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TV DOESN'T SELL AUTOS and other durable goods? "Non-sense," reply aroused TV film makers, citing chapter & verse to rebut GM agency man's statement (p. 4).

COURT OF APPEALS decides on en banc hearings April 18 & 20 to resolve possible inconsistencies in rulings on deintermixture cases (p. 4).

FIGHT ON COMMERCIAL EXCESSES renewed by Federal Trade Commissioner Mason, saying NARTB code is inadequate and enforcement might violate law (p. 6).

CLOSED-CIRCUIT TV teaching guardedly endorsed as worthy of local experimentation in report to President by top-level committee on school problems (p. 7).

PHILCO STARTS MECHANIZATION program to reduce cost of producing TVs in Philadelphia. Westinghouse sets TV production goal of 450,000 this year (p. 10).

STROMBERG-CARLSON QUILTS TV production, will continue in radios & phonos. Tait cites competitive conditions, will review decision in fall (p. 12).

1955 COMPENSATIONS TO OFFICERS as reported by RCA, CBS, Admiral, DuMont, Emerson, Hazeltine, Storer, Zenith and other companies (p. 13).

ELECTRONICS PROCUREMENT increase due in fiscal 1957, as Defense Dept. asks \$1 billion in electronics-communications obligation authority, triple 1956 (p. 15).

TOP DEFENSE CONTRACTORS listed by Pentagon showing GE still No. 1 in electronics field with \$4 billion in prime contracts in 5-year period (p. 15).

EDUCATIONAL STATION KETA, Oklahoma City, poised to go on air this week end as 20th educational TV outlet. Reports on other upcoming stations (p. 9).

LARGE STATION SALES: Stromberg-Carlson sells Rochester TV-AM properties for \$5,000,000 to new group; Minneapolis KEYD-TV & KEYD go for \$1,500,000 (p. 16).

COMMISSION'S FIRST STEP ON ALLOCATIONS: FCC's first move to break allocations deadlock -- a very tentative one -- came at April 6 meeting when it told staff to look further into possibilities of deintermixture. Action definitely is not interpreted to mean Commission now views deintermixture favorably. It's described as an effort of commissioners to familiarize themselves more completely with feasibility of separating vhf & uhf in some markets.

Another action of Commission was to ask staff to explore legalities and procedures which might be involved in a "limited evidentiary hearing" if deintermixture should be decided upon. Exactly what Commission means by this isn't clear.

Despite cautionary word at Commission that these moves are by no means decisive, they'll be interpreted in some quarters as favorable toward deintermixture -- inasmuch as FCC believes the concept is worth this additional attention.

Allocations could come to a head rather quickly. Office of Defense Mobilization may come forth next week with decision as to possibilities of shifting some vhf channels from military to TV use. ODM hasn't shown its hand yet, but few at FCC or in industry expect any substantial offer of vhf spectrum.

April 6 action of Commission was last until after NARTB convention April 15-19, no further sessions on allocations scheduled until then.

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Will Capitol Hill give FCC a push, try to force its hand in the allocations rule-making? That possibility is alive. Senate Commerce Committee is at a good stopping-place right now, having completed its allocations hearings last week (and ready to turn to subject of fee TV week of April 23, return to network inquiry in May). The question at this point is: Now what?

Committee has 3 basic choices before it: (1) It can wait until the whole TV

investigation is over before taking action, or (2) issue an interim report on the allocations phase of hearings, with or without recommendations, and/or (3) heed the calls for haste and fire a letter or "Committee resolution" to FCC outlining its views on the problem, perhaps suggesting or urging specific actions. Congress was away on Easter vacation this week; next regular meeting of Committee is April 25.

Resolution by full Senate or whole Congress is ruled out -- it's too controversial, the date is too late and lawmakers have heavy legislative program. But any action by Senate Commerce Committee -- which has Senate responsibility to oversee FCC -- would carry heavy "authority," though, of course, not force of law.

There's strong push now for Committee to urge FCC to complete its allocation deliberations by June 1 and come up with plan involving some degree of deintermixture. This was proposed last week by ABC v.p. Ernest Jahncke (Vol. 12:13).

Same program is espoused by new Committee for Competitive TV, which is now marshalling broadest support, even from the traditional "non-joiners" among the uhf telecasters. CCT is showing signs of becoming effective lobbying group.

On heels of its successful Harrisburg meeting at which it signed up majority of Pennsylvania uhf operators (Vol. 12:13), it held session this week in Youngstown at which all 6 Ohio commercial uhf telecasters took the pledge, and state's 2 non-commercial educational uhfs promised to consult their governing boards about it.

CCT's first aim is to get a "deintermixture -- quick" directive out of Commerce Committee, and it already has appointments to make presentations at special meetings this week of Pennsylvania and North Carolina Congressional delegations -- which, not so incidentally, include Senate Commerce Committee members Duff (R-Pa.) and Ervin (D-N.C.). CCT has retained McIver Adv. Agency in Washington, which has specialized in industry group presentations to Congress. In addition to its program of contacting key state delegations, CCT is having agency prepare material to go to all members of Congress explaining its views and aims.

In its grass-roots campaign, CCT can boast of influential backing. It has pledges of support from such newspaper licensees as Akron Beacon-Journal (WAKR-TV), Ashtabula Star Beacon (WICA-TV), Cleveland Plain Dealer (part owner of Youngstown's WKBM-TV, with CP for Cleveland's WHK-TV), Youngstown Vindicator (WFMJ-TV), Zanesville newspapers (WHIZ-TV), Erie Times (WSEE) -- in Ohio & Pennsylvania alone.

CCT has invited all uhf telecasters to mass meeting in Conrad Hilton Hotel, Chicago, April 15, on eve of NARTB convention.

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Call for "high level" Congressional study of needs of advertisers for access to TV with an eye to possibility of "ultimate gradual transfer of all broadcasting to the uhf band" was issued this week by Americans for Democratic Action. In statement filed with Senate Commerce Committee, ADA conditionally endorsed fee TV, called station availability "wholly inadequate for free competition."

CBS announced primary affiliation with uhf station for Evansville, Ind. and Henderson, Ky. area, meanwhile -- despite fact that WTVW holds CP for Ch. 7 there. CBS said WEHT (Ch. 50) was chosen because of the "excellent ratings" it has been pulling for the CBS shows it carries. At last week's Senate hearings, Sen. Pastore (D-R.I.) subjected CBS v.p. Wm. B. Lodge to thorough grilling about the network's revocation of its affiliation agreement with Fresno's uhf KJEO and its signing of upcoming vhf KFRE-TV as soon as latter got go-ahead to build.

Note: Following up anti-network testimony of KTTV's Dick Moore (Vol. 12:13), Senate Committee plans to send questionnaires to all TV network affiliates on practices of networks, will also closely question TV film distributors & syndicators.

SMALL-STATION ATTACK ON COMMUNITY ANTENNAS: Long-brewing frontal assault on community antenna operators, by group of western small-town TV and radio station operators, was launched this week in shape of formal "complaint" filed with FCC.

What is requested, briefly, is this: That the Commission declare community systems to be common carriers; that their rates and operations be regulated as such; that Commission determine whether continued operation of CATV systems in specific markets will inhibit growth of stations.

Named as "defendants" in the complaint are 288 systems, picked from directory in our TV Factbook No. 22, selected by station's counsel Koteen & Burt because they're believed to be the "most active." FCC is obligated by law to send copy of complaint to all 288 -- and all are required to respond formally.

State regulation has been imposed on CATV systems in a very few states, but this is first nationwide demand that Federal controls be imposed.

Move is no surprise to CATV operators. Nonetheless, it is unwelcome, of course, because they've generally flourished untrammelled by govt. regulation. They plan to fight vigorously -- and a long dispute is clearly in prospect.

Burden of station's complaint is that existence of CATV systems in small towns prevents development of regular station service. They state:

"The unrestricted and unregulated development of community antenna systems is a force working to subvert the Commission's primary objective, which was to establish a truly nationwide TV system."

Because CATV systems carry signals of distant big-city stations, they argue, regional and national advertisers have no incentive to duplicate coverage by buying small-station time, and local advertisers have difficulty weaning viewers away from watching the big-city pictures. Meanwhile, they add, rural viewers are deprived of service because the wired systems can't reach them economically and prospective TV stations are deprived of support in heart of the markets.

"Complainants are not of the view," document states, "that all community TV antenna systems should be abolished, but they are of the view that they should be regulated in such a manner as will prevent them from fundamentally impairing or destroying the force and effect of the Commission's allocation plan in those areas where this will occur." Implication is that some CATV systems should be abolished.

Specific "relief" requested in complaint: That Commission formally rule CATV systems to be common carriers; that rule-making be instituted to determine the bases on which systems should be regulated; that rule-making be instituted to determine status of CATV systems if FCC isn't now convinced they're common carriers.

How long it will take to resolve controversy is, of course, impossible to predict. But it's safe to say process is likely to take many months, if not years.

Following stations filed the complaint: TV -- KFBC-TV, Cheyenne, Wyo.; KSTF, Scottsbluff, Neb.; KFXJ-TV, Grand Junction, Colo.; KOTA-TV, Rapid City, S.D.; KID-TV, Idaho Falls, Ida.; KGVO-TV, Missoula, Mont.; KLIX-TV, Twin Falls, Ida.; KLAS-TV, Las Vegas, Nev. Radio -- KSPR, Casper, Wyo.; KANA, Anaconda, Mont.; KGLN, Glenwood Springs, Colo.; KRAL, Rawlins, Colo.; KSID, Sidney, Neb.

FURTHER REVISIONS OF RADIO SALES PATTERNS: Those new sales concepts adopted by radio networks last year in effort to meet overwhelming competition from TV -- how are they doing? To get an interim progress report, we surveyed the networks this week, found them generally reluctant to reveal specific figures on billings and even less inclined to predict how long current sales patterns will continue.

ABC is virtually abandoning its "New Sounds" concept of evening programming, effective April 9. That concept, involving 25-min. program strips Mon.-thru-Fri. 7:30-10 p.m., had been virtually sustaining since its inception last Oct., with 5-min. partic. going begging at \$800 each. Spokesman said "New Sounds" concept is being revised somewhat "but not entirely eliminated." He said daytime programming, in which TV competition is less severe, is doing better sales-wise.

CBS Radio v.p. John Karol says network's "segmentation plan", which opens several top-rated evening shows to 5-min. partic. sales at \$2100 per segment, is coming along nicely. He cites R.J. Reynolds' recent decision to sponsor 30-min. musical series, Schlitz's return to network radio after 4-year absence as one of Arthur Godfrey Time sponsors. Other new business in first 3 months has come from Carter Products, Chesebrough-Pond, Jel-Sert Co., Kasco Mills, Lever Bros., Renuzit, Standard Brands, Prentice-Hall. Also, Ferry Morse Seed Co. renewed for 12th year.

NBC says it's doing "better than we had expected" on its 3 types of partic. programs -- Monitor, Weekday & Top 10. Latter are tape recordings of top-rated eve-

ning radio shows. As sample of their progress, he cited combined annual gross billings of \$3,078,000 for the 3 shows as of March 6, of which Monitor garnered \$2,109,000, Weekday \$588,000, Top 10 \$381,000.

MBS v.p. Robert Monroe says it's too early to analyze results of "block" programming and guaranteed circulation sales plans of his network, predicted that new plans aimed at exploiting music, news & sports would evolve from affiliates meeting April 15 in Chicago. He urged "closer liaison" with affiliates as one answer.

Note: PIB last Sept. discontinued monthly reports on network radio billings due to changes in rate and discount structures (Vol. 11:41). But Printers' Ink last week estimated network radio billings in Jan. were down 6% from Dec. 1955 and 31% below Jan. 1955 (Vol. 12:13).

IMMEDIATE AND FURIOUS reaction came from industry to last week's speech by pres. Ernest Jones of McManus, John & Adams agency to the effect that TV isn't effective medium for moving cars and other durable goods (Vol. 12:13). Networks didn't issue reply to statement by head of agency which handles Pontiac & Cadillac accounts, but TV film distributors were quick to rebut the charges—on top of TvB's reply, already reported.

"It's no secret," said National Telefilm Associates pres. Ely Landau, "that the line forms on the right to buy prime time on the TV networks. Many in that line are the manufacturers of automobiles and other durable goods." He pointed to the longevity of Lincoln-Mercury's sponsorship of *Ed Sullivan Show* as one example of auto advertiser staying in TV "for the only good reason that it sells automobiles." On local level, he cited Ford Corner in Manchester, N. H., which became largest Ford dealer in New England "because of proper use of TV," and Jim Moran of Chicago, who "using TV exclusively, grew from a small new-car dealer to the largest in the world." In appliance field, he gave example of Chicago discounter Sol Polk, who spends \$650,00 annually on TV, has become "world's largest seller in virtually every nationally advertised appliance line [and] attributes his success almost exclusively to his use of TV."

Ziv TV sales v.p. pointed out that local auto dealers or dealer groups sponsor Ziv film shows in all 48 states, that 52% of Ziv's dealer-sponsored shows have been signed by dealers handling GM lines, that GM dealers are buying Ziv films faster than those handling other auto lines, that Ziv's over-all auto dealer increase in last 12 months is 17% while spending by GM dealers for local sponsorship of TV films has increased more than 25%. Much of this added spending, he said, represents "advertising dollars shifted from other local media, such as print and radio."

Another agency man spoke up this week. In letter to *N. Y. Herald Tribune* advertising columnist Joseph Kaselow, Ruthrauff & Ryan v.p. & TV-radio director George Wolff pointed out that ad agency has some responsibility for effective use of TV. "Speaking as an agency man," he added, "I am embarrassed by [Jones'] attack on a medium that has done so much for the agency business and advertisers in the last decade."

Meanwhile, McCann-Erickson v.p. Ted Bergmann denied widespread trade rumors that Chrysler plans to drop *Climax* on CBS-TV next season. On contrary, he says the auto maker intends to renew the show next fall.

Ford Foundation's TV-radio workshop has made 23 of its *Omnibus* film features available to educational stations free of charge through Educational Radio & TV Center, Ann Arbor, Mich.

UNEXPECTED action of Court of Appeals this week was to set for 8-judge *en banc* hearing 4 celebrated deintermixture cases. After previously splitting 4-4 on question of full-court hearing, court in effect reversed itself and set April 18 to hear argument on merits of uhf operators' contention that FCC should never have made vhf grants in Corpus Christi, Madison and Evanville until whole allocation problem had been decided (Vol. 12:7). It set April 20 for hearing on Vail Mills case. A 9th judge, recently appointed Warren Burger, ex-Asst. Attorney General, may join other 8 on cases.

Court's action is regarded as admission its various 3-judge panels were inconsistent in staying Vail Mills vhf drop-in while failing to stay vhf CPs in the other 3 cities.

Regardless what court finally decides after forthcoming hearings, ultimate decision is still up to FCC. Uhf operators hope court will criticize Commission with strong language and that Senate Commerce Committee will do likewise—thus influence FCC deliberations.

Supreme Court, meanwhile, rejected another vhf applicant's efforts to get an FCC hearing decision overturned—refusing to hear appeal of WTSP, Tampa-St. Petersburg, from grant of Ch. 8 to WFLA-TV.

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One CP was issued this week—Ch. 18 satellite in Elmira for Syracuse's WSYR-TV (Ch. 3).

In Buffalo, as anticipated, WGR-TV's protest against sale of WBUF-TV (Ch. 17) to NBC was dismissed at request of WGR-TV.

Venerable case of protest against site move of WJRT, Flint (Ch. 12) moved another step when examiner Herbert Sharfman issued supplemental initial decision rejecting contention of WTOM-TV, Lansing (Ch. 54) that it would be injured by WJRT's operation from proposed site.

One channel-shift petition received by Commission was request of prospective applicant KBMN, Bozeman, Mont. that Ch. 12 be moved from Helena.

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Seeking move to Chattanooga area, WROM-TV, Rome, Ga. (Ch. 9) told FCC it will be forced to leave air unless it can move transmitter to the bigger market. The unaffiliated outlet pointed out in application that Rome is only 54 mi. from Atlanta with 3 vhf stations, 56 mi. from Chattanooga which has one and one CP. Since it began in July 1953 losses have increased to more than \$50,000, it said, listing average monthly gross billings of \$5500, expenses \$5800 (not including depreciation or employe salaries, latter being charged to radio WROM). Chattanooga's Radio WDOD, which lost Ch. 3 contest there, has option to acquire 50% of WROM-TV if FCC approves move.

Lar Daly, "America First" presidential candidate seeking free network time, has asked FCC for help in getting it. This week, Commission sent copies of his 5-page letter to all networks, requesting "expeditious" reply.

Personal Notes: Alan W. Livingston resigns as exec. v.p. of Capitol Records to become pres. of expanded Kagran Corp., NBC licensing subsidiary, Hollywood; Alfred Stern, asst. to NBC pres. Robert W. Sarnoff, elected Kagran v.p. . . . J. I. Meyerson, ex-national sales rep for Time stations & onetime gen. mgr. of its KOB-TV & KOB, Albuquerque, named gen. mgr. of upcoming WITI-TV, Whitefish Bay-Milwaukee (Ch. 6), due shortly; he replaces Soren H. Munkhof, resigned . . . Joseph L. Merkle, ex-gen. mgr. of WTCN-TV & WTCN, Minneapolis, rejoins ABC-TV station relations dept. as regional mgr. for 14 western states, Hawaii & Alaska, headquartering in N. Y. . . . James Schiavone promoted to operations mgr., WWJ-TV, Detroit . . . Bill Adler promoted to sales mgr., WABD, N. Y., replacing George BarenBregge, now gen. mgr. of WIRI, Plattsburgh, N. Y. . . . John Cummins promoted to asst. sales mgr., KFMB-TV, San Diego . . . Frank E. Pellegrin, partner & v.p. of H-R Representatives, received distinguished alumnus citation last week from Creighton U, from which he was graduated in 1931 . . . John Brent promoted to studio mgr. of TCF TV Productions, 20th Century-Fox's TV subsidiary, replacing Harold Lewis, resigned . . . David Carpenter, onetime TV-radio director of *Atlanta Constitution* prior to merger with *Journal*, named sales mgr. of KOAT-TV, Albuquerque . . . A. E. (Abe) Cowan, ex-WCPO-TV, Cincinnati, named program director of WLWT there . . . R. A. Reinhart promoted to mgr. of CFPL-TV, D. C. Trowell to mgr. of radio CFPL, London, Ont., both reporting to gen. mgr. Murray Brown; W. C. Wingrove promoted to asst. mgr. for TV, Glen A. Robitaille continuing as TV-radio engineering director . . . Lawrence J. Pollock, ex-Dancer-Fitzgerald-Sample, named ABC Radio research mgr. . . . Wm. Aronson promoted to ABC Radio director of sales service, Peter Wade to director of station clearance, George Sax to mgr. of radio co-op program dept. . . . Wm. Davis, ex-Grand Union Stores, named merchandising director of WATV & WAAT, Newark . . . Don Tuckwood named program director of KTVK, Phoenix, replacing Carl Kent, resigned; Lloyd Steinkamp promoted to succeed Tuckwood as production mgr. . . . Bill Bozarth, ex-KOAT-TV, Albuquerque, named production supervisor of KSBW-TV, Salinas, Cal.; Claud Mann, ex-WIBW-TV, Topeka, program director . . . B. W. S. Dodge promoted to adv. director of Gulf Oil, in charge of all TV-radio activities . . . John T. Valdes, ex-BBDO, joins Theatre Network TV as sales exec. in Tele-Sessions div. for business & industry . . . Bette Doolittle, onetime TV asst. at NARTB, joins Paramount Pictures, N. Y., as promotion specialist . . . James E. Allen, ex-*Sponsor Magazine*, named adv. & sales promotion mgr. of WBZ-TV, Boston . . . Theodore F. Hardy, ex-KBTB & KLZ-TV, Denver, named sales promotion director, KCCC-TV, Sacramento . . . C. Greg Van Camp, promotion director of WTRF-TV, elected v.p. of Wheeling Ad Club . . . Harry Albus resigns as Mutual publicity mgr. to become public relations director of National Telefilm Assoc. . . . Perry Walders promoted to national sales mgr., WTTG, Washington; Jules Huber promoted to local sales mgr.

Latest round in efforts of Ted Granik & Wm. Cook to obtain CP for WESH-TV, Daytona Beach, Fla. (Ch. 2) with radio WMJF was March 31 denial by local Circuit Judge Robert H. Wingfield of their application for injunction to block sale by W. Wright Esch to John H. Perry Jr. newspaper family (Vol. 12:8). Granik & Cook charge that Esch violated Oct. 20, 1954 agreement to sell properties to them.

"White Columns," new home for WSB-TV & WSB, Atlanta, dedicated April 7-8, station chartering plane for guests from N. Y. and Washington.

ADVERTISING AGENCIES: Robert W. Ballin, ex-v.p. of J. Walter Thompson, named v.p. in charge of TV-radio program development, Sullivan, Stauffer, Colwell & Bayles, N. Y. . . . Edward W. Harbert II, ex-NBC, named director of TV-radio program development, Kenyon & Eckhardt, N. Y. . . . Charles H. Pinkham, ex-chairman of plans board, Erwin, Wasey & Co., named exec. v.p.-gen. mgr. of Chambers & Wiswell Adv., Boston, replacing Charles F. Hutchinson, resigned . . . Ben Norman promoted to TV-radio production director, Doyle Dane Bernbach, N. Y. . . . John A. Winter named TV-radio mgr., Kenyon & Eckhardt Ltd., Montreal . . . Edward C. Fritz Jr., ex-TV-radio director of W. E. Long Co., Chicago, named a v.p. of Cody Adv., Chicago . . . Muriel Bullis, ex-Foote, Cone & Belding, named TV-radio timebuyer, Erwin, Wasey & Co., Los Angeles . . . Reggie Schuebel named v.p. of Norman, Craig & Kummel, where she specializes on Democratic National Committee account, continuing to operate her Reggie Schuebel Inc. agency consultant service.

Slight decrease in use of film by TV stations and by CBS & NBC networks since last fall is reported in April 2 *Broadcasting-Telecasting* programming survey, with data supplied by 132 stations. During week beginning March 10, magazine reports, 31.1% of average station's programming was "non-network film," down from 34% last Oct., but above the 30.4% of year ago. TV films accounted for 15.7% of programming, theatrical films 15.4%—both down from comparable Oct. 1955 figures. Interconnected network affiliates averaged 28.6% non-network film, compared with 31% last October, and non-network stations averaged 74.6%, up from 72%. Of ABC-TV's 41½ hours of programming for March 10 week, 25 or 59.8% were on film, up from 41.4% last March. The other networks: CBS-TV, 15½ of 86¼ hours on film, or 18.5%, down from 21%; NBC-TV, 8½ of 83¾ hours, 10%, down from 16.2%. All networks: 23.2%, up from 22.3% in Oct., 13.3% last year. Survey found average commercial station is on air 99½ hours weekly, up from 94¾ hours last Oct. and 88¾ hours in March 1955.

Free business films (institutional so-called "sponsored films") are used regularly by 72% of all TV stations, according to survey by John T. Fosdick Associates for Modern Talking Picture Service. Of 232 stations cooperating in survey, 98% reported "some use" of the free films, with average use of sponsored films 4.9 hours per week (4.4 for vhf stations, 6.2 for uhf).

"Military Reserve Week" April 22-28 will be supported by ABC, CBS & NBC with extensive promotion including appearances by TV-radio stars and military leaders, frequent spots, half-hour documentaries.

ABC-TV reduced 5-min. political broadcast rates from 26¾% to 10% of regular hour rate. When regular programs are reduced for 5-min., sponsors are refunded 10% of hour rate.

Credo Fitch Harris, 82, founder of *Louisville Courier-Journal's* WHAS in 1922 as first AM station in Ky. & one of first 10 in U. S., died April 3 in Louisville after long illness. In 1937 he wrote *Microphone Memoirs of the Horse and Buggy Days of Radio*.

Russell G. Winnie, 49, asst. gen. mgr. of WTMJ-TV & WTMJ, Milwaukee, & pioneer radio sportscaster, died March 30 of heart attack while vacationing in Ft. Lauderdale, Fla.

Maurice Collette, 70, who retired in 1952 as BBDO v.p. in charge of all E. I. duPont accounts after 35 years with agency, died April 3 at Lawrence Hospital, Bronxville, N. Y.

COMMERCIAL EXCESSES on TV-radio can't be dealt with adequately by NARTB code, and industry might be violating anti-trust laws if it tried to implement its code with "any practical and effective enforcement measures" against transgressors. So said Federal Trade Commissioner Mason in address this week to Federal Communications Bar Assn. luncheon in what amounted to a follow-up of his earlier criticism of "parlor hucksterism" (Vol. 12:11). He declared:

"It's all right to name your product, puff it, blow it up, but don't lie about it. For this is where the Federal Trade Commission looks in on the scene. But, more important, this is where you advisers and guides of this billion-dollar industry should look in on the scene yourselves."

He commended NARTB for its responsibility to the public in assuring decent, proper programming, but added: "This is a splendid responsibility but one that by the very nature of our anti-trust laws must remain only a devout wish for, unfortunately, the code leaves the 90 and 9 legitimate broadcasters at the mercy of the one shill, the one huckster and the one bait and switch artist."

He repeated that he would suggest legislation to Congress to restrict over-commercialization, said it would serve "as a point of departure" in the next session of Congress and indicated it would cover a field broader than false advertising.

Donald H. McGannon, pres. of Westinghouse stations, also sharply criticized TV-radio stations which accepted so-called "bait" advertising. In address to Advertising Federation of America's 5th district in Canton, O., he said: "I am certain that most of the people in the broadcasting industry are interested in the long range. These people have not permitted this kind of advertising to appear on their TV programs or to be heard on their radio stations."

Expansion program for DuMont Broadcasting Corp.'s WABD, New York, and WTTG, Washington—including color facilities—was announced this week by v.p.-gen. mgr. Ted Cott. Involving expenditure of \$250,000, program includes new 25-kw DuMont transmitters for both stations—bringing WABD up to maximum permitted power—as well as 16mm DuMont color film & slide equipment and RCA vidicon black-&-white film cameras, new projectors and slide machines for both stations. Power boost and new equipment for WABD should be completed early next month, and WTTG's film gear is now being installed with power increase due by midsummer. Cott said further expansion will come in "immediate future," including "re-design of existing equipment to new standards, such as the use of new and radical changes in live camera equipment."

Revised order blanks for agencies buying time or space were released this week by AAAA. As result of recent anti-trust decision, AAAA eliminated former provisions against rebating. Chief addition is warranty in which agency represents that it is "primarily engaged in the business of developing, servicing and placing advertising, and that no advertiser, medium or supplier has a direct or indirect financial interest in it, and that its principal owners are active in its work." Forms are designed primarily for AAAA members, but other agencies may use them.

Affiliates' meetings at Conrad Hilton Hotel, Chicago, in conjunction with NARTB convention: CBS April 13-14, ABC & MBS April 15. NBC has none scheduled, had one late last year.

Station Accounts: Montgomery Ward, in first TV campaign, will use 60-sec. film spots in 71 markets in 3-month campaign starting in latter April to test its sales pull for wide range of home furnishings, thru Foote, Cone & Belding, Chicago. According to retail sales promotion mgr. Arthur H. Truitt, time will be purchased in markets serviced by at least 6 Ward outlets. If spot campaign is successful, said Truitt, Ward may sponsor a full program . . . Standard Oil (Indiana) plans big increase in TV-radio spot expenditures this spring and summer as part of expanded ad program, thru D'Arcy, Chicago . . . Coca-Cola to use big spot campaign in N. Y. area to promote its new 26-oz. bottle, thru McCann-Erickson . . . New product campaigns by old sponsors: Procter & Gamble, for Jif peanut butter, thru Leo Burnett Co., Chicago; Johnson's Wax, for J-Wax auto paste, thru Foote, Cone & Belding, Chicago . . . Eagle Clothes, fittingly enough, to sponsor premiere of 20th Century-Fox's "Man in the Gray Flannel Suit" at Roxy Theatre, N. Y., on WPIX April 12 . . . Among advertisers currently reported using or preparing to use TV station time: Dutch Maid Food Products, Salem, Ore. (margarine), thru Roy Adams, Eugene, Ore.; Trager Mfg. Co., Scranton, Pa. (Sea Mist ammonia), thru Anthracite Adv., Scranton; Blue Bell Mattress, Hartford, Conn. (mattresses, box springs), thru Arnold Kupper Adv., Hartford; Massey-Harris Div. of Massey-Harris-Ferguson, Racine, Wis. (tractor farming equipment), thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee; Winegard Co., Burlington, Ia. (TV accessories & interceptor antenna), thru Burton Browne Adv., Chicago; Kirsch Beverages, Brooklyn, N. Y. (Neff and No-Cal beverages), thru Grey Adv., N. Y.; Ex-Lax Inc., Brooklyn, N. Y. (Ex-Lax & Jests antacid tablets), thru Warwick & Legler, N. Y.; Interstate Bakeries, San Francisco (Blue Seal bread), thru Philip S. Boone & Assoc., San Francisco; Best Fertilizer Co., San Francisco, thru Kelso Norman Adv., San Francisco.

Biow Co. will go out of business June 30 after 38 years as a major ad agency, pres. Milton Biow retiring from business. It changed name to Biow-Beirn-Toigo in 1953 but reverted to Biow Co. last Dec. following resignations of pres. F. Kenneth Beirn and exec. v.p. John Toigo. In course of executive reshuffling, agency lost such key accounts as Bulova Watch, Philip Morris, Pepsi-Cola, Whitehall Pharmacal & Ruppert Beer. Agency currently has estimated \$25,000,000-\$30,000,000 annual billings from such accounts as Benrus Watch, Lanolin Plus, Hudson Pulp & Paper and several Procter & Gamble products. Agency last year had combined TV-radio billings of \$30,000,000, of which \$25,000,000 was in TV.

Plea for more "broadcast-minded" executives in ad agency management was voiced by Donald H. McGannon, pres. of Westinghouse stations, in address to Advertising Federation of America's 5th district meeting in Canton, O. He said that establishment of TV-radio depts. in ad agencies wasn't enough, declaring: "Unless both print and TV-radio are equally represented, the agency's philosophy will be dominated by one rather than being shared equally . . . Today, we do have top people in the advertising profession who grew up in the broadcasting branch of advertising, but too many agencies, in my opinion, continue to suffer from a lack of broadcasting's representation in the agencies' highest decision-making councils."

CBS-owned TV stations (WCBS-TV, N. Y.; WBBM-TV, Chicago; WXIX, Milwaukee; KNXT, Los Angeles) report first-quarter local time sales up 48% over first quarter year ago, combined national & local business up 20%.

Avery-Knodel rep firm moves Los Angeles offices to new Tishman Bldg., 3325 Wilshire Blvd. (Dunkirk 5-6394).

Network Accounts: Gillette this week informed NBC-TV it's not interested in paying \$3,000,000 for sponsorship of World Series when new contract is negotiated starting in 1957. Baseball Commissioner's office, at behest of players (who will get 60% of World Series TV receipts), reportedly is seeking \$3,000,000 per year for the rights. NBC spokesman said it was extremely doubtful that it would bid for rights at that price—especially in view of Gillette's position . . . Shulton Inc. (toiletries), emphasizing special programs, to sponsor Ed Murrow's next 2 *See It Now* shows on CBS-TV, both titled "Report from Africa," Mon. April 23 & Thu. May 17, 10-11 p.m., and *Victor Borge Show* on CBS-TV June 14, Thu. 10-11 p.m., thru Wesley Assoc., N. Y. . . . Maybelline (eye makeup) to sponsor film coverage of Grace Kelly wedding on CBS-TV April 21, Sat. 11-11:30 p.m., thru Gordon Best Co., Chicago . . . Texaco to cancel *Jimmy Durante Show* on NBC-TV this fall as result of wrangle over whether shows should be live or on film . . . Polaroid Cameras buys Mon. segment of *John Daly & the News* on ABC-TV starting in May, Mon.-thru-Fri. 7:15-7:30 p.m., thru Doyle Dane Bernbach, N. Y. . . . General Foods (Jello) buys 3 partic. a week on *Afternoon Film Festival* on ABC-TV starting April 23, Mon.-thru-Fri. 3-5 p.m., thru Young & Rubicam . . . Squirt Co. (soda) buys one partic. a week for 4 months starting in June on NBC-TV's *Today*, Mon.-thru-Fri. 7-9 a.m., thru Fletcher D. Richards Adv., Los Angeles . . . Plymouth to cancel Wed. & Fri. segments of John Cameron Swayze's *NBC News Caravan* on NBC-TV, effective June 29, Mon.-thru-Fri. 7:45-8 p.m. . . . Chrysler buys East-West Shrine football game from San Francisco Dec. 29 on NBC-TV, thru McCann-Erickson.

"Poet laureates of confusion"—that's Ted Cott's description of various program rating services. Addressing Women's Ad Club of Washington April 5, the v.p.-gen. mgr. of WABD, N.Y. & WTTG, Washington, said: "Adolf Hitler was considered a master of genocide, but he was a bum compared to TV ratings. A difference in one decimal point can represent the loss of 1,000,000 people." He stressed necessity of developing uniform measurements for program ratings.

Rate Increases: WFLA-TV, Tampa-St. Petersburg, raises base hour from \$500 to \$600, Class AA min. only rate from \$125 to \$150. WDEF-TV, Chattanooga, raises base hour from \$400 to \$450, min. \$90 to \$100. WLOS-TV, Asheville, N. C., raises hour from \$300 to \$400, min. \$60 to \$80. KOAM-TV, Pittsburg, Kan., raises hour from \$250 to \$300, min. \$50 to \$60. KCKT, Great Bend, Kan., raises hour from \$225 to \$250, min. \$20 to \$50.

Assn. of American Railroads should launch \$100,000,000 all-media campaign to promote greater use of railroads, suggested Robert Young, chairman of N. Y. Central and Chesapeake & Ohio. Spokesman for Benton & Bowles, AAR agency, said it would be interested in sponsoring a TV program if suitable show & time period could be arranged.

Show business attorney Henry Jaffe this week resigned posts as counsel for AFTRA and its New York local. He's held both positions since AFTRA was organized nearly 20 years ago. He said he wants to devote more time to his law firm's activities in Showcase Productions Inc., which produces NBC-TV's *Producers' Showcase* color spectaculars. It's known, too, that his dual AFTRA attorney role has become increasingly difficult because of disagreements and differences between boards of national union and N. Y. local.

EDUCATIONAL CLOSED-CIRCUIT TV is guardedly endorsed in report submitted April 6 to President Eisenhower by Committee for the White House Conference on Education, with the caution that such teaching aids must be judged on basis of their suitability to the local school situation and that experimenters should remember that education of children is primary goal. The 195-p. size-up of nation's educational problems and possible remedies included these comments on teaching by TV:

"Justifiable opportunities to extend the services of a teacher to a larger number of pupils should be sought, tested and evaluated. The use of modern radio & TV techniques—wherever and whenever compatible with financial resources—should be explored. The responsibility for research and experimentation in this area rests primarily with school administrators, but committees of teachers, parents and other local groups should participate in the formulation of plans and the execution of experimental steps.

"The support of agencies beyond the local district—foundations, state depts. of education, the U. S. Office of Education, professional groups of teachers, groups of lay citizens—should be invited and encouraged. Since education goes forward in more than 50,000 local districts, however, and since conditions and resources vary so widely, the final evaluation of proposals should always be made locally.

"Experimentation and research should be unhampered by any existing assumptions and practices. But the primary goal, the education of children, should be carefully guarded in every case. In addition, full advantage should be taken of this opportunity to enhance the status of teaching—an important step in alleviating the teacher shortage."

Nationwide committee drafting the report was headed by pres. Neil McElroy of Procter & Gamble Co., with President Eisenhower as honorary chairman, and Health, Education & Welfare Secy. Folsom and U. S. Commissioner of Education Brownell as vice chairmen. Among committee's 34 members were CBS chairman Wm. S. Paley and Sylvania chairman Don G. Mitchell.

Churches are expressing interest in closed-circuit TV, according to General Precision Lab, which has been lending them equipment for special events. Use of GPL closed-circuit gear was made by 2 churches on Easter Sunday—to accommodate overflow crowds at All Souls Unitarian Church in New York City, and at Manhasset, N. Y. Congregational Church. In both places, large-screen projection receiver was installed in parish hall, relaying video and sound to congregation's overflow. Similar use of GPL closed-circuit gear was made March 25 by First Presbyterian Church of Germantown, Pa., and April 6 by Central Synagogue of Nassau County, Rockville Center, N. Y., to relay to over-capacity audience a special performance by West Point Choir. Another novel religious use of GPL closed-circuit recently overcame the problem of distance between choirmaster and his choir. Location was Keneseth Israel Temple, Philadelphia, where choirmaster also played organ in organ loft, while choir itself sang from main floor. Vidicon camera was focused on choirmaster, who led singers by means of monitor mounted inconspicuously in front of choir.

CBC Board of Governors at March 28 meeting recommended grant of Ch. 6, Victoria, B. C., to David M. Armstrong, operator of CKDA, turning down application of International TV Corp. Ltd. Also recommended were power boosts to CFRN-TV, Edmonton, Alta. to 180.3-kw; CKCK-TV, Regina, Sask. to 100-kw; CJIC-TV, Sault Ste. Marie, Ont. to 28-kw.

Telecasting Notes: Another repeat performance is due on *Kraft TV Theatre* (NBC), which last year pioneered the idea of repeating a top-notch drama while people were still talking about it (Rod Serling's "Patterns"). The show which Kraft may repeat has been hailed as a milestone in live TV—but unfortunately, any repeat will have to be via kinescope. *A Night to Remember*, on March 28, was one which showed just exactly how exciting a live TV drama can be. Based on sinking of the Titanic, and authentic to the last detail (sets were made from ship's architect's drawings), it used 31 sets, 107 actors, 30-ft. water tanks in NBC's Brooklyn studios . . . Could film have done it better? Consensus was that it couldn't. Camera work was excellent, and performances gave feeling of "you-are-there" realism. Yet budget for show was only \$85,000—high for live TV drama, but extremely low for film version of a similar spectacle . . . Acclaim from experts as well as critics was showered on Kraft for "Night to Remember." April 4 *Variety* says legitimate producer Guthrie McClintic, among the show's fans, "suggested that this single effort will probably open up a whole new vista and scope in TV productions heretofore restricted to the dimensions of films." *Film Daily* editor Chester B. Bahn editorialized March 30: "TV shows of the calibre of 'A Night to Remember' constitute a far greater threat to the motion picture box office than either our old features now on the video market, or shortly to be on it, or toll TV. The show's ratings topped competition, too, were highest this season for *Kraft Theatre* . . . Across-the-board re-runs of Joan Davis' *I Married Joan* begin May 14 Mon.-thru-Fri. 5-5:30 p.m. on NBC-TV, replacing *Pinky Lee Show*, with same Joan Davis show also on NBC-TV Sat. 10:30-11 a.m. It's first time a network has scheduled across-the-board re-run of a weekly show, and indicates abandonment by NBC of 5-5:30 p.m. segment as a kiddie show. Re-run rights to *Joan* (96 films) were bought from Interstate TV at a reputed \$1,000,000 . . . Movie folk didn't like having Oldsmobile commercials on the "Oscar" telecast, are again talking about a movie studio-sponsored Academy Award show for next year . . .

Significant AM decision by FCC this week removes some 120 daytime and limited time applicants from protection of hearing "umbrella" they've had since May 9, 1947—when Commission froze all such applications on U.S. 1-A & 1-B frequencies pending determination of daytime skywave proceeding. Action was based on petition of Charles R. Bramlett, who seeks 1190 kc, 250-U (DA-1) in Torrance, Cal. He had asked that 1190-kc application of Robert Burdette, San Fernando, Cal., be thrown open to competition and that similar application of Huntington Park Broadcasting Co., Huntington Park, Cal., be dismissed. Latter 2 had gone through hearing in 1946-47, had been frozen—but protected—ever since. Commission declined to dismiss Huntington Park application but it removed the 2 applications from hearing.

Purchase of radio WGMS, Washington, by RKO Tele-radio (Vol. 12:13) was confirmed this week, price approximately \$400,000, Allen Kander the broker. M. Robert Rogers remains as mgr. Lawrence M. C. Smith, Philadelphia, 16% owner, filed suit in Wilmington, Del., asking sale be enjoined. He said he was in Europe during negotiations, wants to purchase full ownership himself—but Rogers says he doubts sale will be blocked by suit.

San Antonio Radio KTSA (5-kw, 550 kc, MBS-ABC) is being sold for \$306,000 to McLendon Investment Corp. (Gordon McLendon) by auto dealer O. R. Mitchell, who bought station for \$175,000 from *San Antonio Express and News* in 1954, when newspapers were required to sell after buying KENS-TV & KENS from Storer (Vol. 10:44).

Return to normalcy: *I Love Lucy* is back in No. 1 position in March ratings by both Nielsen & ARB; \$64,000 *Question* and *Ed Sullivan Show* are in 2nd & 3rd spots . . . Theatre to TV: West coast stage production of operetta "Rosalinda," which begins Los Angeles run this month, has been bought by NBC, will be colorcast July 23 on *Producers' Showcase* . . . Hollywood TV writers gaining: Writers Guild of America, West, reports gross earnings for west coast TV writers increased from \$1,441,500 for 10 months preceding Jan. 31, 1955, to \$4,583,500 for 10 months following . . . First production by Hal Roach Studios for station-owned Vitapix will be *Blondie* TV film series based on comic strip, due for showing on Vitapix stations beginning next Oct. . . . For movie spectacular, NBC-TV has been offered Jose Ferrer's "Moulin Rouge" before it's put into theatrical reissue. Deal would follow "Richard III" pattern, with NBC paying \$350,000, sharing in theatrical reissue proceeds. Network is thinking it over . . . Second movie to be serialized on *MGM Parade* will be Judy Garland-Gene Kelly "The Pirate," a 1948 release, to run April 18-25 & May 2 on the faltering ABC-TV show . . . Guild Films has bought full TV rights to works of Jack London . . . Most stations don't intend to increase amount of time devoted to feature films, despite influx of better and later movies, April 7 *Billboard* reports on basis of its latest "TV Editorial Advisory Board" survey . . . Sid Caesar tentatively scheduled to return to the Sat. 9 p.m. period he made famous on NBC-TV . . . Who says Britons don't like U. S.-style TV? Nielsen London area ratings give first place to BBC's *What's My Line?* (British version of the American show), while ITA's *Dragnet* gets No. 1 spot in London ratings of TV Audience Measurement (TAM). For new commercial Birmingham station, *I've Got a Secret* tops TAM survey . . . Touching public-service use of TV: Cooperating with Minnesota Welfare Dept., Minneapolis' WCCO-TV presents twice-a-week interviews with children for whom state has had difficulty finding permanent homes. Though children are completely unaware of it, purpose of program is to call the attention of prospective adoptive parents to them.

Daytime AM stations' petition for longer hours of operation was opposed this week by group of 20 stations represented by Pierson, Ball & Dowd, on grounds no factual data to support action was offered. The stations: WGR, Buffalo; WIND, Chicago; KLZ, Denver; WJLS, Beckley, W. Va.; WKNA, Charleston, W. Va.; KOB, Albuquerque; WKY, Oklahoma City; WSFA, Montgomery, Ala.; KFRE, Fresno; WWJ, Detroit; KSEL, Lubbock; WWDC, Washington; WDSU, New Orleans; KGLO, Mason City, Ia.; KDYL, Salt Lake City; WDEF, Chattanooga; WKJG, Ft. Wayne; WING, Dayton; WIRE, Indianapolis; WFOB, Fostoria, O.

TV station automation equipment, due for production before year's end, will be displayed by GE at NARTB convention in Chicago. As described by company, it's "an electronic device, operated by punched tape or cards, which automatically programs at the exact time all films, slides, network and audio required in station operation for a full 24-hour period." GE will also show new 2000-mc microwave relay system featuring "immediate warm-up."

Entering closed-circuit business meeting field, manufacturers sales firm Visual Electronics Corp., 11 W. 42nd St., N. Y., names Morris Mayers mgr. of closed-circuit operations. Mayers was gen. mgr. of closed-circuit operations for DuMont Network, and later for DuMont Broadcasting Corp. Visual is headed by James B. Tharpe, former DuMont transmitter sales mgr., and represents DuMont in some equipment sales fields.

OKLAHOMA'S first educational station, KETA, Oklahoma City (Ch. 13) was all set for test patterns this week end, plans program debut shortly. It's 20th educational starter, bringing total on-air boxscore to 466 (99 uhf). It has 10-kw RCA transmitter and 14-section supergain antenna on 1572-ft. tower it shares with KWTW (Ch. 9). Oklahoma Educational Authority also holds CP for KOED-TV, Tulsa (Ch. 11) and operates radio KNAD, Norman. John W. Dunn is director for broadcasting activities; Keith E. Stagg, ex-KEDD, Wichita, chief engineer.

WCBI-TV, Columbus, Miss. (Ch. 4) will start July 13 with 3-11 p.m. daily schedule carrying CBS and NBC shows, instead of month earlier as reported (Vol. 12:12).

WITI-TV, Milwaukee (Ch. 6, allocated to Whitefish Bay) is wiring 25-kw DuMont transmitter and hopes to begin test patterns about April 23, programming May 21 from permanent studios at Mequon, Wis. transmitter site, reports pres. Jack Kahn. Kimco 963-ft. tower with 6-section RCA superturnstile antenna has been ready since Nov. 25. Planned as independent outlet emphasizing color, it will begin with 50 hours of programming weekly, with all live shows in color, some feature films in color, as well as approximately 300 Paramount color shorts—and all local slides and film commercials will be produced in color. Wilmer E. McClenahan, ex-KCRG-TV, Cedar Rapids, Ia., will be asst. sales mgr., with Leon A. Dolnick promotion director. Base hour will be \$600. Rep will be H-R Television.

WSPA-TV, Spartanburg, S. C. (Ch. 7), despite court appeal by WAIM-TV, Anderson and WGVL, Greenville (Vol. 12:12), plans to begin test patterns April 10, reports pres.-gen. mgr. Walter J. Brown. It recently got FCC approval to build transmitter on Paris Mt., 6 mi. from Greenville and 34 from Anderson (Vol. 12:10). It has completed installation of 25-kw RCA transmitter, and antenna on 400-ft. tower formerly used by WFBC-FM. It will be CBS affiliate with \$525 base hour. Rep will be Hollingbery.

KFRE-TV, Fresno, Cal. (Ch. 12) expects to start as CBS basic June 5 after running test patterns "sometime in May," reports pres. Paul R. Bartlett. It has 10-kw

GE transmitter ready, plans to install 3-section directional Alford antenna on 188-ft. Stainless tower week of April 9. It will be 4th outlet in area already served by uhf stations KJEO & KMJ-TV, Fresno, and KVVG, Tulare. Base hour will be \$650. Rep will be Blair.

KVIT, Santa Fe, N. M. (Ch. 12) now hasn't target because of zoning delays, reports owner, Oklahoma City's Video Independent Theatres, which also owns 12½% of KWTW, Oklahoma City. Final hearing on zoning is set for May 23. Video Independent Theatres also holds CP for KSPS, Hot Springs, Ark. (Ch. 9), which is building mountain road to site before setting target.

WTVE, Elmira, N. Y. (Ch. 24), delayed from return to air by extremely hard winter, now hopes to resume by May 1, "if it ever quits snowing," writes v.p. & 30% owner John S. Booth. Other owners are pres. Thompson K. Cassel, 30%; Wm. W. Scranton, chief owner of Scranton's WARM-TV, 30%; and 4 local businessmen with 2½% each. It's replacing tower destroyed by hurricane in fall of 1954 (Vol. 10:45) with 700-ft. Truscon tower and RCA antenna on mountain-top site. Base hour will be \$150. Rep will be Forjoe.

WSES, Philadelphia (Ch. 29), granted March 28, hasn't completed construction plans or ordered equipment, but thinks it may be on the air in 6 months or so, reports exec. v.p. & 57% owner Theodore R. Hanff. Other owners are Community TV Systems pres. Murray Borkon, with 14%; garageman Isadore B. Sley, 28%. Rep not chosen.

KGMS-TV, Sacramento (Ch. 46), granted March 31, hasn't completed construction plans or ordered equipment, but hopes to get going within 6 months, reports gen. mgr. & ½ owner Irving J. Schwartz. City already has 2 vhf, 1 uhf. Rep not chosen.

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CHLT-TV, Sherbrooke, Que. (Ch. 7) plans to be on air June 15, reports Paul Desruisseaux, owner and publisher of Montreal's French-language daily *La Tribune*. Construction of transmitter house in Mount Orford Provincial Park began March 12 and 10-kw RCA unit is due May 1. Base rate will be \$300. Repts will be Adam Young's Canadian Station Representatives and Jos. A. Hardy & Co. Ltd.

Week-long whoop-de-do marking opening of new \$500,000 TV-radio center for *South Bend Tribune's* WSBT-TV (Ch. 34) & WSBT, designed by Pereira & Luckman, begins April 9. Among guests expected at ceremonies will be Herb Shriner, Hoagy Carmichael, retired N. Y. Stock Exchange pres. Emil Schram and other Indiana-born celebrities. Also assisting at ceremonies will be CBS-TV pres. J. L. Van Volkenburg, FCC Comr. Rosel Hyde, CBS-TV station relations dir. Edward T. Shurick, newscaster Charles Collingwood.

Check for \$100,000 was presented by City Council last week to Metropolitan Philadelphia Educational Radio & TV Corp. to help cover first year's operating expenses of its proposed non-commercial Ch. 35 station, for which CP was received last week. Another \$100,000 has been authorized by City Council as part of 3-year financing plan. Station will probably request WHYY-TV call letters.

Experimental translator station to operate on Ch. 74-83 with 10 watts is sought by Adler Communications Labs, to be built at New Rochelle, N. Y. plant. Adler plans to pick up and rebroadcast N. Y. stations, estimated construction cost at \$10,000, yearly operating \$25,000.

Ground was broken last week for new WEWS studios at Euclid Ave. & E. 30th St., Cleveland. Upon completion in Dec., the station will have \$2,500,000 in TV facilities.

Limit on alien ownership of Canadian TV & radio stations was proposed by CBC Board of Governors at March 28 meeting, following approval of transfer of 2677 out of 8000 shares outstanding of CKLW-TV, Windsor-Detroit (Ch. 9), with CKLW, to Thomas F. O'Neil's RKO Distributing Corp. of Canada Ltd. Board approved transfer on condition that there be no further transfer of ownership to non-Canadian interests and suggested that Govt. pass law to limit alien ownership in future to 20%, same as in U. S. Previously, Board turned down application to transfer CKLW-TV control to Paramount Windsor Theatres Ltd. because it interlocks with Famous Players Canada, which has interests in Kitchener & Quebec City TV stations (Vol. 11:50). Another Board action was to deny transfer of control of radio CKNW, New Westminster, B. C. to group comprising Southam Co. (Southam Newspapers), Inglewood Investments Ltd. & Muro Investments Ltd.—on ground of excessive multiple ownership. Newspaper chain has interest in TV-radio in Calgary, Alta. & Hamilton, Ont., as well as AMs in Edmonton, Alta. and Ottawa, Ont. Board approved alternate plan to transfer CKNW to Inglewood & Muro.

General Precision Lab has shipped video recording equipment to educational WCET, Cincinnati (Ch. 48). Company says 18 of the 20 educational starters now have its kinescope recording gear.

MORE PRESSURES IN COMPETITIVE TV MARKET: Philco's multi-million-dollar shift to mechanization in TV production, Stromberg-Carlson's formal discontinuance of TV output, more rumors of impending deals among smaller manufacturers -- all provided new evidence this week of how tough the TV competition has become.

Reese B. Lloyd, Philco v.p. for TV, informed the 6000 TV production workers that company is starting to change over to mechanization "in order to stay in business in Philadelphia." In 10-p. statement to employes, released only few days before negotiations were to begin with IUE on new contract, Lloyd said no reduction in work force is contemplated as result of mechanization program, but warned:

"Philco is now up against the keenest competition in its entire history in TV from giants like RCA and GE and from hard-hitting smaller companies like Zenith, Motorola and Admiral. As we examine our present situation, we find that in many cases we are losing business to our competitors because our prices are too high."

Whether lower production costs would mean lower retail TV prices in immediate future wasn't stated, and spokesman declined to comment. It's known, however, that some of the sets to be introduced in June will be produced by mechanized equipment.

The cost problem of producing TV sets in Philadelphia, one of highest-paid labor markets in nation, was effectively treated by Lloyd's statement. He said that Philco was forced to close its Croydon, Pa. TV plant in Feb. because of high production costs and declared that it was determined not to make the same mistake in Philadelphia. "We believe that together we can win this fight for our economic lives in Philadelphia, and that's what we are setting out to do," he commented.

He said some Eastern set manufacturers have moved to Midwest -- an apparent reference to RCA's shift of TV production from Camden, N.J. to Bloomington, Ind. -- and stated: "We have given it a lot of careful, painstaking analysis, and we are confident that a fair day's work for a fair day's pay can lick our Philadelphia TV production problems." He said new program promises "more jobs and more security."

James M. Skinner Jr., new Philco pres., appealed to all workers to support new program, saying: "The whole future of Philco in Philadelphia is wrapped up in this undertaking." An IUE spokesman expressed confidence that workers would go along, declaring: "If Philco didn't adopt this, they wouldn't stay in business."

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Stromberg-Carlson's suspension of TV production came as no surprise, as such a move had been rumored before and since company was taken over by General Dynamics last year. It will stay in radio-phonograph production, however (details on p. 12).

Rumors involving proposed sale of 2 other TV companies were published this week -- and both drew emphatic denials. One had IT&T offering Capehart-Farnsworth for sale to several companies, including Sylvania. Latter referred all inquiries to IT&T, which declared in name of pres. Wm. H. Harrison: "There's absolutely nothing to it." IT&T's annual report noted that Capehart-Farnsworth operated unprofitably in 1955 and said company's trend is "away from consumer goods" (see p. 13). Rumor mill also had Montgomery Ward buying Crosley-Bendix home appliances div. but this too drew denials from both parties.

Brief highlights of other major trade developments this week:

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Westinghouse Swings Back: Details of a massive comeback program aimed at production of 450,000 black-&-white and at least 10,000 color sets this year were revealed April 2 at luncheon in 21 Club, N.Y., by key Westinghouse consumer products officials headed by v.p.-gen. mgr. Chris J. Witting. Over-all objective is to boost consumer products sales by 35% over 1955 levels in last 9 months of year, Witting said. A 156-day strike at 30 Westinghouse consumer products plants ended March 21.

Witting said bulk of a \$32,000,000 corporate ad budget for 1956 would support the consumer products push. He said: "We confidently expect sales of Westinghouse consumer products will reach the billion-dollar mark within a very few years." As for TV-radio plans, gen. mgr. Edward J. Kelly said company would shortly introduce a 17-in. portable and, later in the year, a 14-in. portable. He commented: "We are certain that through the combination of price, dealer discount, overall size and weight, Westinghouse will find a big market in this area. Revelation of our portable TV set program to some of our key distributors already has them watering at the mouth for the movement and profit which they foresee in this field." Color output will start within 30 days, he said, indicating that table model will be \$695. At least 3 other color sets will be in the line, all with 22-in. glass rectangular tubes offering viewable area of 248-sq. in.

Tube Measurement: Philco this week petitioned Federal Trade Commission for reconsideration of Rule 9 of trade practice rules relating to measurement of screen sizes in TV receiver ads. It was the first formal petition filed with FTC since adoption last year of rule which has caused considerable confusion in industry, resulting in widespread revisions of ads and, in some cases, delays in TV ad campaigns (Vol. 12:13). Predicting FTC's action on Philco's petition is hazardous, because FTC itself is known to be divided on the question. Commission staff is currently working on recommendations to be sent to Commissioners on Philco petition, which stated: "The objectives of this rule have never been clear, and the industry has always insisted that adoption of the rule would result in public confusion. Since its effective date, Dec. 28, 1955, the confusion which the industry predicted has in fact been created, and at the moment there is no generally accepted standard for designating the relative size of TV receivers." It scoffed at FTC contentions that industry's practice of designating screen sizes by diagonal measurement was in any way deceptive, declaring: "More than 43,000,000 TV receivers with size designations based on this measurement have been sold, and it is estimated that 7 out of every 10 homes are now equipped with TV receivers. Sales of this magnitude have not resulted from confusion of the public, but on the contrary, the public has accepted the historic method of comparative size designation used by the industry."

Production: TV output totaled 122,370 for week ended March 30, compared to 131,224 preceding week and 131,963 week ended March 16. It was year's 13th week and brought production for first quarter to about 1,830,000, compared to 2,188,000 in first 3 months of 1955. Radio production totaled 246,302 (85,104 auto) week ended March 30, compared to 258,394 preceding week and 276,983 week before. Radio output in first quarter was about 3,640,000, as against 3,450,000 in same period of 1955.

DISTRIBUTOR NOTES: Admiral appoints newly formed Adams Distributing Co. Inc., 5 No. 2nd St., Ft. Smith, Ark. (Carl B. Adams, pres.), replacing R & M Distributing Co., being dissolved . . . Philco appoints TCR Distributors, Decatur, Ill., covering northwest Ill. territory of Williams Inc., Peoria, dissolved . . . DuMont reopens Chicago factory branch at North Pier Terminal, headed by Jack Chichester, ex-Sentinel & Magnavox . . . Capehart-Farnsworth appoints newly formed Rubinger-McAllister Corp., Park-Sheraton Hotel, N. Y.; principals are David H. Rubinger, ex-v.p. of Gross Distributors, N. Y. (Stromberg-Carlson) & W. R. McAllister, ex-Capehart-Farnsworth eastern regional mgr. . . . Whirlpool-Seeger appoints RCA outlets Sea Coast Appliance Distributors Inc., 1481 NW 22nd St., Miami (A. L. Carr, pres.) & Ohio Appliances Inc., 1171 Goodale Blvd., Columbus, O. (R. C. Euchenhofer, pres.) . . . Trav-Ler Radio to open factory sales branch, Trav-Ler Northwest Sales Co., Portland, Ore., serving Ore., Wash., Ida. & Alaska . . . Guild Radio & TV Co., Inglewood, Cal. manufacturer of own Guild & private label brands, opens branch office at 146 E. 34th St., N. Y. (Wm. Mooza, mgr.) . . . Ohio Appliances Inc., Dayton (RCA-Whirlpool) appoints Joseph A. Nauer, ex-Crosley-Bendix, as sales mgr. . . . Baltimore Gas Light Co., Baltimore (Sylvania) pro-

notes Everett Catterton to sales mgr., replacing George Hoelflich, resigned . . . Graybar promotes E. R. Yonkers to eastern district mgr., succeeding Herbert Metz, retiring May 1; Wayne J. Berry promoted to southeast district mgr., succeeding Louis G. Field, also retiring May 1; D. B. Eardley named mgr. of Salt Lake City branch, succeeding B. L. Leavy, now asst. district mgr. at St. Louis . . . Raymond Rosen & Co., Philadelphia (RCA) appoints Robert J. Boyle sales promotion mgr., replacing Cary Austin, resigned . . . Associated Distributors, Columbia, S. C. (Admiral) appoints Clyde T. Collins as district mgr. . . . Lincoln Sales Corp., Baltimore (Bendix Radio) moves to 930 E. Monument St. . . . Admiral appoints H. A. McRae & Co. Inc., 155 River St., Troy, N. Y. (A. J. Dupont, pres.) . . . Sylvania appoints Radio Trade Supply Co., 1224 Grand Ave., Des Moines (Crandall Lassaux, v.p.-gen. mgr.) . . . CBS-Columbia appoints Kelvinator div. of American Motors Sales Corp., 1600 St. Charles Ave., New Orleans (B. C. McCoy, zone mgr.) . . . DuMont appoints Western Massachusetts Distributors Inc., 1 Belmont Ave., Springfield (Arthur E. Beggs, pres.) . . . Electrics Ltd., Brantford, Ont., which markets Capehart TV-radio products manufactured by Canadian Westinghouse, appoints H. P. Willson & T. E. Cordell as factory district mgrs.

Topics & Trends of TV Trade: Stromberg-Carlson suspended TV production indefinitely this week, climaxing months of indecision and speculation (Vol. 12:2,4), but will expand its output of radios, phonos & high-fidelity equipment. Pres. Robert C. Tait announced:

"The name of Stromberg-Carlson has been an honored one in the field of home entertainment since 1924, when we were one of the pioneers in the production of home radio receivers. Since that time our company has contributed substantially to the advancement of the industry, being the first to introduce many features that have since been universally accepted and adopted.

"Stromberg-Carlson in the TV business has always occupied a position as a producer of a limited number of instruments built primarily for fine performance rather than price appeal. However, in recent years the increasing costs of maintaining our traditional high quality have required us to scrutinize this phase of our operations more closely than ever before, for this policy has made consistently profitable operation especially difficult for our radio-TV division."

Tait said TV production facilities have been converted to output of telephone equipment and electronics products for armed forces. Virtually all TV personnel have been absorbed in these activities, he said.

Tait said decision to suspend production of TV receivers was reached after more than a year of careful study, and after survey of field by independent research organization. He declared that company would review the TV situation this fall and would decide then whether to resume TV output. He suggested possibility that color sets only would be produced then.

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Big, long-rumored appliance merger was consummated this week when Borg-Warner Corp., parent of Norge, purchased controlling interest in air conditioner manufacturer York Corp. for more than \$40,000,000. York, supplier of air conditioners for several TV manufacturers, will be operated as div. of Borg-Warner. Subject to approval of stockholders, each York shareholder will receive ½ share of Borg-Warner common and \$2 cash for each share of York common. Borg-Warner closed April 6 on N. Y. Stock Exchange at 50¼, York at 26%.

Sylvania changed warranty policy covering receiving tubes last week, requiring distributors to return defective tubes to factory warehouses to take advantage of 5% credit. Harold H. Rainier, mgr. of distributor tube sales dept., said receiving tubes for renewal use are warranted against defects in workmanship, materials & construction for length of time to be determined by code dates on tubes.

Douglas Roesch Inc., Los Angeles, manufacturer of remote-control Douglas TV sets and other electronic products, was purchased this week by Hall-Scott Motors Co., Berkeley, Cal., producers of automotive engines. It will continue current operations as a Hall-Scott subsidiary, with pres.-founder Douglas J. Roesch becoming v.p.-gen. mgr. of its electronics div.

Admiral increased Eastern list prices of 2 TV models by \$30 each this week, in move attributed to higher cost of materials. A 21-in. table model was raised from \$200 to \$230, 21-in. console from \$270 to \$300. Admiral also increased its remote control accessory from \$20 to \$25 for those models.

Magnavox's first transistor radio, called "Companion" and priced at \$64.50, is being shipped to dealers. It weighs 20 oz., has 6 transistors & one germanium crystal rectifier.

Olympic Radio adds 17-in. table model at \$130 in mahogany or grained oak.

Trade Personals: Howard Letts, mgr. of RCA record operations, elected v.p. & operations mgr. of record div., succeeding Lawrence Kanaga, now v.p.-gen. mgr. of record div.; George Marek, mgr. of record album dept., also elected a v.p. . . . George T. Stevens, pres. of own appliance distribution firm, George T. Stevens & Assoc., Chicago, named Whirlpool-Seeger director of merchandise development . . . Paul T. Clark named gen. mgr. of technical products div., Corning Glass . . . Paul A. Hilton promoted to new post of mgr. of DuMont factory branch operations, headquartering at TV receiver plant in E. Paterson, N. J. . . . E. B. Freeman, Admiral New England regional mgr., transferred to Chicago as midwest regional mgr., replacing Walter M. Davis, resigned . . . Mrs. Charlotte S. De Armond resigns as Hoffman Electronics public relations director to set up own public relations counselling firm at 6902 Teesdale Ave., No. Hollywood, continuing to serve Hoffman as consultant; Wm. Herrman promoted to news bureau mgr. in realignment of public relations functions . . . Wm. J. Roach, ex-N. Y. Telephone Co., joins Sylvania public relations dept., N. Y., as project mgr. . . . Hershner Cross promoted to mgr. of GE's marketing specialization consulting service . . . James J. Loney, ex-George Spencer Co., Minneapolis (Admiral), appointed Capehart-Farnsworth regional merchandiser for Minn. & Wis. . . . Sidney A. Schneider, ex-American Television Co., named service mgr., Crescent Industries . . . Marshall E. Minich promoted to finance mgr. of GE broadcast equipment section, Russell E. Norem to finance mgr. of communication equipment . . . John S. Lewis promoted to CBS-Columbia regional sales mgr., covering W. Va., Ky., Tenn. & Ark., reporting to sales director David J. Hopkins . . . Richard Rocek promoted to Magnavox mgr. for Ore., headquartering in Portland.

Looks like a record year for records, says April 4 *Variety*, estimating retail gross of \$300,000,000 for phono record industry this year. What's worrying record companies, says story, is that retailers won't be able to keep pace with rest of industry. It says the 7000 retail record outlets are insufficient, and many of them use antiquated merchandising methods.

James M. Skinner Jr. formally assumed presidency of Philco following April 6 board meeting, which also re-elected Wm. Balderston as chairman. Skinner, whose father was pres. from 1929-39, succeeds James H. Carmine, who continues as director, member of finance committee & special consultant on sales & merchandising (Vol. 12:7).

Marcus A. Hollabaugh resigns as chief of Justice Dept. special litigation section, where he was key figure in preparing still-pending anti-trust suit against RCA patent structure, to become chief counsel to Senate subcommittee on patents, trademarks & copyrights.

Hoffman Electronics' new 14-in. portable, weighing 26 lb. and priced at \$130, was introduced this week. Called "Featherlite," it has aluminized tube, measures 13¼ x 10½ x 15¼. It has V-type telescopic optional antenna.

CBS-Columbia's "dollars into scents" promotion broke this week, in which samples of Sortilege perfume, advertised on *Arthur Godfrey & His Friends* on CBS-TV, were mailed to agencies & press—along with promotional material on CBS TV sets.

Rudolph F. Blash, 70, founder & chairman of Webster-Chicago Corp., died April 3 of heart attack at his home in Ft. Lauderdale, Fla. He formed Webster Novelty Co. in 1914, changed it to Webster-Chicago in 1918, served as its pres. until April 1954 and sold controlling interest last June to industrialist Titus Haffa, its current pres. He is survived by his widow.

Financial & Trade Notes: Westinghouse lost \$16,000,000 in first quarter of 1956, as result of 156-day strike at 30 consumer products plants, pres. Gwilym A. Price told annual stockholders meeting April 4. Strike ended March 21. Loss amounted to about \$1 a share, comparing with net profit of \$12,782,000 (75¢) in first quarter of 1955 and loss of \$1,037,000 (9¢) in 4th quarter of 1955. Strike cost company \$300,000,000 in billings, he said.

Earnings will be adversely affected during second quarter because of delay in billings, said Price, adding that he hoped present dividend rate will be maintained and that in future Westinghouse would allot about 50% of its net earnings for dividends. "The financial structure of the company has remained sound through the rigid economic measures effected during the strike," he said.

"With production just getting under way at many of our plants, it is impossible to forecast accurately what the results are likely to be in the second quarter," he commented. "For all of our consumer products—refrigerators, ranges, TV receivers, lamps and many others—and also for numerous of our industrial products, it will require weeks and in some cases months to refill the pipelines to our distributors and dealers."

[For details of Westinghouse's TV-radio-appliances "comeback" plans, see p. 10.]

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IT&T set new sales and profit records for 1955, with consolidated net sales of \$448,378,128 and net income of \$23,070,327 (\$3.21 a share), compared to 1954's net sales of \$372,638,805 and income of \$20,068,525. However, financial report stated that TV-radio manufacturing subsidiary Capehart-Farnsworth's sales "were not up to expectations, particularly in TV, and operations for the year showed a loss." Color TV manufacturing, it said, will probably be continued "just so we can keep our hands in the field, [though] we're losing money in that particular field, just like all color TV set manufacturers are." Farnsworth Electronics Co.'s first year was a success, report said, and further expansion is due this year. IT&T's trend is "away from consumer goods and into the more specialized fields where we can put to good use our research & development facilities." Report dwelled on expansion in electronics, with emphasis on "unlimited possibilities for expansion and service in automation and the control of atomic power for peacetime use." There was no mention of current negotiations for merger with office equipment & computer manufacturer Underwood Corp., which officials in both companies conceded were in progress last week.

GE plans public offering of \$300,000,000 of debentures later this spring—its first public financing since 1920. Proceeds will be used for capital expenditures, working capital and retirement of bank loans. It will be one of largest blocks of corporate debt securities ever underwritten for public offering. Details will be disclosed when registration is filed with SEC, expected within 2 weeks. GE issue will be underwritten by nationwide group of investment firms headed jointly by Morgan, Stanley & Co. and Goldman, Sachs & Co. GE 2 weeks ago borrowed \$100,000,000 from commercial banking sources to provide funds for its March 15 income tax payment, first time since 1946 that company has borrowed for any purpose.

Wells-Gardner & Co. earnings last year rose to record \$1,221,856 on peak sales of \$26,646,745, up from \$911,340 on \$21,200,318 in 1954. Annual report stated that increase in civilian business more than compensated for decline in Govt. sales.

P. R. Mallory & Co. earned \$2,225,649 (\$2.04 per share) on sales of \$63,931,811 in 1955, compared to \$1,071,803 (79¢) on \$54,630,091 in 1954.

COMPENSATIONS paid in 1955 to officers-directors of TV-radio-electronics companies whose financial reports have been summarized during recent weeks; these are as reported in proxy statements (figures in parentheses indicate number of shares of common stock held):

RCA—David Sarnoff, chairman, \$200,000 (15,000); Frank M. Folsom, pres., \$197,991 (13,108); Elmer W. Engstrom, senior exec. v.p. & exec. v.p. for research-engineering, \$96,982 (743); Charles B. Jolliffe, v.p. & technical director, \$79,723 (673); John T. Cahill, gen. counsel, \$3450 (500) out of \$425,000 legal fees paid to firm of Cahill, Gordon, Reindel & Ohl, of which Cahill is senior partner. In addition, directors receiving compensation and holding stock were Harry C. Hagerty, \$16,800 (100); John Hays Hammond Jr., \$700 out of \$60,000 paid for research laboratory services to Hammond Research Corp., of which Hammond is pres.; George L. Harrison, \$8800 (1000); Mrs. Douglas Horton, \$6550 (300); Harry C. Ingles, \$12,900 (100); Edward F. McGrady, \$17,550 (200); Wm. E. Robinson, \$950 (100); Walter Bedell Smith, \$1810 (100).

CBS Inc.—Wm. S. Paley, chairman, \$225,000 (120,199 Class A, 694,467 Class B); Frank Stanton, pres., \$281,522 (106,138 & 31,288); Edward R. Murrow, \$316,076 (936 & 624), primarily as news commentator, excluding \$105,600 royalties to Persons to Persons Corp., of which he, his son & mother beneficially own 32½%; J. L. Van Volkenburg, pres. of CBS-TV, \$115,000 (8115 & 624); Arthur Hull Hayes, pres. of CBS Radio, \$42,307 (122 & 0); Henry C. Bonfig, pres. of CBS-Columbia, \$40,154 (none); Charles F. Stromeyer, pres. of CBS-Hytron, \$59,999 (7110 & 6856); James B. Conkling, pres. of Columbia Records, \$74,999 (0 & 312). In addition, Bonfig & Hayes each has option to purchase 7650 shares of Class A common at \$27.94 & \$21.81, respectively. Bonfig's options are exercisable for 6 years starting June 8, 1956; Hayes' options are for 6 years starting Nov. 11, 1956.

Admiral—Ross D. Siragusa, chairman-pres., \$103,715 (245,467); John B. Huarisa, exec. v.p. & treas., \$103,715 (99,731); Wallace C. Johnson, v.p., \$54,340 (2200); Vincent Barreca, v.p., \$40,965 (435); Edmond I. Eger, v.p., \$49,288 (none). In addition, Siragusa's wife, Irene O. Siragusa, personally owns 430,620 shares and together they own 240,480 shares as trustees for their children. Huarisa's wife, Wanda Huarisa, owns 13,294 shares and 7200 together as trustees for daughter; Barreca's wife, Marjorie Barreca, owns 400.

Emerson—Benjamin Abrams, pres., \$60,008 (228,876); Dorman D. Israel, exec. v.p., \$31,980 (1364); Max Abrams, secy.-treas., \$39,936 (80,900). In addition, Benjamin Abrams owns 26,869 shares as trustee under various trusts for members of his family, his wife owns 12,470 shares, and aggregate of 63,170 is owned by 3 charitable membership corporations of which Mr. & Mrs. Benjamin Abrams and Mr. & Mrs. Max Abrams are members. Max Abrams also owns 6590 shares as trustee for members of his family, his wife owns 2800 shares, their 2 sons own 26,073.

DuMont—Allen B. DuMont, chairman, \$50,000 (38,601); Wm. H. Kelley, v.p.-gen. mgr., \$45,000 (none); Irving G. Rosenberg, v.p.-technical products & govt. manufacturing, \$40,000 (none). In addition, Dr. DuMont holds 8000 shares of common in irrevocable trust for benefit of son Allen B. DuMont Jr.

Storer Broadcasting Co.—George B. Storer, pres., \$75,500 (14,640 common & 1,278,250 Class B common); J. Harold Ryan, senior v.p., \$20,616 (5500 & 100,000); Lee B. Wailes, exec. v.p., \$71,228 (13,000 & 0); Stanton P. Kettler, v.p., \$55,285 (11,200 & 0); Wm. E. Rine, v.p., \$49,418 (10,000 & 0); George B. Storer Jr., v.p. \$36,178 (2046 & 0); Charles V. McAdam, director, \$200 (5000 & 0).

Hazeltine—Jack Binns, chairman, \$51,100 (4000); W. A. MacDonald, pres., \$55,575 (2300); Jennings B. Dow, exec. v.p., \$35,704 (600); L. B. Dodds, pres. of Hazeltine Research, \$49,999 (300); W. M. McFarland, exec. v.p. of Hazeltine Electronics, \$32,425 (310).

Zenith—E. F. McDonald Jr., pres., \$204,280 (44,193); Hugh Robertson, exec. v.p., \$199,230 (1378); Leonard C. Truesdell, v.p. & director of sales, \$85,200 (none); Joseph S. Wright, v.p. & gen. counsel, \$61,999 (110).

Whirlpool-Seeger—Walter G. Seeger, chairman, \$75,000 (40,246); Elisha Gray II, pres., \$100,313 (30,900); John S. Holl, v.p., \$80,000 (55,687).

Texas Instruments—J. Erik Jonsson, pres., \$63,600 (505,219); Patrick E. Haggerty, exec. v.p., \$60,300 (149,859); Cecil H. Green, v.p., \$65,497 (406,314); Fred J. Agnich, exec. v.p. of subsidiary Geophysical Service Inc., \$38,019 (32,905). In addition, Jonsson owns 3400 shares as trustee for associate.

Philco—See Vol. 12:11, p. 16.

Terms of contract with pres. David T. Schultz were revealed by DuMont in proxy statement for May 7 meeting, mailed to stockholders this week. The former Raytheon senior v.p. has 5-year contract at \$75,000 a year, continuing through end of 1960 and renewable for another 5 years on same terms. On 6 months notice by either the company or Schultz, agreement may be modified to provide for his employment on part-time consultant basis for remainder of the additional 5-year period, at \$30,000 a year. Subject to stockholder's approval, Schultz was given option to buy 25,000 shares of DuMont stock at \$9.81¼ after Jan. 3, 1958 and before end of 1965. Stock closed April 6 at 8½.

Collins Radio earned \$2,197,271 (\$1.38 per share) on sales of \$67,103,794 for 6 months ended Jan. 31, compared to \$1,495,572 (98¢) on \$48,214,224 in same period of preceding fiscal year. Backlog of orders totaled \$125,000,000 on Jan. 31, as against \$155,000,000 same date year ago.

Color Trends & Briefs: Color will be featured heavily at NARTB convention in Chicago's Conrad Hilton hotel April 15-19, both at exhibits and in technical papers.

RCA plans extensive display of both live and film color equipment, including new optical filter for converting 3-V film camera to handle lenticular film. DuMont will emphasize its live "Vitascan" equipment as well as film "Multi-Scanner." Coincident with convention will be department store demonstrations with "Vitascan" by Owens-Corning "Color Cavalcade" (Vol. 12:7) at nearby Carson, Pirie, Scott & Co. store. GE reports it will show new color-gain amplifier for adjusting color density for slides & film.

In technical sessions, April 16 will be devoted completely to color, featuring papers on following subjects: systems planning, Chester A. Rackey, NBC; lighting, Edward Tong, WDSU-TV, New Orleans; monitor, Charles A. Cady, General Radio; test transparencies, Edward P. Bertero, NBC; receiver installation, E. R. Klingeman, RCA Service Co.; plug-in video equipment, Wilfrid B. Whalley, CBS; studio systems planning, Andrew F. Inglis, RCA; film reproduction, H. N. Kozanowski, RCA; test procedures, John W. Wentworth, RCA.

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Sales of more than 1700 color sets in Philadelphia market have made RCA distributor Raymond Rosen & Co. leader in the nation, Wm. J. Strandwitz Jr., mgr. of Rosen's RCA div. told Sales Managers Assn. of Philadelphia last week. He attributed results primarily to free home demonstrations. During recent "color TV week" promotion, he stated, dealers sold 73% of the 257 sets demonstrated.

Second full year of live colorcasting was concluded April 8 by WKY-TV, Oklahoma City, first station out of N. Y. to employ live color cameras. Station color coordinator Aaron Britton reports that station has offered more than 450 hours of live color during the 2 years, including full-hour colorcast of symphony in low-key lighting and closed-circuit surgery.

Sales of 300,000 color sets this year were predicted by Dr. Alfred N. Goldsmith at color film forum of National TV Film Council in N. Y. last week. Chairman of NTFC, he estimated color and monochrome sales would be equal by 1960. Forum agreed that standardization in color film is needed, is considering starting with publication of manual on color gradations and grey scale.

Full-scale live opera colorcast was scheduled for April 7 by KMTV, Omaha, first of its kind to originate from station other than network key. Opera is "Prodigal Son," presented by Omaha Lyric Theatre, full orchestra, cast of 35.

DuMont shipped color scanner and 2 color monitors March 29 to upcoming WRVA-TV, Richmond (Ch. 12), due this month.

National Telefilm Assoc., film syndication firm headed by Ely A. Landau, reports net income of \$145,051 (22¢ per share) in 6 months ended Jan. 31, compared to net loss of nearly \$300,000 in full 1955 fiscal year. Exhibition contracts written in 6-month period aggregated record \$2,423,483, compared to \$1,548,631 in preceding 6 months. Deferred film rental income totaled \$1,248,701 on Jan. 31, compared to \$526,835 on July 31, 1955—increase attributed primarily to acquisition of group of Grade A features from David O. Selznick.

Gabriel Co. 1955 sales were \$15,295,612, net income \$262,923 (45¢ a share) vs. \$18,310,269 & loss of \$23,891 in 1954. Sales in quarter ended Dec. 31 were \$4,990,750 and profit \$193,018 (36¢) vs. \$3,856,413 and loss of \$113,193 in same 1954 quarter.

Network Color Schedules
(April 9-22, 1956)

- April 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- April 13—NBC: *Howdy Doody*, 5:30-6 p.m.
- April 14—NBC: *Maz Liebman Presents*, "Marco Polo," 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30.
- April 15—NBC: Segments of *Wide Wide World*, 4-5:30 p.m.; *The Sunday Spectacular*, "Salute to Baseball," 7:30-9 p.m.
- April 16—NBC: *Howdy Doody*, 5:30-6 p.m.; segments of *Camel News Caravan*, 7:45-8 p.m.
- April 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- April 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 21—CBS: *Gene Autry Show*, 7-7:30 p.m.
- April 22—NBC: *Zoo Parade*, 3:30-4 p.m.

Russians have chosen compatible color, according to London United Press dispatch reporting Radio Moscow broadcast. The UP report: "Soviet scientists are working on a new type of TV which combines color and black-&-white images on the same screen, Radio Moscow reported today. The broadcast said the system makes for better televiewing and is based on the principle that the human eye does not distinguish the colors of very small images. Only large objects will be shown in color, it added, and the new system will permit reception of color programs on ordinary sets."

First color TV films produced by church group is "This is the Answer" series offered by Southern Baptist Convention. Thirteen of the half-hour dramas already have been produced at cost of \$350,000, are being offered stations. Each film presents parable from New Testament dramatized in modern setting.

Joint campaign this fall by RCA and Cluett Peabody & Co. (Arrow Shirts), built around theme "The Look of Compatible Color," will promote color set and shirt sales in full-color double-page ads in *Life* and *Saturday Evening Post*, commercials on NBC-TV's colorcast *Producers' Showcase*.

It's not too early for advertisers to prepare for color, Westinghouse engineering v.p. Ralph N. Harmon told district meeting of Advertising Federation of America in Canton, O. April 6. He said color isn't necessarily "just around the corner," but he noted that product re-design, etc. is a long-term job.

"Jumbo" 26x20-in. schematics of 3 Hoffman color sets are included in 36-p. service bulletin available from Hoffman distributors for \$1.25.

RCA Shipped 3-V color film camera March 30 to KARD-TV, Wichita, Kan. (Ch. 3).

Offer of \$50,000,000 for RKO studios has been turned down by parent General Tire & Rubber Co., pres. Wm. O'Neil told stockholders at meeting in Akron this week. He says the movie company is carried on parent company's books for less than \$2,000,000. Though General Tire paid \$25,000,000 for the movie company, it has already gotten back well over that amount on the property—its most spectacular deals being sale of feature backlog to C&C Television for \$15,200,000 and sale of 2 unreleased films to Howard Hughes (from whom studio was purchased in first place) for \$12,000,000 (Vol. 11:53 & 12:1).

Avco Mfg. Corp. reports consolidated net income of \$665,300 (7¢ per share) on sales of \$88,763,084 in 3 months ended Feb. 29, compared to \$579,445 (6¢) on \$70,266,747 in corresponding quarter of preceding fiscal year.

Electronics Reports: Increase in electronics procurement is planned by Armed Forces for fiscal year beginning July 1, 1956, though it's difficult to say how much, because of the role of electronics in basically "non-electronic" procurement. However, about 10% of Defense Dept.'s requested \$10.3 billion for procurement in total \$35.6 billion budget for fiscal 1957 is earmarked for electronics-communication.

This breakdown was released by House Appropriations subcommittee in record of recent Defense Dept. budget hearings. As described by asst. Defense Secy. W. J. McNeil, new budget "requests \$1.009 billion for electronics and communications equipment. This is just about 3 times the amount provided in fiscal year 1956, and reflects for the most part the high cost of expanding and improving our extensive system of radar defenses and related communication system."

Actual electronics-communications expenditures "are expected to total \$745,000,000 during fiscal year 1957 compared with \$671,000,000 in the current fiscal year," McNeil said. "It should be noted that this category does not include expenditures for electronic equipment installed as integral components in aircraft, ships, missiles and other military equipment, expenditures for which are also expected to increase in fiscal year 1957."

As to missiles, Defense Dept. is requesting total obligational authority of \$1.776 billion, compared with \$938,000,000 in fiscal 1956. Expenditures for missiles are due to total \$1.276 billion vs. \$976,000,000 in current fiscal year. Total of \$1.532 billion is requested for all types of research & development, \$112,000,000 more than provided in fiscal 1956.

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Survey of 84 digital computer systems—with descriptions, illustrations, applications and data on operations, reliability, cost, delivery time, etc.—has been released by Army through Commerce Dept.'s Office of Technical Services. Report PB 111996, *A Survey of Domestic Electronic Digital Computers* (271 pp., \$4.75) is available from OTS, Commerce Dept., Washington 25.

New textbook on transistors, including sections on materials & techniques, devices, fluctuation noise, test & measurement equipment and applications, has been published by RCA Labs. *Transistors I* (676 pp., \$4.50) contains 31 papers never before published, together with other previously published material. Copies are available from *RCA Review*, RCA Labs, Princeton, N. J.

Six new power transistors, including 12-volt types suitable for audio output stage of auto radios, were announced this week by Clevite Transistor Products. New brochure, listing specifications and performance characteristics of all Clevite transistors, is now available from company at 241 Crescent St., Waltham 54, Mass.

Indiana Steel Products Co. this week purchased Hayward Tyler Foundries Ltd., Kitchener, Ont., producer of stainless steel castings, which will be operated by newly organized subsidiary Indiana Steel Products Co. of Canada Ltd. Henry Barnett, ex-pres. of Hayward Tyler, is pres. of new subsidiary.

January transistor sales at factory level totaled 572,674, worth \$1,893,250—highest for any month on record—according to RETMA statistical dept. Due to a RETMA error, an incorrect Jan. figure was given in our story on transistors last week (Vol. 12:13).

New catalogs of govt. technical reports on transistors (CTR-310), magnetic amplifiers (CTR-244) and cermets (CTR-319) are available at 10¢ each from Office of Technical Services, Commerce Dept., Washington 25 (order by catalog number).

TOP DEFENSE contractors were listed again by Pentagon this week, showing GE still No. 1 among companies heavily in electronics. New lists of 100 biggest U. S. prime contractors are divided into 3 periods—from Korean war period in July 1950 through June 1955; for 2 years ended June 1955, and for first 6 months of 1955. Defense Dept. says latter period should be "more representative of current peacetime procurement programs."

On over-all 1950-1955 list, General Motors is No. 1, with \$6.874 billion in total contracts. Except for GE (4th), all rest of top 10 are aircraft companies (including General Dynamics, 7th place).

We've taken all 3 new "top 100" lists, excerpted companies which are identified with electronics and related products and combined them into one list, showing net amount of contracts and ranking among defense contractors for each of the 3 periods. Dashes after a company's name means it was not among top 100 prime contractors for that period. The defense electronics giants (all dollar figures in millions):

Company	July 1950- June 1955		July 1953- June 1955		Jan.-June 1955	
	Contracts	Rank	Contracts	Rank	Contracts	Rank
General Electric	\$4,003.2	4	\$428.3	9	\$268.8	6
General Dynamics	3,109.6	7	966.7	5	374.4	2
AT&T	1,908.9	12	409.7	11	151.1	12
Sperry Rand Corp.	1,343.5	15	234.4	15	65.5	19
Bendix Aviation	1,269.7	16	336.3	14	122.0	13
Hughes Tool Co.	1,187.2	17	—	—	171.0	11
Westinghouse	1,162.9	18	—	—	14.8	67
RCA	801.7	22	126.4	25	49.4	22
Avco	566.0	29	105.2	28	43.7	26
IT&T	532.3	30	101.9	30	—	—
Philco	462.3	38	123.5	26	58.0	21
Raytheon	414.6	40	91.1	34	40.4	28
Collins Radio	381.1	44	48.9	57	39.5	30
Hazeltine Corp.	213.5	62	54.0	48	22.4	53
Mpls.-Honeywell	207.8	63	50.1	55	18.3	59
Amer. Bosch Arma.	203.3	65	35.5	76	18.5	58
Sylvania	194.1	67	43.1	63	—	—
Gilfillan Bros.	183.2	69	52.3	52	30.1	40
Motorola	172.3	76	49.9	56	19.5	56
Admiral	150.9	83	—	—	—	—
Gen. Precis'n Equip.	—	—	85.2	36	36.8	33
M. I. T.	—	—	52.9	51	12.2	78
Thompson Products	—	—	47.3	61	—	—
Dynamics Corp. Am. (Reeves Instr.)	—	—	36.4	72	—	—
Lear Inc.	—	—	33.5	80	25.9	46
General Mills	—	—	32.1	83	—	—
Westhouse Air Brk. (Melpar Inc.)	—	—	31.0	86	—	—
Burroughs Corp.	—	—	29.8	83	31.8	38
Bill Jack Instr.	—	—	25.6	99	—	—
IBM	—	—	—	—	105.2	14
Standard Coil (Kollsman Instr.)	—	—	—	—	11.0	84
Loral Electronics	—	—	—	—	9.5	93
Lewyt Corp.	—	—	—	—	9.3	95

Skiatron Dark Trace CR tube, to be used in Dage Data-Vision slow-scan closed-circuit TV system (Vol. 11:45, 12:12), will be made by National Union under contract with Skiatron Electronics & TV Corp.

Sprague Electric Co. is licensed to produce Philco Surface Barrier transistor under terms of agreement under which both firms exchange data in semi-conductor field.

Capt. Roy Jackson, USN Ret., named to Farnsworth Electronics (IT&T) management staff, in charge of expediting research projects.

Raytheon reported receipt of \$46,000,000 Air Force contract for airborne electronics equipment, bringing its govt. backlog to about \$150,000,000.

Paul R. Donovan, ex-Laboratory for Electronics, appointed mgr. of Dayton, O. office of Admiral govt. labs div., handling liaison with Wright-Patterson Air Base.

Local TV loops provided by Bell System—the "A2A system"—are described technically in April *Bell Laboratories Record*.

Roy E. Nelson promoted to mgr. of RCA microwave planning & promotion, Harrison, N. J.

STATION SALES were consummated this week—subject to FCC approval—in 2 important TV markets, for aggregate of \$6,500,000, both to new corporate entities in TV field. Changing hands are pre-freeze WHAM-TV & WHAM in 2-station Rochester market and post-freeze KEYD-TV & KEYD in 4-station Minneapolis-St. Paul.

Stromberg-Carlson's sale of NBC-affiliated WHAM-TV, Rochester (Ch. 5) with WHAM (AM & FM) this week to Transcontinent TV Corp. for approximately \$5,000,000 emphasizes parent General Dynamics' decision to get out of TV, since Stromberg-Carlson is also discontinuing set production (see p. 12). Sale marks departure from the field of one of industry's pioneer entities—but veteran station pres. William Fay and staff will be retained intact. Radio WHAM (50 kw, 1180 kc) started in 1922, was acquired by Stromberg-Carlson in 1927. WHFM began in 1939, WHAM-TV in 1949. Details of sale are to be filed shortly with FCC. Transcontinent, formed early this year for express purpose of TV-radio station acquisition (Vol. 12:5), states that it's being joined in the purchase by Rochester's General Railway Signal Co., and pres. David C. Moore disclosed that company is actively negotiating to buy additional stations, including some outside U. S. Moore, ex-IBM div. sales mgr., served last year as special asst. to the Asst. Secy of the Air Force (materiel). Chairman is Paul Schoellkopf Jr., v.p. of Niagara Shares Corp., Buffalo investment firm, and chairman of Spirella International Inc., Niagara Falls. Among other principals: Seymour H. Knox 3rd, mgr. of Buffalo office of Dominick & Dominick investment firm; David G. Forman, ex-mgr. of Bell Aircraft's Helicopter Div.; J. Fred Schoellkopf, v.p. of Schoellkopf, Hutton & Pomeroy, N. Y. investment firm. Several principals also hold minority interests in WGR-TV, Buffalo (Ch. 2).

First TV-radio purchase by new United TV Inc., is independent KEYD-TV, Minneapolis-St. Paul (Ch. 9), with KEYD, for \$1,500,000. United, which plans further acquisitions, comprises these major stockholders, holdings not yet disclosed: Thomas P. Johnson, Pittsburgh attorney who heads WENS and is principal owner of Pittsburgh Pirates, chairman; Sy Weintraub, exec. v.p. of Flamingo Films, pres.; Larry H. Israel, mgr. of WENS, v.p.; George Eby, an associate in John Harris Enterprises (Ice Capades, etc.), secy.-treas.; Don Lott, Pittsburgh steel company owner; Wm. Adler, publisher of Pittsburgh edition of *TV Guide*. There are other smaller stockholders. Israel will supervise management of both stations, remaining in Pittsburgh; Minneapolis resident mgr. to be named. Station has specialized in sports & films, will expand extensively in those fields. It carries Minneapolis Millers baseball, Lakers basketball. Selling stations are Minneapolis Tower Co. (owned by Morris T. Baker family), with 84% control, and v.p.-gen. sales mgr. Lee Whiting, 10%.

* * * *

Transfers of 50% of KRGV-TV, Weslaco, Tex. (Ch. 5) to Mrs. Lyndon B. Johnson's LBJ Co. and 5% of off-air WCAN-TV, Milwaukee (Ch. 25) to Lou Poller were approved this week by FCC. LBJ Co. acquires 50% of KRGV-TV for \$5000 cash, agreeing to lend station \$140,000 and give other financial aid (Vol. 12:11). LBJ also holds option to purchase 50% of radio KRGV for \$50,000. O. L. (Ted) Taylor has been 90% owner of KRGV-TV, will continue with half interest, having made deal to acquire 10% held by Lloyd M. Bentson Jr. by paying the \$12,500 owed Bentson by station. WCAN-TV sole owner will be Lou Poller, who pays Alex Rosenman \$54,259.59 for 5% (Vol. 12:11). He plans to dissolve Midwest Bestg. Co. and hold CP as individual. WCAN-TV left air in Feb. 1955 after turning over studios and transmitter site to CBS's WXIX (Ch. 19) in exchange for \$650,000 and former studio of WOKY-TV (Vol. 11:6).

Draft of that new "TV code" being prepared by west coast group (Vol. 11:45) has been completed, and copies are said to have been mailed to "key TV industry people" for their suggestions. Initiated by National Society of TV Producers (film) and National Audience Board, new code closely follows Motion Picture Production Code, with many passages identical in the two. Part of its language follows NARTB TV Code. Station and network officials were at a loss to explain why another TV code is needed—particularly since new Hollywood code contains little that's not already covered by NARTB code, and even omits such sections as political broadcasting which are in NARTB code. New code appears to be aimed primarily at TV film—though its sponsors say it's intended for entire TV production industry. Main difference between intent of Hollywood and NARTB codes is that latter is aimed at TV stations for their use in screening acceptability of programs, while former is designed to guide producers of programs themselves. After comments and suggestions have been obtained, code will be submitted to Academy of TV Arts & Sciences, which code's sponsors hope will administer it. The 8-man committee which drew up latest code: Martin Leeds, Desilu exec. producer, chairman; Thomas Lewis, Lewislor Productions, chairman of NSTP; D. B. Bernstein, National Audience Board; Wm. H. Moorling, TV-movie columnist for Catholic publications; TV producer Hal Hudson; Max Gilford, NSTP. Group's literature identified CBS & NBC as committee members—which the networks quickly denied, saying that their representatives had attended only one meeting as "observers."

Trans-oceanic TV in 5 years was predicted as a "possibility" by exec. v.p. Henri Busignies of Federal Telecommunication Labs (IT&T) last week at luncheon commemorating 25th anniversary of first successful microwave demonstration. Conceding that it may actually be 20 years before live program exchanges will be commonplace, Busignies added: "It's more a matter of economics and cost rather than technical development." He said over-the-horizon transmission techniques could be used to island-hop TV signals across North Atlantic.

New series of low-band vhf transmitters were announced this week by RCA. Using 2-kw transmitter as basic driver, they are designed to permit station "to get on the air with a minimum investment and add higher power amplifiers as expansion is desired." They're all designed for remote control when FCC rules permit. Prices: TT-2BL 2-kw transmitter, \$39,500; TT-6AL 6-kw, \$64,500; TT-25CL 25-kw, \$139,500. A 6-kw unit will be on display at NARTB convention in Chicago.

Another uhf application was filed with FCC this week, bringing total applications on file to 130 (17 uhf). It was for Victoria, Tex., Ch. 19, by oilman Albert Alkek, owner of local KNAL, who once held 50% interest in CP for same channel, surrendered Nov. 1954. Application is competitive with one filed recently by Victoria businessman O. L. Nelms (Vol. 12:7). [For details, see *TV Addenda 22-M* herewith.]

TV viewing hit all-time high in January, A. C. Nielsen Co. reports, average U. S. TV home watching 6.02 hours daily, compared to 5.81 hours in Jan. 1955. In any given hour, sets-in-use topped same period last year (except 2-3 p.m. period which stayed the same). Biggest gains were 4-5 p.m. (28.8% of TV homes this year vs. 25.2% last year) and 7-8 p.m. (58.3% vs. 54.3%).

Overseas Press Club awards, presented April 3: best TV reporting of foreign affairs, Edward R. Murrow (CBS-TV); best reporting originating in U. S. or U. N. on world affairs, John Daly (ABC); best radio interpretation of foreign affairs, Eric Sevareid (CBS); best radio reporting from abroad, David Schoenbrun (CBS).

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SUMMARY-INDEX OF THE WEEK'S NEWS — April 14, 1956

NO NEW VHF CHANNELS from military, says ODM, as Penna. & N.C. Congressional delegations urge FCC settle "future of all-channel TV" by June 1 (pp. 1 & 6).

ALL AFFILIATED STATIONS quizzed in mail questionnaire by Senate Commerce Committee, delving into station-network relations, payments, contracts, etc. (p. 3).

VIDEO TAPE RECORDER for black-&-white perfected by Ampex; CBS buys first 3 units, will put them in regular use next fall for West Coast rebroadcasts (p. 4).

\$103,872,000 SPENT ON SPOT by 3017 advertisers in 4th quarter of 1955, excluding talent & production, reports TvB (p. 4 and Special Report).

CHICAGO IS COLOR "TEST TUBE" as WNBQ starts color-casting all local live originations, while industry looks for significant growth in last half of year (p. 5).

THREE NEW STATIONS due on air within week—in Richmond, Spartanburg & Chattanooga—with Milwaukee & Tucson outlets also shooting for this month (p. 6).

ADMIRAL'S 10-in. PORTABLE shown, weighing 16½ lb. and priced starting at \$89.95. Demand for higher-end sets remains strong. Export data cutback protested (p. 11).

RETMA URGES REPEAL of Federal Trade Commission's controversial Rule 9 requiring revisions in ad practices on designating TV screen sizes (p. 13).

ADMIRAL PROFIT INCREASED in first quarter over first 3 months of 1955, but sales declined by 3%. Siragusa foresees \$500,000,000 volume by 1961 (p. 14).

SUBSCRIPTION TV TESTS in Cuba depend on outcome of Skiatron negotiations with business group. Magnuson announces witnesses for 5-day fee-TV hearings (p. 10).

BRISTOL'S CH. 5 goes to WCYB, as Commission still holds up action on vhf cases in markets concerned with deintermixture. Allocation shifts sought (p. 10).

NETWORK TV BILLINGS in February up 19% over year ago—ABC-TV increasing 80%, CBS-TV 15%, NBC-TV 11%—for total of \$37,191,571 (p. 16).

NARTB—ITS VITAL WASHINGTON FUNCTION: NARTB's reason for being and justification for locating its headquarters in Washington were seldom more obvious than they are today, on eve of its annual convention in Chicago's Conrad Hilton Hotel April 15-19.

Govt. has thrust its probe into workings of TV-radio industry more deeply than it has for years. No small part of its search is dictated by a hunt for headlines and free time in an election year. Nonetheless, Congress and FCC have their fingers on some serious matters -- and several are at a critical point. Two of these are TV allocations and network-station relationships. For reports on current developments in these fields, see below and p. 3.

Paradoxically, and despite Washington's concern over industry's health, evidence of TV's basic strength is apparent on many fronts. Good examples of these are TvB's report on spot expenditures (p. 4), the great efforts to bring color to the public (p. 5) and the excellent technical progress in TV magnetic tape (p. 4).

NO VHF FROM ODM; DEINTERMIXTURE ENHANCED? With unanimous and official word from the Govt., through Office of Defense Mobilization, that no vhf spectrum can be transferred to TV, FCC is forced to turn to other proposals for expansion of TV -- notably deintermixture, vhf "squeeze-ins" or the status quo. (For reasons given by ODM for the vhf turndown, see story on p. 6.)

Commission knew of ODM's decision earlier, hence the action last week directing FCC staff to give deintermixture additional study (Vol. 12:14). This still doesn't mean deintermixture is a certainty, or even a probability -- but it does mean its chances of adoption have improved from previous extremely low odds.

Vhf "squeeze-ins" through mileage-power cuts, etc. will get renewed attention, too -- as will the simple retention of the status quo.

If pressures of all kinds mean anything, and they do, it seems that deintermixture has slight edge at the moment. Uhf operators are conducting vigorous and highly organized campaign directed at Congress -- and they're seeing some results (see below). Well-situated vhf operators generally consider deintermixture least

of several evils -- if any changes must be made. They'd much prefer deintermixture (of somebody else's area) to any type of vhf squeeze-in which would carve holes in their coverage -- and offer prospects of gradually eroding their contours still further through the years.

Strongest opponents of deintermixture are operating vhfs and vhf grantees who would be in jeopardy of being moved to uhf, as well as those vhf applicants who expect grants in several strong uhf markets. This group is not numerous -- but it includes people with great influence, friends in high places.

Not to be underestimated are prospects of the status quo -- no changes of any kind. Some FCC members are prepared to settle for that immediately.

At NARTB convention, FCC chairman McConnaughey will undoubtedly review the allocations status, pointing to increased study of deintermixture, ODM's decision, etc. -- but any flat promises are considered most unlikely. FCC panel will probably give good insight into individual members' thinking -- but nothing conclusive.

There's still no indication when definite decision will be made. Commissioners are yielding little to each other's views. Next meeting is due week after convention. Things could break quickly -- for Commission would find itself under terrific Congressional pressure if it didn't make up mind before Congress recesses.

Two resolutions urging FCC to "forthwith declare its intentions on the future of all-channel TV [and] provide an answer to the TV allocations problem on or before June 1, 1956" were sent to Commission this week, signed by 28 Congressmen and 4 Senators -- 2 of them members of Senate Commerce Committee -- as the uhf Committee for Competitive TV (John G. Johnson, pres.) got its lobbying activities rolling.

It met this week with Congressional delegations from 2 states -- Republican lawmakers from Pennsylvania, and North Carolina's Senators & Representatives, and apparently impressed them with urgency of a quick allocations decision recognizing importance of "all-channel TV system." The resolutions were one result. Perhaps even more significant was warm reception from the 2 members of Senate Commerce Committee among the delegations -- Pennsylvania's Duff and North Carolina's Ervin.

Another immediate result of CCT's drive was the introduction by Rep. Kearns (R-Pa.) of bill to reduce to 5% the excise tax on TV sets capable of receiving at least 50 uhf channels, retaining 10% tax on vhf-only sets (HR-10424). [Sen. Langer (R-N.D.) this week introduced S-3575 to abolish excise tax on all TV sets as well as autos, appliances, etc., but it doesn't stand the proverbial chinaman's chance.]

Continuing its systematic campaign, CCT hopes to contact all legislators -- concentrating on members of Senate & House Commerce Committees -- from their home states and using home-state people, wherever possible.

Effectiveness of this approach is underscored by fact that 13 of the 14 home states of Senate Commerce Committee members either have or once had uhf TV stations. (Nevada being the exception). These 13 states now have total of 44 uhf outlets on the air, or nearly half of the 99 now operating. In these states, 23 uhf stations have gone off air, and 43 uhf CPs have been surrendered -- making the uhf problem a real one to the Senators on the Committee.

* * * *

CCT is determined to talk to anyone on Capitol Hill who will listen, and it is scheduled to supply lead-off testimony when Rep. Celler's House anti-trust subcommittee opens investigation of FCC later this month.

If Senators have made up their minds on solution to allocations problems, they aren't talking about it. In a quick poll this week, we were able to contact half of the Commerce Committee members, who unanimously said they hadn't decided yet or didn't want to comment at all for quotation.

These were Chairman Magnuson (D-Wash.), Smathers (D-Fla.), Bricker (R-Pa.), Butler (R-Md.), Duff (R-Pa.), Purtell (R-Conn.).

Sen. Bricker is reported as currently believing it's too late to deintermix, but is keeping his mind open pending study of the hearing record.

Sen. Potter (R-Mich.), who chaired the uhf hearings 2 years ago, told us: "My position has always been that a means must be found to make full use of the uhf

channels economically feasible. Our Committee has repeatedly emphasized the urgent need for as speedy action as possible. It would be presumptuous of me to anticipate their recommendation and it could prove dangerously detrimental to their goal if we were to insist on an arbitrary completion date, but this work must be done soon."

SENATE'S MAIL-ORDER QUIZ OF TV STATIONS: Wasting no time in its intensified probe of network-station relations -- touched off by attack on network practices by KTTV's Richard Moore (Vol. 12:13) -- Senate Commerce Committee this week put some 400 network TV affiliates on the witness stand via a "confidential" 9-page questionnaire asking detailed information on their relationships with networks.

TV film producers & distributors may be asked to give some data -- or at least present their ideas -- to the Committee, too. Chief TV investigation counsel Kenneth Cox and Committee's communication expert Nick Zapple were on west coast this week, where they were understood to be talking with TV film people, among others.

The questionnaires were mailed early this week with request that they be returned by May 7, so that information may be compiled in time for presentation at the "network phase" of TV hearings later that month. They contained 26 main questions -- some divided into subparts -- delving into intricacies of affiliation contracts, station advertising revenues, etc., in essence, adding up to this over-all question: To what extent, if at all, do the networks control the programming and the business practices of their affiliates? Individual stations' replies won't be made public, but presumably industry-wide compilation will be put in record.

Network spot sales organizations and network TV film sales departments are dealt with in questionnaire, in questions like these: "Has a network ever suggested, directly or indirectly, that you make use of [its spot] representative?" "Indicate the number of hours of filmed programs purchased in 1955 from film sales agencies affiliated with the respective networks."

Many questions deal with details of affiliation contracts -- duration, cancellation, cable charges, payments by networks. Others seek to determine networks' part in setting stations' network & spot rates, free time required by networks, the number of hours of network programming carried by stations, network "influence" in determining transmitter sites of stations, overlap with other stations carrying the programs of same network, whether networks have refused to supply programs to stations ordered by advertiser, "block-booking" practices of film distributors, etc.

On subject of option time, questionnaire asks to what extent stations have been able to program non-network shows, and asks stations whether they believe the networks' time options should be changed or abolished.

What might be called the \$64,000 question is: "Did you operate at a profit in 1955?" Stations are asked to give total 1955 compensation from networks, and to break down time sales as between network, national & regional spot and local.

Subscription TV and uhf are also covered. Do stations think fee TV is in the public interest and would it "strengthen your position" by adding a new source of revenue? Uhf stations are asked about conversion, coverage and rate-per-1,000 viewers compared to nearby vhf outlets.

* * * *

Sen. Bricker, too, had some questions this week -- 50 very pointed ones -- which he inserted in Commerce Committee's hearing record, and addressed to KTTV's Richard Moore. The "questions", mostly network-baiting, were rhetorical. Samples:

"Insofar as TV networks control time on affiliated stations, they are the same as time brokers for the sale of station time on each of their affiliates, are they not?" "Your objection is not only to the licensee abandoning his responsibility to select programs at any given hours, which would best meet his licensee responsibility under the law, but also that its licensee responsibility is delegated to a non-resident network executive hundreds or thousands of miles away, is it not?" "...is it not true that a vast majority of TV stations are operating on no standards except the networks' balance sheet?"

Counsel for Moore said he would supply answers to the 50 questions by the time network hearings resume next month.

TV TAPE READY; CBS TO USE IT NEXT FALL: Video tape will be used regularly for west coast rebroadcasting of network black-&-white programs beginning in September or October -- on equipment newly perfected by Ampex Corp., Redwood City, Cal. pioneer of broadcast sound tape recording. Surprise announcement and demonstration of new recorder-reproducer came at CBS-TV affiliates meeting in Chicago at week's end.

Among best-kept technical secrets of industry, there had been no leaks on Ampex's approach to video tape recording and its development progress, though 14-man engineering team worked on project 2½ years. While RCA chose to concentrate on color in its VTR development work, Ampex perfected monochrome-only model, now is working on system for color TV recording.

CBS has ordered first 3 prototype units at \$75,000 each, for delivery by late summer. Other prototypes will be made to meet immediate demands of other networks and govt. & private research labs interested in wideband instrumentation recording. CBS engineering v.p. Wm. Lodge expressed opinion price could come down to as low as \$25,000 in year or 2 -- assuming substantial production.

Network hopes to put its recorders into use as soon as possible after delivery to supplant kinescope recording for west coast rebroadcasts, providing better quality pictures for western viewers.

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Advantages of magnetic tape recording over film & kinescope: (1) Potential of live-quality reproduction. (2) Immediate playback; no processing. (3) Tape may be erased and re-used. (4) Greater operating economy.

Ampex VTR can record full hour program on 14-in. reel of tape 2-in. wide, at remarkably slow speed of 15 in. per second. RCA's developmental color VTR runs at 20 ft. per second, using ½-in. tape. Slow speed of Ampex's tape movement, says CBS's Lodge, means high ceiling on performance, leaves plenty leeway for improvements.

It records 4-mc video bandwidth, despite its slow speed. Secret is in unique recording head assembly, consisting of 4 heads placed on drum which rotates at speed of 14,000 RPM so that one head is always in contact with surface of tape. Magnetic pattern is recorded transversely across tape instead of longitudinally as in conventional tape recorders. Sound is recorded in ordinary manner along edge of tape.

VTR is as simple to operate as audio tape recorder, Ampex engineers claim -- it's pushbutton-operated, same head assembly being used to record and play back.

Resolution is "far beyond the capability of the average TV receiver," according to Ampex, which says horizontal resolution is more than 320 lines, compared to average home set's ability to reproduce only 275 lines and TV stations' maximum capability of 340. "Gray scale" -- ability to reproduce accurately all shades from black to white -- a weakness of photographic film, is inherent in the new VTR, according to Charles P. Ginsburg, senior project engineer in charge of development.

\$103,872,000 SPENT ON SPOT TV IN QUARTER: Television Bureau of Advertising's long-awaited tabulation of spot TV advertising expenditures in fourth quarter of 1955, released April 16, reveals that 3017 advertisers spent gross of \$103,872,000 for facilities alone, before discounts -- excluding talent & production costs. The total compares favorably with time-only expenditures of \$116,336,797 on network TV in 4th quarter of 1955, as calculated by PIB using same yardsticks.

[Full text of TvB tabulation is published as Special Report with this issue. It contains list of 200 leading spot advertisers with their respective expenditures; next 300 advertisers in groups of 100, arranged alphabetically; breakdown by product categories among the spot advertisers.]

Spot TV's net expenditures for full 1955 are now estimated at \$280,000,000, up from TvB pres. Treyz's earlier estimate of \$275,000,000 and McCann-Erickson's preliminary estimate of \$265,000,000 (Vol. 12:6). This takes into account discounts ranging up to 25%, plus addition of talent & production costs (figured at no more than 15% in spot.) Network TV last year had net of \$520,000,000, with local TV about \$250,000,000, according to McCann-Erickson (Vol. 12:6).

TvB report reveals "hidden half" of TV advertising revenue, said pres. Treyz. He said the study fills 2 "pressing" industry needs: (1) "To put TV spot billings

into focus so that they may be compared to those already regularly reported for newspaper, magazine and network TV activity." (2) "To put spot TV billings into focus, by advertiser, so that each will have a basic, accurate and continuing knowledge of overall and competitive activity."

It's first of series of quarterly reports on spot TV to be issued by TvB, based on data supplied by N. C. Rorabaugh Co., which converted to one-time rate the reports submitted by 267 stations "which are regularly viewed by 97% of U.S. TV homes and which account for 90% of total U.S. TV viewing," according to Nielsen spot check in Jan. 1956. TvB said that Rorabaugh converted all station reports to dollar data by multiplying the one-time rate by the time used.

TvB validated its own findings by checking confidential reports of 113 advertisers (with spot billings of \$25,644,000 for the quarter) and 69 TV stations. Very little discrepancy was revealed in check, said Treyz.

* * * *

Top 10 spot advertisers in 4th quarter: Procter & Gamble, Brown & Williamson Tobacco Co. (Kool, Raleigh, Viceroy), General Foods, Sterling Drug, Ford, Miles Labs (Alka-Seltzer), General Motors, Robert Hall Clothes, Bulova, Colgate-Palmolive. Food & grocery industry was biggest category of advertisers, followed by beverages & drug products. Issued subsequent to report is list of the 10 top spot agencies for 4th quarter, each billing more than \$1,000,000: Ted Bates, Leo Burnett, McCann-Erickson, BBDO, Dancer-Fitzgerald-Sample, Benton & Bowles, Young & Rubicam, J. Walter Thompson, Compton Adv., Cunningham & Walsh.

CHICAGO COLOR—AN ALL-OUT EFFORT: In RCA-NBC's "grand strategy" to put color across, another major battle begins in Chicago this week end as WNBQ inaugurates transmission of all local live shows in color -- while parent RCA and local RCA Distributing Corp. redouble promotion of color set sales.

This will make Chicago the nation's color test tube. Even now, those who should know say it has largest color set circulation of any market -- over 2000 for RCA sets alone, exceeding even New York and Philadelphia.

With RCA due to break color set prices in June -- many think to \$495, though more expect \$595 -- color should flower in Chicago if it's to burgeon anywhere within the predictable future. Admiral this week promised \$600 color set this year.

Though there are but 40,000-45,000 color sets-in-use in the nation, according to skilled estimators, there are indications latter part of 1956 will see emergence of color as substantial factor in set sales. Even GE, highly conservative about color so far, reports it's buying several thousand tubes from RCA for last-half set production -- introducing color line at June furniture market in Chicago -- despite fact it's developing own tube and doesn't think RCA's is the answer.

Chicago area set makers are watching project like hawks, ready to take advantage of promotion. Raytheon's v.p.-mgr. Henry F. Argento was first to congratulate RCA and NBC, stating WNBQ's programming will "energize sales of color TV sets like the opening of the baseball season sells box seats at the ball park."

Even the dealers, who are traditionally slow to go overboard, are beginning to stir -- according to acute observers Mort Farr, ex-chairman of National Appliance & Radio-TV Dealers Assn., and A.W. Bernsohn, NARDA managing director (see p. 5).

* * * *

Promotional effort going into Chicago area is enormous -- RCA-NBC spending some \$275,000 in first 3 weeks alone, employing just about every known medium.

Some 55 color sets have been installed in big dept. stores, banks, hotels, etc. During NARTB convention, color will be shown on them 9 a.m.-11 p.m. daily, closed-circuit film being offered when no colorcasts are available.

Kicking off whole effort -- the beginning of "Color TV Week" as proclaimed by Mayor Richard J. Daley -- are April 15 dedication ceremonies at WNBQ, attended by local, state & industry VIPs. NBC pres. Robert W. Sarnoff, in colorcast segment of Wide Wide World, states: "The future, I am firmly convinced, lies in the complete programming of TV in color."

MILITARY'S REASONS for holding on to vhf spectrum sought by FCC for more TV channels come as surprise to few—but effort to get the channels has been pending so long that the concept began to assume more significance than was warranted. As Office of Defense Mobilization, under director Arthur S. Flemming, put it this week, there are 3 basic reasons—agreed upon by all members of govt. committee, including FCC—making impossible any such spectrum shift:

(1) The 50-300 mc range is employed by defense elements which can't work elsewhere.

(2) International agreements and commitments, including military, would be extremely difficult to change.

(3) Cost of some shifts would be too great in terms of time and money.

Summarizing its studies, ODM gave 9-page chronological analysis of the effort and concluded:

"National security requirements and the needs of air navigation and air communications preclude the release for non-Govt. use of any of the very high frequencies now utilized by the Federal Govt. . . .

"The classified report which resulted from the study pointed out that in addition to national security requirements, the programs for guided missiles, radar networks, earth satellites and other defense necessities have placed and will continue to place an ever increasing demand for radio frequencies. Full national benefit could not be ob-

NEXT 3 STATIONS due on air are WRVA-TV, Richmond (Ch. 12), WSPA-TV, Spartanburg (Ch. 7), WRGP-TV, Chattanooga (Ch. 3)—all to start week of April 16. Other 2 planning April debuts are WITI-TV, Milwaukee-Whitefish Bay (Ch. 6) and KDWI-TV, Tucson (Ch. 9). Those planning to start in May are: KRIS-TV, Corpus Christi (Ch. 6), KOKE, El Paso (Ch. 13) KFRE-TV, Fresno (Ch. 12) and KFXJ-TV (formerly KREX), Montrose, Colo. (Ch. 10).

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

WDAM-TV, Hattiesburg, Miss. (Ch. 9), has deferred March delivery of 10-kw RCA transmitter, now plans test patterns by June 1, NBC programming June 9, reports chief engineer John Carroll. RCA 6-bay antenna was installed on 500-ft. Ideco tower week of April 2. Studio-transmitter building won't be ready until April 25 and RCA transmitter will be installed late in May. Grantee firm is being reorganized to include Alvin H. Fine, who will hold 25%, along with Milton J. Fine, David A. Matison Jr. & Harold M. Matison. Each is paying \$25,000 for 25% of stock and agrees to loan WDAM-TV additional \$25,000. Owners also operate Fine Bros.-Matison clothing stores in Hattiesburg & Laurel, and Matisons are co-owners of radio WABO, Waynesboro, have interest in WAML, Laurel, Miss. Rep not reported.

KREX, Montrose, Colo. (Ch. 10), projected as satellite of KFXJ-TV, Grand Junction, Colo. (Ch. 5), will switch call letters with mother station May 1, Grand Junction calls becoming KREX-TV & KREX, reports owner-gen. mgr. Rex Howell. It still hopes to start test patterns on parent station's second anniversary May 22, programming about May 30. Gates 100-watt transmitter and RCA 6-bay antenna are due early in May. Transmitter on Flat Top Mesa will be 2 mi. from Montrose, 500 ft. above valley floor, and will pick up signal direct from Grand Junction, some 50 mi. away. About 1¼ mi. of road remains to be built before prefabricated transmitter house can be moved to site. Station will give its time at first as bonus for Grand Junction outlet (\$120 base hour), later will have

tained from these vital services without the continued use of frequencies between 50 and 300 mc, the area where additional frequencies are now being sought by commercial and private interests.

"In addition, the report noted that the world-wide buildup of our international defense facilities in collaboration with friendly countries has intensified the reliance which must be placed for defense purposes on these frequencies.

"The report specifically noted that operation of modern weapon systems has become increasingly dependent upon a complex of communications and electronic devices requiring more and more space dispersed throughout the spectrum . . .

"The report also pointed out that the U. S. could not, by itself, change frequencies used by domestic and foreign shipping services and airlines since they are used under international agreement."

At one point in report, some observers see hint of danger for lower vhf channels in these words: "The rapidly developing requirements for the use of ionospheric scatter circuits for national security and other purposes may displace some operations now carried on between 40 and 60 mc. Many of the displaced operations can be accommodated satisfactorily only in the vhf bands. In addition, some flexibility in the allocation table should be retained for this purpose and for the satisfaction of ever changing requirements necessitated by advance of the art."

own studio facilities and resident mgr. Stations' rep is Hal Holman.

Elmira, N. Y. Ch. 18 satellite granted April 4 to WSyr-TV, Syracuse, expects to be on the air in July, writes chief engineer A. J. Eicholzer. Equipment contracts are ready for signing and it already has building and 275-ft. Blaw Knox guyed tower on Hawley Hill, purchased for reported \$23,000 from defunct WECT (Ch. 18), which left air 2 years ago (Vol. 10:22). Station will be manned by engineers and time given as bonus with WSyr-TV (\$900 base rate). Rep is Harrington, Righter & Parsons.

Tri-Cities Telecasting Inc., Canton, O. (Ch. 29), granted March 21, plans to use GE equipment, but hasn't placed order, reports pres.-gen. mgr. Morton Frank, publisher of weekly *Canton Economist* and bi-weekly *Stark County Times*. Canton is in area blanketed by vhf stations, he points out, and even if station went ahead "without time for study necessary due to changes in the TV industry, it probably would be at least Dec. before we could get on the air." Rep not chosen.

WETV, Atlanta, Ga. (Ch. 30, educational) has architect working on plans for TV building providing some 15,000-sq. ft. of working space, but hasn't target, reports Haskell Boyter, TV-radio education director for Atlanta Board of Education. No equipment has been ordered. Also on staff will be Kenneth A. Christiansen, exec. coordinator of TV education for Atlanta Public Schools.

WHYY-TV, Philadelphia (Ch. 35, educational) has ordered RCA equipment, and plans Oct. 1 start, reports managing director Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N. C. Construction problems will be minimal as it has acquired studios formerly used by WCAU-TV at 1622 Chestnut St.

World's oldest TV studio—London's Alexandra Palace, origination point of BBC telecasts since 1936—has been replaced by new Crystal Palace station, housed in underground building dug into side of hill. Using Marconi transmitters, station initially will have 60-kw ERP, compared to Alexandra Palace's 24-kw. Power will be boosted this summer to 120-kw, by end of 1957 to 200-kw.

Telecasting Notes: Is trend to 60 & 90-min. shows coming to untimely end? Trade reports of sponsor and station dissatisfaction hint that NBC & CBS may be forced to put more emphasis on 30-min. as the building block of network TV. *Variety's* astute George Rosen reports in April 16 issue that NBC may go in far more heavily next season for 30-min. shows than originally planned—in fact, is “caught with its pilots down,” hasn’t got enough top-quality 30-min. shows to fill 8-10 holes in program schedule . . . Ironically, CBS-TV—prime exponent of the regular 30-min. series—appears to be caught in hassle over its scheduled 90-min. *Playhouse 90* Thursday nights, with advertisers who hold franchise for the time period reported complaining bitterly, along with stations which would have to give up 10:30-11 p.m. time to network . . . Another network-station time squabble may come up in Chicago at NBC TV Affiliate Committee meeting next week. Network is said to want stations to give up 2:30-3 p.m. period for a top NBC show preceding color *Matinee Theatre*, and in turn NBC would give up its option on 5:30-6 p.m. vacated by *Howdy Doody*, and let stations themselves try to win rating battle with opposite-slotted *Mickey Mouse Club* on ABC . . . Prestige coup for ABC: Ford Foundation’s *Omnibus*, consistently one of best programs on TV, switches to Sun. evening time slot on ABC-TV, after 4 years of afternoons on CBS-TV . . . Orson Welles becomes TV producer, as partner with Desi Arnaz-Lucille Ball in new series of 60-min. films, based on theatre classics and using “concept of actual theatre.” Budgeted at \$100,000 a film, work has already started on series in Hollywood . . . Cartoon commercials won out not only as “most imaginative” in *Billboard's* 4th annual TV film commercial awards, but also as “most effective.” All of top 10 in former category were animated, as were 9 of 10 in latter category. Winning commercials and producers for 1955, as listed in April 14 issue: Most effective, and also most imaginative, Ford Cars animated film, produced by Storyboard Inc.; quality of performance regardless of type of commercials, Sarra Inc.; speed, Filmack Studios;

economy, Alexander Films . . . Italian movie biography of artist Pablo Picasso reportedly has been bought by NBC for U. S. premiere on TV . . . Representing TV for pooled coverage of Eniwetok atom blasts about May 1 will be NBC’s Dexter Alley & Ted Mann and CBS’s Wade Bingham . . . RKO and Warner Bros. feature film backlogs may yet be handled through single distributor organization, as talks continue between C&C TV’s Matty Fox and PRM’s Eliot Hyman. Meanwhile, Hyman has begun vast expansion of his Associated Artists Productions to handle tremendously enlarged feature film library . . . Paramount’s 200 “Popeye” cartoons—168 in color—bought by PRM Inc. for \$2,400,000 . . . RKO’s 950 short subjects will be put on market next week by UM&M TV, which now has library of nearly 2500 shorts . . . “Champion” package of 10 features made in 1948-54 being marketed by Atlantic TV, including “Champion” (Kirk Douglas, Marilyn Maxwell) and “Home of the Brave” (Frank Lovejoy, Lloyd Bridges) . . . Hal Roach Jr. planning heavy commercial production in N. Y., negotiating to lease 50,000 sq. ft. of studio space there . . . Repeat: NBC-TV’s 60-min. “conversation” with Herbert Hoover, originally telecast last November, will be re-run Sun. April 22, 4:30-5:30 p.m. . . . “Junior spectacular”—Verdi’s opera “Aida,” with entire cast composed of elementary school children—was presented April 14 by Baltimore’s WAAM, with cooperation of city Dept. of Education . . . Not shrinking from controversy, new weekly 30-min. *Open Mind* series on NBC key WRCA-TV beginning May 12, Sat. 6-6:30 p.m., plans to deal with such subjects as nature of Communism, marriage in America, integration & segregation, alcoholism, homosexuality in America, children & mental health, why Johnny can’t read, etc. . . . Widespread praise from national scientific, education and military leaders has been bestowed on new 30-min. public-service *Explorers of Tomorrow* series on San Francisco’s KRON-TV. Aim of program is to help alleviate severe scientific manpower shortage by instilling in children and youth the desire to follow careers in science.

Station Accounts: Unusual “double exposure” was launched this week by Emerson Drug & Electric Auto-Lite, whereby their co-sponsored *Science Fiction Theatre* (Ziv) is on 2 N. Y. stations in same week. Show is on WPIX Wed. 10:30-11 p.m., with same episode repeated on WRCA-TV Fri. 7-7:30 p.m. Emerson’s agency is Lennen & Newell, Auto-Lite thru Grant Adv. It’s second “double exposure” plan now operating in N. Y., with Ballantine Beer sponsoring same *Highway Patrol* episodes 2 days apart on same stations . . . Johnson & Johnson (surgical goods) plans biggest spot TV campaign in its history and one of biggest all-media drives in its industry, thru Young & Rubicam, N. Y. . . . Richfield Oil to use heavy TV schedule for new premium gas to be introduced shortly in east, using theme “More Power on Less Gas,” thru Morey, Humm & Warwick, N. Y. . . . Parker Pen to use extensive spot campaign starting May 1 for new pen-&-pencil set packaged in woman’s purse, thru Tatham-Laird, Chicago . . . Revlon to launch spot campaigns in key markets starting April 15 for variety of cosmetic products thru BBDO, Emil Mogul & C. J. LaRoche . . . Dairy Cream Assn. plans big spot campaign in N. Y. market starting May 12, thru Fairfax Adv., N. Y. . . . Lee Hat Co. to use heavy spot campaign in Aug. stressing “Back to Work with a Fresh Look,” thru Ruthrauff & Ryan, N. Y. . . . Among advertisers currently reported using or preparing to use TV station time: Trimount Clothing Co. Inc., Boston (Clipper Craft clothes), thru Siltan Bros., Boston; Hood Tire Div. of Goodrich Rubber Co., Akron, O. (tires), thru Griswold Eshelman, Cleveland; Gulf Oil Corp., Pittsburgh (Gulf Spray and Trak insecticides), thru Young & Rubicam,

N. Y.; F & S Construction Co., Phoenix (interstate home builder), thru Jennings & Thompson, Phoenix; Tuxedo Candy Co., div. of Safeway Stores, San Jose, Cal., thru Hofer, Dieterich & Brown, San Francisco, replacing Foote, Cone & Belding, S. F.; P. J. Ritter Co., Bridgeton, N. J. (catsup, pork & beans), thru Roy S. Durstine, N. Y.; Lederle Labs. div., American Cyanamid Co., Pearl River, N. Y. (pharmaceuticals), thru Geare-Marston, N. Y.; Old Fashion Products, Comton, Cal. (Foster’s freeze), thru Barton A. Stebbins, Los Angeles.

Top sponsors on British commercial TV during first 5 months, according to Television Audience Measurement: Unilever (soap, etc.), \$1,117,000; Lyons (catering), \$417,000; Beecham’s Pills, \$384,000. Runners-up: Shell Oil, Cadbury’s chocolate, Gillette, Guinness ale, Whitbread ale. During period, 91 advertisers spent total of \$6,740,000 on TV sponsorship.

Procter & Gamble assigns Lilt permanent wave & Shasta shampoo accounts to Grey Adv., N. Y., Fluffo shortening to Tatham-Laird, Chicago, and Spic & Span to Young & Rubicam. All had been handled by Biow, which goes out of business June 30 (Vol. 12:14).

Increase of 13.5% in local sales, 10.4% in national spot in 1955 over 1954 levels was achieved last year by Westinghouse stations, reports Robert Teter, exec. asst. to pres. Don McGannon.

Westinghouse Bestg. Co. distributes to advertisers 28-p. booklet, *How to Make Radio Campaigns Move Goods in Local Markets*.

Personal Notes: Frank Stanton, CBS pres., to receive American Marketing Assn.'s 1956 Parlin award, its top honor, at annual dinner May 15 in Philadelphia's Union League . . . Thomas B. McFadden, v.p. in charge of NBC Spot Sales, promoted to v.p. in charge of WRCA-TV & WRCA, N. Y., replacing Hamilton Shea, now pres. & 50% owner of WSVA-TV & WSVA, Harrisonburg, Va.; John Reber promoted to succeed McFadden, with Edwin T. Jameson elevated to succeed Reber as director of TV spot sales, Jack Ryan to eastern spot sales mgr. . . Wm. Kaland promoted to national program mgr. of Westinghouse stations, reporting to programming v.p. Richard Pack . . . John McClay resigned as asst. gen. mgr. of WCAU-TV, Philadelphia, appointed asst. to Rolland V. Tooke, Westinghouse stations v.p., Cleveland . . . Hugh Terry, pres. of KLZ-TV & KLZ, Denver, left for 7-week trip to Europe, where he plans to tape interviews for *Denver at Night* series . . . Wm. A. Ripple, onetime v.p. & gen. mgr. of radio WTRY, Albany-Troy, N. Y., under Col. Harry Wilder, later with radio WLAW, Lawrence, Mass., returns to Albany-Troy as gen. mgr. of WTRI (Ch. 35), due to return to air July 1 after 17 months; Kal Ross, ex-mgr. of WCAN-TV, Milwaukee, now off air, named operations director of WTRI . . . Charles R. White resigns as gen. mgr. of KLEW-TV, Lewiston, Ida., to become v.p.-gen. mgr. of radio CKDA's upcoming Ch. 6 in Victoria, B. C.; Willard W. Thomas is promoted to replace White . . . Geo. W. Harvey, general manager of WFLA-TV, Tampa-St. Petersburg, elected a v.p. . . . William Seaman, ex-DuMont, named program services manager of ABC-TV, succeeding Willard Mellor, promoted to staff associate producer . . . Leonard Higgins, mgr. of KTNT-TV, Tacoma, elected president of Wash. State Bcstrs. Assn. . . . Roland W. McKittrick & Everett M. Nelson elected v.p.'s of Nielsen broadcast div.

. . . Michael LaMonica, ex-WFIL-TV, Philadelphia, named asst. to chief engineer, WNBF-TV, Binghamton . . . Robert W. (Pat) O'Brian, ex-Harrington, Righter & Parsons, named mgr. of Chicago office of Television Programs of America, succeeding H. J. Eells, now mgr. of Kansas City office; Alton Whitehouse promoted to asst. to Hardie Friedberg, v.p. for eastern div. . . . Wm. Wolfson resigns as business director of NBC film div. to become controller of TPA, replacing Seymour Malamed, now handling contracts & fiscal affairs for Screen Gems . . . Clark Grant upped to promotion director of WOOD-TV & WOOD, Grand Rapids . . . Ed Thorne, mgr. of Cooper Foundation Theatres, Oklahoma City. joins Sindlinger & Co. research firm as mgr. of new client service dept. . . . Harry J. Feeney, trade news editor of CBS Radio press information dept., transfers to same position for TV, succeeding Beryl Reubens, now mgr. of press information for news & public affairs programs . . . Bob Watson promoted to sales mgr., CHCT-TV, Calgary . . . H. Wilson Lloyd, ex-J. Walter Thompson, named v.p. & director of Stephen Fitzgerald Co., N.Y., public relations firm supervising survey of TV's long-range effects on baseball . . . Ken Page, operations mgr. of Teleprompter of Canada Ltd., promoted to asst. to pres. of parent S. W. Caldwell Ltd., Toronto . . . Percy Hearle named director of community projects, WAGA-TV & WAGA, Atlanta . . . Miss Sue Grotta promoted to SMPTE director of press relations . . . Barry Nicholls, ex-CHCH-TV, Hamilton, named promotion mgr. of CHCT-TV, Calgary, replacing Bob Nystedt, resigned to return to U. S. . . . Lawrence A. Wilkinson promoted to technical operations mgr., WTOP-TV & WTOP, Washington, succeeded as chief TV engineer by Donald H. Cooper . . . George K. Kupper promoted to v.p. of reps Wm. G. Rambeau.

ADVERTISING AGENCIES: Howard Connell, creator & co-owner of *Stop the Music*, resigns as v.p. & TV-radio director of Ogilvy, Benson & Mather to rejoin Foote, Cone & Belding as a group copy head; Arthur Daly, ex-D'Arcy, succeeds Connell . . . Courtenay Moon, director of TV dept., elected a v.p. of Guild, Bascom & Bonfigli, San Francisco . . . A. L. Hollander Jr., ex-DuMont operations director, named TV-radio mgr., Edward Kletter Assoc. . . . Edwin T. Morgan, ex-Leo Burnett, Chicago, named TV-radio production mgr., Erwin, Wasey & Co., Los Angeles; Marion Russell, ex-ABC, named TV-radio business co-ordinator . . . George A. Bradford, onetime GE adv. mgr. for TV-radio receivers, Henry R. Turnbull & Ralph L. Wolfe—all working on Crosley-Bendix account for Compton Adv.—elected agency v.p.'s . . . Howard Gossage promoted to TV production director, Brisacher, Wheeler & Staff, San Francisco . . . Ben Alcock, creative supervisor on Chesterfield account, elected v.p. of Cunningham & Walsh . . . Charles A. Holcomb, exec. v.p., elected pres. of H. B. Humphrey, Alley & Richards Inc., N. Y., succeeding R. S. Humphrey, who moves up to chairman, continuing in charge of Boston office; Deane Uptegrove, creative director, succeeds Holcomb as exec. v.p. . . . Fred P. Donati, ex-Aerovox adv. mgr., becomes part owner & secy. of Lescaboura Adv., Croton-on-Hudson, N. Y. . . . Warren C. Rossell, ex-WGR-TV, Buffalo & WSYR-TV, Syracuse, joins TV-radio dept., Ketchum, MacLeod & Grove, Pittsburgh . . . Ray Baker, ex-commercial mgr. of Seattle's KOMO-TV, named gen. mgr. of Washington Transit Adv., same city . . . Herbert Hall, operating own agency last 8 years, named TV-radio director of newly formed Powell & Schoenbrod Adv., 430 No. Michigan Ave., Chicago.

Clair McCollough, WGAL-TV, Lancaster, Pa., was nominated this week as pres. of Radio Pioneers, succeeding Raymond F. Guy, NBC. It was explained that 1st v.p. John Patt, pres. of WJR, Detroit & upcoming WJRT, Flint, who normally would succeed to presidency, had resigned for reasons of health. Annual meeting and banquet will be held April 18 at Chicago's Conrad Hilton Hotel, in connection with NARTB convention. Dr. Lee De Forest will receive special citation in honor of 50th anniversary of his invention of grid audion.

Joseph M. Kittner, FCC attorney since 1941, joins Washington law firm of McKenna & Wilkinson. He's held numerous top legal positions with Commission, serving in Office of the General Counsel as chief of litigation section, chief of rules & administration section, asst. to gen. counsel—before becoming asst. chief of Broadcast Bureau, then asst. chief of Safety & Special Radio Services Bureau.

Leonard H. Goldenson, AB-PT pres., named a director of Marshall Field Awards Inc., non-profit organization created to reward "fundamental and imaginative contributions to the well-being of children."

Philip L. Graham, publisher of *Washington Post & Times Herald* (WTOP-TV & WTOP, Washington; WMBR-TV & WMBR, Jacksonville, Fla.) is subject of April 16 *Time Magazine* cover story.

The 25-year history of Dr. Allen B. DuMont and his companies is subject of 30,000-word book by Tom Kennedy, ex-N.Y. *Times* science writer now in DuMont public relations dept.

Norman Knight, exec. v.p. & gen. mgr. of WNAC-TV, Boston, appointed to business advisory committee of Boston College Community Research Center.

Paul Harron, pres. of WPFH-TV, Wilmington, Del. awarded honorary Doctor of Laws degree by St. Joseph's College, Philadelphia.

A. C. Spector, author of best-selling book *The Exurbanites*, resigns as editor of NBC-TV's *Home* show to become asst. to publisher of *Playboy Magazine*.

First TvB Report

Spot TV Advertising on U.S. Stations—Fourth Quarter 1955

Compiled by Television Bureau of Advertising

National and Regional Gross Expenditures, Before Discount. Talent and Production Costs Excluded.

Including Breakdown Giving Top 200 Advertisers by Rank, Next 300 Alphabetically in Groups of 100, Plus Expenditures by Product Category

Note: Though This Tabulation, Compiled by TvB, Is Confined to the Leading 500 Spot Advertisers, TvB Estimates That a Total of 3017 Advertisers Invested \$103,872,000 in National and Regional Spot TV During the Fourth Quarter of 1955.

Leading 200 Television Spot Advertisers According to Rank

Rank	Advertiser	Estimated Expenditure	Rank	Advertiser	Estimated Expenditure	Rank	Advertiser	Estimated Expenditure
1.	Procter & Gamble Co.	\$4,064,600	68.	Salada Tea Co. Inc.	308,600	135.	Mars Inc.	181,200
2.	Brown & Willms'n Tob. Co.	2,739,100	69.	Pillsbury Mills Inc.	306,100	136.	Mennen Co.	180,100
3.	General Foods Corp.	2,004,000	70.	H. J. Heinz Co.	304,000	137.	Duffy-Mott Co.	176,300
4.	Sterling Drug Inc.	1,893,000	71.	San Francisco Brewing Corp.	300,600	138.	United Vintners Inc.	174,800
5.	Ford Motor Co.	1,746,800	72.	Avon Products Inc.	296,700	139.	National Carbon Co.	173,600
6.	Miles Laboratories Inc.	1,561,400	73.	Pabst Brewing Co.	294,200	140.	Cream of Wheat Corp.	172,700
7.	General Motors Corp.	1,423,700	74.	Armour & Co.	289,500	141.	V. La Rosa & Sons Inc.	169,600
8.	Robert Hall Clothes	1,245,500	75.	Great A & P Tea Co.	286,800	142.	Household Finance Corp.	167,000
9.	Bulova Watch Co.	1,238,900	76.	Borden Co.	286,200	143.	Norwich Pharmacal Co.	166,900
10.	Colgate-Palmolive Co.	1,231,000	77.	Commercial Solvents Corp.	286,100	144.	Drewrys Ltd.	166,300
11.	Kellogg Co.	1,199,300	78.	Theo. Hamm Brewing Co.	274,200	145.	Thomas J. Lipton Inc.	164,400
12.	Phillip Morris & Co.	1,175,700	79.	Wesson Oil & Snow Drift	267,200	146.	Quality Bakers of America	160,300
13.	National Biscuit Co.	1,158,500	80.	Lee Ltd.	266,200	147.	Penick & Ford Ltd.	157,500
14.	Nestle Co. Inc.	961,600	81.	Pacific Tel. & Tel. Co.	265,700	148.	Hudson Pulp & Paper Co.	157,500
15.	Liggett & Myers Tob. Co.	902,100	82.	Pacific Coast Borax Co.	265,500	149.	Greyhound Corp.	155,100
16.	Anahist Co. Inc.	887,800	83.	Standard Brands Inc.	265,100	150.	Jackson Brewing Co.	150,800
17.	Block Drug Co.	879,900	84.	New York Telephone Co.	265,000	151.	Hazel Bishop Inc.	148,600
18.	Coca-Cola Co./Bottlers	835,300	85.	Brewing Corp. of America	264,800	152.	General Cigar Co.	148,600
19.	Campbell Soup Co.	763,100	86.	Anheuser-Busch Inc.	263,000	153.	Simmons Co. Dealers	147,700
20.	Warner-Lambert Pharm. Co.	755,200	87.	P. Lorillard & Co.	260,900	154.	Coats & Clarks Sales Corp.	147,400
21.	Harold F. Ritchie Inc.	703,300	88.	Beechnut Packing Co.	258,300	155.	Lucky Lager Brewing Co.	147,200
22.	Coty Inc.	672,800	89.	Los Angeles Brewing Co.	258,300	156.	Green Giant Co.	143,700
23.	Vick Chemical Co.	665,600	90.	E. & J. Gallo Winery	256,800	157.	Kroger Co.	143,500
24.	Continental Baking Co.	609,000	91.	American Home Foods	254,600	158.	Faxton & Gallagher Co.	142,700
25.	Shulton Inc.	600,000	92.	Hawley & Hoops Inc.	253,700	159.	Leslie Salt Co.	142,600
26.	Florida Citrus Commission	598,500	93.	Whitehall Pharmacal Co.	252,300	160.	International Milling Co.	139,500
27.	Motorola Inc.	592,200	94.	Bristol-Myers Co.	252,300	161.	George Wiedeman Brewing	137,800
28.	Peter Paul Inc.	567,900	95.	Proctor Electric Co.	251,900	162.	Bond Stores Inc.	137,300
29.	Chrysler Corp.	558,100	96.	Hills Bros. Coffee Inc.	250,200	163.	Drackett Co.	136,400
30.	Eso Standard Oil Co.	553,600	97.	American Chiclo Co.	247,400	164.	Standard Milling Co.	134,000
31.	R. J. Reynolds Tobacco Co.	550,100	98.	Brown Shoe Co.	246,800	165.	Bulton Products Inc.	133,800
32.	Helaine Seager Co.	522,500	99.	Best Foods Inc.	241,300	166.	Gunther Brewing Co.	133,800
33.	B. T. Babbitt Co. Inc.	492,500	100.	Cantrell & Cochran Corp.	240,300	167.	S. A. Schonbrunn & Co. Inc.	133,600
34.	Minute Maid Corp.	466,700	101.	American Bakeries Co.	236,800	168.	Northwest-Orient Airlines	133,600
35.	Helena Rubinstein Inc.	466,600	102.	Jacob Ruppert Brewery	236,000	169.	Glamorene Inc.	132,500
36.	Shell Oil Co.	464,800	103.	Pharma-Craft Corp. Inc.	230,800	170.	G. Hellemann Brewing Co.	131,200
37.	Johnston & Johnston	454,600	104.	Liebmann Breweries Inc.	229,400	171.	Zonite Products Corp.	130,900
38.	Better Living Enterprises	453,900	105.	Eastern Guild	227,300	172.	Stroh Brewing Co.	130,500
39.	P. Ballantine & Sons	446,700	106.	Pharmaceuticals Inc.	226,800	173.	Malt-O-Meal Co.	130,300
40.	Toni Co.	436,800	107.	U. S. Tobacco Co.	224,300	174.	Deering Milliken & Co.	129,800
41.	Northern Paper Mills	430,400	108.	Smith Brothers Inc.	220,000	175.	U. S. Industrial Chem.	129,500
42.	Pepsi Cola Co./Bottlers	428,000	109.	Armstrong Rubber Co.	220,000	176.	W. F. McLaughlin & Co.	129,000
43.	J. A. Folger & Co.	424,300	110.	Charles Antell Inc.	217,800	177.	Holsum Baking/Bakeries	127,000
44.	Grove Laboratories Inc.	419,000	111.	Mrs. Tuckers Foods	214,200	178.	Casco Products Corp.	126,200
45.	Corn Products Refining Co.	417,300	112.	Albers Milling Co.	208,600	179.	Bank of America	126,200
46.	Chesebrough-Ponds Inc.	414,700	113.	Griffin Mfg. Co.	208,500	180.	Gordon Baking Co.	125,800
47.	Pela Bros. Inc.	407,900	114.	Ratner Promotions	207,700	181.	Pfeiffer Brewing Co.	124,900
48.	Tea Council of U. S. A.	403,300	115.	Rayco Mfg. Co.	203,900	182.	Rival Packing Co.	124,000
49.	CBS-Columbia Inc.	401,000	116.	Ward Baking Co.	201,900	183.	B. C. Remedy Co.	123,600
50.	Seven-Up Co./Bottlers	399,600	117.	Stephen F. Whitman & Son	200,400	184.	Seaman Brothers Inc.	123,400
51.	General Baking Co.	395,200	118.	Lewis Food Co.	199,100	185.	Montgomery Ward & Co.	123,300
52.	Lever Brothers Co.	394,100	119.	Ludens Inc.	194,100	186.	Morton Packing Co.	123,200
53.	Sales Builders Inc.	368,300	120.	Phillips Petroleum Co.	193,600	187.	Canada Dry Co./Bottlers	123,000
54.	Plough Inc.	367,000	121.	S. S. Kresge Co.	192,300	188.	National Enterprises Inc.	123,000
55.	Stokely-Van Camp Inc.	364,500	122.	National Brewing Co.	191,800	189.	Wm. B. Rely & Co. Inc.	122,900
56.	E. I. Du Pont De Nemours	356,700	123.	Monarch Wine Co. Inc.	189,100	190.	Monsanto Chemical Co.	122,800
57.	CVA Corp.	355,200	124.	F & M Schaefer Brewing Co.	188,600	191.	Emerson Drug Co.	122,700
58.	Falstaff Brewing Corp.	354,900	125.	Libby, McNeil & Libby	186,900	192.	Jos. E. Schlitz Brewing Co.	122,200
59.	General Mills Inc.	349,800	126.	Paper-Mate Co. Inc.	185,800	193.	Bostwick Laboratories	122,200
60.	Safeway Stores Inc.	343,700	127.	Langendorf United Bakeries	184,400	194.	Simoniz Co.	122,100
61.	Wildroot Co. Inc.	341,300	128.	Burlington Mills Corp.	184,100	195.	New England Confectionery	120,000
62.	Petri Wine Co.	337,200	129.	Carnation Co.	183,500	196.	D-Con Co.	119,400
63.	Benrus Watch Co.	324,300	130.	Converted Rice Inc.	182,600	197.	Speed Queen Corp.	119,100
64.	Radio Corp. of America	323,300	131.	Standard Oil Co. of Ohio	182,600	198.	Bayuk Cigar Co.	117,900
65.	Socony-Mobile Oil Co. Inc.	320,500	132.	General Electric Co.	182,500	199.	Assoc. Hospital Service	117,200
66.	Carter Products Inc.	319,200	133.	Standard Oil Co. of Indiana	182,100	200.	Ralston-Purina Co.	117,200
67.	Sunshine Biscuit Co.	315,900	134.	Sealy Mattress Co. Dealers	181,700			

Alphabetical List of Television Spot Advertisers

<p>RANKING FROM 201-300 Expenditures \$117,180-\$65,250</p> <p>Alliance Mfg. Co. American Oil Co. American Stores Co. American Sugar Refining Atlantic Refining Co. Avoset Co. Mrs. Balrd's Bakery Bardahl Oil Co. Bavarian Brewing Co. Blatz Brewing Co.</p>	<p>Blue Plate Foods Inc. Blumenthal Bros. Choc. Co. Breyer Ice Cream Co. Castro Convertible Co. Chesapeake & Potomac Tel. Choc-Full-O Nuts Jim Clinton Clothing Stores Continental Oil Co. Cunningham's Drug Store Helene Curtlis Industries Duncan Coffee Co. Duquesne Brewing Co. Foremost Dairies Inc. 42 Products Limited Frito Co.</p>	<p>GHP Cigar Co. General Electric Supply General Petroleum Corp. General Tire and Rubber Co. Gold Seal Co. Griesedleck Bros. Brewing Co. Griesedleck West Brew Co. Grocery Store Products Co. Haberele Congress Brewing International Cellulocotton Interstate Bakeries Gerold O. Kay and Associates Keebler-Weyl Baking Co. Kitchen Arts Foods Inc. Kraft Foods Co.</p>	<p>G. Krueger Brewing Co. Labor Savers Inc. Lo-Calory Food Co. Lone Star Brewing Co. M.J.B. Co. Magna Engineering Corp. Oscar Mayer & Co. Miller Brewing Co. Mission-Pak John H. Morrell & Co. Motorola Distributors C. F. Mueller Co. Narangsett Brewing Co. National Airlines Inc. (Continued on other side)</p>
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RANKING from 201-300—

(Continued)

National Dairy Products
Nationwide Insurance Co.
Nehi Corp./Bottlers
Ohio Bell Telephone Co.
Ohio Oil Co.
Pan-Am Southern Corp.
Mrs. Paul's Kitchen
Pearl Brewing Corp.
Dr. Pepper Co./Bottlers
Pepperidge Farm Inc.
Power Products Inc.
Pure Oil Co.
Quaker City Chocolate & Conf. Co.
Rath Packing Co.
Redco Corporation
Reddi-Whip Mfg. Co.
Remington-Rand Inc.
Richfield Oil Corp.
Rev. Oral Roberts
Roto-Broil Crop. of America
S.O.S. Co.
Schoenling Brewing Co.
Seabrook Farms Inc.
Sears Roebuck & Co.
Seeck and Kade Inc.
Sinclair Refining Co.
Slenderella Co.
Southern Bell Telephone Co.
Speedway Petroleum Corp.
Standard Brewing Co.
Standard Oil Company of Cal.
Stegmaier Brewing Co.
Swift & Co.
Taylor-Reed Corp.
Tenilist Co.
S. B. Thomas Inc.
Toy Mrs. of the U.S.A.
U. S. Rubber Co.
Walgreen Co.
L. E. Waterman Pen Co.
West End Brewing Co.
Western Airlines Inc.
Wine Growers Guild
William Wrigley Jr. Co.
W. F. Young Inc.
Zenith Radio Corp.

RANKING FROM 301-400
Expenditures \$64,510-\$40,080

Abbotts Dairies Inc.
Adell Chemical Co.
Affiliated Super Markets
American Brewery Inc.
American Motors Corp.
American Tobacco Co.
Atchison, Topeka & Santa Fe
Barton Mfg. Co.
Beatrice Food Co.
Bekins Van & Storage Co.

Bill Benton Clothes
Big Bear Markets
Bowman Biscuit Co.
J. B. Branscombe Co.
Burger Brewing Co.
Burma-Vita Co.
Burrus Mills Inc.
Cargill Inc.
Chattanooga Medicine Co.
Colonial Baking Co.
Colonial Stores Inc.
Cook Paint & Varnish Co.
Crown Zellerbach Corp.
B-X Sunray Oil Co.
Delta Airlines Inc.
Reuben H. Donnelly Co.
Drug Research Corp.
East Ohio Gas Co.
Eastco, Inc.
Albert Ehlers Inc.
Jose Escalante & Co.
Ex-Lax Inc.
Fairmont Foods Co.
Fanny Farmer Candy Shops
Fels & Co.
Fisher-Price Toys Inc.
Great Northern Railway Co.
Groveton Papers Co.
Hammer Brewing Co./Bottlers
CHR Hansens Laboratory
Hollywood Brands Inc.
Hood Chemical Co.
Humble Oil & Refining Co.
Illinois Bell Tel.
Ivano Inc.
Keebler Biscuit Co.
Kendall Foods Inc.
Kilpatrick Bakeries
Kiwi Polish Co.
Knudsen Creamery Co.
John Labatt Ltd.
Lance Inc.
Lan-O-Sheen Inc.
Little Crow Milling Co.
Magnolia Petroleum Co.
Martin Window Co.
Michigan Bell Telephone
National Food Club
Nuhoff Packing Co.
North American Airlines
Northern Pacific Railroad
Northwestern Bell Telephone
Olympia Brewing Co.
Henry F. Ortlieb & Co.
Peoples Gas, Light & Coke Co.
Phillips Packing Co. Inc.
Pio Wine Co.
Pittsburgh Brewing Co.
Quaker Oats Co.
Radiart Corp.
Redi-Whip Milk Shake Mix
Revlon Products Inc.
Rexall Drug Co./Dealers
Richmond Bros. Co.
Adam Scheidt Brewing Co.

G. Schmidt & Sons Inc.
Scott Paper Co.
Seapak Corp.
Seichow & Righter
Serta Assoc. Inc./Dealers
R. E. Spriggs Co.
Storz Brewing Co.
Sun Ray Drug Co.
Sweets Co. of America Inc.
Tetley Tea Co. Inc.
Texize Chemical Co.
Tidy House Products Co.
Top Pop Products Co.
Top Value Enterprises
Toy Guidance Council
Union Pacific Railroad
United-Whelan Stores Corp.
Westinghouse Electric Corp.
White King Soap Co.
Whitehouse Co.
J. B. Williams Co.
Williamson Candy Co.
Williamson-Dickie Mfg. Co.
Wine Advisory Board
Wise Potato Chip Co.

RANKING FROM 401-500
Expenditures \$40,070-\$27,100

Allegheny County Democrat
American Brewing Co.
American Dairy Association
Anchor San. & Amer. Heating
Arizona Brewing Co.
Bell Bakeries Inc.
Bell Telephone Co. of Penna.
Boyle-Midway Inc.
Brillo Mfg. Co.
Brown & Haley
E. L. Bruce Co.
Burry Biscuit Corp.
Charmin Paper Mills
Chesty Foods Inc.
Coffee Time Products of America
Allen B. Dumont Labs
Eastern Air Lines Inc.
Easy Ad Co.
Electrical Institute
Emerson Radio & Phonograph
E-Z Mills Inc.
First Federal Savings & Loan
Fitzgerald Bros. Brewing Co.
Genessee Brewing Co.
James C. Gill Co.
Gillette Co.
Glamur Products Inc.
Godchaux Sugars Inc.
Goebel Brewing Co.
Martin L. Hall Co.
Hekman Biscuit Co.
Charles E. Hires Co./Bottlers
Hi-V Corp.
H. P. Hood & Sons Inc.
Imperial Sugar Co.

Independent Grocers All.
In-Sink-Erator Mfg. Co.
Instant Grip Co.
Jenney Mfg. Co.
Jewel Tea Co. Inc.
Kay Jewelry Co.
Knomark Mfg. Co.
Lanvin Parfums Inc.
H. W. Lay & Co.
Lee Optical Co.
Louisiana State Rice Mill
Lyon Van & Storage Co.
Manchester Hosley Mills
Manhattan Soap Co.
Marcal Paper Mills, Inc.
Marlun Mfg. Co.
Martin Oil Co.
Maryland Pharmaceutical
Md.-Va. Milk Producers
McKesson & Robbins Inc.
Merchants Biscuit Co.
Mid-Continent Petroleum
Milner Products Co.
Minneapolis Brewing Co.
Motorists Mutual Ins. Co.
Murphy Prods. Co.
New England Tel. & Tel. Co.
New Jersey Telephone Co.
New York Central Railroad
Nicolay-Dancey Inc.
Nissen Baking Co.
O-Cedar Corp.
Ohio Provision Co.
Omar Inc.
Ore.-Wash.-Calif. Pear Bureau
Parker Pen Co.
Perkins Products Co.
Petersen Baking Co.
Charles Pfizer Co. Inc.
Regal Amber Brewing Co.
Rosefield Packing Co.
S.S.S. Co.
W. Schluderberg-T. J. Kurdie
Jacob Schmidt Brewing Co.
Signal Oil Co.
Skelly Oil Co.
F. H. Snow Canning Co.
Southwestern Bell Telephone Co.
Special Foods Inc.
Standard Food Markets
Sterling Breweries Inc.
Strietmann Biscuit Co.
Stroehamann Bros.
Studebaker-Packard Corp.
Sun Drug Co.
Sunbeam Corp.
Vic Tanneys Gym
Tidewater Associated Oil
Turn-A-Bed Co.
Utility Appliance Corp.
Valleydale Packing Co.
Wander Co.
Warner Bros. Pictures
Welch Grape Juice Co.
Westinghouse Electric Supply

Estimated Expenditures of Spot Television Advertisers by Product Classification

AGRICULTURE	\$ 378,000
Feeds, Meals	241,000
All Other	137,000
ALCOHOLIC BEVERAGES	9,446,000
Beer & Ale	7,746,000
Wine	1,700,000
AMUSEMENTS, ENTERTAINMENT	119,000
AUTOMOTIVE	5,321,000
Anti-Freeze	735,000
Batteries	148,000
Cars	3,478,000
Tires & Tubes	367,000
Trucks & Trailers	144,000
Other Accessories & Supplies	449,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	1,069,000
Fixtures, Plumbing, Supplies	214,000
Materials	113,000
Paints	234,000
Power Tools	296,000
Miscellaneous	212,000
CLOTHING, FURNISHINGS, ACCESSORIES	2,485,000
Clothing	1,755,000
Footwear	381,000
Hosiery	326,000
Miscellaneous	23,000
CONFECTIONS & SOFT DRINKS	5,391,000
Confections	2,847,000
Soft Drinks	2,544,000
CONSUMER SERVICES	3,146,000
Dry Cleaning & Laundries	38,000
Financial	639,000
Insurance	388,000
Medical & Dental	31,000
Moving, Hauling, Storage	121,000
Public Utilities	1,494,000
Religious, Political, Unions	278,000
Schools & Colleges	40,000
Miscellaneous Services	117,000
COSMETICS & TOILETRIES	7,864,000
Cosmetics	2,977,000
Deodorants	643,000
Depilatories	42,000
Hair Tonics & Shampoos	1,732,000
Hand & Face Creams, Lotions	202,000
Home Permanents & Coloring	407,000
Perfumes, Toilet Waters, etc.	36,000
Razors, Blades	177,000
Shaving Creams, Lotions, etc.	974,000
Toilet Soaps	426,000
All Other	248,000

DENTAL PRODUCTS	2,779,000
Dentifrices	2,341,000
Mouthwashes	321,000
All Other	117,000
DRUG PRODUCTS	8,909,000
Cold Remedies	2,642,000
Headache Remedies	1,452,000
Indigestion Remedies	1,768,000
Laxatives	757,000
Vitamins	559,000
Weight Aids	376,000
All Others	1,047,000
Drug Stores	308,000
FOOD & GROCERY PRODUCTS	27,106,000
Baked Goods	4,882,000
Cereals	2,044,000
Coffee, Tea & Food Drinks	5,409,000
Condiments, Sauces, Appetizers	1,546,000
Dairy Products	1,989,000
Desserts	284,000
Dry Foods (Flour, Mixes, etc.)	1,735,000
Frozen Foods	1,718,000
Fruits & Vegetables, Juices (except frozen)	1,635,000
Macaroni, Noodles, Chili, etc.	522,000
Margarine, Shortenings	1,205,000
Meat, Poultry & Fish (except frozen)	1,075,000
Soups (except frozen)	487,000
All Other Foods	1,791,000
Food Stores	784,000
GARDEN SUPPLIES & EQUIP.	43,000
GASOLINE & LUBRICANTS	3,698,000
Gasoline & Oil	3,545,000
Oil Additives	107,000
Miscellaneous	46,000
HOTELS, RESORTS, RESTAURANTS	50,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	2,004,000
Cleaners, Cleansers	838,000
Floor & Furniture Polishes, Waxes	142,000
Glass Cleaners	118,000
Home Dry Cleaners	435,000
Shoe Polish	350,000
Miscellaneous Cleaners	121,000
HOUSEHOLD EQUIPMENT	2,441,000
Appliances	833,000
HOUSEHOLD FURNISHINGS	833,000
Beds, Mattresses, Springs	699,000
Furniture & Other Furnishings	134,000
HOUSEHOLD LAUNDRY PROD.	4,318,000

Bleaches, Starches	218,000
Packaged Soaps, Detergents	3,786,000
All Other	314,000
HOUSEHOLD PAPER PRODUCTS	951,000
Cleansing Tissues	364,000
Food Wraps	150,000
Napkins	264,000
Toilet Tissue	59,000
All Others	114,000
HOUSEHOLD GENERAL	992,000
Brooms, Brushes, Mops, etc.	139,000
China, Glassware, Crockery, Containers	71,000
Disinfectants, Deodorizers	197,000
Fuels, (heating, etc.)	58,000
Insecticides, Rodenticides	56,000
Kitchen Utensils	145,000
Miscellaneous	326,000
NOTIONS	200,000
PET PRODUCTS	1,294,000
PUBLICATIONS	133,000
SPORTING GOODS, BICYCLES, TOYS	659,000
Bicycles & Supplies	55,000
General Sporting Goods	42,000
Toys & Games	557,000
Miscellaneous	5,000
STATIONERY, OFFICE EQUIP.	105,000
TELEVISION—RADIO, PHONOGRAPH—MUSICAL INST.	1,646,000
Antennas	135,000
Radio & Television Sets	1,241,000
Records	173,000
All Other	97,000
TOBACCO & SUPPLIES	6,440,000
Cigarettes	5,791,000
Cigars, Pipe Tobacco	648,000
Smoking Accessories & Supplies	1,000
TRANSPORTATION & TRAVEL	1,000,000
Air	503,000
Bus	190,000
Rail	288,000
Miscellaneous	19,000
WATCHES, JEWELRY, CAMERAS	2,138,000
Cameras, Accessories, Supplies	36,000
Clocks & Watches	1,602,000
Jewelry	132,000
Pens & Pencils	359,000
Miscellaneous	9,000
MISCELLANEOUS	911,000
Trading Stamps	199,000
Miscellaneous Products	179,000
Miscellaneous Stores	533,000

Network Accounts: Pitch for western advertisers will be intensified by NBC-TV starting April 30 when *Today* and *Home* are revised and rescheduled to accommodate west coast audiences. On that date, when daylight saving time starts, following changes will take place: *Today* will be seen live 6-7 a.m. only in KRCA, Los Angeles, with host Dave Garroway featured with newsman Chet Huntley, longtime west coast favorite now headquartering in N. Y.; kine of preceding hour will be shown 7-8 a.m. on all west coast affiliates; Arlene Francis' *Home* will be live 8-9 a.m., with special western features Tue. & Thu. 8:30-9 a.m.; *Today* returns 11 a.m.-noon via kine from N. Y. & live originations from west coast . . . Oldsmobile has purchased half of NBC-TV's coverage of political conventions & election returns, with RCA & Sunbeam dividing other half, reports *Billboard*—but network refuses to comment . . . Pall Mall to sponsor *Dwining Show* on ABC-TV in post-*Disneyland* Wed. 8:30-9 p.m. time period starting May 9, thru Sullivan, Stauffer, Colwell & Bayles; it replaces *M-G-M Parade*, being cancelled by Pall Mall & General Foods . . . Ronson Corp. to be alt. sponsor of 10-11 p.m. segment of weekly 90-min. *Playhouse 90* on CBS-TV starting in fall, Thu. 9:30-11 p.m., thru Norman, Craig & Kummel . . . General Foods to sponsor *Ziv's West Point Story* on CBS-TV starting in fall, Fri. 8-8:30 p.m., thru Benton & Bowles . . . Eastman Kodak to switch *Screen Directors Playhouse* from NBC-TV to ABC-TV starting in fall, Wed. 9-9:30 p.m., thru J. Walter Thompson . . . Bulova Watch to be alt. sponsor (with Old Golds) of *Two for the Money* on CBS-TV starting in fall, Sat. 9-9:30 p.m., thru McCann-Erickson; Sam Levenson will replace Herb Shriner as m.c. . . Procter & Gamble to be alt. sponsor (with General Cigar) of *National Bowling Champions* on NBC-TV starting April 29, Sun. 10:30-11 p.m., thru Leo Burnett, Chicago . . . Chrysler to cancel *It's a Great Life* but retains its Sun. 7-7:30 p.m. time period on NBC-TV for new show . . . Hoover Co. (Constellation vacuum cleaner) buys 20 partic. on *Afternoon Film Festival* on ABC-TV starting May 21, Mon.-thru-Fri. 3-5 p.m., and 4 partic. on *Famous Film Festival* on ABC-TV starting May 20, Sun. 7:30-9 p.m., thru Leo Burnett Co., Chicago. . . Bristol-Myers (Mum-Nest) buys 17 partic on NBC-TV's *Tonight* starting May 7, Mon.-thru-Fri. 11:30 p.m.-1 a.m., thru Doherty, Clifford, Steers & Shenfield . . . Maybelline Co. (eye makeup) buys 3 partic. on *Matinee Theatre* colorcasts in May on NBC-TV, Mon.-thru-Fri. 3-4 p.m., thru Gordon Best Co., Chicago . . . Schaefer Beer to sponsor "Lambs' Gambol" (Lambs Club show & awards) in N. Y., Philadelphia, Washington & Hartford on NBC-TV facilities April 21, Sat. 11:15 p.m.-12:45 a.m., thru BBDO . . . Ideal Toy Co. & Sweets Co. of America to be co-sponsors of Macy's Thanksgiving Day parade on NBC-TV Nov. 22, Thu. 11-noon, thru Grey Adv. and Moselle & Eisen Adv.

NBC-TV's "Program Extension Plan" for bringing top-rated network shows to smaller markets at minimum cost to advertiser has resulted in 74% increase of network-sponsored hours to the 49 "PEP" stations in first 4 months of plan. NBC reports that 45 programs have been ordered from 53 leading advertisers.

ABC-TV offers 35% discount to advertisers buying 15-min. of daytime across-the-board programming next fall, excluding partic. in *Afternoon Film Festival*. It brings cost of pre-5 p.m. quarter-hour across-the-board purchase to \$6500.

"Sew-It-Yourself Fashion Week" will be celebrated on NBC-TV's *Home* week of April 16 in cooperation with more than 50 leading dept. stores which will publish local tie-in ads and install special displays featuring sewing products of *Home* sponsors.

George Foster Peabody Awards for 1955, presented April 11 at luncheon meeting of Radio & TV Executives Society of N. Y.: TV-radio public service, NBC chairman Sylvester L. (Pat) Weaver Jr., "for broadening the horizons of TV, for initiating a series of daring innovations that the rest of the industry, like it or not, has had to imitate, and, above all, for showing a respect for the intelligence of the public, refreshing and commendable among officials in comparable high places in the TV hierarchy"; TV-radio promotion of international understanding, Quincy Howe, for his *Outside U. S. A.* series on ABC-TV & news commentaries on ABC Radio; news, *Douglas Edwards and the News* (CBS-TV); entertainment, *Perry Como Show* (NBC-TV) & *Jackie Gleason Show* (CBS-TV); dramatic entertainment, *Producers' Showcase* (NBC-TV) "with a special bow to 'Peter Pan'"; youth and children's, *Lassie* (CBS-TV); education, Dr. Frank Baxter's *Shakespeare on TV* (KNXT, Los Angeles); TV-radio music, *Voice of Firestone* (ABC); radio education, *Biographies in Sound* (NBC); local radio public service, KIRO, Seattle, for *Democracy Is You* series. In addition, special citations went to *Omnibus* (CBS-TV) for "Adams Family" series; *Assignment India* (NBC-TV); WMT-TV, for its *Secret of Flight* series; educational KQED, San Francisco, for its balanced non-commercial programming; radio KFYO, Lubbock, Tex., for *Footnotes on the Fine Arts with Jack Sheridan*.

"Grand Old Opry" performers buying 2 AMs in Tenn. & Ky. are Ernest Tubb and Clarence (Hank) Snow, who with Wm. R. McDaniel, public relations director of Nashville's WSM-TV, have incorporated Folkways Bestg. Co. Inc. in both states for purpose. Folkways—owned 40% by McDaniel, 40% by Tubb, 20% by Snow—is buying WHBT, Harriman, Tenn. (250-watts, 1230 kc) for \$80,000 from F. L. Crowder, and WTCW, Whitesburg, Ky. (1-kw, 920 kc) for \$95,000 from Kenneth J. Crosthwait. When FCC approves sales, McDaniel plans to resign from WSM and take over management. Sales were negotiated by Blackburn-Hamilton.

"Unauthorized remarks" by announcer Bob Raiford over WBT, Charlotte, brought his dismissal this week after he criticized attack on Negro singer Nat King Cole during Birmingham appearance earlier in week. Station v.p.-mgr. Charles Crutchfield said it "should be made clear" that firing "does not pertain in any way whatever to the issues and problems concerning race relations." Raiford said that station was "stifling expression"; that "I wasn't taking a stand on segregation. I think I was just taking a stand for decency."

"America First" presidential candidate Lar Daly was informed by FCC this week that his letter requesting aid in seeking free network time (Vol. 12:14) presents "an extremely confused picture as to whether or not you are, in fact, a candidate for the Republican nomination for President" and that he has "failed to make an unequivocal showing sufficient to permit [FCC] to conclude that you are a legally qualified candidate."

Self-help project to curb juvenile delinquency has been launched by New York City Youth Board and NEC's WRCA-TV & WRCA. Program calls for establishment of delinquency prevention program in an unidentified West Side N. Y. city neighborhood. The TV-radio stations will invest approximately \$130,000 in the project—\$30,000 for services in the area to be administered by Youth Board and \$100,000 for TV-radio time & production costs.

Sale of TV-radio time for religious broadcasts was approved this week in resolution adopted at Cleveland convention of National Assn. of Evangelists. Such sale was condemned last month by Broadcasting & Film Commission of National Council of Churches of Christ in U.S.A.

SUBSCRIPTION TV test in Cuba is immediate aim of Matthew Fox's Skiatron TV Inc., which holds rights to Skiatron pay-TV system—but no agreement has been reached in negotiations to date, according to a spokesman for Fox. Negotiations are being conducted with “a group of Cuban businessmen” not connected with TV stations there. Under the proposed agreement the Cuban group would buy toll-TV time on Cuban stations, or, if necessary build a station of its own.

Skiatron TV is now “hopeful of arriving at an equitable contract” for the pilot subscription TV operation. Cuba was chosen because of its proximity to U.S., where it could be observed by American TV industry and FCC, and because there are “no laws there that would hinder subscription TV.” Said Fox's spokesman: “All that would be required is a presidential decree.”

Other foreign countries are being explored for commercialization of Skiatron fee TV. Annual report of patent-holding Skiatron Electronics & TV Corp. (which would receive 50% of profits from foreign operations of Skiatron system) says: “In preparation for possible foreign operations, patents and patent applications have been filed in Great Britain, West Germany, Australia, Cuba, Spain and many other foreign countries.”

Meanwhile, Senate Commerce Committee Chairman Magnuson (D-Wash.) announced that more than 20 witnesses are scheduled to testify as Committee takes a week-long look-see at subscription TV issue beginning April 23. He released this schedule for the 5 days of hearings (all in Room G-16, Capitol):

Mon. April 23, 10 a.m.: James Landis, Skiatron; Paul Raibourn, International Telemeter; Ray Kohn, off-air uhf WFMZ-TV, Allentown, Pa.; April 24, 10 a.m.: “Television Exhibitors of America Inc.,” W. Theodore Pierson, accompanied by 4 witnesses for Zenith Radio. April 25, 2 p.m.: Pres. Abe Stark, N. Y. City Council; pres. Harold Fellows, NARTB; AFTRA. April 26, 10 a.m.: Richard S. Salant, CBS; Andrew Biemiller, AFL-CIO; Lawrence H. Rogers, WSAZ-TV, Huntington, W. Va.; Mort Farr, NARDA; Wilton D. Radford, N. Y.; Marcus Cohn, Committee Against Pay-As-You-See TV. April 27, 10 a.m.: Milton Shapp, Jerrold, and “limited rebuttal by selected representatives of proponents.”

WSVA-TV, Harrisonburg, Va. (Ch. 3), with WSVA (5 kw, 550 kc, NBC), is second TV-radio property in which Transcontinent TV Corp. has bought an interest, to share ownership equally with Hamilton Shea, who leaves NBC as v.p. in charge of WRCA-TV & WRCA, N. Y. to manage WSVA-TV & WSVA. Price is approximately \$800,000. Last week, Transcontinent and General Railway Signal Co. bought Stromberg-Carlson's WHAM-TV & WHAM for \$5,000,000 (Vol. 12:14). Seller of Harrisonburg properties was Frederick L. Allman, broker Blackburn-Hamilton.

Salute to Armed Forces was theme as Storer Broadcasting Co. dedicated new WJW Radio & TV Bldg. at Playhouse Square in Cleveland, April 15. Featured were bands, singing groups, drill teams, planes, blimp, etc.—of Army, Navy, Marines, Naval Air Reserve, National Guard, Ohio Air National Guard, Civil Air Patrol, ROTC unit of John Carroll U. Change in call letters from WXEL to WJW-TV is effective same day. Former WXEL owner Herbert Mayer is receiving FCC permission to employ WXEL for his uhf Ch. 38 CP in Boston, changing from WHMB.

UNDECLARED “FREEZE” on vhf decisions in deintermixture areas is still in effect, but FCC continues to knock off decisions in other markets as fast as they're ripe. This week, Commission finalized Bristol, Va.-Tenn. case by granting Ch. 5 to WCYB over Tri-Cities TV Corp., controlled by owners of WOPI, Bristol, and WKPT, Kingsport, Tenn. Commission also finalized grant of Ch. 8, Presque Isle, Me. to WAGM.

In Bristol case, FCC chose WCYB on grounds of superiority in “integration of ownership with management, and as to concentration of the media of mass communication.” It found applicants equal in local residence, civic participation, past performance records, broadcast experience, program proposals.

NBC's efforts to purchase WKNB-TV, New Britain, Conn. (Ch. 30) became more complicated when Commission ordered full evidentiary hearing on charges of WNHC-TV, New Haven (Ch. 8) and WATR-TV, Waterbury (Ch. 53) that sale would increase concentration of ownership, restrain competition, etc.

Allocations shifts requested this week: (1) Substitution of Ch. 26 for Ch. 61 in Anderson, Ind., and Ch. 77 for Ch. 26 in Indianapolis—by Ch. 61 grantee WCBC-TV. (2) Addition of Ch. 8 to Missoula, Mont., substitution of Ch. 23 for Ch. 9 in Sandpoint, Ida., Ch. 9 for Ch. 8 in Kalispell, Mont.—by radio KBTW, Missoula. (3) Addition of Ch. 9 to Nadine, N. M., substitution of Ch. 35 for Ch. 9 in Monahans, Tex.—by Video Independent Theatres. (4) Addition of Ch. 25 to Coos Bay, Ore.—by Pacific TV.

General Tire's RKO Studios in Hollywood & New York were opened this week to TV film producers needing space, with Fred Ahern—who moved to RKO from CBS—given new post of supervisor of TV operations, and with movie veteran Raymond A. Klune as exec. mgr. of studio operations. RKO exec. v.p. Charles L. Glett said “ultimately, RKO will produce its own films for TV, but our basic intention at this time is to make our facilities available to the TV industry.”

Two radio station sales approved this week: (1) KTLN, Denver, for \$300,000 from Leonard Coe to group including Colorado Gov. Edwin C. Johnson and ex-Sen. Burton K. Wheeler, both former Democratic chairmen of Senate Commerce Committee (Vol. 12:12)—FCC approval coming in record time. (2) KCNA, Tucson, for \$35,574 for some 40% from author Erskine Caldwell to minority owners George W. & Harry B. Chambers—Caldwell retaining about 12%.

Resignation of Sen. Thurmond (D-S. C.) from Senate leaves Senate Commerce Committee—at least momentarily—with 7 Democrats and 7 Republicans. Several Democratic Senators have requested the vacant Committee seat, with appointment due early next week. Thurmond's Senate successor, Thomas Wofford (D-S. C.) is not expected to get the assignment. Thurmond resigned to campaign for full term in Senate.

County-by-county data on TV households, as of June 1955, will be released April 30 by Advertising Research Foundation, 11 W. 42nd St., N. Y. ARF projected Census Bureau data showing 32,000,000 households, or 2 out of every 3 homes in U. S., owned a TV set in that month (Vol. 10:34).

Tenth anniversary of *Meet the Press* will be celebrated by NBC with dinner at Washington's Sheraton-Park Hotel April 28, principal speakers to be Senators Barkley (D-Ky.) and Knowland (R-Cal.).

New reps: WARM-TV, Scranton, Pa. to Bolling (from Hollingbery); upcoming WITI-TV, Milwaukee-Whitefish Bay (Ch. 6), due this month, names Branham.

ADMIRAL SHOWS 10-in. PORTABLE AT \$89.95: The competitive scramble for supremacy in the portable TV market intensified this week when Admiral introduced a 10-in. receiver weighing 16½ lb. and priced at \$89.95, \$109.95 & \$119.95. It gives 10½-in. picture.

It's third company to show a lightweight set in last 6 weeks, preceded by RCA 8½-in. 22-lb. model at \$125 (Vol.12:9) and GE's 9-in. 13-lb. portable, still unpriced (Vol.12:12). Of the 3, however, only RCA's has been shipped to dealers. GE says it will start producing 9-in. in summer, Admiral promises deliveries next month.

Admiral introduced 10-in. set at press party in N.Y., announced that more "personal" sets would be introduced in June. New receiver features "an exclusive Admiral-developed" 90-degree tube providing 53½-sq. in. of viewing area, measuring 8 7/16-in. high, 10 11/16-in. wide, 13 13/16-in. deep. The old 10-in. receiver, which was first really successful set in late 40's, had 52-sq. in. viewing area.

Set contains printed circuit chassis which is almost 100% automated, contains 14 tubes and is available in vhf or vhf-uhf. Channel selector and fine tuning knob are on top of aluminum cabinet, with other controls arranged in V in front of tuning knob. It has telescopic antenna.

Admiral also introduced four 21-in. receivers as part of its 1957 line, with balance to be introduced in June. Shown this week were table models at \$180 & \$190, consoles at \$290 & \$320. Also shown was first sun-powered tubeless radio (p. 15).

That portables are a "plus" factor in TV market is manifest in study of production statistics for first quarter 1956 showing no decline in demand for higher-end sets. Production of 21-in. consoles in first 3 months of 1956 represented about 33% of all TV output, about same as first quarter of 1955, while 24-in. output rose to 8%, as against 3% in first 3 months year ago. The 21-in. tables declined from 42% to 38%, while 17-in. tables constituted 10%, little changed from year ago.

Portables thus aren't taking any business away from higher-end, larger-screen sets, which continue to serve as primary receiver. When folks need to replace their main receivers, they're still turning to larger-screen sets at \$200 and up. With replacement and second-set markets continuing to grow apace, with mounting evidence of color's coming importance (p. 5), there's no disposition whatever to argue with prediction of Admiral's Ross Siragusa for 10,000,000 TV sales next year (Vol.12:12). Siragusa this week estimated 1,250,000 "personal" portables would be produced and sold in remaining months of 1956, with 4,500,000 portables sold next year.

Current TV market is nothing to get excited about, at least when compared to last year. Retail TV sales continue to run about 10% below 1955, though here and there some pickup has been noted recently with improved weather conditions, and with income tax payments out of the way. As one example, but an important one, Irving Sarnoff of RCA distributor Bruno-N.Y. told us that last 10 days had seen decided improvement in TV business in N.Y., predicted continued upswing from here on in.

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Step 2 in Philco's "regain-the-TV-market" plan, set in motion last week in disclosure of vast mechanization program, came in announcement of agreement with huge Firestone Tire & Rubber Co., whereby all Philco consumer products will be carried in its stores starting in June. Firestone has about 725 owned-&-operated stores, plus at least 2000 stores which are independently operated but hold Firestone franchises. All the company-owned stores will handle Philco products, and independents are given option to buy Philco -- or any other product.

Philco TV-radio-appliances will be sold in competition with Firestone's own private-label brands. TVs, radios & phonos will be marketed through Firestone stores starting in June, with appliances to be taken on in Jan.

Philco started negotiations with IUE, meanwhile, on new contract covering

5000 TV production workers in Philadelphia. Union listed 15 demands, including "substantial wage increase," plus several fringe benefits. Union officials said Philco's mechanization program would not be subject of bargaining.

Brief highlights of other major trade developments this week:

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Foreign Trade Data: Cutback in Census Bureau information on foreign trade was vigorously protested by RETMA this week in testimony before House Appropriations subcommittee. Speaking for RETMA, Sprague Electric's Wm. M. Adams warned of growing competition from other countries, saying that U.S. exports of radio apparatus & parts declined from \$264,000,000 in 1953 to \$208,000,000 in 1955, while exports of same type of equipment from Germany rose from \$30,000,000 to over \$70,000,000. Saying that 10% of all commercial electronics production in U.S. is sold abroad, he warned of consequences in electronics industry of statistical cutbacks. He said:

"Effective Jan. 1 the Census Bureau consolidated into one category radios and radio-phonograph combinations. Tabulations for the month of Jan. 1956 estimate that exports of these products totaled approximately \$247,800 during that month. However, in order to reach this figure, only shipments valued at \$1000 and over were actually counted, for an aggregate of \$188,600. The Bureau of the Census further estimated -- on the basis of a 10% sample of smaller shipments -- that an additional \$59,000 worth of radios, or 24% of its overall estimate, were shipped from the U.S. during Jan., but can give no indication as to the countries where they may or may not have been shipped. This, of course, makes it absolutely impossible even to guess at the most vital part of the information, namely how many radios were shipped where."

Whirlpool-Seeger Review: Glowing progress report on the first 7 months of new Whirlpool-Seeger Corp. following merger last year was given stockholders this week by pres. Elisha Gray II, saying he was "more convinced than ever" of the wisdom of merger. "The move gave the same impetus to the companies as if each had taken on a full line," he stated. "The wisdom of our move is seen in the fact that other firms have increased their moves in this direction, thus proving the trend." He said that trade's reception to RCA-Whirlpool label on its products has been "very good," adding that over-all distribution has been strengthened significantly by addition of RCA outlets in many key markets. He also confirmed trade reports that company plans to produce built-in range line, indicated several other new products are projected.

Production: TV output totaled 118,113 for week ended April 6, compared to 122,370 preceding week and 131,224 week ended March 23. It was year's 14th week and brought production to that date to about 1,950,000, as against 2,340,000 in first 14 weeks of 1955. Radio production totaled 224,544 (74,467 auto) week ended April 6, compared to 246,302 preceding week and 258,394 week before. Radio production for 14 weeks totaled 3,865,000, compared to 3,650,000 in same period of 1955. RETMA revised its production figures this week to show 1,164,629 TVs and 2,172,130 radios (957,259 auto) turned out in first 2 months of 1956.

Picture tube sales in first 2 months totaled 1,790,448, valued at \$34,153,086, compared to 1,726,485, worth \$34,780,586, in first 2 months of 1955, reports RETMA. Receiving tube sales totaled 77,895,000, valued at \$62,070,000, in first 2 months this year, as against 76,476,558 at \$54,984,643 in Jan.-Feb. 1955. RETMA's tabulation for first 2 months this year:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	892,385	\$17,016,391	40,141,000	\$31,314,000
Feb.	898,063	17,136,695	37,754,000	30,756,000
TOTAL	1,790,448	\$34,153,086	77,895,000	\$62,070,000

Howard W. Sams & Co., Indianapolis electronic engineering & publishing firm headed by J. A. (Shine) Milling, celebrates its 10th anniversary April 18 with service awards dinner at Meridian Hills Country Club, when 15 employes will receive 10-year service pins. Founded in small Indianapolis shop by Howard W. Sams, company currently has annual sales volume of nearly \$4,000,000.

Counterfeit receiving tube racket is explored in April 21-27 *TV Guide*, which gives these 3 ways viewer can help curb used-tube racketeers: "(1) Be sure you call reputable serviceman. (2) See whether the replacement tubes he uses are a reliable, recognized brand. (3) Make certain that he leaves the old tube with you when he installs a new one."

B&R Electronics Co., manufacturers of radios & phonos under "Teletone," "Peter Pan" and "Electronic" labels, consolidates operations in new factory at 1178 E. 180th St., N. Y.

DuMont's "Silver Anniversary Line" of TV-radio receivers, so designated to honor 25th anniversary of Dr. DuMont's development of "first commercially practical cathode-ray tube," will be introduced at Atlantic City's Chalfonte-Haddon Hall June 13, at New Orleans' Roosevelt June 18 and at San Francisco's St. Francis June 26.

Trade Personals: Robert J. Mayer, asst. to J. Gordon Dakins, exec. v.p. of National Retail Dry Goods Assn., joins RCA May 15 in charge of sales & promotion of color sets to dept. stores, also working with NBC-TV in stimulating dept. store advertising on color programs . . . Dr. Leslie J. Woods, Philco v.p. & director of research & engineering, appointed a trustee of Drexel Institute of Technology . . . Howard Pease, ex-Bulova Watch & Schick, named Crosley-Bendix gen. service mgr. . . . Robert K. Hartman resigns as CBS-Columbia v.p. in charge of industrial & Govt. electronics . . . Charles W. Markham, ex-Motorola, named CBS-Columbia mgr. of specialty sales, reporting to sales director David J. Hopkins . . . David Solomon named co-op adv. mgr., CBS-Columbia, reporting to Gerald Light, adv. & sales promotion director . . . Wm. J. Anderson named supervisor of engineering, CBS-Hytron western div., Los Angeles . . . Wm. A. Shaw promoted to Hallicrafters TV-radio sales mgr., reporting to marketing director Michael D. Kelly; Hendrix G. Blue, adv. & sales promotion mgr., takes on additional duties of distribution mgr., replacing C. A. Shera, now gen. sales mgr. of Allied Precision Industries . . . Joseph F. Walsh, ex-Westinghouse TV-radio marketing mgr., named national sales mgr. of Thomas Organ Co., Sepulveda, Cal., formed recently by Pacific Mercury TV Mfg. Co. . . . James Segre, DuMont European mgr., establishes headquarters at Corso Venezia 51, Milan . . . James Perrier, ex-Graybar, named Spartan district merchandiser, New Orleans; Peter Taranto, ex-Zenith, named district merchandiser in Miami . . . Alfred B. Girardy resigns as design mgr., Westinghouse TV-radio div. . . . George C. McConeghy, ex-Langevin Mfg. Co., named asst. controller of DuMont . . . Robert R. Carlson, ex-Sentinel Radio & Motorola, named purchasing agent of Crescent Industries . . . Melvin E. Krumrey, ex-Shure Bros., named asst. mgr. of distributor div., Quam-Nichols Co.

DISTRIBUTOR NOTES: CBS-Columbia appoints Maloney Distributing Co., 1117 Farnam St., Omaha (James J. Maloney, pres.); Charles Hfeld Co., Albuquerque (F. A. Mapel, pres.); Rice & Miller Co., 78 Rice St., Bangor, Me. (James F. White, gen. mgr.) . . . Raytheon appoints Major Appliances Inc., 2201 NW 17th St., Miami (W. Dan Rowlands, pres.) . . . DuMont appoints J. S. George Supply Co., 112 North St., Burlington, Vt. (James S. George, pres.) . . . Deep South Supply Co., Atlanta (CBS-Columbia) elects Roscoe Walker as pres. . . . J. N. Ceazan Co., San Diego (Crosley-Bendix) promotes Al Kay to gen. mgr. . . . Thoben Elrod Co., Atlanta (Crosley-Bendix) appoints George W. Shell to additional duties as mgr. of specialty products div. . . . Times Appliance Corp., N. Y., changing name to Westinghouse Appliance Sales Corp., appoints Irving M. Sandberg, ex-Bruno-N. Y. & Crosley Distributing Corp., as major appliance sales mgr. . . . Canadian Admiral Sales Ltd. appoints Donald Blackman mgr. of Vancouver branch, succeeded as Ottawa branch mgr. by E. Gaston Fauteux; A. E. Mackay named mgr. of Calgary branch . . . Colen-Gruhn Co., N. Y. (Telefunken) disbands after 35 years in distribution business.

Vernon B. Bagnall, 50, asst. director of operations in charge of engineering for AT&T long lines dept. and one of organizers of distant early warning (DEW) Arctic defense line, died of heart attack April 10 at Mountainside Hospital, Montclair, N.J. He is survived by his widow, son & daughter.

Lloyd L. Spencer, 66, retired sales v.p. of Stromberg-Carlson, died April 7 at home in Hudson, O. He joined Stromberg-Carlson in 1937 as gen. sales mgr., was elected sales v.p. & director in 1943 and retired in 1951. He is survived by his widow.

Topics & Trends of TV Trade: Outright repeal of Rule 9 of Federal Trade Commission's trade practice rules relating to measurement of TV screen sizes in receiver ads was urged this week by RETMA in strongest approach yet to FTC since rules were adopted last year. Philco last week petitioned for reconsideration only (Vol. 12:13). Letter from RETMA exec. v.p. James D. Secrest to FTC chairman Gwynne stated:

"Prior to the issuance of Rule 9 the TV industry developed over a period of several years a simple method for designating the picture tube size. Its acceptance by the public is evident in the fact that approximately 46,000,000 TV receivers have been sold. This simple method of designating set size has been accepted by consumers as a standard for comparing the values of competing models . . .

"Since Rule 9 became effective, confusion has replaced this stability. Manufacturers in attempts to comply with this rule have adopted a variety of advertising practices which bewilder the consumer and the dealer and give the buyer no simple method of assessing the value of competing TV receivers. Both the complexity and variety of these newer descriptions defeat the Commission's purpose of giving the public more complete and accurate information. It is significant that the press, the trade and the public continue to use the historic terminology in describing TV sets despite Rule 9 . . .

"While the Commission denied our petition of November 29, 1955, asking for amendment of Rule 9, this action was taken before the rule became operative and before either the industry or the Commission had had any actual experience in applying the rule. We now have had sufficient experience to convince the industry that Rule 9 is unnecessary and confusing, and therefore unworkable."

TV shipments to Canadian dealers by distributors totaled 106,460 in first 2 months, when production was 122,159, reports RETMA of Canada in first of new series of monthly tabulations. They compare with distributor shipments of 111,386, production of 140,358 in first 2 months of 1955. Of those shipped to dealers in first 2 months this year, 54,207 were table models, 49,733 consoles, 2520 3-way combinations. Average suggested list price for all sales in Feb. was \$297, compared to \$313 in Feb. 1955. Projected production estimate is for 117,229 more sets in March-May period. Montreal led in 2-month distributor sales, with 18,252; Toronto, 15,191; other Ontario, 10,622; British Columbia, 8428; Alberta, 7719; Quebec City, 7234; Ottawa & eastern Ontario, 7157; Manitoba, 6745; Nova Scotia, 5967; Hamilton-Niagara, 5047; New Brunswick & Prince Edward Island, 3687; Saskatchewan, 3623; Windsor, 2912; other Quebec, 2200; Newfoundland, 1676.

Motorola Canada Ltd. will fold up this summer, with TV & home radio production discontinued and auto radio output transferred to Canadian Radio Mfg. Corp. Ltd., Toronto (T. Van Dyk, pres.). Virden Scranton, v.p.-gen. mgr. of 4-year-old Motorola Canada, said that parent company had decided to channel funds required for Canadian expansion into its own present and projected growth in U. S. He said that Canadian Radio will continue to contract for production and sale of Motorola 2-way communications and microwave products.

CBS-Columbia to offer free a new \$23 table radio with purchase of each "Jefferson" 21-in. table model TV (at \$180) or a deluxe clock radio valued at \$37.50 with each "Madison" 21-in. console (at \$300). It's part of "Convention Broadcast Special" promotion.

Financial & Trade Notes: Admiral's first-quarter profit increased over the \$1,239,176 (52¢ per share) earned in first 3 months of 1955, but sales were 3% below the \$50,034,396 in first quarter year ago. For full year, however, pres. Ross D. Siragusa told annual meeting this week, net profit will be "sharply higher" than the \$2,426,866 (\$1.73) earned in full 1955, and sales will be 10% higher than the \$202,362,000 of year ago. First-quarter 1956 figures are to be released shortly.

"We have 2 major expansion programs under way," he said. "The first will increase our TV production capacity by 20%. It incorporates a 93,000-sq. ft. addition to our major TV plant at Harvard, Ill. This is the fifth expansion of this facility since 1946. In addition, we are building another 70,000-sq. ft. section to our other major TV facility in Bloomington, Ill."

Siragusa also said that Admiral's appliance plant at Galesburg, Ill., would be expanded this fall to provide "special production capacity for a variety of built-in kitchen equipment." Foreseeing big expansion in TV, radio & white goods, he declared: "With these prospects, we think it quite possible that our company will need plant facilities sufficient to meet a \$500,000,000 sales volume annually by 1961 and we are making long-range plans on this basis."

Stockholders re-elected all directors and approved a restricted stock option plan for officers and key employes. It was announced that 100,000 shares of authorized but unissued capital stock were reserved for the 49 options granted under plan.

Note: Canadian Admiral this week reported profit of \$1,442,570 on sales of \$30,057,188 in 1955, compared to \$1,671,037 on \$29,977,272 in 1954.

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Erie Resistor earned \$959,433 (\$3.19 per share) on record sales of \$22,358,644 in 1955, compared to \$317,767 (88¢) on \$14,866,836 in 1954. Pres. G. Richard Fryling said research & engineering programs, initiated several years ago, have made several new products available in volume production, including "PAC" (Packaged Assembly Circuit) system for automatic grouping of components into modular package for quick installation on printed circuit board.

Trav-Ler Radio sales in first half of 1956 are expected to approximate the \$7,800,000 in first 6 months year ago, pres. Joe Friedman told newsmen following annual meeting this week, adding that second-half sales will be stronger "provided that new products now in progress can be produced in the quantity planned." He said there were no plans to resume dividend payments; last one was in Jan. 1955.

National Co. had net loss of \$380,965 on sales of \$5,125,607 in 1955, compared to profit of \$230,334 (84¢) on \$7,298,055 in 1954. Pres. Joseph H. Quick attributed loss chiefly to "expenditures for rapid development" of National's engineering div. Backlog of orders exceeded \$4,000,000 at end of 1955, as against \$2,600,000 at end of 1954.

Decca Records earnings in first quarter of 1956 exceeded the 50¢ per share earned in first 3 months of 1955, with record div. sales up 20% and Universal Pictures div. about equal to year ago, pres. Milton R. Rackmil told annual meeting this week.

Famous Players Canadian Corp., which owns 50% of CKCO-TV, Kitchener, and 25% of CFCM-TV, Quebec City, earned \$2,922,112 (\$1.69 per share) in 1955, compared to \$3,384,825 (\$1.95) in 1954.

Radio Condenser Co. earned \$560,472 (\$1.29 per common share) on sales of \$17,547,958 last year, compared to loss of \$138,082 on \$13,039,972 in 1954.

Among officers' & directors' stock transactions reported by SEC for Feb: Ross D. Siragusa bought 2000 Admiral, holds 245,467 personally & 69,808 thru children's trusts; Irving B. Babcock bought 4800 Avco, holds 97; James Bruce bought 2000 Avco, holds 3000; Harry D. Belock bought 200 Belock Instrument, holds 237,570; Thomas F. Hanley bought 500 Belock Instrument; Helen Neuschaefer bought 3200 Belock Instrument, holds 133,531; Henry V. Erben bought 3225 GE, holds 11,565; Philip D. Reed sold 500 GE, holds 4800; Chauncey Guy Suits sold 2070 GE, holds 25; Wm. C. Wichman bought 1695 GE, holds 2603; Walter E. Green sold 600 General Precision Equipment, holds 1855; Martin H. Benedek gifted 6600 General Instrument, holds 85,154; Ralph N. Harder sold 600 General Precision Equipment, holds 1500; Edwin A. Link bought 9946 General Precision Equipment, holds 49,491; Joseph S. McGee sold 250 Hoffman Electronics, holds none; Frank Freimann bought 600 Magnavox, holds 49,286 personally & 25,484 thru trust; Edwin C. Wolf bought 125 Oak Mfg. Co., holds 1000; Jeffrey S. Granger partnership bought 300 Sentinel Radio, he holds 1500 personally, 500 thru partnership; Arthur Levey gifted 2092 Skiatron, holds 460,258; Arthur L. Chapman bought 142 Sylvania, holds 686; W. Benton Harrison bought 126 Sylvania, holds 333; Don G. Mitchell bought 370 Sylvania, holds 2531; Howard L. Richardson bought 108 Sylvania, holds 575; John M. Schiff bought 500 Westinghouse, holds 12,000; Neil H. Griebenow bought 1100 Whirlpool-Seeger common, 150 preferred, holds 8225 common, 375 preferred; Frederick S. Upton gifted 38,400 Whirlpool-Seeger, holds 137,708.

Dividends: Gross Telecasting common 30¢ & 'B' common 5¢, both payable May 10 to stockholders of record April 25; Howard W. Sams & Co., 10¢ April 25 to holders April 16; General Instrument Co., 12½¢ June 1 to holders May 7; Daystrom Inc., 30¢ May 15 to holders April 27; Magnavox, 37½¢ June 15 to holders May 25.

Reeves Soundcraft Corp. earned \$143,741 on sales of \$3,348,148 in 1955, compared to \$89,385 on \$3,747,810 in 1954. Pres. Hazard E. Reeves said profit increase on lower sales resulted from company's decision to forego low-margin govt. business in favor of more profitable commercial products.

General Precision Equipment Corp. 1955 net income dropped to \$2,530,758 (\$2.05 per share) from \$5,488,090 (\$5.54) in 1954, though sales went up 8% from \$123,332,634 to \$133,337,819. Earnings decline, said pres. Hermann G. Place, was due to 30% drop in sales of motion picture equipment and long strike at several subsidiaries.

David T. Schultz, pres. of DuMont, purchased 1000 common shares of DuMont in March—his first stock purchase since assuming presidency in Jan., according to *Wall Street Journal*. He retains his 7594 shares of Raytheon common (Vol. 11:49).

AT&T had net income of \$176,986,612 (\$3.28 per share on 53,976,630 common shares outstanding) on gross operating revenues of \$1,399,927,072 in 3 months ended Feb. 29, compared to \$156,105,619 (\$3.18 on 49,164,950 shares) on revenues of \$1,261,942,250 year earlier.

Webster-Chicago Corp. earned \$589,574 (95¢ per share on 619,750 common shares) on sales of \$31,984,539 in 1955, compared to \$564,198 (91¢ on 519,750 shares) on \$31,741,046 in 1954.

Cornell-Dubilier, for quarter ended Dec. 31, earned \$377,000 (71¢ per share) on sales of \$9,200,134, compared to \$568,556 (\$1.08) on \$9,949,032 in corresponding 1954 quarter.

Clarostat earned \$171,600 (41¢ per share) on sales of \$6,250,000 in 1955, compared to \$56,600 (14¢) on \$5,655,000 in 1954.

Color Trends & Briefs: Dealers are more optimistic about color, will push it hard and make it a "real sales factor" in last 6 months this year, NARDA managing director A. W. Bernsohn tells us. He bases his opinion on recent visits to regional dealer meetings in all sections of nation, and his own reaction to consistent exposure to "very good color" demonstrations by manufacturers near NARDA office in Merchandise Mart (also home of all-color WNBQ).

Mort Farr, big retailer in Philadelphia suburb of Upper Darby, Pa. & ex-NARDA chairman, echoes Bernsohn's statement. He looks for big push following introduction of RCA's new color sets in June. He said he has sold more than 100 color sets, but expressed hope that more "mass appeal" programs will be in color instead of what he termed "highbrow" shows.

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No word on color for political conventions has come from CBS-TV or NBC-TV, but this week newspapers quoted Democratic national chairman Paul Butler to effect that industry spokesman informed him color would be used. Report came from Atlanta and implied RCA chairman Brig. Gen. David Sarnoff was the spokesman—because both were there for dedication of "White Columns," new home of WSB-TV & WSB. ABC-TV has definitely stated it won't colorcast. NBC-TV & CBS-TV have ordered color facilities from AT&T (Vol. 12:10), and it's still considered highly probable that at least some color will emanate from conventions.

Color courses announced by Sylvania service mgr. E. W. Merriam will start in late spring, following start of color set production—which is due to begin shortly at Batavia, N. Y. plant. First course, to be conducted in Buffalo for distributor service managers, will run one week, 60 hours. Next is similar course for dealers' servicemen and independent contractors, also in Buffalo. Thereafter, local clinics are to be conducted for dealers throughout country, 12 or 24 hours each.

Electronics Reports: First solar-powered radio was placed on consumer market this week by Admiral, with deliveries slated to begin next month—at a price which pres. Ross Siragusa concedes only "cattle and oil millionaires can afford," but which "should come down as we get into production." Basic set is Admiral's new \$60 battery-operated 6-transistor portable, which becomes solar set by plugging in 32-cell selenium "Sun Power Pak" for an additional \$275. Power Pak can be operated by sun or bright electric bulb, measures 6x3x½-in.

* * * *

First coast-to-coast commercial radar air navigation network will be built by Raytheon for Canadian Govt., under \$5,000,000 contract. Delivery will begin in 1958 on first of 15 new-type radar units to be installed at major Canadian airports. Each radar will be able to track planes up to 200 mi. away, providing almost unbroken observation of aircraft flying coast to coast. Major part of development and production will be carried on under subcontract to Raytheon Canada Ltd., Kichener, Ont., jointly owned by Dominion Electrohome Industries and Raytheon.

Top-level changes at AT&T's Western Electric Co., effective May 1: New vice presidents are Harold V. Schmidt, v.p.-chief engineer; A. Pope Lancaster, v.p.-mfg., eastern area; Wm. E. Burke, v.p.-defense projects. Arthur B. Goetz, v.p.-finance, replaces Henry C. Beal as v.p.-mfg., latter due to retire July 1. New assignments: Paul A. Gorman, v.p.-finance; Timothy E. Shea, v.p.-personnel & public relations; Arthur P. Clow, Kearny, N. J., works mgr.; W. Clare Brooks, personnel dir.

Network Color Schedules

(April 16-30, 1956)

April 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Camel News Caravan*, 7:45-8 p.m.
 April 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 April 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 April 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 April 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 April 21—CBS: *Gene Autry Show*, 7-7:30 p.m.
 April 22—NBC: *Zoo Parade*, 3:30-4 p.m.
 April 23—NBC: *Howdy Doody*, 5:30-6 p.m.
 April 24—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
 April 25—NBC: *Howdy Doody*, 5:30-6 p.m.
 April 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Climax*, 8:30-9:30 p.m.
 April 27—NBC: *Howdy Doody*, 5:30-6 p.m.
 April 28—CBS: *Gene Autry Show*, 7-7:30 p.m.
 April 29—NBC: *The Alcoa Hour*, "Paris and Mrs. Perleman," 9-10 p.m.
 April 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Dodsworth," 8-9:30 p.m.

Tests of Ziv-TV color films have been conducted in more than 20 cities, and Ziv reports that next tests will be conducted early in May by KARD-TV, Wichita, using prints of *Favorite Story*, *Cisco Kid*, *Highway Patrol*, *Boston Blackie*. Last month, WDSU-TV, New Orleans, tested *District Attorney* and *Science Fiction Theatre*. Ziv sponsors are offered at least one color print gratis.

Price of \$59,000 has been placed by DuMont on "Color-Pac" combination of Vitascan live equipment and Multi-Scanner film & slide pickup. Kenneth F. Petersen, sales mgr. of TV transmitter dept., said price assures "live, film & slide color availability to even the smallest TV broadcaster."

Regular live colorcasts will be inaugurated this month by WBTV, Charlotte, which this month also celebrates radio WBT's 34th anniversary.

RCA shipped 3-V color film camera April 13 to upcoming KRIS-TV, Corpus Christi (Ch. 6), due in May.

Two-pronged expansion by General Precision Lab: Ground was broken this week for new 23,200-sq. ft. environmental test lab on GPL's 69-acre property in Pleasantville, N. Y., due for completion late this year. New lab will have testing equipment which can simulate wide variations of temperature, altitude, humidity, vibration, shock, etc., for military electronic equipment. Scheduled to open its doors April 15 is 10,000-sq. ft. addition to plant of Pleasantville Instrument Corp., GPL manufacturing subsidiary which makes all GPL airborne navigation systems and broadcast, industrial & military TV equipment and motion picture projection gear—bringing PIC's total facilities to more than 50,000 sq. ft.

Multi-million dollar expansion program in atomic energy field was announced this week by Sylvania. First 5-year step, according to pres.-chairman Don G. Mitchell, will be new production & development facilities for nuclear fuels and components, with plant and lab to be built somewhere in the east, due for late 1957 completion. Expansion will be accomplished entirely with company's own funds. Mitchell estimated that by 1970, at least 5% of nation's electrical generating capacity will be nuclear powered, and by 1980, nuclear powered capacity will be nearly 20% of total, representing investment of \$14 billion.

Navy's highest civilian award, Distinguished Civilian Service citation, was awarded to Dr. Ernst Krause, dir. of research labs for missile systems div. of Lockheed Aircraft Corp., former assoc. dir. of research for nucleonics at Naval Research Lab., Washington. He is pioneer in research on guided missiles, radar, communication security, rockets and cosmic rays.

Network Television Billings

February 1956 and January-February 1956

(For January report see *Television Digest*, Vol. 12:11)

IMPROVEMENT OF ALL NETWORKS' billings over year ago is again reflected in Publishers Information Bureau figures for Feb., released this week. Compared with Feb. 1955, ABC-TV's billings were up 80%, to \$6,418,210; CBS-TV's up 15%, to \$16,928,361; NBC-TV's up 11%, to \$13,845,000—total of the 3 rising 19% to \$37,191,571.

The combined total showed the customary slight drop from Jan.—though ABC-TV achieved a fractional increase. Two-month total was \$76,068,327, up 18% from same months last year. The complete PIB report for Feb.:

NETWORK TELEVISION				
	February 1956	February 1955	Jan.-Feb. 1956	Jan.-Feb. 1955
CBS	\$16,928,361	\$14,694,726	\$34,748,816	\$30,525,867
NBC	13,845,000	12,419,641	28,519,255	25,592,336
ABC	6,418,210	3,567,696	12,800,256	7,285,891
DuMont†	—	597,275	—	1,321,235
Total	\$37,191,571	\$31,279,338	\$76,068,327	\$64,725,329
1956 NETWORK TELEVISION TOTALS BY MONTHS				
	ABC	CBS	NBC	Total
Jan.	\$ 6,382,046	\$17,820,455	\$14,674,255	\$38,876,756
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
Total	\$12,800,256	\$34,748,816	\$28,519,255	\$76,068,327

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

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers' Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

Much-needed updated "Part 3" of FCC's rules—covering rules, regulations and technical standards for TV, AM, FM and international broadcasting, incorporating all amendments as of Jan. 2—is now available from Govt. Printing Office at \$1.50. Also available from GPO: "FCC Broadcast Engineering Charts," a separate document containing charts & graphs excerpted from Part 3, at \$1; large set of 2 maps on "Estimated Ground Conductivity in the U.S." at \$3.50 a set. GPO no longer has copies of special large-size edition of "FCC Ground Wave Propagation Curves" for AM band.

Thomas Tinsley heads new rep firm Select Station Representatives Inc., 400 Madison Ave., N. Y. (Plaza 8-1850), which May 15 starts serving as eastern sales rep of Tinsley's WXXE-TV, Petersburg-Richmond and his radio WLEE, Richmond and WITH, Baltimore. Plan is to add other stations to list. Gen. mgr. is Zangwill Golobe, ex-Forjoe v.p., with Albert Shepard, ex-Katz, as asst. Forjoe continues to represent Tinsley stations in Chicago, San Francisco, Seattle, Los Angeles, Dallas, Atlanta.

TV facilities for Stevenson-Kefauver debate were offered this week by ABC pres. Robert E. Kintner, after Stevenson's Fla. campaign mgr. said Kefauver's challenge to debate campaign issues had been accepted. Kintner suggested TV & radio time could be cleared May 24, 10-11 p.m.

Remote control operation of all AM & FM stations, including those with directionals and with powers over 10 kw, would be permitted under new rule proposed by FCC this week—acting on petition of NARTB. Industry comments are due June 1.

Closed-circuit TV goes to the opera: Famed Vienna Opera house uses TV to relay cues from orchestra conductor, in pit in front of stage, to choir backstage.

NARTB mails promotion kits to all radio stations to boost National Radio Week May 13-19.

Stations planning dedicatory ceremonies, and possessing the wherewithal to do it up brown, would do well to consult with principles of WSB-TV, Atlanta. Guests, including industry VIPs and press, agreed they'd seldom experienced anything like the treatment they received during April 7-8 dedication of \$1,500,000 "White Columns," a new TV-radio studio-office building on Peachtree St. Whole "maneuver" was a masterpiece of sumptuousness combined with good taste and graciousness. RCA chairman Brig Gen. David Sarnoff said, as he settled down for return plane trip: "I haven't had so much fun since I was a wireless operator on a ship." Former NBC pres. Niles Trammell, now pres. of upcoming WCKT, Miami (Ch. 7) stated, when asked whether he plans similar celebration: "No, I won't try to compete with WSB. We'll have to make some money first." BMI pres. Carl Haverlin exclaimed: "I woke up from a horrible dream Sunday morning. I dreamt someone was forcing more food and drink on me."

Promotion campaign in behalf of TV code will be undertaken by NARTB's TV information committee (Jack W. Harris, KPRC-TV, Houston, chairman) involving distribution of brochure and other explanatory material to public, along with invitation to forward any complaints about code violations to NARTB. Meanwhile, NARTB pres. Harold Fellows stated that "effective safeguards minimizing the possibility of 'bait-switch' advertising on TV are in effect." Reporting on results of TV code board inquiry among stations on extent of "bait-switch" ads (Vol. 12:12), he said station managers "unanimously re-affirmed their confidence that the TV industry, through self-regulation, can protect the public from 'bait-switch' advertising." He said response indicated that such ads are most frequently attempted in larger markets and are "virtually non-existent" in smaller cities.

Hearings on political broadcasting, tower height limits and other TV-radio-communications matters are scheduled for resumption April 19 by Harris transportation & communications subcommittee of House Commerce Committee. Under consideration will be legislation: (1) Involving equal-time exemptions for political broadcasting, including new Harris bill (Vol. 12:13). (2) To relieve broadcasters of liability for politicians' statements. (3) To deny political time privileges to Communists and front members. (4) To bar FCC from discriminating against newspapers. (5) To limit height of TV towers to 1000 ft.

Two new applications for vhf stations were filed this week with FCC, bringing total pending to 129 (17 uhf). They were for Bowling Green, Ky., Ch. 13, by Sarkes Tarzian, Inc., owner of WTTV, Bloomington, Ind. (Ch. 4), and for Kalispell, Mont., Ch. 8, by operators of Bozeman & Helena community antennas (G. Norman Penwell & Bruce Hamilton). [For details, see *TV Addenda 22-N* herewith.]

To close loophole in fraud laws, Reps. Celler (D-N. Y.) and Keating (R-N. Y.) this week introduced identical bills (HR-10418 & 10341) permitting prosecution of fraudulent stock promoters operating from foreign countries via TV & radio. Legislation has been requested by Attorney General Brownell.

ABC wants to buy a TV film distributor, and confirms it is negotiating with several. This is understood to include Television Productions of America, which last year talked merger with Screen Gems, though nothing ever came of it (Vol. 11:36-37, 39, 42).

Springfield, Mo. is rapidly becoming capital of TV country-&-western music originations. ABC-TV April 26 begins Thu. 8-8:30 live *Eddy Arnold Show* from KYTV studios there, in addition to weekly 90-min. Sat. evening *Ozark Jubilee*.

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SUMMARY-INDEX OF THE WEEK'S NEWS — April 21, 1956

VIDEO TAPE ERA arrives—Ampex demonstrates TV recorder, touching off excitement at NARTB convention, taking orders for 80 at total of \$4,000,000 (p. 1).
POWERFUL ANSWERS to critics of TV-radio enunciated at NARTB convention. Affiliates jump to testify before Senate Committee in support of networks (p. 2).
ALLOCATIONS SPECULATION at highest pitch, with deintermixture rumored near and McConnaughey proposing "crash research" on uhf technicalities (p. 4).
INCREASED COLOR INTEREST evident at NARTB convention, with steady increase in equipment sales reported. NBC's ambitious fall schedule (p. 5).
FCC PANEL SESSION at convention brings commissioners' answers on community antennas, economic factors, codes, antenna heights, editorializing, etc. (p. 6).
RICHMOND AREA'S THIRD station, WRVA-TV, begins test patterns; to start programming April 29 as CBS basic. News of station equipment shipments (p. 6).
20th CENTURY-FOX to release pre-1948 backlog of 500 feature films in 10 groups of 50 films each; Warner films being sold in 58-film packages (p. 7).

RCA CUTS COLOR TUBE price to \$85, offers to share know-how in move to stimulate color activity by competitors. Portable activity speeds up (p. 13).
NATIONAL RADIO WEEK May 13-18 shapes up as one of industry's biggest promotions, built around "Give a Radio" theme that should hypo sales (p. 15).
AT&T ANTI-TRUST settlement denounced on House floor as "worthless" without freeing of RCA patents; Chairman Celler plans Judiciary Committee probe (p. 10).
"ECONOMY" STATION EQUIPMENT, TV automation and color gear attract telecasters at NARTB equipment show; more "firm orders" than last year (p. 9).
NEW "EQUAL TIME" BILL introduced by Rep. Priest. White House's Hagerty, WSB-TV's Reinsch agree on need for Section 315 amendment (p. 10).
TV CODE DEFENDED by chairman Shafto, who warns that public relations program is needed to combat "deliberate distortions" (p. 11).
WIRELESS PAGING SYSTEM, operated by audio induction and requiring no FCC approval, introduced by Philco as low-cost communication device (p. 16).

BIRTH OF A NEW ERA IN TV TECHNOLOGY: Exciting the telecasters more than any single piece of equipment in the history of TV, production-ready Ampex video tape recorder unquestionably eclipsed everything else at this week's NARTB convention in Chicago.

With \$4,000,000 in orders in their pockets -- mostly from station owners who just one week before didn't even know a TV tape recorder was commercially ready -- Ampex's crew of executives and engineers returned April 19 to their Redwood City, Cal. headquarters to plan a 20-a-month production schedule beginning next February.

Developing to near-stampede proportions, by time convention was over orders had been signed for 80 Ampex recorders -- the 8 pre-production prototypes at \$75,000 each and 72 production models at guaranteed price of \$45-50,000, enough to keep the Ampex plant busy through next May if it can stick to its announced production schedules. Company says price could eventually drop as low as \$25,000 -- but this not for many years, and unless military & lab orders swell production runs to over 1000.

Of the 8 prototypes scheduled for delivery this summer, CBS will get 3, NBC 3 -- the other 2 presumably going to laboratories for non-TV wideband data-recording use. The 72 production models were ordered by more than 40 TV stations, and more orders are certain to pile up as soon as TV station managers can get the okay from their bosses. Among the multiple purchasers, Storer bought 12 for March delivery, General Teleradio 8 for April. Purchasers are listed in priority order on p. 7.

CBS's endorsement of the Ampex recorder, and its special demonstration last week end for affiliates (Vol. 12:15) -- together with what they saw with their own eyes -- were enough to convince many telecasters to sign up on the spot and reserve an early delivery date. Enthusiasm was unconcealed, and old-time telecasters expressed themselves with such encomiums as "terrific" (Harold See, KRON-TV, San Francisco) and "astonishing" (Lawrence H. Rogers II, WSAZ-TV, Huntington, W.Va.).

Informal demonstrations were conducted in hard-to-find 4th floor room of the Conrad Hilton Hotel. The recorder, in a grey metal cabinet the size of large desk but about a foot higher, was almost constantly in operation. Incoming signals were fed closed-circuit from WBBM-TV to bank of 21-in. home TV sets and recorder. Playbacks were shown over same sets, as quickly as tape could be rewound. Entire operation was directed by pushbuttons, as simply as with audio tape recorder.

Quality of recordings was good -- better than average film, better than best kinescope reproduction -- and members of audience were even heard to ask: "Which is this, the live or the tape?" A slight horizontal displacement of some picture elements was noticed from time to time, but Ampex engineers said this was minor defect which wouldn't be present in properly installed equipment.

Ampex color tape is just around the corner, too, said audio div. mgr. Philip Gundy. He said company is guaranteeing conversion to color within one year of installation. Prototype color tape recorder will be ready for showing at next year's NARTB convention, he added.

Current monochrome model records one hour of programming on 14-in. reel of tape 2-in. wide and of conventional audio tape composition. Slow speed is accomplished by recording laterally with revolving set of magnetic heads. Tape can be erased and re-used at least 100 times, can be spliced and edited as easily as audio tape -- "easier than film" -- Gundy said. He added that use of thinner tape may permit as much as 2 hours of programming to be crammed onto 14-in. reel.

CBS & NBC will put recorders to work next fall to replace kinescopes for west coast repeats -- and undoubtedly will find plenty of other uses for them. What uses do individual stations envision for their video tape recorders?

"It's the answer to the most onerous burden the TV station ever had -- the Daylight Saving Time change," said WSAZ-TV's Bud Rogers, who ordered 2 recorders. "We now can look forward to clock-time programming all year, beginning in 1957." A few other uses foreseen by station operators:

- (1) Network playbacks and storage of programs.
- (2) Making telecasting a "9-to-5 operation," by reducing night staff to one or 2 people, pre-recording during regular daytime hours late evening variety shows, "live" commercials, etc., to be shown at night.
- (3) Auditioning, timing and perfecting local commercials, giving advertiser the opportunity to see them in advance exactly as they will be telecast.
- (4) Better editing and directing of local shows.
- (5) Production of shows to sponsor's orders for bicycling to stations other than the originating station.

* * * *

Potential of video tape seems to be limited only by the imagination. TV film producers at NARTB convention took a look at Ampex recorder -- and gist of their comments was: It might replace TV film some day, and we'll be watching it closely. but that day is not at hand. It still has drawbacks. All stations must be equipped with recorders -- or at least "tape players" -- before we can syndicate tape programming. To "shoot" on tape, we must use a regular live TV camera, which offers us less freedom and flexibility than a conventional movie camera.

Perfection of video tape poses many new questions: Will it lessen the importance of interconnected TV networks? Among talent and technical unions, huge new jurisdictional battles are already shaping up over this question: Is tape more the rightful heritage of the film or live TV unions?

Whatever the answers, and whatever the new problems, it was apparent to those at NARTB convention that they had witnessed the birth of a new era in TV technology.

NARTB CONVENTION—INDUSTRY DEFENDS ITSELF: Theme of this week's NARTB convention in Chicago -- response to public and governmental criticism -- was both an eloquent assertion of the industry's strengths and a determined effort to eliminate its weaknesses. Theme had these major aspects -- keynote speech by Robert W. Kintner, ABC pres.; address by Harold E. Fellows, NARTB pres.; presentation of TV Code Review

Board (see p. 11); the rallying of affiliates to networks' defense in face of Congressional threats to network-affiliate relationships (see below).

Both Kintner and Fellows exhorted industry to publicize its contributions. Blasting charges of "hucksterism," Kintner tossed bouquets at his network competitors by asking: "Are Bill Paley and Frank Stanton 'hucksters' when they have been instrumental in developing some of the most popular programs, some of the best research, some of the best methods of selling in our business? Are Gen. Sarnoff, Frank Folsom and Pat Weaver and Bob Sarnoff 'hucksters' when they are responsible for important electronic developments and for new types of program presentation? Is Tom O'Neil a 'huckster' when he tries to combine the dynamic forces of motion picture film with the TV business?"

Answering "myth" that TV-radio is "tasteless," Kintner said: "Whether it is in the field of drama, music, documentaries, news or information, a close study of our business over the past 15 years will prove, without question, that we have equaled, if not exceeded, other media in both presentations of past and contemporary material and in experimental and new art forms." He did concede that news on TV "has barely scratched the surface."

Kintner also acknowledged that criticism is justified "in certain minute fringes of the business" and that industry must put our house completely in order to avoid the sins of the few being visited upon the many."

As for charges of "monopoly" leveled at networks, Kintner said: "Stations may complain about not getting a network affiliation, but I've never heard a station complain about being forced into network affiliation...Sometimes the critics of the so-called network control confuse their inability to produce good programs with the unwillingness of the network and the advertiser to buy them."

One charge of monopoly does have "real meaning," Kintner said, referring to "the artificial Govt.-created station scarcity in TV," blaming FCC for slowness and Congress for failure to prod Commission.

* * * *

Fellows cautioned broadcasters not to ignore criticism in hopes it would disappear, because "some of the criticism leveled against us is deserved.

"It does not require courage," he said, "nor even much imagination, to accept anything that comes over the transom -- merely for the reason that it adds revenue to the station operation. It does take courage and imagination to reject it and find another, more acceptable and more palatable, way of increasing revenue. The same reasoning applies to the character of the program with which you want your station call letters identified. If you can buy it cheap, there is a good possibility that you'll get what you paid for. And more than that, you have to sell it cheap and accept, as a consequence, the classification which will be yours in the community in which you live."

Fellows adjured operators to live up to TV & radio codes and, "in the same fashion, with imagination and purpose, we must be more alert to our virtues, displaying them for public examination."

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Executives of ABC, CBS & NBC were gratified by the way their TV affiliates rushed to their defense in matter of option time and network-affiliate relationships -- reacting to powerful impact on Senate Commerce Committee made by testimony of Richard A. Moore, of KTTV, Los Angeles independent (Vol. 12:13).

ABC-TV affiliates passed resolution stating that option time is "vital," then authorized committee to present testimony to that effect to Commerce Committee. Frederick S. Houwink, WMAL-TV, Washington, is acting secy. Representatives of 169 CBS-TV affiliates voted unanimously to testify in support of option time, etc., chairman C. Howard Lane, KOIN-TV, Portland, Ore., appointing coordinating committee comprising: John S. Hayes, WTOP-TV, Washington, chairman; W.D. Rogers, KDUB-TV, Lubbock, Tex.; August Meyer, WCIA, Champaign, Ill.

NBC-TV affiliates had no full-membership meeting scheduled for convention, but their 9-man executive committee, headed by Walter J. Damm, WTMJ-TV, Milwaukee,

agreed that present network arrangements must be continued, urged all affiliates to present testimony or submit written statements to Senate committee. They also suggested that affiliates consult with their attorneys before returning Senate committee's 9-page questionnaire on their network relationships.

GUESSING ON ALLOCATIONS GROWING FEVERISH: Gossip of deintermixture raced up and down corridors of Conrad Hilton hotel at NARTB convention in Chicago this week, gaining strength as it flowed -- but the showdown is yet to come.

There are those at high FCC levels who insist that Commission will shortly vote to start deintermixture rule-making in many markets. One source puts it this way: "It's the only way to go. We can't get more vhf. We won't degrade service by vhf mileage-power cuts and squeeze-ins -- and we just can't leave things as they are." Others caution: "Wait. They haven't voted yet. It's by no means clear."

FCC Chairman McConnaughey's speech at convention left a lot of telecasters puzzled. He sprang a new suggestion:

"Why would it not be a good idea to begin a crash research development program on uhf immediately? Industry could set up quickly a private non-profit educational research development corporation which could qualify to receive tax free education grants. All segments of the TV industry, I feel sure, would want to contribute to this enterprise. There are also other foundations and educational institutions which have funds and facilities to devote to this cause...A concentrated research program in which all knowledge is pooled has never been directed to the specific subject of uhf only. A 2-fold approach should be made, concentrating on both the uhf receiver and the uhf transmitter...Once this development program has been completed, the Commission and the industry will have a sound technical basis for making a long-term decision on the merits of uhf."

Immediate reaction was extremely diverse. Westinghouse hailed it promptly, said it would contribute financially and technically. GE spokesman said GE would be delighted to participate. It's presumed RETMA will endorse proposal, inasmuch as it's very much the same idea previously offered to FCC by RETMA itself and recommended by many industry witnesses in testimony before Senate Commerce Committee.

Uhf broadcasters immediately labeled proposal a "stall" and "an effort to pass the buck." But FCC sources say that such reaction betrays complete misunderstanding. As one put it: "This is a long-term proposal. The Commission will continue as fast as it can with present deliberations, and conclusion won't depend on what might come out of the research program. It will be based on what we know now. It's even conceivable that we eventually have an all-uhf service."

* * * *

Here's what McConnaughey said about an all-uhf allocation: "The transfer of all commercial broadcasting to the uhf band would be a simple cure. The Commission has acquired a lot of experience in dealing with only one band. However, this could easily turn out to be another case where the operation was 100% successful but the patient died...I am certain that every Commissioner wants uhf to thrive and prosper. We shall resort to any reasonable and practical means to achieve this end, but we must not deprive the rural areas or other segments of the population of existing service in order to accomplish that objective, nor shall we make second class citizens of the population in large areas of the country in order to provide other sections with a multiplicity of program sources and outlets..."

"It is not enough to make people accept uhf and tell them that, at some time in the indeterminable future, it will be pretty good or, perhaps, on a par with vhf. Some of the witnesses before the Senate Commerce Committee would have us believe that uhf is as good as vhf right now. Others insist that it is a vastly inferior medium and that all uhf grantees should be given a vhf allocation. I incline to believe that the scientific facts will show that the truth lies somewhere between these two extremes. If this is so, the Commission's task may well turn out to be that of finding practical means to keep uhf alive while the incomparable genius of American inventors and scientists can determine whether the medium is worth saving for the benefit of the American public within the foreseeable future."

Meanwhile, calming words were offered to operators of low-band vhf stations -- by spokesman for Office of Defense Mobilization. Though ODM's report last week (Vol. 12:15) mentioned need of more frequencies in 40-60 mc band for "scatter" transmission, he said ODM knows of no move by military to ask for any TV channels (Ch. 2 is 54-60 mc). One scatter expert says he'd much rather have more space in 300-900 mc range. Actually, he says, vhf scatter works best in about 34-45 mc band, rapidly loses value above that.

Uhf telecasters comprising Committee for Competitive TV, which is lobbying at congressional level, reported "significant progress" as result of April 15 meeting in Chicago prior to NARTB sessions. About 100 representatives of 43 uhf stations were on hand, including 16 new members (for list, see p. 8). CCT is scheduling more state-by-state meetings with Senators and Congressmen -- aiming to get more resolutions urging FCC to come up with allocations decision by June 1.

FM broadcasters were stirred into action, too, by proposals made to FCC that one or more TV channels be carved out of FM's 88-108 mc band. They formed new organization called FM Broadcasters, received pledges of \$100 each from some 50 stations to finance promotional campaign, legal fees, etc. Ben Strouse, WWDC-FM, Washington, former chairman of NARTB's FM committee, said FM operators don't think their operations are in immediate jeopardy, but they want to be able to defend themselves when and if need becomes urgent.

MORE TELECASTERS SERIOUS ABOUT COLOR: Steady increase in color interest among telecasters was clearly evident at NARTB convention this week. NBC-TV's kickoff of all-color programming at WNBQ drew tremendous crowd, and on exhibition floor of the Conrad Hilton hotel, RCA salesmen reported signing 5-10 firm orders for live camera chains, estimating 30-40 more would be sold this year. They expect film equipment sales to run somewhat higher, but stated that many telecasters are concentrating on live cameras "because you can do so much with them." RCA & DuMont remain only producers of live equipment, but film camera competition has become extremely strong.

NARTB's color management panel generally agreed handling color is no great trick, once some experience is obtained. WNBQ's Jules Herbuveaux, discussing need for additional personnel, stated: "We've added one technician to each crew. We use a makeup man once in a while. And that's all." Harold Hough, WBAP-TV, Fort Worth, reported station does 8-9 hours of live color weekly, uses no extra staff. He noted that tube cost is quite heavy; that a 5-10% color set circulation would justify rate increase; that biggest drawback to color is set servicing.

Robert D. Swezey, WDSU-TV, New Orleans, disagreed with others on how to feature color. "We had no intention of going on the air with small afternoon cooking shows," he said. "We wanted to make a big splash, with big shows." He said that station added 10% to its rates for color, plus 50% more for studio charges, plus all out-of-pocket expenses. "You sell circulation," he said, "but you also sell improved service." Thomas Howard, WBTV, Charlotte, reported he has experienced very few problems, said new building was built around color and could be converted to all-color operation on 10 days' notice. The station has 2 half-hours of live color weekly, very little film, he said, adding that color won't be promoted heavily until a "balanced schedule" is available -- including 2 hours daily from network.

NBC-TV's fall color plans, as outlined by pres. Robert W. Sarnoff to RCA symposium for manufacturers (see p. 13), include at least one major color program each evening in prime viewing hours. "That means," he said, "color every evening on a regular basis. And it means that on the Saturday, Sunday or Monday when a 'spectacular' is scheduled, we can have as much as 2½ solid hours of attraction programming in color. With our new color recording equipment in operation, these programs will be available in color to the west coast markets as well as the rest of the country ...The networks, the stations, the dealers and distributors can really promote this sort of a fixed color schedule."

ABC-TV has \$10,000,000 set aside for color, when time is ripe, pres. Robert Kintner told affiliates in Chicago. However, he indicated that set circulation must justify the expenditure -- and he regards 2-3,000,000 sets as the necessary range.

FCC PANEL feature of NARTB convention. always a lively session, was spirited again this week. Each commissioner was assigned question to answer, though others chimed in with own ideas. Here's the topic-by-topic rundown:

(1) Community antenna systems. Comr. Doerfer said it's still uncertain whether they're broadcasting or common carrier, and he warned: "If broadcasters insist that they should be protected from competition, I can see serious inroads into the jealous prerogatives of broadcasting. This is pregnant with serious possibilities regarding free competition for your industry."

(2) Economic factors in new CPs. Comr. Mack stated: "I think we can determine that factor with certain limitations. But if you get into this economic factor, you get into the regulatory thing. You may get a little more regulation than you want."

(3) TV-radio codes. Chairman McConnaughey said: "You've done a great job. People are becoming alert."

(4) Antenna heights. Comr. Lee noted that expanding airports, use of jets, etc. may make hazards of antennas which weren't dangerous when built. Regarding state regulation of antenna heights, he said FCC has complete authority but that agreements have always been

negotiated with states having such regulation.

(5) Program classification in renewal forms. Comr. Webster said "a new look may be warranted" and other commissioners urged broadcasters to elaborate on public service features of sponsored programs—Comr. Bartley saying "you're missing a great opportunity when you don't spread it on."

(6) Faster reports on station revenues-expenses. Comr. Hyde said it's up to stations themselves, noting that reports were due April 1 but 500 are still to come.

(7) Changes in Communications Act. Comr. Doerfer urged repeal of protest section, called sending of McFarland letters waste of time, said Commission should be allowed to consult with general counsel, Broadcast Bureau and examiners.

(8) Editorializing. McConnaughey stated: "You've been lax in exercising your rights and responsibilities." Comr. Webster said: "I've been disappointed by lack of editorializing."

(9) Illegal boosters. Comr. Doerfer pointed out that matter is in the courts, that FCC must therefore withhold comment.

(10) Dates for future vhf decisions. McConnaughey said Commission will be caught up on backlog by Jan. 1, 1957 but that dates for specific communities are impossible to predict.

NEW STATION for Richmond, Va.—third in area—began test patterns April 16. WRVA-TV (Ch. 12) is scheduled to begin programming April 29 as CBS basic, starting 7 a.m.-midnight schedule following day. Other area outlets are pre-freeze WTVR (Ch. 6), now ABC, and WSEX-TV (Ch. 8), NBC affiliate, which began last August. WRVA-TV has 50-kw DuMont transmitter, uses interim 6-bay superturnstile antenna on 460-ft. tower of WRVB(FM), pending erection of 790-ft. Truscon tower to be topped by RCA 12-bay superturnstile.

WRVA-TV principals are Larus & Bro. Inc., tobacco firm which also operates radio WRVA & WRVB and Norfolk's WRVC(FM), which holds 60% interest, and Neighborhood Theatres Inc. (Thalheimer), 14.32%. C. T. Lucy is pres., representing Larus; Barron Howard, from WRVA, v.p.-gen. mgr.; James D. Clark Jr., sales mgr.; Samuel S. Carey, from WRVA, program director; Bill Hall, ex-CBS, production mgr.; Sanford Terry Jr., also WRVA, chief engineer. Base hour is \$650. Rep is Harrington, Righter & Parsons.

RCA shipped 6-kw transmitter April 19 to upcoming WRGP-TV, Chattanooga (Ch. 3) due late this month; 10-kw transmitter April 12 to upcoming KRIS-TV, Corpus Christi (Ch. 6), due in May; 10-kw transmitter April 6 to upcoming WDAM-TV, Hattiesburg, Miss. (Ch. 9), due in June; 3-section superturnstile antenna April 13 to upcoming WESH-TV, Daytona Beach (Ch. 2), involved in litigation (Vol. 12:14); 50-kw transmitter April 9 to KGUL-TV, Galveston (Ch. 11); 25-kw transmitter to KSBW-TV, Salinas-Monterey (Ch. 8); 12-section superturnstile antenna April 13 to KELO-TV, Sioux Falls, S. D. (Ch. 11). DuMont reports order for 5-kw transmitter from WYES, New Orleans (Ch. 8, educational), expected to go on air in about 60 days.

WCBC-TV, Anderson, Ind. (Ch. 61) hopes to be on the air by Sept. 1, reports program director Charles Bates, for owner Great Commission Schools Inc. (Church of God denomination), which operates local school system and Anderson College & Theological Seminary. Last week it asked for shift to Ch. 26 (Vol. 12:15). Rep not chosen.

United TV Inc., buying KEYD-TV, Minneapolis-St. Paul (Ch. 9) & KEYD for \$1,140,000 plus assumption of RCA equipment debts totaling \$315,452 (Vol. 12:14), is selling radio KEYD, it's disclosed in application filed this week with FCC. Buying independent KEYD (5-kw, 1440 kc) for \$35,000 are equal owners Robert M. Purcell, who has been mgr. of KEYD-TV & KEYD, and Washington attorney James A. McKenna Jr. Combined balance sheet for stations dated Feb. 29, 1956 shows they had net loss of \$70,172 in first 2 months of year, bringing deficit to \$838,056 as of Feb. 29. They had \$196,510 in current assets (\$86,364 accounts receivable) vs. \$198,221 current liabilities, out of \$858,509 total.

KBES-TV, Medford, Ore. (Ch. 5) is acquiring CP for KFJI-TV, Klamath Falls, Ore. (Ch. 2), paying owner W. L. Miller \$30,000 for out-of-pocket expenses, according to application filed this week with FCC. Miller, selling because of ill health, recently filed for permission to sell KWIN, Ashland, Ore. to Douglas Kahle for \$50,000 (Vol. 12:12), but plans to keep KFJI. KBES-TV principal stockholder is Wm. B. Smullin, with 50%; he also is sole owner of KIEM-TV & KIEM, Eureka, Cal., owns 50% of KPIC, Roseburg, Ore., satellite of KVAL-TV, Eugene.

Plough drug firm is paying \$597,710 for WCAO, Baltimore CBS affiliate and \$457,500 for WCOP, Boston independent (Vol. 12:13), according to applications filed this week with FCC. WCAO price is subject to adjustment for accounts receivable (\$52,691 at time of sale) and following WCAO assets were not included: \$112,477 in cash; \$239,258, investments; \$3304, accrued interest and dividends; \$1184, organization expense. Also not included was \$55,293 in liabilities as of Dec. 31, 1955.

Profits of KLAS-TV, Las Vegas (Ch. 8) were \$79,437 in 1955, \$8273 in 1954, station disclosed in application for modification filed with FCC this week. It estimates profits will run about \$3000 monthly for next 6 months. Current assets as of Feb. 29 were \$108,287, fixed assets \$233,461. Current liabilities were \$29,415, fixed liabilities \$145,446. Total net worth was \$171,285.

DuMont Electronicam div. has moved to Adelphi Studio, 152 W. 54th St., N. Y., consolidating administrative, sales and production operations under one roof.

Station rep Richard O'Connell moves to 527 Madison Ave., N.Y. (Plaza 5-9140).

All Voice of Democracy winners in states & territories will be brought to Washington next Feb., instead of only the 4 national winners as in past.

ANOTHER MOVIE major—20th Century-Fox—is now on brink of releasing large number of pre-1948 features to TV. It has divided its backlog into 10 groups of 50 films each, and expects to release them, one 50-film package at a time, to independent TV film distributors. Release of first group is said to be imminent, though distributor is not known to have been selected yet. The films will be leased, 20th Century retaining all property rights. Price of the first batch of films will be in neighborhood of \$2,000,000, or about \$40,000 each.

Warner Bros. feature film backlog, now being marketed by Associated Artists Productions for PRM Inc., will also be split into separate packages for easy sale. The 754 films being offered will be divided into 13 groups of 58 pictures each. These packages may be cut down to 52 features each, with a package of 26 set aside for sale to networks and another 52-film package reserved for sale to national sponsors. Some of the movies will be re-issued to theatres and therefore tagged with future release date for TV, though most are cleared for TV use on or after July 1. Purchasers of the pictures will be permitted to make full use of the Warner Bros. name for exploitation purposes.

The other big major-studio package of movies—the 740 RKO films being sold by Matty Fox's C&C TV Corp.—have been signed for more than 20 markets, with Westinghouse Broadcasting and Triangle Publications among multiple-station owners which have bought them under Fox's unique cash-&-time sale deal. Under contract with International Latex (owned by Stanley Warner Theatres), Fox is guaranteed \$20,000,000 over 5-year period, plus a percentage of International Latex's gross sales in markets where movies are televised, in return for pledge to sell package to stations serving 75% of TV homes in top 100 markets. Stations buying the package pay part in cash, the remainder in contracts for International Latex spots.

Negotiations for AAP to handle distribution of the RKO films have virtually fallen through. Though AAP is now definitely offering the Warner films on the TV market, the sale by Warner Bros. to PRM Inc. isn't yet finalized—pending ruling by Treasury Dept. that transaction can be classified as capital gain for tax purposes. If Treasury doesn't rule by June, or rules unfavorably to Warners, the entire feature backlog sale is automatically called off.

Re-entering TV film and commercial production, big industrial film maker Jerry Fairbanks Productions takes over TV Spots Inc., animated commercial producer in new Hollywood studios, to produce both TV and theatrical films. Fairbanks continues as pres.; Los Angeles financier Shull Bonsall, who has purchased interest in company, is exec. v.p.-treas.; attorney Donald A. Dewar is secy. Trans-Lux Pictures Corp. has formed TV subsidiary headed by Richard Brandt, to distribute features, shorts and TV films. Trans-Lux has acquired TV rights to Encyclopedia Britannica library of 700 shorts and about 60 new productions a year.

Circulation guarantee of Triangle Publications' *TV Guide* will be increased from 3,000,000 to 4,000,000 Oct. 6. Last October, the weekly's advertising rate base was boosted from 2,000,000 to 3,000,000. It currently has 40 regional editions.

National Radio & Television Employment Service is new placement agency whose aim is to supply "personnel for all TV-radio staff and executive positions in all parts of the country." Opening April 23 at 1625 K St., N. W., Washington, it will be managed by M. E. Stone.

Orders for 80 Ampex video tape recorders (see p. 1) were on the books by time NARTB's Chicago convention closed April 19. Of 8 prototype pre-production units for late summer delivery, 3 were ordered by CBS, 3 by NBC. Orders for production models, with deliveries scheduled to begin next February, at 20-a-month rate, were placed in this order by: KEYT, Santa Barbara; anonymous purchaser (2 recorders); KING-TV, Seattle; KTLV, Portland, Ore.; KOA-TV, Denver; WMAR-TV, Baltimore (2 recorders); KWTW, Oklahoma City; KTVX, Muskogee, Okla.; WKY-TV, Oklahoma City (2); WSFA-TV, Montgomery, Ala. (2); KRON-TV, San Francisco (2); WMCT, Memphis; KPRC-TV, Houston; KFMB-TV, San Diego (2); Storer Bcstg. Co. (12); WISH-TV, Indianapolis; WBAL-TV, Baltimore (2); WEAR-TV, Pensacola, Fla. (2); WWJ-TV, Detroit (2); WAAM, Baltimore (2); KFJZ-TV, Fort Worth (2); KVOO-TV, Tulsa; WAVE-TV, Louisville; WFIL-TV, Philadelphia (2); General Teleradio (8); CMQ-TV, Havana; KERO-TV, Bakersfield, Cal.; KIEM-TV, Eureka, Cal.; KSTP-TV, Minneapolis; KENS-TV, San Antonio (2); WIS-TV, Columbia, S. C. (2); WSAZ-TV, Huntington, W. Va. (2); WCCO-TV, Minneapolis (2); KUTV, Salt Lake City & KLIX-TV, Twin Falls, Ida. (total of 2); KOTV, Tulsa; KTTV, Los Angeles; Video View Inc., Hollywood (Kemp Bradley).

Electronicam is basically a motion-picture process, and therefore is not covered by AFTRA contract. This was 2-1 ruling this week in favor of DuMont Labs by arbitration panel after 4 weeks of hearings on contract violation charges brought against AFTRA by DuMont last fall after AFTRA claimed control over Electronicam-filmed shows on basis that they were "done in a live manner." Ruling is victory not only for DuMont but for Screen Actors Guild, whose jurisdiction over Electronicam filming was indirectly upheld. Panel chairman Joseph F. Wildebush and John K. Turcott issued majority opinion, Nathan H. Gates dissenting vigorously. DuMont hailed decision as opening way for "more widespread production with Electronicam." SAG saw it as affirmation "that all motion picture production, including production using improved electronic equipment," comes under Guild control. AFTRA spokesman dismissed it as insignificant, pointing out its contract with DuMont comes up for renegotiation next November. Decision applies only to Electronicam, has little bearing on battle-royal coming up over jurisdiction in video tape-recorded programs (see p. 1). Last month, AFTRA and the 3 networks signed "clarification agreement" which appears to uphold that union's claim for jurisdiction over electronic-tape programs.

Feature film is "TV's top challenge," program mgr. Wm. Dempsey of San Francisco's KPIX told Westinghouse Broadcasting Corp.'s 2-day seminar in Chicago last week end. Most important consideration in use of features, he said, is "how the films fit into the over-all program needs of the station." Program operations mgr. E. Preston Stover of Cleveland's new KYW-TV said "TV faces a never-ending local talent shortage and will always face it," stressing program director's duty to search constantly for new talent—on radio stations, in night clubs, and even on staffs of educational institutions. "Promotion has gained new stature in the past few years," said KYW-TV's promotion mgr. G. Edward Wallis—"but in order to get maximum effect, the promotion must be merchandised to the client, agency and the local-level outlets." Automation in TV is becoming a necessity, said KYW-TV chief engineer Sidney Stadig, "because split-second operation requires such devices, not because broadcasters are intent upon reducing their manpower requirements . . . We have reached a point where we must put more emphasis on the automatic devices—otherwise we will not be able to improve the quality of our product in radio & TV."

Personal Notes: Guy della Cioppa, CBS Radio v.p. in charge of network programs, Hollywood, named director of CBS-TV network programs, Hollywood, reporting to Alfred J. Scalpone, v.p. in charge of network programs on west coast; Harry Ackerman, special projects director of CBS-TV program dept., remains under contract to CBS but will devote full time to development & release of new program properties to CBS-TV through his Ticonderoga Inc.; Jack Rayel promoted to exec. producer on *Ford Star Jubilee* series . . . Charles C. (Bud) Barry, onetime NBC programming v.p. most recently with Wm. Morris talent agency, joins MGM in organizing and assuming charge of TV operations, headquartering in N. Y. and reporting to pres. Arthur M. Loew . . . Edwin S. Friendly Jr., partner in Barry, Enright & Friendly, named gen. mgr. of CBS-TV's "Project 600" (*Good Morning with Will Rogers Jr. & Captain Kangaroo*) . . . Don Menard, ex-WENS & WDTV (now KDKA-TV), Pittsburgh, named resident mgr. of KEYD-TV, Minneapolis, purchased 2 weeks ago by United TV Inc. for \$1,500,000 (Vol. 12:14) . . . Ted Oberfelder, ex-ABC v.p. in charge of WABC-TV & WABC, N. Y., elected pres. of reps Burke-Stuart Inc. . . . T. G. Callahan promoted to mgr. of engineering administration & planning of Jefferson Standard's WBTW & WBT, Charlotte, & WBTW, Florence, S. C.; M. J. Minor, chief engineer, promoted to transmitter & field engineering mgr.; F. F. Bateman elevated to technical operations mgr. . . . George Comte, stations mgr. of WTMJ-TV & WTMJ, Milwaukee, gets new title of Journal Co. TV-radio mgr., following death last week of Russell G. Winnie, asst. gen. mgr. for TV-radio; Sprague Vonier promoted to TV program mgr., Donald Loose to radio program mgr. . . . Baylen H. Smith, producer of Bert Claster Productions' *Romper Room* & ex-KGO-TV, Missoula, named production mgr. of WISN-TV, Milwaukee . . . Charles Azevedo promoted to station mgr. of WITV, Ft. Lauderdale-Miami . . . Warren Clark promoted to program director of KREX-TV,

Grand Junction, Colo. May 1 when station changes call from KFXJ-TV . . . Wm. F. Kiley, v.p.-gen. mgr. of Bitner stations (WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids; WTCN-TV & WTCN, Minneapolis), named chairman of TvB's membership committee for midwest . . . Arthur W. Bagge, midwest sales mgr. of Peters, Griffin, Woodward Inc., appointed midwest pres. of Spot Representatives Assn. . . . Boyce Nemece resigns as SMPTE exec. secy. to form management consulting service for TV & motion picture companies . . . Arthur Gross promoted to gen. sales mgr. of Guild Films, replacing Irwin Ezzes, now with Matty Fox's C&C Television Corp.; Wally Gould named mgr. of Guild's expanded commercials div., Wm. Berke exec. producer, Richard Gordon production mgr. . . . John J. Cole, ex-Guild Films & MPTV, named gen. sales mgr. of UM&M TV Corp. . . . Alfred D. LeVine named TV film rep for Big 10 College Commissioner's office, in charge of selling films of Big 10 football games to stations to supplement NCAA live coverage . . . Robert Ellis devoting full-time as gen. mgr. of KKTU, Colorado Springs, with Wm. G. Stewart, ex-KFKA, Greeley, Colo., named gen. mgr. of KKTU's AM affiliate KGHF, Pueblo . . . Fran Conrad, ex-mgr. of KSBW-TV, Salinas, Cal., named sales mgr. of KNTV, San Jose . . . Wm. M. McCormick promoted to gen. sales mgr. of radio WOR, N. Y., under new gen. mgr. Robert J. Leder . . . Robert L. Moore promoted to new position of sales & marketing director, ANPA's Bureau of Advertising, succeeded as gen. sales mgr. by Raymond B. Scott . . . Joy Russell-Smith resigns as director of CBS-TV program clearance dept., Hollywood.

Shafto H. Dene, 58, senior v.p. of Kudner Adv., where he had served since its formation in 1935, died April 15 of heart attack at Northern Westchester Hospital, Mt. Kisco, N. Y. Survivors are his widow & son.

ADVERTISING AGENCIES: Edward R. Beach, v.p. & chairman of McCann-Erickson's marketing plans board, appointed pres. of McCann-Erickson International, under chairman Frank White; Arthur L. Grimes, v.p. & director of McCann-Erickson International, promoted to v.p.-gen. mgr. . . . George B. Anderson promoted to TV-radio director, Ruthrauff & Ryan, Chicago . . . Harry Bressler, TV-radio copy chief, elected a v.p. of Doherty, Clifford, Steers & Shenfield . . . Dorian St. George, ex-ABC, named TV-radio director, Charles L. Rumrill & Co., Rochester, N. Y. . . . Marvin Davidow, ex-TV-radio director of Franklin Bruck Adv., named business mgr. of TV-radio commercial dept., Harry B. Cohen Adv. . . . James A. Dearborn, ex-American Airlines, named asst. to Kenyon & Eckhardt pres. Wm. B. Lewis, supervising development of regional offices . . . Jerome R. Feniger, ex-CBS, elected v.p. of Cunningham & Walsh in charge of media for Liggett & Myers.

Dr. Lee De Forest received special citation from Radio Pioneers Club at NARTB convention April 18 in honor of 50th anniversary of his invention of audion tube. Raymond F. Guy, NBC, outgoing pres. of Radio Pioneers, made presentation. White House news secy. James C. Hagerty brought greetings from President Eisenhower to Dr. De Forest, while FCC chairman McConnaughey and others also paid brief tributes to him. Others who received citations were Freeman Gosden & Charles Correll, creators of *Amos 'n' Andy* series & Judith Waller, NBC public affairs representative. Edward J. Nally, ex-pres. of RCA, was honored posthumously with Hall of Fame award. Clair McCollough, WGAL-TV, Lancaster, was elected president.

Latest uhf stations joining Committee for Competitive TV (see p. 4): KTAG-TV, Lake Charles, La.; WTRI, Albany; WGBS-TV, Miami; WBLN, Bloomington, Ill.; WICS, Springfield, Ill.; WTVO, Rockford, Ill.; KSAN-TV, San Francisco; WJHP-TV, Jacksonville; WLBC-TV, Muncie, Ind.; WCOV-TV, Montgomery, Ala.; WKJG-TV, Ft. Wayne; WHIZ-TV, Zanesville, O.; WKNX-TV, Saginaw, Mich.; WMSL-TV, Decatur, Ala.; WEEK-TV, Peoria; WEHT, Henderson, Ky.

Ex-FCC Comr. Frieda Henneck Simons was nominated for AT&T directorship by unidentified woman stockholder at annual meeting this week—but was overwhelmingly defeated. She was proposed as replacement for 74-year-old Thomas I. Parkinson, but received mere 28,781 write-in votes, out of total of 55,094,405 voting shares.

C. E. (Bee) Arney, retiring as NARTB secy.-treas., received scroll of appreciation from NARTB, along with copy of resolution praising his long years of service. After vacation, he plans to retire to Arizona.

Donald H. McGannon, pres. of Westinghouse stations, received scroll April 18 from Fordham College Alumnae Association as alumnus who had most distinguished himself in field of communications during 1955.

G. C. W. Browne, retired controller of telecommunications of Canadian Transport Dept., appointed technical adviser to Royal Commission on Broadcasting.

Irving Gitlin, CBS director of public affairs, addresses American Film Assembly of Film Council of America April 23 at Chicago's Morrison Hotel on "New Horizons for Documentary Films."

National Council of Catholic Men, planning greater use of TV-radio, combines its communications dept. under Richard J. Walsh, with John B. Mannion as asst. director.

EVERYTHING for the low-budget telecaster, and everything for color. That seemed to be theme of TV equipment displays at NARTB convention this week. More firm prices were being quoted on low-power transmitting equipment and complete low-cost "plug-in-and-play" station packages than at last year's show—and manufacturers said more interest was being expressed, particularly by small AM broadcasters with a renewed TV gleam in their eyes.

One of the biggest attention-getters in the Conrad Hilton exhibition hall was GE's "automatic programmer" for TV. Completely controlled by pre-punched tape, the device—also designed for AM-FM—can "program" a station continuously for 24 hours. Demonstrated in actual operation, it automatically turned on and off—at pre-determined time—all films, slides, network and audio tape required by station. Price for programmer and editing machine which cuts tape is \$5000. Also featured by GE was color film equipment, new automatic color-gain amplifier, 2000-mc microwave system which eliminates long warmup periods, new studio vidicon camera, and operative color sets with new post-acceleration tube.

Automation was also featured in Teleprompter exhibit, which demonstrated "Telemation" device which operates slides, films, tape, etc. by means of metal foil strips attached to Teleprompter cue reel. Device rents for \$20 a week plus regular Teleprompter service at \$60. Another Teleprompter innovation was introduction of "Telights," easily installed and removable lightweight TV studio lights using GE sealed-beam aircraft landing lights as basic unit. The clamp-on lights are controlled through low-voltage relay circuits, eliminating shock hazard.

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Philco's new 150-watt transmitter was shown for first time, available in both vhf & uhf. Built by Adler Electronics, it's part of complete station package being offered by Philco at \$35-50,000. Philco also showed new single-hop and multi-hop microwave systems, designed for color. Multi-hop system is version of Philco's time-proven commercial microwave, being offered in broadcast band for first time. Philco exhibited its re-engineered film scanner which now permits color-monochrome changeover by remote control.

Operators of illegal boosters in Pacific northwest have reluctantly decided they'll accept FCC's proposed order to let them operate "translator" satellites in upper uhf band—if they lose their pending court appeal. Senate Commerce Committee's special TV investigation counsel Kenneth Cox visited his home state of Washington last week, addressed meeting of about 35 of these "informal booster" operators at Wenatchee. In discussion session, they told him they couldn't understand why FCC was bothering them with cease-&-desist orders, since they weren't interfering with other services—merely bringing TV to small isolated valley areas. They voiced objections to the translators on grounds they're too expensive, would only provide single-channel service. Nevertheless, Adler Electronics pres. Ben Adler—who also made rounds of the unlicensed booster operators last week—ended up with orders for 47 of his uhf translators at \$2750 each, contingent on finalization of FCC's rule.

Closed-circuit TV educational techniques will be explored jointly by NYU and NBC's WRCA-TV next fall, when university expands TV teaching to 3 courses. For the 1956-57 academic year, WRCA-TV will provide technical and production know-how, NYU the facilities, instruction, etc.

While RCA's elaborate display was geared mainly to big live color demonstration, plenty of attention was attracted to its completely new and compact 6-kw low-band vhf transmitter, with 2-kw transmitter used as driver and also available separately (Vol. 12:14). Power can be increased to 25-kw by addition of newly engineered amplifier. First 25-kw unit has been purchased by WRGP-TV, Chattanooga (Ch. 3). In ultra-economy field, RCA showed for first time new 100-watt transmitter for Ch. 2-13, in single cabinet, priced at \$12,500.

Also attracting interest with their low-power TV station packages were Sarkes Tarzian, Adler Electronics and Dage Div. of Thompson Products. Kay-Lab showed new remote-controlled video camera chain at \$6500, announced first sale to WEAR-TV, Pensacola, Fla., and pointed with pride to fact that it had completely packaged new KSHO-TV, Las Vegas, "world's first 24-hour TV station." KSHO-TV was equipped with 150-watt Adler transmitter, at \$6750. Adler spokesman said "low-power fever is really here," adding that company expects to sell 20-30 such transmitters in next 6 months. Dage showed remote-focus vidicon camera with removable viewfinder, usable for film and live.

Raytheon plugged its line of microwave equipment, notably its new 12-13,000-mc units ordered by Western Electric for video hops at GOP national convention next summer, and announced its sale of commercial microwave equipment has doubled in the last year.

GPL demonstrated "restyled and improved" 3-vidicon color film chain and professional 35mm telecast projector now equipped with Simplex mechanism and sound head.

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Devoted entirely to color, DuMont's display again featured live colorcasts using Vitascan, promoting new complete live-film-slide color "Color-Pac" for \$59,415.

Color test equipment makers reported best business in history. Pres. A. J. Baracket of Foto-Video Labs Inc. said firm sales made at convention set new record for his company. Telechrome Inc. reported sales of 20 of its new 32-lb. portable \$2975 video transmission test generators in 8 weeks since introduction. It added 60 of its previous unit—400-lb. 96-tube version—are in use by the networks, AT&T & CBC. Tarc Electronics Inc. showed new line of color test equipment, including portable Colorscope—"equivalent to a rackfull of equipment"—combining 10 color & monochrome signal test functions.

New call letters: WIRI, Plattsburgh, N. Y. May 1 changes to WPTZ, new owner Rollins Bcstg. (Vol. 12:13) having decided to assign WIRI call to its AM grant in Indianapolis. WPTZ is old call of Ch. 3 station in Philadelphia, first owned by Philco, then by Westinghouse. It was changed to WRCV-TV when bought by NBC. WHMB, Boston (Ch. 38) was authorized April 19 to change to WXEL, owner Herbert Mayer having requested assignment of call letters of Cleveland station he sold to Storer.

Canadian GE announces new 400-watt TV transmitter, designed for remote operation, to help Canadian stations get started at low cost, as basic "building block" or first step in telecasting. "For the small size market," says CGE, "it is anticipated through the low capital investment in equipment that TV coverage is now available at the same cost as equivalent radio broadcast coverage." Deliveries will begin in last quarter 1956.

New hot kine system, to be used by ABC-TV in Chicago beginning April 29, permits program to be rebroadcast one hour after original live show. As described this week at NARTB convention by ABC engineers, new setup uses GPL 35mm recording consoles, Houston-Fearless spray processors.

POLITICAL "EQUAL TIME" bill—another one —was introduced this week by Chairman Priest (D-Tenn.) of House Commerce Committee. His bill (HR-10529) would waive equal-time rules for minor-party candidates for President, Vice-President & Congress as well as bona fide candidates for presidential & vice-presidential nomination by major parties.

Stations would be obliged to offer equal time in each case among various major party candidates. Priest bill differs from Johnson-Knowland bill (S-3308) and Harris bill (HR-10217) in that latter 2 apply only to presidential & vice-presidential candidates. CBS v.p. Richard Salant testified before House Commerce communications subcommittee this week, requesting that pres. Frank Stanton be permitted to appear in May to support new CBS "compromise" proposal. He said CBS still prefers original CBS-drafted "Lincoln-Douglas" debates bills (Vol. 12:8) but would endorse Priest bill in preference to Johnson-Knowland and Harris measures.

Meanwhile, White House news secy. James C. Hagerty and J. Leonard Reinsch, exec. director of WSB-TV & WSB, Atlanta, and TV-radio consultant to Democratic National Committee, agreed that there was no practical reason why minor party candidates should be granted equal TV time. They participated in political broadcast panel at NARTB convention.

Hagerty called for elimination from air of "splinter parties," while Reinsch stated: "With the present Section 315 (of Communications Act), we are not in position to completely fulfill our public service obligation. For if we give time to candidate No. 1, we must give equal facilities to candidates 2, 3, 4 & 5. With modern means of communication, the American people are entitled to see and hear the national candidates, but that obligation should not carry to a dozen other splinter candidates representing the Vegetarians or the Greenbacks or any other special party."

Hagerty and Reinsch differed on when equal time should be granted. Former said that distinction must

be drawn between Mr. Eisenhower's utterances as President or Republican party leader. He said that every time the President takes action affecting welfare of people, he is entitled to go on air to explain his views, and networks should not be required to grant equal time. He said President's recent TV speech on reasons for vetoing farm bill was non-political—but Democratic National Committee did receive equal time for reply by Sen. Johnson April 23.

Reinsch urged Republican chairman Hall to accept invitation from NBC-TV's *Today* for split-screen debate with Democratic chairman Butler once a week starting April 20 and running up to national convention time.

Butler himself later accused Hall of making "carefully conceived effort" to keep Democrats from getting equal air time. He said Hall refused *Today* offer "because he knows we haven't any money, and it deprives us of the air." Hall called Butler's speech "cry-baby" tactics, said they represented "utter bankruptcy" of Democratic program. Butler told Democratic National Committee that No. 1 priority was raising \$2,109,000 to finance TV-radio time.

TV figured prominently in panel discussion on political coverage at American Society of Newspaper Editors convention in Washington this week. George Cornish of *New York Herald Tribune* stated that "TV is not our rival, it is our collaborator," adding that TV viewers want the "bits and pieces fitted together the next morning into a whole that makes sense." A. H. Kirchhofer of *Buffalo Evening News* said TV may make some events at political conventions seem more important than they are and that "the printed medium, particularly the daily newspaper, still will have to add up the score for the reader." Charles Lucey of Scripps-Howard said job of newspapermen "is to try to get and tell the story the TV cameras cannot catch—to try to know the campaign of maneuver, the pressure and persuasion being waged in these smoke-filled rooms." Gould Lincoln of *Washington Star* said "newspapers cannot hope to beat live TV in seeing and hearing campaign speakers, but the eye and ear are often fleeting recorders. This is where the majesty of the printed word comes to the fore."

INVESTIGATION of anti-trust consent agreement with AT&T (Vol. 12:4) was pledged by Chairman Celler (D-N. Y.) of House Judiciary Committee after scathing attack on Justice Dept. handling of case from floor of House by Rep. Roosevelt (D-Cal.) April 17. Calling the settlement "the lowest point in modern times in the disposition of major anti-trust litigation," Roosevelt excoriated Govt. for accepting decree which did not split Western Electric from AT&T.

He said the agreement, which freed Bell System patents, would be worthless unless Govt. wins pending "patent pool" suit against RCA, quoting Justice Dept.'s chief trust-buster Stanley N. Barnes: "In the RCA pool, there are patents over and beyond AT&T or Bell Labs patents, which may well be necessary before you can get into an open-handed, free and easy production of electronic devices."

Said Roosevelt: "With respect to the alleged 8600 patents involved in the consent decree, RCA has the unrestricted right to sublicense, retain royalties, and sue for infringement on a substantial number of these patents—the exact ones being unknown to the Dept. of Justice. The consent decree does not affect these rights of RCA . . ."

"A substantial number of the payments involved [are] not sufficient to enable the licensee to manufacture and sell FM or TV commercial broadcast transmitters or receivers without an RCA package license. In brief, Judge Barnes admits that many of the licenses allegedly made

available to others by the consent decree are worthless . . ."

Meanwhile, AT&T announced plans for record \$2.1 billion expansion this year—biggest in American history.

Equal access of TV-radio with other media to court trials and legislative hearings was urged by ABC v.p. John Daly in freedom of information address at NARTB convention. He alluded to recent decision of Colorado Supreme Court to permit individual judges to decide whether to permit TV-radio coverage as a "partial victory," but cautioned: "To claim Colorado as a major victory is to delude ourselves. It does constitute a victory in that we may now sometimes enter where we never could before. But it also creates new dangers in that it may set the precedent—and provide our critics with a convenient way of keeping us out while pretending to give us our right."

Sigma Delta Chi awards for journalistic excellence: public service in TV journalism, KAKE-TV, Wichita, for coverage of tornado in its community last May 25 and its efforts to aid victims; TV reporting, Paul Alexander & Gael Boden, KSL-TV, Salt Lake City, for coverage of airliner crash on Medicine Bow peak; TV-radio news-writing, Charles Shaw, WCAU, Philadelphia, for description of French reactions to baseball game; public service in radio journalism, WMAQ, Chicago, for programs on juvenile delinquency; radio reporting, John Chancellor, WMAQ, for on-the-spot reporting of gun battle.

DEFENSE OF TV CODE operations against its critics was entered at NARTB convention by code review board chairman G. Richard Shafto, WIS-TV, Columbia, S. C., who said: "We know that the vast majority of code subscribers are doing a splendid job of code compliance. . . . The deviations of the few cannot be allowed to place in jeopardy the high sense of integrity and the fine operations of the great majority."

He urged public relations campaign to acquaint viewing public with existence of code and its provisions, saying: "When the incidence of deliberate distortions and blatantly biased reporting and grossly exaggerated stories, accounts and reporting of TV advertising, programming and of our industry's self-regulatory program reach the proportions to which they have swelled in the past few months, it is time, perhaps, for us to relate to the public our version of what we are doing and how we are doing it."

Shafto suggested that the 283 TV stations which subscribe to code make greater use of on-the-air material supplied by NARTB, incorporate code into public service and civic activities and report back to code review board staff on viewer reaction received by station. He also stated that one of code's biggest problems at local level is film, and emphasized need for closer screening of films for objectionable material. He illustrated his own talk with films of unacceptable program material, none of which was prepared specifically for TV.

In film panel which followed Shafto's presentation, Harold P. See, mgr. of KRON-TV, San Francisco, and chairman of NARTB TV film committee, also stressed need for more careful screening of film to make certain of compliance with code. "If we find objectionable material, we are hard put to edit—but edit we must," he stated, adding that producers & distributors of syndicated films should share responsibility with broadcasters for deleting objectionable material. "Producers and distributors are an arm of our business; they are, in a sense, broadcasters."

NBC daytime option hours shift won approval of NBC TV Affiliates Executive Committee, headed by WTMJ-TV's Walter Damm, in Chicago meeting. Subject to ratification by affiliates, agreement would change weekday 2:30-3 p.m. period to network time to permit scheduling of *Tennessee Ernie Ford Show* as rating-building lead-in to *NBC Matinee Theatre* 3-4 p.m. In exchange, stations would get 5:30-6 p.m. period in which *Howdy Doody* formerly was slotted. Network plans to schedule new audience partic. show 12-12:30 p.m., beginning June 4, shift *Howdy Doody* to week end slot, and concentrate on adult programming in daily 5-5:30 segment with across-the-board re-runs of filmed situation comedy, beginning May 14 with *I Married Joan* series.

Network TV advertising was up 18% in Feb. 1956 over Feb. 1955, according to *Printers' Ink* figures. The Feb. revenues were 6% above Jan., and Jan.-Feb. cumulative network advertising was 17% above same period last year. Network radio was down 28% from Feb. 1955, down 29% in Jan.-Feb. period from same 1955 period, but up 7% over Jan. 1956. Newspapers showed highest gain of any medium, up 23% over Feb. 1955, and 29% for 2-month period over last year. All advertising showed 15% increase for the month over Feb. 1955, 6% from Jan. to Feb., 17% for 2-month period.

AAAA annual meeting April 26-28 at Greenbrier Hotel, White Sulphur Springs, W. Va., will feature session on agency commissions final day, with banquet April 27.

New reps: KGO-TV, San Francisco, to Blair (from Petry); WMCT, Memphis, to Blair (from Branham).

Network Accounts: CBS-TV's new program alignment began to take effect this week with announcement that *Arthur Godfrey & His Friends* would go off air following July 25 show, Wed. 8-9 p.m., after 7½ years on network. His other 2 shows *Arthur Godfrey Time* & *Arthur Godfrey's Talent Scouts*, will remain. No replacement was announced. Also going off air are *Robert Q. Lewis Show*, to be replaced by *Johnny Carson Show* starting May 28, Mon.-thru-Fri. 2-2:30 p.m., and *Jack Paar Show*, to be replaced by new audience partic. program *Stand Up and Be Counted* starting May 28, Mon.-thru-Fri. 1:10-1:30 p.m., with news program scheduled 1-1:10 p.m. . . . Chevrolet Dealers of America to sponsor series of 20 variety shows alt. Tue. 8-9 p.m. on NBC-TV starting Sept. 18, thru Campbell-Ewald, Detroit; it continues to sponsor *Dinah Shore Show* Thu. 7:30-7:45 p.m. on NBC-TV . . . Procter & Gamble to be alt. sponsor (with General Mills) of *Wyatt Earp* on ABC-TV Tue. 8:30-9 p.m., and has purchased Fri. 8-8:30 p.m. time period for unidentified new show . . . Colgate-Palmolive to be co-sponsor (with Winston cigarettes) of *Bob Cummings Show* on CBS-TV starting May 3, alt. Thu. 8-8:30 p.m., thru Wm. Esty Co. . . . Ciba Pharmaceuticals to resume sponsorship of *Medical Horizons* on ABC-TV starting Sept. 9, Sun. 4:30-5 p.m., thru J. Walter Thompson; Ciba had dropped show last month . . . Mogen David Wine & Helene Curtis to replace *Dollar a Second* with quiz show *Treasure Chest* on ABC-TV starting in fall, Fri. 9-9:30 p.m., thru Weiss & Geller . . . Eastman Kodak to sponsor finals of National Open golf tournament on NBC-TV Sat. June 16, 4-6 p.m., thru J. Walter Thompson . . . Pharmaceuticals Inc. to drop out as alt. sponsor (with Esquire shoe polish) of *Masquerade Party* on ABC-TV Wed. 9-9:30 p.m.

"The success of one medium tends to stimulate the efforts of another, tends to make all media stronger and better—and all to the advantage of the public." So said RKO Radio Pictures chairman Thomas F. O'Neil this week in speech before Philadelphia's Poor Richard Club, which presented him club's medal award. Speaking on "Technology, the New Creative Force in Entertainment," he pointed out that General Tire's RKO Pictures is now deeply in 4 different entertainment media—movies, TV, radio and phonograph records. Technology, he said, has not only improved the various entertainment media, but has given public more leisure time to enjoy more different forms of entertainment. He predicted more than half of all TV programming will be on film this year, despite fact that "a major TV network has refused to accept major feature film in prime time"—obvious reference to NBC.

Impact of TV as sales force was dramatically set forth by TvB pres. Oliver Treyz at NARTB convention in illustrated presentation containing welter of statistics. Among his major points: (1) Special research conducted for TvB by Pulse in Chicago during first week of March revealed that hours spent watching TV by local families outnumbered newspaper reading by more than 5 to 1. (2) Nielsen study showed that sponsored network programs account for less than half of all TV viewing, leaving vast area for local sales exploitations. (3) Spot TV is most flexible form of advertising, taking in IDs, announcements & full program sponsorships. It also permits sponsors to take full advantage of choice local time periods. He cited "excellent" time clearances of several leading syndicated film programs.

Australia's govt.-owned TV stations in Sydney and Melbourne will go on air next November in time for Olympic Games, Postmaster General Charles W. Davidson announced this week. Four privately owned stations—2 each in Sydney & Melbourne—also have announced plans to start before year's end.

Telecasting Notes: Film business is up—both telefilm and features-for-TV—with most film syndicators doing brisk business at NARTB convention, quite a bit better than last year . . . More than half of TV programming is now on film, TPA exec. v.p. Michael M. Sillerman told April 18 film panel at NARTB convention, with Hollywood TV film production in 1955 totaling 2000 hours of entertainment—or nearly 4 times the 500 hours of theatrical film it turned out . . . TV will become all-film medium—except for topical events and color spectaculars—Foote, Cone & Belding pres. Fairfax Cone told Los Angeles Advertising Club this week. But he said TV film is going to have to be much better than it is now . . . Ziv TV reports record March business of \$1,225,000 in new contracts and renewals on 4 series in 110 U. S. & Canadian markets . . . Screen Gems establishes TV writing scholarships at U of Chicago, Fordham & State U of Iowa, with grants to at least 3 more schools to follow within 30 days . . . “Behind the scenes at the studio,” that onerous free-plug sequence appearing in the movie companies’ network TV programs, is being “all but abolished” next season, reports April 21 *Billboard*, which says *Warner Bros. Presents* (ABC) will hold them down to 2 minutes (from about 8 min. this season), and GE is insisting that *20th Century-Fox Hour* eliminate or drastically reduce its plugs if program is renewed at all . . . A good show deserves a repeat, and here are 2 which are upcoming: *Kraft TV Theatre* will show kinescope of its historic “A Night to Remember” on the sinking of the Titanic (Vol. 12:14) May 2 on NBC-TV; CBS-TV’s “Out of Darkness,” filmed in mental hospital, will be repeated on Mental Health Day April 29, 5-6 p.m. . . . TV boosts movie attendance: 26% of audience viewing “Richard III” at New York’s Bijou Theatre came because they had seen the film first on NBC-TV and want to see it again in large-screen color, according to audience survey by Lopert Films, which said it received replies from 3758 theatre patrons . . . New spectacular Friday nights now virtually certain on NBC-TV next season—produced either by Worthington Miner or Maurice Evans (if Hallmark decides to buy the time period) . . . “Showboat” will be presented in special 2-hour “extra-budget” version next season, if CBS negotiations with Oscar Hammerstein II pan out . . . Steve Allen is next to get job of bucking Ed Sullivan on NBC-TV, which plans to put him in the Sun. 8-9 p.m. slot in variety show, probably starting next month . . . “Art theatre” on TV will be tried by WABD, N. Y., programming French films Sun. 9-10:30 beginning April 29; if it clicks, station will follow up with Italian series.

New type of local programming to boost viewing in outlying areas and bring new small advertisers into TV will begin in June on WMUR-TV, Manchester, N. H. (Ch. 9). As announced by exec. v.p.-gen. mgr. Norman A. Gittleson, plan is built around local live program, *Now*, “a basic 7-min. program that will present kaleidoscopic civic and news coverage of a particular city or town within WMUR-TV’s coverage area.” There will be 5 such telecasts daily, Mon. thru Fri., making total of 30 different communities featured per week. Three 30-sec. commercial announcements within each 7-min. show will be sold to local advertisers seeking to reach the particular community featured. Gross returns to the station should total \$394,000 a year if all spots are sold, Gittleson estimates.

Dipping its feet into commercial TV for first time, one West German TV chain (Bavarian Radio, with 3 stations) next fall begins pilot project, which is expected to spread to rest of German TV. Initially, no programs will be sponsored, and all commercials will be bunched—one after another—from 7:30 to 8 p.m. each weekday.

Extension of Cuban TV network to cover “every square inch of the territory” is now well under way, reports CMQ network pres. Goar Mestre, who says these projects are in progress: (1) Extension of microwave installation between Santa Clara & Camaguey, to make total of 14 repeater stations throughout island. (2) Havana CMQ-TV’s Ch. 6 transmitter is being moved from heart of city to Arroyo Arenas, just beyond city limits, with new 10-kw RCA transmitter and directional antenna, to share site with Mestre’s CMBF-TV (Ch. 7). Two large 400-seat studios are being built in new Havana “Telecentro,” basement of 37-story apartment building now under construction—these in addition to the 5 TV studios in Mestre’s Radio-centro. (3) CMHQ-TV, Santa Clara (Ch. 5) now has new 600-ft. tower & 6-bay superturnstile antenna; CMJL-TV, Camaguey (Ch. 6) has been equipped with new 10-kw RCA transmitter, 685-ft. tower & 6-bay superturnstile antenna. (4) New Holguin station (Ch. 3) will initially use 5-kw DuMont transmitter (from Camaguey station), 300-ft. tower, 3-bay antenna. Another station will be built at Ciego de Avila on Ch. 7.

Annual “Mike” awards to women in TV-radio, to be presented by *McCall’s Magazine* April 28 during convention of American Women in Radio & TV in Boston: top award, Pauline Frederick (NBC) for news analyses, particularly on U. N. affairs; executive service to youth, Lillian Lee, for *Junior Court of Honor* on WLWA, Atlanta; broadcaster service to community, Joan Crowther, WNHC-TV, New Haven, for efforts to aid flood victims, on *Nancy’s Kitchen*; broadcaster service for women, Maggi Byrne, WNBK (now KYW-TV), Cleveland, for helping women drive better, on *Women on Wheels*; broadcaster service for youth, Dorothy Lee Hansen, KGO-TV, San Francisco, for *Hi Time* series on juvenile training; executive service to community, Vi Stokesberry, radio WQAM, Miami, for water safety series on *Queen of Hearts*; executive service for women, Marjorie King, KNBC, San Francisco, for establishing & financing “Careers Unlimited for Women,” to get jobs for older women.

Ohio State U’s Institute for Education by Radio-TV this week presented these TV awards: special awards, *Disneyland* (ABC-TV) & *Wide Wide World* (NBC-TV); special interest programs, *Time for Youth* (KRON-TV, San Francisco) & *Michigan Conservation* (WKAR-TV, E. Lansing); cultural, *WRCA-TV Workshop* (WRCA-TV, N. Y.) & *CBC Folio* (CBC-TV); public affairs, *Assignment: India* (NBC-TV) & *Eye on Chicago* (WBBM-TV, Chicago); basic freedoms, *Kraft TV Theatre* for “One” (NBC-TV) & *Man of the Year* (WRCA-TV); systematic instruction, *Tomorrow’s Careers* (ABC-TV), *Live and Learn* (WNBQ, Chicago) & *Shakespeare on TV* (KNXT, Los Angeles); children & youth, *The Friendly Giant—II* (WHA-TV, Madison), *Wunda Wunda* (KING-TV, Seattle), *Magic of Music* (CBC-TV) & *The Art Cart* (KPRC-TV, Houston); classroom, *Man’s Story* (KCTS, Seattle).

Annual “showmanagement” plaque awards for contributions to TV-radio, as announced this week by *Variety*: Rebirth of radio showmanship, KLZ, Denver & CKVL, Verdun-Montreal, Canada; editorial influence, radio WAVZ, New Haven; responsibility to community, WHAS-TV, Louisville & WMCT-TV, Memphis; serving public interest, WRC-TV, Washington; imagination in programming, radio WAVE, Louisville; pioneer service, KIMA-TV, Yakima & its satellite KEPR-TV, Pasco; educational TV service, U of Michigan; outstanding special events, KTTV, Los Angeles; outstanding promotion, KDKA, Pittsburgh. “Showmanager award” went to ABC pres. Robert E. Kintner.

TV sets-in-use census, under NARTB auspices, is expected to get under way in late 1957 or early 1958, pres. Harold Fellows told convention this week.

RCA CUTS COLOR TUBE PRICE, SHARES KNOW-HOW: "A major step in the right direction" appeared to be the comment which epitomized industry's general reaction to RCA's vigorous moves this week to encourage more set makers to get into color faster. In summary, RCA told symposium of licensees in Chicago that, effective May 1, price of 21-in. (255-sq. in.) color picture tube would be reduced from \$100 to \$85, and that complete blueprints and detailed mass-production information on color production would be made available to them, including furnishing of components.

H. Leslie Hoffman, pres. of Hoffman Electronics, bespoke the sentiments of many attending symposium with this comment: "This is one of the major breakthroughs in color. It gives manufacturers the incentive. At the same time, NBC's expanded programming gives the public the incentive. With incentive at both ends, the distributor and dealer will come along."

Does this mean mass marketing of under-\$500 color sets in June? Consensus of licensees was that while RCA's actions would stimulate downward trend in prices, a \$595 price tag in June is more realistic expectation. RCA's own color sets, at \$695, \$795 & \$895, are expected to be reduced in June, probably by \$100.

Some color price cuts this year, stimulated by RCA's action, were generally foreseen by other set makers. Motorola's Robert W. Galvin indicated his new color sets, to be introduced in June, will be priced in the "upper \$500 range." Admiral has already announced plans for a 21-in. color table model in June at \$499.95, plus a \$100 service contract which Admiral spokesman said will be urged on buyers as "absolutely necessary." Emerson's Ben Abrams said production costs won't justify a \$499 price tag, commented: "Even at a \$695 price, set makers would be just about breaking even." Raytheon's Henry F. Argento said: "A \$595 price seems much more reasonable than \$495, which would take a lot of magic." Westinghouse & Magnavox said only that their color prices would be "competitive." Philco, which has never announced renewal of licensing agreement with RCA and was not represented at RCA meeting, said no price reductions on color are anticipated this year.

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RCA pres. Frank Folsom told licensees: "Many of you will recall that in Aug. 1947 we turned over to other manufacturers in the radio industry complete engineering and manufacturing information on the first table model black-&-white TV receiver (630TS). This receiver became the foundation upon which was built today's vast TV market. Now we shall do the same thing with our big-screen color TV receivers. We shall turn over to you RCA's latest color receiver blueprints, our technical know-how, production details and bills of materials. Our color TV manufacturing facilities are open to your inspection. In our opinion, this action will prove to be as important to color TV as the first table model was to black-&-white TV.

"The public wants color TV and, to help meet that demand, NBC is planning a major night-time color program schedule. This will, of course, include the 'spectaculars' and other regularly scheduled shows. With these important developments in both manufacturing and broadcasting, color TV takes a major step forward. It is our hope that you will join us in making this exciting new art available to the American public on the widest possible scale." (Color programming details on p. 16.)

Douglas Y. Smith, v.p.-gen. mgr. of tube div., said that RCA had exceeded its previously announced production goal of 30,000 color tubes a month, stating: "While manufacturing costs have been reduced, performance and reliability have been improved. Accordingly, we are pleased to announce today a reduction in the price of this tube to manufacturers in bulk packing from \$100 to \$85, effective May 1."

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RCA showed licensees 2 new color chassis, one "standard," the other "de luxe." Standard chassis (CTC5) has 27 tubes, 2 germanium diode crystals, 2 low-

voltage rectifier tubes. De luxe chassis (CTC5N) has 30 tubes, 3 germanium diode crystals, 2 low-voltage rectifier tubes. Circuitry is about 80% printed -- standard chassis containing 6 boards, de luxe chassis 5. Another cost-saving technique demonstrated was substitution of vhf tuner for all-channel one now in use. As in black-&-white, uhf will be optional on new sets.

Testing at factory will be most rigid yet devised. Aim is to make sets so stable when they leave plant that servicemen will have little more to do than with black-&-white. Sets will also be shipped complete with picture tube.

Brief highlights of other major trade developments this week:

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Portable Potpourri: Motorola is expected to introduce 8½ & 14-in. portable TVs in June, as next major manufacturer to enter small-screen competition. In picking 14-in., it's hoping to capitalize on the market revealed by GE's 250,000 sales in first year of its 14-in. (Vol.12:12) -- and by June, the sales power of RCA's 8½-in. should be thoroughly established. Latter are now on retail floors in several cities and preliminary reports indicate extraordinary demand (at \$125). Incidentally, in June RCA will add optional uhf tuner for 8½-in. at \$25-30 extra.

Corning Glass will sample industry with 8½-in. bulbs within 10 days and, by early June, will sample with 10½-in. bulbs designed to be somewhat lighter than those produced by Lancaster Lens Co. for Admiral sets, shown last week (Vol.12:15). The Lancaster Lens 10½-in. bulb is understood to cost around \$2.95, about the same as for its 8½-in. when sold in quantities under 200,000. Anchor-Hocking Co. is apparently the only company currently sampling 9-in. bulbs, which are incorporated in GE's soon-to-be-produced receiver (Vol. 12:13). Note: The 8½-in. bulb, incidentally, is also said to have wide application for oscilloscopes.

Admiral revealed more details this week on its 10½-in. sets. Leader model has no handle, is encased in ebony steel cabinet, weighs 22½ lbs., retails at \$89.95; step-up model has handle, steel cabinet, also weighs 22½ lbs. and lists at \$109.95; top of line has handle, aluminum case, weighs 16½ lbs., has 2-tone cabinets, is priced at \$119.95. Tubes are made by Thomas Electronics & National Video Corp., Admiral owning the dies for bulb. Sets have 14 tubes and are available in vhf-only or all-channel, will be sold with \$12.95 one-year service contract. In June, company plans to introduce 14 & 17-in. portables, anticipates sales of 600,000 portables in 1956.

Production: TV output totaled 136,979 for week ended April 13, compared to 118,113 preceding week and 122,370 week ended March 30. It was year's 15th week and brought production to that date to about 2,080,000, as against 2,490,000 in first 15 weeks of 1955. Radio production totaled 231,437 (62,968 auto) week ended April 13, compared to 224,544 preceding week and 246,302 week before. Radio production for 15 weeks totaled 4,100,000, compared to 3,950,000 in corresponding period year ago.

Retail Sales: A 10% decline in retail sales of TVs and increase of nearly 30% in radio sales in first 2 months from same period year ago was officially reported by RETMA this week -- a pattern that embraced first 3 months as well (Vol. 12:13). TV sales in first 2 months were 1,144,767, compared to 1,274,198 in first 2 months of 1955. Radio sales, excluding auto sets, were 986,073, as against 794,989.

DISTRIBUTOR NOTES: Sylvania appoints Philadelphia Distributors Inc., formerly handling Stromberg-Carlson line . . . CBS-Columbia appoints L. H. Appliance Wholesalers Inc., 930 Manchester Ave., Pittsburgh (Louis Hamburg, pres.); Standard Distributing Co., 227 E. Cevallos St., San Antonio (J. H. Sterling, gen. mgr.) & Wilmot Distributing Co. Inc., 1803 Myrtle Ave., El Paso (Paul D. Wilmot, pres.) . . . Capehart-Farnsworth appoints newly formed Fortune Sales Co., Baltimore (Wm. C. Fortune, pres.), replacing Baltimore Wholesalers Co., now discontinued . . . GE assigns TV receivers to independent Walker Martin Inc., Charlotte, its radio distributor . . . Hotpoint Appliance Sales Co. transfers John A. Walker from Char-

lotte to Chicago as district mgr. . . Westinghouse Electric Supply Co. appoints W. W. Kraft, Detroit branch mgr. for consumer products, succeeding A. E. Brown, now eastern regional sales mgr., N. Y.; Joseph Bauderer, from Dayton branch, succeeds Kraft as sales mgr. . . Philco Distributors Inc., N. Y., as sales mgr. for laundry equipment . . . Granco Products Inc., manufacturers of FM radios & high-fidelity equipment, establishes Granco Sales Corp. as distributing subsidiary, confining operations temporarily to N. Y. area.

Stromberg-Carlson's San Diego plant will be formally opened April 23 in ceremonies featuring address by pres. Robert C. Tait.

Trade Personals: P. Dusinberre, asst. to Westinghouse TV-radio gen. mgr. Edward J. Kelly, named TV-radio manufacturing mgr.; Wm. H. Eutzky promoted to mgr. of TV-radio production control . . . Wm. T. Warrender appointed gen. mgr. of RCA's new components div., headquartering in Camden, succeeded by Leonard Gillon as mgr. of tube plant in Marion, Ind. . . Howard Hibshman, ex-sales v.p. of Norcor Mfg. Co., Green Bay, Wis. (furniture), named marketing mgr. of Hotpoint's new TV receiver dept., reporting to gen. mgr. D. Edward Weston Jr. . . Paul A. Barkmeier, onetime v.p. & director of RCA Victor Distributing Corp. & gen. mgr. of RCA Victor record div., named Borg-Warner director of marketing services . . . Harold Knubbe promoted to CBS-Columbia engineering director, following resignations of engineering v.p. R. T. Capodanno, engineering director Wm. Vassar, chief electrical engineer Walter Lukas & chief mechanical engineer L. Zucker; all 4 came to CBS-Columbia last Nov. from Emerson . . . A. D. Baylor promoted to Crosley mgr. of engineering control & facilities, R. J. Schipper to mgr. of color TV engineering, R. A. Stacy to mgr. of monochrome TV engineering, A. C. Stelzer to mgr. of radio engineering . . . Edward R. Taylor, Motorola v.p. & asst. to pres. Paul V. Galvin, re-elected chairman of Brand Names Foundation . . . Joseph C. Harmony promoted to mgr. of CBS-Hytron receiving tube operations, Charles E. Coffin to mgr. of Danvers, Mass. plant, Leo P. Hurley to production supt. at Danvers, Jay L. Farley to chief engineer at Kalamazoo plant, Edward P. Laffie to quality control director at Kalamazoo . . . John M. Barker, ex-Hoffman Sales Corp. & Admiral San Francisco factory branch, named Magnavox regional mgr., headquartering in San Francisco . . . Walter A. Summers, onetime eastern regional mgr. for RCA Estate ranges, resigns as Whirlpool-Seeger midwest regional mgr. . . Robert W. Norcross, ex-Servel, named DuMont gen. credit mgr. . . Frank B. DeMayo, specialist in consumer finance, joins administrative staff of CBS-Columbia, reporting to v.p. Merle Wick . . . Howard Marx resigns as v.p.-gen. sales mgr. of Ampro Corp. to join Technical Associates, Burbank, Cal. (electronic & nuclear instruments); W. B. Mullen promoted to sales mgr. of Ampro consumer products, J. J. Graven continuing to direct audio-visual sales div. . . Robert D. Mason named asst. design mgr. of Packard-Bell . . . David Fisher resigns as Symphonic Radio marketing & merchandising mgr. . . Glen O. Swanson granted 3-month leave of absence from presidency of Standard Coil because of health, exec. v.p. James O. Burke assuming his responsibilities in that period; John R. Johnson, asst. to Swanson, elected a v.p. . . Malcolm P. Herrick, chief engineer of Stromberg-Carlson TV-radio div., appointed staff asst. to John H. Voss, v.p. in charge of telephone div.

“Expo I.R.I.S.” antenna (Vol. 12:12), developed by Holloway Electronics Corp., Ft. Lauderdale, Fla., is described in *PF Reporter* magazine, published by Howard W. Sams Co., Indianapolis. Company states that through rotation of top of 2-bay antenna unwanted signals may be completely rejected. Pres. R. O. Holloway reports that FCC asked for sample, is testing it; that RCA and CBS are doing likewise; that he's negotiating with RCA Service Co. for distribution.

Demise of 78rpm records was hastened last week when Columbia Records pres. James B. Conkling disclosed plans to “gradually” withdraw them from its catalogue. He said company would concentrate almost exclusively on 45s as result of dealer-consumer survey showing that “the 78rpm single record is rapidly becoming as extinct as the cylindrical record.” RCA Victor last year raised price of single 78rpm records to 98¢ as part of its campaign to deemphasize that speed.

Topics & Trends of TV Trade: National Radio Week May 13-19 is being supported as one of industry's biggest promotions, with “Give a Radio” theme that should provide big hypo to sales, which in first quarter were nearly 30% higher than in first 3 months year ago. It's sponsored jointly by RETMA, NARDA, NARTB & Radio Advertising Bureau.

More than 3000 radio stations will participate with special programs, names of prominent streets will be changed to Radio Lane or Radio Square, radio manufacturers will insert special announcements in their ads, speeches will be made in key cities, and in-store promotional material will be used by dealers.

* * * *

TV shipments to dealers totaled 1,153,016 in first 2 months, when production was 1,164,629, reports RETMA in state-by-state tabulation released this week (county-by-county tables available to members on request to RETMA). They compare with 1,278,250 shipped, 1,357,096 produced, in first 2 months of 1955. New York led in shipments, with 120,195; California second, 92,532; Pennsylvania third, 79,684. Feb. shipments were 529,226, compared to 623,790 in Jan. & 640,771 in Feb. 1955.

DuMont signs licensing agreement with Corporacion Nacional Distribuidora, S.A., Nino Perdido & Chimalpopoca Sts., Mexico City, for production & distribution of TV & radio sets in Mexico. Principals of licensee, which currently produces Kelvinator refrigerators & formerly distributed RCA TV-radio sets, are Rogerio Ascarrago and John J. Dupuis.

National Appliance Trade-In Guide Co., 2132 Fordem Ave., Madison, Wis., publishes *Blue Book of Air Conditioning* (\$5), listing specifications, prices & trade-in values of 40 brands of air conditioners, plus special articles on why people buy air conditioners, how to measure cooling capacity & 6 basic functions of room air conditioners.

Sentinel will retain distributors for its TV-radios even though parent Magnavox markets direct-to-dealers, states Magnavox TV-radio v.p. Leonard F. Cramer. In telegram to Sentinel wholesalers, he said Sentinel's headquarters will remain in Evanston, Ill. and advised them to direct all inquiries to Sentinel sales mgr. Robert B. Parks.

Ampex Corp., whose TV tape recorder for networks & stations created big stir at NARTB's Chicago convention this week (p. 1), is also going all-out in consumer market this year, projecting 1956 goal of 25-30% increase in home tape recorder sales over 1955. It had sales of \$10,000,000 last year.

Hotpoint names Needham, Louis & Brorby, Chicago, to handle its new TV receiver account, Maxon continuing to handle other Hotpoint products. Canadian Westinghouse appoints McCann-Erickson (Canada) Ltd. for its TV-radio div. (changed from Ferres Adv. Ltd., which continues to handle appliances, lamps & tubes).

Stromberg-Carlson to introduce 7 new high-fidelity radio & radio-phono receivers at National Assn. of Music Merchants show in N. Y. July 23. Company recently suspended TV production indefinitely (Vol. 12:14).

Nuclear-Electronics Corp., Philadelphia, has been purchased by Zenith Philadelphia distributor Stuart F. Louchheim Co. for production of govt. electronics items.

Whirlpool-Seeger's first washer-dryer combination will be introduced for field testing on limited basis in midyear, pres. Elisha Gray II told annual meeting last week.

National Assn. of Music Merchants (NAMM) schedules 1956 Music Show July 23-26 at Hotel New Yorker, N. Y.

Harry A. McDonald, ex-chairman of SEC, now an investment counselor, elected to board of Sonotone Corp.

Color Trends & Briefs: Color servicing problems are rapidly being reduced, RCA Service Co.'s E. R. Klingeman told NARTB engineering session this week. "Most problems really do not exist," he stated. "We're able to go ahead with almost the same ease and facility of black-&-white." He stated that 18,718 servicemen have attended RCA clinics.

He reported that there are very few locations which can't receive color adequately. Asked how far color can be received, he said he gets it satisfactorily at his farm—80 mi. from stations.

Noting that RCA is accentuating its final testing of sets at factory, Klingeman said RCA hopes soon to deliver sets that require no more than demagnetizing in more than 50% of cases.

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BBC's development of compatible color on Britain's 405-line system was attacked this week by Sir Robert Renwick, pres. of Radio & Electronic Component Manufacturers Federation. He charged BBC is spending "vast sums of money" on a system which can only be manufactured for the home market, "making the cost of manufacturing sets for export on 625 lines prohibitive." He called for concentration on European 625-line standards in color development.

Electronics Reports: Wireless paging system which uses no radio frequencies, and therefore isn't subject to FCC licensing, is ready for production and marketing by Philco. As demonstrated this week at NARTB convention in Chicago, tiny "Audipage" will get first large-scale use at Democratic and Republican conventions, when ABC will equip 30 of its roving commentators and floor men with the receivers, so that they may receive instructions directly from control points without use of connecting wires or cables.

Audipage is a 3-transistor magnetic receiver, the size of a cigarette lighter, powered by tiny mercury cell. It will operate only within the restrictions of a single wire "loop" strung around the perimeter of an area. An entire building can be included in a loop, which is connected to an ordinary amplifier. By magnetic audio induction, the one-ounce receiver picks up signals anywhere within the wire loop. Only frequencies involved in system are audio frequencies. Philco will market the device for paging systems in public buildings, hospitals, theatres, factories, TV-radio stations, etc., where conventional intercom systems are impractical. Price for each Audipage unit, with hearing-aid type earplug, will be \$100-\$150.

At Chicago demonstration, fidelity of Audipage was extremely good, with the single bell-wire loop strung around room, and connected across speaker terminals of TV set, and later to output terminals of 20-watt amplifier. Volume was high, and the tiny receivers even were equipped with tone control. No transmitting equipment is required, other than a conventional audio amplifier.

* * * *

Third transistor price cut in 14 months was announced this week by GE, which reduced prices 22-53% on 5 types of high frequency transistors used in portable radios. New prices range from \$1.50-\$1.80 to manufacturers. Company also announced prices of 10 new audio amplifier transistors for home radios and hi-fi equipment, ranging from \$1.40-\$2.35 each.

Heavy foreign interest in closed-circuit TV is reported by Dage TV div. of Thompson Products, which this week announced appointment of C. O. Brandes Inc., Cleveland, O., to handle export sales in Europe, Africa and South America.

Network Color Schedules (April 23 - May 6, 1956)

April 23—NBC: *Howdy Doody*, 5:30-6 p.m.
 April 24—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.; *Playwrights 56*, "The Center of the Maze," 9:30-10:30 p.m.
 April 25—NBC: *Howdy Doody*, 5:30-6 p.m.
 April 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Climax*, 8:30-9:30 p.m.
 April 27—NBC: *Howdy Doody*, 5:30-6 p.m.
 April 28—CBS: *Gene Autry Show*, 7-7:30 p.m.
 April 29—NBC: *The Alcoa Hour*, "Paris and Mrs. Perlman," 9-10.
 April 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Dodsworth," 8-9:30 p.m.
 May 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Lux Video Theatre*, 10-11 p.m.
 May 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 5—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "This Happy Breed," 9:30-11 p.m.
 May 6—NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "The Cradle Song," 4-5:30 p.m.

New 91-page reference book on color servicing has been published by RCA Service Co., free copy going to each serviceman attending color workshop or clinic, additional copies \$1.

Kansas City color set sales totaled 310 as of March 1, according to city's Electric Assn.

New electronic product for the home: "Weather station," providing readings on wind velocity & direction, inside & outside temperatures, humidity and barometric pressure, manufactured by El-Tronics Inc., Philadelphia, to list at \$150.

Minneapolis-Honeywell will move its transistor div. to Boston area. Company is major producer of power-type transistors, will set up new applied research section to expand applications of high-power transistors.

James R. Kerr, Avco v.p. in charge of west coast div., elected a director & mgr. of new office of defense planning, N. Y., succeeded in west coast position by Phimister B. Proctor, ex-Hughes Aircraft; Dr. E. R. Piore, Avco v.p. in charge of advanced development div., also elected a director.

Robert F. Schulz, ex-mgr. of Motorola microwave div. and onetime deputy dir. of Airborne Instruments Lab, named pres. of Intercontinental Electronics Corp., Garden City, L. I., formed recently by Airborne Instruments and French Compagnie Generale de T.S.F. (Vol. 12:12).

Dr. Wm. H. Armistead, director of research & development div., Corning Glass Works, elected a v.p.; John B. Ward named sales mgr., new products div., succeeding Campbell Rutledge Jr., now gen. sales mgr., technical products div.

George H. Wagner promoted to DuMont TV transmitter sales engineering mgr., succeeding Charles E. Spicer, now sales operations mgr., Felix D. Bonvouloir promoted to central district field sales rep, TV transmitter dept., Dayton.

Trevor Gardner, who recently resigned as Asst. Secy. of Air Force in controversy over guided missile development, elected chairman of Hycon Mfg. Co., succeeding Harry Oedekerker, who continues on board.

Rear Adm. Frederick R. Furth, USN Ret., special asst. to Farnsworth Electronics pres. Harvard L. Hull, elected a v.p.

Charles M. Foster named govt. sales mgr., Federal Telephone & Radio components div.

Benjamin H. Ballard Jr. promoted to distribution mgr., National Co.

Nelson S. Praigg, ex-Douglas Aircraft, named western mgr. of Admiral govt. labs div., Los Angeles.

Financial & Trade Notes: American Broadcasting-Paramount Theatres, in first quarter of 1956, increased over-all net operating profit by 34% from first 3 months of 1955, pres. Leonard H. Goldenson told stockholders in letter this week. No breakdown was given for ABC div. earnings, but Goldenson said that "with emphasis being placed on high quality entertainment gaining greater public and advertiser acceptance, our ABC operation should share on an ever broadening scale in the expected growth of TV." AB-PT reported 3 weeks ago that ABC operated at a profit last year for first time since 1953 merger, increasing gross operating income to new high of \$81,116,634 from \$70,423,348 in 1954 (Vol. 12:13).

AB-PT net profit during first quarter totaled \$2,570,000 (60¢ per share on 4,140,750 common shares), compared to \$1,917,000 (45¢ on 3,977,096) in first 3 months of 1955. An additional \$253,000 (6¢) came from capital gains, as against \$33,000 (1¢) year ago. In first quarter this year, company purchased additional 12,550 shares of preferred stock at average of \$20.50 in accordance with policy of buying preferred stock to apply against sinking fund requirements.

Note: ABC pres. Robert Kintner was granted option March 23 to purchase 9500 shares at \$25.18 per share at any time up to March 23, 1963. In that connection, Kintner extended call on his services for additional 2 years.

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GE's consumer products sales are expected to exceed \$1 billion this year, pres. Ralph J. Cordiner told annual meeting April 17, adding: "For the foreseeable future, approximately 35% of the company's total sales will be accounted for by the consumer products group, about 25% by the apparatus group, and about 20% each by the industrial components & materials group and the electronic, atomic and defense systems groups." Company's over-all sales last year were \$3 billion, which Cordiner predicted would increase by 15% this year. For first quarter of 1956, GE reported largest profit & sales for any first quarter in its history. Earnings were \$54,962,000 (63¢ per share) on sales of \$946,458,000, as against \$52,516,000 (61¢) on \$831,014,000 in first 3 months of 1955.

Magnavox sales were \$52,100,000 in 9 months ended March 31, up 23% from \$42,383,971 in corresponding period of preceding fiscal year ago and almost equivalent to sales of \$55,071,765 for full year ended last June 30. For quarter ended March 31, pres. Frank Freimann told board meeting this week, sales were \$18,100,000, up 26% from \$14,365,000 in corresponding 1955 quarter, with TV unit sales up by 20%, high fidelity radio-phonos up 85%. Profits weren't disclosed, but Magnavox previously reported earnings of \$1,774,960 (\$2.23 per share) for 6 months ended Dec. 31 (Vol. 12:7).

Beckman Instruments Inc., Los Angeles, though only in third year, is headed for sales of more than \$26,000,000 and profit of \$1,625,000-\$1,750,000 for fiscal year ending June 30, 1956, pres. Arnold O. Beckman told Security Analysts of San Francisco recently. Preceding year's sales were \$21,300,000, earnings \$1,322,000.

A. C. Nielsen Co. sales reached all-time high of \$14,377,000 in fiscal year ended last Aug. 31, up 16.7% from preceding fiscal year. Sales of broadcast div. increased by 5.8% to all-time high.

Granco Products earned \$41,274 on record sales of \$1,709,905 in 9 months ended March 31, compared to \$21,683 on \$972,758 in corresponding period of preceding fiscal year.

Muter Co. earned \$346 on sales of \$2,801,968 in first quarter of 1956, compared to \$10,687 (14¢ per share) on \$3,162,693 in corresponding 1955 period.

More officer-director compensations for 1955, as revealed in proxy statements mailed this week and supplementing our earlier listing (Vol. 12:14): American Broadcasting-Paramount Theatres—Leonard Goldenson, pres., \$182,214 (owned 52,450 common shares directly as of March 21, 1956, plus 250 jointly with wife); Robert E. Kintner, ABC pres., \$100,000 (3500 common, 1900 preferred); Robert H. O'Brien, AB-PT financial v.p., \$53,404 (5600 common). Motorola—Paul V. Galvin, pres., \$82,500 (owned 101,003 shares beneficially as of Feb. 10, 1956, plus 186,696 held in trust & 13,227 held by wife, constituting 15.60% of all outstanding shares); Robert W. Galvin, exec. v.p., \$55,000 (143,607, plus contingent interests & 8720 shares held in trust and 8695 held by wife, constituting 17.15% of all outstanding shares); Edward R. Taylor, v.p. & asst. to pres., \$65,000 (2460); Daniel E. Noble, v.p. for communications & electronics, \$55,000 (5866); Frank J. O'Brien, v.p. purchases, \$55,000 (5814); Elmer H. Waverling, v.p. engineering, \$55,000 (20,900); Edwin P. Vanderwicken, v.p. finance, \$55,000 (300). Hoffman Electronics—H. L. Hoffman, pres., \$30,000 (owned 112,952 common shares beneficially as of April 9, 1956, plus 43,053 held by family & trusts, constituting 21.47% of all outstanding shares); C. E. Underwood, v.p.-treas., \$50,500 (2500). Olympic Radio—Morris Sobin, pres., \$40,000 (none); Herbert Kabat, v.p., \$34,000 (none).

CBS Inc. first-quarter earnings exceeded record profit of \$3,892,677 (\$1.60 per share) reported for first 3 months of 1955, chairman Wm. Paley told annual meeting this week. Gross revenues weren't divulged; in first quarter of 1955, they were at record \$104,206,067. CBS-Columbia & CBS-Hytron will show losses for first half of 1956, but their losses will be reduced from first 6 months year ago, said chairman Wm. Paley. In reply to stockholder, he said both divs. will be continued, though CBS-Columbia may have to move to new quarters eventually in effort to get its facilities on more efficient basis.

General Dynamics had consolidated net income of \$21,254,386 (\$4.23 per common shares) on sales of \$687,274,182 in 1955, compared to \$22,777,226 (\$4.60) on sales of \$712,150,670 in 1954. Both years include full-year operations of Stromberg-Carlson, which did not become a General Dynamics div. until June 1955.

Texas Instruments earned \$540,000 (17¢ per share) on sales of \$8,853,000 in first 3 months of 1956, compared to \$391,000 (13¢) on \$6,310,000 in first quarter of 1955. Pres. J. E. Jonsson estimated full 1956 sales at \$40,000,000, as against \$28,684,653 in 1955.

Hoffman Electronics stockholders, at annual meeting May 7, will vote on proposal to increase authorized common stock from 1,000,000 to 2,000,000 shares (50¢ par) "to be in a position to capitalize on opportunities." There are 726,542 common shares outstanding.

National Union Electric Co., whose CR tube facilities were sold to Sylvania in Dec. 1954, reports net loss in 1955 of \$638,696 on sales of \$1,132,024, compared with loss of \$1,289,264 on sales of \$6,758,799 in 1954.

WJR, the Goodwill Station, earned \$145,276 (28¢ per share) on revenues of \$860,822 in quarter ended March 31, compared to \$68,213 (13¢) on \$652,985 in corresponding 1955 period.

Norden-Ketay Corp. earned \$236,203 on sales of \$13,480,752 in 1955 vs. \$1,002,922 on \$9,086,453 in 1954, latter figures being for Ketay Instrument Corp. only; pres. Morris F. Ketay reports order backlog exceeds \$24,000,000 compared with \$11,000,000 year ago.

Clevite Corp. had sales of \$71,935,883, net profit of \$4,854,753 (\$2.54 a share) in 1955 vs. \$59,204,627 & \$2,668,648 (\$1.33) in 1954.

FCC is "evading the law" by discriminating against newspapers under its diversification policy—"which I prefer to call its discrimination policy"—American Newspaper Publishers Assn. attorney Elisha Hanson told House Commerce communications subcommittee this week. Backing HR-6968 & 6977, which would ban discrimination against newspaper ownership in Commission rules and actions, Hanson said FCC is violating intent of Congress by considering diversification of media in making grants. "For a decade and a half," he said, "the FCC has been discriminating against applicants which are newspaper owned in whole or in part" and in 10 out of 12 TV cases up to Jan. 31, 1956, Commission "invoked its so-called diversification policy [to] tip the scales against the newspaper applicants." Under congressmen's questioning, he said it was impossible for any small group to get control of dissemination of news or opinion because there are too many newspapers, stations and magazines for any one group to control them. Chairman Harris (D-Ark.) inserted in record letter from Sen. Kennedy (D-Mass.) asking that bills be re-worded to prohibit FCC from considering lack of newspaper ownership, or less newspaper ownership, as point in favor of applicant. Subcommittee's hearings on communications bills—including political broadcasting and tower height limitation legislation—will be continued at a date to be announced later.

Blacklisting may be subject of sensational court hearing—with producers, network, sponsor and agency executives put on the stand to tell what they know about subject—*Billboard* predicts in April 21 issue, on basis of preliminary legal maneuvers in \$200,000 damage suit filed against *New York Herald Tribune* and columnist John Crosby for 2 columns he wrote last summer on alleged blacklisting tactics of Red Channels and Counter-Attack. Suit was brought by Vincent Hartnett, former chief of the organizations.

ABC-TV will "field test" new and improved Philco equipment in its Philco-sponsored coverage of Democratic and Republican national conventions this summer. Its floor men will be equipped with 30 tiny "Audipage" paging receivers for instructions from a central point (for description, see p. 16). Network will also use two 35mm and two 16mm Philco CineScanner systems for film clips and rebroadcast of convention highlights. Portable Philco microwave equipment will be used on ABC-TV's mobile unit.

Crews of WSAZ-TV, Huntington will do complete installation-operation for features on NBC-TV's April 24-25 *Today* and April 29 *Wide Wide World*—with theme built around industrial development of central Ohio valley. *Today* will include remotes from coal shipping terminal, power generating installation for Portsmouth, O. atomic energy plant, etc. *Wide Wide World* will feature steamboat race—with cameras on boats and shore.

New NARTB TV board members elected this week: James D. Russell, KKTU, Colorado Springs; John E. Fetzer, WKZO-TV, Kalamazoo; Payson Hall, Meredith stations; Howard Lane, KOIN-TV, Portland, Ore.; Harold P. Sec, KRON-TV, San Francisco. Re-elected were Joseph E. Baudino, Westinghouse stations & W. D. (Dub) Rogers, KDUB-TV, Lubbock.

Sen. Thomas A. Wofford (D-S. C.), who recently was seated for unexpired term of Sen. Thurmond (D-S. C.), resigned to run for re-election, was named this week to replace Thurmond on Senate Interstate & Foreign Commerce Committee.

NARTB convention adopted resolution urging cooperation with FCC in effort to revise program classification & renewal forms for stations, and endorsed principal of uniform time system within each time zone.

Extraordinary action of Court of Appeals this week was to deny stay of start of WSPA-TV, Spartanburg, S. C. (Ch. 7) on April 16, then reverse itself April 19 and stay operations until April 26. WAIM-TV, Anderson, S. C. (Ch. 40) and WGVL, Greenville, S. C. (Ch. 23), after losing first effort, quickly petitioned court for reconsideration, WGVL stating it would go dark as soon as WSPA-TV starts. In April 16 denial, court had said protestants had made a "very strong case on the merits" but hadn't made a "sufficiently clear showing of injury." Meanwhile, entire court heard argument April 18 on Corpus Christi, Madison & Evansville deintermixture cases, April 20 on Vail Mills Ch. 10 drop-in. In deintermixture argument, uhf operators seek to keep vhf stations from starting pending final disposition of FCC's allocations deliberations. In Vail Mills, the uhfs ask Ch. 10 be frozen or removed.

FCC's multiple ownership limitations would be abolished under HR-10524, introduced this week by Rep. O'Hara (R-Minn.), member of House Commerce Committee. Prohibiting Commission from setting numerical limitation on number of stations any person may own or control, it would bar any person or group from owning or controlling TV stations "which, in the aggregate, provide TV service or coverage [to] more than 25% of the population of the U.S., its territories & possessions." However, Commission would be authorized to consider multiple ownership in granting any broadcast applications or renewals insofar as "the effect of such grant may be substantially to lessen competition or to tend to create a monopoly."

Formulas for quick, rough estimates of station construction costs were supplied in paper delivered at NARTB engineering session by DuMont's Rodney D. Chipp. For northeastern U.S., he came up with: new transmitter buildings, \$20 per sq. ft.; new studios & offices, \$30; studio conversion (shell available), \$15. Tables include scale for other areas, taking into account varying labor & material costs. Copies of summary, including detailed tables, are available from Chipp at 35 Market St., E. Paterson, N. J.

Anti-fraud bills, to permit prosecution of fraudulent stock promoters operating from foreign countries via TV & radio, were introduced at request of Justice Dept. this week by Sens. Magnuson (D-Wash.) & Wiley (R-Wis.). The bills (S-3674 & 3645) are identical to those introduced in House last week by Reprs. Celler (D-N.Y.) & Keating (R-N.Y.).

Unusual proposal filed with FCC this week is petition for shift of Ch. 6 from Pierre to Reliance, S. D., submitted by KELO-TV, Sioux Falls. It proposes to contribute \$250,000, with \$250,000 more to come from public subscription in area, to build station. It's estimated funds would support station 5 years.

"Tide" Magazine was sold this week by *Billboard* to Bill Bros. Publishing Co., which publishes *Sales Management* and other trade journals, pres. Raymond Bill saying he plans to continue *Tide* in its present form. Founded in 1927 by Time Inc., *Tide* was bought by *Billboard* in 1953 from Magazines of Industry Inc.

Application for Ch. 58 satellite in Greenfield, Mass. was filed this week by WWLP, Springfield (Ch. 22), while KGEZ sought Ch. 8 in Kalispell, Mont. This brings total pending to 131 (18 uhf). [For details, see *TV Addenda 22-O* herewith.]

ABC's negotiations to buy a TV film company (Vol. 12:15) have not involved Television Productions of America, says a TPA spokesman. He adds his company has had no contact whatsoever with the network on any merger possibilities.

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — April 28, 1956

DEINTERMIXTURE still in works, though not voted on yet. List of changes being considered discloses fierce fights in prospect (p. 1).

SECRET FINANCIAL DATA of networks revealed by Sen. Bricker in special "report" accusing CBS & NBC of "economic stranglehold" on TV industry (pp. 2 & 16).

TV HOUSEHOLDS IN U. S. as of last June broken down into regions, states & counties. New York leads all states, Los Angeles all counties in TV homes (p. 3).

CROWELL-COLLIER powerful new entity in TV-radio with \$17,000,000 purchase of 4 TV and 5 radio stations, planning expansion "across-the-board" (p. 4).

FEE-TV PROPONENTS & EXPONENTS repeat their arguments in 5-day Senate hearing. Colorado Gov. Ed Johnson urges pay-TV approval (p. 5).

TV HALL OF FAME, for permanent preservation of tape or film versions of TV's finest programs, is proposed as industry-wide project (p. 8).

OMAHA'S CH. 7 goes to World Herald in final decision, while KQV is favored by examiner for Pittsburgh's Ch. 4. Hearing set on CBS's Hartford uhf purchase (p. 8).

TRADE PIPELINES CLEAR, though TV sales continue sluggish. Philco shows 14 & 17-in. portables. RCA steps up "color exposure" program (p. 11).

PROBE OF MERCHANDISING practices by TV-radio-appliances industry denied by Federal Trade Commission as aftermath of subpoena served on Emerson (p. 13).

SYLVANIA PROFITS & SALES set records during first quarter, totaling \$4,323,086 on \$83,288,726. Pres. Mitchell predicts 7,500,000 TV sales in 1956 (p. 15).

CLOSED-CIRCUIT in infinite variety of new uses: For sidewalk superintendents, catching shoplifters, visiting in hospital, observing mental patients (p. 10).

VHF STATIONS START in Spartanburg and Milwaukee, while uhfs call it quits in Anderson and Greenville, S. C., Wichita, Kan. (p. 9).

EMERGENCY PROPOSALS to relieve scientific manpower shortage outlined by Sarnoff to Congress; response to reserve teacher plan "impressively favorable" (p. 14).

ELECTRONIC PARTS BUSINESS to see greatest boom in next few years, with color TV having "greatest impact," says govt. electronics expert Don Parris (p. 14).

DEINTERMIXTURE TREND UNCHANGED AT FCC: Leaning toward deintermixture continued this week -- but nothing final yet. There's growing attitude at FCC of "what else is there to do?" Commission has been considering various drafts of deintermixture allocation plans, will have another go at it May 2. Some at FCC believe a public notice on subject may be issued as soon as 2 weeks from now.

Plans being considered are largely an amalgam of many previously proposed deintermixture ideas. Commission's objective is said to be this: Preserve uhf. In cities where uhf has a fighting chance, do this by removing vhf channels or reserving them for educators. In cities where uhf seems hopelessly outclassed unless too drastic measures are taken, add vhf channels, reducing mileage separations somewhat if necessary. Meanwhile, don't move any operating vhfs to uhf. However, give some vhf CPs uhf channels where unavoidable. Herewith is the list of changes being considered, but it should be remembered that nothing is finally agreed upon:

Move Ch. 2 from Springfield, Ill. to E. St. Louis; move Ch. 3 from Hartford to Providence or add Ch. 6 to Providence; move Ch. 4 from New Orleans to Mobile; move Ch. 7 from Evansville to Louisville; move Ch. 10 from Miami to Tampa & move Ch. 7 from Miami to Orlando, or add Ch. 6 to Miami; remove Ch. 10 from Albany or add a vhf; reserve for educators Ch. 10 in Norfolk; reserve Ch. 11 in Toledo; move Ch. 5 from Enid to Oklahoma city; move Ch. 7 from Jacksonville to Ocala, reserving Ch. 12; move Ch. 12 from Fresno to Santa Barbara; move Ch. 12 from Flint to Detroit; commercialize Ch. 8 in Duluth; move Ch. 8 from Peoria to Davenport; move Ch. 9 from Rome, Ga. to Chattanooga; add Ch. 11 to Huntington, W.Va.; delete Ch. 9 from Charlotte; delete Ch. 3 from Shreveport, but add Ch. 2 & 4; reserve Ch. 3 in Madison; add Ch. 2 or remove Ch. 10 in Corpus Christi; add Ch. 7 or 9 to Charleston, S.C.; add Ch. 3 to Rockford, Ill.; reserve Ch. 5 in Raleigh; move Ch. 7 from Spartanburg to Knoxville & Columbia or to Knoxville & Augusta.

Procedure to effectuate foregoing changes, if FCC decides to make them, is as follows: Issue notice of rule-making, including suggested allocation plan for top markets (168 currently considered); invite comments on value of deintermixture and how it should be accomplished; conduct evidentiary hearing on whole concept, including ground rules for engineering evidence. It's also considered possible that Commission will decide to issue no plan of its own but will invite parties to submit plans covering whole nation -- not limited to their individual markets.

Whatever FCC does, it certainly has avid eye of Senate Commerce Committee -- which, in opinion of most, precludes leaving things as they are. For example, Sen. Bricker (R-O.) this week inserted in Congressional Record text of FCC Chairman McConnaughey's NARTB speech (Vol. 12:16) and stated: "I am confident that the Commission will find a practical means to encourage the development of uhf in the very near future, and that American industry will respond to his call to improve uhf receivers, transmitters and antennas on a crash basis."

McConnaughey says he's received a great deal of support for his uhf "crash research" suggestion, though he said he couldn't mention any names. RETMA members say they're still willing to offer technical assistance, as before, but some say that McConnaughey's proposal sounds somewhat nebulous.

BRICKER'S ANTI-NETWORK BLOCKBUSTER: Sen. Bricker climaxed his tenacious attack on the networks this week end with detailed 27-p. printed "report" to Senate Commerce Committee laying bare hitherto unrevealed intimate network financial secrets -- accompanied by a bludgeoning series of "monopoly" charges against CBS & NBC.

The figures revealed for first time by the Ohio Republican were taken from financial statistics supplied to FCC by stations & networks on strictly confidential basis -- the figures which ex-Comr. Robert F. Jones demanded from Commission late in 1954 when he was majority counsel for the TV investigation under Sen. Bricker, then chairman of the Commerce Committee (Vol. 10:52). Though FCC first insisted it had no authority to give Congress the secret data, Justice Dept. ruled in June 1955 that Congress was entitled to any information in FCC's possession.

Bricker interprets the data as "incontrovertible evidence" that CBS and NBC "have an unprecedented economic stranglehold on the nation's TV industry." He also charges: "Effective competition is stifled under this yoke of economic domination. The result is a private monopoly."

To cut down networks' power, he made these proposals: (1) Federal regulation of networks, as provided in his bill S-825. (2) Reduction of service areas of vhf stations in "high population density" areas. (3) Restriction of transmitter sites to within "reasonable distance" of assigned city. (4) Elimination of FCC's numerical limit on multiple station ownership, replacing it with limitation on total potential coverage of all stations linked in common ownership.

Bricker's financial figures are for 1954 -- latest complete year tabulated by FCC -- but he says incomplete 1955 data indicate "an even greater concentration of economic power in the hands of the favored few." Highlights of data and charges:

CBS & NBC and their 8 wholly owned stations received revenue of \$243,589,002 in 1954, "or 41.08% of the revenue of the entire TV industry," their profits before taxes totaling \$41,413,902 or more than 28% of industry's net income. ABC & DuMont together had \$63,087,551 in revenue, operating loss of \$4,791,528. Taking networks individually, he gave this financial breakdown for 1954:

CBS and its 3 owned TV stations had before-tax net income of \$25,377,612, or "a return of 108% in one year" on its reported total net investment of \$23,358,746 in TV network & telecasting facilities as of the end of 1953. Its revenues for 1954 were \$123,203,847. Its owned stations alone had total revenues of \$25,809,248, and before-tax profit of \$12,276,443, "or 370% of the total reported net investment" of \$3,322,023. On its network operation alone -- not counting owned stations -- CBS had revenues of \$97,394,599, before-tax net income of \$13,101,169, "or 65% of its reported total net investment."

NBC and 5 wholly owned stations had before-tax income of \$16,036,290, or "87% return of their reported investment" of \$18,352,292. Its revenues for 1954 totaled

\$120,385,255. Its 5 owned stations had total revenues of \$29,713,971, before-tax profit of \$12,018,394, "or 297% of net investment" of \$4,050,920. On network operation, NBC had revenues of \$90,671,284, before-tax net income of \$4,017,896, "or 28% of total net investment of \$14,301,372."

ABC and its 5 stations had revenues of \$44,519,058, net loss of \$2,504,262, though its 5 stations showed total before-tax profit of \$4,318,823. DuMont and its 3 stations had revenues of \$18,568,493, net loss of \$2,287,266, notwithstanding fact that its stations showed profit of \$2,852,795.

* * * *

Analyzing affiliates' financial data, Bricker came up with these figures: The 73 CBS & NBC affiliates in Zone I (northeastern U.S.) earned \$73,377,318 before taxes in 1954, "or 65.3% of the net income of all 410 stations in the industry... If allowance is made for losses of unprofitable stations among the 410, [then the] \$90,594,406 combined net income of the CBS & NBC networks and their 73 Zone I affiliates exceeds the \$90,300,000 total net income for the entire TV industry... Exclusive of the operations of these 73 major CBS & NBC affiliates and the 2 major networks, losses more than offset profits in operation of the remaining 337 stations in the country, plus the ABC and DuMont networks."

Under heading of "superstations," Bricker gave examples of curiously unidentified "station No. 1" in New York, which made \$8,206,416 before taxes, or 1834% on net investment, and N.Y. "station No. 2" whose profit was \$6,086,613, or 1645% of investment. By contrast, he said, station in nearby Bridgeport lost \$84,669, and Waterbury, Conn. outlet lost \$15,429. Both are unaffiliated uhf stations.

"Free competition for advertising revenues does not exist in the TV industry today," he said, adding that "reduction in service areas and restoration of small-market integrity" would bring cut in TV time rates. "The CBS affiliates in the first 50 markets recouped an average of 233% of their net investments in 1954 alone, before Federal income taxes," he declared. He attacked CBS's proposed reallocation, which would put 3 vhf channels in each of 100 major markets, as an "arrogant" device which would virtually eliminate small-market stations.

"The dollar sign has so obstructed the vision of the networks and large stations as to constitute a violation of the public trust," concluded Bricker. "The airwaves belong to the people, but have been converted to a money-making grab."

He said he will introduce bill April 30 to wipe out FCC's numerical limits on station ownership, and substitute proviso that no single ownership can encompass stations in areas totaling more than 25% of nation's population. He said NBC, the multiple owner with largest population coverage, now covers 23% of population.

The bill would give FCC considerable leeway on multiple ownership, directing it to determine in each case whether the multiple ownership involved might create monopoly. He said this measure would "permit independent TV operators to acquire sufficient TV outlets to become competitive with the few dominant licensees." The bill is identical to HR-10524, introduced last week (Vol. 12:16) by Rep. O'Hara (R-Minn.) and this week's HR-10733 & 10756 by Reps. Hinshaw (R-Cal.) & Beamer (R-Ind.), all members of House Commerce Committee.

All of which will tend to heighten the heat and intensity when Senate Commerce Committee resumes its network probe hearings in mid-May with several unidentified witnesses, to be followed by the networks themselves, probably early in June.

[For individual station financial data cited by Bricker as evidence of domination of big-city outlets over small ones in "overlap" cases, see p. 16.]

TV HOUSEHOLDS—COUNTY-BY-COUNTY ESTIMATES: A long-awaited benchmark in industry's continuing search for accurate county-by-county data on TV ownership was passed this week with release of Advertising Research Foundation's 97-p. report, "U.S. Television Households by Region, State and County, June 1955."

[The ARF figures, listing total households, number of TV households and their percentage of all homes, for each region, state and county as of last June, are included herewith in 10-page Special Report to all subscribers.]

Data provides further breakdown of 2 earlier reports by Census Bureau on TV

households of last June, based on its continuing Current Population Survey. ARF contracted for the Census survey, which was underwritten by networks, NARTB & TvB. The first Census report disclosed that 32,100,000, or 2 out of every 3 American households, had a TV set at that time (Vol. 11:34). The second report revealed that 4 out of 5 homes in metropolitan areas had TV sets, only 45.9% in rural areas, with highest saturation in northeastern region (Vol. 11:39).

ARF projected its regional, state & county data from Census reports and from available industry sources. New York led all states in number of TV households, with 3,949,570; California second, 2,984,910; Pennsylvania, 2,472,930; Illinois, 2,227,440 & Ohio, 2,149,070. Among counties, Los Angeles led with 1,364,930, followed by Cook County, Ill. (Chicago) with 1,290,710.

* * * *

Data suffers obvious limitation of being 10 months old but, as ARF explained: "This study fills a great need in the industry because they are the only figures sanctioned and approved by the industry, which underwrote the study. Our data establishes a standard set of figures, impartially arrived at, and acceptable on an industry-wide basis. It is obvious, if regrettable, that such calculations -- even with the help of present-day electronic wonders -- cannot be made overnight. Standards are time-consuming if they are to be good standards."

ARF is considering one-shot update of its report in summer or early fall, in recognition of time lag. Under consideration is plan to combine Census Bureau data on TV households as of Feb., for which ARF contracted, with Nielsen coverage information this spring, into a new county-by-county projection as of Feb. Meanwhile, several trade publications, notably Sales Management Magazine & Television Magazine, are going ahead with their own county-by-county or market-by-market projections, based on ARF data, individual reports from stations, RETMA shipments to dealers, etc.

Pending update of ARF data, 2 leading researchers gave us unofficial estimate this week of 34,500,000-35,000,000 TV households in U.S. as of April 1 -- an increase of 2,400,000-2,900,000 TV homes since last June.

Note: ARF study should not be confused with sets-in-use count because it does not purport to include sets in public places and second sets in homes. NBC has discontinued monthly release of sets-in-use estimates, latest tally showing 36,900,-000 as of Jan. 1. NARTB's own industry-approved continuing sets-in-use census hasn't emerged yet from pilot study phase, and pres. Harold E. Fellows now estimates that start of such census is at least 18 months away.

CROWELL-COLLIER A FACTOR TO RECKON WITH: With one giant step, a powerful new entity has moved into TV-radio in form of Crowell-Collier Publishing Co. which this week bought 4 TV stations and 5 AMs for approximately \$17,000,000 and announced plans for diversification "across-the-board" in communications media generally.

The stations purchased: Consolidated TV & Radio Broadcasters' (Bitner) WFBM-TV & WFBM, Indianapolis; WTCN-TV & WTCN, Minneapolis; WOOD-TV & WOOD, Grand Rapids; WFDF, Flint -- for some \$16,000,000 -- plus Zugsmith organization's KULA-TV & KULA, Honolulu, for about \$1,000,000. Crowell-Collier isn't stopping there, but plans to acquire full 7 TVs (including 2 uhf and 7 AMs permitted by FCC rules).

Slightly over 50% of Consolidated is owned by Bitner family, rest publicly held by some 1500 stockholders. Three proposals have been offered to Consolidated stockholders: cash at \$20 a share, exchange of 2 shares of Crowell-Collier for one of Consolidated, 5-year notes at rate of \$20 a share. It's expected that largest stockholders will accept the notes. KULA-TV & KULA are being acquired in exchange for 100,000 shares of Crowell-Collier stock. On April 27, Consolidated was quoted at 18 bid, 18% offered, with Crowell-Collier 8½ bid, 8% offered. Crowell-Collier contemplates \$6,000,000 bank loan to finance expansion, in part.

Looking beyond station ownership, Crowell-Collier has established a Recording, Radio & TV Div., with first activity to be inauguration of record clubs by end of year. Thereafter, TV film is also in the cards. In addition, company is in market for magazine and newspaper properties.

Force behind Crowell-Collier's move is 47-year-old Paul C. Smith, who is commonly and accurately characterized as "dynamic" and has revitalized organization

which publishes Collier's, American Magazine, Woman's Home Companion. He came to Crowell-Collier 2 years ago from San Francisco Chronicle where he had risen to gen. mgr. He's had extraordinary background, including investment banking as well as publishing. During World War II, he served first as Navy Lt. Comdr., resigned and became Marine lieutenant platoon leader during combat in Bougainville, Solomons & Guam -- then returned to Navy on staffs of Admirals Mitscher, Turner & Spruance.

Describing his expansion philosophy, Smith told us: "We're in the communications business, not only the magazine business -- and there are some other damn good devices. We're interested in many fields."

SENATORS PLOD THROUGH FEE-TV HEARINGS: The words and music were familiar as Senate Commerce Committee ground through a full week of hearings on subscription TV, unearthing no significant new facts or arguments from couple dozen witnesses -- even getting almost complete cold shoulder from press (except for appearances of Jinx Falkenburg and Lawrence Tibbett opposing pay TV in behalf of AFTRA).

Only surprise in hearing was written statement by Colo. Gov. Edwin Johnson, former Democratic chairman of the Committee, endorsing fee TV as only method of increasing TV service to the public.

Hearings were sparsely attended by Senators -- generally not more than one was present at a time -- but TV investigation counsel Kenneth Cox kept witnesses on their toes with his usual incisive questioning.

Directing their attention to Committee's concern for future of uhf and competitive nationwide TV, all pay-TV proponents stressed arguments that subscription TV could be limited to uhf stations or small-market outlets at outset to save faltering stations, put new ones on the air and vastly increase number of stations.

The opponents -- including ABC, CBS, NARTB -- all doubted FCC's authority to approve fee TV, and argued that box office TV would siphon good programs from free TV, breaking faith with viewers and discouraging sponsors.

"I think Congress will play a very important part in the decision that is ultimately made" was repeatedly-expressed view of Sen. Pastore (D-R.I.), whose questions indicated he's giving much thought to problem of rate regulation if subscription TV should be authorized. "If it ever comes about," he said, "it will have to be very strictly supervised to see that the public which is receiving free entertainment isn't injured in that respect."

Verbal sparks flew during testimony of N.Y. City Council pres. Abe Stark, violent opponent of fee TV, who assailed Comr. Lee's authorship of pro-subscription article in Look Magazine as "illegal" and "improper," demanding investigation of Lee by the Committee. Pastore jumped to Lee's defense, brushing aside Stark's demands, assuring him that Lee's action was perfectly legal and characterizing the commissioner as "a very honorable person, dedicated to public service."

Community antenna equipment manufacturer and operator Jerrold Electronics Corp. again plumped for its "Cable Theatre," wired version of fee TV. The Jerrold spokesman, Zal Garfield, joined pay-TV proponents in urging trial of the various fee TV systems to "clear the air." Said Garfield: "We are convinced that their scrambled broadcast proposals are impractical [and] will be strangled by their own excess of economic and technical deficiencies."

Lou Poller, who sold his WCAN-TV, Milwaukee, to CBS (it's now WXIX), showed up at hearing as pres. of TV Exhibitors Inc., which he said is "about to file an application with the FCC for authorization to construct and operate a number of TV stations in various cities" on uhf channels, with 25% of programs on pay basis.

Unauthorized boosters, international div.: In Valence, France, 4 set owners made 52 trips, hauling equipment donkeyback, to install booster on nearby 3600-ft. peak, now fear govt. may force it off air. In Kamloops, B. C., Canadian Dept. of Transport ordered shutdown of booster which had been relaying signals of KXLY-TV, Spokane.

"A Hill Farm Year," is new 86 p. book of prose poems by Lansing Christman, news director of WRGB & WGY, Schenectady. Price is \$3.

Scripps-Howard Newspapers this week bought one-third interest in *Cincinnati Enquirer*, paying \$4,059,000 for debentures held by Halsey, Stuart & Co., Chicago investment house. It won in competitive bidding this week over offers of \$2,380,051 by Taft family's *Cincinnati Times-Star*, \$2,214,000 by *Chicago Tribune*, \$1,710,000 by *Edward Lamb Enterprises*. Scripps-Howard publishes *Cincinnati Post*, owns city's WCPO-TV (Ch. 9), in addition to other newspaper and station holdings.

Personal Notes: John B. Poor, Mutual exec. v.p. since Jan. 1955, elected pres., succeeding Thomas F. O'Neil, who becomes chairman; Robert W. Carpenter, director of station relations, elected a v.p., along with Richard J. Puff, director of adv., research & public relations . . . Dwight M. Martin resigns as v.p. of RKO Teleradio Pictures in charge of film div. to become chairman of WAFB-TV & WAFB, Baton Rouge, with option to buy up to 20% of stations, now controlled by WDSU-TV & WDSU, New Orleans; he succeeds Louis S. Prejean, who becomes secy., with Robert D. Swezey and Louis Read, both from WDSU-TV, as v.p.'s . . . Alfred H. Kirchhofer, exec. v.p. & managing editor of *Buffalo Evening News* & v.p. of its WBEN-TV & WBEN, elected pres. of WBEN Inc. & editor of *News*, succeeding the late Edward H. Butler; Clayton G. Underhill promoted to treas. of WBEN Inc. & gen. mgr. of *News* . . . J. English Smith promoted to national programming director, ABC-TV western div., Thomas M. Lufkin to program mgr. of western div., both reporting to Robert F. Lewine, v.p. in charge of programming & talent . . . Donald D. Wear promoted to gen. mgr. of WTPA, Harrisburg, replacing David J. Bennett, now director of regional sales development for Triangle Publications stations (WFIL-TV & WFIL, Philadelphia; WNBF-TV & WNBF, Binghamton; WFBG-TV & WFBG, Altoona, Pa.) . . . Thad Holt, founder & ex-pres. of old WAFM-TV, Birmingham (now WABT) which was sold in 1949 to *Birmingham News*, along with radio WAPI, and then to Newhouse interests (Vol. 11:48), appointed special consultant to Jack R. Poppele, asst. director of U. S. Information Agency, in charge of overseas TV projects . . . Paul G. O'Friel, ex-asst. secy. & personnel-labor relations director of DuMont Bcstg., joins Westinghouse stations as special asst. to industrial relations mgr. Joseph O. Schertler . . . Edward W. Hamlin, personnel mgr. of KSD-TV & KSD, St. Louis, retires because of ill health after 25 years with stations, being second in point of service only to gen. mgr. George M. Burbach, who joined stations in 1922 . . . David W. Tebet, ex-Max Liebman Productions & John C. Wilson Productions, joins NBC-TV as general programming exec., in charge of coordinating production on 90-min. color spectaculars . . .

ADVERTISING AGENCIES: Robert D. Holbrook, Compton Adv., elected AAAA chairman, succeeding Henry G. Little, Campbell-Ewald; Melvin Brorby, of Needham, Louis & Brorby, elected vice-chairman; Donald K. Clifford, of Doherty, Clifford, Steers & Shenfield, elected secy.-treas., with Frederic R. Gamble re-engaged as pres. for 2-year term . . . R. E. Buchanan, Young & Rubicam supervisor of all TV-radio activities of GE and Procter & Gamble, joins J. Walter Thompson as head of TV-radio account group for several unidentified companies . . . J. Norman McKenzie named v.p. & regional mgr. of Kenyon & Eckhardt's newly opened New England regional office at 462 Boylston St., Boston . . . Chester A. Rhodes, ex-TV-radio director of Philip S. Boone & Assoc., San Francisco, named TV-radio production mgr., Guild, Bascom & Bonfigli, San Francisco . . . Allan Black, ex-C. J. LaRoche & Co., named TV production director, Franklin Bruck Adv., N. Y. . . . Dan Content promoted to mgr. of TV art dept., Benton & Bowles . . . James J. Seaborne & Wm. T. Mann named TV-radio supervisors, Ted Bates & Co. . . . Carl Kent, ex-KTAR-TV & KTVK, Phoenix, named TV-radio director, Evans Adv., Phoenix.

New reps: WABC-TV, New York, to Blair (from Weed); WNDU-TV, South Bend, to Petry next July 5 (from Meeker).

Station rep Alaska Radio-TV Sales Corp. moves to 280 Madison Ave., N. Y. (Murray Hill 4-4244).

Louis Ames named feature editor of NBC-TV's *Home* show . . . Edgar J. Scherick, ex-Dancer-Fitzgerald-Sample, joins CBS-TV as sports specialist in charge of sale of all sports programs . . . Marvin Reuben, ex-KALB-TV, Alexandria, La., named gen. mgr. of upcoming WDAM-TV, Hattiesburg, Miss. (Ch. 9), due in June; John Carroll, ex-WHBQ-TV, Memphis, chief engineer; Tech Jones, ex-radio WLAU, Laurel, Miss., sales mgr.; Fitz Hooton, ex-KPLC-TV, Lake Charles, La., operations mgr. . . . Gene Ellerman promoted to gen. mgr. of WWTW, Cadillac; Daryl Sebastian promoted to asst. gen. mgr. in charge of operations . . . Lester A. Weinrott, exec. producer of CBS Chicago & onetime TV director of Ted Bates & Co., named exec. v.p. of Kling Film Enterprises, Chicago, in charge of sales programming, Harry W. Lange continuing as exec. v.p.-gen. mgr. of TV & film studio operations . . . Richard Lamoreaux promoted to production mgr. of WOOD-TV, Grand Rapids . . . Russell Severin, ex-KWTV, Oklahoma City, named sales mgr. of WBTV, Charlotte . . . John S. Kirk, ex-v.p. of Hilton & Riggio, joins WABC-TV, N. Y., in charge of special sales unit servicing political accounts . . . John W. Jackson, RCA mgr. of adv. & sales promotion administration, named chairman of ANA adv. budget control task force, succeeding S. J. Caraher, duPont . . . Dr. G. Robert Holsinger Jr. promoted to program director of educational WOSU-TV, Columbus, O. . . . Donald A. MacIsaac, ex-radio WBSM, New Bedford, Mass., named sales mgr. of WKNY-TV, Kingston, N. Y. . . . Wm. L. Callaway, ex-NBC, named business mgr. of its WBUF-TV, Buffalo . . . Melvin Helitzer promoted to adv. director of Ideal Toy Corp., planning big expansion in TV-radio campaigns . . . John J. Curran named adv., publicity & promotion director of WNHC-TV, New Haven, replacing James P. Evans, now mgr. of Luotto Productions . . . Jay H. Smolin resigns as adv. & promotion mgr. of NBC-TV Film Sales to become adv. mgr. of Associated Artists Productions.

Sylvester L. (Pat) Weaver Jr., NBC chairman, presented Dartmouth College Club Award for Distinguished Service to the Community at N. Y. dinner April 24. He was graduated from Dartmouth in 1930.

Wm. Dwight, pres of *Holyoke Transcript* (WHYN-TV, Holyoke-Springfield), was elected pres. of ANPA this week, succeeding Richard W. Slocum, exec. v.p. of *Philadelphia Bulletin* (WCAU-TV); v.p., D. Tennant Bryan, *Richmond Times-Dispatch & News Leader*; secy., Walter J. Blackburn, *London (Ont.) Free Press* (CFPL-TV); treas., Mark Ferree, Scripps-Howard. ANPA's Bureau of Advertising elected as chairman Richard Lloyd Jones Jr., *Tulsa Tribune & World*, succeeding Joyce A. Swan, *Minneapolis Star & Tribune*. Louis A. Weil Jr., *Grand Rapids Herald*, succeeds Jones as vice-chairman.

Citation for outstanding public service in fight against mental illness will be awarded April 30 to pres. Donald McGannon of Westinghouse Broadcasting Co. Particularly cited was WBC's creation and distribution of "Sing Along for Mental Health," series of 8 short songs on mental health subjects recorded by top vocalists and distributed to radio stations.

Ruthrauff & Ryan will shut down Canadian operations June 30, closing its Toronto office. Its biggest Canadian client is Canadian Lever Bros., which reportedly will divide its billings between BBDO & Cockfield, Brown & Co.

McCann-Erickson consolidates all work on Westinghouse consumer products account in N. Y., transferring remaining functions from Cleveland office.

Fran Allison of ABC-TV's *Kukla, Fran & Ollie* received special brotherhood award of National Conference of Christians & Jews this week in Chicago.

Station Accounts: "Summertime—When the Selling Is Easy" titles 11-p. report released this week by reps Edward Petry & Co. urging more emphasis on spot TV in hot weather months. It compares 1955 consumer goods sales by quarters to show that summer was second best business period of year and quotes Nielsen studies to effect that TV set is turned on average of 4 hours a day in summer, that 53.1% of all TV families spend vacations at home and that 29% of all families who go away on vacation watch TV while they're away . . . R. J. Reynolds plans big all-media campaign for introduction of its new "Salem" king-size filter-tip cigarette starting May 7, thru Wm. Esty Co. . . . Remington Rand shaver div. (Robert J. Clark Jr., adv. mgr.) to use spot extensively as part of record \$6,000,000 ad campaign starting in May to introduce its "60 Deluxe Auto-Home Shaver," thru Young & Rubicam . . . Grand Union supermarket chain, boosting Triple S Blue trading stamp plan, to use big spot campaign, thru Hilton & Riggio, N. Y. . . . Regent cigarettes plans intensive 3-month spot campaign, thru David J. Mahoney Inc., N. Y. . . . Philadelphia Dairy Products Inc. using big spot campaign in several major eastern markets to support change of its ice cream brand name from Aristocrat to Foremost, thru Bauer & Tripp, Philadelphia . . . Gemex Watch Bands plans big TV-radio spot campaign as tie-in promotion with Columbia Pictures for "Eddie Duchin Story," using one-min. film commercials featuring Kim Novak, thru Fairfax Adv., N. Y. . . . True Magazine to sponsor *Happy Felton Press Box Interviews* on WOR-TV prior to 25 Brooklyn Dodgers road games this year, thru C. L. Miller Co., N. Y. . . . Among advertisers currently reported using or preparing to use TV station time: Brush-On Nail Co., Chicago (Brush-On-Nail polish dispenser), thru Bozell & Jacobs, Chicago; Cudahy Bros. Co., Cudahy, Wis. (meat packers), thru Klau-Van Pietersom-Dunlap, Milwaukee; Morpul Inc., Greensboro, N. C. (Morpul socks), thru Bennett Adv., High Point, N. C.; Colgate-Palmolive Co., Jersey City (Brisk toothpaste), thru Wm. Esty Co., N. Y.; Grand Duchess Steaks Inc., Akron, O., thru McDaniel-Fisher & Spelman Co., Arkron; Hamilton Watch Co., Lancaster, Pa., thru N. W. Ayer, Philadelphia; Girard's Inc., San Rafael, Cal. (French dressing), thru Heintz & Co., Los Angeles; Bettye-B Co., N. Y. (board games), thru Harry W. Graff, N. Y.; Sodiphene Co., Kansas City (Sodiphene mouth wash), thru Potts-Woodbury, Kansas City; Robert Curley Ltd., San Francisco (hair preparations), thru Dancer-Fitzgerald-Sample, N. Y.; Taylor-Reed Corp., Glenbrook, Conn. (Cocoa Marsh), thru Hicks & Greist, N. Y.; Dejur-Amsco Corp., Long Island City, N. Y. (cameras), thru Friend, Reiss Adv., N. Y.; Clairol Inc., N. Y. (hair preparations), thru Foote, Cone & Belding, N. Y.; American Sta-Dri Co., Brentwood, Md. (Sta-Dri masonry paint), thru J. Gordon Manchester Adv., Washington; Perma Starch Inc., Illiopolis, Ill. (Perma Starch for laundry), thru Gordon Best Co., Chicago.

Republican National Committee plans series of 15 half-hour network simulcasts and 35 five-min. time periods on TV this fall, according to public relations director L. Richard Guylay. In addition, he said national committee would make available to local GOP candidates a number of films, plus taped & filmed announcements. Meanwhile, Educational TV & Radio Center shipped to nation's educational stations new film, *Prelude to Presidency*, in which Adlai Stevenson & Sen. Kefauver discuss their political philosophies. It's first of 3-part political series, other films being *Hats in the Ring* & *American Politics*.

"Radio & Television Broadcast Primer," newly revised, has been issued by FCC—covering "evolution, regulation and operation of broadcasting."

Network Accounts: Kaiser Aluminum & Chemical Corp., in its first network sponsorship, buys new live drama series, still untitled, on NBC-TV starting July 3, alt. Tuc. 9:30-10:30 p.m., thru Young & Rubicam. As replacement for Pontiac's *Playwrights '56*, new program will face competition from top-rated \$64,000 *Question* on CBS-TV 10-10:30 p.m. . . . Purex Corp. buys Fri. 10:30-11 p.m. & 6 alt. Sat. 9:30-10 p.m. time periods for unidentified summer shows on NBC-TV, thru Foote, Cone & Belding, Chicago . . . Pharmaceuticals Inc. to sponsor *Joe & Mabel* film series on CBS-TV starting June 19, Tue. 9-9:30 p.m., thru Edward Kletter & Assoc. . . . Hazel Bishop to sponsor *Paul Whiteman Show* on NBC-TV starting June 19, Tue. 8:30-9 p.m., thru Raymond Spector Co. . . . Toni to be alt. sponsor (with Old Golds) of *Truth or Consequences* on NBC-TV starting May 11, Fri. 8:30-9 p.m., thru North Adv., Chicago . . . Alka-Seltzer to sponsor Wed. segment & share Fri. segment with Life Magazine of John Cameron Swayze's *News Caravan* on NBC-TV starting May 2, Mon.-thru-Fri. 7:45-8 p.m., thru Geoffrey Wade Adv., Chicago . . . Hamilton Beach Co. (vacuum cleaners) to sponsor several 5-min. segments per week for 34 weeks of *Good Morning with Will Rogers Jr.* on CBS-TV starting April 30, Mon.-thru-Fri. 7-8 a.m., thru Erwin, Wasey & Co., Chicago . . . ABC-TV will place *Omnibus* in Sun. 9-10:30 p. m. time period starting in Oct. Sponsors not yet announced.

War on "bait-switch" advertising on TV-radio was urged on FCC and FTC this week by Sen. Magnuson (D-Wash.), chairman of Senate Commerce Committee and of Senate Appropriations subcommittee on independent agencies. He asked Congress to grant both FCC & FTC sufficient funds to make a "continuing check on phony advertisements" on TV & radio. FTC Comr. Mason has urged such a crackdown (Vol. 12:11-12). Meanwhile, Los Angeles Better Business Bureau reported marked improvement in on-air advertising practices there in last 2 years. Local TV stations, said BBB pres. Robert J. Bauer, are much more careful in screening ads—though there's still room for improvement among radio stations.

Eighteen top giveaway shows dispersed \$3,773,800 in cash and merchandise to TV contestants in 1955, according to tally in April 28 *Billboard*. Of this amount, \$1,580,300 was in merchandise (retail value). CBS was way ahead of all others in giveaway parade, handing out \$2,293,800, NBC \$800,000, ABC \$370,000. Top giveaway show in 1955 was *Feather Your Nest* (\$600,000), with \$64,000 *Question* fourth, having managed to get rid of \$420,000. One of most outlandish byproducts of the loot shows is new booklet, just published by Bartholomew House Inc., titled *How to Win on Quiz Shows*, with chapters entitled "How to Obtain Tickets," "The Best Seats," "The Warmup," "Your Appearance," "How Contestants Are Selected," etc.

"You can't cover politics by putting a TV set in your city room," commented *St. Louis Globe-Democrat's* Richard H. Amberg in panel discussion at ANPA convention this week. Despite increased use of TV by politicians, newspapers' obligation to report political developments in detail is greater than ever, he said, adding that politics on TV merely whets reader's appetite for reading about politics and interpretations in newspapers.

ABC-TV reports gross billings of \$19,504,184 in first quarter of 1956, up 73% from \$11,092,316 in first quarter of 1955, and exceeding its full 1952 billings of \$18,353,003.

Full ABC-TV schedule will be carried by WTVR, Richmond (Ch. 6), which this week signed new affiliation agreement with ABC-TV.

Telecasting Notes: Why must a TV masterpiece die after a single performance? We asked that question a year ago (Vol. 11:17) in first of series of articles exploring the barriers to repeated performances of top-notch live dramas. Since then, there have been a number of repeats of top network live and filmed shows—but nevertheless, most TV classics can be reviewed and relived only in memory. As an industry project to preserve TV's best, *Philadelphia Inquirer* TV editor Harry Harris this week made a worthwhile suggestion. He proposes "an enduring library of TV highlights, to be augmented each year by a board of judges carefully selected for the purpose" . . . A TV hall of fame could replace the vast clutter of senseless and phony "awards" for TV. While Harris doesn't mention this idea, he hints at it when he proposes "a yearly on-the-air recapitulation of some of the many things TV can be proud of" . . . The project, as envisioned by Harris, would be along the lines of N. Y. Museum of Modern Art's collection of historic movies—with the best TV programs preserved on electronic tape, if possible. He proposes financing by non-profit foundations, networks, stations and the public . . . Movie studios are killing theatre business by producing network TV shows, says motion picture researcher Albert E. Sindlinger. He points to Wed. nights, when theatre attendance was off 40.7% in 3 weeks ending April 14 compared to same 1955 period. He blames movie industry-produced TV shows on that night—*Disneyland*, *MGM Parade*, *20th Century-Fox Hour*, *Screen Directors Playhouse*. He has also worked up presentation for Congress, showing movie business off 20% from last year, in connection with exhibitors' plea for repeal of Federal admission tax . . . MGM orienting itself toward TV under new TV chief Charles (Bud) Barry. In addition to offering to TV some or all of its pre-1948 features, it's due to

set up a TV film production subsidiary, a la 20th Century-Fox's TCF Productions and Columbia's Screen Gems . . . Clamping down on movie plugs, NBC-TV has set "general pattern" of restricting them to 10-15 seconds, though there will be some exceptions . . . TV's parasites, the free-plug salesmen, subject of long article in April 25 *Wall Street Journal*, which finds that product exploiters generally get paid \$250-300 per plug on network shows . . . New Yorkers get 768 hours of TV programming weekly from city's 7 stations, April 22 *N. Y. Times* estimates—396¾ hours on film, 371¼ live . . . Non-profit ANTA (American National Theatre & Academy) may work with Hollywood producer Jack H. Skirball on 60-min. filmed TV dramas to be presented under its name, if current negotiations pan out . . . Whopping \$5,000,000 budget has been put on CBS-TV's *Playhouse 90* next season—31 live shows costing more than \$100,000 each, 8 filmed ones about \$150,000 . . . Ambitious series of hour-long live & film documentaries, *Spectacular, Utah, 1956*, will tell the story of the state to viewers of Salt Lake City's KTVT beginning next week . . . TV's service to schools: NBC-TV Films reports nearly 2,000,000 high school and college students have seen kine recordings of Maurice Evans' 1954 live productions of Shakespeare's "Macbeth" and "King Richard II" in their classrooms through free film loans by sponsor Hallmark. CBC reports 750 Canadian schools and 2000 teachers participating in second 3-times-a-week TV-for-schools experiment prepared by National Advisory Council on School Broadcasting and CBC.

WISN-TV & WISN, Milwaukee, plan \$1,250,000 studio and office building at 19th & Wells Sts. The 2-story brick, extruded metal & glass structure will have 50,000 sq. ft. of floor space, plus 100-car parking area.

O MAHA FINAL DECISION awarding Ch. 7 to *Omaha World Herald*, over KFAB, was one of 3 CPs issued by FCC this week—others being uncontested grants of Ch. 6 to KSEI, Pocatello, Ida. and Ch. 11 to WKVM (San Juan) in Caguas, Puerto Rico.

Choice of *World Herald* was based on superiority in "local residence, civic participation, diversification of business interests of its principals and diversification of the media of mass communications." Commission said KFAB was ahead in ownership-management integration and broadcast experience.

Another big vhf case moved a step toward finality this week when examiner Elizabeth C. Smith issued initial decision recommending grant of Pittsburgh's Ch. 4 (allocated to suburban Irwin) to KQV over 4 other applicants. The 133-page document gave KQV and Hearst's WCAE preference over other 3—but she chose KQV over WCAE because of "a substantial preference on the factor of diversification of ownership of media of mass communication"—noting Hearst's widespread interests in TV-radio, newspapers, magazines, news services, etc.

The other 3 applicants are: WLOA, Braddock, Pa.; Irwin Community TV, headed by Edward J. Hirshberg (WEDO, McKeesport; WEIR, Weirton; WABC, Kittaning); Wespen TV Inc., headed by attorney Scott Fink.

Commission finally set down for hearing to start May 28 CBS's purchase of WGTH-TV, Hartford (Ch. 18), acting on protest of WNHC-TV, New Haven (Ch. 8). Principal purpose is to explore charges of "concentration of control," CBS affiliation practices, overlap with WCBS-TV, N. Y. and possible restrictive contracts between CBS and film distributors. Comr. Bartley concurred in setting the matter for hearing but said burden of proof should be on CBS, rather than WNHC-TV.

Famed "Spartanburg case," which climaxed this week when WSPA-TV (Ch. 7) went on air while WAIM-TV, Anderson (Ch. 40) and WGVL, Greenville (Ch. 23) went off, was one for the law textbooks. On April 16, the uhfs were turned down in their attempts to block WSPA-TV start when Court of Appeals said they'd made no "clear showing" of injury. Mid-week, the uhfs came back and said they'd go off air when the vhf started; this was enough "injury" to satisfy court which granted stay until this week. Then, after April 24 argument, court turned around and denied stay finally. Court did so, it said briefly, "without, however, asserting the grounds of denial of a stay which were stated in our order of April 16."

In other actions, the Commission: (1) Granted KVAR, Mesa, Ariz. (Ch. 12) permission to change main studio to Phoenix. (2) Designated for hearing request of WCHS-TV, Charleston, W. Va. to move transmitter and increase height to 1236 ft. (3) Complied with court order by designating Jefferson Amusement Co. for hearing on Ch. 4, Port Arthur, Tex., along with Port Arthur College and Smith Radio Co.

Seeking better facilities, WSBA-TV, York, Pa. (Ch. 43) asked for Lancaster's Ch. 21, with Ch. 43 to go to Lancaster.

Stanley Warner Corp. acquisition of full ownership of WTRI, Albany, N. Y. (Ch. 35), due to return to air July 1 with ABC-TV affiliation, was approved this week by FCC. It's buying out Wilder group, paying \$75,000 for their 50% held by National City Bank of Troy (Vol. 12:13).

Retaining CP for WAAB-TV (Ch. 20), George F. Wilson is selling radio WAAB, Worcester, Mass. (5-kw, 1440 kc, MBS-ABC) for \$188,000 to Bernie Waterman, who has been sports director of WMAY, Springfield, Ill. Sale was negotiated by Blackburn-Hamilton.

TWO VHF STARTERS this week, offset by 3 uhf closedowns, left total on-air boxscore at 466 (96 uhf). New operators are WSPA-TV, Spartanburg, S. C. (Ch. 7), starting April 29 with CBS-TV interconnection, and WITI-TV (Ch. 6), Milwaukee area independent, which began regular test pattern schedule April 24.

Two of the uhfs going off are WAIM-TV, Anderson, S. C. (Ch. 40) and WGVL, Greenville, (Ch. 23), which had said they'd have to quit when WSPA-TV started. Third is KEDD, Wichita (Ch. 16), which loses NBC-TV affiliation to KARD-TV (Ch. 3) as of May 1. Announcing April 30 sign-off, KEDD pres. Stanley Durwood said that FCC help for uhf "is now long overdue and nebulous and will come too late to save many stations" and that KEDD had "excellent chances" until loss of NBC-TV affiliation "changed the picture completely."

WSPA-TV has been on 3-9 p.m. daily test patterns since April 17, with 25-kw RCA transmitter and 12-bay antenna on 370-ft. tower formerly used by WFBC-FM atop Paris Mt. Its April 29 start had been uncertain during harrowing on-again off-again "stay" actions of Court of Appeals in Washington (see p. 8).

WSPA-TV pres. Walter J. Brown, who with wife owns 50.48%, obtained CP when Broadcasting Co. of the South (B. Calhoun Hipp-G. Richard Shafto) dropped application following agreement to sell their radio WSPA to Brown for \$400,000 after Brown disposed of radio WORD for \$150,000 (Vol. 10:6). Network base hour is \$525. Rep is Hollingbery.

WITI-TV (Ch. 6, allocated to Whitefish Bay) is 4th outlet in area, where CBS-owned WXIX (Ch. 19) is only uhf. Starting with 50 hours of programming weekly, it will produce all live shows in color, will colorcast some feature films as well as 300 Paramount shorts and all local slides and film commercials. It has 25-kw DuMont transmitter and 6-section RCA superturnstile antenna on 963-ft. Kimco tower in Mequon, Wis., site of studio-transmitter building. Owners, headed by yarn & hosiery mfr. Jack Kahn, include auto dealer Laurence Fleischman, who also has interest in 2 weeklies in Detroit suburb, Plymouth, Mich.; Robert K. Straus, who owns 1/3 of Omnibook publishing firm, N. Y.; Max Osnos, owner of Sam's dept. store, Detroit, who also holds uhf CPs in Detroit & Chicago. Jim Meyerson, ex-national sales rep for Time Inc. stations, is

gen. mgr.; Dean McCarthy, ex-WISN-TV, Milwaukee, program director; Wilmer E. McClenahan, ex-KCRG-TV, Cedar Rapids, Ia., asst. sales mgr.; Dan Gellerup, Milwaukee engineering consultant, technical director, with Robert Truscott, chief engineer. Base hour is \$600. Rep is H-R Television.

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

WRGP-TV, Chattanooga (Ch. 3) is installing first of new 6-kw low-band transmitters developed by RCA (Vol. 12:16) and has changed targets to May 1 for test patterns, May 6 for NBC programming, reports Helen Patterson, v.p. & program director. It's owned equally by gen. mgr. Ramon G. Patterson and Judge Will Cummings. Base hour will be \$400. Rep will be H-R Television.

WISC-TV, Madison (Ch. 3) has ordered RCA equipment for May 15 delivery and plans to begin test patterns during week of June 10, programming July 1, writes board member W. C. Bridges, who with Morgan Murphy controls WEAU-TV, Eau Claire, Wis. It will use 605-ft. Ideco tower and be first vhf in city with 2 commercial uhfs, one educational. Ownership interlocks with *Eau Claire Leader-Telegram*, *Superior (Wis.) Evening Telegram* and other newspapers and with Minnesota radio stations WEBC, Duluth, WMFG, Hibbing, WHLB, Virginia and with radio KVOL, Lafayette, La. Bridges also controls radio WJMC, Rice Lake, Wis. Base hour will be \$500. Rep will be Hollingbery.

KDWI-TV, Tucson (Ch. 9) is installing 10-kw GE transmitter, plans May 1 test patterns, June 3 programming, writes gen. mgr. James W. Hayes, ex-program director of Tucson's KVOA-TV. GE 6-bay antenna has been installed on 200-ft. Ideco tower on Mt. Bigelow. It will be 3rd outlet in city. Owner is D. W. Ingram, whose business is construction materials and warehousing. Base hour will be \$350. Rep not chosen.

KLSE, Monroe, La. (Ch. 13, educational), which has 5-kw RCA transmitter, is being placed in operating condition by J. O. Willet, using as many of facilities of defunct KFAZ (Ch. 43) as possible—including studios and 500-ft. tower. Willet owns 98% of KFAZ, having acquired 49% previously held by industrial communications consultant Howard E. Griffith. After Ch. 13 plant is turned over to state—for undisclosed price—personnel will be chosen and target date set, according to state supt. of schools Shelby M. Jackson.

Settlement of anti-trust suit against ANPA by mutual agreement with Govt. was disclosed this week, ending action filed in May 1955 charging ANPA and 5 other trade groups in newspaper, magazine & ad fields with settling up "recognition" system of accrediting agencies to place national ads and by fixing 15% agency commission fees. ANPA agreed to refrain from the alleged acts. Suit still pends against Associated Business Publications, Periodical Publishers Assn. & Agricultural Publishers Assn.

Persistent critic of TV, though it owns WGN-TV, *Chicago Tribune* comes out June 2 with weekly Sat. 24-p. full-color TV magazine on glossy paper, to replace its present 8-p. newsprint supplement. It's called *TV Week*, follows by 2 months debut of *Chicago Sun-Times'* pocket-sized TV booklet with its Sun. edition.

Iraq's first TV station, the British Pye installation in Baghdad, is due to go into operation May 2, primarily as an educational outlet. Program mgr. initially will be Vance Halleck, ex-NBC, on loan to Iraq through U.S. International Cooperation Administration under American technical assistance policy.

TV Inc., station-owned film buying organization, signed up 23 additional stations at NARTB convention, bringing total membership to 57, with prospect of about 30 more new memberships as result of meetings in Chicago. W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., was elected pres., succeeding Joe Floyd, KELO-TV, Sioux Falls, S. D., who takes over Rogers' former post of exec. v.p. James Russell, KKTU, Colorado Springs, and Wm. Smullin, KBES-TV, Medford, Ore., were added to board. Rogers told members group bought \$500,000 worth of film last year and its business will be well over \$1,000,000 in 1956.

AP reports 1501 TV-radio clients for its wire service currently, close behind 1748 newspapers, UP reports 150 TV stations subscribe to its news wire, 110 to its news picture service, 60 using UP Movietone newsfilm service. Of 122 new clients signed last year, 72 were radio stations, 24 TV. INS reports increase of 213 clients last year, of which "considerable" number were TV-radio outlets.

Third British commercial TV station in Manchester area is due to begin telecasting May 3. Granada TV a. weekday program contractor, ABC TV Ltd. in charge of week end programs.

CLOSED-CIRCUIT TV, enjoying its first real boom year, continues to crop up with infinite variety of new and unusual uses. Outstanding among this week's closed-circuit reports was approval by N. Y. State Power Authority of elaborate multi-camera microwave TV system to enable tourists to view construction activities at St. Lawrence power project near Massena, N. Y., without getting in the way of workers. TV cameras will be mounted on towers and rotated to show entire scene to visitors watching 3 large screens. Among other closed-circuit uses reported this week:

Unique educational installation at recently opened Nebraska Psychiatric Institute in Omaha enables psychiatry students to observe actual treatment of mental patients. Each treatment room has special camera port, through which cameraman may shoot without disturbing doctor or patient. Institute has purchased complete GPL "ii-TV" system, with 3 cameras and monitors, each in small cart for portability. Up to 80 students may observe the treatment in auditorium equipped with projection TV equipment.

In another large-screen educational closed-circuit project, more than 500 educators at meeting of North Central Assn. of Colleges & Secondary Schools in Chicago took closed-circuit tour of Chicago's educational WTTW, saw samples of educational TV programming on 9x12-ft. projection screen provided by Dage TV div., Thompson Products, using Dage-Singer projection equipment.

Bamberger's, big Newark dept. store, will soon be putting TV cameras on detective duty. It's setting up 4 closed-circuit cameras in strategic areas, and equipping guards with tiny radio receivers, to crack down on shoplifters. Store officials got their idea from another unique use of closed-circuit TV, in Morristown, N. J. Memorial Hospital, which installed "Visit-Vision" booth, to permit children under 14 to see and be seen by sick parents via closed-circuit TV without entering hospital rooms.

GPL contributes these 2 recent show-business uses of its closed-circuit systems: (1) General Motors' touring "Motorama" is timed by means of vidicon camera with wide-angle lens mounted in a box seat and aimed at stage. Monitors are located in front of orchestra leader backstage and in stage manager's booth, for timing of music, cues, etc. (2) TV contributed to the filming of 20th Century-Fox's big musical, *Carousel*. No sound stage was big enough to handle shooting of 11-min. ballet sequence, so orchestra was put on one stage, singers on another, dancers on a third, with TV cameras and monitors on each stage and 3 monitors in front of music director Arnold Newman, to coordinate ballet scene with orchestra and singers.

A Telecommunications Advisory Board, to be headed by Office of Defense Mobilization's Maj. Gen. Jerry V. Matejka, was set up this week by ODM chief Arthur S. Flemming. It's to include representatives of FCC (Comr. Webster), Federal Civil Defense Administration, Central Intelligence Agency, Depts. of State, Defense & Commerce. Board's job will be to advise ODM on: "(a) The relationship of national telecommunication policies to specific national mobilization plans. (b) The compatibility of national telecommunication policies and programs with other policies and programs involving the national security. (c) Such other related national telecommunication matters as may be requested." New Board doesn't overlap with existing Telecommunications Planning Committee, also headed by Gen. Matejka. TAB is described as having broader national mobilization duties than TPC.

Latest of the many proposals for an instantaneous electronic TV-radio audience measurement service apparently has attracted serious attention of CBS & NBC, and its backers are forming a corporation in the hopes of going into commercial operation. Benjamin R. Potts, v.p.-mgr. of Lennen & Newell's Los Angeles office, is resigning his post there to devote full time to "Telerad Audit of Broadcasting" (TAB) which would exploit new measurement system developed by U of Southern Cal. marketing prof. Robert Miller with engineer George Wood & statistician Gerald Katz of Hughes Aircraft. Using "radar principles" and electronic computer, the system would use pulses transmitted from "electronic reporters" placed in sample homes, and would compile record showing how many sets—and which sets—are tuned to what stations in any given minute. Because it uses radio frequencies, system would require FCC license. Potts estimated it would cost about \$5,000,000 to install 20,000 units in TV sets throughout the nation. Meanwhile, the highly successful British audience service, Television Audience Measurement (TAM), is looking toward establishing a minute-by-minute audience rating service in U. S., governing director Bedford Attwood told newsmen in London.

Australian TV preparations are in high gear, with first of the 6 initial stations (2 commercial, 1 govt. each, in Sydney & Melbourne) planning to get on air this summer. Now being erected, and due to be in production by August, are Artransa Film Production Studios on 20-acre lot in French's Forest, near Sydney—which is aiming not only at Australian TV film production, but American and British as well. Supervising construction and initial operation is Rudy Bretz, independent TV consultant formerly with CBS. Artransa studios will be completely equipped for film production, with two 50x75-ft. sound stages. Owned by Artransa Pty. Ltd., business offices are at 132 Phillip St., Sydney. One of the 4 commercial TV licensees, Television Corp. Ltd., of Sydney, announces that it will begin test patterns about July 15, programming Sept. 15. Initial base hour rate will be £200 (about \$500), 20 sec. announcement \$100, 10 sec. \$50. Using call letters TCN, it has authorized power of 100-kw ERP, using Philips transmitter, Fernseh (German) studio equipment and self-supporting tower by S.A.E. of Milan, Italy. D. F. H. Packer is chairman; N. B. Theodore managing director. American representative is Jack Davies, Australian Consolidated Press, 229 W. 43rd St., N. Y.

Plea for equal access of TV with other media in covering "events of public interest" was voiced by NBC pres. Robert W. Sarnoff April 28 at Washington banquet celebrating 10th anniversary of *Meet the Press*. "TV is the eyes and ears of the people," he said. "If it is denied access to subjects upon which the people should be informed, it is not TV which suffers—it is the people who suffer. Once TV wins full journalistic equality—as it must—it will then be in a position to contribute even more fully to the broad democratic goal of a fully informed public." He stressed TV's contribution to cultural improvement of Americans through such programs as color spectacles, *See It Now*, *Wide Wide World*, *Project 20*, *Home & Today*.

Court action against KHJ-TV, Hollywood, was threatened by screen writer Paul Jarrico this week over removal by the station of his writing credit from 15-year-old movie "Tom, Dick & Harry," telecast by the station. Station deleted line after *Hollywood Reporter* called attention to fact that Jarrico once refused to tell House Un-American Activities Committee whether he was a Communist. Jarrico also protested to Screen Writers Guild. Meanwhile in New York, AFTRA warned it will "take action" when performer is denied work "because of misleading statements by Aware Inc. or any other similar organization."

TRADE PIPELINES CLEAR AS TV SALES LAG: TV inventories of 2,250,000 at all levels as of April 1 reflect how carefully production and retail sales have been balanced, with both down about 10% from 1955 levels. Inventories were estimated at slightly more than 2,000,000 on April 1, 1955 -- but the slight inventory buildup represents a carryover from 4th quarter year ago, and is not considered out of proportion.

Radio inventories totaled 3,100,000 on April 1, excluding auto sets, compared to 2,900,000 on same date year ago. As in TV, the radio inventories are regarded as "clean" and quite in line with radio's 30% sales increase in first quarter.

"We're watching inventories quite closely for a clue as to color's effect on sales," said one major manufacturer. "When we see inventories pile up, we'll know that color is beginning to have its impact. Thus far, we have seen absolutely no evidence of it at the inventory level."

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Retail TV sales continue quite sluggish, generally, despite extensive spring price-cutting promotions on individual models. But the consumers appear to be waiting for new models in June, meanwhile sizing up the first under-14-in. portables. "We're still selling sets, but we've got to work a hell of a lot harder for those sales," commented one set maker -- and echoed by several others.

Trade expects big sales hypo from upcoming political conventions this summer, and many feel it will carry over indefinitely. Admiral pres. Ross D. Siragusa is one who believes in TV's long-term potential. In speech prepared for delivery to Ad Club of Washington April 30, he predicts 100,000,000 TVs will be sold in next decade.

Brief highlights of other major trade developments this week:

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Portable Roundup: Philco introduced 14 & 17-in. portables at eastern distributors' convention April 27 in Philadelphia, and announced it will not produce TV sets smaller than 14-in. in foreseeable future. Prices were not set, but it was indicated that the 14-in. will begin at slightly under \$100. New sets will start moving to distributors within next 30 days, said Larry F. Hardy, v.p. for product development.

"The sets have been engineered for superior performance in all areas," said Hardy. "Philco's new 14 & 17-in. picture tubes make it unnecessary for the customer to settle for a small 8 or 10-in. picture on his portable TV receiver." Four 14-in. receivers, 3 in aluminum cabinets and one in steel, and three 17-in. sets, all in aluminum cabinets, were shown. The 14-in. aluminum sets weigh about 26 lbs., the 17-in. receivers about 32 lbs. All are equipped with new type of "solarized" safety glass filter lens designed to improve viewing under strong indoor or outdoor lights.

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Excellent distributor-dealer acceptance is reported by Charles P. Baxter, RCA TV v.p., for his company's 22-lb., 8½-in. "personal" portable retailing at \$125. "Shipments in larger quantities already are being made to the merchandisers and a heavy consumer demand is building up," he said. He cited Cleveland experience as example, declaring: "Not only did a large number of customers visit stores to examine and buy the 'Personal,' but a good number of telephone calls also were received as a result of the kick-off advertising. An interesting point discovered in Cleveland was the fact that dealers report most customers were sold on these receivers before visiting the stores."

Westinghouse is looking beyond its projected 14 & 17-in. portables to possibilities of 8½, 9 or 10-in. receivers. No decision has been reached on any of the smaller-screen sets, but spokesman said: "We're looking at all of them in the labs and we'll be guided by public acceptance. So far, we're planning only 14 & 17-in. sets later this year, but if the smaller-screen sets click, we'll have them."

Color Buildup: "We will have no color announcement regarding models or prices before our convention of distributors & field reps June 4 in Miami Beach Auditorium." Thus RCA's TV v.p. Charles P. Baxter spiked persistent scuttlebutt that RCA would lower price of color sets prior to its convention. Rumors were doubtless inspired by Admiral's recent disclosure of plans to introduce a color set in June priced at \$499.95, plus \$100 service contract (Vol.12:16). Baxter also revealed that RCA had received a "swarm" of requests for color production blueprints, in response to its offer to set licensees last week to share know-how (Vol. 12:16).

A "Color TV Exposure Program," designed to acquaint maximum number of consumers with color, was also announced this week by RCA. Joseph P. Bannon, gen. sales mgr. of TV div., said 2 important facets of program are in-home demonstrations and direct approaches to business and civic organizations with offers of color sets at reduced prices. He said the in-home demonstration program is beginning to pay off for distributors and dealers and will be expanded in months ahead. He also said that 80,000 letters were mailed last week to leaders of country clubs, civic organizations, American Legion posts, ad agencies and clubs. Reply cards were enclosed. Bannon said it is "too early" to gauge results of direct-mail campaign but stated that preliminary returns indicate "particularly heavy interest among advertisers and advertising agencies, many of whom already own color sets, to get additional sets so that key personnel can monitor the constantly expanding number of shows in color."

Westinghouse has learned a lot about color since its ill-fated venture into 15-in. sets a few years ago and won't repeat the same mistakes, we were told this week by Gilbert Larson, asst. gen. mgr. of TV-radio div. "First of all," he said, "we don't believe anybody is going to obsolete our 22-in. rectangular tube the way our 15-in. was quickly obsoleted. Secondly, the construction of our 22-in. color sets is so vastly improved there's just no comparison. Thirdly, the transmission of color programs is so much better that we can afford to play up the ease of color tuning. In our new sets, for example, the special color controls are in a trap door far removed from the regular knobs. Finally, we know much more about servicing."

Completely bearish on color, Zenith pres. E.F. McDonald Jr. told stockholders meeting this week that present color sets "will be obsolete within a year." He said Zenith has set with 22-in. rectangular tube that "is so far ahead of the present sets that there is no comparison, but we will not put it on market unless forced to, unless the public is stampeded into color." Claiming that RCA is "forcing [color] prematurely," he added: "Sales of color sets, even at cut prices, are small now. They are not sold at advertised prices, but well below, and a loss is being taken."

Tube Measurement: Industry's pressure on Federal Trade Commission to repeal controversial Rule 9 of its trade practice regulations increased this week, with Motorola and Raytheon submitting petitions in support of RETMA's request for repeal. Rule 9 is intended to prohibit "deception as to size of picture" designations in set advertising. It specifies that horizontal measure of viewable area can be given, or diagonal measure if it's clearly stated that diagonal measurement is used, or in square inches. Motorola stated that Rule 9 has created "widespread confusion" and that effectiveness of other rules may be impaired if it is retained. Petition by Raytheon declared: "Raytheon, with its extremely small share of the TV receiver market, has been faced since the effectiveness of the rule with the dilemma of endeavoring to achieve full compliance while at the same time remaining competitive in its advertising policies....It would seem that the public, whose interest must be the final determining factor, would be better served by a return to the tube size designations with which it is familiar than by the confusion engendered by attempted compliance with this rule." Sylvania and GE are expected to file petitions shortly. Philco had requested reconsideration of rule 3 weeks ago (Vol. 12:14).

Production: TV output totaled 147,038 for week ended April 20, compared to 136,979 preceding week and 118,113 week ended April 6. It was year's 16th week and brought production for year to date to about 2,160,000, as against 2,600,000 in same period year ago. Radio production totaled 249,487 (72,022 auto) week ended April 20, compared to 231,437 preceding week and 224,544 week before. Radio output for 16 weeks totaled 4,350,000, compared to 4,200,000 in corresponding 1955 period.

Census Data Projected

TV Households by Regions, States & Counties

Estimates as of June 1955 Compiled by Advertising Research Foundation Inc.

Derived from Bureau of Census Data and Industry Estimates

Underwritten by ABC, CBS, NBC, NARTB and TvB, Released April 30, 1956

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ARF Definitions and Symbols

Household: A household includes all the persons who occupy a dwelling unit, such as a house, apartment, or other group of rooms, or a single room that constitutes a dwelling unit. Quasi-households, such as groups of persons living in large rooming houses, transient hotels, institutions, and military establishments, are not included.

TV Household: A TV household is a household having one or more TV sets. A TV set, according to the TV supplement to the Current Population Survey of the Bureau of the Census for June 1955, is any type or model of TV set

in a household at the time of the interview, without regard to working order.

Geographic Region: The regions used in this report are the 4 geographic regions defined by the Bureau of the Census.

Dash (—): Indicates that the percent of TV households in a county is less than 10%. The number of TV households is not shown for these counties.

Asterisk (*): Indicates that the state total includes the estimated number of TV households for those counties having less than 10% TV households.

SUMMARY FOR GEOGRAPHIC REGIONS BY STATES

Region and State	Total Households	TV Households Percent	TV Households Number	Region and State	Total Households	TV Households Percent	TV Households Number	Region and State	Total Households	TV Households Percent	TV Households Number
Northeast	12,595,000	80	10,032,000	Missouri	1,330,000	67	885,130	Oklahoma	663,900	58	385,250
Connecticut	666,200	80	530,180	Nebraska	430,700	59	252,490	South Carolina	544,900	48	260,220
Maine	262,800	64	168,140	North Dakota	167,800	37	62,300	Tennessee	883,400	53	464,500
Massachusetts	1,472,400	81	1,191,590	Ohio	2,610,100	82	2,149,070	Texas	2,392,700	56	1,337,330
New Hampshire	161,300	68	110,360	South Dakota	195,300	29	57,080	Virginia	912,700	59	537,760
New Jersey	1,626,500	83	1,346,390	Wisconsin	1,059,800	67	709,040	West Virginia	496,300	55	271,440
New York	4,888,400	81	3,949,570	South	13,441,000	53	7,156,000	West	7,236,000	62	4,494,000
Pennsylvania	3,161,900	78	2,472,930	Alabama	799,200	45	362,400	Arizona	280,600	50	139,720
Rhode Island	246,600	83	204,760	Arkansas	512,800	36	186,000	California	4,200,500	71	2,984,910
Vermont	108,900	53	58,080	Delaware	104,800	79	83,050	Colorado	452,900	53	239,720
North Central	14,516,000	72	10,424,000	Dist. of Columbia	249,800	82	206,090	Idaho	176,700	45	80,070
Illinois	2,877,500	77	2,227,440	Florida	1,039,600	52	541,450	Montana	199,600	26	51,060
Indiana	1,334,600	72	967,430	Georgia	940,800	53	502,470	Nevada	67,700	41	27,990
Iowa	824,800	68	561,630	Kentucky	804,000	47	380,970	New Mexico	207,200	38	78,020
Kansas	676,300	52	354,040	Louisiana	791,900	51	400,120	Oregon	535,600	45	240,760
Michigan	2,096,200	77	1,623,370	Maryland	716,700	77	552,650	Utah	207,900	68	142,350
Minnesota	912,900	63	574,980	Mississippi	559,900	28	158,810	Washington	815,100	60	490,480
				North Carolina	1,027,600	51	525,490	Wyoming	92,200	21	18,920

SUMMARY OF TELEVISION HOUSEHOLDS BY STATES

State	Total Households	TV Households Percent	TV Households Number	State	Total Households	TV Households Percent	TV Households Number	State	Total Households	TV Households Percent	TV Households Number
U. S. Total	47,788,000	67	32,106,000	Minnesota	912,900	63	574,980	North Dakota	167,800	37	62,300
Alabama	799,200	45	362,400	Mississippi	559,900	28	158,810	Ohio	2,610,100	82	2,149,070
Arizona	280,600	50	139,720	Missouri	1,330,000	67	885,130	Oklahoma	663,900	58	385,250
Arkansas	512,800	36	186,000	Montana	199,600	26	51,060	Oregon	535,600	45	240,760
California	4,200,500	71	2,984,910	Nebraska	430,700	59	252,490	Pennsylvania	3,161,900	78	2,472,930
Colorado	452,900	53	239,720	Illinois	2,877,500	77	2,227,440	Rhode Island	246,600	83	204,760
Connecticut	666,200	80	530,180	Indiana	1,334,600	72	967,430	South Carolina	544,900	48	260,220
Delaware	104,800	79	83,050	Iowa	824,800	68	561,630	South Dakota	195,300	29	57,080
Dist. of Columbia	249,800	82	206,090	Kansas	676,300	52	354,040	Tennessee	883,400	53	464,500
Florida	1,039,600	52	541,450	Kentucky	804,000	47	380,970	Texas	2,392,700	56	1,337,330
Georgia	940,800	53	502,470	Nevada	67,700	41	27,990	Utah	207,900	68	142,350
Idaho	176,700	45	80,070	New Hampshire	161,300	68	110,360	Vermont	108,900	53	58,080
Louisiana	791,900	51	400,120	New Jersey	1,626,500	83	1,346,390	Virginia	912,700	59	537,760
Maine	262,800	64	168,140	New Mexico	207,200	38	78,020	Washington	815,100	60	490,480
Maryland	716,700	77	552,650	New York	4,888,400	81	3,949,570	West Virginia	496,300	55	271,440
Massachusetts	1,472,400	81	1,191,590	North Carolina	1,027,600	51	525,490	Wisconsin	1,059,800	67	709,040
Michigan	2,096,200	77	1,623,370					Wyoming	92,200	21	18,920

TELEVISION HOUSEHOLDS BY STATES AND COUNTIES

State and County	Total Households	TV Households Percent	TV Households Number	State and County	Total Households	TV Households Percent	TV Households Number	State and County	Total Households	TV Households Percent	TV Households Number
ALABAMA *	799,200	45	362,400	Chambers	9,600	38	3,670	Conecuh	4,500	24	1,100
Autuga	4,100	24	980	Cherokee	3,800	47	1,790	Coosa	2,500	37	920
Baldwin	11,500	43	4,990	Chilton	6,500	44	2,890	Covington	10,000	25	2,460
Barbour	6,500	13	860	Choctaw	4,200	26	1,080	Crenshaw	4,500	31	1,400
Bibb	3,900	53	2,090	Clarke	6,400	27	1,750	Cullman	11,700	55	6,450
Blount	7,100	46	3,240	Clay	3,000	35	1,040	Dale	4,800	29	1,390
Bullock	3,600	28	1,000	Cleburne	2,700	34	920	Dallas	14,100	34	4,740
Butler	6,500	28	1,850	Coffee	7,100	29	2,040	De Kalb	11,200	36	3,990
Calhoun	22,000	53	11,770	Colbert	10,600	24	2,520	Elmore	7,100	43	3,020

State and County	Total Households	TV Households Percent	Households Number	State and County	Total Households	TV Households Percent	Households Number	State and County	Total Households	TV Households Percent	Households Number
ALABAMA—Continued				Prairie	3,300	40	1,310	Mineral	200	—	—
Escambia	7,400	39	2,920	Pulaski	63,700	42	26,950	Moffat	1,800	—	—
Etowah	27,500	55	15,260	Randolph	3,700	36	1,350	Montezuma	3,000	—	—
Fayette	4,400	28	1,220	St. Francis	8,900	40	3,540	Montrose	4,500	19	870
Franklin	6,100	28	1,740	Saline	6,400	42	2,690	Morgan	5,300	50	2,640
Geneva	6,000	16	960	Scott	2,400	12	290	Otero	7,700	42	3,210
Greene	3,500	17	610	Searcy	2,600	14	370	Ouray	600	—	—
Hale	4,500	19	840	Sebastian	20,300	63	12,710	Park	500	28	140
Henry	3,800	29	1,090	Sevier	3,100	28	860	Phillips	1,500	17	280
Houston	11,900	36	4,320	Sharp	2,200	—	—	Pitkin	500	—	—
Jackson	8,700	34	2,950	Stone	1,800	—	—	Prowers	5,000	—	—
Jefferson	166,400	64	107,260	Union	14,200	34	4,870	Pueblo	28,600	50	14,240
Lamar	3,600	36	1,290	Van Buren	2,400	35	840	Rio Blanco	1,700	—	—
Lauderdale	14,800	18	2,620	Washington	15,200	26	3,890	Rio Grande	3,600	—	—
Lawrence	6,300	31	1,950	White	10,300	29	2,980	Routt	2,600	—	—
Lee	11,300	40	4,570	Woodruff	4,100	22	910	Saguache	1,400	—	—
Limestone	8,400	40	3,330	Yell	3,400	23	770	San Juan	400	—	—
Lowndes	3,600	23	820	CALIFORNIA *				San Miguel	700	—	—
Macon	6,700	25	1,640	Alameda	282,700	73	206,370	Sedgwick	1,500	—	—
Madison	18,900	33	6,310	Alpine	200	32	60	Summit	400	21	80
Marengo	6,800	16	1,070	Amador	2,900	50	1,450	Teller	600	37	220
Marion	6,600	40	2,630	Butte	23,900	49	11,620	Washington	2,500	33	840
Marshall	11,600	43	4,950	Calaveras	3,500	46	1,600	Weld	19,800	60	11,920
Mobile	73,000	54	39,640	Colusa	3,900	51	1,990	Yuma	3,300	21	680
Monroe	5,400	19	1,030	Contra Costa	105,400	65	69,040	CONNECTICUT			
Montgomery	41,600	51	21,300	Del Norte	5,300	22	1,160	Fairfield	169,500	80	135,430
Morgan	14,400	53	7,700	Eldorado	6,500	40	2,600	Hartford	180,300	82	147,670
Perry	4,100	20	800	Fresno	92,500	65	60,310	Litchfield	33,200	78	25,760
Pickens	5,100	21	1,050	Glenn	5,200	46	2,370	Middlesex	21,400	80	17,140
Pike	7,200	23	1,630	Humboldt	29,200	56	16,410	New Haven	178,300	83	147,810
Randolph	5,000	39	1,930	Imperial	18,200	45	8,120	New London	48,000	63	30,140
Russell	10,300	39	4,010	Inyo	4,500	13	590	Tolland	14,800	72	10,700
Saint Clair	6,400	43	2,770	Kern	73,800	65	47,820	Windham	20,700	75	15,530
Shelby	7,400	64	4,710	Kings	14,700	67	9,830	DELAWARE			
Sumter	5,200	27	1,420	Lake	4,700	34	1,600	Kent	104,800	79	83,050
Talladega	16,100	60	9,610	Lassen	7,300	—	—	New Castle	12,700	80	10,150
Tallapoosa	8,400	39	3,240	Los Angeles	1,721,400	79	1,364,930	New Castle	70,700	81	57,410
Tuscaloosa	23,600	37	8,710	Madera	11,400	67	7,670	Sussex	21,400	72	15,490
Walker	15,300	58	8,860	Marin	32,800	68	22,440	DIST. OF COLUMBIA			
Washington	3,400	26	890	Mariposa	1,700	38	640	FLORIDA *	249,800	82	206,090
Wilcox	4,700	14	650	Mendocino	15,700	20	3,120	Alachua	1,039,600	52	541,450
Winston	4,300	50	2,150	Merced	23,200	57	13,340	Baker	16,700	34	5,590
ARIZONA *				Modoc	3,500	—	—	Baker	1,400	66	920
Apache	5,800	—	—	Mono	800	17	140	Bay	17,900	39	6,930
Cochise	10,400	13	1,330	Monterey	51,100	51	25,910	Bradford	3,400	61	2,090
Coconino	7,600	14	1,060	Napa	16,400	34	5,640	Brevard	8,700	48	4,190
Gila	7,500	34	2,520	Nevada	7,000	49	3,400	Broward	48,000	66	31,630
Graham	3,600	16	580	Orange	116,500	71	82,600	Calhoun	2,200	42	920
Greenlee	4,100	12	500	Placer	14,700	57	8,310	Charlotte	1,600	34	550
Maricopa	134,500	66	88,770	Plumas	4,700	27	1,280	Citrus	1,700	32	540
Mohave	2,500	—	—	Riverside	72,000	62	44,860	Clay	4,800	56	2,680
Navajo	7,500	—	—	Sacramento	111,400	64	71,520	Collier	2,500	44	1,100
Pima	61,700	48	29,370	San Benito	4,700	48	2,250	Columbia	5,000	41	2,030
Pinal	14,400	53	7,620	San Bernardino	121,000	61	74,420	Dade	222,400	71	159,010
Santa Cruz	2,600	26	670	San Diego	243,500	78	190,420	De Soto	2,700	20	550
Yavapai	7,400	16	1,200	San Francisco	280,100	77	215,400	Dixie	800	33	260
Yuma	11,000	46	5,020	San Joaquin	69,700	64	44,680	Duval	103,600	69	72,000
ARKANSAS *				San Luis Obispo	20,700	46	9,540	Escambia	38,000	58	21,960
Arkansas	512,800	36	186,000	San Mateo	106,300	68	72,500	Flagler	1,100	32	350
Ashley	6,800	49	3,300	Santa Barbara	33,800	61	20,750	Franklin	1,800	12	220
Baxter	6,300	39	2,470	Santa Clara	118,500	69	82,240	Gadsden	8,100	—	—
Benton	3,100	13	390	Santa Cruz	25,700	59	15,160	Gilchrist	700	39	270
Boone	11,400	20	2,310	Shasta	14,600	33	4,760	Glades	600	21	130
Boone	4,600	27	1,260	Sierra	800	30	240	Gulf	2,200	21	450
Bradley	3,900	28	1,110	Siskiyou	11,000	16	1,770	Hamilton	2,200	29	630
Calhoun	1,500	30	450	Solano	38,800	72	27,780	Hardee	2,800	26	720
Carroll	3,900	17	650	Sonoma	41,300	49	20,400	Henry	1,800	45	800
Chicot	5,600	26	1,440	Stanislaus	45,100	51	23,140	Hernando	2,000	33	660
Clark	5,700	32	1,840	Sutter	9,100	45	4,130	Highlands	5,200	21	1,080
Clay	6,800	35	2,380	Tehama	6,900	53	3,680	Hillsborough	85,600	59	50,420
Cleburne	2,700	23	630	Trinity	2,300	22	500	Holmes	3,200	—	—
Cleveland	2,200	21	460	Tulare	44,600	59	26,400	Indian River	4,400	30	1,320
Columbia	7,300	33	2,390	Tuolumne	4,400	48	2,110	Jackson	8,700	14	1,210
Conway	4,100	39	1,610	Ventura	43,100	73	31,590	Jefferson	2,500	20	500
Craighead	13,200	61	8,010	Yolo	15,700	46	7,240	Lafayette	700	21	140
Crawford	6,100	26	1,590	Yuba	10,100	43	4,360	Lake	12,600	46	5,770
Crittenden	12,700	47	5,980	COLORADO *				Lee	9,400	46	4,290
Cross	5,900	47	2,770	Adams	452,900	53	239,720	Leon	16,100	—	—
Dallas	2,900	36	1,040	Alamosa	14,000	72	10,010	Levy	2,800	19	550
Desha	6,000	27	1,590	Arapahoe	2,800	—	—	Liberty	1,100	—	—
Drew	4,500	18	830	Archuleta	20,400	56	11,440	Madison	3,200	23	750
Faulkner	6,200	41	2,540	Baca	700	—	—	Manatee	12,900	55	7,070
Franklin	2,900	23	660	Bent	2,600	—	—	Marion	12,300	32	3,900
Fulton	2,400	14	350	Boulder	2,200	19	430	Martin	2,800	44	1,230
Garland	14,800	41	5,990	Chaffee	15,700	57	8,870	Monroe	10,800	32	3,420
Grant	2,300	44	1,010	Cheyenne	2,200	24	530	Nassau	3,700	62	2,290
Greene	7,300	30	2,190	Clear Creek	1,100	—	—	Okaloosa	8,900	38	3,360
Hempstead	6,200	23	1,430	Conejos	1,200	43	520	Okeechobee	1,000	41	410
Hot Spring	6,700	35	2,330	Costilla	2,400	—	—	Orange	47,500	55	26,030
Howard	3,100	49	1,510	Crowley	1,200	—	—	Osceola	4,200	46	1,920
Independence	6,000	36	2,150	Custer	1,400	45	630	Palm Beach	45,800	55	25,010
Izard	2,400	—	—	Delta	600	27	160	Pasco	7,700	29	2,270
Jackson	6,900	37	2,550	Denver	5,500	20	1,080	Pinellas	78,000	40	31,120
Jefferson	22,000	34	7,520	Douglas	156,700	73	114,080	Polk	43,300	31	13,380
Johnson	4,100	—	—	Dolores	600	—	—	Putnam	7,700	46	3,570
Lafayette	3,200	31	1,000	Douglas	1,200	39	460	St. Johns	8,200	52	4,290
Lawrence	5,300	38	2,040	Eagle	1,200	13	160	St. Lucie	8,700	29	2,540
Lee	5,800	40	2,300	Elbert	1,100	44	490	Santa Rosa	5,000	37	1,850
Lincoln	3,800	20	750	El Paso	30,700	54	16,460	Sarasota	13,700	32	4,440
Little River	2,800	51	1,430	Fremont	5,500	35	1,950	Seminole	8,500	37	3,150
Logan	4,500	18	810	Garfield	3,700	—	—	Sumter	3,100	34	1,040
Lonoke	6,700	48	3,200	Gilpin	200	24	50	Suwannee	4,300	29	1,260
Madison	2,600	12	330	Grand	1,100	29	320	Taylor	2,800	22	610
Marion	2,100	—	—	Gunson	1,700	—	—	Union	1,200	55	660

State and County		Total Households	TV Households Percent	Number	State and County		Total Households	TV Households Percent	Number	State and County		Total Households	TV Households Percent	Number			
GEORGIA—Continued																	
Bartow		7,000	65	4,550	Seminole		1,900	24	460	Henderson		2,600	62	1,600			
Ben Hill		3,900	24	920	Spalding		8,500	71	6,050	Henry		16,100	79	12,700			
Berrien		3,100	19	600	Stephens		4,600	48	2,230	Iroquois		10,800	53	5,670			
Bibb		34,900	53	18,530	Stewart		2,200	23	500	Jackson		12,900	50	6,490			
Bleckley		2,300	38	890	Sumter		6,200	38	2,350	Jasper		3,900	53	2,080			
Brantley		1,500	32	480	Talbot		1,800	43	780	Jefferson		12,200	47	5,780			
Brooks		3,800	19	730	Talferro		900	42	380	Jersey		4,900	65	3,190			
Bryan		1,400	24	340	Tattnell		3,500	19	660	Jo Davless		6,900	57	3,940			
Bulloch		5,900	38	2,270	Taylor		2,300	42	960	Johnson		2,500	24	600			
Burke		5,700	34	1,920	Telfair		2,800	20	570	Kane		49,200	83	40,980			
Butts		2,300	66	1,520	Terrell		3,100	44	1,380	Kankakee		20,900	80	16,720			
Calhoun		2,200	21	460	Thomas		9,000	11	970	Kendall		3,900	79	3,090			
Camden		2,200	45	1,000	Tift		6,200	25	1,570	Knox		18,400	73	13,450			
Candler		1,900	30	570	Toombs		4,200	23	950	Lake		60,100	84	50,720			
Carroll		8,800	63	5,550	Towns		1,000	36	370	La Salle		32,600	51	16,590			
Catoosa		4,200	65	2,730	Treutlien		1,400	18	260	Lawrence		6,700	38	2,510			
Charlton		1,100	55	610	Troup		13,700	61	8,370	Lee		10,500	56	5,850			
Chatham		46,300	57	26,390	Turner		2,400	27	640	Livingston		11,300	55	6,230			
Chattahoochee		1,600	67	1,070	Twiggs		1,800	25	440	Logan		8,900	68	6,080			
Chattooga		5,500	52	2,870	Union		1,700	35	600	McDonough		9,300	57	5,250			
Cherokee		5,300	65	3,450	Upson		6,600	50	3,300	McHenry		18,200	74	13,470			
Clarke		10,500	46	4,820	Walker		11,100	57	6,370	McLean		24,600	55	13,410			
Clay		1,400	26	360	Walton		5,000	66	3,290	Macon		35,500	66	23,390			
Clayton		7,200	72	5,170	Ware		7,900	52	4,130	Macoupin		14,500	56	8,180			
Clinch		1,500	33	500	Warren		2,100	37	780	Madison		63,700	80	51,090			
Cobb		21,300	71	15,120	Washington		4,700	29	1,390	Marion		13,300	60	8,010			
Coffee		5,600	15	850	Wayne		3,400	28	960	Marshall		4,200	51	2,150			
Colquitt		8,900	19	1,690	Webster		800	21	170	Mason		5,200	46	2,370			
Columbia		2,300	51	1,180	Wheeler		1,400	18	250	Massac		4,800	36	1,750			
Cook		3,000	11	350	White		1,400	36	510	Menard		3,100	51	1,590			
Coweta		7,300	63	4,630	Whitfield		9,700	70	6,810	Mercer		5,500	74	4,040			
Crawford		1,200	44	520	Wilcox		2,400	39	930	Monroe		4,200	75	3,150			
Crisp		4,700	38	1,770	Wilkes		2,800	52	1,460	Montgomery		10,800	54	5,790			
Dade		1,700	66	1,130	Wilkinson		2,300	26	600	Morgan		10,100	61	6,120			
Dawson		700	39	280	Worth		4,300	22	950	Moultrie		4,200	58	2,420			
Decatur		6,300	11	670	IDAHO *					177,600	45	80,070	Ogle		11,200	58	6,440
De Kalb		46,900	74	34,610	Ada		24,300	61	14,920	Peoria		58,800	79	46,450			
Dodge		4,000	38	1,530	Adams		900	32	280	Perry		7,000	53	3,680			
Dooly		3,200	36	1,150	Bannock		12,400	51	6,300	Piatt		4,400	58	2,530			
Dougherty		14,400	35	5,050	Bear Lake		1,900	50	960	Pike		7,200	75	5,420			
Douglas		3,000	75	2,260	Benewah		1,600	50	800	Pope		1,600	20	320			
Early		4,100	—	—	Bingham		6,600	54	3,580	Pulaski		4,500	39	1,750			
Echols		500	32	160	Blaine		1,400	31	440	Putnam		1,400	35	490			
Effingham		2,300	24	540	Boise		600	56	340	Randolph		8,600	74	6,370			
Elbert		4,500	54	2,450	Bonner		4,500	59	2,670	Richland		6,400	38	2,410			
Emanuel		4,400	24	1,070	Bonneville		9,600	69	6,640	Rock Island		44,900	83	37,400			
Evans		1,500	48	720	Boundary		1,600	49	780	St. Clair		69,700	83	57,780			
Fannin		3,600	38	1,370	Butte		800	38	300	Sallie		11,100	56	6,250			
Fayette		1,900	70	1,330	Camas		300	25	80	Sangamon		45,700	50	22,670			
Floyd		17,400	57	9,970	Canyon		16,600	43	7,220	Schuyler		3,300	58	1,920			
Forsyth		2,700	61	1,660	Caribou		2,000	36	710	Scott		2,400	57	1,380			
Franklin		3,300	59	1,940	Cassia		4,000	35	1,410	Shelby		7,900	33	2,620			
Fulton		145,400	78	114,130	Clark		200	55	110	Stark		2,700	59	1,590			
Gilmer		2,400	39	930	Clearwater		2,300	34	780	Stephenson		13,600	71	9,710			
Glascok		700	25	170	Custer		1,000	23	240	Tazewell		27,300	73	20,010			
Glynn		9,200	48	4,420	Elmore		2,400	46	1,090	Union		5,600	49	2,730			
Gordon		4,800	69	3,290	Franklin		2,600	39	1,020	Vermilion		29,100	57	16,700			
Grady		4,700	—	—	Fremont		2,500	65	1,630	Wabash		4,800	38	1,810			
Greene		2,900	40	1,170	Gem		2,400	50	1,190	Warren		8,000	63	5,020			
Gwinnett		8,500	60	5,130	Gooding		3,300	23	740	Washington		4,700	63	2,940			
Habersham		4,200	40	1,660	Idaho		3,300	15	510	Wayne		6,700	27	1,810			
Hall		10,900	72	7,870	Jefferson		2,800	40	1,110	White		6,900	35	2,440			
Hancock		2,300	31	720	Jerome		3,400	21	710	Whiteside		16,700	82	13,740			
Haralson		3,700	69	2,560	Kootenai		7,700	63	4,810	Will		43,900	81	35,730			
Harris		2,600	49	1,270	Latah		5,900	45	2,630	Williamson		16,700	43	7,230			
Hart		3,300	49	1,620	Lemhi		1,800	—	—	Winnebago		54,400	78	42,600			
Heard		1,500	42	630	Lewis		1,200	19	220	Woodford		7,000	58	4,070			
Henry		3,700	65	2,410	Lincoln		1,100	23	250	INDIANA							
Houston		6,700	51	3,430	Madison		2,500	68	1,690	Adams		1,334,600	72	967,430			
Irwin		2,400	18	420	Minidoka		2,500	35	880	Adams		7,000	70	4,900			
Jackson		4,500	50	2,250	Nez Perce		7,400	25	1,810	Allen		64,600	71	45,610			
Jasper		1,700	42	710	Oneida		1,100	43	480	Bartholomew		13,300	80	10,890			
Jeff Davls		2,400	21	510	Owyhee		1,700	51	880	Benton		3,500	69	2,430			
Jefferson		4,300	48	2,050	Payette		3,600	35	1,260	Blackford		4,500	54	2,410			
Jenkins		2,400	38	900	Power		900	52	460	Boone		8,400	74	6,230			
Johnson		2,400	25	600	Shoshone		6,700	47	3,160	Brown		1,600	59	950			
Jones		1,700	33	560	Teton		700	62	430	Carroll		5,500	67	3,700			
Lamar		2,400	59	1,410	Twin Falls		12,900	25	3,260	Cass		12,300	64	7,860			
Lanier		1,300	18	240	Valley		1,200	25	300	Clark		17,500	73	12,790			
Laurens		7,400	43	3,200	Washington		2,500	36	910	Clay		8,000	56	4,510			
Lee		1,400	43	600	ILLINOIS					Clinton		10,200	76	7,790			
Liberty		2,200	36	800	Adams		2,877,500	77	2,227,440	Crawford		2,700	56	1,510			
Lincoln		1,300	57	740	Alexander		22,100	73	16,110	Davless		8,400	61	5,160			
Long		900	31	280	Bond		7,300	40	2,930	Dearborn		8,100	76	6,160			
Lowndes		11,300	27	3,010	Boone		4,700	67	3,170	Decatur		5,800	69	4,010			
Lumpkin		1,500	32	480	Brown		5,500	53	2,900	De Kalb		8,700	67	5,830			
McDuffie		2,900	70	2,040	Bureau		2,300	70	1,610	Delaware		32,000	76	24,320			
McIntosh		1,600	23	370	Calhoun		12,200	59	7,160	Dubols		7,100	48	3,420			
Macon		3,200	36	1,170	Carroll		1,800	80	1,440	Elkhart		29,300	63	18,520			
Madison		2,700	43	1,150	Cass		6,400	73	4,680	Fayette		7,900	68	5,330			
Marion		1,400	31	440	Champaign		4,700	71	3,340	Floyd		15,800	78	12,390			
Meriwether		5,200	56	2,900	Christian		32,600	61	19,890	Fountain		6,100	59	3,610			
Miller		2,200	14	320	Clark		12,800	59	7,560	Franklin		4,600	55	2,530			
Mitchell		5,300	18	930	Clay		5,700	57	3,260	Fulton		5,600	76	4,230			
Monroe		2,400	64	1,550	Clinton		5,600	35	1,940	Gibson		9,900	44	4,330			
Montgomery		1,700	—	—	Coles		6,900	64	4,430	Grant		5,900	70	4,140			
Morgan		2,600	45	1,160	Cook		13,600	52	7,020	Greene		20,600	70	14,420			
Murray		2,400	68	1,620	Crawford		1,480,000	87	1,290,710	Hamilton		9,200	71	6,550			
Muscogee		34,200	69	23,530	Cumberland		7,400	57	4,230	Hancock		9,900	76	7,480			
Newton		5,100	67	3,420	De Kalb		3,300	67	2,210	Harrison							

State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number				
INDIANA—Continued			Muscatine	10,700	84	9,020	Sedgwick	100,200	67	66,930		
Madison	36,400	84	O'Brien	6,000	63	3,800	Seward	3,500	—	—		
Marion	198,400	85	Osceola	3,000	48	1,430	Shawnee	40,800	65	26,680		
Marshall	10,000	68	Page	7,200	77	5,520	Sheridan	1,100	17	180		
Martin	3,400	56	Palo Alto	4,300	45	1,930	Sherman	2,200	—	—		
Miami	9,500	48	Plymouth	6,700	78	5,230	Smith	3,000	29	860		
Monroe	14,600	70	Pocahontas	4,500	49	2,200	Stafford	2,900	50	1,450		
Montgomery	9,900	81	Polk	78,000	80	62,710	Stanton	500	—	—		
Morgan	8,200	80	Pottawattamie	21,800	76	16,500	Stevens	1,200	—	—		
Newton	3,600	81	Poweshiek	5,700	56	3,190	Sumner	9,000	49	4,410		
Noble	8,300	68	Ringgold	3,100	37	1,130	Thomas	2,300	14	320		
Ohio	1,300	69	Sac	5,400	62	3,360	Trego	1,700	17	290		
Orange	5,200	51	Scott	33,400	84	28,090	Wabaunsee	2,300	40	910		
Owen	3,800	62	Shelby	4,500	75	3,380	Wallace	700	—	—		
Parke	4,900	71	Sioux	7,400	67	4,970	Washington	4,200	32	1,340		
Perry	5,200	54	Story	13,300	78	10,360	Wichita	700	14	100		
Pike	4,600	55	Tama	6,900	73	5,060	Willson	5,000	39	1,950		
Porter	13,400	80	Taylor	3,900	57	2,220	Woodson	2,200	30	660		
Posey	6,200	64	Union	5,300	53	2,810	Wyandotte	57,600	79	45,560		
Pulaski	4,000	62	Van Buren	3,600	59	2,130	KENTUCKY *					
Putnam	7,100	48	Wapello	15,200	44	6,630	Adair	4,100	34	1,390		
Randolph	9,300	77	Warren	5,400	73	3,930	Allen	3,900	40	1,560		
Ripley	6,100	71	Washington	6,300	54	3,370	Anderson	2,400	60	1,430		
Rush	6,300	75	Wayne	3,800	41	1,560	Ballard	4,300	19	830		
St. Joseph	70,700	77	Webster	13,900	78	10,770	Barren	8,400	34	2,880		
Scott	4,300	66	Winnebago	3,900	63	2,460	Bath	2,500	19	490		
Shelby	9,700	72	Winneshelek	6,200	32	1,970	Bell	10,000	27	2,710		
Spencer	4,600	45	Woodbury	36,400	83	30,320	Boone	4,100	69	2,850		
Starke	5,400	69	Worth	3,300	67	2,200	Bourbon	5,000	42	2,120		
Steuben	5,800	50	Wright	6,300	69	4,370	Boyd	13,900	73	10,110		
Sullivan	7,800	68	KANSAS *			676,300	52	354,040	Boyle	5,400	44	2,390
Switzerland	2,200	73	Allen	6,200	37	2,290	Bracken	2,400	62	1,480		
Tippecanoe	24,400	55	Anderson	3,400	30	1,020	Breathitt	3,800	11	430		
Tipton	4,900	69	Atchison	6,700	62	4,130	Breckenridge	3,900	55	2,140		
Union	1,900	64	Barber	2,900	52	1,510	Bullitt	3,200	73	2,330		
Vanderburgh	56,900	55	Barton	10,800	68	7,300	Butler	2,400	27	660		
Vermillion	7,300	56	Bourbon	6,700	44	2,940	Caldwell	3,900	22	870		
Vigo	36,400	80	Brown	5,300	53	2,800	Calloway	6,000	31	1,870		
Wabash	9,700	53	Butler	11,800	60	7,100	Campbell	24,300	77	18,780		
Warren	2,700	58	Chase	1,600	41	660	Carlisle	1,900	35	660		
Warrick	7,200	52	Chautauqua	2,300	30	690	Carroll	2,400	74	1,770		
Washington	5,200	58	Cherokee	8,500	42	3,530	Carter	4,900	59	2,900		
Wayne	23,100	73	Cheyenne	1,700	—	—	Casey	3,800	31	1,160		
Wells	6,700	53	Clark	1,200	20	240	Christlan	10,800	37	3,950		
White	6,100	62	Clay	3,900	32	1,230	Clark	5,500	25	1,380		
Whitley	6,600	70	Cloud	5,200	26	1,330	Clay	4,100	13	550		
IOWA			Coffey	3,100	42	1,290	Clinton	2,400	—	—		
Adair	3,900	59	Comanche	1,300	42	540	Crittenden	2,900	17	500		
Adams	2,600	50	Cowley	12,500	45	5,590	Cumberland	2,300	13	290		
Allamakee	4,600	40	Crawford	15,100	47	7,070	Davess	16,700	57	9,570		
Appanoose	6,000	47	Decatur	2,200	19	420	Edmonson	2,200	24	530		
Audubon	3,500	69	Dickinson	7,000	29	2,020	Elliott	1,400	64	890		
Benton	7,100	75	Doniphan	3,400	51	1,740	Estill	3,300	17	570		
Black Hawk	34,000	73	Douglas	11,800	55	6,500	Fayette	30,200	39	11,690		
Boone	8,300	71	Edwards	2,100	46	960	Fleming	3,100	38	1,170		
Bremer	5,700	61	Elk	2,000	37	750	Floyd	10,300	49	5,020		
Buchanan	6,000	74	Ellis	5,400	35	1,870	Franklin	7,600	49	3,720		
Buena Vista	7,100	47	Ellsworth	3,000	47	1,400	Fulton	3,700	30	1,100		
Butler	5,400	56	Finney	4,600	12	560	Gallatin	1,200	68	820		
Calhoun	5,300	55	Ford	6,500	25	1,620	Garrard	2,800	37	1,050		
Carroll	6,500	70	Franklin	6,600	55	3,610	Grant	2,700	75	2,030		
Cass	6,200	76	Geary	7,100	27	1,910	Graves	11,200	20	2,280		
Cedar	5,400	85	Gove	1,000	21	210	Grayson	4,500	32	1,430		
Cerro Gordo	14,700	68	Graham	1,500	20	300	Green	3,200	33	1,060		
Cherokee	5,200	66	Grant	1,600	—	—	Greenup	6,000	61	3,640		
Chickasaw	4,400	45	Gray	1,400	19	270	Hancock	1,600	35	570		
Clarke	3,100	39	Greeley	600	—	—	Hardin	11,400	53	5,990		
Clay	6,100	48	Greenwood	4,300	38	1,630	Harlan	15,300	33	5,080		
Clayton	6,600	50	Hamilton	1,000	—	—	Harrison	4,000	61	2,450		
Clinton	16,100	82	Harper	3,500	51	1,800	Hart	4,000	42	1,680		
Crawford	5,600	66	Harvey	7,300	54	3,960	Henderson	9,800	40	3,930		
Dallas	7,700	76	Haskell	700	11	80	Henry	3,300	42	1,370		
Davis	3,000	32	Hodgeman	900	15	140	Hickman	2,200	18	410		
Decatur	3,700	41	Jackson	3,600	69	2,490	Hopkins	11,100	22	2,450		
Delaware	5,100	73	Jefferson	3,700	56	2,070	Jackson	2,800	11	300		
Des Moines	14,400	79	Jewell	3,000	16	480	Jefferson	155,000	76	118,570		
Dickinson	4,000	45	Johnson	33,400	71	23,650	Jessamine	3,500	36	1,250		
Dubuque	20,500	66	Kearny	1,000	—	—	Johnson	5,500	49	2,680		
Emmet	4,300	28	Kingman	3,300	48	1,590	Kenton	34,600	78	26,990		
Fayette	8,200	49	Kiowa	1,500	50	750	Knott	3,600	16	580		
Floyd	6,900	39	Labette	10,600	37	3,930	Knox	6,600	12	790		
Franklin	5,100	66	Lane	1,000	29	290	Laure	2,600	54	1,410		
Fremont	3,500	81	Leavenworth	11,000	79	8,700	Laurel	6,000	13	790		
Greene	4,800	68	Lincoln	1,900	37	700	Lawrence	3,200	52	1,670		
Grundy	4,300	67	Linn	3,400	53	1,820	Lee	1,800	11	210		
Guthrie	4,400	67	Logan	1,200	11	130	Leslie	3,000	14	420		
Hamilton	6,300	76	Lyon	8,000	41	3,260	Letcher	7,900	17	1,370		
Hancock	4,400	57	McPherson	8,100	47	3,830	Lewis	2,900	37	1,070		
Hardin	7,400	81	Marion	5,200	41	2,130	Lincoln	4,400	44	1,940		
Harrison	5,600	78	Marshall	6,000	29	1,760	Livngston	2,300	15	330		
Henry	5,600	53	Meade	1,600	13	200	Logan	6,300	39	2,450		
Howard	3,900	34	Miami	6,200	65	4,040	Lyons	1,500	19	290		
Humboldt	4,000	45	Mitchell	3,200	35	1,130	McCracken	27,800	22	6,060		
Ida	3,300	68	Montgomery	16,800	44	7,430	McCreary	3,500	12	430		
Iowa	4,800	67	Morris	2,500	33	820	McLean	2,700	37	1,000		
Jackson	5,600	77	Morton	900	13	120	Madison	8,900	20	1,820		
Jasper	10,100	70	Nemaha	4,300	36	1,540	Magoffin	2,400	47	1,120		
Jefferson	5,000	61	Neosho	6,700	52	3,480	Marion	4,000	47	1,880		
Johnson	13,000	55	Ness	2,100	42	870	Marshall	4,500	36	1,640		
Jones	5,700	77	Norton	2,900	36	1,050	Martin	2,300	40	920		
Keokuk	5,500	60	Osage	4,400	58	2,530	Mason	5,100	62	3,140		
Kossuth	7,400	42	Osborne	2,600	34	880	Meade	2,500	65	1,620		
Lee	13,400	54	Ottawa	2,500	34	840	Menifee	1,100	24	260		
Linn	36,000	80	Pawnee	3,000	64	1,910	Mercer	4,200	50	2,120		
Louisa	3,300	83	Phillips	3,500	40	1,380	Metcalfe	2,400	33	790		
Lucas	3,800	38	Pottawatomie	3,700	35	1,310	Monroe	3,300	39	1,290		
Lyon	4,200	70	Pratt	4,000	53	2,130	Montgomery	3,500	29	1,010		
Madison	4,200	67	Rawlins	1,800	—	—	Morgan	3,200	34	1,090		
Mahaska	7,900	52	Reno	18,800	67	12,500	Muhlenberg	7,800	30	2,380		
Marion	7,600	77	Republic	3,800	25	940	Nelson	4,800	69	3,290		
Marshall	11,100	63	Rice	5,100	65	3,290	Nicholas	2,100	54	1,130		
Mills	3,600	83	Riley	9,300	32	2,990	Ohio	5,100	29	1,470		
Mitchell	4,100	52	Rooks	3,100	32	990	Oldham	2,600	61	1,590		
Monona	4,900											

State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number			
KENTUCKY—Continued				Charles	6,100	67	4,070	MINNESOTA				912,900	63	574,980
Pike	17,200	40	6,850	Dorchester	8,000	66	5,310	Aitkin	3,900	44	1,710			
Powell	1,600	17	280	Frederick	18,300	66	12,130	Anoka	12,100	72	8,710			
Pulaski	9,500	11	1,050	Garrett	5,200	39	2,010	Becker	6,700	31	2,060			
Robertson	800	55	440	Harford	16,500	83	13,710	Beltrami	7,100	10	690			
Rockcastle	3,200	—	—	Howard	6,900	68	4,710	Benton	4,100	33	1,340			
Rowan	3,000	41	1,220	Kent	4,000	78	3,130	Big Stone	2,500	16	400			
Russell	3,200	21	670	Montgomery	57,900	79	45,860	Blue Earth	11,500	75	8,630			
Scott	4,400	44	1,930	Prince Georges	68,600	78	53,300	Brown	7,600	62	4,740			
Shelby	5,000	56	2,830	Queen Annes	4,200	75	3,150	Carlton	6,800	52	3,520			
Simpson	3,300	45	1,490	St. Marys	8,500	65	5,500	Carver	5,200	66	3,430			
Spencer	1,500	74	1,110	Somerset	5,900	36	2,120	Cass	5,600	14	800			
Taylor	4,000	46	1,820	Talbot	6,100	75	4,590	Chippewa	4,900	30	1,450			
Todd	3,400	41	1,400	Washington	23,600	68	16,070	Chisago	3,900	78	3,030			
Trigg	2,200	23	500	Wilcomico	12,500	61	7,640	Clay	9,600	74	7,080			
Trimble	1,500	45	680	Worcester	7,400	36	2,650	Clearwater	2,600	11	300			
Union	4,100	39	1,590	MASSACHUSETTS				1,472,400	81	1,191,590	Cook	900	31	280
Warren	12,100	39	4,680	Barnstable	17,300	77	13,290	Cottonwood	4,700	45	2,110			
Washington	3,100	58	1,800	Berkshire	42,100	82	34,480	Crow Wing	9,500	24	2,290			
Wayne	3,800	13	500	Bristol	123,100	82	100,820	Dakota	14,900	81	12,100			
Webster	4,500	21	950	Dukes	1,800	80	1,430	Dodge	3,600	52	1,870			
Whitley	7,100	25	1,750	Essex	169,500	82	138,480	Douglas	6,400	22	1,400			
Wolfe	1,500	16	250	Franklin	17,600	62	10,960	Faribault	7,100	48	3,440			
Woodford	3,200	45	1,430	Hampden	118,400	80	94,130	Fillmore	7,300	49	3,590			
LOUISIANA				Hampshire	25,100	67	16,920	Freeborn	10,500	60	6,260			
Acadia	12,500	18	2,310	Middlesex	324,600	82	266,500	Goodhue	9,700	68	6,630			
Allen	5,300	33	1,730	Nantucket	1,100	71	780	Grant	2,700	20	530			
Ascension	6,000	47	2,820	Norfolk	126,900	80	101,650	Hennepin	225,300	85	191,960			
Assumption	4,100	39	1,580	Plymouth	64,300	82	52,660	Houston	4,200	56	2,360			
Avozelles	10,200	32	3,290	Suffolk	270,400	84	226,050	Hubbard	3,300	13	440			
Beauregard	5,300	30	1,600	Worcester	170,200	78	133,440	Isanti	3,100	79	2,440			
Bienville	4,400	32	1,420	MICHIGAN				2,096,200	77	1,623,370	Itasca	11,500	28	3,240
Bossier	12,200	44	5,390	Alcona	1,600	60	950	Jackson	4,700	50	2,350			
Caddo	56,000	60	33,710	Alger	2,900	17	500	Kanabec	2,700	39	1,040			
Calcasieu	32,300	43	13,890	Allegan	15,700	71	11,080	Kandiyohi	8,100	50	4,080			
Caldwell	2,600	40	1,030	Alpena	6,700	20	1,330	Kittson	2,500	11	260			
Cameron	1,300	28	360	Antrim	3,500	47	1,650	Koochiching	5,000	15	750			
Catahoula	2,800	23	640	Arenac	2,900	67	1,930	Lac Qui Parle	3,900	13	520			
Claiborne	6,300	28	1,750	Baraga	2,300	18	410	Lake	3,100	42	1,310			
Concordia	3,800	37	1,390	Barry	9,100	69	6,300	Lake of Woods	1,200	13	150			
De Soto	5,800	36	2,110	Bay	28,200	75	21,260	Le Sueur	5,800	71	4,090			
E. Baton Rouge	58,700	55	32,400	Benzie	2,500	35	880	Lincoln	3,000	50	1,490			
East Carroll	4,000	34	1,370	Berrien	42,700	78	33,390	Lyon	6,600	35	2,320			
E. Feliciana	3,300	31	1,030	Branch	10,000	62	6,150	McLeod	6,800	64	4,350			
Evangeline	8,700	20	1,770	Calhoun	40,500	85	34,340	Mahnomen	1,500	26	380			
Franklin	7,100	37	2,610	Cass	10,500	75	7,920	Marshall	4,200	17	700			
Grant	3,500	33	1,150	Charlevoix	4,000	30	1,200	Martin	7,600	48	3,630			
Iberia	11,000	33	3,580	Chippewa	3,900	11	440	Meeker	5,400	49	2,670			
Iberville	7,100	27	1,890	Chippewyan	8,700	26	2,240	Mille Lacs	4,400	45	1,990			
Jackson	3,700	58	2,150	Clare	3,400	60	2,030	Morrison	6,700	25	1,700			
Jefferson	42,200	62	26,380	Clinton	9,700	67	6,510	Mower	12,700	59	7,430			
Jefferson Davis	7,200	30	2,170	Crawford	1,300	44	580	Murray	4,000	44	1,760			
Lafayette	17,100	34	5,750	Delta	9,500	40	3,770	Nicollet	5,400	45	2,440			
Lafourche	11,000	56	6,180	Dickinson	7,700	64	4,910	Nobles	6,500	70	4,570			
La Salle	3,800	37	1,400	Eaton	13,700	60	8,170	Norman	3,500	71	2,490			
Lincoln	6,700	35	2,320	Emmet	4,900	21	1,040	Olmsted	14,000	74	10,350			
Livingston	5,500	37	2,020	Genesee	92,600	77	70,930	Otter Tail	13,700	32	4,330			
Madison	4,500	43	1,910	Gladwin	2,500	78	1,960	Pennington	3,700	31	1,160			
Morehouse	8,800	35	3,100	Gogebic	8,100	39	3,130	Pine	4,900	39	1,910			
Natchitoches	9,300	21	1,930	Grand Traverse	8,600	44	3,810	Pipestone	4,000	58	2,340			
Orleans	178,000	72	129,040	Gratiot	10,300	76	7,780	Polk	10,000	30	2,970			
Ouachita	24,100	54	12,940	Hillsdale	11,900	50	6,000	Pope	3,500	19	650			
Plaquemines	3,600	57	2,060	Houghton	11,500	11	1,230	Ramsey	117,700	84	98,400			
Pointe Coupee	5,300	29	1,550	Huron	9,600	62	5,930	Red Lake	1,600	30	480			
Rapides	27,600	46	12,750	Ingham	59,400	81	48,350	Redwood	6,400	44	2,830			
Red River	2,800	35	970	Ionia	11,500	69	7,970	Renville	6,800	46	3,090			
Richland	6,500	58	3,780	Iosco	3,800	51	1,940	Rice	9,400	67	6,340			
Sabine	5,200	14	740	Iron	5,600	18	1,000	Rock	3,400	57	1,950			
St. Bernard	3,500	62	2,170	Isabella	8,200	65	5,350	Roseau	3,900	12	450			
St. Charles	3,500	63	2,190	Jackson	35,400	76	26,900	St. Louis	67,500	64	43,340			
St. Helena	2,400	22	530	Kalamazoo	43,700	82	35,920	Scott	4,500	71	3,190			
St. James	3,500	56	1,950	Kalkaska	1,400	43	610	Sherburne	2,700	69	1,870			
St. John Baptist	3,400	49	1,650	Kent	99,700	85	84,350	Sibley	4,300	67	2,870			
St. Landry	19,800	22	4,360	Keweenaw	700	13	90	Stearns	17,800	53	9,400			
St. Martin	6,100	16	980	Lake	1,800	35	630	Steele	6,600	65	4,280			
St. Mary	10,000	37	3,670	Lapeer	10,100	68	6,870	Stevens	3,000	24	710			
St. Tammany	7,900	59	4,680	Leelanau	2,500	30	760	Swift	4,600	28	1,270			
Tangipahoa	15,500	57	8,800	Lenawee	22,000	72	15,880	Todd	6,800	17	1,140			
Tensas	3,300	31	1,020	Livingston	9,100	74	6,690	Traverse	2,300	26	600			
Terrebonne	11,500	62	7,100	Luce	1,600	19	300	Wabasha	4,900	68	3,320			
Union	4,800	40	1,900	Mackinac	2,600	21	550	Wadena	3,500	14	480			
Vermilion	10,000	18	1,770	Macomb	68,700	85	58,530	Waseca	4,800	55	2,620			
Vernon	5,900	18	1,050	Manistee	6,400	39	2,500	Washington	11,100	70	7,790			
Washington	10,700	65	6,990	Marquette	14,900	18	2,650	Watsonwan	4,100	45	1,850			
Webster	9,900	48	4,740	Mason	6,600	53	3,470	Wilkin	2,700	44	1,190			
W. Baton Rouge	3,200	22	710	Mecosta	5,800	68	3,960	Winona	12,000	38	4,600			
West Carroll	3,800	52	1,990	Menominee	7,600	50	3,820	Wright	7,900	67	5,290			
W. Feliciana	1,600	25	390	Midland	11,700	67	7,820	Yellow Medicine	4,700	13	620			
Winn	4,400	35	1,520	Missaukee	2,100	38	800	MISSISSIPPI *				559,900	28	158,810
MAINE				Monroe	25,400	83	21,060	Adams	9,300	22	2,070			
Androscoggin	262,800	64	168,140	Montcalm	10,700	70	7,500	Alcorn	7,400	29	2,160			
Aroostook	24,700	72	17,730	Montmorency	1,200	23	280	Amite	4,200	21	890			
Cumberland	24,400	15	3,780	Muskegon	41,800	78	32,480	Attala	6,100	26	1,560			
Franklin	51,400	77	39,780	Newaygo	7,100	64	4,570	Benton	2,100	22	470			
Hancock	5,800	46	2,690	Oakland	146,700	84	123,370	Bolivar	15,800	15	2,320			
Hancock	10,100	55	5,600	Oceana	5,200	40	2,100	Calhoun	4,200	16	670			
Kennebec	23,700	73	17,350	Ogemaw	2,700	62	1,680	Carroll	3,200	10	320			
Knox	8,700	66	5,720	Ontonagon	3,000	24	730	Chickasaw	4,400	—	—			
Lincoln	5,400	71	3,830	Osceola	4,200	65	2,730	Chocktaw	2,500	28	700			
Oxford	12,200	62	7,610	Oscoda	1,000	29	290	Claborne	2,700	27	720			
Penobscot	29,600	78	23,060	Otsego	1,700	60								

State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number			
MISSISSIPPI—Continued				Madison	3,200	51	1,620	Boone	3,300	35	1,160			
Itawamba	4,100	15	590	Maries	2,100	38	810	Box Butte	4,200	—	—			
Jackson	10,500	50	5,220	Marion	10,200	67	6,830	Boyd	1,400	18	250			
Jasper	4,200	19	820	Mercer	2,500	31	760	Brown	1,400	—	—			
Jefferson	2,600	15	390	Miller	4,300	48	2,080	Buffalo	8,500	57	4,880			
Jefferson Davis	3,600	20	710	Mississippi	6,300	30	1,870	Burt	3,500	80	2,800			
Jones	16,500	32	5,300	Moniteau	3,600	38	1,380	Butler	3,800	52	1,990			
Kemper	3,100	15	470	Monroe	3,900	53	2,070	Cass	5,400	82	4,400			
Lafayette	5,200	24	1,250	Montgomery	4,000	68	2,720	Cedar	3,800	73	2,780			
Lamar	3,400	30	1,030	Morgan	3,200	30	940	Chase	1,600	—	—			
Lauderdale	18,900	41	7,770	New Madrid	10,700	28	3,010	Cherry	2,500	—	—			
Lawrence	2,800	23	640	Newton	9,100	54	4,940	Cheyenne	4,300	—	—			
Leake	4,900	35	1,720	Nodaway	7,700	37	2,820	Clay	3,000	53	1,590			
Lee	10,300	41	4,170	Oregon	3,500	10	360	Colfax	3,400	70	2,370			
Leflore	12,700	19	2,480	Osage	3,100	55	1,720	Cuming	3,900	59	2,290			
Lincoln	7,300	28	2,040	Ozark	2,400	34	810	Custer	5,900	30	1,790			
Lowndes	10,100	11	1,110	Pemiscot	12,700	42	5,280	Dakota	3,200	76	2,420			
Madison	7,400	23	1,700	Perry	4,300	41	1,770	Dawes	3,000	—	—			
Marion	6,100	24	1,480	Pettis	11,800	47	5,560	Dawson	6,700	54	3,640			
Marshall	5,500	34	1,890	Phelps	7,200	41	2,930	Deuel	1,000	—	—			
Monroe	9,400	11	1,070	Pike	6,000	59	3,560	Dixon	2,900	75	2,190			
Montgomery	3,500	12	430	Platte	5,200	53	2,750	Dodge	9,600	89	8,520			
Neshoba	6,100	24	1,470	Polk	5,300	39	2,050	Douglas	94,700	85	80,780			
Newton	5,500	52	2,830	Pulaski	3,400	54	1,830	Dundy	1,200	—	—			
Noxubee	4,100	20	830	Putnam	3,000	22	660	Fillmore	3,200	51	1,630			
Oktibbeha	6,100	—	—	Ralls	2,600	54	1,410	Franklin	2,400	54	1,310			
Panola	7,200	45	3,210	Randolph	8,200	50	4,120	Frontier	1,300	25	330			
Pearl River	5,600	60	3,340	Ray	5,600	56	3,150	Furnas	3,300	54	1,780			
Perry	2,300	11	260	Reynolds	1,600	21	330	Gage	8,800	61	5,320			
Pike	9,000	26	2,320	Ripley	3,600	25	900	Garden	1,100	—	—			
Pontotoc	4,900	18	880	St. Charles	9,700	77	7,490	Garfield	900	25	230			
Prentiss	4,900	24	1,160	St. Clair	3,500	32	1,130	Gosper	700	44	310			
Quitman	6,100	26	1,560	St. Francois	10,800	65	7,050	Grant	200	19	40			
Rankin	5,900	21	1,260	St. Louis	430,200	86	368,680	Greeley	1,500	33	490			
Scott	5,200	33	1,710	Ste. Genevieve	3,200	72	2,300	Hall	11,100	64	7,140			
Sharkey	2,800	32	890	Saline	8,600	37	3,190	Hamilton	3,000	66	1,970			
Simpson	5,200	21	1,120	Schuyler	1,800	34	600	Harlan	2,300	50	1,140			
Smith	3,600	20	720	Scotland	2,500	51	1,270	Hayes	800	—	—			
Stone	1,500	28	430	Scott	10,200	38	3,840	Hitchcock	1,900	—	—			
Sunflower	12,700	—	—	Shannon	2,200	15	330	Holt	4,300	11	460			
Tallahatchie	7,000	18	1,250	Shelby	3,700	58	2,150	Hooker	300	—	—			
Tate	4,200	40	1,700	Stoddard	9,700	38	3,640	Howard	2,200	36	780			
Tippah	4,100	28	1,150	Stone	2,900	42	1,200	Jefferson	4,300	45	1,930			
Tishomingo	3,900	16	640	Sullivan	3,600	25	900	Johnson	2,400	62	1,480			
Tunica	5,300	38	2,020	Taney	3,100	43	1,340	Kearney	2,100	53	1,120			
Union	5,400	30	1,600	Texas	6,000	18	1,060	Keith	2,400	—	—			
Walthall	3,300	18	600	Vernon	7,100	37	2,620	Keya Paha	400	—	—			
Warren	12,000	35	4,240	Warren	2,500	57	1,430	Kimball	1,300	31	400			
Washington	20,300	14	2,920	Washington	4,200	29	1,230	Knox	4,400	55	2,420			
Wayne	3,700	14	510	Wayne	2,900	18	530	Lancaster	41,500	73	30,170			
Webster	2,600	—	—	Webster	4,700	36	1,700	Lincoln	9,100	19	1,760			
Wilkinson	3,100	15	460	Worth	1,600	51	810	Logan	400	21	80			
Winston	5,200	18	930	Wright	5,000	36	1,810	Loup	400	23	90			
Yalobusha	3,600	19	670	MONTANA *				199,600	26	51,060	McPherson	200	—	—
Yazoo	8,600	20	1,750	Beaverhead	2,500	13	340	Madison	7,800	58	4,550			
MISSOURI				1,330,000	67	885,130	Big Horn	2,500	18	460	Merrick	3,000	35	1,060
Adair	6,800	41	2,800	Blaine	2,500	—	—	Morrill	2,300	—	—			
Andrew	4,000	60	2,390	Broadwater	900	15	140	Nance	1,900	33	620			
Atchison	3,500	43	1,510	Carbon	3,300	23	760	Nemaha	3,300	73	2,400			
Audrain	8,500	49	4,170	Carter	600	—	—	Nuckolls	2,700	39	1,040			
Barry	6,800	37	2,520	Cascade	19,400	44	8,590	Otoe	5,400	83	4,480			
Barton	4,400	46	2,040	Chouteau	2,400	26	620	Pawnee	2,100	48	1,010			
Bates	6,300	53	3,350	Custer	4,700	—	—	Perkins	1,400	—	—			
Benton	2,600	35	900	Daniels	1,000	—	—	Phelps	3,100	68	2,100			
Bollinger	3,200	64	2,060	Dawson	3,000	—	—	Pierce	3,000	43	1,290			
Boone	14,300	47	6,740	Deer Lodge	4,900	17	840	Platte	6,000	66	3,980			
Buchanan	32,200	69	22,090	Fallon	1,000	—	—	Polk	2,500	61	1,520			
Butler	11,900	33	3,930	Fergus	5,000	15	770	Red Willow	4,300	23	980			
Caldwell	3,600	57	2,040	Flathead	10,800	27	2,960	Richardson	5,600	47	2,600			
Callaway	6,600	53	3,490	Gallatin	7,100	12	840	Rock	900	—	—			
Camden	2,500	37	920	Garfield	700	—	—	Saline	4,800	55	2,630			
Cape Girardeau	12,200	48	5,860	Glacier	2,900	—	—	Sarpy	5,200	83	4,330			
Carroll	5,200	52	2,700	Golden Valley	400	22	90	Saunders	5,500	89	4,900			
Carter	1,400	20	280	Granite	1,000	15	150	Scotts Bluff	11,000	13	1,440			
Cass	6,700	59	3,970	Hill	4,600	—	—	Seward	4,100	65	2,670			
Cedar	3,800	28	1,060	Jefferson	1,000	18	180	Sheridan	3,000	—	—			
Chariton	4,900	36	1,770	Judith Basin	900	28	250	Sherman	1,700	38	650			
Christian	4,000	42	1,660	Lake	4,200	18	740	Sioux	900	—	—			
Clark	3,000	53	1,580	Lewis and Clark	8,800	18	1,620	Stanton	1,900	49	930			
Clay	19,500	79	15,390	Liberty	400	63	250	Thayer	3,500	42	1,480			
Clinton	4,000	62	2,430	Lincoln	3,100	19	600	Thomas	400	—	—			
Cole	10,200	64	6,510	McCone	1,900	—	—	Thurston	2,500	64	1,600			
Cooper	5,300	53	2,800	Madison	1,400	17	240	Valley	2,300	22	510			
Crawford	3,600	32	1,140	Meagher	800	13	100	Washington	3,700	82	3,020			
Dade	3,100	35	1,080	Mineral	600	17	100	Wayne	3,000	66	1,970			
Dallas	3,300	38	1,240	Missoula	12,200	25	3,010	Webster	2,400	55	1,310			
Daviess	3,800	58	2,190	Musselshell	1,900	26	490	Wheeler	500	27	130			
De Kalb	3,000	51	1,520	Park	4,100	12	480	York	4,700	59	2,770			
Dent	3,400	34	1,140	Petroleum	300	17	50	NEVADA *						
Douglas	3,700	30	1,100	Phillips	2,100	—	—	Churchill	1,800	41	27,990			
Dunklin	13,200	36	4,690	Pondera	1,800	26	460	Clark	27,000	49	13,340			
Franklin	11,900	57	6,820	Powder River	1,000	—	—	Douglas	500	34	170			
Gasconade	4,200	51	2,160	Powell	1,800	13	230	Elko	3,700	—	—			
Gentry	3,500	54	1,880	Prairie	800	—	—	Esmeralda	200	13	30			
Greene	37,600	72	27,070	Ravalli	4,200	23	970	Eureka	300	—	—			
Grundy	4,600	54	2,480	Richland	3,200	—	—	Humboldt	1,300	—	—			
Harrison	4,500	37	1,670	Roosevelt	3,000	—	—	Lander	400	—	—			
Henry	6,900	66	4,520	Rosebud	1,800	—	—	Lincoln	900	—	—			
Hickory	1,800	29	520	Sanders	2,500	10	250	Lyon	900	24	220			
Holt	3,200	41	1,320	Sheridan	1,800	—	—	Mineral	3,000	—	—			
Howard	3,700	35	1,290	Silver Bow	18,700	52	9,710	Nye	900	—	—			
Howell	7,400	16	1,150	Stillwater	1,600	46	730	Ormsby	1,200	29	350			
Iron	2,500	39	990	Sweet Grass	1,100	—	—	Pershing	1,100	—	—			
Jackson	198,200	85	167,880	Teton	2,400	32	760	Storey	300	28	90			
Jasper	28,500	58	16,590	Toole	2,100	21	440	Washoe	20,600	63	12,920			
Jefferson	12,900	67</												

State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number					
NEW JERSEY	1,626,500	83	1,346,390	Westchester	200,900	82	165,540	Dickey	2,500	35	890		
Atlantic	44,900	85	38,030	Wyoming	9,300	77	7,150	Divide	1,400	—	—		
Bergen	207,600	80	166,080	Yates	5,800	77	4,450	Dunn	1,600	—	—		
Burlington	41,700	84	34,940	NORTH CAROLINA			1,027,600	51	525,490	Eddy	1,200	33	400
Camden	99,800	84	84,130	Alamance	19,700	69	13,530	Emmons	2,100	36	760		
Cape May	13,700	80	10,930	Alexander	3,400	58	1,970	Foster	1,500	49	730		
Cumberland	30,300	82	24,970	Alleghany	2,100	37	790	Golden Valley	900	—	—		
Essex	292,800	83	243,020	Anson	6,000	52	3,140	Grand Forks	11,800	39	4,630		
Gloucester	32,100	82	26,260	Ashe	5,000	44	2,230	Grant	1,600	27	430		
Hudson	206,400	83	171,520	Avery	3,000	30	920	Griggs	1,300	65	850		
Hunterdon	14,500	84	12,150	Beaufort	8,800	61	5,410	Hettinger	1,800	16	290		
Mercer	70,300	84	58,910	Bertie	5,900	40	2,340	Kidder	1,500	38	560		
Middlesex	87,300	82	71,500	Bladen	6,600	17	1,120	La Moure	2,400	45	1,070		
Monmouth	80,300	84	67,130	Brunswick	4,400	19	820	Logan	1,300	30	380		
Morris	54,300	84	45,450	Buncombe	34,000	45	15,300	McHenry	3,200	30	950		
Ocean	22,800	83	18,810	Burke	11,200	63	7,110	McIntosh	1,700	33	550		
Passaic	114,900	83	94,790	Cabarrus	16,700	66	10,970	McKenzie	1,800	—	—		
Salem	16,700	84	14,010	Caldwell	10,900	54	5,840	McLean	5,300	26	1,390		
Somerset	32,700	82	26,880	Camden	1,400	61	860	Mercer	2,100	28	590		
Sussex	11,500	80	9,210	Carteret	6,500	31	2,000	Morton	5,300	64	3,400		
Union	133,700	85	113,110	Caswell	4,300	41	1,780	Mountrail	2,500	21	540		
Warren	18,200	80	14,560	Catawba	17,000	68	11,610	Nelson	1,800	45	810		
NEW MEXICO *	207,200	38	78,020	Chatham	6,100	52	3,150	Oliver	500	39	190		
Bernalillo	52,100	62	32,090	Cherokee	4,200	23	950	Pembina	3,600	14	490		
Catron	700	17	120	Chowan	2,800	46	1,290	Pierce	2,100	29	610		
Chaves	14,100	46	6,430	Clay	1,300	13	170	Ramsey	3,500	24	820		
Colfax	4,000	—	—	Cleveland	15,900	55	8,820	Ransom	2,300	56	1,290		
Curry	8,100	21	1,680	Columbus	11,700	21	2,430	Renville	1,500	46	690		
De Baca	1,000	40	400	Craven	13,000	64	8,330	Richland	5,200	56	2,910		
Dona Ana	11,000	54	5,980	Cumberland	23,700	26	6,260	Rolette	2,300	14	310		
Eddy	14,500	42	6,120	Currituck	1,800	53	950	Sargant	1,800	32	580		
Grant	6,100	32	1,960	Dare	1,300	34	440	Sheridan	1,200	30	350		
Guadalupe	1,500	38	570	Davidson	17,000	62	10,470	Sloux	600	16	100		
Harding	500	—	—	Davie	3,800	59	2,250	Slope	500	—	—		
Hidalgo	1,600	17	270	Duplin	9,400	31	2,900	Stark	4,100	13	510		
Lea	12,500	20	2,460	Durham	27,900	61	17,070	Steele	1,200	57	680		
Lincoln	1,800	29	520	Edgecombe	11,500	49	5,670	Stutsman	6,700	37	2,510		
Los Alamos	3,800	33	1,260	Forsyth	43,500	66	28,710	Towner	1,400	11	160		
Luna	2,800	45	1,270	Franklin	6,900	37	2,540	Trall	3,000	61	1,830		
McKinley	6,500	—	—	Gaston	30,300	65	19,630	Walsh	4,700	21	1,000		
Mora	2,100	—	—	Gates	2,300	59	1,350	Ward	10,400	50	5,210		
Otero	5,100	33	1,670	Graham	1,700	17	300	Wells	2,600	29	760		
Quay	4,300	19	810	Granville	6,800	47	3,200	Williams	8,700	—	—		
Rio Arriba	5,800	21	1,240	Greene	3,600	37	1,320	OHIO	2,610,100	82	2,149,070		
Roosevelt	4,900	13	640	Gulford	54,200	62	33,880	Adams	6,700	67	4,490		
Sandoval	2,400	30	730	Halifax	12,500	36	4,540	Allen	29,400	68	20,110		
San Juan	5,800	—	—	Harnett	11,300	27	3,060	Ashland	11,100	79	8,770		
San Miguel	6,000	16	950	Haywood	9,600	34	3,260	Ashtabula	26,300	84	22,040		
Santa Fe	10,400	40	4,160	Henderson	9,000	39	3,490	Athens	12,600	56	7,090		
Sierra	2,500	25	640	Hertford	4,700	61	2,850	Auglaize	10,100	75	7,560		
Socorro	2,500	29	720	Hoke	3,200	34	1,090	Belmont	27,000	75	20,200		
Taos	3,600	17	620	Hyde	1,400	30	420	Brown	7,300	73	5,350		
Torrance	1,800	39	690	Iredell	14,600	55	8,090	Butler	47,800	86	40,920		
Union	2,100	13	270	Jackson	4,300	36	1,570	Carroll	5,800	82	4,740		
Valencia	5,300	48	2,520	Johnston	15,400	34	5,190	Champaign	8,800	73	6,420		
NEW YORK	4,888,400	81	3,949,570	Jones	2,400	24	570	Clark	37,200	85	31,430		
Albany	80,900	82	66,580	Lee	6,100	44	2,710	Clermont	13,500	82	11,120		
Allegany	13,600	60	8,400	Lenoir	11,000	49	5,370	Clinton	8,600	74	6,340		
Bronx	462,400	82	367,610	Lincoln	6,800	59	3,980	Columbiana	32,400	77	24,850		
Broome	59,300	81	47,910	McDowell	6,500	52	3,390	Coshocton	10,400	52	5,420		
Cattaraugus	24,500	83	20,430	Macon	3,800	23	870	Crawford	13,000	73	9,480		
Cayuga	21,700	82	17,770	Madison	4,300	27	1,180	Cuyahoga	455,600	89	404,120		
Chautauqua	47,200	77	36,110	Martin	6,000	61	3,680	Darke	13,500	83	11,180		
Chemung	29,400	63	18,610	Mecklenburg	57,800	68	39,480	Defiance	8,500	74	6,300		
Chenango	12,500	74	9,280	Mitchell	3,400	51	1,740	Delaware	9,200	78	7,190		
Clinton	13,300	84	11,150	Montgomery	4,200	52	2,190	Erie	17,700	81	14,390		
Columbia	14,100	83	11,630	Moore	8,100	40	3,220	Fairfield	17,100	79	13,420		
Cortland	11,800	74	8,730	Nash	13,700	33	4,510	Fayette	7,700	70	5,410		
Delaware	14,000	67	9,350	New Hanover	19,500	47	9,220	Franklin	167,100	86	143,540		
Dutchess	37,700	77	28,920	Northampton	5,900	38	2,230	Fulton	8,300	81	6,730		
Erie	287,300	83	239,320	Onslow	10,300	37	3,840	Gallia	6,800	70	4,780		
Essex	10,500	64	6,680	Orange	8,500	52	4,450	Geauga	8,300	66	5,440		
Franklin	12,800	54	6,960	Pamlico	2,400	21	510	Greene	20,200	80	16,100		
Fulton	17,700	75	13,200	Pasquotank	6,700	56	3,740	Guernsey	11,700	61	7,140		
Genesee	14,700	83	12,260	Pender	4,200	24	1,020	Hamilton	251,500	87	218,550		
Greene	9,100	77	6,970	Perquimans	2,400	56	1,330	Hancock	15,600	77	12,070		
Hamilton	1,300	79	1,030	Person	5,200	57	2,980	Hardin	9,300	75	6,990		
Herkimer	19,600	79	15,520	Pitt	14,300	71	10,140	Harrison	5,900	66	3,920		
Jefferson	26,900	60	16,250	Polk	3,000	63	1,900	Henry	7,100	76	5,410		
Kings	840,400	85	710,370	Randolph	13,600	52	7,030	Highland	9,600	69	6,640		
Lewis	6,500	71	4,590	Richmond	9,900	57	5,640	Hocking	5,700	76	4,350		
Livingston	11,100	75	8,340	Robeson	19,500	34	6,550	Holmes	5,400	74	4,010		
Madison	14,600	74	10,790	Rockingham	17,100	55	9,340	Huron	12,900	72	9,340		
Monroe	163,500	83	135,210	Rowan	20,600	56	11,540	Jackson	8,600	73	6,280		
Montgomery	19,300	75	14,400	Rutherford	11,400	63	7,240	Jefferson	28,300	84	23,860		
Nassau	306,300	80	246,570	Sampson	11,300	26	2,890	Knox	11,600	74	8,530		
New York	663,100	80	533,810	Scotland	6,100	30	1,820	Lake	27,000	85	22,980		
Niagara	62,300	82	50,900	Stanly	10,300	73	7,570	Lawrence	14,800	78	11,510		
Oneida	69,200	82	56,950	Stokes	4,800	57	2,720	Licking	23,800	62	14,730		
Onondaga	113,000	83	93,900	Surry	11,500	56	6,420	Logan	10,700	74	7,910		
Ontario	18,300	81	14,790	Swain	2,300	17	400	Lorain	48,700	86	41,980		
Orange	47,600	81	38,700	Transylvania	3,800	39	1,470	Lucas	131,500	86	112,700		
Orleans	9,600	84	8,050	Tyrrell	1,200	28	340	Madison	6,500	77	4,990		
Oswego	24,000	80	19,320	Union	10,200	55	5,650	Mahoning	78,300	82	63,970		
Otsego	17,000	70	11,900	Vance	7,600	42	3,210	Marion	17,200	79	13,520		
Putnam	6,900	74	5,110	Wake	36,800	55	20,310	Medina	13,700	85	11,660		
Queens	535,600	84	449,900	Warren	4,900	27	1,300	Melgs	7,100	67	4,770		
Rensselaer	42,900	81	34,880	Washington	2,900	42	1,220	Mercer	8,800	63	5,570		
Richmond	57,300	82	47,100	Watauga	4,100	32	1,300	Miami	21,000	83	17,470		
Rockland	25,100	81	20,460	Wayne	15,300	55	8,350	Monroe	4,600	59	2,700		
St. Lawrence	27,900	57											

State and County	Total Households	TV Households Percent	TV Households Number	State and County	Total Households	TV Households Percent	TV Households Number	State and County	Total Households	TV Households Percent	TV Households Number
OHIO—Continued											
Scioto	29,700	72	21,440	Lane	46,400	45	20,650	Greenwood	10,700	51	5,420
Seneca	17,000	80	13,670	Lincoln	7,900	17	1,360	Hampton	4,300	41	1,750
Shelby	9,000	74	6,630	Linn	19,400	34	6,560	Horry	13,700	17	2,360
Stark	92,100	84	77,640	Malheur	6,300	47	2,950	Jasper	2,500	47	1,180
Summit	136,500	87	118,210	Marion	31,900	52	16,590	Kershaw	7,300	55	4,040
Trumbull	50,600	85	42,960	Morrow	1,400	33	470	Lancaster	8,800	48	4,220
Tuscarawas	23,000	81	18,610	Multnomah	171,200	66	112,480	Laurens	11,400	34	3,900
Union	6,700	77	5,150	Polk	7,800	44	3,460	Lee	4,600	48	2,210
Van Wert	9,200	71	6,500	Sherman	700	23	160	Lexington	12,100	45	5,410
Vinton	2,900	73	2,100	Tillamook	7,000	29	2,050	McCormick	2,100	44	930
Warren	12,500	79	9,810	Umatilla	15,300	25	3,790	Marion	7,500	46	3,490
Washington	14,400	57	8,180	Union	5,800	17	960	Marlboro	7,000	37	2,630
Wayne	18,200	74	13,400	Wallowa	2,100	—	—	Newberry	8,000	40	3,220
Williams	9,000	77	6,970	Wasco	6,400	24	1,550	Oconee	9,100	30	2,720
Wood	18,700	85	15,840	Washington	22,700	56	12,620	Orangeburg	15,900	37	5,960
Wyandot	6,500	79	5,150	Wheeler	1,100	13	140	Pickens	10,000	33	3,260
				Yamhill	10,400	32	3,360	Richland	40,900	55	22,500
								Saluda	3,600	32	1,130
OKLAHOMA *			385,250	PENNSYLVANIA			2,472,930				
Adair	3,700	25	910	Adams	13,000	57	7,380	Spartanburg	39,900	53	21,190
Alfalfa	3,000	51	1,530	Allegheny	456,100	82	374,000	Sumter	13,800	41	5,620
Atoka	3,300	25	830	Armstrong	23,600	77	18,270	Union	7,400	53	3,940
Beaver	2,100	—	—	Beaver	51,900	82	42,660	Williamsburg	8,800	46	4,070
Beckham	6,900	16	1,090	Bedford	11,300	82	9,270	York	18,500	48	8,860
Blaine	4,100	66	2,700	Berks	78,000	80	62,320	SOUTH DAKOTA *			
Bryan	7,400	24	1,780	Blair	41,100	82	33,580	Aurora	1,300	12	160
Caddo	9,500	57	5,390	Bradford	15,700	70	11,040	Beadle	6,800	10	680
Canadian	7,300	69	5,000	Bucks	67,800	81	55,120	Bennett	800	—	—
Carter	12,100	41	4,990	Butler	28,800	80	23,100	Bon Homme	2,600	57	1,480
Cherokee	4,600	31	1,430	Cambria	57,000	81	46,460	Brookings	5,300	29	1,510
Choctaw	4,800	13	620	Cameron	1,900	60	1,130	Brown	10,400	16	1,630
Cimarron	1,400	—	—	Carbon	16,100	73	11,740	Brule	1,700	—	—
Cleveland	11,100	61	6,750	Centre	17,300	75	13,060	Buffalo	400	—	—
Coal	1,700	58	990	Chester	44,500	85	37,740	Butte	2,500	—	—
Comanche	18,000	64	11,610	Clarion	10,600	74	7,840	Campbell	900	12	110
Cotton	2,600	53	1,390	Clearfield	23,700	80	18,960	Charles Mix	4,700	—	—
Craig	4,500	61	2,740	Clinton	10,700	58	6,230	Clark	2,500	—	—
Creek	11,800	68	8,050	Columbia	15,900	63	9,950	Clay	3,500	59	2,050
Custer	6,100	51	3,140	Crawford	24,000	61	14,690	Codington	6,100	19	1,170
Delaware	3,800	39	1,500	Cumberland	30,800	63	19,310	Corson	1,400	11	150
Dewey	2,400	42	1,000	Dauphin	62,800	81	51,120	Custer	1,600	13	200
Ellis	2,300	—	—	Delaware	134,200	83	111,120	Davison	5,300	29	1,540
Garfield	17,200	62	10,610	Elk	9,700	43	4,220	Day	3,400	11	380
Garvin	8,300	59	4,900	Erie	69,400	84	58,500	Deuel	1,800	13	230
Grady	9,800	63	6,220	Fayette	52,600	80	42,080	Dewey	1,200	—	—
Grant	2,800	47	1,310	Forest	1,300	40	520	Douglas	1,200	20	240
Greer	3,100	23	720	Franklin	22,900	67	15,320	Edmunds	1,800	—	—
Harmon	2,200	23	510	Fulton	2,900	55	1,600	Fall River	3,200	—	—
Harper	1,800	17	300	Greene	12,500	56	7,060	Faulk	1,500	11	160
Haskell	3,000	25	750	Huntingdon	11,400	74	8,490	Grant	2,700	11	310
Hughes	5,200	39	2,050	Indiana	21,200	67	14,250	Gregory	2,500	—	—
Jackson	6,100	33	1,990	Jefferson	14,200	72	10,300	Haakon	700	—	—
Jefferson	2,800	50	1,410	Juniata	4,400	45	1,960	Hamlin	2,100	23	490
Johnston	2,500	39	970	Lackawanna	73,600	78	57,330	Hand	1,800	—	—
Kay	15,800	55	8,750	Lancaster	70,600	83	58,250	Hanson	1,300	31	400
Kingfisher	3,700	69	2,560	Lawrence	31,700	78	24,850	Harding	700	—	—
Kiowa	5,400	45	2,440	Lebanon	26,500	82	21,680	Hughes	2,400	—	—
Latimer	2,400	13	310	Lehigh	59,900	83	49,660	Hutchinson	3,300	40	1,320
Le Flore	8,700	15	1,290	Luzerne	107,100	73	78,500	Hyde	700	—	—
Lincoln	6,000	52	3,140	Lycoming	32,000	46	14,620	Jackson	500	—	—
Logan	6,600	56	3,680	McKean	17,100	59	10,050	Jerauld	1,200	26	310
Love	1,800	33	600	Mercer	33,800	73	24,780	Jones	800	—	—
McClain	3,800	59	2,250	Mifflin	12,700	66	8,360	Kingsbury	2,900	43	1,240
McCurtain	7,500	23	1,710	Monroe	10,600	75	7,920	Lake	3,100	61	1,900
McIntosh	4,100	43	1,780	Montgomery	107,300	86	92,390	Lawrence	4,800	—	—
Major	3,000	40	1,190	Montour	3,700	73	2,710	Lincoln	3,800	70	2,660
Marshall	2,200	49	1,070	Northampton	54,600	82	44,770	Lyman	1,100	—	—
Mayes	5,300	60	3,190	Northumberland	33,700	51	17,250	McCook	2,500	50	1,260
Murray	3,000	70	2,100	Perry	7,400	52	3,830	McPherson	1,700	11	190
Muskogee	19,100	59	11,290	Philadelphia	637,500	81	518,290	Marshall	2,100	33	700
Noble	3,500	63	2,210	Pike	3,100	63	1,950	Meade	3,200	—	—
Nowata	3,600	61	2,180	Potter	4,800	49	2,360	Mellette	800	—	—
Okfuskee	4,100	46	1,900	Schuylkill	56,400	78	43,940	Miner	1,700	61	1,030
Oklahoma	115,300	78	90,280	Snyder	6,400	51	3,290	Minnehaha	23,600	77	18,270
Okmulgee	12,300	55	6,750	Somerset	22,800	66	15,030	Moody	2,500	48	1,200
Osage	9,300	63	5,890	Sullivan	1,700	54	920	Pennington	17,300	16	2,730
Ottawa	9,300	58	5,380	Susquehanna	9,000	76	6,830	Perkins	1,800	12	220
Pawnee	3,800	57	2,150	Tioga	10,700	55	5,890	Potter	1,300	—	—
Payne	13,400	48	6,490	Union	6,100	47	2,870	Roberts	3,800	24	930
Pittsburg	10,700	38	4,080	Venango	18,800	58	10,850	Sanborn	1,400	17	240
Pontotoc	8,300	62	5,110	Warren	12,300	58	7,150	Shannon	1,100	—	—
Pottawatomie	12,400	54	6,680	Washington	61,500	81	50,000	Spink	3,400	—	—
Pushmataha	2,900	15	440	Wayne	8,000	62	4,990	Stanley	400	—	—
Roger Mills	2,000	14	290	Westmoreland	91,500	82	74,940	Sully	800	—	—
Rogers	5,500	59	3,230	Wyoming	4,900	75	3,670	Todd	1,000	—	—
Seminole	9,900	58	5,720	York	64,800	81	52,620	Tripp	2,400	—	—
Sequoyah	4,700	29	1,350	RHODE ISLAND			204,760				
Stephens	11,500	56	6,470	Bristol	8,800	81	7,170	Turner	3,500	66	2,320
Texas	4,700	13	600	Kent	27,200	82	22,360	Union	3,300	82	2,710
Tillman	4,700	51	2,400	Newport	17,900	83	14,890	Walworth	2,200	—	—
Tulsa	86,500	80	69,460	Providence	177,600	84	149,180	Washabaugh	200	—	—
Wagoner	4,100	62	2,550	Washington	15,100	74	11,160	Yankton	4,300	58	2,490
Washington	10,600	63	6,640	SOUTH CAROLINA			260,220				
Washita	4,600	47	2,170	Abbeville	5,500	60	3,310	Anderson	14,900	58	8,630
Woods	4,500	27	1,200	Aiken	23,800	36	8,500	Bedford	6,600	49	3,240
Woodward	4,000	15	620	Allendale	3,200	43	1,370	Benton	2,900	29	850
OREGON *			240,760	Anderson	23,200	47	10,810	Bledsoe	1,700	36	610
Baker	5,000	32	1,610	Bamberg	3,900	20	780	Blount	14,900	54	8,060
Benton	10,200	32	3,280	Barnwell	6,500	26	1,720	Bradley	8,500	43	3,660
Clackamas	29,600	49	14,470	Beaufort	6,600	53	3,470	Campbell	8,000	31	2,490
Clatsop	10,900	33	3,610	Berkeley	6,700	50	3,360	Cannon	2,200	51	1,120
Columbia	7,000	34	2,360	Calhoun	3,200	39	1,250	Carroll	7,300	32	2,300
Coos	17,300	12	2,150	Charleston	48,600	63	30,760	Carter	1		

State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number
TENNESSEE—Continued				Collingsworth	2,300	21	490	Matagorda	6,400	42	2,710
Fentress	3,200	19	600	Colorado	5,100	44	2,240	Maverick	3,000	18	550
Franklin	6,100	24	1,480	Comal	5,100	57	2,900	Medina	4,600	64	2,930
Gibson	13,700	34	4,620	Comanche	4,100	16	660	Menard	1,100	18	190
Giles	6,800	14	980	Concho	1,500	28	430	Midland	12,500	55	6,840
Grainger	2,800	26	710	Cooke	6,000	66	3,940	Miami	5,900	37	2,180
Greene	10,300	24	2,510	Coryell	4,400	60	2,630	Mills	1,600	22	350
Grundy	2,800	33	910	Cottle	1,500	25	380	Mitchell	4,100	27	1,090
Hamblen	6,800	36	2,450	Crane	1,400	49	690	Montague	4,700	60	2,820
Hamilton	60,200	55	33,410	Crockett	1,200	—	—	Montgomery	7,100	60	4,240
Hancock	1,900	23	430	Crosby	2,500	61	1,540	Moore	6,300	66	4,150
Hardeman	4,900	48	2,360	Culberson	500	31	160	Morris	2,500	53	1,330
Hardin	4,000	26	1,040	Dallas	2,400	68	1,640	Motley	1,100	28	310
Hawkins	7,300	23	1,680	Dallas	226,000	77	175,140	Nacogdoches	7,500	19	1,440
Haywood	5,900	52	3,040	Dawson	5,800	33	1,930	Navarro	10,600	47	4,990
Henderson	4,100	28	1,140	Deaf Smith	3,100	43	1,330	Newton	2,400	32	770
Henry	6,500	28	1,840	Delta	2,000	23	450	Nolan	6,100	44	2,710
Hickman	3,000	44	1,320	Denton	10,500	65	6,830	Nueces	56,300	37	20,770
Houston	1,200	41	500	De Witt	6,400	39	2,490	Ochiltree	2,000	35	690
Humphreys	2,700	56	1,510	Dickens	1,800	32	580	Oldham	400	59	240
Jackson	2,500	36	900	Dimmit	2,400	30	720	Orange	14,800	44	6,590
Jefferson	4,800	43	2,050	Donley	1,600	49	790	Palo Pinto	5,800	54	3,140
Johnson	2,600	31	800	Duval	3,300	27	900	Panola	4,400	25	1,080
Knox	63,600	58	37,080	Eastland	7,000	38	2,700	Parker	6,800	64	4,350
Lake	2,700	34	920	Ector	17,700	48	8,480	Parmer	1,800	22	400
Lauderdale	6,400	52	3,370	Edwards	800	15	120	Pecos	2,600	—	—
Lawrence	7,000	25	1,750	Ellis	12,300	66	8,120	Polk	4,000	53	2,110
Lewis	1,500	41	610	El Paso	59,900	74	44,510	Potter	29,700	78	23,230
Lincoln	6,400	21	1,350	Erath	5,200	32	1,670	Presidio	1,600	—	—
Loudon	6,100	48	2,920	Falls	6,700	42	2,840	Rains	900	36	330
McMinn	8,100	34	2,730	Fannin	8,100	32	2,620	Randall	6,100	66	4,030
McNairy	5,000	39	1,960	Fayette	6,200	36	2,220	Reagan	900	37	330
Macon	3,400	44	1,500	Fisher	2,600	36	940	Real	700	27	190
Madison	17,000	46	7,820	Floyd	3,000	64	1,910	Red River	5,500	21	1,140
Marion	4,900	61	3,000	Foard	1,100	34	370	Reeves	4,000	—	—
Marshall	5,000	45	2,250	Fort Bend	7,500	50	3,780	Refugio	2,600	30	790
Mauri	10,700	40	4,250	Franklin	1,500	29	440	Roberts	300	55	170
Meigs	1,300	29	380	Freestone	3,900	40	1,550	Robertson	4,900	29	1,420
Monroe	5,500	48	2,620	Frio	2,700	51	1,360	Rockwall	1,500	71	1,060
Montgomery	11,400	56	6,340	Gaines	2,400	63	1,510	Runnels	4,600	46	2,130
Moore	1,200	14	170	Galveston	37,900	55	20,970	Rusk	10,600	30	3,180
Morgan	3,100	27	840	Garza	1,800	47	860	Sabine	2,000	16	320
Oblon	7,900	33	2,620	Gillespie	3,100	30	940	San Augustine	1,900	11	200
Overton	3,900	22	840	Glasscock	200	44	90	San Jacinto	1,700	36	610
Perry	1,500	20	310	Goliad	1,400	25	350	San Patricio	9,400	41	3,890
Pickett	1,000	22	220	Gonzales	4,900	51	2,500	San Saba	2,400	16	390
Polk	3,000	44	1,310	Gray	7,400	54	4,000	Schleicher	700	22	160
Putnam	7,800	41	3,200	Grayson	21,200	46	9,730	Scurry	8,500	27	2,340
Rhea	3,800	40	1,520	Gregg	18,900	45	8,490	Snackelford	1,200	36	440
Roane	8,100	51	4,120	Grimes	3,800	44	1,670	Shelby	5,900	13	790
Robertson	6,900	59	4,090	Guadalupe	6,900	70	4,800	Sherman	700	65	450
Rutherford	10,900	63	6,820	Hale	9,200	59	5,440	Smith	21,500	40	8,600
Scott	3,900	25	990	Hall	2,800	19	530	Somervell	800	37	290
Sequatchie	1,300	36	460	Hamilton	3,000	42	1,260	Starr	3,100	10	310
Sevier	5,400	27	1,430	Hansford	1,200	61	740	Stephens	3,000	26	770
Shelby	146,200	76	111,840	Hardeman	3,000	41	1,230	Sterling	400	43	170
Smith	3,600	43	1,550	Hardin	5,700	33	1,890	Stonewall	900	33	300
Stewart	1,900	49	940	Harris	287,100	72	208,140	Sutton	1,000	—	—
Sullivan	27,900	47	13,200	Harrison	12,200	36	4,360	Swisher	2,400	46	1,100
Sumner	8,800	60	5,270	Hartley	500	50	250	Tarrant	147,000	71	105,100
Tipton	7,300	57	4,190	Haskell	3,600	41	1,460	Taylor	20,600	61	12,460
Trousdale	1,600	40	650	Hays	4,500	53	2,400	Terrell	900	—	—
Unicoi	3,800	28	1,060	Hemphill	1,300	26	340	Terry	4,000	63	2,510
Unlon	1,900	31	590	Henderson	5,800	25	1,470	Throckmorton	900	55	500
Van Buren	800	21	170	Hidalgo	44,500	37	16,380	Tiltus	4,800	34	1,640
Warren	6,300	39	2,440	Hill	8,600	63	5,400	Tom Green	20,000	51	10,280
Washington	15,300	55	8,480	Hockley	7,000	56	3,910	Travis	47,200	61	28,600
Wayne	3,200	12	390	Hood	1,400	57	800	Trinity	2,500	50	1,250
Weakley	7,500	27	2,060	Hopkins	6,200	28	1,710	Tyler	2,900	25	730
White	3,900	35	1,370	Houston	5,600	21	1,190	Upshur	5,000	34	1,690
Williamson	5,800	57	3,310	Howard	8,200	56	4,620	Upton	1,700	35	600
Wilson	7,400	53	3,960	Hudspeth	1,300	50	650	Uvalde	4,600	25	1,160
TEXAS *				Hunt	11,300	71	8,060	Val Verde	4,200	—	—
Anderson	2,392,700	56	1,337,330	Hutchinson	11,400	71	8,140	Van Zandt	5,700	61	3,500
Andrews	8,200	22	1,830	Irion	500	19	90	Victoria	9,700	28	2,760
Angelina	2,600	46	1,210	Jack	2,100	58	1,220	Walker	4,400	55	2,410
Arkansas	10,400	27	2,860	Jackson	3,600	38	1,370	Waller	3,000	59	1,780
Archer	1,200	37	440	Jasper	5,300	27	1,430	Ward	4,300	18	800
Armstrong	1,900	51	970	Jeff Davis	500	—	—	Washington	5,300	45	2,370
Atascosa	600	52	310	Jefferson	62,000	52	31,990	Webb	14,000	—	—
Austin	4,700	54	2,530	Jim Hogg	1,300	37	480	Wharton	9,800	45	4,460
Bailey	4,200	43	1,790	Jim Wells	7,700	19	1,480	Wheeler	2,500	29	720
Bandera	2,200	63	1,380	Johnson	9,600	65	6,240	Wichita	32,500	70	22,590
Bastrop	1,200	52	620	Jones	6,500	48	3,100	Willbarger	5,800	54	3,110
Baylor	5,200	38	1,990	Karnes	3,900	46	1,780	Willacy	6,400	28	1,800
Bee	2,200	40	880	Kaufman	7,300	63	4,610	Williamson	10,400	55	5,700
Bexar	4,900	42	2,050	Kendall	1,700	65	1,100	Wilson	3,300	52	1,720
Bell	139,900	76	107,020	Kenedy	100	28	30	Winkler	3,800	23	870
Blanco	22,800	53	12,130	Kent	500	29	140	Wise	4,400	57	2,510
Borden	1,300	42	540	Kerr	4,200	31	1,300	Wood	5,400	37	1,980
Bosque	200	58	120	Kimble	1,200	16	190	Yoakum	1,100	52	570
Bowle	3,200	40	1,280	King	200	22	40	Young	4,700	51	2,400
Brazoria	19,300	46	8,860	Kinney	500	13	70	Zapata	1,000	39	390
Brazos	16,100	63	10,190	Kleberg	7,300	28	2,050	Zavala	2,700	24	650
Brewster	11,000	30	3,300	Knox	2,600	38	990	UTAH *			
Briscoe	1,900	—	—	Lamar	11,900	13	1,500	Beaver	207,900	68	142,350
Brooks	900	39	350	Lamb	5,900	62	3,670	Box Elder	1,300	—	—
Brown	2,700	17	460	Lampasas	2,900	48	1,390	Cache	5,500	73	3,990
Burleson	8,600	33	2,820	La Salle	1,900	38	720	Carbon	9,400	62	5,780
Burnet	3,200	32	1,030	Lavaca	5,700	44	2,530	Daggett	7,200	30	2,170
Caldwell	2,800	38	1,070	Lee	2,500	38	960	Davis	100	22	20
Calhoun	2,800	49	2,330	Leon	2,900	20	590	Duchesne	10,200	76	7,740
Callahan	4,800	18	550	Liberty	7,700	64	4,940	Emery	2,100	30	640
Cameron	3,000	46	1,110	Limestone	6,100	41	2,490	Garfield	1,400	—	—

State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number
UTAH—Continued				Roanoke	38,700	64	24,810	Tucker	2,400	31	750
Summit	1,800	58	1,040	Rockbridge	7,100	35	2,510	Tyler	2,600	41	1,060
Tooele	5,300	68	3,620	Rockingham	12,400	47	5,790	Upshur	4,800	16	780
Uintah	2,800	—	—	Russell	6,100	28	1,710	Wayne	8,100	64	5,210
Utah	23,500	77	18,020	Scott	6,700	28	1,880	Webster	3,900	34	1,340
Wasatch	1,300	64	840	Shenandoah	5,600	49	2,720	Wetzel	4,700	43	2,040
Washington	2,700	—	—	Smyth	7,100	35	2,460	Wirt	1,200	36	440
Wayne	300	—	—	Southampton	6,300	44	2,740	Wood	18,800	39	7,410
Weber	27,400	78	21,450	Spotsylvania	6,400	66	4,250	Wyoming	8,700	41	3,520
VERMONT				Stafford	3,200	51	1,620	WISCONSIN			
Addison	108,900	53	58,080	Surry	1,500	54	810	Total	1,059,800	67	709,040
Bennington	5,100	53	2,710	Sussex	2,700	56	1,510	Adams	2,500	20	510
Caledonia	7,700	54	4,130	Tazewell	11,500	30	3,400	Ashland	5,400	41	2,210
Chittenden	7,100	54	3,830	Warren	4,300	53	2,300	Barron	10,400	46	4,760
Essex	18,400	70	12,840	Washington	13,100	25	3,310	Bayfield	3,900	32	1,240
Franklin	1,800	48	870	Westmoreland	2,700	58	1,570	Brown	29,400	80	23,520
Grand Isle	8,300	63	5,240	Wise	13,600	30	4,030	Buffalo	4,400	51	2,260
Lamoille	800	55	440	Wythe	5,800	37	2,150	Burnett	3,000	44	1,310
Orange	3,000	59	1,770	York	3,300	59	1,940	Calumet	5,400	68	3,680
Orleans	4,700	27	1,250	WASHINGTON				Chippewa	11,900	56	6,710
Rutland	5,700	52	2,950	Total	815,100	60	490,480	Clark	9,200	29	2,660
Washington	13,200	59	7,840	Adams	2,500	43	1,070	Columbia	10,700	45	4,760
Windham	12,000	63	7,520	Asotin	3,600	35	1,270	Crawford	5,000	30	1,490
Windsor	8,500	24	2,030	Benton	21,000	24	5,120	Dane	52,300	61	31,800
VIRGINIA				Chelan	12,900	32	4,080	Dodge	17,300	69	11,900
Accomack	912,700	59	537,760	Ciallam	8,400	61	5,080	Door	6,600	61	4,050
Albemarle	10,000	31	3,060	Clark	27,900	62	17,380	Douglas	14,300	61	8,750
Alleghany	13,400	40	5,310	Columbia	1,400	43	600	Dunn	7,800	60	4,700
Amelia	7,500	57	4,280	Cowlitz	17,800	45	8,030	Eau Claire	17,300	60	10,410
Amherst	1,700	44	750	Douglas	3,700	24	900	Florence	1,200	32	380
Appomattox	4,300	49	2,120	Ferry	900	45	410	Fond du Lac	20,600	66	13,550
Arlington	1,900	45	850	Franklin	6,900	38	2,640	Forest	2,300	36	820
Augusta	4,300	49	2,120	Garfield	900	38	350	Grant	12,500	41	5,130
Bath	69,600	80	55,470	Grant	9,300	32	2,960	Green	7,600	44	3,310
Bedford	17,400	41	7,190	Grays Harbor	17,200	39	6,690	Green Lake	4,700	46	2,180
Bland	1,500	39	590	Island	4,100	73	3,010	Iowa	5,700	34	1,930
Botetourt	7,400	44	3,250	Jefferson	3,300	68	2,260	Iron	2,500	26	640
Brunswick	1,400	42	590	King	260,100	70	183,110	Jackson	4,900	32	1,590
Buchanan	3,900	41	1,580	Kitsap	28,500	77	22,060	Jefferson	13,500	71	9,610
Buckingham	4,300	38	1,630	Kittitas	6,400	24	1,520	Juneau	5,500	25	1,370
Campbell	8,000	20	1,600	Klickitat	3,700	32	1,190	Kenosha	25,100	81	20,410
Caroline	2,600	29	750	Lewis	13,800	49	6,790	Kewaunee	4,800	64	3,070
Carroll	2,600	55	1,420	Lincoln	3,300	72	2,360	La Crosse	21,100	53	11,230
Charles City	6,800	30	2,030	Mason	5,100	66	3,360	Lafayette	5,300	34	1,790
Charlotte	900	63	570	Okanogan	8,800	15	1,360	Langlade	6,100	53	3,230
Chesterfield	3,100	37	1,160	Pacific	5,400	33	1,760	Lincoln	6,600	38	2,530
Clarke	13,300	63	8,340	Pend Oreille	2,500	50	1,240	Manitowoc	20,700	72	14,990
Craig	1,800	57	1,030	Pierce	89,300	68	60,550	Marathon	23,100	46	10,560
Culpeper	800	59	470	San Juan	1,200	60	720	Marinette	10,500	54	5,650
Cumberland	3,200	66	2,120	Skagit	13,500	51	6,870	Marquette	2,700	37	990
Dickenson	1,600	38	600	Skamania	1,600	40	630	Milwaukee	277,800	88	243,080
Dickson	5,100	17	880	Snohomish	43,100	66	28,230	Monroe	8,800	42	3,670
Dinwiddie	13,400	66	8,820	Spokane	78,600	71	55,650	Oconto	7,400	63	4,670
Essex	1,400	66	920	Stevens	5,500	46	2,540	Oneida	6,500	29	1,870
Fairfax	32,300	79	25,420	Thurston	15,300	63	9,700	Outagamie	24,900	76	18,950
Fauquier	5,400	66	3,590	Wahkiakum	900	48	430	Ozaukee	7,600	85	6,450
Floyd	2,600	38	990	Walla Walla	12,600	31	3,910	Pepin	2,100	53	1,110
Fluvanna	1,800	51	920	Whatcom	21,700	44	9,550	Pierce	6,300	74	4,690
Franklin	5,700	44	2,500	Whitman	8,700	45	3,950	Polk	7,500	70	5,240
Frederick	9,100	62	5,670	Yakima	43,700	48	21,150	Portage	9,300	46	4,280
Giles	4,900	61	2,960	WEST VIRGINIA				Price	4,700	19	890
Gloucester	2,900	56	1,630	Barbour	4,700	55	2,714	Racine	35,700	83	29,670
Goochland	1,700	48	810	Berkeley	8,000	65	5,210	Richland	5,300	36	1,890
Grayson	5,600	34	1,880	Boone	7,500	55	4,120	Rock	30,700	57	17,380
Greene	1,100	31	340	Braxton	3,800	28	1,070	Rusk	4,600	38	1,730
Greensville	3,800	39	1,500	Brooke	6,900	81	5,560	St. Croix	7,800	77	6,010
Halifax	9,600	54	5,160	Cabell	32,700	81	26,450	Sauk	12,000	28	3,360
Hanover	5,600	57	3,210	Calhoun	2,100	39	810	Sawyer	3,000	39	1,180
Henrico	85,900	75	64,340	Clay	3,200	45	1,440	Shawano	9,700	52	5,010
Henry	12,400	56	6,920	Doddridge	2,100	22	460	Sheboygan	25,500	74	18,870
Highland	800	43	340	Fayette	18,800	48	9,060	Taylor	4,800	33	1,560
Isle of Wight	3,500	49	1,710	Gilmer	2,100	21	450	Trempealeau	6,900	64	4,440
James City	2,700	74	1,990	Grant	2,200	26	570	Vernon	7,800	38	2,990
King and Queen	1,400	55	770	Greenbrier	9,200	44	4,060	Vilas	3,000	19	580
King George	1,800	55	990	Hampshire	2,900	25	710	Walworth	14,400	71	10,180
King William	1,900	65	1,230	Hancock	8,800	81	7,140	Washburn	3,300	42	1,390
Lancaster	2,300	47	1,070	Hardy	2,300	31	710	Washington	10,700	86	9,220
Lee	8,000	21	1,660	Harrison	22,300	29	6,510	Waukesha	28,700	85	24,280
Loudoun	5,100	74	3,790	Jackson	3,600	43	1,550	Waupaca	10,600	65	6,880
Louisa	3,000	49	1,460	Jefferson	4,300	62	2,650	Waushara	4,300	30	1,270
Lunenburg	3,400	40	1,350	Kanawha	64,500	73	47,280	Winnebago	29,100	60	17,430
Madison	2,100	31	660	Lewis	4,600	22	1,000	Wood	15,200	47	7,140
Mathews	1,800	70	1,260	Lincoln	4,700	71	3,360	WYOMING *			
Mecklenburg	8,000	43	3,440	Logan	17,500	62	10,900	Albany	5,900	21	1,820
Middlesex	1,900	61	1,160	McDowell	21,200	50	10,680	Big Horn	3,600	13	480
Montgomery	10,300	63	6,500	Marion	19,400	58	11,160	Campbell	1,400	—	—
Nansemond	9,800	59	5,810	Marshall	9,000	68	6,150	Carbon	5,000	—	—
Nelson	3,200	45	1,440	Mason	6,000	75	4,490	Converse	1,700	—	—
New Kent	1,000	58	580	Mercer	18,300	51	9,280	Crook	1,200	—	—
Newport News	45,400	71	32,190	Mineral	5,700	41	2,320	Fremont	5,900	—	—
Norfolk	128,600	74	95,550	Mingo	10,800	63	6,780	Goshen	3,600	17	610
Northampton	4,600	35	1,630	Monongalia	15,600	50	7,830	Hot Springs	1,800	—	—
Northumberland	2,400	46	1,090	Monroe	2,900	39	1,130	Johnson	1,400	—	—
Nottoway	4,300	57	2,460	Morgan	2,300	37	840	Laramie	15,700	58	9,090
Orange	3,100	42	1,290	Nicholas	6,500	42	2,720	Lincoln	2,400	21	490
Page	3,800	41	1,560	Ohio	20,600	83	17,120	Natrona	13,300	18	2,390
Patrick	3,600	29	1,030	Pendleton	2,000	44	870	Niobrara	1,200	—	—
Pittsylvania	26,600	39	10,400	Pleasants	1,600	48	770	Park	5,200	13	660
Powhatan	1,200	41	490	Pocahontas	2,700	30	820	Platte	2,400	19	470
Prince Edward	3,700	52	1,910	Preston	7,400	40	2,970	Sheridan	6,200	—	—
Prince George	6,900	65	4,490	Putnam	5,000	71	3,570	Sublette	900	—	—
Prince William	5,200	76	3,930	Raleigh	22,700	37	8,420	Sweetwater	6,300	—	—
Princess Anne	12,700	62	7,910	Randolph	7,000	28	1,990	Teton			

Topics & Trends of TV Trade: Federal Trade Commission flatly denied trade reports this week that it plans to launch investigation of merchandising practices in TV-radio-appliances industry as aftermath of subpoena duces tecum served on Emerson Radio for probe of its advertising & price policies.

Harry A. Babcock, director of FTC's bureau of investigation, told us: "We are positively not planning any general investigation of the TV-radio industry. A general investigation can result only from a resolution by Congress or by the Commissioners themselves. We have had no such request, and I have not heard of any being considered. Any report to the contrary is absolutely false."

Babcock said he was not free to comment on the Emerson case, other than to say that "my office right now is conducting 1400 separate investigations of individual companies." He explained that his office is required to investigate any complaints filed against individual companies, but emphasized that many do not involve violations of law or lead in any way to broader investigations.

Emerson declined comment on its subpoena, which reportedly sought records on its list of customers and prices charged them, amounts allotted for advertising allowances and under what terms they were granted. The Emerson probe is understood to date back at least a year.

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Hotpoint's upcoming TV line was shown to distributors last week at closed sessions in N.Y. & Chicago. One distributor gave us this analysis: "The sets are almost indistinguishable from GE's receivers. They have apparently taken the best-selling GE receivers for the Hotpoint line. Mock-ups of GE's current 14-in. portables were shown and we were led to believe that the 9-in. portable would also be included in the Hotpoint line when it becomes available. The line itself is very short. No prices were revealed." Line will be shown to dealers at mid-year furniture markets in Chicago starting June 18.

Philco is decentralizing its operations in belief that greater efficiency results when each product is promoted by separate organizations within company, said exec. v.p. John M. Otter in address to Executives Club of Central N. Y. in Syracuse April 23. He deplored fact that many salesmen depend on reduced prices "to do the selling for them," said Philco is placing more-&-more emphasis on sales training to fill industry's "most urgent" need. He reiterated Philco's support for independent distributors in preference to factory branches.

FCC postponed effective date of its receiver radiation and certification rules (Vol. 11:52)—insofar as they apply to FM & communication sets—from May 1 to Oct. 1. Deadline for TV sets remains unchanged, the rules going into effect May 1 for vhf receivers. Postponement was ordered at request of receiver makers, who said they needed more time to comply. FCC also decided not to hold conference with receiver makers on the new rules after RETMA said it felt meeting wasn't necessary now.

DISTRIBUTOR NOTES: Sylvania appoints Ramsay-Bennett Co., Cleveland, replacing Graybar . . . Hoffman Electronics appoints Ft. Orange Radio Distributing Corp., Albany . . . DuMont appoints Schwander Co., 3920 Olive St., St. Louis (Julian Schwander, pres.) . . . DuMont N. Y. reports resignation of pres. Philip P. Geth, his duties assumed temporarily by Paul A. Hilton, gen. mgr. of all distributing branches . . . Whirlpool-Seeger appoints RCA Victor Distributing Corp., Kansas City, as its home laundry outlet, replacing Hennigh's Inc., Wichita . . . Crescent Industries appoints Fay San Distributors Inc., Buffalo (B. R. Kulick, pres.).

Trade Personals: Harry Scheeter, ex-sales v.p. of CBS-Columbia & onetime gen. sales mgr. of Motorola-N. Y., joins Emerson as v.p. in charge of distribution . . . Wm. White, pres. of Delaware & Hudson Railroad, elected a director of Sylvania . . . Frank D. Langstroth, ex-asst. gen. mgr. of Magnavox, rejoins Philco as field sales mgr. of govt. & industrial div., reporting to gen. sales mgr. Marshall A. Williams; he served with Philco's tube div. from 1945-51 . . . Stuart D. Brownlee, who joined Canadian Admiral early this year as exec. v.p. after serving as gen. mgr. of RETMA of Canada, elected a director, along with v.p.-treas. Wm. Hummel . . . Roy A. Olerud promoted to mgr. of DuMont's new industrial tube sales dept., in charge of industrial CR tubes & multiplier phototubes . . . John Fellman promoted to Whirlpool-Seeger midwest regional mgr., Chicago . . . Joseph Ptacin, ex-Admiral, named Zenith Radio sales promotion mgr. . . . Harry Gibbs, ex-Westinghouse & Admiral, named Magnavox district merchandiser for Spartan line, headquartering in Oklahoma City; Walter Trippe & Assoc. for Ga., Atlanta; Henry C. Lynch for Ia., Ottumwa; Louis Glick for Neb. & S. D., Hastings, Neb. . . . Seymour Silverman, ex-GE, named design mgr. of Westinghouse TV-radio div. . . . Gerald Lyons, ex-DuMont Bestg., joins public relations dept. of Westinghouse consumer products div., Pittsburgh . . . Norman J. Cooper, Hallicrafters director of quality control, assumes additional duties of service mgr., succeeding Wm. A. Shaw, now sales mgr. . . . Albert Coumont, ex-RETMA staff asst. for parts div., promoted to asst. to Harry Kalker, pres. of Sprague Products Co., in charge of educational program.

Edmond H. Leavey, pres. of IT&T's International Standard Electric Corp., its holding & management organization for all manufacturing & research subsidiaries overseas, elected pres. of IT&T, succeeding the late Wm. Henry Harrison, who died at 63 April 21 of heart ailment in Garden City, N. Y. Harrison worked way up from telephone repairman to AT&T operations & engineering v.p., before joining IT&T in 1948. In World War II he became major general, heading Signal Corps procurement and distribution, also served as director of production div. of War Production Board. During Korean War he was appointed first Defense Production Administrator by President Truman in 1951. A past pres. of AIEE, he is survived by his widow and 2 sons.

RETMA defines automation, in response to "urgent" need of electronics industry, as follows: "Automation is the technique of improving human productivity in the processing of materials, energy and information by utilizing, in various degrees, elements of self-control and of automatically executed product programming."

Radio shipments to dealers, excluding auto radios, totaled 940,524 in first 2 months, compared to 678,774 in first 2 months of 1955, reports RETMA in state-by-state & county-by-county tabulations available to members on request to RETMA. Feb. shipments totaled 472,112, compared to 468,412 in Jan. & 308,527 in Feb. 1955.

Philco reached agreement with IUE this week on new contract calling for average 3% wage increase, plus several fringe benefits. Membership of IUE Locals 101 & 102 was expected to ratify agreement April 28.

Philco distributors convention, for introduction of new TV-radio line, is scheduled June 17-19 at Philadelphia's Bellevue-Stratford Hotel.

Ross D. Siragusa, Admiral pres., to receive Washington Ad Club's achievement award April 30 from Sen. Dirksen (R-Ill.).

Color Trends & Briefs: "Color TV will have the greatest impact" on the business volume of electronic parts distributors during the next 10 years—though business should increase substantially in all other areas encompassed by the electronics distribution trade. This was bullish forecast of acting director Donald S. Parris of Electronics Div. of Commerce Dept.'s Business & Defense Services Administration in address to NEDA seminar in Atlantic City last week end.

Predicting that "a surge of color receiver production and sales" next fall will push 1956 retail color sales to well over \$250,000,000, he pointed out that average color set has 10 more tubes than monochrome receiver and forecast that by 1958 color sets will have only 23 tubes—still 9 more than average black-&-white sets. In addition to the greater number of tubes, he analyzed difference in number of components in color and monochrome sets. A "typical color receiver," he said, contains 2076 parts. This includes 214 fixed resistors (vs. 126 in monochrome set), 31 potentiometers (vs. 7), 176 capacitors (126), 66 coils (33), 18 transformers (9).

"The billion tubes in today's TV receiver sockets," he said, "will increase by about one-third by the end of 1958 and by an additional 300,000 through 1960." Repair parts sales in 1955 for TVs, radios & phonos alone, totaled \$200,000,000, he said; they should total \$290,000,000 in 1957 and \$480,000,000 in 1958.

In addition to advent of color and steadily increasing TV-radio sales volume, he saw these other signs of substantial business improvement for electronics distributors: (1) "The ranks of radio amateurs and other electronic hobbyists will continue their steady increase." (2) "The hi-fi boom will continue and produce more business than last year." (3) "Military electronics procurement will continue at the present high levels, or increase." (4) "Production and sales of commercial electronics equipment will continue to expand and will generate more business for you."

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NBC-TV's special color feature for dept. stores, 5-min. *Window* inserts in *Home*, has been bought on WNBQ, Chicago, by Goldblatt Bros.—daily for 13 weeks.

Electronics Reports: Brig. Gen. David Sarnoff, RCA chairman and head of govt.'s National Security Training Commission, this week warned that critical shortage of scientists and engineers is grave threat to "our economy and national safety." Testifying before Joint Congressional Committee on Atomic Energy's research & development subcommittee, he elaborated on his earlier proposal for a "National Educational Reserve" to overcome shortage of technical teachers (Vol. 12:4) and made 2 other proposals to persuade more young Americans to take up scientific careers:

(1) Build atomic reactors on selected college campuses to "signalize the importance of the scientist, the physicist, the engineer, the man of technology [and] stimulate the interest of students in matters scientific." Reactors, he said, would "provide a living laboratory" and enable student to "get a glimpse of his own role in the nuclear future." Emphasizing peaceful, non-destructive, harnessing of atomic energy, he suggested that each reactor be used to furnish power for operation of college or university where it is located.

(2) Conduct nation-wide poll among high school seniors and college freshmen to determine why so few students are taking up scientific careers. This survey, he suggested, "might well provide information helpful in drawing more qualified people into engineering and related fields."

Network Color Schedules (April 30 - May 12, 1956)

April 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Dodsworth," 8-9:30 p.m.
 May 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Lux Video Theatre*, 10-11 p.m.
 May 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 5—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "This Happy Breed," 9:30-11 p.m.
 May 6—NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "The Cradle Song," 4-5:30 p.m.
 May 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 CBS: *Shower of Stars*, 8:30-9:30 p.m.
 May 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 12—NBC: *Max Liebman Presents*, "The Music of Gershwin," 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.

Children may stimulate sales of color sets, as they did black-&-white—at least that's indicated by colloquy between prospective color buyer Sen. Pastore (D-R. I.), chairman of Senate communications subcommittee, and NARDA chairman Mort Farr during April 26 subscription-TV hearings by Senate Commerce Committee. Farr, big Upper Darby, Pa. appliance dealer who was appearing in opposition to fee TV, mentioned in course of his testimony that he was "probably the biggest dealer of color TV in America." Pastore interrupted to inquire: "What does a color set really cost? My kiddies are getting after me." Farr replied: "\$695 at the moment will buy a very good 21-in. set, but—I guess RCA wouldn't like me for this—by June it will be \$100 less. So let the kids wait for *Howdy Doody* until June and you will probably get it at \$595. It is perfected. It is beautiful. . . ."

Pilot production of its "post-acceleration" color tube is planned by GE which has leased 40,000 sq. ft. building in Syracuse for it. Some 50 will be employed, and objective is to gain experience leading to eventual mass production, GE says.

KARD-TV, Wichita (Ch. 3) originates first colorcast May 3, claiming a "first" for state of Kansas.

He said his proposal for National Scientific Reserve of qualified teachers drawn from the ranks of industry has met with "impressively favorable" response. Under the plan, industry would release—with full pay, for at least a year—a reasonable number of men and women for teaching assignments in nearby educational institutions, particularly upper grades of high schools. He envisioned this plan "as a temporary expedient, let's say for 5 years, to help meet an immediate need, while more pertinent solutions are being worked out." He expressed confidence industry would cooperate as a "matter of clear self-interest."

Later in week he gave substantially same testimony before a Senate Appropriations subcommittee, urging more funds for National Science Foundation to help carry out the proposals. Foundation's director Dr. Alan T. Waterman endorsed Sarnoff's proposals.

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Patent licensing agreement has been signed between Philco and IT&T, giving each company the right to use the other's patents on TV, radio and electron tubes. Effective Jan. 1, 1956, it is to run for at least 5 years. Not included are Philco's color TV, diode and transistor patents and IT&T's patents on diodes, selenium rectifiers and aerial navigation systems (such as Tacan).

Rearrangement of 9800-13,225 mc band was finalized by FCC this week, providing for more efficient distribution of frequencies among govt. and non-govt. users.

Financial & Trade Notes: Sylvania's first-quarter earnings were highest for any quarter in company's history, while sales exceeded any previous first quarter. Profit was \$4,323,086 (\$1.28 per share on 3,290,888 common shares outstanding), up 33% from \$3,246,655 (\$1.03 on 2,923,394 shares). Sales were \$83,288,726, up 12% from \$73,979,627 in first quarter of 1955.

Pres. Don G. Mitchell told annual stockholders meeting April 26 that full 1956 sales will "probably be better" than last year's record \$307,371,315, and that he has "every expectation that our earnings for the year will be just about four times our \$1.28 per common share for the quarter." Sylvania earned \$13,812,970 (\$4.29) on sales of \$307,371,315 in 1955.

Company's TV set volume softened somewhat during first quarter as result of "extremely intense competition," he said, but predicted "steady improvement" rest of year. Sales of picture & receiving tubes were greater than in first 3 months of 1955, said Mitchell, adding that production of 21-in. 3-gun color tubes and developmental work on 22-in. glass color tube stepped up during quarter. He predicted 7,500,000 TV set sales during 1956, "perhaps" 200,000-250,000 of which will be color.

He estimated over-all electronics sales this year at \$10.8 billion, up about \$1 billion from 1955, predicted total should surpass \$15.6 billion by 1960 and exceed \$22 billion by 1965. Combined electrical-electronics industry volume this year will be \$18.7 billion, he estimated, compared to \$17.4 billion in 1955.

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GE filed registration statement with SEC April 25 covering proposed issue of \$300,000,000 worth of 20-year debentures due May 1, 1976, with proceeds to be used for capital expenditures, working capital and retirement of bank loans (Vol. 12:14). Offering is expected about May 15, underwritten by nationwide group of approximately 300 investment firms headed by Morgan Stanley & Co. and Goldman, Sachs & Co. Debentures will have mandatory sinking fund calling for 15 annual payments of \$13,000,000 starting in 1961. Interest rate, offering price and underwriting terms will be revealed shortly. Statement disclosed company plans to spend about \$185,000,000 on plant expansion & improvements in 1956 and same amount in 1957. From end of World War II through 1955, company had spent \$1.2 billion on plant expansion.

Zenith Radio's first-quarter earnings declined to \$1,831,165 (\$3.72 per share), from \$2,074,960 (\$4.21) in first 3 months of 1955. Sales also declined, totaling \$37,915,318, compared to \$40,371,812 in first quarter year ago. Pres. E. F. McDonald Jr. told annual stockholders meeting: "Unit sales of TV receivers were the highest for any first quarter in the company's history, but dollar sales of TV receivers were down slightly because of a higher proportion of table models manufactured in the quarter and competitive pressure on prices—resulting in a lower average unit sale price as compared to the same period in 1955." Radio, phonograph & high-fidelity sales in first quarter exceeded same period year ago, said McDonald.

Storer Broadcasting Co. reports net profit of \$1,450,242 (58¢ per share) in first 3 months of 1956, compared to \$811,989 (32¢) in first quarter of 1955. March earnings were \$516,416, highest for any month in its history, as against \$375,368 in March 1955. Gross revenues were not disclosed.

P. R. Mallory & Co. earned \$354,506 (30¢ per share) on sales of \$14,303,648 in 3 months ended March 31, compared to \$606,795 (56¢) on \$16,264,163 in first quarter of 1955. Operations in first 3 months this year were adversely affected by 6-week strike.

Olympic Radio is currently organizing a holding corporation to supervise all present companies and those in process of acquisition, it was revealed by Wm. H. Husted, chairman of Olympic exec. committee. Under new setup, Olympic pres. Morris Sobin will head Olympic div., with Lester H. Bogen, v.p. of David Bogen Co., heading Bogen div. Brantz Mayor, an Olympic director, probably will head holding corporation. Husted told stockholders meeting that first-quarter sales & earnings were well ahead of year ago but that no dividends will be paid this year. Instead, he said, earnings will be plowed back into company to build up stockholder equity and maintain additional working capital. Newell P. Crawford, treas. of David Bogen, was elected a director, succeeding Adolphe A. Juviler, who founded Olympic and served as its pres. from 1941 to 1953 and as chairman from 1953 to 1955. He will remain as consultant. Stockholders also approved plan to increase board from 9 to 12 and to set aside additional 40,000 shares of common stock to cover future incentive stock options.

Westinghouse net sales in first quarter totaled \$225,365,000, despite a 156-day strike at 40 consumer products plants which ended March 20, chairman-pres. Gwilym A. Price disclosed at directors meeting April 25. Sales total was exceeded in only 7 other years of company's 70-year history, though they were way down from \$367,705,000 in first 3 months of 1955. He said company's current backlog of unfilled orders is 21% higher than year ago. He also disclosed company lost \$18,575,000 in first 3 months, equivalent to \$1.14 per share, compared to profit of \$12,782,000 (75¢) in first quarter of 1955. Price, who was re-elected by directors, had previously estimated first-quarter loss at \$16,000,000 in address to stockholders annual meeting (Vol. 12:14).

Edward Lamb conceded defeat this week in proxy fight to wrest control of Seiberling Rubber Co. from present management headed by J. P. Seiberling. Following preliminary tally of proxy votes, Lamb attorney J. Howard McGrath told newsmen that "management had a clear majority." It was indicated that Lamb faction would gain only 4 of 15 seats on board. "Ted Lamb, Toledo Riddle" titles article by Freeman Lincoln in May *Fortune Magazine*, delving into Lamb's fight with FCC, proxy fights for control of Air-Way Electric, Seiberling, etc. It says Lamb estimates he's worth \$50,000,000 and delights in "the seeming contrariness of his role as liberal-capitalist."

Hoffman Electronics earned \$467,994 (64¢ per common share) on sales of \$12,155,019 in first quarter, compared to \$309,996 (42¢) on \$8,988,928 in first 3 months of 1955. TV business in first quarter "increased modestly" but profits were at an "unsatisfactory level," pres. H. Leslie Hoffman told stockholders. He said company's new 14-in. portable receiver has been "very well received and should contribute to strengthening the company's position." He said that second-quarter sales & profits are expected to show seasonal decline from first quarter but should be higher than second quarter of 1955. Hoffman Labs has \$35,000,000 current backlog of Govt. contracts.

Dividends: Zenith Radio, 75¢ payable June 28 to stockholders of record June 8; Westinghouse, 50¢ June 1 to holders May 7; P. R. Mallory, 35¢ June 11 to holders May 18; Aircraft Radio, 20¢ May 16 to holders May 4; Servomechanisms, 10¢ May 15 to holders May 1; Oak Mfg. Co., 35¢ June 15 to holders June 1.

Packard-Bell earned \$421,274 (61¢ per share) in 6 months ended March 31, compared to \$319,000 (46¢) in corresponding period of preceding fiscal year. Sales were \$14,512,362 vs. \$11,038,822.

IN ATTACK ON CBS & NBC (p. 2), Sen. Bricker said that an "economic stranglehold" is placed on smaller stations because networks "place their programs on the fewest number of stations to cover the greatest number of people per station." He cited following "overlap" cases as examples, all vhf:

Omaha-Lincoln—KMTV, Omaha, and KOLN-TV, Lincoln, had CBS, ABC & DuMont affiliations in 1954. KMTV revenues were \$597,834 network, \$577,065 national spot, \$385,540 local; its net before taxes was \$631,103. KOLN-TV had \$6506 network, \$56,837 spot, \$117,689 local—and lost \$375,364.

Kansas City-St. Joseph—KMBC-TV, Kansas City, and KFEQ-TV, St. Joseph, both with CBS-TV. KMBC-TV received \$734,561 from network, \$873,468 spot, \$225,161 local—netted \$558,559. KFEQ-TV obtained \$46,297 network, \$176,498 spot, \$100,703 local—lost \$38,326.

Tacoma-Bellingham—KTNT-TV, Tacoma, and KVOS-TV, Bellingham, both with CBS, KTNT-TV also DuMont. KTNT-TV had \$471,007 network, \$634,209 spot, \$107,081 local—netting \$138,053. KVOS-TV received \$1470 from network, \$69,916 spot, \$59,852 local—lost \$45,115.

"The cases cited above," Bricker said, "are not unusual but rather are common where the same overlap situation exists. The only exceptions are in the case of the largest cities such as the New York-Philadelphia overlap; Baltimore-Washington and Cincinnati-Dayton."

Next new FCC member, to succeed independent Comr. Edward M. Webster, whose term expires June 30, is assumed to be Democrat Comdr. T. A. M. Craven, partner in Washington engineering firm of Craven, Lohnes & Culver. Craven previously served as FCC member in 1937-1944. Industry speculation is that appointment will be announced shortly; Craven says he's heard nothing from White House. Craven is 63, had 21 years of military service, 9 of civilian govt. employment. If he goes back to Govt., then retires, his retirement pay would be based on both military and civilian service. Otherwise, he'd get credit only for military service. Appointment would make Commission political setup 4 Republicans, 3 Democrats.

TV City for New York on 22-acre West Side Manhattan plot was proposed by city council pres. Abe Stark this week at annual dinner of Industrial Designers Institute. "The same unsolved dilemmas which caused the motion picture industry to be lost to our city 30 years ago now threaten New York's leadership as the TV capital of the world," he said. He added that National Housing Law would permit public acquisition of the land and subsequent resale to a developer at a saving. He pointed out NBC now uses 16 locations for its telecasting activities, CBS 19.

Demand of TV film producers for extra payment because of existence of community antenna systems was subject of debate this week at meeting of National TV Film Council in N.Y. NTFC v.p. Arche Mayers, Standard TV Corp., said failure of CATV systems to pay for film used by stations they receive is "piracy." Zal Garfield, asst. to pres. of Jerrold Electronics Corp., said there's no reason film distributors can't seek extra payment from stations if they think it's justified.

FCC will vacation in Aug., as it did last year, "as a convenience to vacation-planning by those in or who do business with the Commission." It will hold only one meeting that month, Aug. 1, schedule no hearings or oral arguments.

U. S. Supreme Court agreed this week to review Detroit Federal Court's dismissal of corrupt practices charges against UAW for sponsoring TV programs on WJBK-TV in behalf of Democratic candidates (Vol. 12:5).

Orders for Ampex video tape recorder (Vol. 12:16) are pouring in, according to audio div. mgr. Philip Gundy, with total of 90 orders for production models—in addition to the 8 prototypes—firmed up and backed with deposits. "Things are really moving here," Gundy told us by phone from Redwood City, Cal. headquarters. "The phones are ringing so much we can't get any other work done." Company's production schedules now call for 20 units a month from next Feb. through April, 50 a month after that—"although we could conceivably go to 100 a month," depending on demand, economics, etc. Orders for the recorder for wideband data storage—by research labs, military, etc.—are being handled separately by Ampex's instrumentation div., and Gundy says demand in this field could even eclipse that of TV. He's disturbed over rumors and reports current in Hollywood that videotape will "revolutionize movies," etc., and points out that in its present stage the recorder has no uses in movie projection. Ampex has invited San Francisco & Hollywood chapters of SMPTE to hold their May 15 meetings there as part of an effort to put the development in proper frame of reference as regards movies.

CBC can maintain present TV service at cost of about \$15 per TV home, it told Royal Commission on Broadcasting in report prepared for submission April 30, but it strongly implied that expansion should be financed. It said that 80% of Canadian population is within range of TV now but that 10-13% more could be added for about \$1.50 per TV home. CBC is now providing 40-45% of programs on English network, 34-40% on French, could expand both for around \$4 per home. To operate without commercials, meaning exclusion of "the big U. S. shows which many Canadians want to see," would cost at least \$30 more per home. A second station in major markets, to be built by CBC and private interests, was favored, but CBC noted that extra costs would be involved. Start of color TV was termed desirable, but CBC said color operations would cost about 25% more than black-&-white. Converting half the programs to color would increase costs about 12½%, CBC said.

Launching "Military Reserve Week," RCA chairman Brig. Gen. David Sarnoff, chairman of National Security Training Commission, spoke at luncheon in Washington April 23, urging strengthening of military reserves. He was presented with National Security Committee's Citizenship Award for "inspired leadership, as a private citizen, in the field of national security." Special awards for contributions to reserve program were also given ABC, CBS, NBC and Universal Pictures. Gen. Sarnoff later visited White House, giving President Eisenhower report on progress of 6 months' training program for youths 17-18½. He also gave his ideas of methods of increasing nation's scientific manpower.

Heavy application week, relatively, brought 4 filings: For Ch. 9, Flagstaff, Ariz. and Ch. 12, Alpine, Tex., by Dallas realtor O. L. Nelms; for Ch. 3, Great Falls, Mont., by management consultant Francis N. Laird and his son Robert R., chief engineer of KVEC-TV, San Luis Obispo, Cal.; for Longview, Wash., by KBAM. [For details, see *TV Addenda 22-P* herewith.]

Wired subscription TV on community antenna system in Vancouver, B. C. is reportedly planned by Famous Players Canadian Corp., which has arrangement with International Telemeter Corp. TruVu Ltd. (G. C. Shandler, pres.), operates CATV system in Vancouver, using 7-channel Spencer-Kennedy equipment.

Westinghouse's pioneer radio KDKA, Pittsburgh, moved this week from Grant Bldg., leaving studios and offices it has occupied for 21 years, joining KDKA-TV at Gateway Center.