N. J. Third-channel gear includes vidicon camera chain and special control panel, permitting virtually unattended operation. While background music is fed to subscribers' homes on new channel, vidicon camera will be trained on clock and instruments showing temperature, humidity and barometric pressure, while a news scroll trails across screen. Virtually only human assistance needed by equipment is changing of news tapes every 15 minutes.

Meanwhile, there were these other developments in the closed-circuit TV picture this week:

Latest big-city franchise application was made in Washington, D. C., where owners of WOL-AM-FM applied to D. C. Commissioners for permission to install closed-circuit equipment to present "feature films, Broadway plays, operas, concerts and outstanding sporting events"

**Telecasting Notes:** What's wrong with television? Alistair Cooke, master of ceremonies of *Omnibus* and chief U. S. correspondent of *Manchester Guardian*, gave his own novel and refreshing analysis in John Crosby's Sept. 11 *N. Y. Herald Tribune* column. Differing with Crosby's other "guest columnists" who lambasted TV for its program content, Cooke said: "TV is a medium of communications, no more and no less culpable in itself than the invention of printing" . . . But Cooke does have one real gripe about TV. "What is wrong with TV," he said, "is that at the moment the image, the picture you see, is fit only for visual morons . . . It cannot cope with the slightest chiaroscuro. It cannot safely discriminate an animal from a vegetable or a mineral in anything further than a medium shot. We have a noticeably worse image than the British and the French. And I am shocked to hear, from a Republican of certified loyalty, that the Russians have the best image of all" . . . "Now here is really something for the Senate to investigate," says Cooke. "For it surely must have something to do with the control of patents; with the overproduction of millions of the huge ugly boxes we call TV sets; with our cheerful, all-American skimping on fundamental research. Once we can see what's going on, once we can distinguish a tray of pepper grains from the Confederates advancing at Bull Run, that will be the time to start up the debate between *I Love Lucy* and *Oedipus Rex*. Till then, I am paging Sen. Kefauver" . . . TV's "intellectual ghetto" is Sunday afternoon, writes *Variety* TV-radio editor George Rosen in Sept. 11 issue, pointing to these past, present & future "enlightenment programs" tarred by the "Sunday stigma": *7 Lively Arts, Adventure, Odyssey, Search, Last Word, Omnibus, Wide Wide World*. He pleads with networks to slot at least one such show in prime evening time, where it can get respectable ratings—and a sponsor . . . When it comes to big-money giveaways, no salable by-product is wasted. Now Entertainment Productions Inc. (*\$64,000 Question*, etc.) and film producing TPA have joined to produce *Turning Point*, 30 min. series based on private lives of big-money winners (and losers)

on a monthly charge basis. Group didn't specify whether it wanted exclusive or non-exclusive franchise, said it had begun preliminary discussions with telephone company about installation of "the necessary wires."

A committee of California's state legislature held preliminary hearings in Los Angeles to determine if state should regulate local pay-TV franchises. Representatives of Telemeter, Skiatron and Jerrold argued that matter should be handled locally, and committee members decided they needed more information, would hold further hearings.

Majority of film industry fears implications of closed-circuit fee TV, commented experienced movie reporter Fred Hift in excellent size-up of that industry's reaction in Sept. 11 *Variety*. He summed up:

"There is a tendency in the trade to brush off Bartlesville as meaningless, though dangerous. Yet, even in the film business, there are those who predict that the concept of electronic distribution of film will eventually supersede present-day thinking. Primarily, however, they hold, it is the service-in-the-home logic that will eventually revolutionize the business and bring it into line—regardless of turmoil and economic upheaval—with the changed needs of the audience."

Microwave relay from St. Louis in 200-mi. multi-hop community TV system operated by Black Hills Video Corp. with Philco equipment will link Poplar Bluff & Dexter, Mo., and Paducah, Ky. early in fall.

on quiz shows . . . Widely-praised scoop for ABC-TV: last Sunday's top-of-the-news interview with Ark. Gov. Faubus—to be followed up this week end by special Mike Wallace interview with the governor . . . Philip Morris renews *Mike Wallace Interview* on ABC-TV for 13 weeks, changing time to Sat. 10-10:30 p.m. . . . First N. Y. newspaper to sign major TV sponsorship deal is *N. Y. Times*, buying one-fifth of 9 National Football League football games on WCBS-TV beginning Sept. 29 . . . Guild Films has acquired the 1200 RKO shorts from C&C TV; they go into TV distribution immediately . . . Biggest TV film producer, according to Sept. 11 *Variety*, is now MCA's Revue Productions, with 16 series in works on total budget of some \$25,000,000. Desilu, formerly in first place, is now No. 2, though it has 17 series; Screen Gems is third . . . Record high in renewals of a syndicated property, according to Ziv: 97% of sponsors have renewed *Highway Patrol* for its third year . . . Reruns of *4-Star Playhouse*, originally seen on CBS-TV, have grossed nearly \$3,500,000 . . . MGM's total take from TV rentals of its feature library: \$43,000,000 . . . Color coverage of college football games planned by NBC-TV: Army-Navy, Oklahoma-Notre Dame, 2 Big Ten games.

Telecasting took \$9,500,000 of Westinghouse's \$35,000,000 ad budget in 1956, exec. v.p. Mark W. Cresap Jr. told Baltimore Advertising Executive Club Sept. 12 at luncheon held in connection with week-long ceremonies marking official change in call letters of Westinghouse's newly acquired WJZ-TV (formerly WAAM). Attending special program climaxing huge local build-up were most top Westinghouse executives, ad agency personnel, industry trade press, TV stars, etc.

Kindergarten French will be taught this fall over educational WCET, Cincinnati, in schedule of courses running 30 hours per week—doubling last year's programming. Other TV courses for pre-school children, children in classrooms and adults in homes include music, art, biology, economics, drama, automobile driving.

**PHILCO CLAIMS BIGGER SHARE OF SMALLER MARKET:** Sitting down this week with Philco's top executives in Philadelphia and analyzing the TV market, we found them with 2 firm convictions: (1) Industry won't sell the much-predicted 7,000,000 sets, but it will be a good year, nonetheless. (2) Philco is getting greater share of the market than last year, and its TV profits are showing it.

"Factory sales of 6,500,000 would be more accurate, and that's not a bad year," asserted pres. James M. Skinner Jr.

Buttressing Philco's cautionary word is unofficial estimate that Aug. retail sales dropped to 550,000 from 581,000 in Aug. 1956. But inventories at all industry levels were estimated at 2,400,000, slightly below Aug. 1956.

Elaborating on Philco's sizeup for 1957, John M. Otter, exec. v.p.-marketing, said there just isn't enough time left to reach 7,000,000. "Look at the figures," he said. Here's what they show:

Retail sales in first 8 months are estimated unofficially at 3,787,000; that leaves 3,213,000 -- better than 800,000 per month -- to be sold to reach 7,000,000. Last year's retail sales in final 4 months were 2,965,065, so if 1957 matches that pace the year-end total would be about 6,752,000. In 1955, final 4-month sales were 3,249,945; if that pace can be matched, a 1957 total of more than 7,000,000 would be certain. In 1955, retail sales ran this way: Sept. 978,838; Oct. 746,274; Nov. 591,366; Dec. 933,467.

Philco's top echelon reported enthusiastic reception of TV line, said factory is hard pressed to keep up with orders on some models. They emphasized belief Philco is garnering larger share of market than last year. Skinner also pointed out that Philco inventories were in good shape -- and he added that this is generally true of the industry.

Philco is in good position profit-wise, as well as volume-wise, said Larry F. Hardy, exec. v.p.-consumer products. He told us TV has been in the black since July and "will have a successful year."

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Less-than-7,000,000 year is forecast also by Frank W. Mansfield, Sylvania director of marketing research, who sees retail sales of 6,640,000 this year, compared with 6,804,783 in 1956. He estimates 1957 retail value at \$1.212 billion vs. \$1.360 billion last year.

This year's portable sales, Mansfield says, will total 2,260,000, table models 2,130,000, consoles 2,165,000, combinations 85,000. Last year's figures: 1,252,380 portables, 2,954,226 tables, 2,518,176 consoles, 80,001 combinations.

**Private Label:** Record TV production of 754,598 in Aug. (Vol. 13:33-36), the only Aug. to exceed 700,000, with exception of 1950's 720,600, has been attributed to general optimism of setmakers to new lines and firmer market. However, we learn there was unusually high percentage of private label sets produced that month. Private label producers play it exceptionally close to the chest -- so a check among them this week produced no clearcut confirmation or denial of speculation they may be capturing larger-than-usual chunk of the market.

Albert S. Wells Jr., mfg. v.p. of major private label producer Wells-Gardner, tells us business is up about 10% from same period last year -- but he said that production curve has "higher peaks and lower valleys" than usual. Westinghouse, a prime supplier of Montgomery Ward, reports business has been "quite good." TV-radio div. gen. mgr. Edward J. Kelly says that there hasn't been any slack production period; that pattern followed industry; that factory inventories are very low.



Wells-Gardner supplies 8-10 firms, produces mostly 21-in. short-neck 90-degree sets, with prices up slightly because of "quality requirements." Next week, it starts pilot run of 17-in. 110-degree portables.

Spokesman for Sears, Roebuck -- largest merchandiser of private label sets -- said company's buying is usually spread out over year to give manufacturers chance to fit output into regular production schedules.

Spokesman for Montgomery Ward -- also a top merchandiser of private label TV -- told us unit sales are about the same this year as last year. Buying pattern, he said, is to estimate year's business in advance, then give manufacturers firm order for 2 months, followed by renewals for similar periods. Initial order for year probably would be in summer to allow for fall delivery of new line. For 1958 line, he sees about same dollar volume as last year, possible unit increase due to popularity of portables and smaller ticket sets. Prices will be about the same, although some price leaders may be lower.

**Production:** TV output was 146,288 week ended Sept. 6, compared with 199,954 preceding week and 155,571 in corresponding week one year ago. It was year's 36th week and brought TV production for year to date to about 4,101,000, compared with 4,722,744 in same period of 1956. Radio production totaled 256,292 (58,451 auto) for week ended Sept. 6, vs. 287,190 (83,448) preceding week and 223,303 (47,275) in corresponding week year ago. Radio output for 36 weeks totaled about 9,303,000 (3,531,000) vs. 8,744,383 (2,850,219) in 1956 period.

**Topics & Trends of TV Trade:** Quarterly meeting of EIA, Sept. 10-12 in Los Angeles, endorsed proposal for industry-govt. long range study of entire spectrum, will select committee to recommend plan. Proposed study would include military & civilian frequencies, would be first such undertaking since Radio Technical Planning Board study in 1944-45. Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.) have introduced resolutions calling for setting up 3-man commission to examine all allocations of radio frequencies (Vol. 13:16, 25, 33).

EIA session also: (1) Voted to change 1958 convention dates from May 14-16 to May 21-23. (2) Scheduled next west coast meeting in San Francisco Sept. 1958. (3) Reviewed report on National TV Week indicating more activity than in previous years and established committee to consider public relations program to promote TV sales. (4) Approved plan for semiconductor standardization program at Syracuse U. (5) Elected Wm. C. Scales, DuMont TV receiver div. sales mgr., to consumer products exec. committee. (6) Authorized marketing data dept. to collect statistics on tape recorder production & sales. (7) Urged membership in Defense Dept. scientific advisory groups be broadened to include industry representatives.

EIA spokesman said considerable attention during meetings was paid to military problems—some brought on by cutback in Defense Dept. budget. However, EIA members were reported to be generally optimistic on both military and TV-radio outlook.

Gen. Edwin W. Rawlings, commander of Air Materiel Command, Wright-Patterson AFB, told Sept. 11 luncheon that the Air Force is spending about \$3.5 billion a year for electronics—nearly 20% of its budget. He said industry's role of supplier to Air Force would continue to grow but that equipment reliability must be improved. He cited recent study reporting "cost of maintaining electronic equipment in the Air Force is about twice as much per year as the first cost of the equipment."

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Analysis of TV—past, present and future—is provided in excellent editorial, "TV's Fabulous Decade," by Laurence Wray, editor of *Electrical Merchandising* in Sept. issue.

Billion-dollar sales for recorded home music industry—40% in hi-fi—were predicted for 1958 by James M. Toney, v.p. & gen. mgr., RCA Victor Radio and "Victrola" div. At Cambridge, O. ceremonies Sept. 11 dedicating 355,000-sq.-ft. plant capable of turning out 6000 hi-fi sets in 8-hour day, he said hi-fi growth by 1958 will have helped boost "home-music industry's sales by 200% over a period of 5 years, while spending for all recreation was rising by only about 17%." Toney estimated 1958 packaged hi-fi sales at \$407,000,000, records and pre-recorded tapes \$400,000,000, standard phonographs \$140,000,000, tape-recorder-players \$120,000,000, totaling \$1.067 billion. Demand for hi-fi instruments, he said, "has grown almost overnight to enormous proportions . . . we have great confidence that this booming market will continue its growth pattern through the development of new hi-fi products." He cited rising interest in stereophonic sound, saying "certainly stereophonic sound is the direction in which we are moving and since these systems require 2 separate speaker systems, we can expect the average amount spent on hi-fi per customer to increase . . ."

Industry pirating of engineers—particularly electronics & aircraft specialists—from rival firms and college campuses is described in "inside" story by anonymous company recruiter in Sept. 14 *Saturday Evening Post*. Article titled "I Am a Kidnaper of Sorts" details "tricks of talent hunters" for industry. Meanwhile, in Detroit, Midwest College Placement Assn. adopted code of ethics for recruitment of engineering graduates. One rule is that employers mustn't make special payments to third parties (such as college officials) to influence students to take jobs.

RCA has received U. S. Treasury Dept. citation for enrolling more than 52% of its 80,000 employes in 1957 national savings bond program. Mrs. Ivy Baker Priest, U. S. Treasurer, presented award to pres. John L. Burns; citations also went to 20 RCA plants, labs & offices.

Raytheon dealers are being offered group life insurance up to \$10,000 based on number of receiving tubes purchased. Insurance, to be handled through distributors, doesn't require physical examination. If dealer falls below monthly quota he can pay for policy.

**GLOBAL TV DEVELOPMENT** could be spurred quickly by donations of obsolete but workable U. S. TV sets to people abroad who can't afford to own receivers now, ABC v.p. Oliver Treyz asserted Sept. 9 in unique proposal outlined in speech to Hollywood Ad Club. Quite impressed by cost of foreign sets in terms of average man's income (Vol. 13:36), he said:

"If such a program could be implemented, I think perhaps 10 years from now we might be celebrating not only National TV Week in the United States, but International TV Week—worldwide."

Treyz suggested that "collective cooperation of leading cities throughout the nation" be enlisted in give-a-set program. He cited industry estimates that 5-6,000,000 outmoded small-screen sets are on hand in homes here now, said this stock is ready to be tapped in countrywide campaign.

To his Hollywood audience, Treyz pointed out that in foreign countries—particularly those using American standards—these sets could be used easily as additional outlets to amortize Hollywood programming investment.

"The market is limitless if—and that's a big if—the instrument for getting the story (and picture) is available," he said.

"In West Germany, for example, TV is growing very slowly, because to purchase a set requires a large investment on the part of the German people, who are laboring to restore their nation's as well as their personal economy.

"Our old sets of 15-in. or less—outmoded here, but still in excellent working condition—would be a boon to these people, although adjustments would be necessary to adapt the sets to the local systems not utilizing our American system."

Treyz saw Far East & Middle East—where U. S. TV standards are in general use—as areas where his plan could be applied most readily. "If the public were to donate these small-screen sets to the people of, say, Tokyo, under the leadership of civic authorities, the benefits to all would be immeasurable."

Idea has been cleared with Commerce Dept., which assured ABC-TV no export licensing would be needed to send donated sets abroad, and with State Dept., which said it fits in with U. S. foreign policy.

Median salaries of engineers increased 21% to \$9490 in 1956 from \$7850 in 1952, according to survey by National Society of Professional Engineers. Chemical engineers led median earnings in 1956 with \$11,000, followed by mining & metallurgical, \$10,000; mechanical, \$9780; electrical, \$9460; civil, \$8750. Biggest relative 1952-56 increase was reported by engineers employed by educational institutions, smallest by those employed by federal agencies.

Triple amputee Earl Wilkerson, Memphis, Tenn. says he hasn't come across a TV set yet which he couldn't fix. A 28-year-old Korean War veteran, he lost both legs and an arm in 1953 farm accident. After 37 months in VA hospital, he took TV repair course, passing with better than average marks.

Higher TV prices are noted by Bureau of Labor Statistics Consumer Price Index, which shows June level was 90.1, compared with 89.2 in March and 85.5 in June 1956. Index also reports TV repair costs up to 128.5 in June vs. 126.3 in March and 122.4 in June 1956. Dec. 1952 is base of 100 for both categories.

**Trade Personals:** Frank M. Folsom, RCA exec. committee chairman, named head of N. Y. Heart Fund campaign . . . Jack S. Parker appointed GE v.p. in charge of public & employe relations; he succeeds Lemuel R. Boulware who will continue as v.p., member of exec. committee and consultant to Parker . . . Loren E. Gaither, ex-Magnavox, appointed communications engineering director of Philco govt. & industrial div. . . . Gerald J. Clarke named controller of Canadian Admiral Corp., continuing as chief accountant & office mgr. . . . James A. Griffin promoted to purchasing agent, GE communication products dept.; Earl E. Ackley named supervisor of materials . . . Jack E. Mounter promoted to western region sales engineer, Corning Glass electronic components dept.; Jack L. Rhodes succeeds him as div. mgr., quality control; John D. Illig becomes production supt., pressware plant, replacing Rhodes; Leon G. Peao succeeds Illig as production supt. of Albion, Mich. plant . . . Lloyd Dopkins, ex-Crosley, Majestic and Zenith, resigns as v.p.-sales, Granco Products Inc., and pres. of subsidiary Granco Sales Corp. . . . Lynn Dickerson, ex-Sparton and Jewel, appointed Capehart merchandiser for southeastern states.

**DISTRIBUTOR NOTES:** Westinghouse Appliance Sales appoints John W. Vogt as mgr., sales administration . . . Admiral Distributors appoints Joseph I. Nathan as asst. gen. sales mgr. of metropolitan N. Y. div. . . . Interstate Supply Co. (RCA), St. Louis, appoints Robert Clark color TV sales mgr. . . . Graybar appoints W. D. Anderson and W. B. McGhee Jr. as operating mgrs. at Corpus Christi and Jackson, Miss., respectively; J. H. Gordon Jr. as supervisor of Santa Ana, Cal. sub-branch; C. R. Downing Jr. appointed Tulsa mgr., succeeding F. L. Cummings who becomes Denver mgr. . . . DuMont appoints Electronic Service Supply Co., Calgary, as Canadian distributor for land mobile radio equipment . . . Symphonic Radio & Electronic Corp. appoints W. D. Alexander Co., Atlanta.

New lineup in GE distribution finds Hotpoint Appliance Sales Co. (Hasco), reporting directly to Hotpoint div., Chicago. Hasco, with headquarters in Bridgeport, Conn. and about 130 distribution centers throughout the country, has been under GE Supply Co. (Gesco), Bridgeport. Gesco's appliance & TV receiver dept. also is switching from reporting to Bridgeport to GE appliance and TV receiver div. in Louisville. Roy W. Johnson, exec. v.p.-consumer products, says change "will enable Gesco to concentrate on handling complete" GE line of housewares, apparatus and supplies.

Fall sports is theme of "one of largest concentrated ad campaigns" for GE TV sets starting in Sept. 23 *Sports Illustrated*, magazine cooperating in promotion with displays, counter cards, etc. All GE dealers will tie in with promotion and theme will also be featured on TV's *GE Theater*, ads in *Life*, *Saturday Evening Post*, *Reader's Digest*, Sunday supplements.

Service clinics on Sylvania 110-degree sets for 20,000-30,000 servicemen are planned this fall. Robert L. Shaw, TV-radio div. gen. sales mgr., says service experience has "exceeded all expectations" and sets have been "enthusiastically accepted" by servicemen for comparative ease of servicing.

GE TV assembly workers in Syracuse start back to work Sept. 16 following settlement of strike at Allentown, Pa. plant of L. F. Grammes Co. which supplies cabinet trim. About 1880 who were laid off last week are scheduled to return by Sept. 18. Grammes employes accepted 30¢ hourly, 2-year wage package.



**Financial & Trade Notes:** Officers-&-directors stock transactions for Aug., as reported to SEC: American Bosch Arma—Wm. S. Wasserman sold 1500 through holding company, 300 in trusts, holds 12,400 through holding company, 4669 in trusts, 12 personally. AB-PT—Herbert B. Lazarus sold 900, holds 100. Audio Devices—C. J. Lebel sold 11,000, holds 85,204. Consolidated Electrodynamics—Harold Washburn sold 100, holds 7190. Friden Calculating—L. B. Taylor sold 4000, holds 2950; James A. Trainor sold 400, holds 6300. General Dynamics—J. V. Naish exercised option to buy 7000, holds 7200. Gabriel—Frank M. White sold 500, holds 24,500. GE—F. J. Borch bought 345, holds 1628; Wm. S. Ginn exercised option to buy 1817, holds 3167; Wm. Rogers Herod sold 100, holds 8076; Edwin H. Howell sold 400, holds 1135; Clarence H. Linder bought 2070, holds 8440; Ray H. Luebbe bought 2070, holds 8460; Wm. V. O'Brien exercised option to buy 1600, holds 5610; Robert Paxton bought 3225, holds 20,502; Charles R. Pritchard sold 1000, holds 4754; Carter L. Redd exercised option to buy 450, holds 3654; Charles K. Rieger exercised option to buy 1725, holds 3459; Glenn B. Warren exercised option to buy 1668, holds 3953. General Telephone—Thomas A. Boyd bought 412, holds 6412. General Tire & Rubber—Dan A. Kimball sold 1200 in property settlement, holds 1669. General Transistor—Max Fialkov sold 2500, holds 18,868. Litton Industries—Roy L. Ash sold 1094 in partnership, holds 15,702 in partnership, 52,415 personally; Lewis W. Howard sold 500, holds 3262; H. W. Jamieson sold 1094 in partnership, holds 15,702 in partnership, 52,390 personally; Glen McDaniel bought 4000, holds 5000; Joseph A. Thomas sold 5000 through Lehman Bros., holds 19,500 through Lehman Bros., 200 in trust, 6795 personally; Charles B. Thornton sold 2402 in partnership, holds 34,543 in partnership, 123,758 personally. Magnavox—Richard A. O'Connor sold 300, holds 55,793. Minneapolis-Honeywell—J. H. Binger exercised option to buy 800, holds 8190; Charles B. Sweatt sold 200, holds 9230 in trusts, 70,270 personally; John J. Wilson sold 2400, holds 71,570. RCA—Mildred McA. Horton bought 100, holds 400. Skiatron Electronics & TV—Frank V. Quigley sold 400, holds 535. Sperry Rand—G. W. Banks sold 1000, holds 1000; H. C. Landsiedel sold 700, holds 4920; Harry Landsiedel sold 6500 in joint account, holds 12,460 in joint account, 13,904 personally; Bernard O. Reuther sold 5000, holds 20,000; John Sanderson sold 9000, holds 1149; J. A. W. Simson sold 3000, holds 7232. Texas Instruments—Cecil H. Green bought 1500, holds 351,210; J. E. Jonsson bought 24,651, holds 468,339. Unitronics—Frederick L. Anderson bought 3300, holds 24,930; Louis Haber bought

1102, holds 1102. Warner Bros.—Serge Semenenko bought 1000 in trust, holds 2000 in trust, 160,000 personally. Webcor—Everett Meyer sold 1000, holds 11,800. Westinghouse—Tomlinson Fort bought 500, holds 1557; John F. Myers bought 300, holds 1019.

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Siegler-Unitronics merger was approved by stockholders Sept. 11 on basis of 1 share of Siegler for 2 shares of Unitronics—Siegler Corp. the surviving firm. Pres. Brantz Mayor of Unitronics, parent of Olympic Radio & TV, David Bogen & Co. & Presto Recording Corp., told us more than 80% of stockholders at Unitronics meeting in N. Y. and Siegler meeting in Dover, Del. voted for merger which will become effective over the week end as lawyers clear up involved paperwork. More than 66% of holders of \$1,400,000 Unitronics' debentures also approved changes in debentures necessary to permit merger. On Sept. 16, Siegler stock will be traded on American Stock Exchange, Unitronics discontinued; Siegler previously had been traded over the counter. Mayor said Olympic TV sales are running 50% ahead of last year, production 5 weeks behind meeting orders but new financing from merger should permit greater expansion.

IT&T reports consolidated income of \$12,989,254 (\$1.81 per share) on sales of \$295,189,958 in first 6 months vs. \$12,487,250 (\$1.74) on \$223,136,059 in corresponding 1956 period. Foreign sales in first half this year were \$167,961,944 of total compared with \$142,098,386 year earlier. Parent company alone earned \$8,676,310 (\$1.21) to June 30 vs. \$7,829,084 (\$1.09) in 1956 half. Orders on hand June 30 totaled \$468,000,000 compared with \$459,000,000 year earlier.

Dividends: Motorola, 37½¢ payable Oct. 15 to stockholders of record Sept. 30; AB-PT, 25¢ Oct. 19 to holders Sept. 27; RCA, 25¢ Oct. 28 to holders Sept. 20; GE, 50¢ Oct. 25 to holders Sept. 20; IT&T, 45¢ Oct. 15 to holders Sept. 20; Clarostat, 5¢ Oct. 1 to holders Sept. 23; Dynamics Corp., dividend omitted.

Consolidated Electronics earned \$1,716,367 (\$2.18 per share) on sales of \$21,526,829 in 9 months ended June 30 compared with \$1,555,648 (\$1.97) on \$20,318,305 in corresponding period year earlier. In 6 months ended March 31 income was \$1,154,803 (\$1.47) vs. \$1,174,441 (\$1.49) year earlier.

Amphenol offered new issue of 200,000 common shares (\$1 par value) for public sale (Vol. 13:34) at \$27.50 per share Sept. 10 through underwriting group headed by Hornblower & Weeks.

**ELECTRONICS PERSONALS:** Delbert L. Mills, ex-A. O. Smith Corp., elected exec. v.p. of Federal Telephone & Radio div. of IT&T . . . John T. Jackson, IT&T planning & organization director, elected asst. v.p. . . . Harry M. Stephey, ex-Philco, named mgr., advanced sales, missile guidance section, GE heavy military electronic equipment dept. . . . Dr. Bernard Jacobs, ex-Sperry-Rand, named research v.p. of General Transistor . . . O. H. Mackley promoted to v.p. & gen. mgr., Hycon Electronics Inc. . . . James K. Nunan, gen. mgr. of Clevite Research Center, elected Clevite Corp. v.p.-electronics . . . Robert E. Honer promoted to chief engineer, Convair-San Diego plant of General Dynamics . . . Larry Stineman, ex-Merit Coil, appointed chief engineer, Gramer-Halldorson Transformer Corp. . . . Clarence A. Wetherill promoted to Stromberg-Carlson engineering staff specialist . . . Capt. Wilfred B. Goulett (ret.), ex-director of naval communications, elected exec. v.p. of Armed Forces Communications & Electronics Assn.; M. C. Richmond, Western Electric, named treas.

Daystrom Inc. has formed new corporate unit called Daystrom Controlonics Group to produce complete electronic systems for instrumentation and automatic control of industrial processes. New group includes subsidiaries Weston Instrument, Daystrom Systems div. & Daystrom Electric. Daystrom marketing v.p. Thomas Allinson has been named operating v.p. of new group.

Black-background CR tube has been developed by DuMont for radar and other uses, permitting viewing in bright light. Tube operations v.p. Stanley J. Koch said new technique is immediately adaptable for airborne cockpit radar and other equipment requiring use in open areas and in brightly lighted places.

Hallamore Electronics Co. div. of Siegler Corp. has been licensed by AT&T subsidiary Western Electric to manufacture telephone amplifier equipment to be used in banks of up to 150 units by operating telephone companies. License is one of first to go to firm outside Bell System.

Worldwide TV-radio censorship by Catholic agencies was called for Sept. 11 by Pope Pius XII in 16,000-word encyclical—first from Vatican to be directed specifically at broadcasting. Encyclical titled “Miranda Prorsus” (“Remarkable Inventions”) suggested that ecclesiastical authorities should model TV-radio agencies on Legion of Decency, formed in U. S. in 1934 to monitor & rate motion pictures. Pope exhorted episcopacy “not only to exercise a watchful care but also to use positive action & authority” to combat TV & radio programming which clergy judges to be objectionable. He warned against dangers which “can beset Christian faith & morals if the powerful inventions of motion pictures, radio & TV are perverted by men to evil uses.” Unless moral safeguards are applied by church to TV & radio as well as movies, Pope said, “they will restrict the people’s true development and weaken their morals.” Over-all Catholic authority under encyclical is given at Vatican to Pontifical Commission for Motion Pictures, Radio & TV, headed by Most Rev. Martin John O’Connor, rector of Pontifical North American College.

Ultimate in soft sell, or “deep” sell—“invisible advertising” flashed on screen so rapidly that viewers aren’t consciously aware that they’ve seen commercials—was claimed by new Subliminal Projection Co. Inc. at N. Y. press conference Sept. 12. Spokesmen for firm headed by pres. Francis C. Thayer of U. S. Productions Inc. were secretive about details of advertising method, for which patents are sought by motivational researcher James M. Vicary, who has own N. Y. firm specializing in product names. But they said screen projection device has been tried out in movie theatre in unspecified N. J. town to plug Coca Cola & popcorn. Result, they said: lobby vending machine sales of Coca Cola went up 18.1%; popcorn, 57.7%. “Subliminal advertising” inventor Vicary said: “We believe its commercial use eventually may have to be under regulation of some sort, either voluntarily by the industries which use it or by the Govt.” He thought major customers for his system, in which commercials were said to be repeated at 5-sec. intervals without interrupting program on screen, would be TV networks as well as theatre chains.

TV is prime weapon against illiteracy, members of new non-govt. National Commission for Adult Literacy agreed Sept. 9 at Washington planning session for campaign to help estimated 2.7% of U. S. population who can’t read or write. “I’m sure that they watch TV, and the approach to them would have to be visual,” v.p. Richard J. Crohn of D. L. Mazel Inc., N. Y., said. Organized in June by Adult Education Assn. with cooperation of U. S. Office of Education, group of 20 business, religious & labor leaders will meet again in Oct. to explore TV possibilities in projected drive to be financed by private contributions. CARE pres. Murray Lincoln is Commission chairman.

TV stimulates reading, according to conclusions in survey by staff of Washington, D. C. Public Library. “TV has had no adverse effect on reading,” librarian Harry N. Peterson reported. “On the contrary there is reason to believe that TV—along with radio, movies & plays—may actually be contributing to the increased use of library resources.” He said demand for such works as *Man & Superman*, *Romeo & Juliet*, *The Great Gatsby* soars after they are presented on TV.

Baghdad TV assignment for International Cooperation Administration to help integrate broadcasting with Iraq’s educational system will be undertaken next week by Merrill McClatchey, TV-radio teacher & producer at U of Michigan. He’ll spend 2 years in Baghdad, where govt.-operated TV station went on air May 1956.

Miami-Havana “scatter” relay (Vol. 13:33, 36) was opened for business by AT&T and IT&T Sept. 12, but no TV customers were lined up either in U. S. or Cuba to be first to use only “over-horizon” live TV link. TV tests run this week both ways were successful, according to AT&T, which operates Florida end of \$3,000,000 telephone-TV installation. Pictures were described as “good, clean, excellent” by Joseph H. Kline, engineering director of WTVJ, Miami, who witnessed tests. However, no orders by networks or stations for use of relay (at \$600 for first hour) were reported at week’s end. CBS-TV & ABC-TV said they still had no immediate plans for “scatter” programming. NBC-TV said live transmission of World Series to Cuba next month was on tentative agenda, but no decision on it or other potential schedules had been made. City of Miami was planning local show for relay to coax Cuban tourists to Florida, but even that wasn’t expected before next spring.

“Serious slowdown in consumption growth” this year is being overlooked by govt. economists who predict constantly expanding economy, senior v.p. Arno J. Johnson of J. Walter Thompson Co. told fall convention of Premium Advertising Assn. of America Sept. 10 in Sheraton-Astor Hotel, N. Y. He warned that sales to consumers must be increased by \$140 billion—or more than 50%—just to keep pace with increased production which is expected to bring \$650 billion economy in 10 years, requiring doubling of advertising expenditures to \$17-\$21 billion annually. Johnson urged “reexamination of the sales organization and the advertising budgets to see if they are adequate for the job to be done and for the opportunity that exists.”

Broad Soviet program for TV-radio, cultural & scientific exchanges with U. S. was outlined Sept. 12 in formal meeting between Russian embassy counselor Sergei R. Striganov and Wm. S. B. Lacey, State Dept.’s East-West specialist. Details of Kremlin plan, stemming from CBS-TV’s celebrated interview with Communist boss Nikita Khrushchev (Vol. 13:31), were not disclosed, but State Dept. said “this thing covers the waterfront.” Proposals were submitted as Russian suggestions for agenda for high-level Washington talks tentatively set for late Oct.

Reciprocal news coverage of Red China & U. S. was proposed Sept. 12 in Geneva in plan to lift bamboo press curtain (Vol. 13:35), but State Dept. here quickly rejected new Chinese offer as scheme for backdoor recognition of Communist regime. Wang Ping-nan, Chinese ambassador to Switzerland, submitted press exchange terms to U. S. ambassador U. Alexis Johnson which would have required treaty-like agreement. Continuing stalemate left U. S. correspondents, including TV-radio, no closer to Chinese border.

Two applications for TV stations were filed with FCC this week, bringing total to 118 (33 uhf). Applications: For Alexandria, Minn., newly allocated Ch. 7, by local group, headed by Thomas A. Barnstable, which is also applicant for Ch. 13 in Bemidji and which includes E. C. Reineke, pres. & 54% owner of WDAY-TV, Fargo, N. D.; for Wailuku, Hawaii, Ch. 8, by KULA-TV, Honolulu, for proposed satellite operation. No translator applications were filed this week. [See *TV Addenda 25-G* herewith.]

NARTB spot TV films promoting National TV Week—but intended for continuing use to inform public about its stake in TV—have been sent to all members. First of two 20-sec. spots reviews memorable events seen on TV—from coronation of Queen Elizabeth to sinking of Andrea Doria. Other uses baseball, football, boxing clips to illustrate sports coverage. Films were prepared by Robert Lawrence Productions.



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

SEP 21 1957

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS—September 21, 1957

**PAY TV SUFFERS SETBACK** as House Commerce Committee calls hearing following inconclusive FCC action "looking toward" trial (p. 1).

**RCA-ZENITH SETTLEMENT:** Set makers wonder if it's prelude to changes in patent licensing structure. Some details of agreement reported (p. 2).

**TV CIRCULATION AUDIT,** for standard set census and station viewer figures, now awaits approval of telecasters as NARTB reveals plans (p. 3).

**MARKET-BY-MARKET** TV station financial data for 1956 released by FCC (p. 4). Complete table of 64 multiple-station markets (p. 5).

**NEW STATIONS START** in Hartford, Omaha & Lexington, Ky.; 2 new stations & 3 satellites begin programming in Canada. U. S. total is 512 (p. 6).

**FREQUENCY SWAP** between FCC & Govt. allows Ch. 2 for scatter in Pacific. ODM emphasizes TV broadcast service will be protected (p. 6).

**GE LAYS OFF 700 TV** employes. Motorola finds market "disappointing." But RCA, Sylvania, Emerson, Philco report good production and sales (p. 9).

**TV SET SAFETY** standards need no overhaul, EIA committee decides, noting TV-radio safety record excels other home electrical appliances (p. 10).

**RECORD PROFIT & SALES** reported by Magnavox for fiscal year. Olympic parent Siegler Corp. emerges as \$75,000,000-a-year firm (p. 8).

**CONGRESSIONAL PROBERS** urge lawyers and employes to become "confidential informants" in investigation of FCC and other govt. agencies (p. 7).

**FCC REJECTS PROTESTS** against St. Louis grant to CBS. WKBW-TV recommended for Buffalo Ch. 7, Texas Tech College for Lubbock Ch. 5 (p. 7).

**SECOND LIVE EDUCATIONAL** TV series beamed at non-commercial stations announced by NBC & ETRC, with more ambitious programs (p. 7).

**CONGRESS INTO PAY-TV PICTURE; DELAYS CERTAIN:** The cause of pay TV suffered a net loss this week. Everything that happened spells delay. FCC came out with an inconclusive, amorphous action that both invited and defied Congress to take over. Pleased to accept, Rep. Oren Harris (D-Ark.), chairman of Commerce Committee, stepped in and announced that his committee would conduct hearings starting "early next year."

Harris' action came shortly after Sen. Potter (R-Mich.), member of Senate Commerce Committee, and Rep. Celler (D-N. Y.), chairman of House Judiciary Committee, attacked Commission for what they decided was another step toward approving toll TV.

Commission's action came Sept. 18, in form of very brief announcement of "instructions to staff" reading as follows:

"The Commission, at a special meeting on September 18, directed preparation of a document looking toward acceptance and consideration of applications from present or proposed television stations requesting authorization to conduct trial subscription TV operations on a limited basis, for a period of three years, subject to the furnishing of pertinent detailed information and controlled conditions to be set forth in the document (Docket 11279). Applications will not be acted upon prior to March 1, 1958. This action does not constitute a commitment that any applications will be granted nor does this action constitute adoption of a final order. (Commissioner Hyde voted "no" on the approval of this notice; Commissioner Bartley dissented; Commissioner Ford abstained from participation.)"

Note the March 1 date. This was clearly a nod toward Congress, and Congress acknowledged it.

Commission is most unlikely to do anything definitive while pay TV is actively being considered by Harris committee—which could take quite a bit of time.

The uncertainties contained in FCC's announcement are enormous. Three-year period certainly is big disappointment to proponents. How stringent will test limitations be? Will Commission accept applications, then set them for hearings? FCC staff is expected to come up in 2-4 weeks with draft of final document which commissioners will then debate.

Commission's proposal looks toward putting burden on TV stations & applicants, the only entities it controls. Few stations have expressed favorable interest in toll TV, and NARTB this week continued efforts to keep it that way. At regional meetings in Schenectady & Cleveland, pres. Harold E. Fellows called for "unity," insisted FCC hasn't legal authority to authorize pay operations.

■ ■ ■

Week's events throw more emphasis on cable-pay concept. Matter of fact, rumor has it that Skiatron and Telemeter would just as soon see telecast toll forgotten—since they're keeping wire hot.

As long anticipated, more pay systems are cropping up as Commission resumes deliberations. Two came in this week. Blonder-Tongue Labs, Newark, submitted to Commission concept of 2 signals being imposed on present 6-mc channels, to be separated by varied polarity. One could be used for conventional signal, other for pay TV, educational TV, etc. Solomon Sagall, much heard from in TV's early days, when he headed big-screen Scophony of London, proposes simply that picture be telecast without sound; that sound be brought in by wire—with subscribers paying for the sound.

**PATENT PORTENT IN ANTI-TRUST SETTLEMENT?** RCA patent licensees—and at the moment that includes virtually every TV-radio manufacturer except Zenith & Philco—this week hungrily latched onto every available scrap of information about the yet-unfiled settlement of the long patent litigation between RCA & Zenith (Vol. 13:37).

They were looking, of course, for any indicators of impending changes in RCA's patent licensing structure or charges—any changes which might be launched by RCA voluntarily or in a consent-decree settlement of govt.'s civil anti-trust suit against its "package" royalty policies.

Philco topkicks weren't talking, but they seemed quietly optimistic—although it's not believed that any overtures have been made on either side for a settlement of Philco's patent litigation with RCA.

More details of the as-yet-unwritten and still incomplete agreement were leaked to press this week from Zenith sources, while RCA kept mum—and they provided some RCA licensees with food for thought, particularly those who like to read between lines.

The unverified reports which came out this week provided this supplementary information:

RCA and Zenith-Rauland are to exchange royalty-free licenses for TV & radio—excluding color TV—for term ending Jan. 1, 1963.

Patent infringement claims between Zenith-Rauland and RCA are to be arbitrated—RCA's claims against Zenith limited to \$2,800,000-\$4,700,000, Zenith's against RCA to \$1,700,000-\$2,100,000. Some industry observers saw in this reported provision a possible portent for change in RCA "package" licensing, since negotiations apparently are to be on a per-patent, rather than a patent package, basis.

Defendants RCA, GE & Western Electric are to pay Zenith approximately \$10,000,000 in 10 yearly instalments, first payment to be made Oct. 1—day after settlement is scheduled to be filed in Chicago Federal court. Payments by GE & Western Electric would be token sums (Western Electric reportedly already has made its payments to the specified Chicago bank) and lion's share would be borne by RCA.

GE and Zenith would exchange royalty-free licenses for TV, radio and tubes, excluding color TV and tubes used in color TV.

Indication that Zenith plans to enter microwave equipment business was seen in provision that Zenith, Western Electric and Bell systems are to exchange royalty-free licenses for "equipment used by common carrier communications."



One long-time TV manufacturer expressed opinion—on basis of published reports about settlement—that “this will cause some disturbance in the industry.” He said manufacturers will be particularly interested in fact that there’s ceiling on Zenith payments to RCA for back use of patents, whereas “other licensees have no ceiling,” since license fees are based on value of their total production.

“This will set a lot of people to thinking as to whether you are penalized by being a nice fellow,” he said, “when by not being a nice fellow and fighting RCA you can get a competitive advantage.”

**TV CIRCULATION AUDIT NOW UP TO STATIONS:** Long awaited standard all-industry TV set census and station circulation figures are now within reach. All that’s needed is support by perhaps 40% of TV stations and a little over a million dollars.

Thanks to several years’ study and tests by NARTB’s Audit Circulation Study Committee and 2 private research organizations, industry now appears within stone’s throw of standard and reasonably reliable figures on station circulation, comparable to ABC audit in magazine field.

Some details are now being revealed to broadcasters at current series of NARTB regional conferences—first 2 having been held this week at Schenectady and Cleveland. After conferences are over, it’s expected that NARTB will send letters to all telecasters—both members and non-members—to determine whether survey can be supported.

First usable figures probably wouldn’t be available before late 1959—since audit would be made on annual basis to give full-year statistics. Assuming sufficient stations were to subscribe early in 1958, there would still be many details to iron out: Presumably a contract would be let to one or more private research organizations; pilot or “shakedown” study would have to be conducted, etc.

While NARTB officials didn’t reveal details of methodology—they will be kept secret until bids are sought from research groups—it did unwrap enough information to give stations an idea what they would get and what it would cost. For example, subscribing stations would receive 4 statistical tables:

(1) TV census. This would contain county-by-county estimates of TV households for entire U. S., with such breakdowns as percentage of TV penetration in each county, percentage of TV homes able to receive uhf, percentage of homes with color sets.

(2) Circulation report. Arranged by state & county, this table would show circulation of each station putting a signal into the county—on average-day and average-week basis. As “unit of circulation,” survey would use 15 minutes or more of continuous viewing in any one day. Circulation probably will be listed for any station with more than 100 units of circulation in county.

(3) Station report. This would be interpolation of data from tables 1 & 2, arranged by station circulation area rather than state & county.

(4) Socio-economic data. Households in each county would be classified by basic characteristics such as age of housewives, number of children, home ownership, etc.

First year’s study probably will cost about \$1,200,000—costs going down somewhat in subsequent years. NARTB recommends that subscribers be charged on basis of their card rates, as best current indicator of circulation and ability to pay.

Scale of charges can’t be worked out until it’s known how many stations will subscribe, but NARTB research mgr. Richard M. Allerton estimates that if 60% of presently operating TV stations participate, cost would range from \$1100 for smallest station to \$25,000 for biggest, with average payment about \$4500. If only 40% were to sign up, minimum payment would be slightly less than \$2000.

Survey would be conducted using telephone technique, meter method having been discarded as too expensive after committee conducted tests using 125 specially built meters. There would be about 1,900,000 phone calls yielding 800,000 completed interviews—covering all counties, with minimum sampling of 300 TV homes in any county, maximum of 1200.

NARTB’s survey tests were conducted in High Point, N. C. (where 12 TV stations can be received) and in Paterson, N. J. (with “at least 7” signals).

**TV'S MARKET-BY-MARKET FINANCIAL PERFORMANCE:** FCC's most-wanted statistical table—individual TV market revenue-expense-income figures for 1956—was released this week, giving station operators another good yardstick for judging how they stack up with local competition and with comparable markets. Reprinted on opposite page, table gives lumped figures for each of the 64 markets with 3 or more stations. Lumping is done, of course, to avoid disclosure of any specific station's figures. No city-by-city breakdown is provided for markets with 1 or 2 stations, for same reason. However, this doesn't prevent a shrewd operator from making some mighty good guesses in markets with 3 stations or more.

Table provides first opportunity for assessing station performance, as completely disassociated from networks. FCC's over-all table, including networks' figures, was released last month (Vol. 13:34).

Not shown in this week's table are comparable figures for 1955. We've dug them up to show increases. In 1955, there were 466 stations in operation; 436 reported figures to Commission. They showed total revenues of \$462,309,096 (to be compared with figure at bottom of column 8), expenses \$346,055,220 (col. 9), income (profits) before Federal income tax \$116,253,876 (col. 10). Thus, 1956 revenues were up 19.3% from 1955, expenses up 17.1%, income up 25.8%.

**Personal Notes:** Leonard H. Goldenson, AB-PT pres., named to Motion Picture Assn.'s 1958 Production Code Review Board . . . John H. White, ex-Ziv TV, named ABN national sales mgr. . . Thomas H. Bateson, national sales service director of Boston's WNAC-TV & WNAC and Yankee Network, promoted to v.p., Yankee div., RKO Teleradio . . . Murray M. Kaplan, ex-Warner Bros. and United Artists, named NTA sales mgr. . . Charles T. Lipscomb Jr., former pres. of J. B. Williams Co. and one-time pres. of Pepsodent div., Lever Bros., named pres. of ANPA's Bureau of Advertising, succeeding Harold S. Barnes . . . Walter Kingsley, former Ziv mgr. of national sales, appointed to new post of gen. sales mgr. in charge of syndication sales to stations & advertisers; he's succeeded as mgr. of national sales by James Shaw, promoted from central div. national sales mgr.; Jerry Kirby, from national sales dept., succeeds Shaw . . . Paul Garrett, retired GM public relations v.p., elected a director of Teleprompter . . . Alvin G. Flanagan, asst. gen. mgr., KCOP, Los Angeles, becomes gen. mgr., succeeding Jack Heintz, when sale of station to Kenyon Brown-Bing Crosby group (Vol. 13:34) is consummated . . . Robert M. Riley Jr. named sales manager of upcoming WMBD-TV, Peoria . . . Gustave Nathan appointed director of sales development at WNBC, New Britain-Hartford . . . Gene Gaudette, ex-WRAL-TV, Raleigh, named gen. sales mgr., WAVY-TV, Norfolk . . . Dick Jolliffe promoted to KTLA eastern sales rep with headquarters in N. Y. office of Peters, Griffin, Woodward Inc. . . Dick Walker, ex-KWTV, Oklahoma City, appointed sales service coordinator of KCMO-TV, Kansas City . . . Stuart Hall named production mgr., WCAX-TV, Burlington, Vt. . . Norman Boggs elected v.p.-gen. mgr., Don Lee Radio div. of RKO Teleradio . . . Irv Lichtenstein, publicity-promotion-research v.p. of radio WWDC, Washington, next month becomes ABN director of promotions & exploitation . . . Robert J. Smith, ex-MBS, named asst. to exec. v.p., *Family Circle Magazine* . . . Frank Miller, from WOR, N. Y., named MBS N. Y. production mgr. . . Wm.

Doerr, WEBR, Buffalo, elected pres., N. Y. State Assn. of Radio & TV Broadcasters, succeeding E. R. (Curly) Vadeboncoeur, WSYR-TV & WSYR, Syracuse.

**ADVERTISING AGENCIES:** Edwin Cox, Kenyon & Eckhardt vice chairman, elected chairman, succeeding Thomas D'Arcy Brophy, retired . . . Ted Bergmann, ex-McCann-Erickson, elected pres. & chief exec. officer, Parkson Adv.; Franklin Bruck, exec. v.p., elected chairman . . . Edwin H. Sonneck, ex-Ford Motor Co., named exec. v.p. & gen. mgr., McCann-Erickson's Market Planning Corp. . . Charles A. Holcomb, ex-pres. of H. B. Humphrey, Alley & Richards, joins Kudner as special asst. to pres. J. H. S. Ellis . . . Tevis Huhn, ex-Warwick & Legler, elected Bryan Houston v.p. . . Robert J. Fierst promoted to v.p. & member of exec. staff, Edward H. Weiss & Co. . . Alfred Steckman becomes Bryan Houston Inc. v.p. and mgr. of plans board . . . Robert R. Ferry named Fletcher D. Richards creative planning director . . . Everett L. Thompson named TV-radio director, Runrill Co. Inc. . . Harry W. McMahan, ex-McCann-Erickson, named Leo Burnett Co. v.p. in charge of TV commercials and member of plans supervisory committee, headquartering in Los Angeles . . . Richard W. Tully, Foote, Cone & Belding v.p., appointed gen. mgr., Chicago office.

Charles P. Ginsburg, mgr. of advance videotape development, Ampex Corp., wins SMPTE David Sarnoff Gold Medal Award "for his work in the development of a practical video recorder," to be presented Oct. 4 at society's Philadelphia convention. Last week IRE selected Ginsburg for its Vladimir K. Zworykin TV Prize.

NBC-TV Affiliates Executive Committee unanimously reelected its chairman Walter J. Damm, WTMJ-TV, Milwaukee. Other officers are Jack Harris, KPRC-TV, Houston, vice chairman (basic affiliates); Harold Essex, WSJS-TV, Winston-Salem, vice chairman (optional affiliates); Harold Stuart, KVOO-TV, Tulsa, secy.-treas.

Leon Ames nominated for pres. by Screen Actors Guild's nominating committee, to succeed Walter Pidgeon.



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## Official FCC Individual Market Financial Data for 1956

### TIME SALES:

TV Markets (1)	No. of Stations in Operation (2)	No. Reporting \$25,000 or More Time Sales (3)	Networks (4)	National and Regional Advertisers and Sponsors <sup>1</sup> (5)	Local Advertisers and Sponsors <sup>1</sup> (6)	Total Stations Reporting (7)	Total Broadcast Revenues <sup>2</sup> (8)	Total Broadcast Expenses (9)	Total Broadcast Income <sup>3</sup> (10)
Albany-Schenectady-Troy, N. Y.	3#	3	\$ 1,064,196	\$ 2,276,346	\$ 908,472	3	\$ 3,860,285	\$ 2,606,024	\$ 1,254,261
Albuquerque, N. M.	3	3	267,643	355,407	650,397	3	1,389,849	1,642,009	(252,160)
Atlanta, Ga.	3	3	1,619,681	2,498,168	1,577,931	3	5,322,642	3,236,715	2,085,927
Baltimore, Md.	3	3	2,251,460	3,235,395	2,759,035	3	7,337,815	4,215,867	3,121,948
Boston-Cambridge, Mass.	3#	2	*	*	*	3	*	*	*
Buffalo-Niagara Falls, N. Y.	3	3	1,556,774	3,013,267	2,275,918	3	6,204,080	4,515,493	1,688,587
Cedar Rapids-Waterloo, Ia.	3	3	509,057	1,334,139	341,425	3	2,061,862	2,035,675	26,187
Charleston-Oak Hill-Huntington, W. Va.; Ashland, Ky.	4	4	957,567	1,457,401	976,465	4	3,372,992	2,896,795	476,197
Chicago, Ill.	4	4	5,571,357	15,666,289	8,343,321	4	31,175,262	21,426,795	9,748,467
Cincinnati, O.	3	3	2,000,833	3,190,263	1,942,459	3	7,674,826	5,002,875	2,671,951
Cleveland, O.	3	3	3,743,376	5,990,592	3,079,425	3	12,694,969	7,386,100	5,308,869
Colorado Springs-Pueblo, Colo.	3	3	112,554	288,408	662,330	3	1,164,401	1,301,860	(137,459)
Columbia, S. C.	3#	2	*	*	*	3	*	*	*
Columbus, O.	3	3	1,456,087	3,094,819	1,697,053	3	5,833,475	4,275,217	1,558,258
Corpus Christi, Tex.	3#	3	*	*	*	3	*	*	*
Dallas-Ft. Worth, Tex.	4	4	2,026,717	3,124,548	2,792,923	4	7,780,538	5,961,812	1,818,726
Denver, Colo.	4	4	1,105,679	2,216,387	1,911,443	4	4,886,168	4,094,574	791,594
Des Moines-Ames, Ia.	3	3	1,415,762	1,646,727	663,505	3	2,942,528	2,645,119	297,409
Detroit, Mich.	3	3	3,942,451	7,125,928	5,072,627	3	15,225,811	7,737,896	7,487,915
El Paso, Tex.	3#	2	*	*	*	3	*	*	*
Evansville, Ind.-Henderson, Ky.	3#	3	*	*	*	3	*	*	*
Fresno-Tulare, Cal.	4#	4	569,988	1,477,400	764,569	4	2,461,759	2,270,583	191,176
Galveston-Houston, Tex.	3	3	1,371,774	3,405,279	2,276,079	3	6,406,238	5,457,119	949,119
Green Bay-Marquette, Wis.	3	3	446,666	806,356	638,772	3	1,838,702	1,862,847	(24,145)
Greensboro-High Point-Winston Salem, N. C.	3	3	890,569	1,513,244	462,847	3	2,547,745	1,532,982	1,014,763
Harrisburg, Pa.	3	3	164,843	260,262	323,515	3	730,117	9,472,222	(217,105)
Hartford-New Haven-Bristol-New Britain, Conn.	3	3	901,371	2,612,542	1,028,270	3	4,017,043	3,788,425	228,618
Indianapolis-Bloomington, Ind.	3	3	1,719,853	3,461,270	2,135,418	3	6,721,963	4,503,682	2,218,281
Kansas City, Mo.	3	3	1,990,647	3,978,281	1,211,905	3	6,691,280	4,355,838	2,335,442
Knoxville, Tenn.	3#	3	444,303	699,488	487,266	3	1,491,614	1,399,976	91,638
Las Vegas-Henderson, Nev.	3#	2	*	*	*	3	*	*	*
Little Rock-Pine Bluff, Ark.	3	3	455,786	824,827	659,774	3	1,932,755	1,999,158	(66,403)
Los Angeles, Cal.	7	7	4,848,643	16,698,440	15,442,154	7	32,873,584	27,171,364	5,702,220
Madison, Wis.	3	3	200,192	488,581	592,405	3	1,330,487	1,360,521	(30,034)
Memphis, Tenn.	3	3	1,426,430	2,285,905	575,320	3	3,819,611	2,744,651	1,074,960
Miami-Ft. Lauderdale, Fla.	4#	4	906,627	2,813,661	2,090,835	4	5,907,785	4,340,656	1,567,129
Milwaukee, Wis.	4#	4	1,719,730	4,455,469	1,338,089	4	6,800,657	4,829,900	1,970,757
Minneapolis-St. Paul, Minn.	4	4	2,108,738	3,530,245	2,958,587	4	8,662,556	6,430,405	2,232,151
Nashville, Tenn.	3	3	977,830	1,124,957	1,287,850	3	3,283,933	2,964,866	319,067
New York, N. Y.	7	7	10,573,201	31,704,963	13,424,684	7	52,211,150	30,710,803	21,500,347
Norfolk-Portsmouth-Newport News-Hampton, Va.	3	3	921,956	1,628,333	815,375	3	3,155,195	1,784,362	1,370,833
Philadelphia, Pa.	3	3	4,449,160	9,775,734	4,392,631	3	17,412,073	9,904,775	7,507,298
Phoenix, Ariz.	4	4	565,028	1,003,703	1,097,177	4	2,561,821	2,934,557	(372,736)
Portland, Ore.	4#	4	1,116,251	2,856,608	1,075,755	4	4,484,214	3,516,736	967,478
Raleigh-Durham, N. C.	3#	2	*	*	*	3	*	*	*
Richmond-Petersburg, Va.	3#	3	1,026,229	1,334,439	494,510	3	2,921,467	2,311,798	609,669
Roanoke-Lynchburg, Va.	3	3	701,989	954,092	461,932	3	1,959,520	1,923,853	35,667
Rochester, N. Y.	3	3	1,154,173	1,933,985	1,018,198	3	3,811,292	2,676,004	1,135,288
Sacramento, Cal.	3	3	744,982	1,725,677	660,479	3	2,869,177	2,501,812	367,365
Salt Lake City, Utah	3	3	918,994	1,225,274	1,228,219	3	3,184,644	2,728,670	455,974
San Antonio, Tex.	3	3	891,851	2,031,509	809,383	3	3,382,142	1,890,134	1,492,008
San Francisco-Oakland, Cal.	4	4	2,926,136	5,246,102	4,012,190	4	11,422,839	6,837,885	4,584,954
Seattle-Tacoma, Wash.	4	4	1,512,311	3,565,346	1,420,524	4	6,042,470	5,061,950	980,520
South Bend-Elkhart, Ind.	3	3	365,568	711,147	483,591	3	1,568,374	1,722,299	(153,925)
Spokane, Wash.	3	3	442,906	1,634,270	835,128	3	2,573,122	2,176,459	396,663
St. Louis, Mo.	3	3	2,156,951	4,157,438	2,902,037	3	8,175,174	3,895,044	4,280,130
Tampa-St. Petersburg, Fla.	3	3	614,508	1,428,560	1,003,280	3	2,876,872	2,789,555	87,317
Tucson, Ariz.	3#	3	112,788	168,914	958,210	3	1,215,911	1,228,543	(12,632)
Tulsa-Muskogee, Okla.	3	3	1,045,618	1,397,755	1,000,187	3	3,414,747	2,922,975	491,772
Washington, D. C.	4	4	2,265,112	4,867,280	2,055,914	4	8,810,453	6,266,370	2,544,083
West Palm Beach, Fla.	3#	2	*	*	*	2	*	*	*
Wilkes Barre-Hazleton-Scranton, Pa.	4	4	631,921	800,766	902,659	4	2,181,902	2,254,235	(72,333)
Wichita-Hutchinson, Kan.	4#	4	519,187	1,136,798	981,839	4	2,531,962	2,855,481	(323,519)
Honolulu, Hawaii	3	3	176,285	738,994	1,079,162	3	1,815,234	1,560,067	255,167
<b>Total 64 Markets</b>	<b>215</b>	<b>209</b>	<b>\$ 91,425,714</b>	<b>\$199,732,252</b>	<b>\$119,652,123</b>	<b>214</b>	<b>\$387,905,543</b>	<b>\$274,336,197</b>	<b>\$113,569,346</b>
<b>Markets Less Than 3 Stations</b>									
<b>Total 203 Markets</b>	<b>266</b>	<b>249</b>	<b>\$ 36,559,905</b>	<b>\$ 81,460,636</b>	<b>\$ 54,349,962</b>	<b>260</b>	<b>\$163,445,313</b>	<b>\$130,758,178</b>	<b>\$ 32,687,135</b>
<b>TOTAL 267 MARKETS</b>	<b>481</b>	<b>458</b>	<b>\$127,985,619</b>	<b>\$281,192,888</b>	<b>\$174,002,085</b>	<b>474</b>	<b>\$551,350,856</b>	<b>\$405,094,375</b>	<b>\$146,256,481</b>

<sup>1</sup> Before commissions to agencies, representatives and others  
<sup>2</sup> Total revenues consist of total time sales less commissions plus talent and program sales.  
<sup>3</sup> Before Federal income tax.  
# Not all stations in this market operated a full year during 1956.

\*Data withheld because third station in this market in operations for short period during 1956.  
□ Data incomplete.  
\*\*Data not published for groups of less than 3 stations.  
() Loss.

WPTA, Ft. Wayne (Ch. 21) becomes ABC-TV primary affiliate as of Sept. 21, ABC-TV station relations v.p. Alfred R. Beckman stating that addition of the Sarkes Tartzian station in all-uhf area adds 575,000 families to network's live coverage; that ABC-TV's live coverage will be extended to 85% of U. S. TV homes this season.

Pat Somerset of Screen Actors Guild Sept. 24 becomes pres. of Hollywood AFL Film Council, composed of unions & guilds in film industry, succeeding Henry C. Wadsworth.

Rate increases: WAGA-TV, Atlanta, has added Class AA min. only rate (8-10 p.m. daily) at \$275; Class A min. remains \$250 . . . KCRA-TV, Sacramento, Sept. 1 raised base hour from \$800 to \$900, min. \$200 to \$225 . . . WJMR-TV, New Orleans, has raised base hour from \$400 to \$600, 20 sec. \$58.75 to \$90 . . . WNOW-TV, York, Pa., new rate card has base hour of \$150, min. \$28.50, drops Class C . . . KTFVI, St. Louis, drops Class D rates, changes Class C to "all other times."

**New and Upcoming Stations:** Bumper crop of new TV starters, traditional around harvest time as new-season programming begins, this week includes 3 stations in U. S.—and in Canada, 2 originating stations and 3 satellites. U. S. starters are Hartford's WTIC-TV (Ch. 3), Omaha's KETV (Ch. 7) and Lexington's WKXP-TV (Ch. 27), bringing on-air total to 512 (91 uhf). Canadian stations starting programs are CHAT-TV, Medicine Hat, Alta. (Ch. 6) and CHBC-TV, Kelowna, B. C. (Ch. 3), with satellites at Penticton (Ch. 13) & Vernon (Ch. 7).

WTIC-TV, Hartford, begins first broadcast day at 7 p.m. Mon., Sept. 23 after month of equipment tests. It will be independent outlet in area already served by CBS's WHCT (Ch. 18), NBC's WNBC (Ch. 30) and Triangle Publication's ABC-affiliated WNHC-TV. Owned by Travelers Insurance Co. (radio WTIC), it starts with full 100-kw ERP. Base hour is \$800. Rep is Harrington, Righter & Parsons.

KETV, Omaha, started regular commercial schedule Sept. 17 as ABC-TV affiliate in 3-station market. It's owned by *Omaha World-Herald*, gets under way with 316-kw ERP. Eugene S. Thomas is gen. mgr. Base hour is \$900. Rep is H-R Television.

WKXP-TV, Lexington, Ky., now on air with test patterns, begins programs Sept. 23 with 15.5-kw ERP. No network affiliation has been announced for this second uhf in city. Base hour is \$251.30. Rep is Pearson.

CHAT-TV, Medicine Hat, began programs last week end with 5.7-kw ERP. Live network interconnection is due about Dec. 15. R. J. Buss is v.p.-gen. mgr.; Jack Oldham, Merv Stone & Sid Gaffney—all from radio CHAT—are sales mgr., program director & chief engineer, respectively. Base hour is \$100. Reps are Weed and H. N. Stovin & Co.

CHBC-TV, Kelowna, is poised for Sept. 21 programming start, with ERP of 3.7-kw. With its 2 satellites—CHBC-TV-1, Penticton, and CHBC-TV-2, Vernon—it will be sold as a "station group." Satellites have ERP of about 300 watts. Base hour rate is \$170. Reps are Weed and All-Canada.

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

**GOVT. USE OF CH. 2 in the Pacific**, west of Oahu, Hawaii, was authorized by FCC this week in swap of frequencies giving industrial radio users valuable space just below 152 mc. FCC and Office of Defense Mobilization were quick to point out that the Pacific use (54-54.4 mc, for "scatter" on Midway Island) won't encroach on TV. In attempt to forestall alarmist reactions, ODM stated:

"ODM officials emphasized that, in the selection of the bands, extreme care was taken to avoid interference with the TV broadcast service. They said that protection to this service is provided for, and encroachment on TV service is not contemplated."

Also being turned over to Govt. for scatter are 46.6-47 and 49.6-50 mc, the present industrial users to be moved eventually to 150.8-152 mc. In addition, Commission proposed greater splitting of industrial channels to accommodate more users.

At NARTB regional meeting in Cleveland this week, Sen. Potter (R-Mich.) reiterated demand for impartial survey of govt. uses of spectrum. He suggested that survey be done by commission of "laboratory scientists," that commission exclude Congressmen, FCC, military services and broadcasters.

KIRO-TV, Seattle (Ch. 7) with construction of studio-transmitter building underway, starts erection of Truscon tower this week, expects delivery on GE transmitter at end of month, reports v.p. Lincoln W. Miller. Test pattern target is Dec. 15, with CBS-TV programming due Feb. 8. Rep is now being chosen.

WOWL-TV, Florence, Ala. (Ch. 15), authorized to change Sept. 6 from Ch. 41, has set test pattern target for Sept. 23, limited programming for Oct. 7, says pres.-gen. mgr. Richard B. Biddle. GE transmitter is ready, and installation of GE antenna on 300-ft. U. S. Tower Co. structure was expected to be completed by week end. Base hour will be \$200. Rep with be Forjoe.

KXGN-TV, Glendive, Mont. (Ch. 5) has signed with CBS-TV, reports gen. mgr. Dan Palen, with programming scheduled to start Oct. 1 after 2 weeks of tests. Additional personnel, all veterans of KXGN radio, include Karl Johnson, sales director; Donald J. Powers, chief engineer; Lewis W. Moore, film buyer. Base hour will be \$125. Rep will be Grant Webb.

WMAY-TV, Springfield, Ill. (Ch. 36) hopes to get on air in spring of 1958, reports gen. mgr. Gordon Sherman. Transmitter has not been purchased but negotiations are underway with several manufacturers. Guyed 650-ft. Stainless tower will be utilized. Although talks have been going on with John E. Pearson Co. and others, rep has not been chosen.



Equipment shipments: RCA reports Sept. 19 shipment of 10-kw transmitter with used 25-kw amplifier (from KOVR, Stockton, Cal.) to WBOY-TV, Clarksburg, W. Va. (Ch. 12); 6-section superturnstile antenna Sept. 13 to upcoming non-commercial KUED, Salt Lake City (Ch. 7); 12-section Sept. 18 to WHDH-TV, Boston (Ch. 5).

KTVX changes to KTUL-TV with switch of city designation from Muskogee to Tulsa.

Translator starts: K77AF, San Saba, Tex. began Sept. 13 repeating KTBC-TV, Austin.

New reps: WNOW-TV, York, Pa. to Adam Young Inc. (from Robert S. Keller Inc.).

First commercial use of "scatter" link to Cuba was more imminent than networks were prepared to indicate (Vol. 13:37), for NBC-TV on Sept. 13 sent *Cavalcade of Sports* boxing match to Cuba where it was carried by CMBF-TV network. Goar Mestre, part-owner of CMBF-TV, said fights would be carried regularly and that his CMQ network would take World Series via scatter. First Cuba-to-U. S. TV use of link may come Sept. 29, 3:30-4 p.m., when Martin Agronsky has scheduled live interview with Cuban President Fulgencio Batista from Presidential Palace in Havana on his *Look Here*. The link will be used for closed-circuit telecast Sept. 24 when IT&T pres. Maj. Gen. E. H. Leavey speaks from studios of NBC's WRC-TV, Washington, to audience of communications ministers from more than 20 Latin American countries assembled in Havana's Hotel Nacional. The 15-min. program will be produced by NBC Telesales. Meanwhile, engineers of Mexico's Telesistema Mexicano abandoned efforts to connect to U. S. via two-hop relay from Harlingen, Tex. to Mt. Zamorano, near Queretaro (Vol. 13:33). A Mexican TV official told us: "Everything was fine from Harlingen to Ciudad Victoria, but the long stretch between Victoria and Mt. Zamorano, which calls for another relay, is a matter for the future. Signal tests have been far from satisfactory."



**C**ONFIDENTIAL INFORMANTS will play large part in Rep. Moulder's House Commerce legislative oversight subcommittee's investigation of independent govt. regulatory agencies, including FCC. That was made crystal clear by newly appointed chief counsel-staff director Bernard Schwartz on 2 separate occasions this week:

(1) In personal letters to attorneys practicing before such agencies as FCC, Schwartz appealed for information, which he said would be treated "on a wholly confidential basis." The letters stated: "The success of the investigation will ultimately depend upon instances of improper agency action being brought to our attention by persons who may have knowledge of such action."

(2) In address to Washington convention of Federal Bar Assn. Sept. 20, Schwartz appealed to "lawyers who have lost cases, they believe wrongly," to give information—on a confidential basis, if desired—to any of the subcommittee's 10 professional staffers. He also urged "civil servants whose loyalty to the country is greater than their loyalty to their immediate superior" to bring facts to subcommittee.

He said investigation will cover only "the 6 most important independent commissions"—CAB, FCC, FPC, FTC, ICC, SEC—adding that since Labor Day his subcommittee has had at least one staffer gathering data within each of the agencies.

Inquiry will cover vast amount of territory, he indicated, purpose being to determine whether these agencies, "which are in a sense part of the legislative branch," are subject to pressures from executive branch or from regulated industries, and whether they are operating within statutes which govern them.

While he went into no details about specific agencies, it's understood that his subcommittee's investigators have been delving into facts surrounding specific FCC cases—including TV grants in Boston & Miami.

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**L**IVE EDUCATIONAL program series beamed to non-commercial stations—the joint NBC-Educational TV & Radio Center project which was so widely praised last season—resumes Oct. 28 for 10-week run Mon. thru Fri. at 6 p.m. using NBC-TV facilities and expected to be carried by nearly 30 educational stations.

New series was announced simultaneously by ETRC and by NBC pres. Robert W. Sarnoff—the latter in address to American Legion convention in Atlantic City as he accepted 1957 Americanism Award for his "vision and leadership in launching the NBC Educational TV Project."

Each of 5 series will be presented one day a week. As outlined by Sarnoff and ETRC, they will include: (1) Study of functions of executive branch of Federal Govt., originating in Washington and using "national leaders" as instructors in many cases. NBC news commentator Bill Henry will conduct show. (2) Series based on International Geophysical Year, hosted by NBC commentator Frank Blair, discussing significant features of present knowledge about the earth and current geophysical projects. (3) Mathematics series, hosted by Clifton Fadiman. (4) American resources series, conducted by Prof. Albert Burke and dealing with natural resources. (5) Greek mythology series, probably to be produced at New York's Metropolitan Museum.

**P**ROTESTS against CBS Ch. 11 St. Louis grant were turned down by FCC this week on grounds they were filed too late. Meanwhile, progress is reported in project whereby CBS would buy KWK-TV, turning over Ch. 11 CP to applicants whom it beat (Vol. 13:36).

Two more hearing cases advanced—Ch. 7, Buffalo, and Ch. 5, Lubbock, Tex. In Buffalo case, examiner H. Gifford Irion again recommended WKBW-TV Inc. get grant, holding that it's financially qualified. In Lubbock case, examiner Millard F. French proposed that Texas Tech College get Ch. 5, resolving questions of legal & financial qualifications in its favor.

In Greenwood, Miss., WABG will be free for Ch. 6 grant, now that Delta TV Corp. has decided to pull out.

CPs granted: Champaign-Urbana, Ill., Ch. 33, to Plains TV Corp.; Tampa, Fla., educational Ch. 3, to Fla. West Coast Educational TV Inc.; Durango, Colo., Ch. 72 translator, to Durango TV Translator. CP for KRTV, Walla Walla (Ch. 8) was cancelled.

Allocations actions: (1) Finalized addition of Ch. 13 to Hibbing, Minn., substitution of Ch. 9 for Ch. 13 in Bemidji. (2) Finalized addition of Ch. 9 to Wausau, Wis., substitution of Ch. 8 for Ch. 9 in Iron Mountain, Mich. (3) Denied proposal to add Ch. 9 to Hancock, Mich. (4) Issued rule-making proposing to swap educational Ch. 24, Hartford, with commercial Ch. 53, Waterbury—WATR-TV, Waterbury, to shift to Ch. 24. (5) Issued rule-making proposing reconsideration of decision to add Ch. 8 to Ainsworth, Neb. and Ch. 3 to McCook, Neb.—proposing instead to add Ch. 8 to McCook, shift Ch. 3 from Cheyenne, Wyo. to Sterling, Colo.

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Sale of KFEQ-TV, St. Joseph, Mo. (Ch. 2) & KFEQ by Kenyon Brown-Bing Crosby group for \$841,091 to Jesse D. Fine theatre family was approved by FCC this week. (Vol. 13:34). Fine family operates chain of theatres in Indiana and formerly owned WFIE, Evansville, Ind.

Again this season, kinescope recordings of programs will be made available to NBC affiliates.

Meanwhile, New York's Metropolitan Educational TV Assn. announced completion of its production center in the Carnegie Endowment building—nucleus for an eventual non-commercial TV station. Studio will originate programs for live presentation on local stations and filmed use by educational outlets. Covering 44x42-ft. area, it is equipped with 3 image orthicon cameras, kine recording facilities.

This week, META was offered 4 one-hour time periods on WCBS-TV—3:30-4 p.m. Sundays this fall and winter when the New York station is blacked out of CBS-TV's pro football coverage. For first period—Oct. 27—META will present TV debut of famed Budapest String Quartet, which is contributing its services. Other periods haven't been scheduled.

In addition, META will present 4 regular series totaling 3½ hours weekly over WPIX (Vol. 13:36)—mental health series, applications of school subjects to daily life, series on such public institutions as museums & libraries, adult discussion series.

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"Golden Mike" TV awards presented by American Legion Auxiliary at Atlantic City convention this week to: *This Is Your Life* (NBC-TV) for "greatest woman appeal," *Lawrence Welk Show* (ABC-TV) for "freshest entertainment appeal," *Disneyland* (ABC-TV) for "widest informational appeal" to youth.

**Financial & Trade Notes:** Magnavox reports new highs in net income and sales—\$3,759,226 and \$87,467,864—for fiscal year ended June 30. These compare with earnings of \$3,100,442 on sales of \$70,529,646 in previous fiscal year. Per share earnings this year were equivalent to \$3.90 on 890,140 shares outstanding compared with \$3.54 on 841,234 shares year ago. Company said increased number of outstanding shares was due largely to 5% stock dividend.

Increase of 24% in net sales was due mainly to hi-fi sales which chairman Richard A. O'Connor and pres. Frank Freimann said were nearly double those of previous year. Company statement also said "TV sales reflected a substantial increase in spite of the fact that industry sales generally were considerably lower than in the preceding year." Military products sales also were up over previous year.

"While total sales were well ahead of last year," Magnavox statement said, "they were slightly below management expectancy due in part to the company's inability to manufacture sufficient products to meet the peak demand last fall and to the thin market for color TV." It said it had expanded its plant "to meet the expected large demands for its product this fall," anticipating increased sales in all lines.

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Special stockholders meeting of Skiatron Electronics & TV Co., called to approve new wired pay-TV royalty agreement with Matty Fox's Skiatron TV Inc., was adjourned until Sept. 25 for lack of quorum. Company said approval of proxy statements was received from SEC too late to solicit proxies. Principal purpose of Sept. 25 meeting will be to approve contract with Fox's firm, whereby Skiatron Electronics receives 2½% in royalties from closed-circuit use of its system. It already has contract calling for 5% for broadcast use of its fee system. Stockholders will also be asked to approve increase of 250,000 shares of common stock, and issuance of warrants for these shares to Fox's Skiatron TV at \$5 a share, to run until April 30, 1967. Skiatron closed Sept. 27 at 7¾.

GE has been awarded \$5,000,000 Air Force contract for production of over-horizon single-sideband scatter communications equipment capable of spanning 700 miles in one hop—longest distance to be regularly achieved by scatter. System will be used as main line of communications at advance Arctic bases and was developed and tested under previous \$4,600,000 Air Force contract. Group of 50 leading tropospheric scatter experts will be briefed on new GE scatter system Sept. 26 in meeting at Syracuse GE plant.

FCC relaxed remote control rules this week to permit remote operation of AM directional and FM stations operating with powers higher than 10-kw. Commission said it would consider applications on case-by-case basis, that satisfactory showing of stability directional antennas must be made. No changes were made in requirements for operators—first class operators still being required for directional and over-10-kw stations.

Radio station sales and transfers approved by FCC: WSLB, Ogdensburg, N. Y. by St. Lawrence Bestg. Corp. for \$190,000 to George W. Bingham and associates (Vol. 13:34) . . . KSEI, Pocatello, Ida. sold 88.9% by Florence M. Gardner for \$118,915 to Pioneer Bestrs. Corp. (Vol. 13:26) . . . KATI, Casper, Wyo. by John L. Breece for \$65,000 to banker John R. Burrus, 51%, and commercial mgr. K. G. Prather, 49% with wife (Vol. 13:35).

Siegler Corp., Anaheim, Cal., which last week merged with Unitronics Corp. through exchange of stock (Vol. 13:37)—taking over latter's Olympic Radio & TV plant in Long Island City, with its 1100 employees making TV-radio-phonos; its Bogen plant in Paramus, N. J., making amplifiers, pre-amplifiers, tuners; its Presto div., making background music, disk & tape recording and playback equipment—emerges as "a corporate entity doing business at an annual rate of approximately \$75,000,000," mostly in the field of electronics "divided nearly equally between commercial and military contracts [with] major manufacturing facilities on both the East and West coasts."

So states Siegler pres. John G. Brooks in supplement to annual report this week, showing sales during fiscal year ending June 30, 1957 rose to \$32,719,078 from \$15,375,034 in 1956 while net income was \$1,036,681 (\$1.36 per share on 761,082 outstanding) vs. \$1,053,059 (\$1.50 on 700,696 shares then outstanding). Stock is traded on ASE. Siegler also is parent of Hallamore Electronics Co., Anaheim, Cal., making closed circuit TV equipment, guided missiles instruments, etc.; Centralia Heater div., Centralia, Ill., gas & oil heating equipment; Consolidated Machinery & Supply Co., Los Angeles (Comet woodworking machinery), into which General Water Heater Corp., Costa Mesa, Cal., was integrated when acquired year ago; Baby Mate Inc., Los Angeles, maker of baby strollers, also acquired last year; Holly-General Corp., Burbank & Pasadena, Cal., recent consolidation of Holly Mfg. Co. and General Water Heater Co., making heating, air conditioning and water heating equipment.

Currently, Siegler is also absorbing Hufford Corp., El Segundo, Cal., said to be world's largest manufacturer of stretch-forming equipment used in making air frames and missiles. Hufford recently acquired Sancor Corp., Santa Barbara, Cal., making ground handling & support equipment for aircraft and missiles; Vac-U-Lift Co., Salem, Ill., Vacuum handling systems; Fonda Corp., El Segundo, maker of film developing machines.

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IT&T reports net income of \$12,989,254 (\$1.81 per share) on first half net sales of \$295,189,958 and total income of \$326,916,997 compared with net profit of \$12,487,250 (\$1.74) on net sales of \$223,136,059 and total income of \$251,662,490 in similar 1956 period. U. S. sales totaled \$127,228,014 vs. \$81,037,673 in first half of 1956; foreign sales were \$167,961,944 vs. \$142,098,386. Unfilled U. S. orders were \$178,000,000, foreign \$290,000,000, as of June 30.

Emerson reports net profit of \$54,753 (3¢ per share) for 39 weeks ended Aug. 3 compared with \$46,048 (2¢) for similar period last year.

Fox, Wells & Rogers is new name of investment firm formerly called Fox, Wells & Co., as these changes take place: James G. Rogers, pres. and 15% owner of KFSD-TV, San Diego, becomes gen. partner; George B. Wells withdraws as gen. partner; Dr. R. Bowling Barnes changes from general to limited partner; Francis D. Rogers becomes limited partner.

NBC applied for FM station in Philadelphia this week. A company spokesman explained that move was intended to give network "complete facilities" in Philadelphia, as companion to its WRCV-TV & WRCV there.

"Do Radio Networks Have a Future?" is subject of discussion between ABN v.p. Stephen Labunski and radio-man Gordon B. McLendon at Sept. 25 RTES luncheon at Hotel Roosevelt, N. Y.



**LITTLE 'TREND' SEEN IN GE LAYOFFS:** GE's announcement of plans to lay off 700 employees, candidly stating purpose is to "curtail production of TV sets to keep pace with current and anticipated sales," elicited only one slight echo from major producers -- Motorola, which conceded its set movement wasn't up to expectations.

Spokesmen for other top producers were unrestrained in their reports of sales. These included RCA, Sylvania, Emerson, Philco.

GE production of 1958 sets started earlier than usual this year, gen. mgr. Herbert Riegelman of TV receiving dept. said, noting production stayed at relatively high level during summer. Pointing to Aug. drop in industry's retail sales (Vol. 13:37), he said "we feel that our present level of production must be reduced in line with our sales expectations for the balance of this year."

Layoff is effective Oct. 4 and affects workers on second shift, on subassembly lines making speakers, components, etc. As result, spokesman said, number laid off will not have proportionate effect on production cutback since many of the parts they made could have been stockpiled, and probably were. Riegelman's announcement made no mention of re-hiring.

Motorola pres. Robert W. Galvin provided us with frank statement: "Our market has been disappointing. Our merchandise had apparently been delightfully accepted by the trade, but it was not backed up by wholesale or retail sales in last 2 weeks of Aug. or first 2 weeks in Sept."

Galvin couldn't offer any reason for company's disappointing TV sales position, saying only that the market was not opening up the way it was expected to and people apparently are not buying TV sets.

Responding to our questions, he said Motorola is not thinking now about cutting back production, "but if condition continues this would be an eventuality." He added that he didn't think Motorola's experience in the market has been unique in the industry and that he didn't think prices -- up about 5% from last year -- played significant part in public's failure to buy at expected rate.

"It's difficult to predict what sales will be," Galvin declared, giving as examples years where Aug. & Sept. were good and "Oct. fell on its face," while in other years Oct. turned out to be a banner month.

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Opposite tack was taken by RCA consumer products exec. v.p. Robert A. Seidel who summed it up this way: "Our business is extremely good -- as a matter of fact we stepped up production a little last week." He said RCA has more orders for recently introduced color sets than "we can ship," but added that factory will catch up with orders in a few weeks.

Aug. retail sales were described by Seidel as "not quite as good for RCA or the industry as we had expected, but Sept. has started off with a bang" -- and no production cutbacks or layoffs are in sight.

"I've felt right along that the industry would go ahead in the fall; that's still the way I see it," Seidel said, pointing to rising rate of spendable income.

Sylvania's Marion E. Pettegrew, operations v.p. in charge of TV-radio div., painted a strong picture of Sylvania sales as being "at a record rate of more than double a year ago and we see no possibility whatsoever of a production cutback." As a matter of fact, he said, demand for Sylvania's new line "is so great we are operating on a 6-day week" and plan to continue the overtime schedule "at least through Oct." His full year estimate: "We expect both record production and sales."

Emerson pres. Benjamin Abrams gave us this view: "I've noted considerable improvement in the market in the last couple of weeks." He sees industry sales running

about the same as last year and added that "this is true also for Emerson." Abrams said he had figured industry's retail sales for the year would be about 6,000,000, but now had revised his estimate to 6,500,000. Only explanation he could give for GE cutback was that it may have overproduced and run up a lot of inventory.

Philco spokesman made clear to us there's been no change in estimate pres. James M. Skinner Jr. gave us last week, namely: That Philco is getting larger share of market than in preceding year; that industry factory sales for year would be closer to 6,500,000 than the 7,000,000 (Vol. 13:37).

To emphasize Philco position, spokesman said company has been hiring TV production workers right along, no cutback is in sight, TV lines are going full blast.

Another facet of layoff was statement by IUE pres. James B. Carey that union will attempt to get a supplemental unemployment benefit program started next Aug. 1 when GE contract provides negotiation on employment security.

Note: During week Whirlpool set Oct. 1 layoffs for 1600 of 7200 employes at Evansville, Ind. plant which turns out refrigerators, freezers, dehumidifiers, air conditioners. GE dropped 1614 workers at household refrigerator div., Louisville, Ky. On other hand, Westinghouse said it had hired 950 employes since Aug. 1 at Mansfield and Columbus, O. making refrigerators, freezers, washers, etc.

**Production:** TV output was 161,749 week ended Sept. 13, compared with 146,288 preceding week and 157,946 in corresponding week one year ago. It was year's 37th week and brought TV production for year to date to about 4,263,000, compared with 4,901,586 in same period of 1956. Radio production totaled 327,829 (91,068 auto) for week ended Sept. 13 vs. 256,292 (58,451) preceding week and 245,060 (48,177) in corresponding week year ago. Radio output for 37 weeks totaled about 9,631,000 (3,623,000) vs. 9,008,221 (2,920,177) in 1956 period.

**Topics & Trends of TV Trade:** Current electrical safety standards for TV sets are more than adequate, EIA Engineering Dept.'s Safety Standards Committee has decided after review of safeguards prescribed by Underwriters Labs for TV manufacturers. Chairman J. T. Brothers, of Philco, told Consumer Products Div. at last week's quarterly meeting in Los Angeles that Committee feels there is no need for any change in UL requirements or inspection standards for portable sets. UL requirements for TV & radio sets, he said, are far more severe than for other electrical appliances and TV-radio safety record is better than that of any other electrical devices used in homes. In other actions, EIA board:

(1) Approved recommendation by exec. v.p. James Secrest that special committee of EIA directors review industry's part in Hagerstown closed-circuit educational TV project to determine how equipment requirements may be met and to look into potential educational market.

(2) Received progress report from Educational Coordinating Committee indicating "an increasingly alarming situation in future technical manpower needs."

(3) Was told by Service Committee that EIA lab manual, *Basic TV & TV Receiver Servicing*, with accompanying instructors' guide, will be published in few weeks.

\* \* \* \*

EIA membership applications approved at Sept. 12 board meeting in Los Angeles: Bureau of Engraving Inc., Industrial div., Minneapolis; Entron Inc., Bladensburg, Md.; Eraser Co. Inc., Syracuse; Greman Mfg. Co. Inc., Wakefield, Mass.; G-V Controls Inc., E. Orange, N. J.; Insul-8-Corp., Electronics div., San Carlos, Cal.; International Electronics Corp., N. Y.; Kentron Hawaii Ltd., Honolulu; Lockheed Aircraft Corp., Missiles System div., Sunnyvale, Cal.; Pomona Electronics Co. Inc., Pomona, Cal.; Science-Electronics Inc., Cambridge, Mass.; Temco Aircraft Corp., Dallas.

TV shipments to dealers totaled 2,969,251 in first 7 months of 1957, when production was 3,082,799, according to EIA state-by-state report. They compare with shipments of 3,225,180, production of 3,752,133 in similar 1956 period. July shipments were 465,285, compared with 382,699 in June and 450,158 in July 1956. Here's 7-month report (county-by-county tables available to EIA members):

State	Total	State	Total
Alabama	44,235	New Jersey	108,289
Arizona	18,391	New Mexico	12,175
Arkansas	25,989	New York	357,835
California	291,089	North Carolina	58,361
Colorado	24,872	North Dakota	9,409
Connecticut	47,920	Ohio	167,274
Delaware	6,931	Oklahoma	31,521
District of Columbia	30,182	Oregon	30,286
Florida	103,074	Pennsylvania	203,399
Georgia	61,286	Rhode Island	16,729
Idaho	9,476	South Carolina	23,969
Illinois	172,837	South Dakota	9,786
Indiana	73,414	Tennessee	50,958
Iowa	31,350	Texas	163,461
Kansas	31,845	Utah	12,532
Kentucky	47,824	Vermont	6,190
Louisiana	55,876	Virginia	47,096
Maine	16,137	Washington	45,752
Maryland	41,529	West Virginia	29,486
Massachusetts	90,831	Wisconsin	49,908
Michigan	112,787	Wyoming	5,901
Minnesota	43,338		
Mississippi	26,212		
Missouri	66,000		
Montana	13,540		
Nebraska	20,765		
Nevada	4,769		
New Hampshire	8,080		
		<b>U. S. TOTAL</b>	<b>2,960,896</b>
		Alaska	2,174
		Hawaii	6,181
		<b>GRAND TOTAL</b>	<b>2,969,251</b>

Radios shipped to dealers in first 7 months of 1957 totaled 4,018,236 compared with 3,912,693 in similar 1956 period, EIA reports. July shipments were 581,808 vs. 765,719 in June and 641,884 in July 1956.

Excise taxes on TV-radio-phonographs-components, etc. amounted to \$34,475,000 in quarter ended June 30, compared with \$34,909,000 in same 1956 quarter, reports Internal Revenue Service. Total for year ended June 30 was \$149,192,000 vs. \$161,098,000 in 1956 fiscal year.



**Trade Personals:** J. B. Dow elected pres. of Hazeltine Corp. electronics div.; W. H. Wilson, exec. v.p. for operations; R. L. Beam, exec. v.p. for engineering; W. Kes, asst. v.p. & head of mechanical engineering dept.; J. P. Hansen, asst. v.p. & head of project administration dept.; R. K. Hellmann, asst. v.p. & head of test engineering dept. . . . Allen B. DuMont Jr. promoted to mgr. of DuMont TV receiver div. . . . Rear Adm. Richard S. Mandelkorn (USN ret.) named mgr. of operations, Philco's Lansdale Tube Co. . . . Roy A. Juusola, ex-Sylvania, appointed CBS-Hytron marketing administration mgr. . . . John Reine, Graybar central district mgr., elected v.p., joins N. Y. headquarters staff Jan. 1 . . . George Gemberling promoted to sales mgr., Alliance Mfg. Co. consumer products div.; Ray Buhrman to asst. sales mgr., consumer products div., retaining post of adv. mgr. . . . Wm. T. Marx, ex-Celanese Corp., named Raytheon director of personnel relations . . . Stanton Ruby resigns as Emerson district sales mgr. for Tex. and southwest . . . Dr. James G. Buck, ex-Sylvania, named Erie Resistor director of research & development; Frederick E. Lehman, ex-Hughes Aircraft and Hamilton Watch Co., appointed chief mechanical engineer . . . J. P. Gordon named gen. sales mgr. of Pye Canada, replacing sales director I. H. Nixon, resigned.

Dr. W. R. G. Baker, GE v.p. and EIA pres., is reported continuing very satisfactory progress at St. Joseph's Hospital, Syracuse, where he's taking physical therapy following June 9 arterial spasm. He's expected back on job as EIA pres. in few months.

**DISTRIBUTOR NOTES:** Westinghouse Appliance Sales appoints H. M. Gansman Jr. as sales mgr. for TV, room air conditioners and vacuum cleaners for Philadelphia branch . . . Sylvania appoints Siebert and Willis Inc., 149 N. Rock Island, Wichita, Kan. (Carrol Willis, pres.) for TV-radio . . . Philco appoints Lehr Distributors Inc., 16 W. 61st St., N. Y., for radios, including transistor radios . . . Raymond Rosen & Co. (RCA), Philadelphia, sales promotion mgr. Robert Boyle resigns . . . Admiral appoints Anthony Jannicelli to adv. & sales promotion mgr., N. Y. div.

National TV Week campaign reports from 50 major cities show TV sales increased "30% above normal sales for the period," says NARDA exec. v.p. A. W. Bernsohn, chairman of week's steering committee. Local chairmen were given credit for week's success and Bernsohn pointed out that some of same group are continuing to push TV Fall Festival "to increase TV's share of the consumer dollar."

Magnavox non-metal 17-in. portable is planned for Oct. 1, says merchandise mgr. George H. Fezell who states that set has been under consideration since May 1—long before Skokie accidental electrocution (Vol. 13:29, 31-32, 36). He said new sets will be superior to metal-cabinet receivers not only because they eliminate shock hazard but because of more attractive decor and improved sound.

RCA-NBC closed-circuit telecast (Vol. 13:36) Sept. 4 went over "extremely well" with only one exception, reports Robert A. Seidel, RCA exec. v.p. for consumer products. Only mishap was at Columbus, O. where someone opened swinging door, cutting cable and interrupting sound for 40 minutes.

First TV-equipped auto to be offered on U. S. market is Rolls-Royce, now beginning American sales drive. As an optional extra with both the \$12,800 Silver Cloud and the \$19,500-up custom-built Silver Wraith, rear-seat TV will be provided for \$650.

**ELECTRONIC PERSONALS:** Curtis B. Hoffman named gen. mgr. of Clevite's Brush Instruments div., James D. Lightbody gen. mgr. electronics components div., Thomas E. Lynch gen. mgr. ordnance div. . . . Dr. Bernard Jacobs, ex-Sperry-Rand semiconductor div., appointed General Transistor v.p. in charge of research . . . Vernon L. Haag, ex-Gray Mfg. v.p., joins Farnsworth Electronics as v.p. in charge of missile test equipment . . . Marvin Hobbs, ex-American Bosch-Arma Corp., named marketing director, Stewart-Warner Electronics . . . J. Vance Holdam, asst. to pres., promoted to operations v.p., Lab for Electronics . . . Dr. Wm. F. Ballhaus, ex-chief engineer of Hawthorne div., promoted to gen. mgr. of Nortronics, new electronics div. of Northrop Aircraft Inc., Hawthorne, Cal.

TV industry is described by S. R. Herkes, Motorola merchandising v. p., as one in which increased labor and material costs have put the squeeze on in one direction, while competition pressures against raising prices at other end. In Sept. 18 talk to 5th marketing conference of National Industrial Conference Board in N.Y., Herkes said "cost slicing is an obvious and constant necessity." He gave as example Motorola's "Tube Sentry" program of reducing tube failures, saving \$250,000-\$500,000 annually in warranties.

Litton Industries is purchasing Maryland Electronic Mfg. Corp., College Park, Md. by payment of undisclosed amount of Litton stock. Maryland firm has 335 employes, produces air navigation aids, radar antennas and telemetering equipment. Total Litton employment will amount to 3000 in 12 plants in 5 states; its sales for year ended July 31 are estimated at \$28,000,000. Wm. R. Morse will continue as pres. and chief operating officer of Maryland Electronics.

Olympic Radio & TV reports Aug. unit factory sales up 48% over last Aug., radio sales up 69%, hi-fi up 383%. Morton M. Schwartz, sales v.p., says "our back order position is now over 8 weeks normal production, necessitating third quarter production step-up of 80% over third quarter of 1956."

Madison Ave. dealer, Schramm Service Corp., drops other lines, retains DuMont TV & hi-fi, marking "first time an independent dealer has taken on the DuMont line exclusively," says DuMont N. Y. gen. mgr. Paul A. Hilton.

First portable-auto radio will be offered as optional equipment, at undisclosed price, with 1958 Oldsmobile. Transistorized set can be plugged into dashboard compartment or removed and used as self-contained portable.

Magazine merger: *Mart* publisher Bittenheim Pub. Corp. buys *Electrical Dealer* from Haywood Pub. Corp., *Mart* the survivor. Bittenheim bought *Mart* from Caldwell-Clements last year.

Transparent flat CR tubes developed by Kaiser electronics div. are currently being tested on military aircraft, Chief of Naval Research Rear Adm. Rawson Bennett told American Legion group in Atlantic City last week end.

Reports of GE color TV production and promotional step-up brought this comment from spokesman: "We are going to continue to try to sell color TV and have provided dealers with promotional material."

Westinghouse boosts portable TV prices by \$10, with three 17-in. 90-degree carryover models going from \$160 to \$170; three 17-in. 110-degree sets from \$180 to \$190.

Sylvania Promotion-of-the-Month for Oct. is \$35 electric blanket to be given with any Halolight set.

Sylvania adds 17-in. 110-degree non-ion trap picture tube (17BWP4) for renewal market.

Muzak is added to impressive list of properties held by expansion-minded Jack Wrather, who this week joined with investment banker John L. Loeb, of Carl M. Loeb, Rhoades & Co., to buy the background music organization for \$4,350,000. Relative holdings of Wrather and Loeb weren't disclosed. Sellers were ex-Sen. Wm. Benton and Muzak pres. H. E. Houghton. Among oilman Wrather's other holdings: KFMB-TV & KFMB, San Diego; KERO-TV, Bakersfield, Cal.; *Lassie, Lone Ranger, Sergeant Preston of the Yukon*, Disneyland Hotel. Included in Muzak purchase are WBFM (FM), N. Y.; 146 Muzak franchises in U. S., Canada & Europe; N. Y. tape recording plant; 10,000 recordings. Announcing the purchase, Wrather stated: "We believe the future of Muzak is limitless, not only in the field of background music, where we intend to work toward strengthening our franchisers' operations, but also in the area of electronic tape development for sound & TV and in the utilization of its outstanding research facilities and talents for the development of hi-fi, audio communication, and other electronic equipment for the public." Muzak founder Benton said principal reason for selling was to devote more time to "politics and public service." Allen Kander & Co. negotiated sale.

War scare in Hartford, Conn. this week as result of extremely realistic telecast on CBS-owned WHCT was reminiscent of nationwide "invasion from Mars" panic caused by Orson Welles' 1938 radio broadcast—except there apparently was no panic and scare subsided almost immediately after first half of 30-min. telecast marking National Civil Defense Week. Program, *Eye on Connecticut* (noon, Sun. Sept. 15), was introduced as documentary show and audience was told "This is what would happen in case of an attack." Then an announcer "interrupted" program to announce report of unidentified planes approaching North America over North Pole. Rest of show was filmed, showing evacuation of Hartford (from civil defense drills), launching of Nike missiles, fighter planes taking off, etc. Newspapers, TV stations and police headquarters immediately were bombarded with worried inquiries, offers to help, queries as to quickest way out of town. Puzzled police sent squad car to WHCT to investigate, and station made announcements to assure viewers there was no war.

After failing to find source of TV interference plaguing London's Lavender Hill section, British Govt. electronics experts this week put Scotland Yard detectives on case. Sleuths traced TV noise to basement of a home, where they discovered the appliance causing the interference was a printing press—engaged in process of printing up reasonably accurate facsimiles of British £5 notes. About £200,000 (\$560,000) in spurious bills were found on scene, biggest haul of forged currency ever made in Britain. The 4 printers were arrested, the charges including suspicion of causing TV interference.

Broadcast color studio camera, based on conventional 3-tube image orthicon design, will be introduced by GE early next year. Said to be smaller and easier to operate than currently available cameras, pilot model will be installed within a month at new studios of GE's WRGB, Schenectady. GE spokesman said price would be "extremely competitive." GE's "Chromacoder" color camera, developed several years ago and exhibited to telecasters, has been shelved.

Closed-circuit industrial TV still isn't a full success, notes Sept. 14 *Business Week*, because of lack of substantial sales effort and difficulty of engineering individual installations. But, feature article notes, "there's a strong feeling that the industry is about to pop, and everyone wants to be there when it does."

"What's With Color TV Sales?" titles Marie Torre's column in Sept. 19 *N. Y. Herald Tribune*, an interview with noted TV producer Max Liebman who states. "There are many reasons why color TV has not 'taken' with the American public as rapidly as had been anticipated, but a striking one is the sheer lack of dramatic exploitation. Oh, sure, NBC & RCA have exerted a great deal of sweat and strain, plus money, to hypo the dealers into a high pitch of selling fervor. But what's been done to excite the general public?" His solution: "Now, if RCA were to designate a 'Color Week,' and in this week, an exciting color spectacular could be seen each night, the impact would be tremendous. If shows similar to *Peter Pan, Babes in Toyland, Marco Polo* . . . could be viewed one night after another for a week, and if this 'Festival of Color' were ballyhooed and promoted to the hilt, a viewer would feel he was missing something if he did not own a color set." Liebman conceded this would be enormous job but claimed it could be done. He concluded: "If this doesn't result in encouraging more reaction from public . . . it's doubtful if anything will."

Good series of papers lined up for Oct. 8 broadcasting session during AIEE fall general meeting in Morrison Hotel, Chicago: color & monochrome CR tube performance tests, by Charles F. Otis, Philco; TV station coverage prediction & measurement, D. W. Peterson, RCA Labs; video tape, Howard A. Chinn, CBS-TV; telecasting radiating system, Andrew Alford & Harold Leach, Alford Mfg.; TASO, George R. Town, TASO exec. director; the systems approach to determination of TV coverage, Robert M. Bowie, Sylvania; performance of vhf & uhf transmitting & receiving equipment, Wm. J. Morlock, GE, and Wm. O. Swinyard, Hazeltine Research; measurement of TV field intensities and relationship between field intensity & picture quality, Howard T. Head, A. D. Ring & Assoc.

Network radio again was "fastest growing" national medium as reflected by *Printers' Ink* index for July, published in Sept. 20 issue. It was up 14% from June, 21% from July 1956 and for first 7 months of 1957 was up 10% over similar 1956 period—leading all media in each category. Network TV was up 6% from June, 2% from July 1956 and 6% for first 7 months of this year over last. All media were up over July 1956 except newspapers (which were unchanged) & general monthly magazines (down 2%).

First two of 8 NARTB regional meetings, Sept. 16 at Schenectady and Sept. 19 at Cleveland, heard pres. Harold E. Fellows urge broadcasters to take unified and vocal stand to preserve freedom of American broadcasting, particularly on such matters as pay TV (see p. 1). At Schenectady session, GE chairman Philip D. Reed called for improvement of business climate, telling broadcasters to encourage leading businessmen "to get from behind their desks and in front of your microphones and cameras to give the people their views on public issues of local or national consequence."

RCA announces "tube savers" to eliminate burn-in and sticking in monochrome and color image orthicon cameras: (1) Orbital Wedge, now available, for color studio cameras. (2) Orbiter, for monochrome cameras, to be delivered later this year. Both are \$750.

Investigation of Justice Dept. policies in negotiating consent decrees in disposing of anti-trust suits was announced by House monopoly subcommittee, Chairman Celler (D-N. Y.) setting 4 days of public hearings to begin Oct. 1.

Single application for TV station filed with FCC this week was for Erie, Pa., Ch. 66, by owners of WERC there—bringing total to 116 (33 uhf). Translator total stands at 39. [For details see *TV Addenda 25-H* herewith.]



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VISUAL BROADCASTING  
AND ALLIED ELECTRONICS  
ARTS AND INDUSTRIES

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# Television Digest

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## **SUMMARY-INDEX OF THE WEEK'S NEWS — September 28, 1957**

**FCC NETWORK STUDY** staff report—about 1500 pages—due next week, described as "tough." Commission sets up permanent network study (p. 1).

**CABLE TOLL TV** takes spotlight as telecasters, movie industry eye profit potentials and astronomical starting costs (pp. 2 & 5).

**NETWORK CIRCUIT JAM** for fall-winter eased by give-&-take among networks; circuit allocations on 3 minor routes only (p. 3).

**CBS BUYS KWK-TV**, St. Louis, for \$4,000,000, turning over Ch. 11 CP to competitor. FCC approves NBC buy of Pittsburgh's radio WJAS (p. 6).

**FCC ADDS VHF CHANNEL** to Portland, Ore., opens educational channel in Eugene to commercial applicants; considers other proposals (p. 6).

**TV-RADIO SERVICE** will be \$3.97 billion business in 1966, Sylvania's Mansfield predicts; sees 53,760,000 monochrome, 18,840,000 color sets then (p. 9).

**SARNOFF PREDICTS MORE** electronic wonders: Cigarette-pack radiotelephone, electronic "doctor," typewriter which takes dictation (p. 10).

**COMMERCIALS IN COLOR** up to 1½ times more effective than monochrome, Schwerin Research study indicates. Color seen best for "taste" products (p. 7).

**TV AS EDUCATIONAL TOOL** continues to amaze with startling demonstrations of power. 6:30 a.m. show causes run on bookstores in New York (p. 7).

**NEW UHF STATION** goes on air in all-uhf Ft. Wayne—WPTA, owned by TV pioneer Sarkes Tarzian, bringing on-air total to 512 stations (p. 8).

**FCC NETWORK REPORT DUE—AND IT'S TOUGH:** Next week FCC's high-powered network study group hands over to the Commission the fruits of its 2-year labors—a report said to comprise about 1500 mimeographed pages.

Group headed by U of Cincinnati law school dean Roscoe L. Barrow has worked in secrecy—but speculation is that it will be a "tough" report, a very tough one, possibly with recommendations even less palatable to networks than those of Celler subcommittee.

Barrow's document will be labeled "staff report," to be released Oct. 3 to press and to FCC's Network Study Committee (Comrs. Doerfer, Hyde & Bartley), which will consider it and make recommendations to full Commission.

■ ■ ■

FCC this week set up permanent Office of Network Study "to assist the Commission in dealing with problems relating to radio & TV networks"—and, according to Dean Barrow, to help "implementation of the report." It will have total staff of 8 or 9, understood to comprise economist, 2 lawyers, statistician, clerical help—drawn from present network study personnel. It will have chief—yet to be named—who will report to Broadcast Bureau chief Harold Cowgill.

Dean Barrow and most of the other outside experts hired for the study will leave shortly, having completed job. Barrow will return to his post at U of Cincinnati, but says he will continue to be available to Commission as consultant.

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As FCC wound up its investigation of broadcasting industry, Congress' investigation of FCC began to gather steam. Chief counsel Bernard Schwartz of Rep. Moulder's legislative oversight subcommittee told us his appeal to TV-radio attorneys and others to supply him with information (Vol. 13:38)

has had "surprisingly good results" so far, resulting in "very useful information—much more than we thought we'd get."

He confirmed that subcommittee staffers are checking through every comparative hearing TV case since freeze-end in search of leads, but said that tips from "interested public" would dictate which cases would be investigated in detail. He said he still hopes for hearings early next year.

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A grizzled veteran in the TV investigation field—Rep. Celler (D-N. Y.)—this week let loose some of bitterest invective against TV industry that has ever come from a lawmaker. Addressing N. Y. ATAS luncheon, he fired volley after volley at network programming practices, which he described as "the rape of the airwaves."

He accused networks of "grubbing for gold at the end of the TV spectrum" through sameness of programming and lowest-common-denominator appeal. "The goal is not the integrity of performance but the clink of coin into the sponsor's coffers, the smell of the green bill," he said.

Turning to another of his favorite subjects, he predicted that fee TV (which he called "gas meter television") would be converted to an advertising medium if it became entrenched. He also predicted Congress would pass his bill to make advertising subject to Robinson-Patman act, thereby regulating TV-radio sponsorship discount structures. While he was at it, he denounced program rating systems.

Another Congressional critic of FCC has appeared in form of new Sen. Wm. E. Proxmire (D-Wis.), who inserted in Sept. 19 Congressional Record reprint of Harper's Magazine article "The Scandal in TV Licensing" (Vol. 13:35). Proxmire states: "The possibilities for arbitrary bureaucratic decision—and monopoly in a powerful medium of communication—exist in the structure of the FCC and the laws affecting that agency. There is some evidence that authority has been abused." In same issue of Record, Rep. Wm. G. Bray (R-Ind.) attacks FCC's award of Indianapolis' Ch. 13 (WLWI) to Crosley.

**CABLE TOLL TV TAKING CENTER STAGE:** With on-air pay TV due for more delays because of Congressional intervention (Vol. 13:38), the wired toll-TV enthusiasts are attracting more attention than ever.

While cautious optimism was being expressed about progress of the only pay system extant, in little Bartlesville, Okla. (see p. 5), telecasters and movie people are uneasily eyeing astronomical expenditures required to wire up big cities, wondering if this will ever come to pass and who will inherit it.

NARTB's Charles H. Tower, describing hypothetical wire setup, and warning that figures are full of "ifs," gives this projection for system (using decoders) covering 106,875 TV homes in city of 500,000: Equipment investment, \$10,721,875 (\$100.32 per home); yearly operating (excluding programming costs), \$3,226,563 (\$30.19 per home). Of revenues, Tower says: "There is some reason to believe that an average expenditure of \$70-\$75 per household per year is possible if there is a desire to spend it for this service." Assuming \$72.50 per home, gross revenue could be \$7,748,438. Programming cost is assumed to be one-third of intake, leaving net revenue of \$5,165,625. Deducting operating costs leaves \$1,939,062, which, after taxes, produces about 10% return on investment.

In Hollywood, speaking before Screen Producers' Guild Sept. 24, Jerrold Electronics pres. Milton J. Shapp compared non-decoder wired system with decoder setups. For 150,000 subscribers in city of 1,000,000, non-decoder system would run \$11,000,000 for equipment (\$73.50 per home) and \$5,250,000 annual operating costs (\$35 per home), excluding programming costs. Shapp said Skiatron system would cost \$15,250,000 to install (\$102 per home), \$11,400,000 to operate (\$76 per home). Telemeter is listed at \$18,100,000 installation (\$122 per home), \$11,550,000 operating (\$77 per home).

Shapp reiterated his reasons for believing telecast toll would fail (code-breaking, collection problems, etc.), said he hopes subscription TV will be authorized so that it can "fall flat on its face."

"Pay TV is inevitable," station operator and TV film producer Jack Wrather told meeting of National Community TV Assn. in Los Angeles this week, and he urged telecasters to control it—rather than let it go over to movie exhibitors on a wired basis. He opined that exhibitors would then stifle pay TV because they wouldn't want to compete with themselves.



In San Francisco, KRON-TV mgr. Harold P. See was moved to announce continued opposition to telecast toll but to add: "While KRON-TV has instituted exploratory action toward taking part in [cable pay TV], we have not officially applied for a franchise and are watching developments with interest. If it seems necessary and desirable, we may eventually decide to become an operator of this kind of wired pay TV."

In Washington, meanwhile, FCC staff continued polishing up proposal to invite applications to test toll (Vol. 13:38). Commission may meet on subject late next week, more likely week after. (For other subscription TV developments, see p. 5).

**GIVE-&TAKE EASES NETWORK CIRCUIT JAM:** AT&T, the networks and other intercity video users this week reached agreement on a plan for fall-winter cable-microwave use which—by the skin of its teeth—avoids a throwback to circuit allocation on principal "backbone" routes.

Allocations—or rationing among networks—will be necessary on a regular basis only along 3 side links. Two of these legs (locations undisclosed) serve one station each and allocations will be made between 2 networks; the third serves 3 stations, and route will be shared by 4 video circuit users.

Agreement on plan was reached only after months of meetings among networks and other AT&T video contract customers. AT&T said avoidance of major allocations was due to "additional facilities."

Certainly AT&T has done amazing job of adding to video circuits, but nobody—least of all AT&T—had been prepared for the deluge of requests for network lines which piled up by the July 29 deadline for filing requirements (Vol. 13:23-24). We learn that, in addition to the new facilities (which, of course, had been taken into account this summer when situation looked so alarming), major circuit-rationing was avoided only through great deal of give-&take among users, including the toning down of some grandiose plans.

Avoidance of allocations applies in the case of "contract" users of long-lines facilities only. "Occasional" or "special" uses—such as originations of some unscheduled sports, special events or closed-circuit telecasts from out-of-the-way or unusual places—will meet really formidable problems and will have to be negotiated on case-by-case basis.

■ ■ ■

Agreement covers circuit use through end of standard time period April 26. These are some factors which helped make it possible:

(1) Some new network video users dropped their requests for contracts. These are understood to include at least one closed-circuit network—but its not known whether closed-circuit toll-TV interests such as Skiatron were involved in the negotiations or whether all closed-circuit applicants were of the occasional-use business-meeting & theatre-TV stripe.

(2) Also dropping out of race for time being was Pat Weaver's Program Service network, which has—at the very least—postponed its plans for any extensive intercity video routes. It's believed that another "fourth network" also is delaying or cutting back plans for live programming.

(3) Ancient L-1 coaxial cable will be used for TV again to solve networking problems in some areas, though its narrow bandwidth degrades picture somewhat.

(4) Networks toned down original demands considerably. Keyed to video tape recorders, their first contract requests had envisioned heavy employment this season of clock-time programming—involving maximum of 4 separate transmissions of each program for the 4 time zones. There was some speculation that development of Ampex recorders—with their great possibilities—was largely responsible for severity of jam-up in network circuit requests.

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Networks will do quite a bit of tape repeating for western areas—but complete clock-time plans have been shelved for time being. CBS, for example, currently has 25 hours of taped programming a week on air, some of the tapes being run twice for different time zones. Central and mountain time zones

currently receive many CBS shows one hour later than eastern zone 6 nights a week, are on New York time schedule one night.

AT&T video circuit users already are girding for an even tighter situation next spring, complicated by regional baseball pickups—particularly if Los Angeles & San Francisco baseball games are relayed to east coast. Networks are understood to be planning meetings among themselves in next few weeks to adjust their circuit requirements for next spring before bringing them to AT&T.

In agreement this week, regional TV baseball coverage from beginning of ball season to April 26 couldn't be fitted into circuit-use schedule, and will have to be jigsawed in later.

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Note: Rumors this week—neither verified nor denied by principals—had color tape recording nearing testing stage, with CBS-TV reportedly planning to begin program experimentation before year's end. Presumably, development will be in cooperation with Ampex. Because of stony silence on both sides, best guess is that rumor isn't 100% false.

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**Personal Notes:** Russell Clancy and Charles W. Goit named national sales directors, with equal responsibilities, in national sales & production step-up by TPA . . . B. Gerald Cantor of Cantor, Fitzgerald & Co. (investments), Robert I. Westheimer, Cincinnati stockbroker, and Jack M. Ostrow, Cal. attorney & entertainment industry business mgr., added to NTA board . . . John B. Soell, mgr. of WISN-TV & WISN, Milwaukee, adds title of v.p. of parent Hearst Corp. . . . Glen Joseph Porter, ex-ABC Films, and John Ettelson, ex-KGW-TV & KPTV, Portland, named NBC TV Films sales reps for Fla.-Ga.-Ala. and Pittsburgh-western Pa., respectively . . . King Horton, ex-McCann-Erickson, named v.p., Telestudios Inc. . . . Bill Barron resigns as public relations director, KHJ-TV, KHJ & Don Lee Broadcasting System, Hollywood . . . H. Lloyd Taylor Nov. 1 becomes mgr. of adv. & promotion, du Pont film dept., succeeding Leroy B. Steele, retiring . . . Andrew J. Murtha, asst. secy.-asst. treas., Twin States Bestg. Inc. (WFBM-TV, Indianapolis & WTCN-TV, Minneapolis) named business mgr. of WFBM-TV . . . Karl Nelson, ex-WICU, Erie, named director of sales development, WTAR-TV, Norfolk; Patrick Arnoux, ex-WRAL-TV, Raleigh, appointed production mgr. . . . Elmer Alley, ex-WSAV-TV, Savannah, appointed exec. producer, Charles H. Cash Jr., ex-WTVD, Durham, promotion mgr., WSM-TV, Nashville . . . James G. Wharton, ex-WLAC-TV, Nashville, named adv.-promotion director of WSIX-TV, same city . . . Robert W. Cochran promoted to Los Angeles district sales mgr., GE TV-radio broadcast equipment, succeeding F. R. Walker who moves to similar post with GE closed-circuit TV.

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### Obituary

Wayne Coy, 53, former FCC chairman who died in Indianapolis of heart attack Sept. 24, played strong role in laying foundation of today's TV structure during his 1947-52 tenure. It was under his leadership that pattern of station allocation, as it exists today, was established. He also headed Commission during its consideration of color TV standards, concluding with adoption of incompatible CBS system—which never got going commercially and was replaced with current compatible standards. During color fight, in which Coy provoked opposition of most of industry, he was accused of being "anti-industry." On other hand, he was also charged with being too meticulous in giving all parties their full "day in court" in Commission hearings—thus prolonging the famous TV freeze from an expected few months to some 3½ years. Extremely quick-witted, rather hot-tempered, Coy delighted in debate, was a shrewd parliamentarian in Commission meetings. Native of Indiana, he was a newspaperman before becoming asst. to Gov. Paul V. McNutt in 1933. In 1941, he became President Roosevelt's liaison with Office of Emergency Management, was appointed asst. budget director in 1942. In 1944, he joined *Washington Post* as asst. to publisher and as director of its WINX. During FCC tenure, he attracted attention of *Time Magazine* executives. When *Time* bought KOB-TV & KOB, Albuquerque, for \$900,000 in 1952, he was made 50% owner, pres. & gen. mgr. After *Time's* purchase of Bitner stations (Vol. 13:16), Coy came to Indianapolis to head local WFBM-TV & WFBM and Minneapolis' WTCN-TV & WTCN. After leaving Commission, he was ill frequently, sometimes seriously. Surviving are his widow, 2 sons, mother, brother, sister.

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Associated Press Radio & TV Assn. elects Daniel W. Kops, WAVZ, New Haven, pres., succeeding Jack Shelley, WHO, Des Moines. Other officers chosen at Sept. 23 board meeting: Tom Eaton, WTIC, Hartford, 1st v.p.; Joe H. Bryant, KCBD-TV, Lubbock, Tex., 2nd v.p.; Jack Dunn, WDAY-TV, Fargo, N. D., 3rd v.p.; Wm. W. Grant, KOA, Denver, 4th v.p. AP asst. gen. mgr. Oliver Gramling was reelected secy.

Rapidly expanding NTA, whose gross annual sales climbed from \$350,000 to \$18,000,000 in 3 years, announces executive reorganization: Pres. Ely A. Landau moves up to new post of chairman & chief exec. officer; exec. v.p. Oliver A. Unger becomes pres.; v.p. Harold Goldman becomes exec. v.p.; operations-administration v.p. Edythe Rein gets title of senior v.p.

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ADVERTISING AGENCIES: Frank L. Henderson, ex-Young & Rubicam, appointed v.p., account supervisor & member of plans group, Sullivan, Stauffer, Colwell & Bayles . . . Nathan Schiller, ex-Politz Research, appointed director of sampling & statistical dept., McCann-Erickson's Market Planning Corp. . . . Wm. Wylie, TV-radio account executive, named assoc. director, program services div., McCann-Erickson . . . Wm. L. La Cava, ex-Compton Adv., named exec. producer, Cunningham & Walsh radio-TV dept. . . . E. J. Owens resigns as v.p., Kudner Agency . . . Philip C. Kenney, assoc. media director, & Robert R. Burton, mgr. of Chicago office, named v.p.'s, Kenyon & Eckhardt . . . Eric A. Jensen, ex-J. Walter Thompson, becomes producer, director & business mgr. of Warwick & Legler TV dept.



**BARTLESVILLE** wired pay-TV operation to date was described in detail, and with considerable candor, by Henry S. Griffing, pres. of owner Video Independent Theatres, in New York press conference Sept. 23.

He reported system has 472 subscribers plus 271 more waiting to be hooked up—toward estimated break-even point of 1500-2000 subscribers, among the 5200 families in town.

Reiterating that "survival" was sole objective of trying cable TV, Griffing reported that admissions to his 150-theatre chain were down 40% in Aug. from 1952. He said VIT has franchises in Oklahoma City, Tulsa, Albuquerque, Lubbock & Midland, Tex.—will consider cable theatre in those cities if Bartlesville is successful.

Comparing cable movies with VIT's conventional community antenna system operations in other towns, Griffing said he expects similar pattern of development—with "a year of hard sell to put it across." He said that \$9.50 monthly charge was arrived at by taking VIT's usual \$7 CATV fee and adding expected cable movie programming costs.

Capital cost of system: \$106,000 for primary cable and amplifiers, \$100,000 for studio (or "booth") equipment, plus about \$35 for each tap from main cable to home. System employs 2 projectionists, 2 engineers, one supervisor—operating 2 shifts. Cost of leasing cable from phone company is \$38,000 annually for 5 channels, under 5-year contract.

Considering a metering system, primarily to calculate payments to movie producers, Griffing said development of equipment is about a year off. He said he'd sought to

experiment with Skiatron coinboxes but none have been produced.

Griffing stated that on-air scrambled systems are "entirely impractical;" that "open wire" systems (as opposed to shielded coaxial cable) are inadequate; that no advertising on system is contemplated because setup is regarded solely as extension of theatre; that VIT leaves set servicing strictly alone.

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Other subscription TV developments:

(1) Skiatron Electronics reports that its franchise holder, Matty Fox's Skiatron TV Inc., has contracts to acquire film for its proposed San Francisco closed-circuit operation; that Fox will pay it 2½% of gross returns on closed circuit, compared with 5% for on-air.

(2) Writers Guild of America, West, served notice it would seek extra payment for films played on cable theatre.

(3) NATESA, national receiver servicemen's organization, called on FCC not to okay toll tests, stating subscription TV would be "mortal blow" to servicemen because pay-TV operators would want exclusive rights to service sets.

(4) International Telemeter placed full-page ad in Sept. 25 *Variety*, stating it has received so many requests for franchises that it begs applicants to be patient while waiting for reply.

(5) Editorially, Sept. 22 *Washington Star* (WMAL-TV) congratulated FCC for moving cautiously, while Sept. 24 *N. Y. Herald Tribune* called Commission move "overly cautious" but a "real step" forward.

(6) Poll of uhf stations by Committee for Competitive TV showed operators 10-to-1 opposed to toll TV.

**Telecasting Notes:** Is there a correlation between a show's popularity and the presence or absence of an exclamation point in its title? This may be a matter best left to motivation researchers, but we can't help noticing that as of this week NBC-TV no longer has a single show using the exclamatory appendage, while CBS-TV still has 2 (we haven't researched ABC yet) . . . NBC has been quietly snipping the "!" from its titles, presumably on basis of well documented depth research. Last summer, in fact, when the "new" *Tonight!* was doing badly in billings and ratings, the "!" was removed (accompanied by a format & cast change) and all reports indicate the show is now a hit. This week, same network removed its last exclamation point—from Martin Agronsky's 2-week-old *Look Here!* (now known as *Look Here*)—immediately alerting industry to rating improvement possibilities . . . CBS-TV, on other hand, has determinedly held over its 2 "!" shows without title change—*Climax!* and the unique internally-exclamated situation comedy *Oh! Susanna*. There were trade rumors this week that network was considering changing latter to *Oh Susanna!*, or possibly even *Oh! Susanna!*, but spokesmen(!) were silent, explaining that the situation is highly competitive(!) . . . Networks' thorough and analytical coverage of Little Rock integration story received near-universal kudos from critics . . . No more picture copy airline plugs on CBS-TV, which Sept. 15 put its new policy into effect. From now on, the cuff "transportation provided by" mention will be confined to mere line in crawl, along with other credits . . . \$3,000,000 gross daytime business has been placed by 5 advertisers since first of month, NBC-TV announces . . . CBS-TV has turned Sat. 10:30-11 p.m. period back to stations for local sale . . . "Largest TV package in Canadian history" has been bought by GM on CBC—60 min. weekly

on English-language network and 30-min. on French network, featuring Canadian talent, plus U.S.-originated *Chevy Show*, *Big Record & Patrice Munsel Show* . . . Ford's new Edsel div. signs \$3,200,000 deal for alt. sponsorship of 60-min. NBC-TV *Wagon Train* 26 weeks beginning Oct. 23 . . . Mike Wallace goes on film for overseas interviews which he hopes will include such diverse and controversial celebrities as Charlie Chaplin, Bertrand Russell, King Farouk, Ingrid Bergman & Sophia Loren . . . Fremantle of Canada to represent NBC TV Films . . . First new-season Trendexes indicate close 3-way battle in many time segments, Sept. 25 *Variety* headlining "End of the Runaway Ratings" . . . More members of Congress watch NBC-TV news programs than those of other networks, network announced on basis of poll by independent research firm. According to NBC-TV, results were 43.8% for NBC-TV, 41.1% for CBS-TV, 12.3% for ABC-TV . . . Basic TV training course for ad agencies and sponsors will be offered by Los Angeles' KNXT in form of two 6-hour sessions, probably starting next month.



Color TV's impact on newspapers is theme of ad in Sept. 21 *Printers' Ink*, placed by ink manufacturer Geo. H. Morrill Co. div. of Sun Chemical Corp. It states in part: "It will take color to sell color TV sets and create an audience for color programs. The color impact in TV commercials is certain to lead advertisers to use color in newspaper ads too. No question about it . . . color TV will provide the impetus to boom newspaper color advertising."

New reps: KELP-TV, El Paso, Tex. to Forjoe TV Inc. (from Young Television Corp.); KIVA, Yuma, to George P. Hollingbery Co. (from Paul H. Raymer Co.).

NBC-TV adds *Steve Allen Show* to list of programs telecast regularly in color, beginning Oct. 6.

**PURCHASES OF TV or radio stations** by 3 networks were in various stages of the FCC processing mill simultaneously this week: (1) CBS filed for purchase of St. Louis' KWK-TV (Ch. 4) for approximately \$4,000,000, turning over its Ch. 11 grant to applicants which it beat in hearing. (2) FCC approved NBC's \$750,000 purchase of radio WJAS & WJAS-FM, Pittsburgh, with 2 dissenting votes. (3) AB-PT filed application for purchase of Pittsburgh radio KQV for \$700,000 (Vol. 13:35).

Complicated CBS St. Louis deal, under negotiation for more than month (Vol. 13:34, 36), has these provisions: KWK-TV would be sold to network for approximately \$2,500,000 by owners, including *St. Louis Globe-Democrat* (23%) & KSTP Inc. (23%). CBS would pay additional \$1,500,000 to *Globe-Democrat* for TV studio and real estate.

CBS also has entered into agreement with losers in Ch. 11 hearing—220 Television Inc., St. Louis Telecast Inc. and Broadcast House Inc.—whereby they will terminate all litigation challenging CBS's right to Ch. 11, for which CBS agrees to assign its CP to 220 Television. Latter will issue \$400,000 in debentures, other 2 losing applicants each receiving \$200,000 as reimbursement for costs incurred in connection with their applications. Radio KWK isn't directly involved in transaction, but agreement provides that 220 Television has first refusal on purchase if stockholders agree it's to be sold. CBS owns radio KMOX in St. Louis.

Approval of WJAS transfer to NBC (Vol. 13:32) was accompanied by stipulation that action is without prejudice to any Commission action which might follow termination of pending anti-trust actions involving NBC. Comrs. Bartley & Lee voted for hearing on transfer, Bartley in dissent raising issues of impact of network-owned station in Pittsburgh on competitive broadcast structure and imminence of FCC, Justice Dept. & Congressional studies which have bearing on network and multiple ownership of stations.

Purchase of KOVR, Stockton, Cal. (Ch. 13) by Hudson Valley Bestg. Co. (Lowell Thomas-Frank Smith interests) from Television Diablo Inc. for \$3,487,500 plus \$75,000 for land and building in Stockton and \$100,000 for net assets of off-air KCCC-TV, Sacramento (Ch. 40) was approved by FCC this week (Vol. 13:28, 35). At same time, FCC approved stock transaction to transfer control of WTVD, Durham, N. C. (Ch. 11) from Durham TV Co. Inc. to Hudson Valley Bestg. Co., which acquired controlling interest last spring (Vol. 13:21).

Merger of WGR Corp. into Transcontinent TV Corp., bringing WGR-TV, Buffalo (Ch. 2) & WGR under one corporate roof with WROC-TV, Rochester (Ch. 5) and involving total consideration in excess of \$5,000,000, was approved by FCC this week (Vol. 13:27). Transcontinent also owns 50% of WSVA-TV, Harrisonburg, Va. (Ch. 3).

Sale of WAGM-TV, Presque Isle, Me. (Ch. 8) & WAGM, along with WABM, Houlton, Me., was approved by FCC last week. Purchaser is Horace Hildreth's Community Bestg. Co., seller Harold Glidden, price for 94.8% \$525,000. Final transfer awaits sale of WABQ, Presque Isle, by Community Bestg. subsidiary.

Sale of KREM-TV, Spokane (Ch. 2) and AM & FM affiliates by Louis Wasmer for \$2,000,000 to KREM Bestg. Co. (Mrs. A. Scott Bullitt, 40%; KING Bestg. Co., 60%) was approved by FCC this week (Vol. 13:34). Wasmer will remain as pres. of new company, but without stock interest.

**ALLOCATIONS actions of FCC** this week include 2 substantial moves in Oregon—addition of Ch. 2 to Portland, commercialization of Ch. 7 in Eugene. In preferring Portland to smaller cities in area vying for Ch. 2, Commission stated that Portland's needs for more competition outweigh other cities' demands for local outlet.

In "unreserving" Eugene's educational channel, Commission said it couldn't hold channel forever; that educators hadn't formulated plans firm enough to justify continued reservation. Eugene's is the 3rd vhf educational channel to be commercialized since end of freeze in 1952. Others: Ch. 5, Weston, W. Va.; Ch. 3, College Station, Tex. Comrs. Bartley & Mack dissented from Eugene action; Ford abstained.

In other actions, FCC: (1) Denied petition by WOCN to move WRCV-TV's Ch. 3 from Philadelphia to Atlantic City. (2) Denied petition for reconsideration of decision which had refused to move Ch. 7 from Spartanburg to Knoxville.

Rule-making petitions received: (1) From Ch. 4 CP-holder WTAE, McKeesport, Pa. to move its channel to Pittsburgh. (2) From off-air WWOR-TV, Worcester, Mass. (Ch. 14) to move Ch. 11 from Durham, N. H., to Worcester and commercialize it.

Translator CPs granted: Ch. 71, Salida, Colo.; Ch. 71, 74 & 77, Cottage Grove, Ore.

Note: Report of Buffalo Ch. 7 initial decision last week (Vol. 13:38) should have indicated that Great Lakes TV Inc. remains the proposed grantee.

Comments deadline on low-power vhf booster rule-making (Vol. 13:31-32) has been extended from Oct. 1 to Dec. 15, FCC acting on petitions of NCTA and Colo. Gov. Steve McNichols. A late filer for extension, Ben Adler, pres. of uhf translator manufacturer Adler Electronics, this week told Commission that as result of survey he's "convinced that small so-called 'reflector' stations will never be in a position to comply with *any* set of FCC rules for direct licensing that will give proper protection to existing services in the vhf portion of the TV broadcast spectrum." He said that he's developing over-all vhf-uhf plan for remote and shadowed areas; that plan "will combine ideas and requirements of the various opposing factions in this controversy and it is believed that it will be workable and practicable."

TASO field strength & picture quality tests in Baton Rouge area start Oct. 1, comparing signals of WABF-TV (Ch. 28) and WBRZ (Ch. 2). Field strength measurements will be directed by consulting engineer Howard T. Head, using Assn. of Maximum Service Telecasters' equipment. Home observation studies will be directed by Wm. L. Hughes, Iowa State College. Similar tests are planned for Madison, Wis. later in Oct. First such studies covered New Orleans.

Latest book by U of Ill. Prof. Dallas W. Smythe, former FCC economist, is *The Structure and Policy of Electronic Communications* (103 pp., \$1.50, Office of Publication, U of Ill., Urbana), designed to present fundamentals. Sample chapter headings: "Unification of Wire-Telegraphy," "Nature and Scope of Radio Services," "Theory of Radio Spectrum Allocation," "Emergence of International Radio Allocation Policy."

First subminiature TV camera chain designed to military specifications is claimed by DuMont. Unit's camera head measures 5x4x7-13/16-in., is accompanied by control unit, monitor, power supply and remote control unit.



**COMMERCIALS in color**—"when it is used properly"—enjoy a large advantage over the same commercials in monochrome. This is one of principal conclusions reached in 2 years of pre-testing experience by Schwerin Research Corp., as described by pres. Horace S. Schwerin in current (dated Aug.) issue of RCA's *Broadcast News*.

However, notes Schwerin, the products which could gain most from color TV are undergoing least amount of preparation for it. These are the "sensory" products—products with taste appeal, for example, "are doing only about one-fifth as much research in color as they are in black-&-white." Article is based on pre-testing using kinescope recordings of commercials before representative cross-section audiences at special screenings. The researcher makes these points on basis of his tests involving color commercials:

(1) Color, while it increases commercial effectiveness, tends to decrease remembrance of sales ideas. Taking RCA Victor commercials as example, he said tested effectiveness of color commercials was about 1½ times as strong as its monochrome counterpart. But at same time, color seemed to diminish the amount of sales points viewers remembered.

(2) Natural settings are more effective than "show-case" or off-beat settings.

(3) Distracting use of color diminishes effectiveness of commercial.

(4) Commercials in "middle range" of effectiveness benefit most from use of color. Tests showed that a poor monochrome commercial isn't benefited much by putting it in color, and "a monochrome commercial that is highly effective in its own right can get little additional value from color."

(5) Color helps some product types more than others. Generally, the more familiar the product, the less benefit it will gain from color, while new brands stand to gain much.

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"Color center of the nation" is term applied by RCA color TV coordinator Wm. E. Boss to Ohio Valley service areas of Crosley's WLWT, Cincinnati; WLWD, Dayton & WLWC, Columbus. Addressing Advertisers' Club of Cincinnati Sept. 25, he said area enjoys more local & network color TV broadcasting than any area in U. S. and is experiencing fastest rate of color TV set sales in nation. "What has made the Ohio Valley story so different from the others," he added, "is the simple fact that we did not originate it." He said color set sales "shot up nearly 800%" during one 4-week promotion campaign and that "nearly one in every 2" RCA TV sets sold in Cincinnati, Columbus & Dayton is a color set.

First 2 World Series games, starting Oct. 2 in N. Y., will be colorcast by NBC-TV, while 3rd, 4th & 5th (if necessary) games in Milwaukee will be in black-&-white because of insufficient time to move color equipment. If 6th or 7th games are needed in N. Y., they'll be colorcast. Milwaukee dealers are renting color sets for \$75, black-&-white for \$40, during Series.

Curb on TV-radio stations' right to broadcast immediate reports of disasters was urged by International Assn. of Fire Chiefs. At New Orleans convention, group adopted resolution asking FCC to bar stations from broadcasting disaster reports until at least 15 minutes after they occur, to prevent traffic congestion.

Color TV sales in Kansas City were 29 in Aug., bringing total to 2158, reports local Electric Assn.

**POWER of educational TV** again amazed educators, newspapers and even telecasters this week—this time in New York, at the unlikely hour of 6:30 a.m. NYU and WCBS-TV this week began *Sunrise Semester*, city's first full college credit TV course (comparative literature), consisting of 72 half-hour telecasts.

Before program series began, NYU had received nearly 10,000 requests for information and at least 500 applications to take course for college credit (at \$75). It was after first pre-dawn lecture that educational TV's pulling power became apparent to booksellers—when there was sudden rush on copies of Stendahl's *The Red & the Black*, the novel under discussion for first week. Brentano's reported sellout of 1000 copies, all other bookstores said they, too, were out of the book, and publisher Random House called WCBS-TV to say it had been receiving rush orders from dealers all over area.

End result: Educational series got a "sponsor." Bookseller Barnes & Noble placed unsolicited order for 10-sec. spots before and after 6:30-7 a.m. series to announce that books discussed on the program will be available at its stores. Nobody was more surprised than WCBS-TV, whose sales staff hadn't even thought of trying to sell announcements around the educational series.

Another commercial telecaster, meanwhile, prepared to tackle a tough schoolroom subject to see if it couldn't be turned into fun. Westinghouse Broadcasting Co. began preparations for series of 9 shows intended to teach junior high school mathematics. For telecasting during school hours on WBC's 5 TV stations, series will use Bil Baird marionettes, probably will also be made available to some non-WBC stations.

NBC announced related project intended to boost interest in public schools. Combined facilities of its 13 TV-radio stations in 8 cities will concentrate on single 6-week public service project—"Know Your Schools"—donating more than \$1,000,000 in time and program costs. Each city's stations will undertake own local projects and programs using same theme, with report on techniques and results to be made available to broadcasting industry.

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Biggest closed-circuit theatre-TV hookup in history fed Sept. 23 Basilio-Robinson middleweight title bout to 173 theatres in 130 U. S. & Canada cities, with combined seating capacity of 500,000. Though no estimates of attendance or grosses were available from Theatre Network TV, principal networkers involved, Sept. 26 *Variety* published results of partial canvass of movie houses participating, reported sellouts in some, so-so results in others. Admission prices ranged from \$3 to \$6.60.

Radio station sales and transfers approved by FCC: KEOK, Ft. Dodge, Ia. by H. W. (Dutch) Cassill and associates for \$150,000 to owners of WMT, Cedar Rapids (Vol. 13:32) . . . WSRC, Durham, N. C. by John C. Greene Jr. for \$95,000 to Robert A. Monroe, Seymour Schneidman, Philip Nadler and associates (Vol. 13:35) . . . KXLE, Ellensburg, Wash. by Goodwin Chase Jr. & Joseph B. Kendall for \$80,000 to Willis R. Harpel & Stephen C. Wray (Vol. 13:31) . . . KAFP, Petaluma, Cal. by A. T. Shields, Corinne Shields, G. M. Hauser & A. D. Thomas for \$75,000 to Broadcast Associates Inc. (Vol. 13:33).

Keystone Broadcasting System signs 1000th radio affiliate—KAGE, Winona, Minn.

**New and Upcoming Stations:** Second TV station owned by veteran pre-freeze telecaster and equipment manufacturer Sarkes Tarzian—WPTA, Ft. Wayne-Roanoke, Ind. (Ch. 21)—is now on air with test patterns, and was scheduled to start programming Sept. 28. Ronald R. Ross is gen. mgr. for Tarzian, owner of WTTV, Bloomington-Indianapolis (Ch. 4). Station has 12-kw RCA transmitter, 724-ft. tower, is expected to be ABC affiliate in all-uhf area. Base hour rate is \$360. Rep is Meeker.

New Ft. Wayne station brings on-air total to 512, of which 92 are uhf. Next starter may be WEEQ-TV, La Salle, Ill. (Ch. 35), which began equipment tests last week end.

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

WETV, Atlanta (Ch. 30, educational) has been delayed by "tardy equipment delivery" and target date (previously Aug. 15 for test patterns) is now a matter of guesswork, writes Haskell Boyter, director of TV-radio education for Atlanta Board of Education. Building is complete and 12-kw GE transmitter is wired and ready. Footings were to be poured this week for 470-ft. Truscon tower, and GE antenna is due shortly.

CHCA-TV, Red Deer, Alta. (Ch. 6) has studio-transmitter building 40% completed, has GE 5-kw transmitter due Oct. 15, plans early Nov. start, reports pres. G. A. Bartley. Erection of 300-ft. Trylon tower from Wind Turbine Co. will begin when transmitter arrives. C. G. Harju, ex-radio CKRD, Red Deer, will be commercial mgr., Ray D. Torgrud, ex-CHCT-TV, Calgary, production supervisor; Ted Wadson, ex-CFRN-TV, Edmonton, chief engineer. Base hour will be \$160, subject to CBC approval. Rep will be announced shortly.

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New powers & towers: WTTV, Bloomington (Ch. 4) now operating from new 1250-ft. tower near Trafalgar, Ind.; KSIX-TV, Corpus Christi (Ch. 10) now at 316-kw ERP; KGBT-TV, Harlingen, Tex. (Ch. 4), Sept. 19 went to full 100-kw ERP from new 990-ft. tower; WHP-TV, Harrisburg (Ch. 55) Sept. 23 boosted to 1 megawatt ERP; WANE-TV, Ft. Wayne (Ch. 15) Sept. 19 to new site at 2915 W. State Blvd.

Equipment shipments: RCA shipped live color studio camera to WLWI, Indianapolis, and 24-gain pylon antenna to WNDU-TV, South Bend (Ch. 16), both Sept. 24.

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TV talent costs are "approaching the point of diminishing returns," a major TV advertiser warned telecasters this week. Said Bowman Gray, exec. v.p. of R. J. Reynolds Tobacco Co., in address to NARTB regional meeting in Asheville, N. C.: "Since talent expenditures continue to rise through escalation, competitive bidding for properties and union increases." He continued, "the only way I can see to preserve continuing efficiency of this most important medium is to hold the line on facilities costs." Gray also rapped requirement of guaranteeing film repeats in summer months, saying popular TV shows are "forcing away a good part of their following" by this practice. Color TV growth, he said, "has been disappointingly slow." Citing advertisers' standpoint, he declared "we do not see how we can divert money from other color media to invest in color TV until such time as the circulation would warrant such a diversion." Another speaker, Rep. Scott (R-Pa.), said broadcasting of congressional debates "is certainly going to be done at some future time and should be given a trial now," despite House leadership's lack of enthusiasm about his bill to permit TV-radio coverage of House debate.

Radio station sales & transfers reported recently: WVDA, Boston by Vic Diehm & Assoc. for \$252,500 cash plus \$206,000 payment of stockholder's notes to ex-Secy. of Commerce Charles Sawyer . . . WGCM, Gulfport, Miss. by Hugh O. Jones (who plans to develop community antenna system franchise there) for \$150,000 to Miss. broadcaster E. O. Roden and associates . . . KWG, Stockton, Cal. by Douglas D. Kahle for \$85,000 to group headed by engineer Robin Hill . . . WCHI, Chillicothe, O. by Norman M. Glenn for \$78,450 to ex-station rep J. H. McGillvra & wife . . . WRKE, Roanoke, Va. by Elmore & Reba Heins for \$75,000 to Sherwood J. Tarlow, Allan W. Roberts, Dr. Bertram M. Roberts & Joseph Kruger . . . KWLK, Longview, Wash. by Twin City Bestg. Corp. for \$65,000 to Triad Bestg. Co. (Merton Glant, pres.) . . . WOKE, Oak Ridge, Tenn. by Air Mart Corp. (Frank Corbett, Harry J. Daly, Harry C. Weaver, & Owen J. McReynolds) for \$64,000 to WOKE Inc. (50% owned by Carter M. Parham, pres. & 22% owner of WDEF-TV & WDEF, Chattanooga) . . . KLMO, Longmont, Colo. by Grady F. Maples for \$63,000 to Arline H. Steinbach, ex-owner of KBMO, Benson, Minn. . . KRIZ, Phoenix, by Howard Loeb for \$215,000 to ex-Sen. Burton K. Wheeler and sons . . . KBUC, Corona, Cal. by Radio Broadcasting Inc. (Henry Fritzen) for \$150,000 to group headed by James Hadlock . . . WXRA, Kenmore, N. Y. by Thaddeus Podbielniak for \$150,000 to John W. Kluge . . . WPFA, Pensacola, Fla. by Wm. O'Connor for \$115,000 to Richard C. Fellows & Robert Thorne . . . WOOW, New Bern, N. C. by Paul Reid for \$50,000 to Leo Hoarty and associates of WBOF, Virginia Beach, Va. . . . KPIG, Cedar Rapids, by Dakota County Realty Co. for \$49,295 to Cedar Rapids Bestg. Corp. . . . WIPA, Annapolis, Md. by WASL Broadcasting Co. Inc. for \$49,200 to Robert J. Kent, USIA employe . . . WWXL, Manchester, Ky. by Clifford Spurlock, 140 shares of stock (46.67%) for \$32,450 to J. L. Tighe and associates . . . Brokers: WGCM, KWG, KWLK, KLMO, WPFA & WOOW, Hamilton, Stubblefield, Twining & Assoc.; WCHI, Allen Kander; WRKE, Blackburn & Co.; WVDA, R. C. Crisler & Co.

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Rate changes: WMAL-TV, Washington, has new Class A hour rate of \$1200, up from \$700, 20 sec. \$240 from \$140. KMGM-TV, Minneapolis, new rate effective Sept. 30 has Class AA hour at \$1000, down from \$1500, min. \$200 from \$225. WTRF-TV, Wheeling, Oct. 1 raises Class AA hour to \$600 from \$500, min. \$120 from \$100. WSPA-TV, Spartanburg, S. C., has raised Class A hour to \$500 from \$450, min. \$100 from \$90. WANE-TV, Ft. Wayne, has new Class A hour rate of \$500, up from \$400, min. \$110 from \$80. KTVW, Tacoma, Wash. new rate card effective Oct. 1 has Class A base hour of \$425, min. \$85; decrease from \$600 & \$125, respectively. KRCG, Jefferson City, Mo., Oct. 1 raises Class AA hour to \$300 from \$250, min. \$60 from \$50. KVIP-TV, Redding, Cal., Sept. 1 raised base hour from \$225 to \$250, min. \$35 to \$42.50. WCNY-TV, Carthage-Watertown, N. Y. Sept. 30 raises base Class A hour to \$250 from \$200, min. \$50 from \$40. WATR-TV, Waterbury, Conn., has new rate card effective Sept. 1 which retains base hour of \$200, changes min. from \$60 to \$40, deletes Class C and changes Class B hour to \$140 from \$180, min. \$30 from \$54. Note: WJMR-TV, New Orleans, reports that its increase (Vol. 13:38) was effective March 1.

Communications attorneys in Washington have become so well known to judges of Court of Appeals because of numerous contested TV cases that they're being tapped frequently to defend indigents—gratis. Currently, for example, Leon Brooks and Harry Plotkin are spending lunch hours, evenings, etc. on rape case.



**1966 VIEW OF SERVICE INDUSTRY, SETS-IN-USE:** Dimensions of the huge TV-radio servicing industry, actually larger in dollar volume than factory sales of TV & radio sets, have been measured by Frank W. Mansfield, Sylvania marketing research director, who also undertakes the difficult chore of projecting its growth through 1966. His figures show some intriguing color and black-&-white sets-in-use projections.

Mansfield shows, for example, rise of repair parts & servicing volume from \$477,000,000 in 1948 to \$2.554 billion in 1957, estimated \$3.971 in 1966. He shows black-&-white sets-in-use at 46,720,000, color 315,000, as of end of 1957 -- going to 53,760,000 and 18,840,000, respectively, at beginning of 1966.

Breakdown provides costs of repair parts, service & installation from 1948 to present and projections of same categories for every year through 1966. For example, the 1957 total is split up this way: \$889,900,000, repair parts (including tubes); \$587,300,000, distribution revenue (66% markup on parts); \$1.077 billion total service and installation.

\* \* \* \*

Other details of 1957 estimate: Renewal receiving tubes, 171,400,000 at average factory price of 80¢, for total of \$137,100,000; black-&-white picture tubes, 6,200,000 at \$22.50, total \$139,500,000; color picture tubes, 20,000 at \$75, total \$1,500,000; "other parts" total, \$611,800,000. Figure for "other parts" is determined by multiplying value of tubes by factor of 2.20.

Reviewing survey's chart for TV-radio repair parts and services and EIA's factory value of TV-radio sets for 1948-1956 period, we note total set value exceeded repair parts and service costs through 1953 when the 2 figures were almost identical; \$1.523 billion for parts & services, \$1.528 for sets.

Noteworthy is the drop in number and total value of receiving tubes in Mansfield's projections from 1959 through 1966. Spokesman attributed drop to: (1) Ever-increasing use of transistors. (2) Reduced price of tubes due to competition from transistors, cost of which is reflected in "other parts."

Mansfield's estimates for total repair parts and services are: 1958, \$2.676 billion; 1959, \$2.837; 1960, \$2.952; 1961, \$3.114; 1962, \$3.226; 1963, \$3.472; 1964, \$3.558; 1965, \$3.747; 1966, \$3.971.

Survey uses following averages for number of service calls: Color TV, 6 per year; black-&-white, 3; home radio, 1; auto radio, 0.5.

\* \* \* \*

Analysis of Sylvania figures shows this to be its estimate of color and black-&-white sets, respectively, in use at beginning of each year: 1957, 160,000 color, 42,580,000 black-&-white; 1958, 315,000 & 46,720,000; 1959, 705,000 & 50,965,000; 1960, 1,280,000 & 53,610,000; 1961, 2,260,000 & 56,040,000; 1962, 3,705,000 & 57,495,000; 1963, 6,100,000 & 58,070,000; 1964, 9,430,000 & 57,870,000; 1965, 13,680,000 & 56,320,000; 1966, 18,840,000 & 53,760,000.

Number of repairmen in 1957 is set at 132,970, estimate for 1958 is 140,357, --number rising about 5% yearly to 206,640 in 1966.

**Production:** TV output was 155,751 week ended Sept. 20, compared with 161,749 preceding week and 187,852 in corresponding week one year ago. It was year's 38th week and brought TV production for year to date to about 4,420,000, compared with 5,080,428 in same period of 1956. Radio production totaled 356,290 (105,965 auto) for week ended Sept. 20 vs. 327,829 (91,068) preceding week and 285,798 (74,178) in corresponding week year ago. Radio output for 38 weeks totaled about 9,993,000 (3,732,000) vs. 9,272,059 (2,990,135) in 1956 period.

**Topics & Trends of TV Trade:** RCA chairman David Sarnoff took another peek into the electronic crystal ball this week, in talk to Life Office Management Assn. in Washington, and came up with more wonders in his continuing series of electronic marvels of future:

After outlining growth of electronics, he gave these prospects for the future: (1) Electronic medical diagnosis—stethoscopes giving way to diagnostic robots with years of medical skill “built in;” other electronic devices which will relieve doctors of need to perform routine tests. (2) Personal radio communications—using tiny gadget, about size of cigarette pack, to communicate with others anywhere in the world. (3) Electronic stenographer—basic studies already have led to the development of a rudimentary phonetic typewriter that can type a few simple words and phrases spoken into a microphone.

Gen. Sarnoff attempted to allay fears that automation will cause widespread unemployment. Rather, he said, “it will free millions from arduous and hazardous toil. It will increase employment, reduce hours of labor, and increase our leisure time.”

In comparison with other advances, the RCA chairman recalled “when TV emerged, it faced the scorn of many people in the movie industry. They referred to it derisively as ‘that little peep-hole.’ Well, today motion picture companies are producing products for television and some of them are making more money from their sales to television than they are from their sales to theatres. Indeed, some movie men have become so enamored with television that they would like to take it over and care for it—as their very own.”

\* \* \* \*

“Guaranteed satisfaction” is fulcrum of RCA color TV offer to Buffalo purchasers of black-&-white sets. Field test, to be duplicated in Grand Rapids, Lansing & Saginaw, will be expanded nationally if successful. Spokesman said program works this way: After customer buys black-&-white set, he is offered 10-day trial of color set; if customer isn’t satisfied with color set, dealer delivers original selection without obligation.

Today’s economy is described as “uncertain” by Edward R. Taylor, Motorola exec. v.p.-consumer products, who adds that TV, appliance, automobile, residential construction businesses have not rocketed as expected in 1957. However, he told Austin Executives Club, Chicago, last week that he was still optimistic due to high rate of personal savings, employment, wages and income. And he feels 1958 will bring some tax relief.

“Evaluation” trip to Japan by Motorola purchasing v.p. Frank J. O’Brien and Jack Davis, engineering v.p. for consumer products, who returned Sept. 26, was described by gen. sales mgr. Allan G. Williams as similar to previous trips to England and continent. Purpose of trips, Williams said, is to enable Motorola to “keep up to snuff on the industry in other parts of the world.” He added that company isn’t interested in buying Japanese components.

Commerce Dept.’s biennial publication, *Business Statistics*, 1957 edition, described as a “scoreboard for business” and containing data on significant economic indicators on national income, business expenditures, sales, inventories, orders and industrial production is available at \$2 from Govt. Printing Office, Washington, or from Commerce Dept. field offices.

Sylvania schedules stepped-up fall advertising for TV sets with 14 ads in *Life* and *Saturday Evening Post*, 14 network TV commercials in 16 weeks preceding Christmas. Plans also call for use of local and trade newspapers, billboards, direct mail.

**DISTRIBUTOR NOTES:** RCA Victor Distributing Corp., Chicago, names Jack Gilhooley sales mgr., color TV receivers . . . Bergman Rochester Corp., formed by W. Bergman Co., Inc., Buffalo, (Philco), takes over Beaucaire Inc. (Philco), Rochester, with Charles R. Breckheimer in charge . . . Samuel Jacobs Distributors (Blaupunkt, Bell & Howell), Philadelphia, appoints Martin Mannin, ex-Emerson Radio of Pa., as sales mgr.

CBS-Hytron plans further expansion of independent service-dealer advertising and sales promotion following survey which showed 85% of dealers questioned wanted program continued and expanded. CBS-Hytron is distributing booklet, “The Independent Service Business and Your Future,” explaining program and showing how to use supporting material such as TV-radio scripts, ad mats, etc.

Puerto Rico has 155,710 TV sets, according to Chamber of Commerce estimates as reported in new *Time & Space* house organ-newsletter published by El Mundo Inc. (WKAQ-TV & WKAQ, San Juan). Chamber reports 11,143 TV sets imported into Puerto Rico in first 7 months of 1957, and breaks down major brands thus: GE 4883, Sylvania 1236, Emerson 917, Hotpoint 571, RCA 513.

Seven marks of successful TV-appliance dealer are listed by NARDA chairman Mort Farr in Sept. *Electrical Merchandising*: (1) Love for business. (2) Readiness to change. (3) Salesman training. (4) Service to customers. (5) Participation in dealer and community activities. (6) Financial acuity. (7) Open mind.

New Philco lab, costing \$1,000,000 and covering 50,000 sq. ft., has been started on 24-acre site at Palo Alto, Cal.; it will replace temporary labs at Redwood City, retain name of Western Development Labs. It will be part of Philco govt. and industrial div. under v.p. & gen. mgr. Henry F. Argento.

RCA’s “outstanding cooperation” was cited by Defense Dept. in presenting Reserve Award last week to Theodore A. Smith, exec. v.p., RCA industrial electronic products. RCA was praised in citation for personnel policies which encourage and facilitate participation in Reserve activities.

Revised booklet, “Things You Should Know About the Purchase and Servicing of Television Sets,” is being distributed by EIA and National Better Business Bureau. Copies are available from EIA, manufacturers, dealers.

Dealer franchise study is being considered by NARDA, pres. Ken Stucky told meeting of 200 dealers in Salt Lake City Sept. 25. He said study “could get to the root of many of the dealers’ basic problems.”

Pushbutton-dialing radio telephone system has been developed by Motorola for Rural Electrification Admin. It permits automatic direct dialing by home and mobile radio users in areas with dial phone exchanges.

Guide to professional servicing of color and black-&-white receivers, *Profitable Television Troubleshooting*, by Eugene A. Anthony (488 pp., \$6.95) has been published by McGraw-Hill.

CBS-Hytron engineer’s handbook, with 650 pages covering more than 1000 tubes, is now available from CBS tube distributors—along with technician’s handbook.

Emerson raises TV-radio-hi-fi prices \$1-\$10, effective immediately, sales v.p. E. A. Tracey attributing increases to higher manufacturing costs.

“Hi-fi,” that much-abused word, may be headed toward a definition—EIA members believing industry may be settled sufficiently to come to agreement.

Westinghouse employment reached all-time high of 128,916 in Aug.—a 2% increase over Aug. last year.



**Trade Personals:** Conrad R. Odden appointed mgr., general quality control, RCA Victor Radio and "Victrola" div., succeeded by Rolland L. Shoemaker as mgr., commercial service, RCA Service Co.; Clint E. Walter takes over Shoemaker's former post of mgr., commercial service, field administration . . . C. J. Hollatz promoted to mgr., commercial operations administration, RCA electron tube div.; R. B. Sampson named mgr., market research; P. P. Roudakoff, administrator, trade publicity & relations; H. S. Gwynne, administrator, commercial coordination; R. L. Kelly, administrator, technical coordination . . . Jose D. Dominguez appointed exec. engineer, IT&T telephone & radio operating dept., succeeded by Clyde E. Dickey as pres. of IT&T's Puerto Rico Telephone Co.; Dickey has been traffic supt. for Telefonos de Mexico, S. A., in which IT&T has substantial interest; Walter D. Siddall named pres., Radio Corp. of Cuba; Kenneth M. Barbier elected pres., Radio Corp. of Puerto Rico . . . Vin Zeluff, managing editor of *Electronics*, resigns . . . Fred Petersen appointed sales mgr. of Admiral's new Hospital Service div. which produces disposable plastic products for medical use . . . Brock P. Hayes promoted to Syracuse district mgr., CBS-Hytron Sales Corp. . . . Hugh H. Engelman promoted to mgr., Motorola TV advertising & sales promotion . . . Adm. Arthur W. Radford (USN ret.), ex-chairman of Joint Chiefs of Staff, elected to Philco board.

Wells-Gardner, which showed net loss of \$250,000 on first half sales of \$4,300,000, reports to stockholders that primary reason for loss was drop of defense sales to \$600,000, compared with \$3,800,000 in similar 1956 period, and that civilian sales were also "considerably less" than year ago. Third quarter dividend was omitted, and pres. R. S. Alexander stated: "Although Wells-Gardner enjoys an enviable net worth and cash position, it has been the policy of the directors . . . to pay dividends out of current earnings and not from surplus." Backlog of civilian offers was reported "materially greater" than year ago.

Siegler Corp., which merged with Unitronics and acquired Hufford Corp. (Vol. 13:37-38), proposes to offer 300,000 shares of its \$1 par common stock and borrow \$5,250,000 from banks and an insurance company, according to statement filed Sept. 23 with SEC. Proceeds from both would be used to retire \$4,729,350 of Siegler and subsidiaries long-term debts, \$1,900,000 short term bank debts of Unitronics and Hufford, and reduce Unitronics accounts payable by \$2,300,000. Siegler said balance would be used for working capital and general corporate purposes.

Victoreen Instrument Co., Cleveland, has purchased Jordan Electronics Inc., Alhambra, Cal., reportedly for less than \$200,000. Jordan makes nuclear radiation instruments and industrial radiation detection instruments, had about \$800,000 sales in 1956. Victoreen produces radiation measuring instruments, electronic component parts, etc. and had 1956 sales of about \$1,600,000, has \$3,000,000 order backlog.

Columbia Pictures reports, for year ended June 29, net income of \$2,350,000 (\$1.80 a share) vs. \$2,670,000 (\$2.17) year ago. No sales figures were given, nor was there a breakdown of earnings by TV subsidiary Screen Gems, whose income has been recorded this year on accrual basis to conform with company's regular accounting policy.

American Electronics has signed agreement to exchange 46,110 shares of its common stock for outstanding shares of Teller & Cooper Inc., Brooklyn electronics firm, and to pay it \$2,225,000 for more than 60 patents. If merger is approved, Teller & Cooper will be operated as wholly-owned subsidiary.

**ELECTRONIC PERSONALS:** Lionel H. Orpin promoted to director of Stromberg-Carlson plans & programs . . . Richard A. Norman promoted to administrator of patent properties, GE semiconductor products dept. . . . Robert O. Vaughan promoted to mgr., west coast marketing, RCA Defense Electronic Products . . . Michael Cieplinski, pres. of Champlain Adv. Co. & Interracial Press of America, elected to board of Haydu Electronic Products Inc., Plainfield, N. J. . . . Richard W. Mitchell rejoins I.D.E.A. Inc. as v.p.-mfg. . . . Alan H. Bodge elected Audio Devices v.p. . . . Robert A. Darrow, appointed sales engineer, Hughes Aircraft semiconductor div., Palo Alto . . . Wm. G. Fockler promoted to mgr., DuMont Labs technical products engineering, succeeding Arthur J. Talamini who resigned to join Electro Tec . . . Lynn C. Homes, Stromberg-Carlson director of research & advanced development, appointed secy.-treas. of new AIEE Empire district, comprising all of upstate N. Y.

Example of British competition with U. S. electronics manufacturers was news conference in Washington this week, conducted by Solartron Inc., U. S. distributor for Solartron Electronics Group Ltd. Company demonstrated "Transfer Function Analyser" for servo testing, particularly for missiles. Some 20-30 of the \$5600 devices have been sold in U. S., v.p. Eric E. Jones reported. About 300 are in use in England; Russia ordered 350, was turned down by NATO ruling.

New Navy report, *Twelve Guides to Reliable Electronic Design* (PB 121123, 57 pp., \$1.50) by G. G. Johnson, U. S. Naval Ordnance Lab, is available from Office of Technical Services, Commerce Dept.

Barnes Engineering Co., principally owned by Fox, Wells & Rogers (investments), reported that its profit from 6 months operation of Clarksburg, W. Va. community antenna system accounted for \$138,980 of the total \$142,269 Barnes profit for entire year ending June 30, 1957. Community system was sold as of Dec. 31, 1956 to NWL Corp. for \$879,000 (Vol. 13:11). Proceeds of the sale were listed as reduction in investment in the system, weren't included in profit-loss statement. For fiscal year ended June 30, 1956, the community system earned \$263,988 (Vol. 12:37).

A. Hollander & Son Inc. listing and registration on N. Y. Stock Exchange was ordered dropped by SEC effective Sept. 30. Exchange had asked SEC to approve action, saying further dealings in Hollander stock on exchange was "inadvisable" since merger with Philips Electronics Inc. (Vol. 13:30-31) left fewer than 1500 stockholders and fewer than 300,000 shares distributed (exclusive of concentrated holdings). Capital stock of merged company is listed on American exchange.

Consolidated Electronics Industries Corp. subsidiary, Forestville Industries Inc., has been authorized to buy—mainly for cash—operating assets of Mepco Inc., including patent portfolio, land and buildings. Mepco, which makes specialty precision resistors, has headquarters in Morristown, N. J., employs about 190. Pres. G. Arthur Erickson and sales & engineering v.p. Leonard Kirby continue in Mepco posts.

Awards for financial reports in electronics industry, sponsored by *Financial World*, went to Sylvania, RCA, Philco in that order. Sylvania pres.-chairman Don G. Mitchell accepts trophy at banquet in N. Y. Oct. 28.

Dividends: Packard-Bell, 12½¢ payable Oct. 25 to stockholders of record Oct. 10; Amphenol, 30¢ Oct. 25 to holders Oct. 11; Warner Bros., 30¢ Nov. 6 to holders Oct. 11; Howard W. Sams & Co., 10¢ Oct. 25 to holders Oct. 11.

Canadian Broadcasting Corp., govt.-owned but supported by commercial sponsorships, 15% excise tax on TV-radio sets and broadcast license fees charged private stations, reports net operating deficit of \$1,561,211 on income of \$49,288,965 for year ended March 31. This compares with deficit of \$1,358,621 on \$38,942,402 during 1955-56 fiscal year (Vol. 12:30). CBC took in \$23,899,280 from TV-radio sponsors (TV \$21,453,017, radio \$2,446,263), paid out \$4,050,350 in agency & network commissions, \$3,465,287 to private stations on its networks, \$5,203,703 in production costs, leaving \$11,179,940 net revenues (TV \$9,841,638, up from \$7,403,438 previous year; radio \$1,338,302, down from \$1,731,507). CBC income from Federal treasury included \$12,586,189 representing TV excise taxes, down 29% from previous year; \$6,336,840 radio excises, up 25%; \$12,000,000 parliamentary grant towards anticipated TV operating deficit; \$6,250,000 parliamentary grant for radio service. CBC again warned that it may have to curtail services sharply in face of rising costs and decreasing TV receiver tax revenues as major markets approach set saturation.

FCC must reexamine its decision permitting ABC-TV to affiliate XETV, Tijuana, Mex., which serves San Diego, Court of Appeals ruled this week. Acting on appeal by KFMB-TV, San Diego, Judges Bazelon, Washington & Bastian (Bazelon writing) ruled: "We do not suggest that such programming imperfections as would militate against an American station applicant in a comparative proceeding are necessarily relevant in deciding whether a foreign station is to be permitted to affiliate with an American network. We hold only that, in making the latter decision, the Commission may not altogether exclude from consideration such serious defects of the foreign station's programming as would affect the public interest." Court added: "Our action is without prejudice to any steps which the Commission may lawfully take, pending reconsideration, to provide continuity of service by ABC to San Diego viewers."

Ten Canadian stations will be added to live microwave network for coverage of Queen Elizabeth's visit to Canada, CBC announced this week. Hookups will be temporary, through cooperation of U. S. & Canadian telephone companies and with ABC for Maritime provinces just north of New England. Cities to be added for the temporary service are Vancouver, Victoria, Calgary, Lethbridge, Edmonton, Moncton, St. John (N. B.), Halifax, Sydney, Charlottetown.

Worldwide TV network using broadband over-horizon scatter relays was predicted by IT&T pres. Maj. Gen. E. H. Leavey in first closed-circuit telecast to Cuba. Speaking from WRC-TV studios in Washington, he addressed Latin American ministers of communications assembled at Havana's Hotel Nacional (Vol. 13:38).

Annual outing of Federal Communications Bar Assn. will be held at Washington's Congressional Country Club Oct. 15.

TvB's active membership now totals 238 stations, WGN-TV, Chicago, latest to join.

Pakistan may be next country to "go American" in TV standards. So said RCA director of communications engineering Edmund A. Laport in review of broadcasting practices around world at Sept. 27 banquet of IRE's 7th annual broadcast symposium in Washington. He noted that these countries have officially adopted U. S.-style 525-line standards: Japan, Philippines, Thailand, Cuba, Mexico, Guatemala, Colombia, Cuba, Venezuela, Brazil, Peru, Chile, Argentina & Canada. Another country which which recently made its choice is New Zealand, which picked British 405-line standard for its future TV system, though its neighbor and commonwealth partner Australia uses European 625-line method. Discussing post-war radio developments, he noted that "FM is on the march in all populous areas," particularly in Europe. Germany's completely rebuilt broadcast service—FM—has had "spectacular success," Finland now has some 30 FM stations, "with almost the whole network operating with off-the-air pickups from adjacent stations," Denmark & Sweden are following suit.

Bankruptcy petition by Clemons, Esau & Gericke, house ad agency for William Tell Productions, lists liabilities of \$142,811, assets of \$7.99, principal creditor being *TV Guide* with unpaid bills totaling \$46,844. Agency has estimated it owes money to 113 TV stations & 240 newspapers. William Tell Productions and agency both were operated by Wm. T. Clemons, John Esau & Karl H. Gericke. Latter two, according to bankruptcy petition, tendered resignations Aug. 8. Production firm and agency handled filmed giveaway show, *The Hidden Treasure*, produced in cooperation with Disabled American Veterans, which appeared on 121 TV stations. Esau, in TV-radio since 1934, was half-owner & pres. of KTVQ, Oklahoma City (Ch. 25, now off air), is a former NARTB board member. Gericke is one-time ABC asst. director of network program sales and Guild Films program mgr. Clemons says he is considering starting another company to produce *Hidden Treasure*, perhaps in Mexico where costs are lower.

New repressive measures have been aimed at TV-radio stations by Cuban minister of Communications Ramon Vasconcelos. Included in new govt. decree are: (1) Ban on criticism of govt. authorities. (2) Prohibition against running films not approved by Govt. (3) Outlawing of "any form of monopoly" in TV-radio station ownership. (4) Limit of one editorial per day on stations. (5) News-casts cannot last longer than one hour, no news items can be broadcast more than once an hour or 4 times a day (apparently aimed at CMQ Network's Radio Reloj which broadcasts news and time signals continuously 24 hours daily). (6) Political programs can be broadcast only for groups approved by Govt. (7) Stations must devote at least 5% of total time to educational or cultural programs.

Two applications for TV stations and 5 for translators were filed with FCC this week, bringing total to 117 (34 uhf) for stations, 42 for translators. Station applications: For San Diego, Cal., Ch. 21, resubmitted by Sherrill Corwin; for Perrine, Fla., Ch. 6 (assigned to Miami), by Hallandale & Dania, Fla. drive-in theatre operators. Translator applications were for Leadville, Colo.; Ely, Nev. (2); McGill, Nev. (2). [See *TV Addenda 25-I*.]



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