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Television Digest

with **ELECTRONICS REPORTS**

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RADIO SET SALES BOOMING, with home sets up 45% and auto radios in comeback. Year's total may reach 14,000,000—5-year record. Reasons for boom (p. 1).

DELAY IN ALLOCATIONS proceeding produced by technical "anomalies." Comments deadline shifted to Nov. 15. FCC sets Sept. 20 for big uhf parley (p. 2).

UHF WITH OPERATING LOSS of \$49,000 first 2 years, WEHT in Evansville area, sold with radio for \$820,000. Way cleared for CBS & NBC to get added uhf's (p. 3).

HOUSE COMMITTEES RESUME work on TV. Evins committee report includes "hot" CBS-FCC memos. Celler and staff begin sparring with networks (pp. 3-4).

COLORADO'S ONE-MAN "FCC", Gov. Johnson, tells more boosters to stay on, writes FCC chairman mountain areas "should be encouraged" to use them (p. 5).

THREE VHF DECISIONS weighed by FCC, Jacksonville finalized, St. Louis & Charlotte postponed. Petitions for new channel shifts pile up (p. 5).

FORTUNE MAGAZINE WRITER finds TV networks, time sold out, inclined to treat some ad agencies as "intrusive outsiders" and to "push them around" (p. 7).

CONVENTION AUDIENCE RATINGS are contradictory, but sponsors seem satisfied. Need for some sort of "cap-sulization" seen for 1960—but how much? (p. 7).

PHILCO EXPANDS OWN SERVICING, expects to have 16 factory branches by year's end. Motorola's Bob Galvin foresees another round of TV price increases (p. 10).

TOP DEFENSE CONTRACTORS of 1955, as ranked by Defense Dept., include firms dominant in electronics fields; GE ranks 2nd, RCA 22nd, Philco 26th (p. 12).

WESTERN UNION BUYS into Teleprompter, investing \$750,000. With AB-PT it also buys into Wind Tunnel Instrument Co., their third such venture (p. 13).

FLAT TUBE long way off for home TV, Kaiser says. Development for military aircraft still incomplete. Experiments with 2-color & 3-color types (p. 14).

CROWELL-COLLIER REPORTS financing for Bitner station purchases, gets FCC approval to take over Harry Maizlish's KFWB, Hollywood. Many AM transfers (p. 8).

FIRST MOBILE ELECTRONICAM goes to Paramount, Hollywood, DuMont aiming for movie market, claiming increased production speed & economies (p. 8).

CROSBY VIDEO TAPE project taken over by Minn. Mining & Mfg. Co., which says it has no plans to compete with Ampex now. CBS awaits Ampex deliveries (p. 9).

TORONTO'S CBLT SHIFTS to Ch. 6, claims 1,000,000 more viewers, many in U. S. Interference with Buffalo's WBEN-TV (Ch. 4) reported. Upcoming stations (p. 9).

THE HOME RADIO BOOM—AND REASONS WHY: The continuing vitality of radio set sales this year astonishes everybody in trade who stops to think about it -- especially those who figured TV would leave radio for dead by now. Quite the contrary: all the current evidence is that radio is prospering side by side with TV.

With 142,000,000 radios in use (including 35,000,000 auto sets), with 97% of the nation's 49,000,000 households owning at least one radio, and with 74% of them owning TVs, you'd logically expect some slackening in the pace of radio sales. But the simple fact is that home radio sales in first 7 months were some 45% higher than same period year ago -- and, assuming continuation of current upswing in auto production, industry estimates are for total radio sales of 14,000,000 this year (vs. projected 7,300,000 for TV). That would be highest for any year since RETMA first started to compile retail radio sales statistics in mid-1951.

Radio's peak production was in first full "unfrozen" postwar year of 1947, when 20,000,000 units were made; it's not known how many were sold at retail that year, but trade doesn't expect this output to be approached in foreseeable future.

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More statistics on the radio sales boom: In first 7 months, about 3,967,000 home radios were sold at retail -- 1,506,000 table models, 1,406,000 portables and 1,054,000 clock. They compare with 2,732,983 sold in the first 7 months of 1955 -- including 1,198,391 table, 840,662 portables, 693,930 clock. For quick comparison, portables were up 67%, clock radios up 52%, table sets up 26%.

For all of 1956, one top producer estimates that distributor sales (which vary comparatively little from retail sales) will total 7,800,000: 3,100,000 table

models, 2,400,000 portables, 2,300,000 clock. Some other radio makers believe this estimate conservative, forecasting up to 8,000,000. Home radio sales at retail last year totaled 6,921,000 -- 3,007,000 tables, 1,879,000 portables, 2,035,000 clock.

Auto radios are in special category, keyed to auto production and marketed through non-appliance outlets. Reflecting sharp drop in auto output in spring and early summer, production of auto radios in first 7 months totaled 2,512,216, about 38% below the 4,065,859 turned out in same period year ago. However, there's a current upswing in auto production -- and trade's market men now foresee output of about 6,000,000 auto sets for year, compared to 7,229,594 in 1955.

At average retail price of \$28, the expected 8,000,000 home radio sales this year should produce dollar volume of about \$224,000,000. By contrast, the sale of 7,300,000 TV (at \$200 average) represents retail volume of about \$1.46 billion.

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How explain radio's resurgence? One big radio manufacturer offered these reasons, which seem to match pretty closely the thinking of others in field: (1) Renewed interest by manufacturers in building and styling better products, in manner of auto industry. (2) Distributors and dealers, beset by shrinking TV profits, are giving greater emphasis to radios, where unit prices may be lower but percentage of profit is higher. (3) Hi-fi boom has stimulated sales of higher-quality radios and radio-phono combinations. (4) Little transistor radios, though still expensive, have proven much more popular than expected. (5) Radio has far broader distribution than TV -- sold in drug & jewelry stores and other outlets which far outnumber the 120,000 TV outlets. (6) More money is being spent to advertise and promote radios, and some smaller manufacturers have been able to capture sizable chunks of the radio set market, even against the dominant brand names.

ENGINEERING FOULUP DELAYS ALLOCATIONS: Snafu over FCC's engineering proposals in deintermixture rule-making forced FCC this week to postpone deadline for comments from Sept. 10 to Nov. 15, as anticipated (Vol. 12:34), and legal problems involved threaten to become even more complicated. However, they don't affect comments on Commission's all-uhf proposal, for which deadline remains Oct. 1 -- and FCC has set Sept. 20 for organizational meeting to kick off "crash research" program for uhf.

Reason for postponing deadline on the 13 channel shifts proposed by FCC is that Assn. of Federal Communications Consulting Engineers pointed out certain technical anomalies in methods Commission specified for computing coverage and interference (see Special Report, June 30, 1956, for full text).

Engineers say these problems can be ironed out easily, but stickler is fact that Commission has introduced concept of computing interference -- without benefit of rule-making -- a vital departure from existing rules. Commission's solution is likely to be initiation of a new rule-making proceeding to set up standards affecting interference and coverage, and to let this proceeding run parallel with its deintermixture rule-making -- hoping the two can be made to jibe. It's entirely possible that whole matter can become tangled in long technical vhf-uhf duel.

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Calling for big meeting to start uhf study, FCC invited 4 representatives each from Assn. of Maximum Service Telecasters (mostly vhf), Committee for Competitive TV (mostly uhf), Joint Council on Educational TV, NARTB and RETMA.

Commission suggested that a "TV Allocation Research Committee (TARC)" be formed, recommended that RETMA provide chairman (presumably pres. W.R.G. Baker). Commission said that others would be welcomed after TARC is established.

TARC should "cooperate with and advise" FCC on whole allocations problem, Commission stated, with objective of finding out whether uhf can do the whole TV job -- and if it can't, determine what can.

Commission said group should look into uhf & vhf propagation, transmitters, receivers, antennas, transmission lines, measuring techniques, allocation principles. It reiterated Chairman McConnaughey's suggestion that a non-profit research corporation be formed to cover costs, said it expects industry to supply engineers and equipment. Open meeting is 10 a.m., Sept. 20, Room 7134, McConnaughey presiding.

UHF FETCHES \$820,000; OTHER TRANSFER DEALS: In the current flurry of station sales deals, it's noteworthy that uhf outlets are often involved -- that property values of at least some of the 96 surviving uhf stations seem to be looking up.

Witness the recent sale of WINT (Ch. 15) in uhf-only Ft. Wayne area as part of the \$10,000,000 Indiana TV-radio package purchases by Whitney (Vol. 12:34) -- no separate values placed on the individual stations, however; the \$650,000 purchase of half interest in WGBI-TV, Scranton (Ch. 22) by Philadelphia Bulletin's WCAU-TV (Vol. 12:31); the \$580,000 purchase of WFIE, Evansville, Ind. (Ch. 62) by the owners of pioneer WAVE-TV, Louisville (Vol. 12:25).

Earlier this year, there was also the \$225,000 paid out for controlling stock of WAFB-TV, Baton Rouge (Ch. 28) by the Edgar Stern group that owns WDSU-TV, New Orleans (Vol. 12:11). And of course there's the proposed acquisition, stymied by objections from nearby Harrisburg & Reading uhf's, of now silent WLBR-TV, Lebanon, Pa. (Ch. 15) for about \$240,000, by Philadelphia Inquirer-WFIL-TV group (Vol. 11:45).

This week, a bigger uhf deal than any of these was agreed upon -- purchase of WEHT, Henderson, Ky. (Ch. 50) for \$820,000 from the Malco theatre group (M.A. Lightman) which owns movie houses in Evansville and in Tenn., Ark. & Miss. Three-year-old station, located across river from Evansville in what was "uhf-only country" until Rex Schepp's WTVW (Ch. 7) last week elected to chance FCC's avowed plan of deintermixture for area, had a net operating loss of \$49,000 up to June 30, 1955 but in its 1956 fiscal year is understood to have operated at a profit, as yet undisclosed.

Prime mover in deal, handled by broker R.C. Crisler, is Edwin G. Richter Jr., now local sales mgr. of WTVN-TV, Columbus, owned by the Cincinnati Taft interests. He's slated to become gen. mgr. and will hold 21.8% of the stock. He induced the Henry S. Hilberg family, Cincinnati, and the family of John R. Clark Jr., Cincinnati attorney, to come in for 36.3% each. Hilberg is a big meat packer; Clark's wife is a member of wealthy Buse family which owns Distiller Products, Cincinnati. Another stockholder will be Ernest Felix, management consultant, ex-ABC, 5.5%.

Hulbert Taft Jr. is in no way connected with the deal; Richter happens to be employed in one of his stations, which gave rise to rumors of Taft as buyer. Deal provides for payment of \$200,000 down and remainder over 7 years. It also includes radio WEOA, Evansville (250 watts, 1400 kc, CBS).

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Also on the plus side, so far as the economic importance of uhf stations is concerned, was clearance given this week for more uhf station purchases by CBS & NBC -- CBS buying WGTH-TV, Hartford (Ch. 18) for \$650,000 from General Teleradio (Vol. 11:28,36,49) and NBC taking over WKNB-TV, New Britain-Hartford (Ch. 30) for \$606,000 cash plus about \$200,000 in obligations (Vol. 11:2,9,19,22,26). Their plan is to make Connecticut River Valley all-uhf so far as their networks are concerned.

Protests against these acquisitions, which would have forced them to hearing, were dropped this week by new owner of WNHC-TV, New Haven (Ch. 8), only vhf in area; Walter Annenberg group is quite content to keep this pre-freeze vhf on ABC. In case of NBC, sale had been set for evidentiary hearing after objections not only by old WNHC-TV ownership but by uhf WATR-TV, Waterbury (Ch. 53). Both dropped objections this week. FCC will undoubtedly grant transfers, and both CBS & NBC will get second permissible outlets of their own and commit themselves further to upbuilding uhf.

CBS already operates WXIX, Milwaukee (Ch. 19) and NBC has WBUF-TV, Buffalo (Ch. 17), both basic network outlets.

HOUSE COMMITTEES WARMING UP AGAIN: Congressional prodding and poking at TV industry picked up a bit this week, now that the political conventions are out of the way: (1) Rep. Evins (D-Tenn.) issued record of his Small Business subcommittee hearings (Vol. 12:12) which were held last spring in effort to find FCC-industry skulduggery. (2) Rep. Celler (D-N.Y.) resumed laying groundwork for Judiciary subcommittee hearings due to start in New York Sept. 12.

Focal points of Evins' committee printed record were 8 letters and memos out of the 10-12,000 subpoenaed from CBS. Most important of these was CBS pres. Frank Stanton's memo of phone conversation with FCC Comr. Lee Aug. 13, 1954. At the time,

CBS was sweating out FCC approval of its \$6,000,000 purchase of WBBM-TV and the \$335,000 purchase of what's now WXIX, Milwaukee (Ch. 19). In Stanton's memo, Lee appeared to be estimating whether or when approval would come (for text, see below).

In cold type, memo would seem to put Lee in embarrassing position. However, Rep. Celler's staff saw memo some months ago, called Lee & Stanton into closed session. There, Lee & Stanton explained that memo was Stanton's paraphrase of conversation, and Celler apparently was quite satisfied with explanation. In view of Celler's attitude, Lee seemed unconcerned about publication of memo this week.

Also in Evins committee record were brief CBS memos regarding conversations with other commissioners on color, etc. Included, too, was some correspondence concerning appointment of Hart S. Cowperthwait as chief of the Commission's rules and standards div. (for details, see below).

There were no such documents from NBC -- though it also submitted bales of subpoenaed correspondence -- presumably because it doesn't keep such records. One upshot of whole business, if nothing else, will be that everyone -- particularly FCC personnel -- will clam up with CBS unless it guarantees to quit putting such material on paper and keeping it.

Asked about CBS's policy, a spokesman said: "We believe it's better to keep track of such things; we have nothing to hide." He was quite miffed, however, that Evins had documents entered in the record "without testimony, explanation, cross-examination -- nothing."

Also included in record are statements from obvious crackpots and cranks. Committee counsel Everette MacIntyre says committee's report on hearing -- its evaluation and conclusions based on record issued this week -- is being prepared by the staff, will be ready by end of Sept.; issuance is then up to Rep. Evins.

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Rep. Celler is preparing for real whingding in New York, meanwhile. He and counsel Kenneth Harkins & Samuel Pierce met with network officials Aug. 30 in an attempt to lay groundwork. One problem he's encountered is fact that talent groups, like AFTRA, etc., are balking at baring their financial souls, and networks are loathe to give out figures voluntarily.

Celler has promised to go into everything under the TV sun, told us: "The TV industry has outgrown the anti-trust laws covering it, and we want to find out what needs to be changed. We're going into the very bowels of the industry." He has promised to explore option time, talent contracts, must buys, affiliations, etc. Hearings are set for Sept. 12-13, 17-21, 24-26 -- all in New York.

Celler's staff has also been leafing through FCC commissioners' personal files -- but isn't expected to find anything juicy there.

COMR. LEE's phone conversation with CBS pres. Frank Stanton, concerning CBS's pending purchases of Chicago & Milwaukee TV stations two years ago, hit headlines this week when published in Evins committee report because, standing alone, implications could be read into it. As written by Stanton in a reminder memo for himself, here's what Lee is supposed to have said:

"I have given a little bit of thought and study to our problem. I would say on the Chicago thing -- it's my impression that you have nothing to worry about. I don't think anything would be jeopardized by anything else you would do.

"On Milwaukee, I am not in a good position to advise you. I am almost afraid to say anything that might influence you because I could be so wrong. No matter what you did there, I am sure it would not reflect on the Chicago deal.

"As a matter of fact, you have got some time on the Milwaukee business. I doubt if that multiple ownership stuff will go through for a couple of months. The opinion seems to be that we would need a full Commission to final-

ize it, and everybody seems to be going somewhere for the next couple of months.

"The only point I can really make is that I feel confident that on the Chicago deal it is all right. I could be wrong, you know, but I think that is pretty solid."

Only 7 other memos and letters were gleaned by Evins committee from the 10,000 to 12,000 CBS submitted. One was report by CBS Washington representative Ralph Hardy on meeting between CBS chairman Wm. S. Paley and commissioners; he said, among other things, "Webster talked very frankly about Chicago" and "WSP and Doerfer mutually impressed." Another was 1953 memo regarding commissioners' views on when color decision would come. Still another was report that Comr. Sterling (since retired) said "he had very little faith" in the new NTSC-RCA color system but that FCC would have to hold hearings on it "because of the pressures."

Then there were 4 letters involving promotion of Hart S. Cowperthwait to chief of FCC rules & standards div.: (1) Cowperthwait's letter to Stuart V. Willson, pres. of Northern States Power Co., Eau Claire, Wis., expressing appreciation for help in getting the position. (2) Willson's letter to CBS board member Dorsey Richardson of Lehman

Bros. (since resigned), saying he hoped his contact with Cowperthwait would be useful to CBS. (3) Richardson's letter informing Stanton of the foregoing. (4) Stanton's letter to Richardson saying that he'll keep the fact in mind.

Most of record comprised hundreds of pages of previously reported testimony (Vol. 12:12), plus voluminous documents requested of FCC by committee. These include: list of employes above grade GS-7, with their salaries; list of initial TV decisions; list of FCC investigations in last 2 years; list of TV court appeals; description of decision-making processes; classification of TV station ownership, etc. Commission noted, incidentally, that its records are incomplete on ownership (newspaper, theatrical, manufacturing, etc.); that it used compilations from our old Spring-Summer *TV Factbook No. 22* because it found they have "a high degree of accuracy."

COLORADO'S Gov. Edwin C. Johnson writes us that he had to defend operators of unauthorized vhf boosters in his state or "admit to my old playmates that Washington, D. C. was bigger than Denver and that I was chicken." The former chairman of the powerful Senate Interstate Commerce Committee, who served in Washington during the gestation and birth of the infant TV, has issued "executive orders" telling operators to continue regardless of what FCC says (Vol. 12:32, 34).

"Mountain-locked" viewers in western Colo., he states, "went for TV like a hungry coyote," and he warned: "Out here, we are gentle folks who tend to our own knitting until someone goes out of his way to rub us the wrong way . . . All I am after is to have FCC be just a little sensible. Their rules on boosters are necessary along the Atlantic seaboard where all the channels are being used in every direction, but out in the Rocky Mountains where stations using the same channel are spaced 1000 miles apart, there is absolutely no earthly logic, common sense or reason for ruling out the booster . . . It cannot interfere with anyone. The mountains see to that, and, besides, there is no one within 1000 miles to disturb. Has not the FCC heard that out here we are a land of magnificent distances?"

Writing also to FCC Chairman McConnaughey Aug. 21, Gov. Johnson said: "The truth is that all methods short of the installation of TV stations are still in the experimental stage. These mountain areas should be encouraged to do what they can to receive TV by means of the booster system. Such an experiment will prove valuable as a guide to the FCC. There is much to be learned about serving small communities." The Colorado governor has already told booster operators at Steamboat Springs, Craig, Rifle, Glenwood Springs, Carbondale and New Castle, Colo. to go on operating as members of his "official communications staff."

Note: It's estimated there are scores, if not hundreds, of unauthorized vhf boosters operating throughout the west. FCC has made test cases out of several, now awaits Court of Appeals decision on pilot case of C & J Community Services, Bridgeport, Wash. Meanwhile, it has neither personnel nor inclination to proceed legally against others unless they produce dangerous interference to air navigation, etc. No other western governors have shown signs of emulating Gov. Johnson.

About 20% of TV homes in N. Y. City owned more than one set as of May, reports Pulse Inc.—much higher than national multiple-set ownership of 4% in Feb.-March, as reported by Advertising Research Foundation on basis of Census Bureau data (Vol. 12:31).

Power increases: KGVO-TV, Missoula, Mont. (Ch. 13), to 191-kw Aug. 30; WQED, Pittsburgh (Ch. 13, educational), to 138-kw Aug. 29, first educational outlet to move to high power.

BACK ON THE JOB after month's vacation, FCC tackled 3 substantial vhf decisions this week, got one out, couldn't muster majority for other two. The final decision gave Jacksonville's Ch. 12 to Florida-Georgia TV Co., denying WPDQ & WJAX.

Other 2 cases considered were St. Louis' Ch. 11 and Charlotte's Ch. 9. In St. Louis case. two commissioners favored CBS, two St. Louis Amusement Co., two 220 TV Inc., one St. Louis Telecast. Commission will take another crack at it in a few weeks. Agreement couldn't be reached on Charlotte, either, and it was passed over to later date.

Two uncontested applications were granted routinely—Ch. 9, Aberdeen, S. D. to Aberdeen TV Co., controlled by McNaughton family, owners of AMs and newspapers in Effingham & Pekin, Ill. plus AMs in Elgin, Ill. & Ft. Madison, Ia.; Ch. 12, Alpine, Tex., to Alpine TV Co., owned by Dallas realtor O. L. Nelms.

In Jacksonville case, Commission chose Florida-Georgia TV Co. because of "broadcast experience, integration of ownership with management, and, in lesser degree, diversification of business interests." Vote was 4-2-1, Comrs. McConnaughey & Bartley dissenting, Craven abstaining. Major stockholders: Harold S. Cohn, operator of WRHC, Jacksonville, 19%; contractors George H. Hodges & Alexander Brest, 26% each; Mitchell Wolfson, 5%; Sidney Meyer, 5%; Wolfson-Meyer Theatre Enterprises, 10%. Wolfson-Meyer organization also controls WTVJ, Miami (Ch. 4), and Messrs. Wolfson & Meyer own 15% each in Charlotte Ch. 9 applicant Piedmont Electronics & Fixture Corp.

Court appeal from Commission's proposal to take Ch. 3 from WISC-TV, Madison, was filed by the station this week. It charged that it was misled by FCC which "expressly proscribed" filing comments on limited-city basis; that Commission is asking for "unrealistic assumptions of uhf maximum power and non-existent antenna height"; that proposed new technical standards were issued without necessary rule-making.

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New channel allocations sought this week: (1) "Frozen" grantee WWL-TV, New Orleans (Ch. 4), asked FCC either to eliminate WDSU's Ch. 6, making city all-uhf, or to change zone reference point (d) from lat. 30° 48' 00" to 30° 26' 30" to permit addition of Ch. 11 to New Orleans. (2) Philipsburg-Clearfield TV, prospective applicant, requested assignment of Ch. 3 to Clearfield, Pa. (3) KGMS-TV, Sacramento (Ch. 46), asked that Ch. 12 be substituted for 46 in Sacramento, 11 for 12 in Chico, Cal., and 8 for 11 in Yreka, Cal. (4) WFAM-TV, Lafayette, Ind. (Ch. 59) urged substitution of 18 for 59 in Lafayette, 59 for 18 in Lebanon. (5) WTVO, Rockford, Ill. (Ch. 39) sought substitution of Ch. 3 for 39 in Rockford, 39 for 3 in Madison, Wis., 68 for 54 in Fond du Lac, Wis. (6) WICS, Springfield, Ill. (Ch. 20) asked for shift of Springfield's Ch. 2 to Terre Haute, Ind. as well as to St. Louis, Mo. (7) WKNX-TV, Saginaw-Bay City, Mich. (Ch. 57) urged change of Ch. 12, Flint, to Ch. 12, Saginaw-Bay City-Flint. (8) WMAZ-TV, Warner-Robins, Ga. (Ch. 13) requested assignment of its channel to nearby Macon.

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Uhf translator rules have been relaxed temporarily, FCC's examination of transmitters submitted for type approval showing they don't meet requirements regarding spurious emissions and methods for measuring power output. To encourage use of translators, Commission is granting "limited type approval" with proviso that translator operators must correct interference problems if any arise.

Personal Notes: Oscar Katz, CBS-TV research director, elected v.p. in charge of CBS-TV daytime programming, reporting to Hubbell Robinson Jr., exec. v.p. in charge of network programs . . . Henry B. Owen, exec. v.p. of KING Broadcasting Co. (KING-TV & KING, Seattle), and one of city's leading citizens, is chairman of reelection campaign committee for Senator Warren Magnuson (D); the Senator, chairman of Senate Interstate Commerce Committee, is 4% stockholder in Ch. 7 application for Seattle of Saul Haas (KIRO) group which has favorable initial examiner's decision but awaits final FCC action . . . John C. Mullins, of Tulsa, who bought KBTB, Denver last year and sold KPHO-TV, Phoenix to Meredith in 1952, was married Aug. 29 in Las Vegas to Martha Halliburton Dirickson, also of Tulsa; after honeymoon in Hawaii, they will make their home in Denver . . . Norman S. Ginsburg, adv. & promotion mgr. of NBC-TV Films, and Frederick Jacobi, publicity mgr. of NBC-TV Films, get same titles with NBC subsidiary California National Productions Inc. (formerly Kagran Corp.) . . . Jerry A. Danzig, director of program planning & development for NBC-owned stations and NBC Spot Sales, placed in charge of expanded NBC Radio program dept., succeeding John P. Cleary, named gen. programming exec. for NBC-TV; Wm. K. McDaniel, gen. mgr. of KNBC, San Francisco, heads national radio sales, N. Y.; George Graham, administrator of NBC-TV Sales, named director of sales service for radio; Fred Horton continues as radio sales director, reporting to McDaniel . . . Peter B. James has resigned as mgr. of WJAR-TV, Providence and leaves Sept. 8 on 2-month European tour, after which he will make known his plans; his duties were assumed as of Sept. 1 by George O. Griffith, v.p., Outlet Co., with J. S. (Dody) Sinclair as administrative asst. and David J. Shurtleff as TV sales director in addition to his present post as gen. mgr. of radio . . . Edward M. Scala promoted from program director to gen. mgr. of WFBG-TV & WFBG, Altoona, Pa., recently acquired by Triangle Publications Inc. (WFIL-TV, Philadelphia) whose TV-radio gen. mgr. Roger W. Clipp also announced appointment of David J. Bennett, ex-gen. mgr. of WTPA, Harrisburg, and onetime pres. of Pa. Assn. of Broadcasters, as his exec. asst. . . Byron Dowty, program director of KDKA-TV, Pittsburgh, Sept. 12 becomes program mgr. of KFMB-TV, San Diego . . . Armand Grant resigns as asst. gen. mgr. & sales director of WAAM, Baltimore . . . Edward A. Wheeler, WEAW-FM, appointed chairman of NARTB's FM Radio committee, succeeding H. Quenton Cox, Portland, Ore. . . Robert D. Swezey, WDSU-TV, New Orleans, reappointed chairman of NARTB's freedom of information committee . . . Howard (Mac) McFadden, ex-radio sales v.p., Walker Representation Co., N. Y., joins NBC Spot Sales . . . Robert Nystedt, ex-CHCT-TV, Calgary, now v.p., Red Top Milk Co., Troy, Wis. . . Howard Evans promoted to gen. sales mgr. of WWSA-TV & WWSA, Harrisonburg, Va. under new Transcontinent-Hamilton Shea ownership; other changes include Lee Dechert, local sales mgr.; Richard Johnson, sales promotion & adv. mgr.; Alvin Mullenax, radio program director . . . Gordon Duff, ex-NBC producer (*Phileo-Goodyear Playhouse*), joins CBS-TV as producer-director . . . Arthur C. Schofield promoted to v.p. for adv. & promotion, Storer Broadcasting Co. . . Kenneth J. Coleman, ex-Consolidated Film Industries, named asst. sales mgr. of Pathe Labs, N. Y., in charge of contacts for TV, industrial & educational films in east.

FCC Chairman McConnaughey will be speaker, rest of commissioners to be guests, at first fall luncheon meeting of Radio & TV Executives Society at Hotel Roosevelt, N. Y., Sept. 12.

Recent FCC personnel changes: Broadcast Bureau—Attorney John C. Harrington, with FCC 1946-48, recently with Justice Dept., joins office of bureau chief Edward Kenehan; attorney Allen Cordon, ex-Interior Dept., and law trainee John P. Cole, 1955 George Washington U graduate, join TV branch; attorney Edward J. Brown, in hearing div. until last April, returns to FCC, assigned to renewal & transfer div.; engineers Herbert L. Beury & Edward P. Lynch shift from aural existing facilities branch to Common Carrier Bureau; engineer Ernest Herider shifts from renewal & transfer div. to chief engineer's office. Common Carrier Bureau—Asst. bureau chief Curtis M. Bushnell resigns to establish private accounting practice; engineer Edward L. Clinkscales appointed chief of wire services & facilities branch. Safety & Special Radio Services Bureau—Attorney J. Russel Smith moves from Common Carrier Bureau to asst. chief of law, enforcement & procedures office; attorney Jack L. Estep, ex-General Motors, Atlanta, joins aviation div.; attorney Harry Ross Jr., ex-Agriculture Dept., joins public safety & amateur div.; engineer Arthur T. Caplen shifts from Field Engineering & Monitoring Bureau to marine div.

CBS-TV Affiliates Assn. holds board meeting Sept. 6-7 at Hotel Broadmoor, Colorado Springs, Colo., with CBS-TV pres. Jack Van Volkenburg, exec. v.p. Merle Jones and 8 other top network executives present. Board comprises: C. Howard Lane, KOIN-TV, Portland, Ore., chairman; Paul Adanti, WHEN-TV, Syracuse; Richard Borel, WBNS-TV, Columbus; Glenn Marshall Jr., WMBR-TV, Jacksonville; T. B. Lanford, WJTV, Jackson, Miss.; C. Bruce McConnell, WISH-TV, Indianapolis; Wm. Quarton, WMT-TV, Cedar Rapids; Clyde Rembert, KRLD-TV, Dallas; James Russell, KKTU, Colorado Springs; and, representing EMP affiliates, Frank E. Busby, WTVY, Dothan, Ala. and Rex Howell, KREX-TV, Grand Junction, Colo. & satellite KFXJ-TV, Montrose, Colo.

Mutual has "every firm intention of staying in the [radio] network business" but requires greater cooperation from affiliates, pres. John B. Poor told 540 affiliates in Aug. 29 closed-circuit talk on terms of new contract effective Nov. 1. He said: "The proposed new affiliation contract, in recognition of Mutual's as well as the affiliates' problem, sharply reduced the amount of network option time, provided additional and improved programming for local sale at no cost to the station, but at a cost to the network many times in excess of the station payment reduction resulting from the pre-cleared time provisions of the contract."

Douglas Meservey, 51, one of NBC's rising young executives in the '30s, who resigned in 1940 to join wartime OFF & OWI in Washington, then went to Army military govt. school and as a lieutenant colonel became military governor of Bremen, plunged to his death Aug. 28 from the 24th floor of San Francisco's Russ Bldg. After the war, he engaged in TV and educational film production with his father in Los Angeles. Surviving is his widow and a son; she is the former Elaine Ewing, who also served with OWI during war and once was Washington representative for J. Walter Thompson Co.

Douglas M. Moffat, 74, U. S. Ambassador to Australia and onetime chairman of N. Y. State Temporary Commission on Educational TV, which rejected proposal for a state-financed educational TV network (Vol. 9:9-10), died Aug. 30 of heart attack in Sydney. Survivors are his widow, a son and daughter.

Wm. H. Johnson, 66, news & public relations v.p. of KCJB-TV, Minot, N. D. and onetime managing editor of *Minot Daily News*, died of heart attack at his home Aug. 30. Surviving are widow and 4 children.

Network Accounts: The TV networks, with demands for their time far exceeding availabilities, treat some ad agencies as "intrusive outsiders"—and they don't like it. So writes Daniel Seligman in "The Amazing Advertising Business" in Sept. *Fortune Magazine*, first of a series which presumably will have lots more to say on TV aspects of the subject. "Ideally," he states, "they [agencies] would like to be in on the production of more shows; they would like to have something to say about which shows get on the air; they would like some firm assurances that shows would be allowed to stay on the air so long as the sponsor was happy with them. They would like, in short, to have as much influence in TV as they did in radio during the great days of that medium in the 1930s." But scramble for prime time has meant that even some large sponsors & agencies have been "pushed around" on occasion . . . Helene Curtis to be alt. sponsor of Ray Bolger's *Washington Square* on NBC-TV starting Oct. 21, alt. Sun. 4-5 p.m., thru Gordon Best Co., Chicago . . . Wesson Oil to sponsor ½ of *Caesar's Hour* on NBC-TV for 15 weeks starting Sept. 22, Sat. 8-9 p.m., thru Fitzgerald Adv., New Orleans . . . Dodge to sponsor second Lawrence Welk Show, *Lawrence Welk's Top Tunes and New Faces*, on ABC-TV starting Oct. 8, Mon. 9:30-10:30 p.m., thru Grant Adv.; it's in addition to *Lawrence Welk Show* on ABC-TV Sat. 9-10 p.m. . . . Vick Chemical to be alt. sponsor (with Pall Mall) of *Big Story* on NBC-TV Fri. 9:30-10 p.m. and (with Tums) of new Jonathan Winters comedy series on NBC-TV Tue. 7:30-7:45 p.m., thru BBDO . . . Sweets Co. of America (Tootsie Rolls) to be alt. sponsor (with General Mills) of *Tales of the Texas Rangers* on CBS-TV starting in fall, Sat. 11:30-noon, thru Moselle & Eisen, N. Y.

Texaco again sponsoring Metropolitan Opera direct from stage every Sat. at 2 p.m. starting Dec. 8 on ABC radio network—and again no TV performances are scheduled.

FIRST AUDIENCE RATINGS on TV's coverage of the political conventions were confusing, to say the least—actually contradictory. But despite criticism of the 170 hours of simulcast TV-radio time, mainly on score of dullness and boredom (Vol. 12:34), sponsors seemed quite satisfied with results.

Philco (ABC) said its TV shipments to dealers during convention weeks were double those of 2 preceding weeks. Westinghouse (CBS) reported sales of major appliances during conventions increased 50% over same weeks of 1955. RCA, co-sponsor on NBC with Oldsmobile and Sunbeam, said it was "happy" with sales results.

First to come out with audience ratings was Sindlinger & Co., Philadelphia, which found only about 27% of nation's 40,000,000 sets were operating at any given time during conventions, and that average TV viewing during Democratic convention was "the lowest in 64 weeks of daily studies"—failing to approach ratings for some top-rated entertainment shows. Sindlinger stated there was even less interest in Republican convention, though no figures were announced.

Trendex released a 15-city survey Aug. 28 showing average of 45% of sets tuned in during conventions, that ratings were higher for Republicans than for Democrats, but that a smaller percentage of set owners watched conventions in 1956 than in 1952.

American Research Bureau Aug. 31 issued preliminary report indicating that 20,060,000 TV sets had been tuned in on Democratic convention at some time in first 2 days, that unduplicated audience of 93,831,000 persons (or 84%

ADVERTISING AGENCIES: Tom Lewis, Young & Rubicam's first TV-radio v.p. in Hollywood, recently active in TV & film production there, including the *Loretta Young Show* (she's his wife), this week became v.p. in charge of TV-radio dept., C. J. LaRoche & Co., dividing his time between N. Y. & Beverly Hills . . . Henry A. Mattoon, for last 3 years pres. of Reach, Yates & Mattoon Inc., before that with Dancer-Fitzgerald-Sample Inc., Compton Adv. and Ruthrauff & Ryan, joins McCann-Erickson as v.p. & chairman of marketing plans board in N. Y. office . . . John L. Zimmer, ex-Ted Bates, joins Cunningham & Walsh as asst. to TV-radio v.p. Edward H. Mahoney and as exec. producer . . . John B. Lyman, ex-NBC, and Sheldon Stuart, ex-KCOP, Los Angeles, appointed production supervisors, Foote, Cone & Belding broadcast service office, Hollywood; Harold Gilpin, ex-KTTV, Los Angeles, named business mgr. . . . Charles J. Helfrich, ex-Cunningham & Walsh, named TV-radio media director, Erwin, Wasey & Co., Los Angeles . . . David E. Fulmer promoted to program director and head of Guild, Bascom & Bonfigli Hollywood TV staff . . . Wm. A. Thomson promoted to TV production mgr., Young & Rubicam, San Francisco . . . Kingman T. Moore, ex-Young & Rubicam, joins TV-radio dept., Ted Bates & Co., N. Y. . . . Henry J. Opperman promoted to TV-radio director, Geoffrey Wade Adv., N. Y.

Ben Gedalecia, BBDO, named chairman of planning committee for research workshop of AAAA's eastern annual conference Nov. 27-28 at Hotel Roosevelt, N. Y. Other committee members: J. W. Daisey, VanSant, Dugdale & Co., Baltimore; Henry Halpern, MacManus, John & Adams, N. Y.; George E. O'Connor, Geare-Marston Inc., Philadelphia; Christopher A. Sante, Lennen & Newell, N. Y.; Robert E. Stark, Young & Rubicam, N. Y.

New reps: WSVA-TV, Harrisonburg, Va. to Peters, Griffin, Woodward Inc. (from Pearson); WCYB-TV, Bristol, Va. to Weed (from Gill-Perna).

of all TV homes) had watched at least part of Democratic convention by time of balloting on 4th day. No report was issued on GOP convention.

Such wide disparities in ratings prompted *Wall Street Journal* to remark: "Such a conflict raises doubt about many market tests—covering consumer products, magazine readership as well as size of TV audiences. All these tests presume that a sampling of the public will present a representative view."

Meanwhile, intra-industry post-mortems on conventions seemed to agree on need for "capsulization" of 1960 conventions—but there was little agreement on how, or even whether, they could be curtailed. Overriding considerations are competition, probability that 1960 conventions will be less cut-&-dried and less likelihood of pressure from FCC and Congress. Amid talk about curtailment, mostly in the theatrical trade press, there was this observation from a top network executive:

"I hope the day never comes when TV decides to gloss over anything as important as these conventions."

Quoteworthy quote: "As a feat of reporting the peculiar, indeed the unique, business of these national conventions, the networks can do what no other journalistic medium can do. They have in fact become not only a medium for reporting the story of the conventions to the general public. They have become also a prime medium of communications for those participating in the convention itself as candidates, managers and delegates . . . Speaking broadly, the more the TV directors favor the off-stage reporting, which they do very well, at the expense of the on-stage, the more they will serve the public and the more they will interest it."—Columnist Walter Lippman (who chose to follow the conventions on TV at home).

CROWELL-COLLIER pres. Paul C. Smith, following another meeting Aug. 31 with Bitner principals, announced that financing arrangements have been completed for \$16,000,000 purchase of the 3 TV and 4 radio stations comprising Consolidated TV & Radio Broadcasters Inc. (Vol. 12:17, 21-22, 32) but he declined to disclose details. Nor would he indicate whether, per recent discussions, some of the properties may be sold separately after their acquisition by the big magazine publishing house on the basis of \$19.50 per share to be paid in cash for the 349,000 shares of publicly-owned stock and on terms of \$3 cash and \$16.50 in 5% notes payable in 8 years for the Bitner group's 42.5% holdings (258,060 shares).

Bankers' names were not revealed, except that Reynolds & Co.'s Robert Palmer, who handled the original Consolidated stock issue, was in on all the discussions of the last few weeks. It's generally agreed that some fast footwork will be necessary to complete financial arrangements to get applications filed with FCC in time for approval by Oct. 31 option deadline originally set by the principals.

Crowell-Collier's deal for \$1,000,000 purchase of KULA-TV, Honolulu (Ch. 4), along with radio KULA, in exchange for stock in the publishing house (Vol. 12:17), was called off this week by mutual agreement, and mgr. Jack A. Burnett was elected pres. of licensee TV Corp. of America. He stated Aug. 27 that mortgage holders had refused to allow the proposed exchange to be submitted to stockholders. Though chairman Albert Zugsmith stated TCA would now acquire additional TV-radio properties on the mainland, it was regarded within realm of possibility that Honolulu stations might be acquired by Henry J. Kaiser interests, who have avowed their intentions of getting stations to operate in connection with their new Hotel Hawaiian Village, Waikiki (Vol. 12:34).

First radio property actually to be acquired by Crowell-Collier is KFWB, Hollywood, for which FCC approval of transfer was obtained this week with takeover due sometime in Sept. Purchase price was \$2,350,000 (Vol. 12:22), sole owner Harry Maizlish to be paid \$250,000 cash, 25,000 shares of Crowell-Collier and notes. Maizlish retains the FM adjunct, will be paid \$35,000 a year for consulting services over next 7 years.

AIMING FOR MOVIE MARKET, DuMont this week sent first mobile Electronicam, its single-lens live-&-35mm film camera system, rolling toward Hollywood. Destination is Sunset studios of Paramount Pictures, 26.6% owner of DuMont, where 3-camera system will be used for film production and subleased to producers using other Paramount facilities.

Pushed last year primarily for filming TV shows during live telecasts (Vol. 11:16), Electronicam has been put on wheels, modified for movie makers—permitting director and assistants to sit in air-conditioned trailer, viewing scenes over closed-circuit TV exactly as they will appear on film. DuMont v.p. Keeton Arnett claims unit will cut movie production costs by eliminating retakes and expensive delays while rushes are printed and run; it permits instantaneous focusing by cameraman without complicated measurements. During test runs, he says, Electronicam delivered 35 complete 5-min. TV shorts in 7 shooting days.

System is housed in 2 trailers—32-ft. outdoor unit containing power supply, etc., and an 18-ft. unit containing five 17-in. monitors, swivel chairs, 12-ft. window. Electronicam is claimed capable of accomplishing these operations singly or simultaneously: (1) Records pictures on high quality film. (2) Delivers pictures to viewfinders and

Week crowded with AM sales deals brought news that WINR, Binghamton, N. Y. (1-kw D, 500-w N, 680 kc, NBC) has been sold for \$165,000 to Joseph L. Rosenmiller Jr., an account executive with H-R Television Representatives Inc., and Peter A. Bordes, N. Y. market analyst. Purchase from ownership group headed by Mayor Donald W. Kramer includes CP for Ch. 40 which buyers said they would "strive to put on the air as soon as economically possible."

Other AM station sales reported this week: WBAT, Marion, Ind., by John L. Ramp, for \$140,000, to operators of WKBV, Richmond, Ind., headed by Clarence M. Brown. WARE, Ware, Mass., by Scott Killgore group, for \$105,000, to Dr. Bertram Roberts and Al Roberts, holding 55% jointly, and Sherwood Tarlow, 45%, latter also operator of WGUY, Bangor, Me. & WHIL, Medford, Mass. WSTP, Salisbury, N. C., by Piedmont Bcstg. Corp. (Robert M. Wallace, pres.), for \$83,000 to co-owners Ted Austin, ex-WGEM-TV, Quincy, Ill. and Tom Harrell, ex-WFNC, Fayetteville, N. C. WPFA, Pensacola, Fla., by Charles W. Lamar (who retains CP for off-air Ch. 15 WPFA-TV), for \$77,500, to Chicago TV-radio personality and veteran broadcaster J. W. (Bill) O'Connor; KQUE, Albuquerque, N. M., by Wm. W. Phelps and Hugh DeWitt Landis, for \$135,000, to Harold W. Cassill & associates, who also own KEOK, Ft. Dodge, Ia. Blackburn-Hamilton was broker in the WARE, WSTP, WPFA & KQUE deals.

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FCC approvals of radio station transfers this week, by coincidence, all involved California outlets. In addition to Harry Maizlish's sale of KFWB, Hollywood, to Crowell-Collier (see adjoining column), these sales were approved: KFOX, Long Beach, by oilman W. T. McDonald and Dr. John B. McDonald, to Arthur B. Hogan, of Albert Zugsmith Corp., for \$536,000 (Vol. 12:20). KVSM, San Mateo, by Mr. & Mrs. Les Malloy, San Francisco TV-radio personalities, to Zugsmith-Hogan interests, for \$400,000 (Vol. 12:21). KDB, Santa Barbara, by F. Robert Bauer to group headed by James Harford, for \$125,000. KBOX, Modesto, by group headed by Milton L. Hibdon to McClatchy Bcstg. Co. as companion to its KBEE (FM) there, for \$75,000—Commission finally settling long hassle over question of overlap with McClatchy's KFBK, Sacramento & KMJ, Fresno (Vol. 10:50, 11:6, 12).

monitors. (3) Records kinescope with sound. (4) Delivers standard TV signals to video tape recorder.

Paramount is leasing equipment on one-year basis, paying between \$1500 and \$3000 a month, reports Arnett, who said that discussions are also under way with "3 major west coast studios" and that DuMont hopes to have 2 more units in Hollywood within 6 months, 10-12 by end of 1957.

Combination TV-film cameras were shown in Hollywood last year by both McCadden Productions and Camera Vision Productions Inc.; latter used separate lenses for TV and film cameras (Vol. 11:13).

Paul Mountcastle's sale of radio WROL, Knoxville (5-kw, 620 kc, NBC) for \$200,000 to WATE (Ch. 6), in which he holds 50% voting control under trust agreement, with v.p.-gen. mgr. W. H. Linebaugh holding other 50%, was approved this week by FCC. Mountcastle also is chairman of Life & Casualty Co., which owns 50% of WLAC-TV, Nashville (Ch. 5). Plan is to change Knoxville call letters to WATE-TV & WATE, move to new building.

Richard Hubbell's *TV Programming & Production*, third revised edition, has just been published by Rinehart & Co., 232 Madison Ave., N. Y. (272pp., \$5.50).

Telecasting Notes: Leo the Lion's roar will soon be heard on TV—and the fact that MGM capitulated at long last, releasing 725 of its pre-1948 features (Vol. 12:34), impels *Variety* to forecast “the merger of other Hollywood production-distribution companies with TV interests on a permanent basis.” So far, we've been unable to discern any more theatrical acquisitions of TV facilities than the 25% interest Loew's bought in the *Los Angeles Times'* KTTV, though it's avowedly out for more ownerships and may get them . . . **Movie people cut very little ice in TV station or network ownership and, considering recent balance sheets, it's hard to imagine them laying out the sort of money that Jock Whitney's investment firm has just paid for Indiana and Texas stations (Vol. 12:34)—and the fact is that none of the Hollywood majors is as strong financially as any of the 3 big networks . . . As for exhibitors, they never did amount to much in the TV log, surprising when you consider they're often big people in their local communities. Indeed, the list of theatrical interests' ownerships in TV stations was so meager (32 entities—producers, exhibitors or performers—identified with the ownership of some 50 stations, more often than not as minority stockholders) that we decided to omit it from our last *TV Factbook* (No. 23) even though we had always carried it before . . . How little part the movie people played in building TV stations, is manifest from fact that there are only 2 pre-freeze pioneers owned by theatrical interests—Paramount Pictures' KTLA, Los Angeles, and Kallett Theatres' WKTV, Utica, N. Y.; AB-PT's 5 stations and RKO Teleradio's 5 antedate their theatrical tieups . . . But theatre people are profiting from TV—that's clear. Aside from increased employment of actors and technicians, consider the upsurge of Walt Disney Productions since he went into TV; the big money Warner Bros., et al, are collecting from their backlogs; the report that Screen Gems now accounts for 15% of parent Columbia Pictures' profits . . . Film fare on TV has won such consistently good audience that even ABC-TV as a network and the owned-stations of the other networks now carry old features in a big way. Only this week, RKO Teleradio's WOR-TV, New York, which never quite found its niche among the big-money earners, disclosed that after Sept. 24 it will devote nearly all its programming to feature films, repeating some of them as many as 3 times one after the other, just like a movie theatre. In fact, after the baseball season, the only live shows remaining on the WOR-TV schedule will be those of Ted Steele each weekday afternoon . . . But there's no danger of Hollywood taking over TV; quite the contrary, for TV footage shot there today far exceeds theatrical film—and there must be an end some day to the feature film backlogs . . . As for new feature-length pictures, they will continue to go to theatres, though there will be fewer of them. It's apparent Hollywood's day of quantitative production for theatres is running out in favor of qualitative production on a reduced scale . . . Some 1100 theatres are reported to have closed down during first half of this year, leaving about 18,000—and 8000 of these account for most of the industry's boxoffice.**

Republic Pictures Corp. pres. Herbert J. Yates disclosed this week he has rejected offer of Cantor, Fitzgerald & Co. for his controlling interest (600,000 shares at \$10.50 a share), and the investment firm said it would look elsewhere for opportunities in TV & theatrical securities; it also stated it would continue to hold some \$1,000,000 of 4% debentures of Republic.

NARTB code review board lists 287 stations and 3 networks as subscribers to TV code as of Aug. 31, having added 15 stations since June 1.

Ed Sullivan, released from New Haven hospital this week, returns to his CBS-TV show Sept. 16.

VIDEO TAPE project of Bing Crosby Enterprises, Hollywood, is being taken over by Minnesota Mining & Mfg. Co., St. Paul, prime producer of magnetic tape for all purposes—but MM&M officials disavow intentions of entering competition for TV station market now. Rather, they say, purpose is to aid tape development generally, widen market. They describe acquisition as follows:

MM&M gets one experimental recorder, hires project chiefs John Mullin & Wayne Johnson, will set up lab at site to be selected in Hollywood area. MM&M will make and sell certain types of magnetic recorders to Govt., as did BCE. After govt. sales reach specified amount, undisclosed, BCE will turn tape patents over to MM&M. Latter will then proceed to develop commercial recorder sales, with payment for patents to depend on extent of sales.

MM&M initial payment is \$75,000, and spokesman says total eventually will be far less than rumored \$1,000,000. MM&M has no Ampex video recorder, which has achieved phenomenal sales to stations since introduction at NARTB convention (Vol. 12:16), “because they're expensive and hard to get; the Crosby recorder will do the job.”

At one time, BCE recorder made quite a stir, was first demonstrated in 1951 (Vol. 7:46), later adapted for color (Vol. 11:10). It's been eclipsed, apparently, by Ampex black-&-white development, RCA color.

Meanwhile, CBS is preparing for first use of Ampex recorders sometime this fall. Engineering v.p. Wm. Lodge reports that the 5 on order haven't been received yet, adding that no specific date for start has been set. “We're purposely not setting a deadline,” he says, “because whenever you have a new thing, you've got to get your men familiar with it. There are no bugs in it, but the boys have never seen anything like it before. We're definitely planning to use it this fall to take care of west coast time delays.” As for color tape: “We aren't attempting to estimate when that will be ready.”

CBS isn't involved in the MM&M-BCE deal. It still holds 25% interest in Bing Crosby Enterprises, but this doesn't include its electronics activities.

Note: Orradio Industries Inc., Opelika, Ala. (John Herbert Orr, pres.), maker of “Irish” brand magnetic recording tape, reported this week it had received “sizable order” from CBS for its Videotape, expects to make delivery within a month.

FIRST CANADIAN STATION to shift channel is CBC's CBLT, Toronto, which switched to Ch. 6 on Aug. 29, also increasing power to 100-kw ERP. Move from Ch. 9 was made to get maximum power at minimum cost, according to CBC. CBLT now claims potential Canadian audience of 2,360,000—with 1,000,000 new viewers as result of change, 700,000 in U. S. Reports from Toronto, however, have viewers there complaining that Ch. 6 interferes with WBEN-TV, Buffalo (Ch. 4), which always has enjoyed large Canadian audience.

There were no new station starters this week either in U. S. or Canada—and it appears now that next to go on air will be WSYE-TV, Elmira, N. Y. (Ch. 18), projected as satellite of WSYR-TV, Syracuse (Ch. 3). Also slated for Sept. starts: KGW-TV, Portland, Ore. (Ch. 8); KDIX-TV, Dickinson, N. D. (Ch. 2); KWGB-TV, Goodland, Kan. (Ch. 10); WAGM-TV, Presque Isle (Ch. 8); CHEK-TV, Victoria, B. C. (Ch. 6).

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Nicaragua's first TV station, YN-TV, Managua (Ch. 8), is now operating, reports gen. mgr. Luis Felipe Hidalgo who estimates sets-in-use at 300. Equipment is RCA, including 100-watt transmitter.

SET MAKERS MEAN BUSINESS ON SERVICING: Philco expects to have 16 factory service branches for TV-radio-appliances by year's end, an increase of 10 from those now in operation in New York, Chicago, Philadelphia, Detroit, Newark and Silver Spring, Md. (Washington). Philco v.p. Henry T. Paiste declined to specify where new branches would be set up, but in reply to our inquiry he stated:

"Philco Service Co. will be available for service to Philco customers where the competitive situation and public have demanded it, and where Philco customers cannot obtain service from servicing dealers. It is expected to be in operation in about 16 cities this year. Philco will continue to furnish factory-supervised service to all servicing dealers on the same basis as it has during the last 6 years."

He said that several markets were "service orphans" in sense that adequate servicing was unavailable. This, he said, has led to unjustified complaints about Philco products -- and consequently Philco had no alternative but to provide its own servicing. There's also the fact that servicing has become big business, likely to exceed \$1 billion for TV alone this year (Vol. 12:34).

Westinghouse consumer products executives will hold regular monthly meeting Sept. 11 in Columbus, O. -- and question of establishing factory service branches is certain to be discussed thoroughly. While no decision is expected to come from that meeting, there's no doubt that interest in subject has picked up since last week's announcement by GE that it plans to establish service branches for TVs & appliances "in all areas where dealers and customers demand it." GE this week said it was too early to say where or when first branches would be established.

Some independent service organizations, as expected, are reacting quite bitterly to the spread of factory servicing. Several set makers have privately told RETMA of "anti-manufacturer" attitude by service dealers since GE's announcement -- and RETMA itself is known to be considering possible revamp of its service training school program in New York as result.

A "whispering campaign" by independent service dealers in Philadelphia -- with some servicemen agreeing not to use components of a manufacturer with factory service -- was reported by Retailing Daily. The attitude expressed is that "it's a case of big business infringing on little business."

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More Price Increases? A new round of TV price hikes, in addition to those announced in last few weeks (Vol. 12:31-33), is foreseen in near future by Motorola exec. v.p. Robert W. Galvin. He informed his distributors of Motorola's plans to do so -- and later told us he believed other major set makers would do likewise. Specifically, he maintains portables are priced too low -- and expects to raise them by another \$10 or so this fall. Of those who have raised TV set prices thus far, only Motorola has increased portable prices (see p. 11). Galvin wrote his distributors:

"We realized when we determined our portable prices in July -- reflecting competitive pressures -- that those levels could not be maintained permanently. Now seems to be the time for us and the industry to apply more sober judgment to this category as a first step to the establishment of a liveable price level.

"Frankly, we consider our present move [hiking portables] only the first step in this direction. Over and above the price changes announced today (Aug. 24), it is probable that a somewhat higher level of set prices will be required in the near future to provide a healthy and reasonable profit opportunity to the industry."

Tube Hikes, Too: Sylvania, Westinghouse, Tung-Sol and DuMont have notified set makers that price of picture tubes will be increased by 75¢ to \$2 in Sept., the increase on staple 21-in. size amounting to about \$1. RCA and GE said they hoped to hold present tube prices as long as possible -- but acknowledged that they might

have to go along for competitive reasons. Price increases were accompanied in most cases by reduced allowances on tube envelopes. The tube makers maintain that tube business has been virtually profitless over the last year or so.

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Production: TV output totaled 169,462 week ended Aug. 24, compared to 160,479 in preceding week and 167,471 in corresponding week of 1955. It was 34th week of year and brought production for year to date to approximately 4,341,000, compared to 4,844,000 in corresponding period year ago. Radio output totaled 278,871 (71,716 auto) week ended Aug. 24, compared to 256,777 (53,599 auto) week ended Aug. 17 and 239,401 (96,538 auto) in corresponding week of 1955. Radio production for 34 weeks totaled 8,223,000 (2,700,000 auto) vs. 8,736,000 (4,400,000) in like 1955 period.

Topics & Trends of TV Trade: Nation's jewelry stores, inspired by their success in selling radios, are now looking to portable TVs as their next product. Considerable enthusiasm for portables was reported from convention of National Retail Jewelers Assn. this week in Waldorf-Astoria, N. Y., where Philco's demonstration of its portable TVs prompted unusually large number of inquiries.

Dealers expressed opinions that compactness of portables make them ideal for small stores and window displays. But they said biggest problems in handling of portables were servicing and lack of warehouse space for inventory—both of which, they felt, could be solved by assistance of distributors.

Note: Non-appliance dealers are already proving valuable outlets for "personal" portables. In Washington, for example, one of biggest retail outlets for RCA's 8½-in. portables is a fashionable shop specializing in leather goods and travel accessories.

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DuMont plans to stay in TV set business indefinitely, letter from pres. David T. Schultz to all distributors stating: "DuMont was the first to put a TV receiver on the public market and you may rest assured that after the attrition of competition has taken its toll, DuMont will still be in the market, meeting the demand for receivers of the highest quality and making it possible for distributors and dealers to realize profits on the sale of our products." DuMont has denied all rumors of impending deals and mergers, latest being report that it would be purchased by Borg-Warner.

Radio Condenser Co., Camden, N. J., has quit making TV tuners, pres. Russell E. Cramer stating they were unprofitable—especially because uhf has failed to catch on. It will continue making auto radio turners, magnetic clutches for auto radios, audio frequency filters. TV tuners at one time represented some 20% of firm's volume.

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Philco's TV price increases, announced this week, amounted to \$10-\$20 on 12 middle and upper-end receivers—eight 21-in. consoles, one 24-in. table, three 24-in. consoles. Left unchanged were 14-in. portables (at \$110 & \$140) and 17-in. portable (\$160). Philco also added to its line a 21-in. mahogany horizontal-chassis console at \$325.

GE raised factory prices on 5 of its 18 TV models this week, leaving portables (starting at \$100) unaffected. GE, which does not set list prices, estimated that as a result of increased cost to distributors, retail price would go up \$10-\$20 on three 21-in. table models and two 21-in. consoles.

Motorola's \$10-\$20 price hikes, effective Sept. 10 and Oct. 1, were on 14 out of 27 basic models. They covered all screen sizes in line, including 14-in. portables, which were raised from \$100 to \$120, \$120 to \$130, \$130 to \$140.

Zenith Radio has hiked 18 TV sets (out of 52 in line) average of \$10-\$20.

Trade Personals: Larry F. Hardy, Philco corporate v.p., named to new position of v.p.-consumer products, in charge of TV, radio, appliance & automotive divs.; Raymond A. Rich resigns as v.p.-gen. mgr. of appliance div., succeeded by Harold W. Schaefer, engineering v.p. of appliance div. . . . Henry F. DeLong, manufacturing mgr. of GE's large lamp dept., Oct. 1 becomes gen. mgr. of cathode-ray tube dept., Syracuse, succeeding J. Milton Lang, who is being reassigned; DeLong reports to L. Berkley Davis, gen. mgr. of new electronic components div. . . . Henry F. Callahan promoted to gen. mgr. of Sylvania lighting div., Salem, Mass. . . . Gordon L. Fullerton, mgr. of Sylvania CR tube plants in Ottawa, O. & Fullerton, Cal., also assumes direction of Hatboro, Pa. plant . . . John S. Mills, ex-Crosley-Bendix gen. sales mgr. and one of founders of old Tele-tone Radio, forms Mills Electro-Dynamics Corp., 4133 Lejeune Road, Coral Gables, Fla., for production of complete hi-fi systems . . . Verne Roberts, ex-Raytheon, named sales mgr. of Magnavox's Spartan div., headquartered in Magnavox's newly acquired Sentinel Radio plant, Evanston, Ill. . . . Herbert J. Naper, ex-Montgomery Ward & Webster-Chicago (now Webcor), named sales mgr. of Admiral International . . . Milton Auster, Olympic Radio field sales mgr., promoted to director of branch operations; Wm. Goldy, pres. of Los Angeles factory branch, named western operations director . . . Harold J. Schulman, ex-CBS-Columbia, Admiral & DuMont, joins Trav-Ler Radio as asst. to pres. Joe Friedman . . . Marvin E. Weck, ex-Management Systems Inc. & Montgomery Ward, named operations director of Columbia Records' LP Record Club, reporting to v.p. Norman A. Adler . . . B. P. E. Wolbarst appointed national sales v.p., Master Video Systems Inc.

DISTRIBUTOR NOTES: Jos. M. Zamoiski Co. this week relinquished Philco franchise in Washington and Baltimore after 21 years, will take on Zenith TV-radio-phono line from disbanded Simon Distributing Co., and will continue with Whirlpool-Seeger laundry line. Hotpoint Appliance Sales Co. is planning branch in Washington to take over Hotpoint white goods from Simon and start distribution of its new TV line. GE transferred its TV-major appliance distribution in Washington from GE Supply Co. to newly formed GE Appliances Co. (Chesapeake branch). GE Supply Co. will continue with radios and small appliances . . . RCA Victor Distributing Corp. appoints Edward L. Dodelin v.p. & mgr. of Buffalo branch, succeeding Wm. E. Boss, who assumes Dodelin's position of v.p. in charge of staff sales, Chicago . . . Philco Distributors Inc., Philadelphia, appoints Pat Cocchiaraley as appliance sales mgr., succeeding Leonard Gross, now radio sales mgr. of parent company . . . Cooper Distributing Co., Newark (Motorola) appoints Howard Gross, ex-CBS-Columbia, as TV-radio mgr., succeeding Robt. Baron, now in charge of appliances.

H. J. Hoffman, Machlett Labs, reappointed chairman of RETMA membership & scope committee; Lewis D. Spencer, Motorola, renamed tax committee chairman.

Color Trends & Briefs: Color every night—sometimes as much as 3 straight hours—is promised for the new season by NBC pres. Robert Sarnoff, who said network's color schedule will be increased more than 500% this fall. Nighttime color programming in fourth quarter will total 120-130 hours compared to 22.5 hours in fourth quarter last year; monthly color—including daytime—will average 80 hours during fall-winter season. Fall nighttime color schedule will include:

Sundays—*Chevy Show, Alcoa Hour, Goodyear Playhouse, Hallmark Hall of Fame*, rotating, 9-10 p.m.
 Mondays—*Robert Montgomery Presents*, 9:30-10:30 p.m.; *Producer's Showcase*, one week in 4, 8-9:30 p.m.
 Tuesdays—*The Big Surprise*, 8-8:30 p.m.; *Noah's Ark*, 8:30-9 p.m.
 Wednesdays—*Kraft TV Theatre*, 9-10 p.m.
 Thursdays—*Dinah Shore Show*, 7:30-7:45 p.m.; *Lux Video Theatre*, 10-11 p.m.
 Fridays—*Walter Winchell Show*, 8:30-9 p.m.; *Chevy Show*, one week in 4, 9-10 p.m.
 Saturdays—*Perry Como Show*, 8-9 p.m.; several *Your Hit Parade* shows, 10:30-11 p.m.; *Oldsmobile Spectacular*, one week in 4.
 Daytime color will include: *Matinee Theatre*, daily 3-4 p.m., and *Washington Square*, new Ray Bolger series, alt. Sun. 4-5 p.m.

* * * *

Two-sets-in-every-home, color div.: In Lansdowne, Pa., E. Matlack told RCA dealer Fred Holtby that his family decided to trade black-&-white set for second color set because: "We think color TV is so far superior. We're not too anxious to watch black-&-white. We feel that in a very short time almost every show on TV will be colorcast."

Aug. color billings of \$135,000, representing sale of about 270 sets to dealers, are reported by RCA Washington distributor Southern Wholesalers. Says v.p. John O'Connor: "Our promotions are stressing the '3 Ps of color'—price, picture size, programming."

Electronics Reports: Single navigation system for all types of aircraft, combining parts of military TACAN and civilian VOR/DME into common VORTAC system, was recommended this week by govt. Air Coordinating Committee. Ending 2-year dispute over which system is preferable, ACC decided to merge civil VOR—vhf omnidirectional radio range which tells civilian planes their direction from stations—with distance measuring component of TACAN.

Switch to new system by mid-1959 will involve: (1) New ground installations, costing \$56,000,000 first year of changeover, \$15,000,000 second year, \$10,000,000 each of several years thereafter. (2) Changeover by 123 planes licensed for old-type DME to new VORTAC DME by 1960, plus purchase of VORTAC DME by many civilian planes which now use no distance measuring equipment. (3) Equipping some military aircraft to receive VOR signals.

Where tactical requirements demand, military planes will use complete TACAN system, which means that 2/3 of 295 ground installations planned by 1959 will have overlapping equipment. CAA estimates that 30,000 civil aircraft already are equipped with VOR.

* * * *

ELECTRONICS PERSONALS: Maj. Gen. Charles T. (Buck) Lanham, USA ret., v.p. & director of Penn-Texas Corp. and onetime chief of public relations for Gen. Eisenhower at SHAPE, elected a director of Hallicrafters, now a Penn-Texas subsidiary . . . Dr. I. I. Rabi, Columbia U physics professor who won Nobel Prize in 1944, and Wm. Gregory Jr., N. Y. investment banker, elected directors of Hycon Mfg. Co., Pasadena, Cal. . . . Gill Robb Wilson elected a director of Ultrasonic Corp. . . . H. Chapman Rose, Cleveland attorney and former Under Secretary of the Treasury, elected a director of Clevite Corp.

Quest for specialized manpower, which led Zenith to advertise for electronic engineers in London, has led GE to advertise for engineers in Italy and Remington Rand to place "urgent" ad in Zurich, Switzerland newspaper offering free passage to U. S., 2 years of training, good pay.

Network Color Schedules
(September 2-15, 1956)

- Sept. 2—NBC: *Zoo Parade*, 5-5:30 p.m.; *Alcoa Hour*, 9-10 p.m.
- Sept. 3—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 4—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- Sept. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Sept. 7—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 9—NBC: *Film*, "The Magic Box," 8-9 p.m.
- Sept. 10—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Kaiser Aluminum Hour*, 9:30-10:30 p.m.
- Sept. 12—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 13—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 14—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 15—NBC: *Perry Como Show*, 8-9 p.m.

Academy of Advertising Arts, San Francisco (Richard Stephens Jr., director) has added course in color TV as result of watching KRON-TV's recent closed-circuit color clinic for advertisers and agencies. Course consists of 20 weekly lectures and demonstrations by Wm. Wagner, KRON-TV art director.

First delayed kine of live color show is scheduled for broadcast Sept. 29 from NBC's Burbank studios, as engineers rush installation of lenticular film system to enable color shows to be photographed and processed as fast as black-&-white.

Color sales development unit has been set up by WNBQ, Chicago, first to be formed by local station, will be managed by Howard W. Coleman, ex-adv. & promotion mgr.

ELECTRONICS MANUFACTURERS, their identities as such often obscured by fact they're best known in other fields, notably aircraft and motors, held high ranking among top 1955 defense contractors. List of the 35 contractors who accounted for 56% of defense contracts last calendar year, released this week by Defense Dept., includes GE, AT&T, RCA, Philco, Avco, Raytheon, Collins Radio, among others less well known for their work in telecommunications and related electronics arts. The list:

| Rank | Millions of Dollars | % of U.S. Total |
|--|---------------------|-----------------|
| 1. Boeing Airplane Co. | 797.2 | 5.2 |
| 2. North American Aviation Inc. | 790.9 | 5.2 |
| 3. General Dynamics Corp. | 781.7 | 5.1 |
| 4. United Aircraft Corp. | 587.4 | 3.8 |
| 5. General Electric Co. | 570.2 | 3.8 |
| 6. American Tel. & Tel. Co. | 505.3 | 3.3 |
| 7. Ford Motor Co. | 472.2 | 3.1 |
| 8. Lockheed Aircraft Corp. | 412.7 | 2.7 |
| 9. Curtiss-Wright Corp. | 354.7 | 2.3 |
| 10. Douglas Aircraft Co. Inc. | 291.1 | 1.9 |
| 11. Glenn L. Martin Co. | 271.4 | 1.8 |
| 12. Hughes Aircraft Co. | 205.9 | 1.3 |
| 13. Bendix Aviation Corp. | 194.1 | 1.3 |
| 14. General Motors Corp. | 182.1 | 1.2 |
| 15. McDonnell Aircraft Corp. | 172.9 | 1.1 |
| 16. Standard Oil Co. (N. J.) | 155.1 | 1.0 |
| 17. Chance Vought Aircraft Inc. | 143.8 | 1.0 |
| 18. Republic Aviation Corp. | 139.2 | 0.9 |
| 19. Merritt-Chapman & Scott Corp. | 131.5 | 0.9 |
| 20. International Business Mach. Corp. | 128.4 | 0.8 |
| 21. Sperry-Rand Corp. | 127.7 | 0.8 |
| 22. Radio Corp. of America | 125.7 | 0.8 |
| 23. Goodyear Tire & Rubber Co. | 106.5 | 0.8 |
| 24. Brown-Raymond-Walsh | 100.6 | 0.7 |
| 25. Standard Oil Co. of California | 98.4 | 0.7 |
| 26. Philco Corp. | 97.6 | 0.6 |
| 27. Avco Mfg. Crp. | 84.5 | 0.6 |
| 28. Citics Service Co. | 82.4 | 0.5 |
| 29. General Tire & Rubber Co. | 70.0 | 0.5 |
| 30. Pomcroy-Hawaiian-Bechtel | 66.4 | 0.4 |
| 31. Texas Co. | 64.5 | 0.4 |
| 32. Alco Products Inc. | 64.4 | 0.4 |
| 33. General Precision Equipment Corp. | 62.1 | 0.4 |
| 34. Raytheon Mfg. Co. | 59.7 | 0.4 |
| 35. Collins Radio Co. | 57.8 | 0.4 |

Financial & Trade Notes: Teleprompter Corp., having scored another triumph with its oft-mentioned and frequently-televised prompting device at the recent political conventions, this week sold Western Union 20,000 of its authorized but unissued shares at \$25. This \$500,000 purchase, plus agreement to buy \$250,000 worth of 4% subordinated convertible debentures, in effect gives Western Union a 14% interest in Teleprompter—or 16%, assuming conversion of the subordinated note and assuming exercise in full of presently outstanding employe options on 25,300 shares. The sales are subject to stockholder ratification at meeting Sept. 11.

Teleprompter Corp., whose trade-name has virtually become a generic term for automatic cueing, will use the funds to retire approximately \$300,000 in bank borrowings and for working capital. Its engineers will be given free access to Western Union laboratory facilities.

It's Western Union's first venture into the "show business" aspects of electronics and communications, though it has been investing in other enterprises and only this week joined again with American Broadcasting-Paramount Theatres Inc. in another electronics venture via minority investment (see adjoining column). Pres. Walter P. Marshall said the \$750,000 Teleprompter investment "makes a continuation of our policy of diversifying our activities by acquiring an interest in companies whose present and future operations have applications for use in our communications interests."

Traded over-the-counter, Teleprompter has been quoted at 22 to 29½ so far this year, closed Aug. 31 at 25 bid, 26½ asked. It was organized about 5 years ago by its pres.-chairman Irving B. Kahn, then with 20th Century-Fox, after that firm had evinced no interest in exploiting the electronic prompting device perfected by Hubert J. Schlafly Jr., one of its engineers, and Fred Barton. They're now Teleprompter's engineering and Hollywood vice presidents, respectively.

While the device is now used by all the networks, many ad agencies and about 100 TV stations, more than half the firm's business now involves servicing group meetings for industries (among clients: General Motors, Standard Oil of N. J., RCA) and for civic, religious, educational & political organizations.

Walt Disney Productions earned \$2,091,975 (\$1.60 a share) on revenues of \$20,371,831 in 9 months ended June 30, according to SEC registration covering proposed offering of \$7,500,000 subordinated debentures due 1976 and convertible into common through Sept. 1, 1966. Comparable 1955 figures are unavailable, but in fiscal year ended Oct. 1, 1955 firm earned \$1,352,576 (\$1.04, adjusted for 2-for-1 stock split) on \$24,638,652. TV film sales accounted for 23% (\$4,747,304) of 9-month revenues, movies 55.7%, other sales 21.3%. In fiscal 1955, TV film accounted for only 10% (\$1,961,121), movies 72%, other sales 18%. Firm disclosed that Disneyland Park, of which it owns 34%, earned \$187,891 between opening July 18, 1955 and July 29, 1956, after charging off \$887,692 pre-opening expenses & \$1,792,437 depreciation.

Twentieth Century-Fox reports net income of \$2,156,670 (82¢ a share) for 6 months to June 30 vs. \$2,790,800 (\$1.06) in same 1955 period. Second quarter net was \$1,695,931 (65¢) vs. \$1,366,989 (52¢). For half year, film rentals fell to \$47,321,374 from \$50,962,792; TV rights brought in \$2,340,000 this year, nothing last year.

Ampex Corp., whose videotape recorder was big hit of NARTB convention in April (Vol. 12:16), earned \$311,275 (58¢ a share) on sales of \$10,196,967 in fiscal year ended April 30, compared to \$365,736 (69¢) on sales of \$8,163,663 in preceding fiscal year.

Firm's 1955 net earnings were \$96,743 (81¢ per share) on gross revenue of \$1,215,559 as against \$38,589 (38¢) on \$533,661 in 1954 (Vol. 12:13). First-half 1956 report, not yet released, will show net profit equal to total for 1955, according to Kahn. Of the company's 122,000 shares outstanding (now 142,000 plus 25,300 optioned) out of 250,000 authorized, Kahn holds the largest single block—20,000—and has options on 8100 more at \$13.20. Fred Barton holds 16,552 shares and has options on 1500 more, also at \$13.20; Hubert J. Schlafly Jr. holds 13,350 and has options on 6400 at same price; sales v.p. Herbert Hoebler Jr. holds 4685 and has options on 2800 at \$23.75.

The 10-year 4% debentures are convertible into common at \$30 in first 5 years, at \$35 thereafter. Western Union first became interested in Teleprompter Corp. in connection with project for an all-telecasting industry private wire communications system to interconnect networks, reps, agencies, programmers, et al, with stations throughout the country (Vol. 12:26)—a leased-line system of its own such as airlines and banks operate. This project is still in the planning stages and will be subject of report shortly to be submitted to recently formed industry committee.

* * * *

Western Union and American Broadcasting-Paramount Theatres Inc. this week purchased 25% interest each in Wind Tunnel Instrument Co. Inc., Newton, Mass., paying approximately \$400,000 for 33,950 shares each, balance to be held by officers and employes of Wind Tunnel whose management continues under pres. Lawrence Bernbaum, onetime MIT teacher and inventor. Firm specializes in aeronautical research, engineering and instrument making, its principal customers being aircraft & engine manufacturers, university labs and U. S. & foreign govts. Funds will be used for expansion, with tripled sales volume foreseen by Bernbaum within next few years.

It's third such investment venture made jointly by AB-PT and Western Union in last few years. Each owns one-third of stock of Microwave Associates Inc., Boston, designers and producers of magnetrons, silicon diodes, radar components, test equipment, etc. Last March, each also purchased 22% stock interest in Technical Operations Inc., Arlington, Mass., nucleonics, electronics & operations research firm (Vol. 12:1, 7).

Dividends: Consolidated TV & Radio Broadcasters Inc. (Bitner), 28¢ on common, 5¢ on B, payable Oct. 1 to stockholders of record Sept. 14; Penn-Texas Corp., 2½% stock div. Sept. 30 to holders Sept. 7 (same as paid in June quarter); Capitol Records, 25¢ Sept. 30 to holders Sept. 15; Wells-Gardner, 20¢ Sept. 14 to holders Sept. 5; Arvin Industries, 50¢ Sept. 29 to holders Sept. 10; Decca Records, 25¢ Sept. 28 to holders Sept. 14; Zenith Radio, 75¢ Sept. 27 to holders Sept. 7; Republic Pictures, 25¢ on preferred Oct. 1 to holders Sept. 10; 20th Century Fox, 40¢ Sept. 29 to holders Sept. 14; Universal Pictures, 25¢ Sept. 28 to holders Sept. 14.

Skiatron Electronics & TV Corp. and wholly-owned subsidiary Skiatron Broadcasting Co. report to SEC profit of \$6289 on sales of \$210,301 in first 6 months of 1956 vs. loss of \$47.66 on sales of \$95,356 in same 1955 period. Frank V. Quigley, firm's secy., has been elected treas., replacing Kurt Widder, who continues as gen. counsel.

Sprague Electric earned \$1,028,080 (83¢ a share) on sales of \$21,835,551 in first 6 months of 1956, compared to \$1,485,724 (\$1.20) on sales of \$21,083,045 in same 1955 period.

Flurry in Storer stock that saw 12,100 shares traded on NYSE last week (Vol. 12:34) subsided this week; only 2600 shares were traded during the week, and it closed Aug. 31 at 29—week's high being 29¾, low 28¼.

FLAT PICTURE TUBE'S long gestation appears nowhere near termination, as far as home TV receivers are concerned, according to Kaiser Aircraft & Electronics Corp. (formerly Willys Motors electronics div.). When first reported under development for military use last year (Vol. 11:3, 30), it was thought day of picture tube 2-3 inches thick wasn't far off. Though tube was demonstrated and described at Western Electronics Convention in Los Angeles last week, and engineer Franklin Chiang spoke enthusiastically about home-TV possibilities, Kaiser spokesman at Oakland, Cal. headquarters told us this week:

"We haven't even got it down pat for the Navy yet. We'd love to have it for TV, but we don't. It's strictly research now; there are no production people working on it. There's trouble sealing the tube right now. All the production prototypes have gone to the military, and we're also working on a tube for the CAA. We've done it in color—both 2-color and 3-color—but the military is interested only in 2-color tubes. We really have to get the military job done before we think about commercial TV. We haven't licensed other tube makers to produce the tube."

Tube demonstrated at Western Electronics Convention gave picture 8-in. square, reportedly good quality—viewable from both sides, incidentally. Larger tubes, around 15-in., have been produced.

Though flat tube may eventually bring smaller, thinner TV cabinets, it's totally different from "picture-on-the-wall" or "mural TV" approach of RCA & GE (Vol. 10:52). Both are experimenting with "light amplifiers," devices which use no electron tubes. Presumption is that these will make possible screen actually no thicker than a picture.

Military purpose of tube is to simplify aircraft instruments. One proposal was to mount 2 in plane—one directly in front of pilot, other below it. Being transparent, first tube wouldn't interfere with pilot's vision during contact flight, but on instrument flight would display information on altitude, speed & position, plus mountains, etc. Second tube would provide radar-like map of earth below, plus information on fuel, distance to base, etc.



Spurt in applications characterized this week's filings—4 for conventional stations, 5 for uhf translators. The applications: For Ch. 13, Alliance, Neb., by Frontier Bcstg. Co., operators of KFBC-TV, Cheyenne, and KSTF, Scottsbluff; for Ch. 3, Wilmington, N. C., by Carolina Bcstg. System, owner of WNCT, Greenville; for Ch. 13, Sioux Falls, S. D., by Morton H. Henkin, 50% owner of KSOO; for Ch. 3, San Angelo, Tex., by banker Lowell Smith and auto dealer Joe N. Weatherby. Translator applications: For Ch. 76, 79 & 82, Palm Springs, Cal., by non-profit Palm Springs Translator Station Inc. (Howard Morris, pres.); for Ch. 70, Cortez, Colo., by non-profit TV Inc. (John E. Moss, pres.); for Ch. 71, Ellensburg, Wash., by club Kittitas Valley Assn. (Frank E. Beckner, pres.). Total applications on file: 122 stations (25 uhf), 21 translators. [For details, see *TV Addenda 23-H* herewith.]

U. S. Information Agency's TV div. reached estimated 40,000,000 persons overseas in first half of 1956 with 460 programs telecast over 150 stations, according to USIA's semi-annual report to Congress. Programs included: popular *Report from America*, shown monthly over BBC at 7:50 p.m., soon to be produced in French, Italian, Spanish & Portuguese; *Opening New Paths in the Americas*, new series in Spanish & Portuguese for Latin America; news & special events; adaptations of domestic shows. Other USIA TV activities: film supplements to commercial newsreels abroad; help to foreign govts. in planning closed circuit educational TV.

Add closed-circuit uses: (1) GPL vidicon cameras and Raytheon microwave relays enable resident engineer to supervise work on Long Sault and Barnhart Dams—part of \$600,000,000 St. Lawrence power project near Massena, N. Y.—at point between sites, saving hours of travel time. (2) At Philco govt. & industrial div., Philadelphia, single guard monitors 3 entrances to classified areas, allows authorized personnel to enter by releasing electric locks on doors, (3) Soldiers at Ft. Monmouth, N. J. were required to view pre-Labor Day safety film, "Slow Down & Live," via closed-circuit system Aug. 30. (4) GE is using closed-circuit TV (in color) in lieu of periscopes for crane operators handling radioactive material at Hanford, Wash. plutonium plant; system comprises 2 camera pickups, two 7-in. monitors.

Closed-circuit educational TV experiment costing \$179,000 will be launched by N. Y. State Education Dept. Oct. 1, when 2 high schools in Hempstead, L. I. and 2 state teachers colleges in Albany and Brockport are hooked up. Master Video Systems Inc., 37 W. 53rd St., N. Y., is leasing equipment to State, which plans to have about twenty 24-in. receivers installed in each school. It's far cry from ambitious state-financed educational TV network, for which U of N. Y. State has been holding 8 uhf CPs since 1952 but has been unable to build for lack of money—or even from the \$900,000 scaled-down version requested by Gov. Harriman.

Unusual use of closed-circuit TV, as reported by John Gunther in "Inside Las Vegas," written for Aug. 26 *American Weekly*: Sands Hotel has small TV camera watching every roulette wheel, so that proprietor and friends can sit in a back room and observe play all over casino. Author Gunther also relates how Wilbur Clark's Desert Inn has a TV near the doorway so that any visitor may be seen approaching. In his own bedroom, Clark also has a TV set that descends from ceiling by push of a button, enabling him to watch shows while lying in bed.

CBS and Zenith have settled suit growing out of CBS's cancellation of pro-subscription TV commercial on *Omnibus* (Vol. 11:15, 12:12). Terms of settlement weren't disclosed. After cancellation of commercial, Zenith dropped its sponsorship, sued for \$100,000 in breach of contract damages and \$113,747 claimed to be due in rebates. CBS filed countersuit for \$137,817, claiming it due for Zenith's share of production costs. Suit was withdrawn through stipulation of parties in N. Y. Federal district court.

First Afghanistan view of TV came Aug. 26 at Jeshyn Fair, Kabul. when King Mohammed Zahir Shah appeared on closed-circuit TV before 8000 subjects at U. S. exhibit sponsored by Commerce Dept.'s Office of International Trade Fairs. At Izmir Fair, Turkey, 18,000 saw U. S. TV on opening day Aug. 20 (Vol. 12:34). Similar TV exhibits are set for fairs in Stockholm, Sept. 1-16; Salonika, Greece, Sept. 2-23; Zagreb, Yugoslavia, Sept. 7-20; Bangkok, Thailand, Sept. 7-22. Color telecast of mock surgical operation will be shown at Vienna Fair, Sept. 9-16.

President Eisenhower's live-TV news conference at Republican convention last week (Vol. 12:34) was a one-shot—and President himself says it probably won't set precedent for live coverage of his regular news conferences in Washington, now filmed. Asked about it at Aug. 31 meeting with newsmen, he replied that San Francisco arrangements were special and reflected unusual circumstances of a political convention.

Westinghouse's meter div., Baltimore, reports perfection of a "Load Survey Recorder," tape-recorder metering device that can tell power companies exactly when residents are using electrical appliances and how much power they require.

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — September 8, 1956

WEAVER QUILTS NBC, which names McAvity, Denny, Clifford, Adams as executive v.p.'s under Sarnoff in new functional regrouping of all activities (pp. 1 & 5).

\$10 BILLION BEING SPENT on all advertising media this year, TV accounting for well over 12%. What final McCann-Erickson figures for 1955 show (pp. 1-2).

ALLOCATIONS "ANOMALIES" tackled by engineering group, as organizations prepare for FCC-industry uhf-research meeting and rule-making deadlines (p. 3).

HYDE & BARTLEY FIGHTING multiple-ownership rules relaxation, fearing "concentration," but majority leans toward easing restrictions (p. 3).

POLITICAL TELECASTING a main feature of next week's Gore committee hearings. Celler aims to explore gamut of networking in 10 days (p. 4).

\$15,000-a-WEEK FOR 52 MGM pictures reportedly being paid by Colgate-Palmolive for Fri. night one-time runs on Los Angeles' independent KTTV (p. 6).

SPREAD OF FACTORY SERVICING appears inevitable despite antagonism of dealers and local servicemen. GE, Philco, others going ahead (pp. 10-11).

STATUS OF PHILCO explained by Skinner; 1956 earnings will be lower but worst humps are over—costly home laundry, automation, transistor ventures (p. 12).

NEW U. S. HOUSEHOLDS may form at rate of 778,000 a year until 1960; 1,200,000 a year by 1970; could total 67,000,000 by 1975, says Census (p. 14).

500 COLOR SETS IN HOTELS reported by Wells TV, major installer. Expansion of color programs under way, with CBS also readying big shows (p. 9).

COVERAGE CALCULATIONS pertinent in Spartanburg case, court rules, rebuking FCC. First translators granted, one now on air in Hawthorne, Nev. (p. 8).

READING'S PIONEER UHF quits air, unable to stand competition from nearby vhf's—62nd uhf to give up ghost. Notes on upcoming new stations (p. 8).

WEAVER RESIGNS, NBC EXECUTIVE SHAKEUP: Topside reorganization of NBC, disclosed at lengthy board meeting Sept. 7, brought unexpected but oft-rumored resignation of Pat Weaver as chairman of the board and long-awaited regrouping of executive setup into 4 new functional entities, each headed by an executive v.p. reporting to president Robert W. Sarnoff. The realignment of duties follows recommendations of survey made by management consultants Booz, Allen & Hamilton.

Weaver would say only that he had resigned "without recriminations"; that his contract does not preclude him from continuing in TV; that he has "lots of TV plans" but isn't going to do anything about them for rest of this year; that "I don't know where I'm going to do them but I am going to do them." Neither NBC nor RCA hierarchy would talk about the resignation, except to refer to Weaver in most affectionate terms, but the scuttlebutt was that the final parting was result of disagreement over policy & program ideas deemed too costly for NBC to undertake.

New big 4 management structure has the following v.p.'s promoted to executive v.p.'s: Thomas A. McAvity, for TV network programs and sales; Charles R. Denny, for operations; John M. Clifford, for administration; David Adams, for corporate relations. (For further details, see p. 5.)

TV's SHARE OF THE \$10 BILLION AD BUDGET: This year's grand total U.S. advertising volume (all media) should pass \$10 billion, as against approximately \$9.2 billion in 1955 -- and TV should account for at least \$1,235,000,000 of it, or approximately 20% more than the \$1,025,300,000 it racked up in 1955.

The \$10 billion forecast is Printers' Ink's, based on final revisions this week of its preliminary tables of advertising expenditures by media released in Feb. (Vol. 12:6). Whereas we were able to state then that about \$1 out of every \$9 went into TV in 1955, the figure should climb to a whopping 12-plus percent for 1956.

The tables are prepared by McCann-Erickson research under the direction of Robert J. Coen, and they've come to be so firmly accepted by the advertising frater-

nity generally that we've made it a point to publish them regularly both in preliminary and final forms -- with the generous permission of Printers' Ink.

Final revisions for all media for 1955 (with some changes made also in 1954 figures) are embraced in the 1946-55 tabulations (our own quick-reference format) printed below. We suggest you clip this tabular and paste it over the one carried on p. 24 of our last TV Factbook (No. 23).

* * * *

Interest in these figures always runs high, for each medium likes to know what share of the total budget it's getting and what are trends. Hence they're issued in preliminary form first, and in the case of TV are frankly estimates that await check against FCC's annual audits. But the preliminary figures usually stand up fairly well, as witness last February's \$1,005,000,000, now revised to \$1,025,300,000.

These are actual dollars spent on the medium, including time, talent, production and all other costs -- what the advertisers paid. The McCann-Erickson formula, tested over the years, is that total TV volume can be adduced by multiplying network time costs by a factor of 1.75, spot time costs by 1.17, local time costs by 1.5. In other words, an additional 75¢ is spent by the advertiser for every \$1 paid for network time, an added 17¢ for every \$1 for spot, 50¢ for every \$1 local.

Thus we're given \$540,200,000 as the total sum spent on the networks in 1955, \$260,400,000 on spot, \$224,700,000 on local. TV is exceeded only by newspapers and direct mail. There's a column showing the radio breakdowns, too (factors here being time cost multiplied by 1.4 for network shows, 1.08 for spot, 1.2 for local) -- and it shows interesting trends when studied against figures for preceding years.

The \$1,235,000,000 guesstimate for 1956 was projected for us by Television Bureau of Advertising, and it looks about right to us. The 1956 breakdown should be about like this: network \$640,000,000, up about 19%; spot \$325,000,000, up 25%; local \$270,000,000, up 20%. At all events, the Sept. 7 Printers' Ink assures: "TV will continue to be the major source of potential gain for 1956."

Annual Volume of Advertising in United States By Media, 1946-1955

(Final revised figures)

Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used with Permission
(In Millions of Dollars)

| MEDIUM | | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 |
|---|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| TELEVISION | Total | | | | 57.8 | 170.8 | 332.3 | 453.9 | 606.1 | 809.2 | 1,025.3 |
| | Network | | | | 29.4 | 85.0 | 180.8 | 256.4 | 319.9 | 422.2 | 540.2 |
| | Spot | | | | 9.2 | 30.8 | 69.9 | 93.8 | 145.5 | 206.8 | 260.4 |
| | Local | | | | 19.2 | 55.0 | 81.6 | 103.7 | 140.7 | 180.2 | 224.7 |
| RADIO | Total | 454.4 | 506.4 | 561.6 | 571.4 | 605.4 | 606.3 | 624.1 | 611.2 | 558.7 | 539.3 |
| | Network | 199.6 | 201.2 | 210.6 | 203.0 | 196.3 | 179.3 | 161.5 | 141.2 | 114.4 | 82.9 |
| | Spot | 98.2 | 106.4 | 121.1 | 123.4 | 135.8 | 138.3 | 141.5 | 145.6 | 134.9 | 129.7 |
| | Local | 156.6 | 198.8 | 229.9 | 245.0 | 273.3 | 288.5 | 321.1 | 324.4 | 309.4 | 326.7 |
| NEWSPAPERS | Total | 1,158.3 | 1,475.0 | 1,749.6 | 1,915.7 | 2,075.6 | 2,257.7 | 2,472.8 | 2,644.8 | 2,695.3 | 3,087.8 |
| | National | 247.8 | 335.6 | 393.7 | 475.7 | 533.4 | 548.9 | 562.4 | 642.7 | 635.1 | 743.3 |
| | Local | 910.5 | 1,139.4 | 1,355.9 | 1,440.0 | 1,542.2 | 1,708.8 | 1,910.4 | 2,002.1 | 2,060.2 | 2,344.5 |
| MAGAZINES | Total | 426.5 | 492.9 | 512.7 | 492.5 | 514.9 | 573.7 | 615.8 | 667.4 | 667.9 | 729.4 |
| | Weeklies | 201.7 | 245.5 | 257.5 | 245.4 | 261.1 | 296.8 | 325.3 | 350.7 | 362.7 | 396.4 |
| | Women's | 126.7 | 132.9 | 133.4 | 128.6 | 129.4 | 143.6 | 148.8 | 158.2 | 151.9 | 161.1 |
| | General | 75.7 | 85.3 | 86.5 | 83.6 | 87.5 | 95.0 | 101.2 | 117.9 | 114.3 | 133.4 |
| | Farm | 22.4 | 29.2 | 35.3 | 34.9 | 36.9 | 38.3 | 40.5 | 40.6 | 39.0 | 38.5 |
| FARM PUBLICATIONS (other than those under Magazines) | Total | 13.9 | 19.5 | 20.4 | 20.5 | 21.2 | 25.7 | 29.4 | 30.8 | 31.8 | 33.8 |
| DIRECT MAIL | Total | 334.4 | 579.0 | 689.1 | 755.6 | 803.2 | 923.7 | 1,024.3 | 1,099.1 | 1,202.4 | 1,298.9 |
| BUSINESS PAPERS | Total | 211.2 | 232.5 | 250.9 | 248.1 | 251.1 | 292.1 | 365.2 | 395.0 | 407.5 | 446.2 |
| OUTDOOR | Total | 85.9 | 121.4 | 132.1 | 131.0 | 142.5 | 149.2 | 162.1 | 176.3 | 186.9 | 192.4 |
| | National | 60.1 | 78.9 | 89.2 | 88.4 | 96.2 | 100.7 | 109.4 | 119.0 | 126.2 | 129.9 |
| | Local | 25.8 | 42.5 | 42.9 | 42.6 | 46.3 | 48.5 | 52.7 | 57.3 | 60.7 | 62.5 |
| MISCELLANEOUS | Total | 679.6 | 833.2 | 947.2 | 1,009.6 | 1,125.3 | 1,256.4 | 1,408.6 | 1,524.6 | 1,604.4 | 1,841.3 |
| | National | 385.4 | 400.8 | 508.8 | 539.8 | 610.1 | 693.1 | 766.0 | 845.4 | 894.5 | 1,045.9 |
| | Local | 294.2 | 372.2 | 438.4 | 469.8 | 515.2 | 572.3 | 642.6 | 679.2 | 709.9 | 795.4 |
| TOTAL | National | 1,963.2 | 2,487.3 | 2,776.1 | 2,965.1 | 3,256.8 | 3,700.7 | 4,096.3 | 4,520.8 | 4,811.9 | 5,406.8 |
| | Local | 1,401.0 | 1,772.4 | 2,087.5 | 2,237.1 | 2,453.2 | 2,725.4 | 3,059.9 | 3,234.5 | 3,352.2 | 3,787.6 |
| GRAND TOTAL | | 3,364.2 | 4,259.7 | 4,863.6 | 5,202.2 | 5,710.0 | 6,426.1 | 7,156.2 | 7,755.3 | 8,164.1 | 9,194.4 |

ALLOCATIONS PREPARATIONS SHAPING UP: FCC moved briskly this week to rectify those "anomalies" discovered in the engineering portion of its deintermixture proposals (Vol. 12:35). Having postponed to Nov. 15 deadline for filing comments, Commission this week gave industry engineers until Sept. 15 to come up with recommendations on technical data acceptable for "interim allocation purposes."

Group of top-notch engineers, members of Assn. of Federal Communications Consulting Engineers, met with Comr. T. A. M. Craven and FCC staff engineers this week. Craven outlined FCC's problem, asked for help, turned over to group all the propagation data on which the questionable curves are based.

Little trouble is expected with vhf data, which engineers consider reasonably good. Uhf is the catch, because of meager backlog of measurements available. AFCCE pres. Everett L. Dillard appointed blue-ribbon committee, headed by Stuart Bailey, to tackle job -- but filing of comments isn't limited to AFCCE. All segments of industry are invited to comment.

Commission made clear, meanwhile, that it wants comments on all-uhf move (due Oct. 1) limited only to TV; that it isn't inviting non-broadcast interests to tell how they could make better use of vhf than TV does. In answer to query from communications attorney Jeremiah Courtney, Commission stated:

"The Commission believes that it would be premature to explore alternative uses for the vhf frequencies until more progress is made in determining the full technical potential of uhf transmission and reception and the feasibility of the proposed transfer of TV to the uhf band." Organizational meeting to spark drive on uhf research has been set by FCC for Sept. 20 (Vol. 12:35).

Educational TV interests gathered in Washington this week, under auspices of Joint Council on Educational TV, to consolidate forces against attacks on their vhf channels and to plan participation in "crash research" program for uhf.

With big stake in allocations -- having 258 channels reserved for them (172 uhf) -- they pledged vigorous fight to keep unused vhf channels from being turned over to commercial interests, vowed to cooperate in fostering uhf growth.

FCC Chairman McConnaughey assured educators, at Sept. 6 dinner meeting, that there's no plan afoot at Commission to hustle them out of the reserved channels. Commissioners seemed impressed as 14 educational station managers gave brief resumes of their operations to date.

RETMA pres. Dr. W. R. G. Baker warned educators, during luncheon talk, to "do less talking and more constructing," told them unused uhf channels would be difficult to hold indefinitely if all TV is moved to uhf.

Assn. of Maximum Service Telecasters continued preparations for participation in allocations research, deciding on Wilkes-Barre area as target for first uhf propagation measurements. Group is still considering selection of Washington counsel, also plans to establish Washington office with an executive director.

FCC FOCUSES ON MULTIPLE OWNERSHIP ISSUE: Shaping up into very sharp fight at FCC is question of relaxing multiple-ownership rules (Vol. 12:34). Commission got into the subject twice in last 2 weeks, in connection with Storer Broadcasting Co.'s proposed purchase of CP for KSLM-TV, Salem, Ore. (Ch. 3) and Storer proposal to substitute Ch. 3 for its uhf KPTV, Portland (Ch. 27). FCC approval would give Storer 6 vhf stations -- one more than allowed under present rules.

Final vote isn't yet in sight, but there's strong move within Commission to ease rules which now permit no one to own more than 5 vhf's & 2 uhf's. At same time, determined counter-move has begun -- notably by Comrs. Hyde & Bartley. They have never made any bones of fact they feel majority is much too quick to grant further acquisitions by multiple owners, particularly through purchases. Bartley usually plumps for hearings on such cases.

Arguments presented by Hyde & Bartley are in this vein: Present rules are not ideal, but no one has presented better ones. If wraps are taken off, there's bound to be concentration of stations in fewer and fewer hands. There's already too much trafficking in licenses through sales of stations. Present specific numerical

ceiling on ownership may sound arbitrary, but isn't the 25%-of-population concept also arbitrary? Why 25%? Why not 15%? Or 35%?

Comr. Hyde considers issue "on a par with allocations" in importance, says that relaxation would have a "very extensive impact on the broadcast business." "When you go to a broadcasters convention," he says, "you see that there are many, many important units in the business. It's not dominated by a few; there is no General Motors. I think it's the most important matter before the Commission."

Most of rest of commissioners, notably Chairman McConnaughey and Comr. Doerfer, look toward less restrictive policy. Some like the concept of dispensing with formulas and considering each acquisition on its merits. Some think wraps should be taken off purely broadcast entities but kept on other groups seeking simply to diversify their investments. Question of unshackling network ownership is particularly touchy right now -- because of intense Congressional scrutiny by Celler and Evins committees, et al.

Intense re-examination is going on, at any rate, and the best guess at the moment is that Commission will start rule-making, sooner or later, looking toward relaxation of its rules on multiple ownership.

Some important acquisitions still hang fire. Storer awaits FCC action on its proposed purchase of WMUR-TV, Manchester, N.H. (Ch. 9), which it plans to move nearer Boston. This week, off-air WTAO-TV, Cambridge-Boston (Ch. 56) joined Boston's WBZ-TV (Ch. 4) & WNAC-TV (Ch. 2) in opposing move, and WMTW, Mt. Washington (Ch. 8) is reported planning to do likewise.

Way is presumably clear for CBS to acquire WGTH-TV, Hartford (Ch. 18), now that opposition has evaporated (Vol. 12:35). NBC, however, still has to go through technicality of hearing to acquire WKNB-TV, New Britain (Ch. 30); hearing started Sept. 7, will continue Sept. 18, but no obstacle is seen to ultimate approval. No change in rules is required for these purchases, which would give each 2 uhfs -- allowable under existing rules.

NETWORKS will have their hands full week of Sept. 10 as two Congressional committees go to work on them: (1) Sen. Gore's (D-Tenn.) elections subcommittee grilling network top-kicks, as well as GOP & Democratic bigwigs, on political broadcast practices. (2) Rep. Celler's (D-N.Y.) antitrust subcommittee beginning much-heralded hearings on network relationships with rest of industry.

Undoubtedly hoping to shake loose some free time for hard-up Democratic candidates, Sen. Gore's committee plans to examine political expenditures and contributions of all kinds, including TV-radio, in Senate Office Bldg. sessions Sept. 10-11. It has called in top campaign managers and fund-raisers of both parties, from GOP's Leonard Hall & Democrat's Paul Butler on down. From TV-radio industry, witnesses will be Ernest L. Jahncke, ABC v.p.; Richard S. Salant, CBS v.p.; Joseph A. McDonald, NBC treas.; Harold E. Fellows, NARTB pres. Gore says he wants answers on these subjects:

(1) Amount of political time contracted for between Sept. 1 and Election Day. (2) Amount of free time available. (3) Time charges and costs to networks. (4) Political broadcast policy & procedures. (5) Recommendations on legislation.

Lead-off witnesses in Rep. Celler's show in N. Y. (Room 110, Federal Bldg., Foley Square) will be TV film producers Sept. 13 (changed from Sept. 12), with the following scheduled: Ralph M. Cohn, Screen Gems; A. Frank Rheel, Ziv; John Newman, Official Films; Michael M. Sillerman, TPA. On tap for Sept. 14 are Asst. Attorney General Victor Hansen, head of anti-trust div.; John

Johnson, chairman of UHF Industry Coordinating Committee and operator of WTOB-TV, Winston-Salem (Ch. 26).

Agenda for rest of hearing, planned to run 10 days, hasn't been released, but committee said witnesses will include network presidents, station operators and representatives from other segments of TV industry.

After hassle last week between committee and network representatives over disclosure of talent contracts (Vol. 12:35), committee counsel Herbert Maletz said that networks would "cooperate"; that subpoenas weren't issued.

Hearing could develop into toughest to date, even though it will go over much of same ground other committees have explored. Sen. Magnuson's (D-Wash.) Commerce Committee went into option time and the like, but he wasn't very fierce about it. Evins committee's hearing was a quickie, didn't get far in hunt for evidence that networks and vhf decision winners were playing a happy game of political footsie with the FCC (Vol. 12:35).

Celler and his colleagues & staff are pretty dogged investigators, have spent considerable time boning up on industry. They say they intend to explore contracts and relationships between networks and affiliates, film producers, talent, FCC. In addition, they'll look into discounts to network advertisers and "problems of TV station operators."

Members of committee, in addition to Celler: Democrats—Rodino (N.J.), Rogers (Colo.), Quigley (Pa.); Republicans—Keating (N.Y.), McCullough (Ohio), Scott (Pa.). Some 4-5 are expected to be on hand most of time. Sessions are due to run every day week of Sept. 17, most of week following.

Hearings will be fertile field for FCC's network study group, which will have observer on hand—probably attorney Ashbrook Bryant.

Personal Notes: Eldon Campbell, ex-gen. sales mgr., Westinghouse stations, has joined Time Inc. as consultant on broadcast management affairs—his first chore, according to Time Inc. pres. Roy E. Larsen, being to start working next week with G. Bennett Larsen, general manager & 20% owner of KTVT & radio KDYL, Salt Lake City, on local station development projects . . . Gilbert A. Ralston, CBS-TV exec. producer, promoted to new post of CBS-TV director of network programs, N. Y., reporting to Harry Ommerle, v.p. in charge of network programs, N. Y.; Wm. Morwood promoted to succeed Ralston as exec. producer, with Crandall Brown, ex-MGM, succeeding Morwood as story editor . . . Wm. N. Davidson, who rose from messenger to become mgr. of NBC's WRCA-TV, N. Y., selected from RCA group to attend special course at MIT School of Business Management, Oct. 1-Dec. 7; 15 other companies also picked students for the 10-week study of the executive function and business environment . . . John Stilli named sales mgr., Westinghouse's KDKA-TV, Pittsburgh, replacing Lloyd G. Chapman, recently resigned to join Vic Maitland & Assoc. as TV-radio director; Don Trageser succeeds Stilli as radio KDKA sales mgr.; B. Calvin Jones, production mgr., KYW-TV, Cleveland, appointed KDKA-TV program mgr.; Paul G. O'Friel, from N. Y. office, named adm. asst. to Harold C. Lund, v.p. & gen. mgr. . . . Harry Trigg promoted to director of programming for WNBQ & WMAQ, Chicago, succeeding George Heinemann, recently named program mgr. of WRCA-TV, N. Y.; Trigg reports to Henry T. Sjogren, asst. gen. mgr. of the NBC stations . . . Wynn Nathan, MCA-TV sales v.p., is moving with his syndication staff from Hollywood to N. Y. this week; David Sutton continues as v.p. in charge . . . Garrett E. Hollihan, ex-sales mgr. ABC western div. radio network, joins Petry Los Angeles office following decision of regional network to handle own representation after Oct. 31 . . . Joseph L. Rosenmiller Jr. has resigned from H-R Television Inc. to

join with Peter Bordes, market analyst, and others in setting up station-management group; they already control WESO, Southbridge, Mass., last week purchased WINR, Pinghamton, N. Y., and its CP for Ch. 40 (Vol. 12:35) . . . Hugh Ben LaRue, sales mgr. of radio WINS, N. Y., appointed executive v.p. of KTVR, Denver, present staff under station mgr. Jon R. McKinley remaining unchanged; Denver independent's ownership overlaps with that of WINS (Elroy McCaw, John Keating, John Shaheen) . . . Dick Drummy Jr. named commercial mgr. of WFAA-TV, Dallas, succeeding Mike Shapiro, now managing director of KTVX, Muskogee-Tulsa, and KATV, Little Rock-Pine Bluff . . . Fred Dodge, ex-NBC merchandising dir., recently with Hearst, named pres. of Fisherman Press, publisher of *Fisherman Magazine* and *Tackle Industry* . . . John H. Buckstaff, ex-WTVN-TV, Columbus, named supervisor of TV-radio, Illinois Institute of Technology, Chicago, succeeding Kirk Logle, now with NBC there . . . Norwood J. Patterson named executive supervisor of TV-radio & real estate holdings of his father, Sherwood H. Patterson, owner of KSAN-TV & KSAN, San Francisco; Richard P. Bott succeeds him as gen. mgr. of KSAN-TV, with Len T. Cinnamond, ex-KNTV, San Jose, succeeding Bott as mgr. of radio KSAN . . . Tom Storey promoted to film director, WLWT, Cincinnati, succeeding Grace Payne, retired; Joe Fiorini named asst. to Storey . . . D. Donald Lonie Jr. resigns as local sales mgr., KPTV, Portland, Ore., to join Portland public relations firm of Robert H. Hancock & Assoc. . . . W. B. (Nick) Reisenweaver, chief engineer, WSJS-TV, Winston-Salem, N. C., resigns to operate own sales & service business specializing in office-to-car, intraplant and other 2-way systems.

Dr. Harry Heath, Iowa State College, elected chairman and O. J. Bue, Montana State U, vice chairman, of National Council on Radio & Television Journalism; Donald E. Brown, news editor, WILL, Champaign, Ill., exec. secy.

NBC THIS TIME DID NOT go outside its own organization for executive appointments—pres. Robert W. Sarnoff pointing out that each of the 4 new executive vice presidents (p. 1) has virtually “grown up” with the organization in the era of its greatest growth, meaning since the upsurge of TV. Here's the new functional setup of NBC's new Big Four:

(1) Thomas A. McAvity, already v.p. in charge of the TV network, continues as such but with the new exec. v.p. title and with all TV network program and sales executives reporting to him. It's understood NBC figures TV will soon account for at least 85% of its revenues.

(2) Charles R. Denny, now exec. v.p. for operations, continues in charge of owned-&-operated stations and spot sales, and in addition will have newly named radio network v.p. Matthew J. (Joe) Culligan reporting to him. He will also be in charge of production facilities and of NBC's program by-product subsidiary, California National Productions, formerly known as Kagan Corp., headed by v.p. Alan W. Livingston.

(3) John M. (Mac) Clifford, as exec. v.p. for administration, will have reporting to him the talent & program contract administration, law dept., treasurer, and v.p. for Pacific div. He continues in charge of personnel dept., engineering & facilities administrations and controllers office.

(4) David C. Adams, as exec. v.p. for corporate relations, heads up a newly-created group of functions consisting of station relations under v.p. Harry Bannister, NBC Washington office under v.p. Frank M. Russell, and planning & development under v.p. Hugh M. Beville Jr.

Three other vice presidents will also report directly to pres. Robert Sarnoff: (1) Kenneth Bilby, public relations v.p., in charge of press, national advertising & promotion, continuity acceptance. (2) Emanuel Sacks, staff v.p. serving as a sort of liaison with RCA, where he holds a similar title. (3) Joseph V. Heffernan, staff v.p., formerly financial v.p. Resigning is George Frey, v.p. for network sales (see p. 7).

As for Pat Weaver's resignation, Sarnoff first announced it via teletype to all stations and to the press associations. Except for the board chairmanship, and for adjustments of some executives into the new framework, it was indicated that the reorganization is now complete. Weaver's departure, at 47, after 8 years with NBC, all of them spent in TV except for the period of his promotions to pres. and then chairman last year, may or may not end the era of “great innovations” he sparked—the 2-hour and 90-min. “spectaculars,” now standard procedure on the networks and a new noun in the dictionary; the participation shows *Today*, *Home*, *Tonight*, *Wide Wide World*; and, on radio, *Monitor*.

J. R. (Jack) Poppele, TV-radio management consultant who resigned last July as Voice of America chief, has been appointed member of U. S. Information Agency's broadcast advisory committee, which also includes: Joseph A. McDonald, NBC, acting chairman; Howard S. Meighan, CBS; Frank L. Marx, ABC; Raymond F. Guy, NBC; Jack W. Harris, KPRC-TV, Houston; Chris J. Witting, Westinghouse; Prof. Donley F. Feddersen, Northwestern U; Henry P. Johnston, WABT, Birmingham; Roger W. Clipp, Triangle Publications TV-radio div. Next BAC meeting will be in Washington Sept. 13-14.

Telecasting Notes: Colgate-Palmolive has made first reported purchases of the newly-released MGM backlog—paying fabulous sum of \$15,000 per week for 52-week one-time runs of as many feature films on Los Angeles independent KTTV, which has scheduled them to start Oct. 12, Fri. 8-10 p.m. The \$780,000 film-&-time package deal sets some sort of record and is on a station whose Class AA rate (7-10 p.m.) is \$2000 per hour, subject to frequency discounts. Unless there's some trick bookkeeping involved, it certainly is hard-cash testimony to KTTV management's belief that movies are better than ever (for TV). The *Los Angeles Times*' station, which recently sold 25% of its stock to MGM parent Loew's Inc. for \$1,600,000 (Vol. 12:33), thus in one 1-year sale regains about one-fifth of the \$4,000,000 it's reported to have contracted to pay for the full 725 films comprising the MGM backlog . . . Not all details are out yet, and presumably Colgate-Palmolive will get the pick of the 725 availabilities—though there's some question about how many of its films MGM can legally clear, print and deliver in time. Trade talk also has it that the deal precipitated the break between Colgate-Palmolive and one of its major agencies, William Esty Co., which handles some \$12,000,000 worth of its billings for Fab, Vel, Liquid Shave, etc. They "resign" one another as of next Dec. 31 . . . If films prove big click, they could very well steal away network audience, if not actual network budgets, for more such localized purchases. KTTV-MGM are so sure of themselves, it appears, that they're booking the films opposite such Fri. night features on NBC-TV as *Walter Winchell*, *On Trial*, *Big Story*; on CBS, *West Point*, *Zane Grey Theatre*, *Crusader*, *Schlitz Playhouse*; on ABC, *Jim Bowie*, *Crossroads*, *Treasure Hunt*, *The Vise* . . . ABC-TV started the trend to films in prime time when it set up *Famous Film Festival*, with top-hole feature films, as a Sun. 7:30-9 p.m. foil against the big shows on CBS & NBC, notably CBS's Ed Sullivan. On Oct. 6 it will shift the feature over to Sat. nights at same time, featuring British films of relatively recent vintage—e.g., *Genevieve*, *Col. Blimp*, *Titfield Thunderbolt*, *Hamlet* (in 2 parts) . . . Time Magazine raises question: "Will topnotch oldtime movies on TV screens enrich or degrade U. S. television?" It cautions against overconfidence, saying some of "great" oldtimers may not look so shiny today in view of changes in America's tastes and talents. Of recent release of *Top Hat*, the Irving Berlin-Fred Astaire-Ginger Rogers smash hit of 1935, it said "combo was still

sprightly, but, technically, *Top Hat* showed its age" . . . United Artists has sold NBC's WRCA-TV, N. Y. 39 feature films never before seen on TV, including 13 in color, all 1949 or later, allowing 10 runs per picture over 3 years. Among the shows to be carried in color: *Top Banana*, *Melba*, *Sabre Jet*, *Man with a Million*, *Bwana Devil*. Among the black-&-white: *Personal Affair*, *Jackie Robinson Story*, *Twist of Fate*, *Act of Love*, *I the Jury* . . . Further evidence of sponsor predilection for feature films: On CBS's N. Y. flagship WCBS-TV, 55 sponsors have taken up all time availabilities on daily *Early Show*, *Late Matinee*, *Late Show*, *Late Late Show* (after 1 a.m.) and *Picture for a Sunday Afternoon* . . . Warner Bros., out for more TV commercial business (first clients: Eastman Kodak, Lever Bros.), planning to open offices in N. Y. & Chicago; Walter Bien heads service, recently started at Burbank studios . . . Summertime viewing runs about half that of early spring, judging from ARB ratings. ARB found average rating of 35 prime-time network shows fell from 21.9 in March to 11.5 in Aug., when they had summer replacements. Only 2 shows scored higher than the shows they replaced—*Arthur Murray Party*, replacing *Johnny Carson* on CBS-TV; *It's Polka Time*, replacing *Ethel & Albert* on ABC-TV . . . Rodgers & Hammerstein have signed to do 90-min. musical version of "Cinderella" for CBS-TV, starring Julie Andrews, now featured in Broadway smash-hit "My Fair Lady"; it's expected to be put on in color as a Sun. spectacular . . . CBS's 90-min. *Playhouse 90* series signs Shirley Booth for 2 appearances, first as lead in "The Perle Mesta Story," second undetermined; also Eddie Cantor as co-star in "Seidman & Son," play about N. Y. garment factory owner who does not see eye to eye on social problems with son, Korean war veteran; scheduled for Oct. 11, *Playhouse 90* has Ed Wynn co-starring with son Keenan in "Requiem for a Heavyweight."

KTVR, Denver (Ch. 2) has purchased MGM's film library for \$1,000,000, according to Sept. 7 report by Loew's Inc.—and "in a separate deal" has signed agreement to sell one-fourth interest to Loew's at price yet to be determined. Station is the one founded as KFEL-TV immediately after lifting of freeze by Eugene O'Fallon, who sold it early in 1955 to J. Elroy McCaw & John Keating for \$400,000 plus assumption of \$300,000 in liabilities; they later sold half interest to John Shaheen's Founders Corp. (Vol. 11:25).

Guild Films Inc., which recently diversified into station ownership by buying WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11) with radio WMAM for \$287,000 cash plus assumption of about \$350,000 in obligations (Vol. 12:23), this week reported it was acquiring 7 film program series from 5 companies in exchange for 500,000 shares of its common stock (currently quoted on ASE at 3¼) plus options to acquire 75,000 more within 12 months at \$5 a share, another 75,000 within 18 months at \$6, another 75,000 within 24 months at \$7. Last annual statement (Vol. 12:20) showed 1,032,686 shares outstanding out of 2,000,000 authorized. Pres. Reub Kaufman said new acquisitions include 182 half-hour films, 78 quarter-hour, estimated their worth at \$2,500,000, said they bring Guild library to 20 program series, 500 feature films, 190 cartoons. Latest acquisitions were purchased from Motion Pictures for Television Inc. (Matty Fox) and other lesser known companies, and include old *Sherlock Holmes*, *Janet Dean*, *Duffy's Tavern*, *Paris Precinct*, *Flash Gordon*, *Col. Tim McCoy* & *Junior Science* series.

Plans to build 303-ft. receiving antenna 3.6 mi. north-east of Wausau, Wis. airport, submitted by City TV Cable Inc., community TV system, were turned down last week by Washington Airspace Panel.

Industrialist Henry J. Kaiser said in Honolulu this week that he will build an all-color TV station and a radio station in aluminum-domed auditorium to be added to his new \$10,000,000 Hawaiian Village Hotel in Waikiki. Kaiser's Washington office said radio application is en route (though counsel Haley, Doty & Wollenberg had not received it up to Sept. 6) and that application for one of Honolulu's available TV channels (Ch. 11 & 13) will follow soon (Vol. 12:34). Honolulu's zoning commissioners haven't yet okayed Kaiser's plans and reportedly take a dim view of building stations in fashionable Waikiki. Washington spokesman admitted plans are "in a state of flux" and said possibility that Kaiser may yet buy one of 3 existing TV stations in Honolulu should not be ruled out.

Mobile microwave towers, mounted on trucks, will be used by Bell System for first time for TV Sept. 16 when remote pickup from Hillside, Ill. is made for NBC-TV's *Wide Wide World*. Hydraulic mechanisms raise towers with microwave dishes 75 ft. in 5 minutes.

Reports of interference caused by switch from Ch. 9 to Ch. 6 by CBLT, Toronto (Vol. 12:35) are exaggerated, according to CBC which issued statement this week declaring that only "a relatively small number" of interference complaints have been received.

Network Accounts: Trend to more co-sponsorships or alternate sponsorships of night-time half-hour shows on the networks apparently has halted, reports Sept. 3 *Sponsor Magazine*, which counts up only 33 of them booked for the new season—16 on CBS, 11 on NBC, 6 on ABC. Handy alphabetical lineup of all sponsored network TV shows and their average weekly costs, including talent, production and agency commissions but excluding time charges, is published by *Sponsor*. Tabulated are 115 night-time shows costing \$230,000,000; 37 daytime shows, \$45,000,000; 9 spectaculars thus far booked, \$20,750,000; major sports events, \$8,000,000—for grand total outlay of \$303,750,000 for programming alone. Highest priced show is *Producers' Showcase* on NBC, \$320,000 weekly; lowest priced, *Uncle Johnny Coons*, NBC, \$2350; average one-hour drama, \$57,500; average half-hour drama, \$33,000; average half-hour situation comedy, \$36,000; average weekly half-hour quiz show, \$28,000; average weekly daytime serial, \$11,500. Eleven quiz shows are booked, and they'll give away aggregate of \$8,050,000 during the season . . . Lanolin Plus to be full sponsor of *Break the Bank* on NBC-TV starting Oct. 9, Tues. 10:30-11 p.m., thru Earle Ludgin & Co., Chicago; Benrus had previously dropped out as alt. sponsor . . . Alberto Culver of Hollywood (VO-5 hair dressing) buys alt. Tue. for 13 weeks of *It Could Happen to You* on NBC-TV starting Oct. 9, Mon.-thru-Fri. 4:45-5 p.m., thru Geoffrey Wade Adv., Chicago. . . Colgate-Palmolive buys Fri. segment of *Douglas Edwards and the News* on CBS-TV starting Sept. 14, Mon.-thru-Fri. 7:15-7:30 p.m., thru Ted Bates & Co., N. Y.; Whitehall Pharmacal switches from Fri. to Thu. sponsorship . . . Planters Nut & Chocolate Co. to sponsor every 4th *Eddie Fisher Show* on NBC-TV starting Oct. 5, Wed. & Fri. 7:30-7:45 p.m., thru Lynn-Fieldhouse Adv., Wilkes-Barre, Pa.; Coca-Cola remains as sponsor of other 3 shows.

Advertising agencies aren't big business by standards applied to industrial corporations, says Daniel Seligman in his first article on "The Amazing Advertising Business" in Sept. *Fortune Magazine* (Vol. 12:35). There are in the U. S. today some 3300 of them, employing about 45,000 people. Biggest is J. Walter Thompson with payroll in excess of 4300, billings of \$220,000,000 in 1955, gross income about \$33,000,000, profit about \$3,300,000. Its share-of-market (national advertising expenditures) is only about 4%. The Big 4—Thompson, Young & Rubicam, McCann-Erickson, BBDO—in fact have just 14% of the market, says article, and top 25 have only about 36%. McCann-Erickson, it's noted, is biggest so far as TV is concerned—with billings of around \$90,000,000 annually.

Katz Agency Inc., well known as a leader in TV-radio station rep field, also is a leader among newspaper reps—and that phase of its business is subject of illustrated story in Sept. 2 *New York Times* which relates how Emmanuel Katz, who had been gen. mgr. of *San Francisco Examiner* and asst. gen mgr. of *San Francisco Chronicle* came east in 1888 to persuade eastern advertising agencies to place ad copy in western newspapers. In 1900, he opened a branch in Chicago, headed by son George R. Katz, 1897 Harvard graduate. Latter, at 83, is still chairman of the firm, and his son Eugene is president.

Rate increases: KSTP-TV, St. Paul, has raised base hour from \$1450 to \$1550. WFBM-TV, Indianapolis, Sept. 1 raised base hour from \$960 to \$1200, min. \$180 to \$225. WJIM-TV, Lansing, Mich. Oct. 1 raises base hour from \$800 to \$1000, min. \$150 to \$200. Spot increases: WAVE-TV, Louisville, Oct. 1 raises base min. from \$215 to \$230. KFSD-TV, San Diego, has raised base min. from \$170 to \$190. Rate decrease: WAIM-TV, Anderson, S. C., cuts base hour from \$200 to \$150, min. \$45 to \$30.

ADVERTISING AGENCIES: George H. Frey, NBC v.p. in charge of TV network sales, who has been with NBC since it was founded 30 years ago, is resigning to become a v.p. of Sullivan, Stauffer, Colwell & Bayles . . . David E. Fulmer named program director and head of Hollywood TV staff of Guild, Bascom & Bonfigli Inc. . . . Lee P. Strahorn transferred by Young & Rubicam from N. Y. to Hollywood as TV-radio supervisor; C. D. Sargent promoted to director of TV commercials, Hollywood; Robert L. Erpenbeck, ex-N. W. Ayer, named art director for TV commercials . . . Ransom P. Dunnell, ex-D'Arcy Adv. and Cunningham & Walsh, joins H. B. Humphrey, Alley & Richards as TV-radio director . . . Don Underwood named exec. v.p., Bozell & Jacobs, N. Y., in charge of electric companies public information program, Max Barnes succeeding him as Washington office mgr. . . . Vernon Baim, ex-Grant Adv., joins Kenyon & Eckhardt, N. Y. as TV art director.

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Narrow Narrow World: NBC-TV says it will take advantage of favorable sunspots to attempt live pickup from London on opening show of *Wide Wide World* Sept. 16, Sun. 4-5:30 p.m. Explained exec. producer Barry Wood: "There is a high point in sunspot activity every 11 years which produces unusual radioactivity. We have reached that period and *Wide Wide World* will try to take advantage of the phenomenon to make the program live up to its name in every respect. We have established a special receiving point at Riverhead, L. I., and will try to establish contact with London to get a BBC picture. If we do not get the London picture on the first program, we will continue to try on succeeding *Wide Wide World* telecasts."

It's standard operating procedure now: This week, Michael Prendergast, chairman of N. Y. State Democratic Committee, announced appointment of Peck Adv. (Sylvan Taplinger, account executive) to help run its Senatorial campaign, allotting about \$200,000 for newspaper, TV, radio, direct mail & special promotions. This week, too, Republican National Committee's farm div. appointed Bozell & Jacobs as public relations counsel.

American Legion Auxiliary, at Los Angeles convention this week, bestowed annual Golden Mike awards on *Life Is Worth Living* (ABC-TV) as best religious telecast; *Perry Como Show* (NBC-TV), best musical telecast; *Disneyland* (ABC-TV), best youth show. Radio winners: Dr. Norman Vincent Peale, religion (NBC); *Voice of Firestone* (ABC), musical; *Lone Ranger* (NBC), youth.

ABC network officials and managers of its 9 owned-&-operated TV & radio stations hold semi-annual planning & operations meeting Sept. 10-11 at St. Regis Hotel, N. Y.

CANADIAN SETS-IN-USE now total 2,100,000, according to estimate of F. W. Radcliffe, gen. mgr. of RETMA of Canada, making that country third—to U. S. & Britain—in number of TV sets throughout world. Last report of Bureau of Broadcast Measurement, Toronto, based on survey last Feb., showed 1,962,600 TV households in the Dominion at that time, or 49% of estimated total of 4,007,900 homes. The BBM breakdown by Provinces follows:

| Province | Population | Estimated Households | Estimated TV Households | |
|----------------------|-------------------|----------------------|-------------------------|------------------|
| | | | % | No. |
| Newfoundland | 420,200 | 84,000 | 14 | 11,700 |
| Prince Edward Island | 110,100 | 24,500 | 8 | 1,900 |
| Nova Scotia | 689,900 | 170,000 | 38 | 64,000 |
| New Brunswick | 564,000 | 130,600 | 31 | 40,600 |
| Quebec | 4,597,400 | 1,042,100 | 58 | 607,600 |
| Ontario | 5,263,100 | 1,380,700 | 62 | 851,500 |
| Manitoba | 864,600 | 238,300 | 34 | 81,300 |
| Saskatchewan | 897,300 | 243,300 | 18 | 44,000 |
| Alberta | 1,082,100 | 297,600 | 29 | 85,700 |
| British Columbia | 1,328,200 | 396,800 | 44 | 174,300 |
| TOTAL CANADA | 15,816,900 | 4,007,900 | 49 | 1,962,600 |

FAR-REACHING ramifications to competitive TV hearings may develop from Court of Appeals decision this week in much-litigated case of WSPA-TV, Spartanburg, S. C. (Ch. 7). Delivering sharp rebuke to FCC, court held that FCC must give weight, in specific cases, to evidence on coverage as computed by propagation curves in its rules. Up to now, Commission has regarded curves as general guide rather than tool for calculating actual service in specific areas.

Court sent case back to Commission with orders to consider fact that WSPA-TV would give less coverage to Spartanburg area from Paris Mt. site than from its originally proposed Hogback Mt. site. Court concluded:

"For the Commission to deprive appellants of the propagation curves as a tool to measure coverage, while approving its own use of the curves as 'an attempt to make a rough judgment as to future economic loss,' is arbitrary and capricious." Decision has legal and engineering fraternity wondering whether Commission may be forced to permit splitting of engineering hairs in TV—something it has avoided since end of freeze and issuance of new rules in 1952.

Second phase of decision was scathing blast at principals of WSPA-TV. First applying for Hogback Mt. site, they later sought Paris Mt. site. Looking over evidence, court stated: "[WSPA-TV's] misrepresentation was calculated, deliberate and not insignificant. . . ." But court went on to say it's up to Commission to determine whether this "misrepresentation so far deprives [WSPA-TV] of reliability as to disqualify it as a licensee." Court also conceded that even if site move does take some service away from Spartanburg area, Commission still has authority to decide whether other factors outweigh the fact that there's "axiomatic" injury to public in "such a curtailment

of service" resulting from the change of transmitter site.

WSPA-TV's antagonists, who've been fighting for some 2½ years, are uhfs WAIM-TV, Anderson, S. C. (Ch. 40) and WGVL, Greenville (Ch. 23), latter now off air. Unanimous decision was rendered by Judges Edgerton, Bazelon & Fahy—written by Bazelon, who is probably Commission's most severe critic on the bench.

Commission uncorked 3 CPs this week—a vhf educational and 2 uhfs. In addition, it granted its first translators, having relaxed technical rules somewhat last week.

CPs were awarded to: Ch. 8 (educational), Atlanta, to U of Georgia; Ch. 21, Roanoke, Ind. (channel allocated to Ft. Wayne), to Sarkes Tarzian, operator of WTTV, Bloomington, Ind. (Ch. 4) and applicant for Ch. 13, Bowling Green, Ky.; Ch. 16, Coos Bay, Ore., to radio KOOS.

First translator CPs: Ch. 70, Hawthorne, Nev., to Mt. Grant TV Booster Service Corp., rebroadcasting KRON-TV, San Francisco; Ch. 70 & 73, Bishop, Cal., to James R. Oliver, who will relay signals of KNXT & KRCA, Los Angeles. Hawthorne grantee took to air immediately, with Adler Communications Labs transmitter, and pres. Ben Adler reports that performance "surpassed expectations"; that grantee immediately ordered another. Adler reports he has built 100 such transmitters, has another batch of 100 under way—still priced at \$2750.

Repercussions of deintermixture "freeze" are being felt by others besides vhf grantees in affected areas. This week, Commission informed WHBF-TV, Rock Island, Ill. (Ch. 4) that its application for modification would be held in cold storage pending decision on Peoria deintermixture. WHBF-TV seeks to move 15 mi. nearer Peoria, increase ERP from 50 to 70 kw, raise antenna from 380 to 1000 ft. FCC said move would put Grade B signal into Peoria.

Commission also notified 3 applicants for Elmira's Ch. 9 they'll have to mark time until it's finally determined whether channel will be deleted, as proposed. Comr. Doerfer dissented from both actions.

PIONEER UHF WHUM-TV, Reading, Pa. (Ch. 61), 10th uhf to get on air (Feb. 22, 1953), went dark this week, making 62 uhf stations that have dropped out. There were no new starters this week, so on-air box score is now 486 (95 uhf). Reading's other station WEEU-TV (Ch. 33) left air June 1955 (Vol. 11:27). WHUM-TV wrote FCC this week that it could no longer withstand competition from 5 vhf signals penetrating area, decided to suspend indefinitely when lightning damaged antenna Sept. 4. Earlier this year, it reorganized in effort to overcome financial troubles, Robert C. Magee returning from Florida to take over as gen. mgr. from founder Humboldt J. Greig. Station told Commission it will keep CP but sell equipment to meet obligations.

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

WRAL-TV, Raleigh, N. C. (Ch. 5) expects to start Dec. 1, reports Washington attorney Frank U. Fletcher, whose father A. J. Fletcher is pres. & 90.27% stockholder. It will be 3rd outlet in area, which has been getting service from WNAO-TV, Raleigh (Ch. 28) and WTVD, Durham (Ch. 11), and it has signed NBC affiliation. Foundation is ready for 1000-ft. Stainless tower. Transmitter house is nearly ready, but contract for transmitter & antenna hasn't been signed yet. Fred Fletcher, holding 5.41%, will be v.p.-gen. mgr.; Ted Cramer, ex-KTVX, Muskogee-Tulsa, operations mgr.; David Witherspoon, from WRAL, promotion & publicity director; Virgil Duncan, also WRAL, chief engineer. Base hour not reported. Rep will be H-R Television.

KDIX-TV, Dickinson, N. D. (Ch. 2) has 5-kw DuMont transmitter on hand, expects to begin Oct. 1 as CBS Extended Market Plan affiliate following Sept. 20 test pat-

terns, reports gen. mgr. Orville F. Burda, 7.6% owner. Studio-transmitter building is nearly ready and 6-bay RCA antenna was scheduled for installation Sept. 5 on 520-ft. Andrews tower. Local businessmen owners include mayor Frank P. Whitney. TV personnel coming from radio KDIX are Eugene A. Spear, sales mgr.; Lauren Haacke, program director; Benjamin G. Lockerd, chief engineer. Base hour will be \$150. Rep will be Hal Holman.

KICA-TV, Clovis, N. M. (Ch. 12) began construction of studio-transmitter building Aug. 1 but hasn't set target, reports ½ owner & gen. mgr. Garfield C. Packard, ex-Raymer. It has ordered 5-kw GE transmitter, will use 200-ft. guyed Stainless tower. Rates not set. Rep not chosen.

WMVS, Milwaukee (Ch. 10, educational), hasn't set target yet, reports Wm. F. Rasche, director & principal of Milwaukee Vocational & Adult Schools, but he says plans are firming up. Grantee has accepted offer of WITI-TV (Ch. 6) to permit side-mounting of WMVS antenna at 700-750-ft. level of WITI-TV's 1046-ft. tower. Plans are to start transmitter building at site within 30-40 days. School has operated closed-circuit TV studios for 2 years, producing some 170 films & kines, many of which have been telecast by Wisconsin commercial stations.

Equipment shipments reported this week: By DuMont—5-kw transmitter Aug. 28 to upcoming WAGM-TV, Presque Isle, Me. (Ch. 8), due in mid-Sept. By RCA—25-kw amplifier Aug. 29 to WKBT, La Crosse, Wis. (Ch. 8), planning boost to 251-kw; 50-kw amplifier Aug. 30 to KLTW, Tyler, Tex. (Ch. 7), planning boost to 316-kw; custom-built 5-section superturnstile antenna Aug. 10 to WDAF-TV, Kansas City (Ch. 4).

Color Trends & Briefs: More than 500 hotel color set installations have been made by Wells TV Inc., 52 Vanderbilt Ave., N. Y., major entity in hotel TV field. Exec. v.p. Arnold Wells reports RCA sets have been installed or are being installed as follows: 50 in Governor Clinton, New York; all suites of Onondaga, Syracuse; 25 in Leamington, Minneapolis; 25 in Olds, Lansing; 25 in Biscayne Terrace, Miami; 25 in Washington, Indianapolis; 25 in North Park, Chicago.

Noting that most hotels lease sets, Wells says: "A company such as ours can handle the obsolescence problem, which is more serious today than ever before because color TV is so close. We find that all the hotels with which we do business want to be protected in their lease against the advent of color and we provide a method to change over from black-&-white to color.

"The hotels are also worried about picture-on-the-wall TV. In one of your recent editions it was stated that TV receivers in 1958 will be even more shallow which points to the trend. Hotels feel that they must have the latest equipment in order to be more competitive and a TV lease affords the opportunity to have the most modern sets in their rooms at all times. We, in turn, take the older sets and put them into smaller hotels at cheaper rates."

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Quiescent on color most of summer, CBS gets back in the picture in Oct., scheduling 13½ hours: *Red Skelton Show*, 9:30-10 p.m., Oct. 2, 9, 16 & 23; *Arthur Godfrey & His Friends*, 8-9 p.m., Oct. 3, 10, 17, 24 & 31; *Ford Star Jubilee*, 9:30-11 p.m., Oct. 6; *Climax*, 8:30-9:30 p.m., Oct. 11 & 25; *Bob Crosby Show*, 3:30-4 p.m., Oct. 12, 19 & 26; *Heckle & Jeckle*, 1-1:30 p.m., Oct. 14, 21, & 28.

Local color: KTVT, Salt Lake City (Ch. 4) has installed equipment for producing 56 color combinations from monochrome slides, will use color in all program promotion slides. DuMont reports order for Multiscanner film-&-slide color conversion equipment from WVET-TV, Rochester (Ch. 10).

Enlightened self-interest, as revealed in ad in Aug. 28 *New York Times* over signature of Orlando (Fla.) *Sentinel-Star*—"Martin Andersen, Editor & Sole Owner & Ad Writer": "Who's Afraid of TV? When TV came into our Town a couple years ago, like most publishers we shuddered in our boots. We expected to lose \$100,000 in national business. Instead of that, we added a few extra editions for our fine country readers and sparked up our sheet generally and we have gained several hundred thousand dollars a year in both local, national advertising and circulation since TV came to town. Maybe we ought to get a second TV station . . . We've sure done better with one than we ever did with none. Incidentally, our papers editorially broke up a log jam to get TV started. Two factions were fighting to get it and we turned the heat on, forced the weaker side to quit. No. We don't own TV. All we own is the *Sentinel-Star*, which has four times the combined circulation of Miami, Tampa, Jacksonville papers in our 5 county area."

Salute to Hollywood on NBC-TV's *Wide Wide World* Sept. 30 will bring to screen George Sidney, the director, rehearsing Kim Novak in new movie show; Mervyn LeRoy, director, host to gathering of stars in his home; Roy Rogers and his wife, Dale Evans, from their Chatsworth ranch, where movies are made; Joseph Cotten, Ernest Borgnine, Sheree North, Dan Dailey. Dore Schary, MGM v.p., will serve as spokesman for the industry, and Mary Pickford and Leon Ames will report on work of motion picture relief fund when cameras switch to the Motion Picture Country Home for the Aged and Ailing.

Network Color Schedules (September 9-22, 1956)

Sept. 9—NBC: *Film*, "The Magic Box," 8-9 p.m.
 Sept. 10—NBC: *Matinee Theatre*, 3-4 p.m.
 Sept. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Kaiser Aluminum Hour*, 9:30-10:30 p.m.
 Sept. 12—NBC: *Matinee Theatre*, 3-4 p.m.
 Sept. 13—NBC: *Matinee Theatre*, 3-4 p.m.
 Sept. 14—NBC: *Matinee Theatre*, 3-4 p.m.
 Sept. 15—NBC: *Perry Como Show*, 8-9 p.m.
 Sept. 16—CBS: *Lamp Unto My Feet*, 10-10:30 a.m.
 Sept. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, 8-9:30 p.m.
 Sept. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Big Surprise*, 8-8:30 p.m.; *Noah's Ark*, 8:30-9 p.m.
 Sept. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
 Sept. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
 Sept. 21—NBC: *Matinee Theatre*, 3-4 p.m.
 Sept. 22—NBC: *Fashion Show*, 1-2 p.m.; *Perry Como Show*, 8-9 p.m.

Growing pains in color development seem to be cropping up in Britain just as they did in U. S. This week, reports from London state that commercial program contractor Associated TV Ltd. is conducting experiments with "subjective color" on black-&-white sets—an "optical illusion" produced by "secret process" involving transmission of black-&-white film with "flutter" in it. U. S. went through big rash of such developments several years ago, during height of color controversy. None ever amounted to anything.

As color sales & service aid, Sylvania is offering 10-min. film "Make Way for Color" to all its electronic products district sales offices, for showings to distributors and dealers.

Color seminar for ad agencies conducted recently by WBTV, Charlotte (Ch. 3) drew attendance of 53 from the Carolinas.

RCA's color TV window display contest Sept. 19-29 offers dealers cash prizes up to \$1500 for most attractive and "representative" displays of its color sets.

Tiny TV receivers—even as small as pocket sets—are predicted by veteran electronic predictor editor Hugo Gernsback in Aug. *Radio-Electronics*. In the portable battery-operated TV line, here's what he foresees for the future: (1) Transistorized cigar-box TV, weighing 5 lb. and with collapsible plastic or fabric screen giving 7 or 8-in. wide picture. (2) Smaller set with 3-in. picture tube, accompanied by magnifying spectacles for viewing purposes. (3) "Personalized" TV set with 2 miniature picture tubes, each with ½-in. screen "attached to an eyeglass frame which brings the tiny picture less than one inch from your eyeballs." (4) "TV pocket set," weighing a little over 1 lb., measuring 6x3½-in., throwing reflected image on 3½x2½-in. screen in back of set.

Quoteworthy quotes: "Human nature poses a real challenge for the religious or educational broadcaster because many people today would rather be entertained than taught or inspired. And TV and radio are constantly striving to develop new ways to heighten entertainment values. In order to capture and hold the attention of an audience of respectable size—in fact, even to avoid having a disastrous effect on the audience levels of programs that follow—a religious or educational program must utilize a high degree of showmanship without, of course, compromising the integrity of its message. Bishop Fulton Sheen's broadcasts are just one excellent proof that this can be done successfully."—Donald H. McGannon, pres. of Westinghouse Bestg. Co., to Catholic Broadcasters Assn.

FACTORY SERVICE PLANS KICK UP A RUCKUS: A cause celebre of major proportions appears to be building as consequence of GE's expressed intentions to start a factory servicing program (Vol. 12:34) and Philco's avowed effort to expand its servicing operations to 16 branches by year's end (Vol.12:35). Factory servicing programs already announced, and the prospect of more to come, have aroused intense hostility among the servicing fraternity -- especially the dealers who, as in the auto field, count on servicing as a bread-&-butter business the year round.

"I've never seen the dealers so distressed by any single event," said NARDA managing director A. W. Bernsohn. "The service dealer and the non-service dealer are both up in arms. I've received more than 40 letters of protest since GE's announcement 2 weeks ago. And some of the letters are coming from small-market areas where they know a factory service branch won't be set up.

"They are threatening to boycott manufacturers who have factory servicing by refusing to buy their tubes and components. They contend that factory servicing not only means loss of servicing business to them but also loss of TV set business. They reason, and with a fair measure of truth, that by setting up a factory servicing branch, the manufacturer tells the consumer, in effect: 'There's no need for you to buy a TV set from a dealer who has his own servicing; we'll provide the service.'

"The factories have caused much of the hostility, in my opinion," Bernsohn continued, "by not informing the parts jobbers and the dealers of the details -- where and when the branches will be set up."

Considering that there are 75,000 TV-radio technicians who make more than 500,000 service calls daily and represent a business of \$1.5 billion per year (the figures are from J. A. Milling, pres. of Howard W. Sams & Co. and a onetime v.p. of RCA Service Co.) the influence of the serviceman on set-&-parts sales, brand prestige, etc. is manifestly very great.

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Wm. L. Parkinson, planning & study mgr., GE appliance & TV receiver div., who formally disclosed GE's servicing plans at meeting of Texas Electronics Assn. in Houston 2 weeks ago, admitted that reaction of some independent service organizations has been "quite embittered -- but we expected that." He also admitted reports that GE tubes and components are "being boycotted in several markets."

GE hopes to start factory servicing by Oct. 15 or Nov. 1 in 3 test cities -- Toledo, Ft. Wayne, Columbus. "Ideally," said Parkinson, "we would then like to wait about 6 months before entering any other markets. However, I don't believe we will be able to wait. We're getting cross-pressures right now. Independent servicemen are trying to get us to hold off, but our own independent distributors are urging us to move quickly in their markets. We'll just play it by ear for the moment."

GE will franchise some independent servicemen as factory branches, Parkinson disclosed. "I did not mention that in my Texas speech, so it hasn't been reported," he said, "but just because we're setting up factory service branches in some markets doesn't mean we're sending out a crew from our factory. Where we can find a strong independent, we'll franchise him as our branch. The branches will be known as: General Electric Co. -- Appliance & TV Receiver Service.

"Let me explain our philosophy on this program. We don't want to replace any independent serviceman or take any business away from him. We're out to lend stability to the service business, to cut down on the complaints we're getting about servicing -- and, believe me, they are enormous. Frankly, we have a great deal of respect for the competence of the average serviceman -- but we also must face the fact that a very high percentage of them are unqualified. They, and only they, figure to be hurt by our program."

Philco has been moving into servicing quietly and without fanfare, and its thinking was set forth quite candidly in this column last week by v.p. Henry Paiste (Vol. 12:35). It isn't disclosing yet where it will open next, but subsidiary Philco Service Co. has servicing setups in New York, Chicago, Philadelphia, Detroit, Newark & Silver Spring, Md. Latter is a suburb of Washington; it's the latest setup to get under way, and its local advertisements this week were tipoff to its purpose of providing "direct factory service" on TVs, air conditioners, refrigerators, ranges, freezers, phonographs, radios -- all obtainable through one phone number. "Genuine Philco parts, all work guaranteed, standard service rates" -- and even "expert auto drive-in service, all makes" -- are offered in the Washington ads.

Westinghouse is known to be considering factory service, and subject is sure to be discussed at monthly meeting of key consumer products executives in Columbus Sept. 11. Admiral operates servicing depts. only at its 17 factory distributing branches, and says it has no plans for service-only branches. Nor does Motorola, which presently operates only 4 distributing-servicing branches; it's recalled that Motorola's theme at its June convention was "Independence with Independents."

RCA Service Co. started it all some 10 years ago, of course, by offering service policies with its TV sets when there were very few TV technicians and TV was a novel instrument. Though it was assailed by competitors, including GE and Philco, fact is the servicing system worked, paid off, even led to repeat customers for RCA receivers and parts. Its intention of widening the servicing structure to embrace all RCA-brand appliances is believed to have impelled others to move in the same direction -- despite their previous avowals of loyalty to the local serviceman.

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TV Market Upswing: TV-radio and some appliance merchandisers are back in a buoyant mood again. Retail sales are going well -- so well, in fact, that Sept. TV retail sales may actually come close to 978,838 record for 5-week month achieved in Sept. 1955. In preceding 3 years, it's interesting to note, Sept. was second highest retail month. Thence, through Jan., TV-radio business usually is very good.

In the back-to-school movement, portable TVs are beginning to share the surge of sales enjoyed seasonally by radios, especially clock radios. Sept. 23-29 is National TV Week, with lots of promotional steam being put behind it. Even World Series ads are beginning to break, always good for a push in sales. It appears that TV follows basic consumer buying trends and all the prophecies are for good business in the final 1956 quarter even in the face of prices that are edging upward.

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Production: TV output totaled 174,093 week ended Aug. 31, compared to 169,462 in preceding week and 185,114 in corresponding week of 1955. It was 35th week of year and brought production for 8 calendar months to about 4,531,000, compared to 5,008,894 in first 8 months of 1955. Radio production totaled 257,815 (62,340 auto) week ended Aug. 31, compared to 278,871 (71,716 auto) week ended Aug. 24 and 226,774 (71,147 auto) in corresponding week of 1955. Radio output in first 8 months totaled about 8,487,000 (2,774,000 auto) vs. 8,955,905 (4,541,858) in like 1955 period.

DISTRIBUTOR NOTES: Philco appoints Artophone Corp., 2100 Wyandotte, Kansas City, as distributor, replacing Inland Distributing Co.; Artophone also has offices in St. Louis and Evansville, and v.p.-gen. mgr. W. C. Wilson, from Evansville, has taken charge of Kansas City operation . . . Motorola appoints Handweg Distributing Co. Inc., 213 N. Willow Ave., Tampa (Howard C. Handweg, pres.) for Fla. west coast . . . Sentinel appoints Speed Queen-Atlantic, N. Y. City (Wm. Leck, pres.), replacing Sanford Electronics Corp. . . . Hoffman Electronics appoints Western Supply Co., Salt Lake City (G. Lamont Richards, pres.) and Midland Distributing Co., Milwaukee (A. E. Bramucci, pres.) . . . Hoffman Sales of Los Angeles appoints J. B. Chadwell as gen. mgr., replacing Jack Herbst, resigned; Hoffman Sales of Fresno names Richard Scott, from Long Beach branch, as gen. mgr. . . . Olympic Radio appoints Nash-Ringel, Albany; Appliances Inc., At-

lanta; Alabama Appliances Co., Birmingham . . . Trav-Ler Radio appoints Jerry Kaufman as sales director in charge of its 6 factory branches . . . Westinghouse Electric Supply Co., Chicago, names Carl Scarim, ex-Admiral, as merchandising supervisor . . . American Wholesalers Inc., Washington (Motorola) reports resignation of C. D. Kendall as TV-radio mgr., his duties assumed by gen. mgr. A. Bennett . . . GE Appliance Co. branch in Fresno, which recently acquired Valley Electrical Supply Co., names Robert P. Swanson, for last 3 years sales mgr. in Indianapolis, as gen. mgr. . . . Dallman Co., San Francisco (Philco) appoints Martha Apple as adv. mgr. . . . Admiral Omaha distributor, Onthank-Harrison Co., reports resignation of R. J. Harrison as v.p.-gen. mgr.

Westinghouse white goods convention has been scheduled for week of Sept. 24 in Columbus, O. plant, for introduction of new lines of refrigerators and ranges.

Topics & Trends of TV Trade: "What's with Philco?" is question oft asked throughout the trade, particularly in view of recent top-level executive changes, to say nothing of distributor switches in such key cities as Washington, Baltimore, Kansas City. Last week's Defense Dept. disclosure that Philco ranked 26th (\$97,600,000) in 1955 defense contracts (Vol. 12:35) would not seem to betoken any appreciable slippage on that score. And while Philco isn't in the advertising forefront, as it was until it dropped the long-standing *Philco Playhouse*, it certainly put a good foot forward for its consumer products with its sponsorship of the recent political conventions on ABC-TV.

Philco's 1955 sales went up to \$373,359,297 from \$349,278,998 in strikebound 1954, with net earnings of \$8,423,329 (\$2.37 per share) as against \$6,768,965 (\$1.69) in 1954. For first 6 months of 1956, sales dropped to \$166,862,000 and profit to \$831,000 (17¢) from \$178,041,000 & \$3,575,000 (90¢) in same 1955 period. And third-quarter 1955 results will not be as good "as we'd like to see them, but we won't lose money," according to interview with pres. James M. Skinner Jr. in Sept. 6 *Wall Street Journal*. For this year as a whole, he said earnings will be lower than 1955—but he insisted "we are moving in the right direction and our profit position is improving."

Reasons he gave for second-quarter loss of \$686,000 were (1) high costs involved in going into home laundry field, (2) adaptation of TV production lines to automation, (3) major losses on high-cost transistor plant. Latter losses, he said, are being stopped and mass production of transistors should represent modest profit over next 5 years or so. TV line got off to slower start than usual due to automation, but "our factories are just now getting up to high speed."

Portable TVs, Skinner said, will be profitable in the long run although present margins are slim. He thinks worst of their depressing effect on the TV price structure is now over. As for color TV, Philco's new leadership is as strongly at odds with RCA as the old; Philco has made and sold a few color sets but Skinner said it is frankly holding back on production because "we do not believe the public is yet ready to buy color in real volume and we feel demand will be somewhat slow and gradual."

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Dept. stores are revising pricing policies on TV-radio-appliances in effort to regain customers lost to discount houses in last few years, according to N. Y. *Journal of Commerce*, which reports dept. store owners now convinced they can't win a merchandising battle merely by criticizing discount houses. "They are, instead, probing into the weak spots of this form of competition, copying some of its strong points and correcting the shortcomings of dept. store operations, which many businessmen in the field now admit spurred on the rapid growth of discount houses."

Dept. stores are eliminating "frills," charges for extra services, etc. to bring operations more closely into line with discount house economies. "What dept. store executives feel more strongly than they have in a long time," says *Journal of Commerce*, "is that they cannot maintain prices above those of their competitors and expect to maintain or increase volume. They are moving rapidly toward competing with discount houses on a price basis and, on items where this is not profitable, many are tending to avoid carrying them rather than be undersold."

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Officers-directors of U. S. & Canadian RETMAs hold annual joint conferences at the Homestead, Hot Springs, Va., Sept. 27-28—preceded Sept. 25 by meetings of U. S. RETMA's finance and membership & scope committees, Sept. 26 by set and parts divisions' executive committees.

Trade Personals: P. B. (Pinky) Reed, v.p.-govt. serv-ices dept., RCA Service Co., which now has more than 3000 electronics technicians stationed around the world, left Sept. 4 on 5-week flying trip to inspect RCA personnel & operations at major defense commands in Hawaii, Japan, Formosa, Philippines & Thailand; he will then visit NATO and U. S. command headquarters in Paris for discussion of communications problems . . . Robert L. Borchardt promoted to mgr. of technical information center, Motorola communications & electronics div.; Frederick W. Alexander to adv. mgr., Robert E. Newlin to new post of product promotion supervisor . . . Herman B. Amster, ex-General Instrument Corp. chief industrial engineer, appointed industrial engineering mgr. for radio product line, IT&T's Federal Telephone & Radio . . . Samuel J. Spector elected chairman, Insuline Corp. of America, his son Myles S. Spector succeeding him as pres.; Bernard L. Cahn, asst. secy., continues as v.p. & sales director, Wm. J. Schoenberger as exec. v.p. in charge of engineering & mfg. . . . Harold E. Martin promoted to Sylvania product sales mgr. for metal parts, headquartering in York, Pa.; Clyde W. Foster joins Sylvania parts div. as sales rep in Chicago office . . . Leonard Kleifield, ex-Westinghouse & DuMont, named Sonora Chicago regional sales mgr. . . . Robert F. Scalise, ex-H. L. Link Agency & American Sterilizer, joins Sylvania parts div. as field sales rep, working out of Warren, Pa. headquarters . . . Edward A. Altschuler, American Electronics, named gen. chairman of Institute of Hi-Fi Manufacturers show in Los Angeles, Feb. 6-9 . . . Paul Civitts, Sylvania div. supervisor at Seneca Falls TV tube plant, announces these new sales service supervisor promotions: Dean C. Miday, private brand sales; Robert W. Plunkett, equipment sales service; Edward T. Westgren, renewal picture tube sales . . . Rear Adm. Thomas P. Wynkoop elected RCA v.p. for commercial marine distribution; he's been pres. since 1949 of Radiomarine Corp., RCA subsidiary recently merged into parent corporation.



Whirlpool-Seeger budgets \$20,000,000 for all-media ad campaign in calendar 1957, thru Kenyon & Eckhardt, Chicago, and Netedu Adv., St. Joseph, Mich. Besides this, during rest of 1956, it will plug laundry equipment on following shows: *Producers' Showcase*, starting Sept. 17, every 4th Mon.; *Perry Como Show*, Sept. 22, alt. Sat.; *Saturday Night Spectacular*, Sept. 29, every 4th Sat.; *Matinee Theatre*, Oct. 17, regular partic. Commercials will feature *Kukla, Fran & Ollie*.

Excise tax collections on TV-radio-phonos-components totaled \$161,098,000 in fiscal year ended June 30, compared to \$136,849,000 in preceding fiscal year, reports Internal Revenue Service. Collections in quarter ended June 30 totaled \$31,396,000, as against \$34,170,000 in corresponding period of 1955.

Sarkes Tarzian's broadcast equipment div. reports order for complete TV studio packages from Fisk U, Nashville, and Toledo U, Toledo; also shipments of 100-slide automatic slide projectors to WBAL-TV, Baltimore; WKBN-TV, Youngstown; KCKT, Great Bend, Kan.; KDIX-TV, Dickinson, N. D.

Emerson will spend \$8,000,000 in biggest ad campaign in its history starting in fall to promote TVs, radios, phonos & air conditioners, thru Grey Adv. (Ted Kaufman and Armand Rivchun, account executives).

Sylvania increases price by \$10 on three 21-in. table models (\$180 to \$190, \$200 to \$210, \$240 to \$250) and on 21-in. console (\$270 to \$280)—leaving 14-in. portables unchanged at \$120 & \$130.

Electronica Venezolana, located on outskirts of Caracas, has begun making TV tubes at rate of 100 per day, reports Pan American Union.

Financial & Trade Notes: Officer-&-director stock transactions reported by SEC for July: Avco—Harry Oederkerk sold 16,000 shares, holds 21,370. CBS—Clarence Hopper bought 100, holds 100; C. F. Stromeyer bought 2500 "B," holds 3570 personally, 5788 jointly. Columbia Pictures—Jack Cohn sold 3400, holds 61,856 personally, 1669 in trust, 61,174 as voting trustee. DuMont Labs—Allen B. DuMont bought 500 in Jan., sold 1000 in June, holds 37,601; Armand G. Erpf bought 500, holds 2500. Emerson Radio—Louis G. Pacent Jr. bought 600, holds 1000. General Electric—W. R. G. Baker bought 2136, holds 9569; Fred J. Borch bought 345, holds 1343; Ralph J. Cordiner bought 4500, holds 14,625; Henry V. Erben exercised option to buy 3225, sold 1225, holds 13,565; Cramer W. LaPierre bought 1695, holds 2238; Clarence H. Linder bought 2070, holds 6780; Wm. A. Mann sold 100, holds 440; W. V. O'Brien exercised option to buy 1800, holds 4610; Philip D. Reed bought 3300, holds 8100; Chauncey Guy Suits bought 2070, holds 2090; Clarence C. Walker bought 1125, holds 3558. Oak Mfg. Co.—Peter B. Atwood bought 200, holds 700. Paramount Pictures—Y. Frank Freeman bought 200, holds 3300. Philco—James T. Buckley sold 1200, holds 8351; James H. Carmine acquired 7211 from profit-sharing plan, holds 20,949. RCA—Charles B. Jolliffe bought 150, holds 863, sold \$4600 in 3½% convertible sub-debentures, holds none; Meade Brunet sold \$3800 in 3½% convertible sub-debentures, holds none. Warner Bros.—Albert Warner sold 151,000, holds 15,000, sold 26,000 in trust, holds 6700 in trust; Jack L. Warner bought 500,000, sold 600,000, holds 198,999 personally, 13,400 in trust. Westinghouse—John M. Schiff bought 500, holds 12,500.

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IT&T total sales & revenues may reach \$540,000,000 in 1956 (vs. \$502,760,051 in 1955), with all foreign divisions in black for first time in recent history, according to cover article in Sept. 1 *Forbes Magazine*. After long 1933-1951 dividend drought, IT&T is now paying at annual rate of \$1.80 per share, while a prime goal of new pres. Maj. Gen. Edmond H. Leavey, USA ret., is to bolster earnings of U. S. divisions which now account for only 35% of total. Since sale of subsidiary Capehart (at loss of about \$1,000,000, *Forbes* says), IT&T has made no consumer products. Noting IT&T's concentration on foreign telephone, communications & electronics systems, *Forbes* says, U. S. excluded, IT&T is "in effect the Bell Telephone and RCA of the western world."

National Union Electric Corp., which pulled out of tube manufacture in 1954 when it sold Hatboro, Pa. plant to Sylvania (Vol. 10:45, 48, 49), reports net loss of \$100,-121 on sales of \$444,933 in 28 weeks to July 15 compared to loss of \$167,224 on sales of \$650,072 in corresponding 1955 period. Firm is headed by radio industry pioneer C. Russell Feldmann.

Dividends: Admiral, 25¢ payable Sept. 29 to stockholders of record Sept. 15; Cornell-Dubilier, 30¢ Sept. 22 to holders Sept. 12; Corning Glass Works, 25¢ Sept. 28 to holders Sept. 17; Loew's Inc., 25¢ Sept. 30 to holders Sept. 17; Sangamo Electric, 37½¢ Oct. 1 to holders Sept. 14; RCA, 25¢ Oct. 22 to holders Sept. 21.

Wilfred L. Larson, Switchcraft Inc., elected pres. of newly-named Electronic Industry Show Corp., formerly known as Radio Parts & Electronic Equipment Shows Inc., which sponsors annual parts distributors show in Chicago. Jerome M. Kirshbaum, Precision Apparatus Co., named v.p.; Wm. J. Moreland, Conrac, secy.; J. A. Milling, Howard W. Sams & Co., treas.

Walter Stanton, pres. of Pickering & Co., named secy. of Institute of High Fidelity Mfrs.; Charles F. Fenton, pres. of Fenton Co., designated treas.; they succeed Vinton Ulrich, resigned as secy.-treas.

ELECTRONICS PERSONALS: Harvey W. Lance, ex-head of microwave systems research at Naval Ordnance Lab, Corona, Cal., rejoins National Bureau of Standards as chief of Calibration Center now under construction at Boulder (Colo.) Labs, with immediate job of securing personnel & equipment and planning operations; Wilbur F. Snyder named asst. chief. Purpose of Center will be to measure and standardize all electrical & radio quantities . . . Najeeb E. Halaby, recently with Laurence Rockefeller, appointed v.p. in charge of company development, Servomechanisms Inc., Westbury, N. Y. . . . Charles D. Brown promoted to marketing mgr., GE light military electronics dept., succeeding Peter J. Schenk, now projects sections mgr., GE defense electronic div.'s new technical military planning operation in Cal. . . . V. G. Nielsen elected administration & finance v.p., Ramo-Wooldridge Corp.; Gen. Gordon P. Saville, USAF ret., elected military requirements v.p. . . . Wilbur F. McKeegan, GE district sales mgr. in charge of tube sales to Air Force, Dayton, O., promoted to mgr. of tubes sales to Navy, headquartering in Schenectady . . . Myron Bakst appointed asst. mgr. of Federal Electric's DEW line project . . . Nathan Schnoll, retiring as chairman of Industrial Instruments Inc., Cedar Grove, N. J., has sold his stock to group of employes headed by pres. Bernard Dreskin; Schnoll continues as pres. of Industrial Devices Inc. and Industrial Development Labs . . . D. B. Mundy promoted to director of electronics branch, Canadian Dept. of Defense Production, assuming electronics duties of W. H. Huck, Asst. Deputy Minister of Defense . . . Air Vice-Marshal John L. Plant, RCAF ret., appointed exec. v.p., Collins Radio Co. of Canada Ltd.

Malcolm P. Herrick promoted to asst. to John H. Voss, v.p. & gen. mgr. of Stromberg-Carlson telecommunications div. (formerly telephone), with responsibility for industrial products; Wm. A. Rockwood promoted to asst. gen. mgr.; Harry M. Bruckart named asst. to v.p., responsible for dial switching systems, succeeded as chief engineer by Robert E. Dobbin; W. Wallace Weedfall promoted to asst. to v.p., in charge of carrier, multiplex & microwave systems.

New RCA "air alert" radio automatically seeks and finds Civil Defense "Conelrad" frequencies (640 & 1240 kc), comes on automatically even when speaker is turned off. C. M. Lewis, RCA communications products dept. mgr., said receiver "was designed especially to provide users of mobile two-way radio systems with a completely automatic self-triggering warning device." Receiver measures 9½x13½x6-in., weighs 15-lbs., lists at \$115.

Tiny 13-oz. transmitter has been developed by Navy for transmissions from man-made satellite as it orbits 1500-mi. above earth's surface after launching sometime in 1957 or 1958. "Minitrack" transmitter employs Western Electric and Philco transistors, 1.2-volt Mallory mercury batteries, operates on 108 mc, has 10 milliwatt output.

Annual Fall Radio Meeting, sponsored by RETMA and IRE, is scheduled Oct. 15-17 at Syracuse's Hotel Syracuse—agenda including discussions on automation, semi-conductor applications, ultrasonic remote control for home TV sets, portable TV design, transistor feedback pre-amplifiers.

Automation, printed circuits and computers are among principal topics scheduled for AIEE-IRE fifth annual Industrial Electronics Symposium at Cleveland's Hotel Manger, Sept. 24-25.

Latest in RETMA lab manual series for TV-radio technicians, "Basic Electricity" by Paul B. Zbar & Sid Schildkraut of RETMA teaching staff, has been published by McGraw-Hill Book Co., N. Y. (84pp., \$1.75).

Radio Technical Commission for Aeronautics schedules fall meeting Oct. 22-23 at Marott Hotel and CAA Technical Development Center, Indianapolis.

NEW U. S. HOUSEHOLDS will be formed at average rate of 521,000 to 778,000 a year during next 5 years, with rate accelerating to 895,000 to 1,200,000 a year by 1970, if Census Bureau projections just released hold true. Rate could swell total households from 47,788,000 in 1955 to 61,584,000-67,378,000 by 1975—a 30-40% increase in 20 years.

Figures are not forecasts, Census warns, but simply extensions of household & marital changes which have taken place during post-war years. In current series, four different projections were made on different assumptions—which accounts for range in figures—but all assumed continued high employment, no wars or catastrophes.

Taking highest projection, households will total 51,838,000 by 1960, 56,145,000 by 1956, 61,378,000 by 1970. No separate projections were made on rise in farm and non-farm households, but Census said it seems likely farm households will continue to fall off while non-farm climb. Projections also showed average size of households would drop from 3.34 persons in 1955 to about 3.21 in 1975.

Complete report, titled *Projections of the Number of Households & Families, 1960-1975*, (Series P-20, No. 69) may be obtained for 10¢ from Census Bureau, Washington.

Colorado's "one-man FCC," Gov. Ed Johnson, has "granted" another unauthorized vhf booster—this one for Estes Park. Town is already served (with pickups of Denver stations) by Estes Park TV Co., community antenna system with 200 subscribers, in which some \$30,000 has been invested. Gov. Johnson, former Democratic chairman of Senate Interstate & Foreign Commerce Committee, named as member of his "official communications staff" Edward E. Schultz Jr., Estes Park businessman. Latest move makes total of 7 boosters so "authorized" by Gov. Johnson (Vol. 12:35).

Donald G. Fink, Philco research director, is winner of 1956 SMPTE award for "Color TV vs. Color Motion Pictures," published in June 1955 *Journal of the SMPTE*. Presentation will be Oct. 9 during SMPTE convention at Ambassador Hotel, Los Angeles. RCA's Otto H. Schade received honorable mention for "Image Analysis in Photographic & TV Systems" in Nov. 1955 issue.

Dr. Wesley T. Hanson Jr., head of color photography div., Eastman Kodak labs, chosen to be first recipient of SMPTE's Herbert T. Kalmus gold medal award for "outstanding contributions in the development of color films, processes, techniques or equipment useful in making color motion pictures for theatre or TV use."

KCCC-TV, Sacramento, Cal. (Ch. 40), founded exactly 3 years ago by Ashley L. Robison, nephew of the late radio commissioner Harold A. Lafount, in partnership with Harry McCart, is being sold to Lincoln Dellar, operator of local radio KXOA, for reported \$400,000; price is said to include assumption of liabilities. It was city's first station, now has 2 vhf competitors, will continue on ABC.

"TV's Most Surprising Success"—the story of USC Prof. Frank Baxter and how he has made lecturing on English literature and drama top-rung entertainment as well as educational programming, mainly on KNXT, Los Angeles—is featured in Sept. *Readers' Digest*, reprinted from Aug. *Television Age*.

The Japanese, leaders in telecasting and TV set ownership in Far East, will show Communist China its first working TV setup at exhibits in Peiping Oct. 2 and Shanghai Dec. 1. Russia had previously displayed equipment but never put on an actual telecast.

New industrial TV equipment offered by British Marconi at \$1400-\$1680 employs camera 5¼x4x11¾-in., 4½-lbs., 100 watts.

Radio station sales approved this week by FCC: KEAR, San Francisco, by S. A. Cisler to David Segal's Mid-America Bestg. Co. for \$442,500 (Vol. 12:25). KXXI, Monterey, by S. A. Cisler to Pacific Ventures Inc. (owners include Nevada businessmen, singer Morton Downey and Dollar shipping interests), for \$125,000 (Vol. 12:26). KWBU, Corpus Christi, by Texas Baptist General Convention to group headed by oilman Glenn Alexander, for \$200,000 (Vol. 12:31). WFPG, Atlantic City, by group headed by John J. Laux to Jerome Sill, ex-WMIL, Milwaukee, for \$150,000 (Vol. 12:32). WBAC, Cleveland, Tenn. by Robert W. Rounsaville to mgr. Thad F. Fitch and auto & real estate dealer Walter T. Kile, for \$137,500 (Vol. 12:34). KWG, Stockton, Cal. by James E. Longe & Lewis B. Saslaw to Douglas D. Kahle & Robert J. Ramsey, for \$85,000 (Vol. 12:31). Also reported this week was sale of part-time now-commercial WBBR, Brooklyn, by Watchtower Bible & Tract Society to H. Scott Killgore group for \$130,000; call letters are to be changed to WPOW by Killgore, whose Tele-Broadcasters Inc. also operates WPOP, Hartford; KUDL, Kansas City; WKXV, Knoxville; WKXL, Concord.

Efforts of Ted Granik & Wm. Cook to force sale to them of WESH-TV, Daytona Beach (Ch. 2) and radio WFMJ (Vol. 12:8, 14, 18) suffered blow this week when circuit court in Deland, Fla. ruled their Oct. 20, 1954 agreement with owner W. Wright Esch wasn't an enforceable contract. FCC has approved sale of WESH-TV to John H. Perry newspaper interests, of WMFJ to Harold Kaye & Emil J. Arnold. Granik & Cook protested sales, took case to Court of Appeals when Commission denied protests. Court then overruled FCC, said they're entitled to hearing, and Commission this week set case for oral argument Sept. 17.

Twenty RCA fellowships at \$3500 each and 33 scholarships at \$800 each go this fall to 53 outstanding students studying science, industrial relations, dramatic arts, music and medical electronics at more than 30 U. S. colleges & universities. Dr. C. B. Jolliffe, RCA v.p. & technical director, in announcing the bequests this week, said that for the first time in RCA's 12-year-old aid-to-education program an unrestricted gift of \$750 will also go to each non-tax-supported school maintaining one of the fellowships and \$500 to each school with one of scholarships.

Home picture-phone's debut "may be sooner than you think," says current Hughes Products ad for its Tonotron tube. Now used to transmit maps and other navigational pictures to ships & aircraft, Hughes claims Tonotron "will make possible 'face-to-face' telephone calls to and from your office or home." Bell Labs recently unveiled several experimental picture-phones employing vidicon tubes and Dage & GE have also developed equipment for transmitting TV pictures over telephone lines (Vol. 12:34).

Plans for 1957 NARTB convention, set for Conrad Hilton Hotel, Chicago, April 7-11, include concurrent TV & radio meetings to give broadcasters an extra half-day to discuss own media problems. Tentative agenda: April 8, FM session, labor relations clinic; April 9, Keynote Award presentation, concurrent sessions, banquet; April 10, FCC Roundtable, radio-only meeting; April 11, concurrent sessions, TV-only meeting.

Nuclear fallout forecast maps will be supplied to all TV stations by Weather Bureau during Civil Defense Week, Sept. 9-15, with request stations show them for 30 seconds during regular weather telecasts to impress public with possible danger from radiological fallout during atomic attack.

New TV transparency projector for black-&-white and color, Teloprojector Model 4B, is offered at \$1195 by Gray Research & Development Co., Manchester, Conn.

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SUMMARY-INDEX OF THE WEEK'S NEWS — September 15, 1956

JUSTICE DEPT. TV ANTI-TRUST probe's unlimited scope revealed in chief trust-buster's strong statement; Dept. urges tighter multiple ownership limits (pp. 1 & 5).

CHANGE IN VIEWING PATTERNS seen possible in big flow of top-notch non-network feature films; first ratings indicate wide public acceptance of TV movies (p. 3).

MAGNUSON PRODS FCC on allocations, urges more de-intermixture. Industry gears for Sept. 20 FCC parley. RCA interference-reduction technique (p. 4).

2 STATIONS QUIT TV CODE membership as result of NARTB's crackdown on violations. FTC plans special TV-radio "watchdog" office on fraudulent ads (p. 6).

SHORTAGE OF STATIONS called basic problem by TV film producers before Celler subcommittee, softening their earlier charges against networks (p. 6).

POLITICAL TIME PURCHASES may pass \$6,000,000 this year—\$2,000,000 in network TV buys, remainder local TV-radio, Senate investigators are told (p. 8).

NO COLOR PRICE CUTS in sight, RCA warns, giving no assurance against price hikes. Set makers urged to clarify factory service positions (p. 11).

RCA-NBC COLOR PROMOTION given additional boost in 120-city closed-circuit show stressing heavy program schedule and set prices (p. 14).

ELMIRA HAS 2 UHF's, as partial satellite WSYE-TV starts, repeating programs of WSYR-TV, Syracuse. Notes on upcoming new stations (p. 9).

UHF CAN'T COVER WEST, according to KOB-TV, Albuquerque, operated by former FCC Chairman Coy. Prospective applicants seek channel shifts (p. 9).

CBS TAKES OVER 5TH STATION Sept. 16, changing Hartford uhf's call letters to WHCT, bringing Struthers from radio WEEI, Boston, as manager (p. 16).

RECORD NETWORK TV billings of \$18,488,479 achieved by CBS in July, 3-network total of \$37,604,705 up 25.4% from July, 1955 (p. 16).

NO KID GLOVES IN JUSTICE NETWORK PROBE: Virtually every charge ever made against TV networks' way of doing business is under all-out investigation by Justice Dept., the govt.'s new chief trust-buster reported to Celler anti-trust subcommittee Sept. 14 -- in a report assailed by network officials as "conviction before the trial."

Asst. Attorney General Victor R. Hansen, making his first official appearance before a congressional committee in second day of Celler's New York TV hearings, read a statement reminiscent of Senate Commerce Committee's "Plotkin Report" on network practices -- containing all the charges, but none of the networks' answering arguments. Though he said it probably would take a year to complete the investigation, his statement left little doubt that Justice Dept. thinks it has good chance of building up strong case against TV networks.

He also administered serious blow to efforts in FCC and Congress to relax the Commission's multiple-ownership rules, while he was at it. Only other witnesses heard by subcommittee this week were officials of 4 leading TV film producing-distributing companies -- appearing under subpoena -- who exhibited conciliatory attitude toward the networks, 4 months after blasting them in confidential presentation to FCC's network study committee (see story on p. 6).

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Hansen indicated Justice Dept. thinks it has legal precedent for anti-trust action against networks in 1948 Supreme Court decision (Paramount case) which divorced motion picture production from theatre ownership. He said he saw "striking similarity between the TV industry structure and that movie pattern" which the top court struck down. "Networks' control over the nation's TV stations," he added, "dwarfs the majors' powers over theatres condemned in Paramount [case]."

Evidence so far "suggests that the principal networks beyond doubt have power to dominate if not control major aspects of TV," he asserted. "This power, it seems clear, spills over simple distribution of entertainment to engulf production of programs, building of scenery and tie-ups of talent...Our inquiry now focuses on whether that power has been, or will likely be, used to exclude competition."

"Divestiture" was cited by Hansen as possible remedy for network abuses if TV chains were brought to trial and convicted. In answer to question by Rep. Keating (R-N.Y.), he replied that was frequently the "only solution" in such cases. Divestiture of what? Divestiture of networks from station ownership, from control of programs and from "production facilities."

"Every relevant facet of network operations" is being spanned by Justice Dept. inquiry, he said, announcing that FBI would be asked to take more active role in probe later this month. (For point-by-point breakdown of report, see p. 5.)

Grand jury investigation of NBC-Westinghouse swap of stations in Philadelphia & Cleveland is continuing in Philadelphia, he said, with decision on possible action due before year's end. Then he made this comment:

"Ownership and operation by TV networks of their own stations gives them an opportunity -- perhaps even a temptation -- to indulge in tactics which pose serious anti-trust questions. [And] the roles of the parties to this exchange of broadcasting facilities have served to underline the disparate bargaining power of a station owner -- even as large as Westinghouse -- in its relations with the major networks."

That grand jury probe may be going far beyond NBC-Westinghouse swap in its TV study -- as has been hinted in past (Vol. 12:33) -- was intimated by Hansen's refusal to answer question whether same jury may be looking into "other things."

* * * *

Hansen was congratulated for his "vigorous" statement by the 3 congressmen present -- Celler (D-N.Y.), Rodino (D-N.J.) & Keating (R-N.Y.). Celler expressed the "hope" that the networks may "voluntarily abandon some of their practices" and thereby avoid possibility of vexatious litigation. Turning to Hansen, Celler warned that he would be "beset by all manner of pressures" in dealing with networks. Asked later if subcommittee had been subjected to pressure, congressman snapped: "Don't ask me that. It ought to be pretty plain."

Networks wouldn't comment on Hansen's testimony, but individual officials complained that they had already been "indicted and convicted" by the trust-buster's statement, before inquiry was completed. They viewed his testimony as politically inspired, designed to appease Celler and to answer Democratic complaints that GOP Administration is "soft" toward big business. Without exception, they were angered.

The 3 network presidents will appear before subcommittee, in Room 110, Federal Bldg., N.Y., in next 2 weeks. Tentative schedule: ABC's Robert Kintner Sept. 20, CBS's Frank Stanton Sept. 21 & 24, NBC's Robert Sarnoff Sept. 25-26.

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Hansen is out to kill current drive to revise FCC multiple station ownership limits, and may have started similar move in Celler subcommittee with off-the-cuff remark that he opposes any liberalization until Justice investigation is completed. "I understand there is pressure for such liberalization," he said. "In my opinion, such action would tend to increase concentration of ownership in the TV field and would be contrary to public interest. If anything, the multiple ownership regulations should be tightened and not relaxed."

There was speculation this week that FCC was getting ready to issue broad notice of rule-making simply seeking industry ideas on multiple ownership, without proposing any specific changes on its own -- but that was before Hansen's blast.

The cover-the-waterfront aspect of Justice investigation, as revealed this week, all but eclipsed Celler's opening statement announcing the items to be blanketed into his investigation. They included: Option time, must-buy policies, networks' power to grant or withhold affiliations, "discrimination" by networks among their affiliates, FCC chain broadcasting regulations, network control of programs, availability of network time to all advertisers and agencies, relationship of AT&T to telecasting industry, uhf problems, network music publishing ventures.

Music publishing angle gets subcommittee's scrutiny in next hearings Sept. 17, when scheduled witnesses are showman Billy Rose, BMI pres. Carl Haverlin and songwriters Stanley Adams & Jack Lawrence. Among other witnesses to be heard next week probably will be UHF Industry Coordinating Committee chairman John Johnston.

FEATURE FILMS MAY CHANGE VIEWING PATTERNS: Outstanding program trend of this new TV season may well be a burst to prominence -- even dominance, at times -- of non-network programming, in the form of top-notch feature films.

First ratings of the new high-powered movie packages on both independent and network-affiliated stations indicate that public is still hungering for good features on TV, and large numbers seem to prefer them to some network programs. Buys of the MGM, RKO, Warner, Columbia, 20th Century-Fox and Selznick packages by such prominent station groups as Westinghouse, Storer, Crosley, CBS (for its o-&o's), DuMont and RKO Teleradio indicate the importance feature film programming is likely to assume during the 1956-57 TV season.

Most significant aspect of feature film trend is long-time network sponsor Colgate-Palmolive's \$780,000 plunge into sponsorship of 52-week MGM feature series on single station -- Los Angeles Times' KTTV, now 25% owned by MGM (Vol. 12:36). This type of sponsor interest in feature movies can't be ignored as bellwether of future big-money dealings of important national sponsors direct with stations for top-name feature film package shows. As Variety interpreted Colgate move Sept. 19:

"As more and more 'big money' heretofore dedicated to the 'network principle' is siphoned into single-station feature film buys, the very precepts of coaxial networking of shows are seriously challenged. That's why the Metro invasion into TV with its 'billion-dollar bundle' looms as perhaps the most significant video event of the year." Variety states that networks are "frankly disturbed."

Colgate-KTTV deal should grease the skids for MGM's station-acquisition-and-feature-film-sale program. Movie company has already bought 25% of KTVR, Denver, in addition to KTTV stock purchase, and it's negotiating other similar deals.

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An approach to feature film sales on national basis moved large step forward this week when National Telefilm Assoc. announced in full-page newspaper ads that it has signed 102 "affiliates" for its NTA Film Network, to begin operation Oct. 15 (Vol. 12:25). Its initial programming will consist of weekly 90-min. feature, to be nationally sponsored, from package not yet on TV. It's understood NTA hopes to get Samuel Goldwyn's backlog, including several Danny Kaye films, for the series.

NTA's affiliates include New York Daily News' WPIX, Chicago Tribune's WGN-TV, Los Angeles Times' KTTV, other prominent independent and network-affiliated outlets. Its initial programs will be slotted in various times by affiliated stations -- but largely in slots they normally use for feature films. Next year, according to NTA, amount of programming will be doubled, with ten 30-min. film programs weekly planned for 1957-58 season, 10 hours of film plus live sports & special events by 1959-60.

Some financial details of another fancy feature film deal were released this week -- Matty Fox's spots-for-movies barter involving International Latex Corp. and RKO film package (Vol. 12:30). Fox's C&C TV Corp. substantiated earlier reports that Latex has guaranteed it minimum of \$20,000,000 over next 5 years, plus a percentage of Latex's gross sales possibly running as high as another \$25,000,000, in exchange for the spot time controlled by Fox in 100 markets.

Fox appealed to station owners, in 4-p. trade ads this week, to follow such groups as Westinghouse, Crosley, Triangle & Storer which are bartering Latex spots in part payment for 742-feature RKO package. Exclusive of the Latex guarantee, Fox reportedly has already collected \$6,000,000 cash from sale of the RKO films.

* * * *

There's no doubt stations are buying the new feature film packages -- and there's little doubt that features will have greater impact on viewers than almost any non-network programming presented to date. New York Times' Jack Gould gave this size-up in long article on feature movies in Sept. 9 issue:

"Nothing is so hazardous as attempting to forecast programming trends in TV, but the advent of so much filmed entertainment seems likely to have at least a few effects on viewing habits. For one thing, it no longer pays to pass up the independent stations; often they now have a feature film that may be a good deal better than some TV live plays or other network attractions..."

"In essence, what is now happening in the entertainment world could be likened to the entry of a third force in show business. The established TV and motion picture theatre industries are confronted by a specter out of the past -- the huge reservoir of entertainment that has been locked up until now in Hollywood.

"Sooner or later, the flood of ready-made diversion was bound to find its way to TV. But what is more than a little amazing is that the networks elected to let the Hollywood backlog slip out of their hands into the control of individual stations. It could prove to be a king-sized boner. Or the chains may be dead right in assuming the hungry TV medium can always use all the program forms it can find. Either way, the fortunate viewer can sit on the sidelines and just enjoy the scrap."

[For other feature film reports, see Telecasting Notes.]

MAGNUSON CRACKS WHIP ON ALLOCATIONS: Aiming to keep FCC from straying out of line on deintermixture, educational reservations, etc., Senate Commerce Committee Chairman Magnuson (D-Wash.) recently sent long letter from Seattle to Commission, giving his "personal views" on what it should and should not be doing.

FCC isn't going far enough on deintermixture, nor is it going fast enough, Magnuson indicated. Among points he made:

(1) Many of ABC's ideas on wide-scale deintermixture (Vol. 12:30), "merit consideration," though he has doubts about some.

(2) Don't add even first or second vhf station to markets with good uhf conversions -- rather, try to reverse this trend.

(3) Recent vhf grant of Ch. 5 to WRAL-TV, Raleigh, is "difficult to understand," and FCC should "take the earliest possible opportunity to prevent further entrenchment of vhf in Evansville, Madison, Fresno, Corpus Christi, Miami, Norfolk, Spartanburg and any other areas where previously existing uhf stations may be suffering from the impact of vhf grants made since Nov. 10, 1955."

(4) Broadcast Bureau is wrong in its recommendations that vhf grants be thawed in Peoria, Springfield, Hartford & New Orleans.

(5) In view of proposals to take a vhf channel out of Albany & New Orleans, it doesn't make sense to put vhf channels into Miami & Norfolk, particularly when both markets have substantial uhf conversion and "terrain suited to uhf."

(6) Vhfs should be removed completely from Evansville & Madison, not turned over to educators, and Ch. 9, Hatfield, Ind., should be deleted to make deintermixture in Evansville area "complete."

(7) Why did you delete educational reservation of Ch. 3 in College Station, Tex., and why do you propose to make Duluth-Superior's Ch. 8 commercial? Magnuson conceded educators are slow to utilize channels but said delays are "logical."

(8) "Still disturbed" about vhf transmitter moves, he frowned on plans of KOVR, Stockton, Cal. (Ch. 13) to move 75-mi. westward, and "the continuing situation in Flint, Mich.," asked these questions: "Do you consider the effect of such shifts on other stations, particularly uhf? Do you measure increase or decrease in service to the public? Do you look to their impact on the over-all allocation plan? Do you consider such moves may permit overshadowing of a small community with an allocation of its own, with possible danger to development and continuation of local service?"

Magnuson concluded that he's "looking forward, as are other members of the Committee, to prompt and aggressive Commission action to effect interim deintermixture." He wished FCC "every success" in its crash uhf research program and said that "if the Commission works at it" an eventual shift to uhf may be successful.

Group of consulting engineers, meanwhile, completed analysis of technical problems in FCC's June 26 allocations proposal (Vol. 12:35-36), prepared to submit it to the Commission Sept. 17 -- despite fact FCC extended deadline at last minute to Oct. 1. Consensus of committee, under chairman Stuart L. Bailey, appears to be that inadequate uhf propagation data is most troublesome problem and that present information is insufficient to support coverage predictions. Committee points out the obvious errors, notes the factors that need further study (such as uhf receiver noise levels), says that FCC and industry engineers can resolve many differences.

FCC & industry preparations continued this week for Sept. 20 session at Commission to organize study of uhf capabilities. Invited to attend are 4 members each

from Assn. of Maximum Service Telecasters, Committee for Competitive TV, Joint Council on Educational TV, NARTB & RETMA. McConnaughey says he's confident group will have good ideas for implementing Commission's suggested TV Allocation Research Committee (TARC). (Incidentally, TARC Electronics Inc., Westbury, L.I., which has long had the name, asks: "Where does that leave us? In the middle.")

* * * *

In Pittsburgh this week, at an IRE broadcast engineering meeting, RCA engineer W.L. Behrend disclosed technique for reducing co-channel interference that could have impact on allocations. Using extremely close control of transmitter frequencies, an estimated 10-db improvement has been achieved.

RCA engineers at Princeton, 45-mi. from N.Y., have been observing operation of NBC's co-channel (Ch. 4) WRCA-TV, N.Y. & WRC-TV, Washington, with new technique for 2 months, feel confident of its efficacy.

RCA doesn't say what development could mean in terms of co-channel station separation, but other engineers say it's logical to assume reduction of 50 mi. or so is conceivable. It's presumed data will be offered FCC.

Tight frequency control is achieved through use of excellent crystal, new crystal oscillator circuit & bridge, new triple crystal oven that holds temperature to variation less than .002 degrees Centigrade. Frequency variation over 2 months was held to less than 5 cycles per second.

FULL SCOPE of Justice Dept.'s anti-trust investigation of TV networks was revealed for first time by Asst. Attorney General Victor R. Hansen in his testimony this week before House Judiciary anti-trust subcommittee in New York (see story, p. 2). These are specific areas of the inquiry as delineated in his report:

(1) "Must buy" policies—Minimum station purchase lists "may tend to coerce advertisers into the purchase of network TV time on stations which they do not want [and] may unduly restrict the chance of the independent TV station competing with the network affiliate to sell his time to an advertiser already tied to the network affiliate."

(2) Time sales & rates—"We plan to press our scrutiny of time-selling procedures to determine whether they constitute restraints upon affiliated and independent TV stations . . . Affiliated TV stations broadcasting the network program receive only a small part of the advertiser's expenditure. Moreover, each network fixes time rates charged, not only by its owned-&-operated TV stations, but also by all its affiliated stations for those time periods which are sold to network advertisers. Our preliminary investigation aims to get the facts in order to determine whether this constitutes illegal price-fixing."

(3) Talent—"We inquire whether networks presently insist in TV as they allegedly did in radio, that advertisers use network shows in which network talent appears as a condition to the purchase of choice network time. Conversely, do networks seek to bar talent from their competitors' stage?"

(4) Program production—"The networks are tending toward dominance in program production . . . Such dominance may be buttressed by arrangements between the networks and AT&T [which] make it difficult for any other than existing networks to transmit live programs."

Investigation of charges that networks use their bargaining power to require sponsors to buy network-owned programs was started more than 2 years ago, he said. Because of magnitude of job, FBI was called into case in March 1956 and began "broad general inquiry into network practices relating to the sale of network time and shows." Later this month, he said, FBI will be asked "to obtain a wide variety of information concerning

network procedures for selling time to advertisers." FBI will interview network officials, "selected TV station owners" and TV advertisers.

He itemized these facets of network operation as undergoing Justice scrutiny: "(1) The pricing of shows, both network & independent. (2) Discounts. (3) Rebates. (4) Program rejections. (5) Kinescoping [he amplified this as "networks' refusal to kinescope shows made by independent producers"]. (6) Production facilities, live & filmed. (7) Demand for and supply of network time. (8) The percentage of prime network time occupied by network-owned or controlled shows. (9) Scenery and set production. (10) Long-term contractual arrangements of networks with talent (actors, producers, directors)."

Hansen has been in office for 2 months, is successor to Stanley N. Barnes, who initiated TV inquiry.

Civil anti-trust suit seeking \$4,350,000 damages was brought against CBS this week by Lou Poller, charging network forced him to sell equipment & leases of now-defunct WCAN-TV, Milwaukee (Ch. 25), to CBS in 1954 at far below its "fair value" of \$2,000,000. Among co-defendants named were WOKY, Milwaukee, and Thad Holt, Birmingham, Ala. management consultant. Filed in Federal District Court in Washington by attorney George Beneman, as correspondent for Wolf, Block, Schorr & Solis-Cohen, Philadelphia, suit alleges: (1) Poller had to sell station to network "at whatever price [CBS] was willing to pay" for fear of losing CBS-TV affiliation to WOKY-TV (now CBS's WXIX, Milwaukee, Ch. 19)—Holt acting as CBS agent in securing option to buy WOKY-TV. (2) Of \$756,363 paid by CBS for WCAN-TV equipment, Poller had to accept \$256,363 in form of WOKY-TV equipment worth only \$50,000. (3) WCAN-TV was negotiating sale to Storer Broadcasting Co. in mid-1954, but CBS persuaded Storer to break off. CBS Inc. pres. Frank Stanton promptly replied that there "is no basis in fact and . . . no basis in law" for Poller's complaint, claimed that CBS purchased WCAN-TV equipment at "urgent request" of Poller only after he stated in writing he would stay in business. "Mr. Poller is now trying to take advantage of his own failure to live up to his representations," Stanton concluded, "and would appear to be putting the bite on the hand that fed him."

A LLOCATIONS MUDDLE and the shortage of TV outlets are directly to blame for the problems of independent program producers, 4 of the largest TV film producer-distributors maintained in testimony Sept. 12—opening New York TV hearings of Rep. Celler's House Judiciary anti-trust subcommittee.

Appearing involuntarily under subpoena were representatives of the 4 distributors making up the recently formed Assn. of TV Film Distributors—Screen Gems' Ralph M. Cohn, Ziv's A. Frank Reel, Official Films' Herb Jaffe and TPA's Michael M. Sillerman, accompanied by counsel Harry Plotkin.

Same group's May 31 presentation to FCC's network study committee (Vol. 12:22)—hitherto confidential and unreleased—was made public by Celler subcommittee when counsel read it virtually paragraph-by-paragraph for confirmation by the film distributors. Though the film men insisted they still stood by their original statement, their apparently more conciliatory attitude toward networks caused Chairman Celler to remark: "Maybe in the interim something has happened to soften your attitude."

Group was questioned sharply about its previous charges that networks insist that sponsors use network-owned shows instead of independent packages and that networks use "pressure" to get profit-participation deals in outside-produced shows which they buy. Cohn, who served as spokesman for the group, said that such practices were "all part of give-&take bargaining" and that "anybody would try to get as good a deal as he can." Under counsel's prodding, he and his competitors reviewed cases in which they said networks had insisted on using network-owned productions in place of independent packages, despite fact that the sponsors wanted the independent shows.

While insisting that solution of station shortage prob-

lem would automatically relieve troubles of independent producers and smaller advertisers, Cohn reiterated endorsement of 2 proposals his group made to FCC, but only as "interim measures":

- (1) Reduce option time to 1½ hours daily.
- (2) Bar affiliates from taking more than 90 successive minutes programming from networks, requiring them to devote at least one hour between 90-min. periods to non-network programming, except that 90-min. total may be exceeded by not more than 10 hours a month, for special events, sports, etc.

The film group had made these charges, read into record by Celler subcommittee counsel, in its presentation to FCC network study group:

"The TV industry . . . is not being conducted on normal principals of free competition. These limitations on free competition, however, do not result only from the scarcity of stations, but are aggravated by restrictive practices of the TV networks which are sanctioned by the [FCC's] chain broadcasting rules . . . We find ourselves in direct competition with the networks that essentially control the exhibition of our films . . . We face serious curtailment of our services and possibly complete extinction . . ."

"Using its power to approve or disapprove, the network can and does refuse to accept the program of the independent, usually at the same time stating its willingness to accept another show in which, by a strange coincidence, it has a profit participation . . . The networks are exercising an increasing monopoly power over the entire field of TV which is slowly blocking off independent operations from an opportunity to compete."

As session ended, Celler directed witnesses to supply full details on each instance where a network had demanded profit participation as condition of exhibiting program and each case where network rejected independent program in favor of one produced by network or network-affiliated company.

CRACKDOWN BY NARTB in last 6 months on flagrant violators of its TV code (Vol. 12:12), has resulted in resignation of 2 stations, unidentified of course, from code membership, though both are still members of NARTB. In addition, an NARTB spokesman told us, 2 or 3 other stations "have such a persistent record of violations that their membership is in jeopardy."

All of the remaining 20 stations to which personal representations have been made in last few months have brought their questionable practices into conformity with code, though "discussions are still continuing with a few of them."

Full report on compliance with code will be presented at next meeting of code review board Oct. 2-3 at The Tides, Irvington, Va. Report will state, among other things, that there is almost no fraudulent advertising on TV; that biggest problems involve taste, length and presentation of commercials.

Meanwhile, it's learned that Federal Trade Commission will consider at its Sept. 18 meeting a proposal to establish a special office to deal with any fraudulent advertising on TV-radio, particularly bait-&-switch ads. Approval of new office, proposed by FTC executive director Alex Akerman Jr., is regarded as certain. Akerman told us he expects to have office in operation by Oct. 1.

Congress granted \$100,000 this year to make closer check on false advertising on TV & radio. Akerman proposes not only to set up special office for purpose, but also to have regular FTC field men on other duties spend part of their time monitoring programs and checking local stations for possible misleading advertising.

Balance sheets filed with FCC this week for transfer of three TV stations: (1) WEHT, Henderson, Ky. (Ch. 50) & radio WEOA, Evansville, being sold by Malco theatre group for \$820,000 to Richter-Hillberg-Clark interests (Vol. 12:35), has deficit of \$78,840. Fixed assets represent \$449,719 (\$305,704 in TV equipment) out of total \$510,527 assets, according to June 30 balance sheet. (2) WJNO-TV, Palm Beach (Ch. 5), being bought by John Phipps for \$880,000 from WJNO Inc. (George H. Buck, pres.), Theodore Granik and Wm. H. Cook (Vol. 12:32), involves \$492,500 in cash, rest being in obligations. June 30 balance sheet lists \$22,629 deficit for 1954 (when station began operation in Aug.), \$40,815 deficit in 1955, \$8888 profit first quarter, \$5398 deficit second quarter. It has \$433,039 in fixed assets out of total \$569,973 assets. (3) KCCC-TV, Sacramento (Ch. 40), is being sold for \$67,500 cash, Ashley L. Robison getting \$50,000, partner Harry W. McCart the balance. In addition to assuming liabilities (Vol. 12:36), buyer Lincoln Dellar is lending corporation \$35,000. June 30 balance sheet lists \$61,258 deficit. Fixed assets represent \$175,712 of total \$333,642 assets.

Cancellation of Vance L. Eckersley's option to buy Ch. 36 CP of WRAK-TV, Williamsport, Pa. (Vol. 11:43), filed with FCC this week, discloses these terms: Eckersley, acting for WGBI-TV, Scranton (Ch. 22), for which he is attorney, negotiated deal whereby CP was to be acquired for \$17,000—\$7000 in cash and \$10,000 in par value common stock in new corporation, to which Eckersley was to turn over option. About same time that *Philadelphia Bulletin* (WCAU-TV & WCAU) negotiated purchase of 75% of WGBI-TV for \$650,000 (Vol. 12:31), Eckersley notified WRAK-TV owner George E. Joy that he had exercised option on WRAK-TV sale—but he failed to make payments.

Personal Notes: Wm. R. (Billy) Goodheart Jr., NBC-TV general programming executive, has been placed in charge of network TV sales, in series of continuing top-level changes in wake of Sylvester L. (Pat) Weaver's resignation last week as chairman; slated for election to v.p. at next board meeting Oct. 5, he replaces George H. Frey, now v.p. of Sullivan, Stauffer, Colwell & Bayles. Carl M. Stanton, ex-v.p. of film div., named v.p. for TV programs & sales, business affairs, reporting to Tom McAvity, exec. v.p. for TV network programs & sales; Michael H. Dann, v.p. for TV program sales, and Walter D. Scott, v.p. & TV sales director, both report to Goodheart. Frederic W. Wile Jr. resigns as v. p. in charge of programs for Pacific div., his duties assumed temporarily by Hal Kemp . . . Jack Steck, exec. program director, WFIL-TV, Philadelphia, promoted to exec. asst. in charge of program development, James A. Felix to program director, Lewis Klein to production mgr. . . . Jay J. Heitin promoted to new post of sales director, James Barry to sales mgr., WRCA-TV, N. Y.; George C. Stevens elevated to sales director of radio WRCA, Herman Maxwell to sales mgr. . . . Wm. A. Fay, pres. of WROC-TV, Rochester (formerly WHAM-TV) reported in good condition following recent coronary occlusion . . . Robert B. Hoag resigns as pres. of rep Hoag-Blair Co., John Blair, pres. of parent John Blair & Co. taking over presidency, Richard Foote becoming gen. mgr. . . . Edward H. Macaulay named head of NBC Radio Spot Sales western div. sales office . . . Ralph Harmon, engineering v.p. of Westinghouse stations, named member of USIA broadcast advisory committee . . . C. D. Tully, ex-Duluth *Herald & News-Tribune*, named to newly created post of gen. mgr. of its WDSM-TV, Duluth-Superior . . . Howard W. Maschmeier, exec. asst. to Roger W. Clipp, gen. mgr. of Triangle stations, and Gordon J. Grant, ex-radio WCOP, Boston, join Triangle's N. Y. sales office, concentrating on national spot TV sales & service . . . Harry Downie promoted to program director, WICC-TV, Bridgeport, Conn., replacing Bob Crane, now radio KNX, Hollywood . . . H. M. (Mack) Humpidge promoted to commercial mgr. of WSAV-TV, Savannah, succeeding Thomas E. Belcher . . . Jim McNamara promoted to sales mgr. of WALA-TV, Mobile; John Dixon succeeds him as asst. program director . . . Stuart M. Nathanson, ex-KIMA-TV, Yakima, Wash., named production mgr., KTVW, Tacoma . . . John H. Pindell, ex-KING-TV, Seattle, named sales mgr. of upcoming KGW-TV, Portland, Ore., due on air shortly . . . Wm. Nelson Shafer promoted by American Research Bureau to Pacific Coast mgr., reporting to Roger Norman Cooper, western div. mgr. . . . Ben Coleman promoted to asst. director of Screen Gems syndicate sales; Henry Gillespie appointed midwest area mgr., Frank Browne southern area mgr., Richard Dinsmore continuing as western

area mgr. . . . Phil Cowan, ex-CBS-TV press relations mgr., heads expanded Screen Gems publicity dept., replacing Frank Young, resigned . . . Donald Goldsmith promoted to mgr., CBS-TV Film Sales Chicago office, replacing Wm. Perkinson, now Los Angeles office mgr. . . . Wilbur S. Edwards, ex-CBS-TV Film Sales, Chicago, joins Encyclopedia Britannica Films, Wilmette, Ill. . . . Jack Singer, ex-*Billboard*, joins ABC-TV sales development dept. as presentation writer . . . Wm. McCarter, ex-WFIL-TV, Philadelphia, named production mgr., educational WHY-TV, Philadelphia (Ch. 35), due in fall.

Celebration of his 50th anniversary in radio & TV at Waldorf-Astoria Sept. 30, being readied for RCA chairman Brig. Gen. David Sarnoff, will feature presentations by RCA pres. Frank M. Folsom and senior exec. v.p. Elmer W. Engstrom, with counsel John T. Cahill serving as toastmaster. Among presentations will be report on "gifts" Gen. Sarnoff requested for the occasion some years ago: video tape, light amplifier, electronic air conditioner. Oct. 12 *Collier's Magazine* will feature "Sarnoff's Fabulous 50 Years," by Thomas Whiteside, who wrote notable "profile" on NBC chairman Sylvester L. Weaver in *New Yorker* 2 years ago (Vol. 10:45).

CBS Radio Affiliates Assn. elects these new officers: chairman, John M. Rivers, WCSC-TV & WCSC, Charleston, S. C.; vice-chairman, Charles Caley, WMBD, Peoria; secy.-treas., J. Maxim Ryder, WBRY, Waterbury, Conn. Directors: Frank Fogarty, WOW-TV & WOW, Omaha; Worth Kramer, WJR, Detroit; Lee Wailes, Storer stations.

Warren D. Quenstedt, former FCC attorney now on leave from law firm of Segal, Smith & Hennessey, is Democratic nominee for Congress from Va. 10th District, contiguous to District of Columbia.

Frank M. Folsom, RCA pres., has been selected for annual Poor Richard Club's Gold Medal Award of Achievement, to be presented in Philadelphia Jan. 17.

Robert B. Caldwell, 74, chairman of KMBC-TV & KMBC, Kansas City, and radio KFRM, Concordia, Kans., died Sept. 3 in Colorado Springs, Colo. while on vacation. A noted lawyer, civic leader and onetime chairman of Federal Reserve district in Kansas City, he had suffered heart attack 10 days earlier. He is survived by his widow, son, daughter, 6 grandchildren.

Harry Frazee Jr., 54, NBC staff director and veteran radio producer (*Conversation, Doctor's Wife, Faith in Action*), onetime program mgr. of old Blue Network and ex-producer of *Gangbusters* on CBS, died Sept. 12 in N. Y. Surviving are his widow, 2 sons and mother.

ADVERTISING AGENCIES: Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, appointed campaign chairman for Advertising Week, Feb. 10-16, assisted by presidents of the TV networks; Advertising Federation of America and Advertising Assn. of West, sponsors of annual event, expect media to exceed this year's contributions of \$1,000,000 in time and space . . . Henry S. Jacobson, ex-Ted Bates, joins Lennen & Newell Inc. as v.p. on Colgate-Palmolive group . . . Shelley Platt named TV-radio production mgr., Ben Colorassi TV art director of Norman, Craig & Kummel, N. Y. . . . Ed Gardner of *Duffy's Tavern* fame joins J. Walter Thompson TV dept., N. Y., as producer . . . Miss Rosann Gordon named TV-radio media buyer, T.A.A. Inc. . . . Storrs Haynes joins J. Walter Thompson as a TV group head.

Weekly TV supplement, 4-p. insert for Sun. entertainment section, has been inaugurated by N. Y. *Daily News*, operator of WPIX (Ch. 11).

Notre Dame football games will again be closed-circuited to hotels this season by Sheraton Closed Circuit TV. Five games have been tentatively selected for hotel viewing, originations and play-by-play to be handled (but not televised on the air) by Notre Dame's WNDU-TV, South Bend (Ch. 46).

Live CBC network service will be extended westward Sept. 30 in huge 42-relay jump to Winnipeg—serving stations in Sudbury, North Bay and Port Arthur along the way. Included in schedule to be offered will be World Series. Completion of entire trans-Canadian network from Sydney, N.S. to Victoria, B.C. is scheduled for 1958.

If primary election is straw-in-the-wind, Senate Commerce Committee chairman Warren G. Magnuson (D-Wash.) is in good position to get reelected. In this week's primary, he garnered 398,096 votes, compared to Republican candidate Gov. Arthur Langlie's 261,488; neither had opposition.

NO POLITICAL FIREWORKS exploded during Sen. Gore's (D-Tenn.) 2-day hearings this week on political campaign expenditures, as spokesmen for the TV networks and NARTB reported political broadcast time sales to date and reiterated dissatisfaction with Sec. 315 of Communications Act, which requires broadcasters to make equal time available to all candidates.

CBS v.p. Richard S. Salant, NBC treas. Joseph A. McDonald and ABC v.p. Ernest Lee Jahncke Jr. revealed that Republican & Democratic national committees have thus far ordered \$2,179,630 worth of time for presidential campaign, of which more than \$2,000,000 will be spent for TV. Production and preemption costs will increase this figure very substantially, they added, and NARTB pres. Harold E. Fellows predicted total 1956 political outlays at both local and network levels might exceed 1952's \$6,062,000.

Fellows pledged his help—which Gore accepted—in repeating 1952 station survey to determine amounts spent locally by politicians, recommending Oct. 1 as best date for first poll while pointing out post-Election Day survey would get even better results. Gore replied emphatically that he is after current contributions & expenditures. Next day, he said he'll resume hearings Oct. 8 to find out status of political spending as of Oct. 1. Mutual Broadcasting System, overlooked by committee this week, has also been asked to report.

Network witnesses said orders for political broadcast time so far include: Republican National Committee, through BBDO—CBS-TV, 3½ hours of programs ½ hour or longer, plus 13 five-min. spots (\$472,750); CBS radio,

one 5-min. spot (\$1495); NBC-TV, 7 hours, plus 16 five-min. spots (\$475,000); ABC-TV, 1½ hours, plus 4 five-min. spots (\$160,000). Democratic National Committee, through Norman, Craig & Kummel—CBS-TV, 2¼ hours, plus 13 five-min. spots (\$360,750); CBS radio, 2¼ hours, plus one 5-min. spot (\$39,635); NBC-TV, 2 hours, plus 18 five-min. spots (\$376,000); NBC radio, 2 hours (\$34,000); ABC-TV, 2 hours, plus 26 five-min. spots (\$234,000); ABC radio, 2 hours (\$26,000).

All network witnesses said preemption costs have been kept low for office-seekers this year through advance planning and elimination of agency commission heretofore chargeable for preempted programs—though Salant said some agencies still refuse to accept networks' decision. NBC & CBS spokesmen added that 5-min. periods at close of such popular shows as *Big Surprise*, *Jackie Gleason Show*, *Person to Person*, *Lawrence Welk Show*, have been made available to parties for first time this year at 1/10 hourly rate instead of normal ¼ hourly rate.

McDonald, Salant & Fellows called for outright repeal of controversial Sec. 315, citing obscure political parties with which networks must deal—Vegetarian, Spiritual, Washington Peace. Sen. Mansfield (D-Mont.) expressed surprise, said he hadn't heard of most of them, and recommended that Senate Commerce Committee "do something" to remedy situation and to exempt broadcasters from liability for statements of politicians. Sen. Gore stated that networks "might be able to regulate themselves satisfactorily," but said he believed problem should be "approached with caution." A House Commerce subcommittee, which tackled a number of bills aimed at revising Sec. 315 this year, couldn't agree on changes and Senate bills for same purpose died in committee.

Network Accounts: Philco, currently realigning its adv. program, separating adv. and sales promotion functions and transferring its consumer products adv. from Hutchins starting Jan. 1 (p. 13), this week dropped election night coverage on ABC-TV & Radio; Buick will replace it, giving General Motors full sponsorship on ABC and part-sponsorship (with Oldsmobile) on NBC . . . Max Factor, in first network purchase since 1951, to be alt. sponsor (with Liggett & Myers) of *Noah's Ark* on NBC-TV starting Sept. 25, Tue. 8:30-9 p.m., thru Doyle Dane Bernbach . . . Ronson Corp. to sponsor 10-10:30 p.m. segment of *Playhouse 90* series on CBS-TV starting in Oct., Thu. 9:30-11 p.m., thru Norman, Craig & Kummel; Singer and Bristol-Myers had previously contracted for 9:30-10 segment . . . Sweets Co. of America (Tootsie Rolls) buys alt. sponsorship of *Heckle and Jeckle*, new title of *CBS Cartoon Theatre* reruns, on CBS-TV starting Oct. 14, Sun. 1-1:30 p.m., and (with General Mills) of *Tales of the Texas Rangers* on CBS-TV starting Oct. 6, Sat. 11:30 a.m.-noon, thru Moselle & Eisen . . . Lanolin Plus to be full sponsor of *Break the Bank* on NBC-TV starting Oct. 9, Tue. 10-10:30 p.m., thru Russel M. Seeds, Chicago . . . Shulton Inc. (toiletries) to sponsor 3 of Ed Murrow's *See It Now* shows on CBS-TV, Sun. 5-6 p.m. on Oct. 7 & Nov. 4, and Sun. 5-6:30 p.m. Dec. 2, thru Wesley Assoc., N. Y. . . Whitehall Pharmacal to be full sponsor of *Name That Tune* on CBS-TV starting Nov. 20, Tue. 7:30-8 p.m., following cancellation by Lanolin Plus . . . American Metal Specialties Corp. and Remco Industries, both toy makers, are first partic. sponsors on first 30 min. of new *Circus* show, featuring Paul Winchell and Jerry Mahoney, on ABC-TV starting Oct. 4, Thu. 8-9 p.m., thru Lavenson Bureau of Adv., Philadelphia . . . Swift & Co. to be alt. sponsor (with General Mills) of *Lone Ranger* on ABC-TV starting in Oct., Thu. 7:30-8 p.m., thru McCann-Erickson, Chicago . . . Remington Rand to be ½ sponsor

(with Liggett & Myers) of *Gunsmoke* on CBS-TV starting Sept. 22, Sat. 10-10:30 p.m., thru Young & Rubicam . . . Studebaker-Packard to sponsor Mon. segment of *News Caravan*, featuring Chet Huntley-David Brinkley team, on NBC-TV starting Oct. 29, Mon.-thru-Fri. 7:45-8 p.m., thru Benton & Bowles . . . Colgate Palmolive to sponsor Fri. segment of *Douglas Edwards and the News* on CBS-TV starting Sept. 21, Mon.-thru-Fri. 7:30-7:45 p.m.; Pall Mall cancels as Tue. sponsor . . . Pharmaceuticals Inc. switches *Ted Mack and the Original Amateur Hour* on ABC-TV to Sun. 7:30-8:30 p.m. starting Oct. 7.

Rate increases: WBRC-TV, Birmingham, Sept. 1 raised base hour from \$800 to \$850, min. \$210 to \$250. WTVP, Decatur, Ill. has raised base hour from \$300 to \$350, min. \$60 to \$70. WTOG-TV, Savannah, Oct. 1 adds Class AA hour (8-10:30 p.m. daily) at \$300, min. at \$60, Class A hour remaining \$250. Spot increase: KBTW, Denver, adds new Class AA 20 sec. only (7:30-9:30 p.m. daily) at \$175.

More radio upbeats: John H. Reber, director of NBC Spot Sales, predicting "peak" year for spot radio in 1956, cites as one example a 47% increase in national spot billings by Washington's WRC in first 7 months over same period year ago. He said more than 50 new advertisers have bought TV & radio schedules through NBC Spot Sales in last 6 months.

ABC Radio, reviewing first year of operation of 5-min. sales in 9-10:45 a.m. time periods, reports plan has brought in more than \$7,000,000 in billings from 52 national advertisers, 24 of them using network radio for first time.

Gillette is spending \$2,740,000 in Sept. & Oct. to promote its sponsorship of World Series on NBC-TV & Radio, giving "Vest-Pocket Encyclopedia of Baseball" to purchasers of its Super-Speed razors; agency is Maxon.

New rep: DuMont's WABD, New York and WTTG, Washington, to Weed (from Raymer).

TWO UHF OUTLETS again operate in Elmira, N. Y., WSYE-TV (Ch. 18) transmitting first test patterns Sept. 10 in preparation for programming start Sept. 15. Operating as partial satellite of WSyr-TV, Syracuse (Ch. 3), it brings on-air box score to 487 (96 uhf). Other Elmira station is WTVE (Ch. 24), which returned to air May 6 (Vol. 12:18). WSYE-TV has 1-kw GE transmitter and new antenna installed on Hawley Hill, having renovated building which it bought with 275-ft. Blaw-Knox guyed tower from defunct WECT (Ch. 18), which quit air in May 1954 (Vol. 10:22). Bob Bolger is resident mgr.-chief engineer. Station plans 18-hour daily schedule, repeating NBC, some ABC and local WSyr-TV shows, picking up signal direct from mother station 70 mi. away. Station has live RCA camera, will originate own local news & weather shows, totaling about 1 hour daily. Local spots also are being sold, but majority of time will go as WSyr-TV bonus (\$900 base rate). Rep is Harrington, Righter & Parsons.

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WAGM-TV, Presque Isle, Me. (Ch. 8) has DuMont 5-kw transmitter ready for final check, plans Sept. 29 test patterns, according to gen. mgr. & 49% owner Harold D. Glidden. Feed lines are being installed to 300-ft. Stainless guyed tower with custom-built 6-bay RCA antenna, at site 3 mi. N of town. New studio, equipped with 2 live cameras, is adjacent to radio WAGM at 489 Main St. It has signed with CBS under Extended Market Plan, hopes to begin programming in Oct., planning to start day after Armed Forces' AFL-TV, Limestone, Me. (Ch. 8) goes dark. Forrest Craig, from WAGM, will be sales mgr.; Don Jordan, ex-WLAM-TV, Lewiston, Me., production mgr.; Elmer Snow, ex-WABI-TV, Bangor, chief engineer. Base hour will be \$150. Rep will be Venard, Rintoul & McConnell.

WHYY-TV, Philadelphia, Pa. (Ch. 35, educational) has changed test pattern target to mid-Oct., plans programming in late Nov., reports managing director Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N. C. Transmitter house is ready for 12½-kw RCA unit due week of Sept. 10, and antenna has been installed on 500-ft. Blaw-Knox tower. Studios will be at 1622 Chestnut St., formerly occupied by WCAU-TV & WCAU.

KUMV-TV, Williston, N. D. (Ch. 8) has GE transmitter, but hasn't set target as yet, reports Wm. Ekberg, gen. mgr. of Meyer Bestg. Co., which also operates KFyr-TV, Bismarck (Ch. 5). Construction plans are ready for studio-transmitter building and 878-ft. Stainless tower. It plans 7-relay Raytheon microwave link with KFyr-TV. Rep not reported.

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First completely transistorized image-orthicon camera—smallest and lightest yet—has been developed by RCA. Designed for military ground and airborne use, camera weighs 31-lbs., uses less than 50 watts, operates on DC, measures 20x9x6-in. Normally external components, such as tube power supply, sync generator and video amplifier are incorporated in camera case. RCA says camera can be used as direct replacement for conventional image-orthicon cameras now used by military, in most cases.

Equipment shipments and orders reported this week: By RCA—10-kw transmitter shipped Sept. 11 to KXLf-TV, Butte, Mont. (Ch. 6), planning shift to Ch. 4 and boost to 59.16-kw; 46-gain Pylon antenna Sept. 4 to WBRE-TV, Wilkes-Barre (Ch. 28). By DuMont—order for 25-kw transmitter and associated equipment from upcoming KCTE-TV, St. Paul (Ch. 2, educational) due early next year.

Power increases: NBC's WBUF, Buffalo (Ch. 17) Sept. 17 increases power to 486-kw ERP, from new 740-ft. tower; WDBJ-TV, Roanoke, Va. (Ch. 7) goes to 316-kw Sept. 16.

VHf IS A "MUST" in sparsely settled West at "present state of the art," according to KOB-TV, Albuquerque (Ch. 4), whose 50% owner is Wayne Coy, former FCC chairman who was a principal architect of present TV allocation plan.

"Based on present knowledge of uhf propagation," KOB-TV stated in comments filed with FCC, "it is believed that the substitution of uhf for vhf frequencies would deprive many communities in this area of all TV service... Any consideration of the proposals to reduce mileage separations between vhf stations as it might apply in the Rocky Mountain area is reckless and irresponsible insofar as the public interest is concerned, since it could only result in the loss of service to viewers who even under our present allocation system are restricted in their choice and selection of signals."

Station added that it appreciates fact uhf is necessary in some parts of country, said it plans to work in support of uhf research.

Two petitions for channel shifts were filed this week by prospective applicants: WBRE-TV, Wilkes-Barre (Ch. 28) sought shift of Ch. 56 from Cortland to Binghamton, N. Y., said it would apply immediately after allocation is made. Gregg TV Inc., Longview, Tex. (H.U. Garrett, pres.), asks that Denton's educational Ch. 2 be moved to Longview and opened to commercial entrepreneurs.

Nashville's WLAC-TV (Ch. 5), which is actually assigned to Old Hickory, Tenn., asked that its channel be officially placed in Nashville. Request is similar to that of WMAZ-TV, which has requested that its Ch. 13 be officially put in Macon, Ga. instead of Warner-Robins. Such suburban assignments arose in early post-freeze days when FCC was stickler about distances between post offices, insisted on putting channels in big-city suburbs if spacings didn't quite fit.

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Creditors of off-air WHUM-TV, Reading (Ch. 61) meet Sept. 17 to consider this reorganization proposal: (1) Sell all TV assets, applying proceeds to GE's preferred claim or prorating between claims of GE and Berks County Trust Co., Reading. (2) Pay all claims less than \$100. (3) Issue 10-year, 4% debentures to remaining creditors for 50% of claims, new series of 4% prior preferred stock for other 50%. (4) Prorate 80% of profits after taxes toward balance of Berks Trust claim and redemption of 10-year debentures, until after debentures are paid; then set aside only 50% of profits for redemption of preferred stock. (5) Retain Robert Magee as radio mgr., under 3-man creditor committee.

Radio station sales reported this week: KALI, Pasadena, by Henry Fritzen for reported \$600,000-plus to H. Scott Killgore group, which last week bought WBBR, Brooklyn (Vol. 12:36). WROD, Daytona Beach, by Mr. & Mrs. Edgar J. Sperry for \$125,000 to James F. McDonough and John E. Murphy. WBUX, Doylestown, Pa., by James Stolcz for \$100,000 to WBUX Bestg. Co., in which he has 49% interest, with George Steiner, chief chemist of Princeton Worsted Mills, owning 49% and mgr. Wm. A. Lynch, 1%. FCC this week approved sale of radio WIou, Kokomo, Ind. for \$180,000 to John Lord Booth group by R. H. Blacklidge, publisher of *Kokomo Tribune*, M. W. Zimmer and others (Vol. 12:34).

H. & E. Balaban Corp.'s purchase of 50% of CP for WMCN, Grand Rapids, Mich. (Ch. 23) for \$7500 (Vol. 12:28) was approved this week by FCC. Continuing with WMCN are two original owners, theatremen John D. Loeks, with 33½%, and Howard W. Frech, 16½%. Balabans also own 50% of WTVO, Rockford, Ill. (Ch. 39) and WICS, Springfield, Ill. (Ch. 20), are applicants for Ch. 42, Birmingham, Ala.

Telecasting Notes: Another theatrical film backlog purchase was consummated this week—this one not involving feature pictures but the 32,000,000 ft. of news film dating back to 1898 in Warner Bros.' Pathe News library (Vol. 12:30). Purchaser of all assets of Warner Bros.' Pathe News is Studio Films Inc., N. Y. TV film producer-distributor headed by Sam Costello, which paid about \$500,000 for library, installations and cameras of Warner News. It has set up new Pathe Pictures Inc., 33 W. 60th St., with Benjamin Frye, exec. secy. of Studio Films, as pres., for distribution of the news film to TV in documentary programs, for backgrounds & incidental scenes, and to theatres in documentary form . . . Paramount is last holdout among movie majors against feature release to TV. But a few films controlled by its subsidiary Rainbow Productions reportedly will be acquired by Associated Artists Productions. Group includes such recent successes as "Bells of St. Mary" (Bing Crosby, Ingrid Bergman), "Good Sam" (Gary Cooper), and the Somerset Maugham films "Trio" & "Encore" . . . First important batch of American post-1948 feature films to go to TV is United Artists 39-movie package, bought first by WRCA-TV (Vol. 12:36), then others. United Artists, which holds rights to 200-250 recent features, is expected to put them directly into TV circulation in more small packages . . . Post-1948 features from the majors can't be far off, as negotiations with film unions proceed in Hollywood—affecting perhaps 3500 played-out theatrical films made since that date . . . Guild Films acquires 179 Walter Lantz cartoons for U. S. TV distribution . . . Columbia Pictures' 104-film feature package has been sold to 84 TV stations . . . NBC flagship WRCA-TV goes deeper into feature films with daily 8:55-10 a.m. *First Feature* . . . Paramount and Columbia Pictures ban TV use of clips from current theatrical features, deciding they hurt boxoffice more than they help . . . Hal Roach Studios reports 67% increase in commercial billings this year over 1955, when it made \$2,225,000 worth of commercials . . . Elvis Presley's appearance on Sept. 8 *Ed Sullivan Show* resulted in 43.7 Trendex, highest rating show has had in nearly 2 years.

TV's daytime audience is growing at faster rate than nighttime, with 40% of TV homes viewing before 9 a.m. each week, 70% between 9 a.m.-noon, 80% between noon-3 p.m., and 90% between 3-6 p.m., TvB pres. Oliver Treyz told Philadelphia admen this week. Quoting recent Nielsen survey, he said circulation of average network weekday program has jumped 20% from 2,362,000 viewing homes in 1955 (Jan.-June) to 2,823,000 in 1956, while average week end daytime show is up 23% from 3,489,000 to 4,301,000 homes. Nighttime network program circulation, he added, is up 18% from 6,100,000 per program in 1955 to 7,194,000 this year, with 95.9% of TV homes viewing 6-9 p.m., 95.2% between 9 p.m.-midnight. Counterattacking newspapers' recent assaults on TV (Vol. 12:20), Treyz said that since 1950, newspapers have upped circulation 6%, advertising costs 28%, cost-per-thousand 20%, while TV's cost-per-1000 dropped.

Low-cost multiplexing unit, which provides intelligible aural signal when TV sound transmitter breaks down, was described at IRE professional group's fall symposium in Pittsburgh Sept. 14 by its inventor, Ben Wolfe, engineering director of WAAM, Baltimore (Ch. 13). He said unit is not intended to replace emergency transmitter, can be built for \$100, modulates aural signal on picture signal, frequency separated.

Nominations for GE's 5th Edison radio amateur award close Jan. 3, 1957, with rules available now from Edison Award Committee, Electronic Components div., GE, Schenectady, N.Y. "Ilam" judged to have performed greatest public service during 1956 receives trophy & \$500.

TV teaching began this week in big Hagerstown, Md. 5-year closed-circuit project backed by Ford Foundation and RETMA (Vol. 12:25-26, 33). Because of delays in equipment deliveries, initial instruction is confined to 4 high school subjects—with city's 1600 high school students each viewing one TV session daily. All high school classes are now equipped with receivers, and school system's TV cable system is being fed temporarily from Dage's mobile TV demonstration camera unit pending arrival of permanent camera chain equipment. Initial reports from school administrators indicate that both teachers and students are responding enthusiastically to project, which eventually will be extended to Washington county's entire 47-school system, using 6-channel closed-circuit setup. Meanwhile, N. Y. state video unit chief Francis E. Almstead predicted 25 of state's educational institutions will be equipped for closed-circuit TV within 5 years. GPL this week shipped to Fisk U, Nashville, 4-camera classroom studio package and big-screen projection system, to be used at first for chemistry and physics demonstrations, probably later for other subjects.

First educational TV production center in N. Y. City, now under construction in basement of Carnegie Endowment International Center, 1st Ave. & 46th St., should be in operation by early 1957, serving educational stations throughout nation as supplement to Educational TV & Radio Center at Ann Arbor. Dr. Carroll V. Newsom, chairman of Metropolitan Educational TV Assn., a non-profit organization chartered by State Board of Regents to operate the production center, said it was financed by \$500,000 in contributions from Ford's Fund for Adult Education, Avalon Foundation, Rockefeller Brothers Fund, New York Foundation, Old Dominion Foundation & Carnegie Endowment for International Peace.

Clamp on TV news coverage by Australian Olympics organizing committee, which plans to charge TV and newsreels for right to cover games, was unanimously opposed by NARTB's freedom of information committee in New York this week. Committee also unanimously endorsed CBS' right to exercise independent news judgment during Democratic Convention, when it aroused wrath of Democratic National Committee chairman Paul Butler by not showing complete film lauding Democrats (Vol. 12:33).

David Sarnoff Gold Medal for 1956, awarded annually by SMPTE, will be presented Oct. 9 to widow of Robert E. Shelby, v.p.-chief engineer of NBC until his death last December. A TV pioneer, Shelby was active in development of all-electronic TV, uhf development and color. Award recognizes "technical contributions to the art of TV."

Pleas of not guilty were entered in Philadelphia Federal Court this week by Philadelphia Radio & TV Broadcasters Assn., 10 radio stations and 9 of their officers, to charges of violating anti-trust laws by agreeing to maintain radio advertising card rates (Vol. 12:26, 31). No date was set for trial.

Impatient with rash of late filings in hearing cases, FCC chief examiner James Cunningham told 2 competing applicants for AMs in Huntsville, Ala. area that "lack of counsel" is no excuse, dismissed both of them. Applicants were Radio Huntsville Inc. and J. B. Falt Jr., seeking 1290 kc, 1-kw daytime.

FCC Comr. John C. Doerfer will be speaker at NARTB regional meeting in Salt Lake City's Hotel Utah Sept. 20, substituting for Chairman McConnaughey who will be heading FCC-industry confab on uhf research that day.

Storer's WJBK-TV, Detroit (Ch. 2) & WJBK mark formal dedication of new studios & offices with ceremonies Sept. 18.

NO COLOR PRICE CUTS IN SIGHT, SAYS RCA: Striving mightily to hypo color set sales, albeit virtually single-handedly as far as receiver manufacturers are concerned, RCA was impelled to issue formal statement Sept. 14 to warn that no price reductions on color receivers should be expected before next July -- and, in fact, said there's even possibility of price increases before then.

RCA pres. Frank M. Folsom stated: "While we can assure the public -- as well as our distributors and dealers -- that nationally advertised price levels of our color merchandise cannot be reduced, we cannot offer such assurance that, because of matters over which we have no control, color set prices will not be increased."

RCA seems to be calculating that announcement will give color market same merchandising lift that its recently-announced price increase on black-&-white receivers gave monochrome sales (Vol. 12:34). At that time, dealers took advantage of already-announced but not-yet-effective price increases to tell customers that real savings could be realized by buying immediately -- before prices go up.

"The greatest TV values in history" are represented in current color prices, said Folsom, predicting that "a fabulous demand" for color sets will develop and "will mean a new era for the entire TV industry."

"The present nationally advertised price of \$495 for a big RCA Victor color receiver results from years of pioneering and development," he said. "In achieving the \$495 price level, we have utilized all of the knowledge gained so far -- technically, production-wise, and in marketing. There is no means, presently known, that will enable us to pass along further savings to consumers before our 1958 line is introduced 9 months from now."

Folsom estimated that from 1956 through 1965, some 53,240,000 color sets will be sold at retail, at retail dollar volume of \$16,835,000,000. By contrast, he said 43,230,000 black-&-white receivers were sold from 1946 through 1955, representing retail dollar volume of \$13,011,000,000.

Other set makers obviously don't share RCA's enthusiasm for immediate color outlook. Philco, Admiral, GE and Motorola all told us this week that they had even scaled down their earlier modest color production goals for 1956.

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Factory Servicing: Dealers and service groups continued to generate heat on already red-hot topic of factory servicing, in wake of GE's announcement of plans to set up factory service branches where needed, and Philco's determination to extend its branches to 16 by year's end (Vol. 12:34-36). NARDA issued statement by its service committee chairman Kenneth Stults, urging manufacturers to clarify their position on central servicing in 4 major aspects: (1) How do factories intend to adjust prices to servicing and non-servicing dealers so both are treated fairly? (2) What standards will be required of independent service shops and self-servicing dealers to give them approval as official service agencies? (3) Will independent service agencies be permitted to purchase parts and components at prices equal to those of the factory-controlled service agency? (4) In what size communities will factory service branches be established and how will arrangements be made in smaller towns to give equal opportunities with the larger cities? Stults issued challenge in statement titled "What Happens While We Sleep!" To illustrate NARDA's contention that there's no need for factory servicing, he cited recent Elmo Roper polls indicating that overwhelming majority of set owners were satisfied with servicing.

More Crosley-Bendix Rumors: Avco took occasion this week to slap down a new crop of rumors intimating that Crosley & Bendix divs. would be sold or otherwise disposed of. Formal statement issued in N. Y. Sept. 14 said Avco had no intention of selling Crosley & Bendix divs. but asserted that negotiations were in progress to

produce part of Philco's laundry line at its Nashville plant. Philco said it had been negotiating with several manufacturers on ways to expand its full line output but none had been productive yet. Most persistent report circulating in trade this week was that Crosley's TV-radio operations would fold up on or about Oct. 15 -- but this, too, lacked official confirmation.

Retail Sales: Though July retail TV sales of 405,310 represented a seasonal decline from 5-week June sales of 439,362, it's encouraging to note that they exceeded the 381,567 sold in July 1955. It was second straight month that monthly sales exceeded those of 1955, when record 7,421,084 were sold in full year. For 7 months, retail sales totaled 3,273,560, compared to 3,584,562 in first 7 months of 1955. Retail radio sales in first 7 months, excluding auto sets, totaled 3,967,555, compared to 2,732,983 in same period year ago. Production of auto sets, regarded as equivalent to retail sales, totaled 2,512,216 in first 7 months vs. 4,065,859 in same period year ago. Here's recapitulation of retail sales:

| | TV Retail Sales | | Home Radio Sales | | Auto Radio Sales | |
|------------|-----------------|-----------|------------------|-----------|------------------|-----------|
| | 1956 | 1955 | 1956 | 1955 | 1956 | 1955 |
| January... | 614,213 | 647,585 | 531,206 | 474,945 | 519,648 | 573,837 |
| February.. | 530,554 | 626,613 | 454,867 | 317,908 | 437,611 | 597,742 |
| March..... | 544,411 | 669,794 | 527,649 | 448,488 | 478,272 | 774,025 |
| April..... | 347,630 | 411,748 | 471,193 | 367,841 | 299,253 | 567,876 |
| May..... | 392,080 | 416,908 | 566,357 | 398,449 | 282,611 | 563,369 |
| June..... | 439,362 | 430,347 | 839,830 | 421,387 | 296,256 | 584,567 |
| July..... | 405,310 | 381,567 | 576,453 | 303,965 | 198,565 | 404,443 |
| Totals.. | 3,273,560 | 3,584,562 | 3,967,555 | 2,732,983 | 2,512,216 | 4,065,859 |

Production: TV output totaled 155,571 week ended Sept. 7, compared to 174,093 in preceding week and 183,912 in corresponding week of 1955. It was 36th week of year, and brought production for year to date to about 4,686,440, as compared to 5,196,797 in corresponding 1955 period. Radio production totaled 223,303 (47,275 auto) in week ended Sept. 7, compared to 257,815 (62,340 auto) in week before and 234,812 (96,394 auto) in corresponding week year ago. Radio output for 36 weeks was 8,710,262 (2,821,758 auto) vs. 9,204,333 (4,632,072) in like period of 1955.

RETMA this week released revised production data for first 7 months of year, reporting 3,752,133 TVs, 7,225,862 radios (2,512,216 auto) turned out, compared to 4,173,088 TVs, 7,777,378 radios (4,065,859) in corresponding 1955 period. July TV production was 336,931 (41,803 with uhf tuning), compared to 553,025 in 5-week June (78,512 uhf). July radio production totaled 556,697 (198,565 auto), compared to 1,073,775 (296,256 auto) in 5-week June.

"Preferred tube types program" to encourage greater standardization of TV-radio circuitry has been inaugurated by RCA tube div. with publication of list of 60 "standard" tubes for TV-AM-FM receiver use—42 types for TV, 18 for AM & FM sets, including 6 types common to both applications. Tube div. gen. commercial mgr. L. S. Thees explained preferred-tube plan thus: "The program enables electronic equipment manufacturers to concentrate on fewer tube types, [making possible] lower tube production costs, lower warehousing and stocking expense. All of these factors can contribute to lower prices for the user. This program makes possible more uniform quality in production . . . In addition, equipment manufacturers who use preferred types in their designs are able to standardize on fewer accessory parts such as transformers, capacitors and resistors." Moreover, he added, preferred type tubes are regularly stocked by distributors and therefore easier to obtain for replacement purposes. RCA conducted similar program for radio manufacturers in 1940.

Wall chart picture tube selector, including color tubes, classifying 223 types by size, base, bulb structure, etc. and listing aluminized and non-aluminized tube replacements, is offered by GE tube distributors.

Picture tubes sales in first 7 months totaled 5,738,123, valued at \$105,657,579, compared to 5,429,817 at \$104,391,728 in first 7 months of 1955, reports RETMA. Receiving tube sales totaled 259,056,000, worth \$209,637,000, in first 7 months of 1956, as against 254,842,000 at \$189,849,000 in same period year ago. RETMA's monthly breakdown:

| | Picture Tubes | | Receiving Tubes | |
|--------------------|------------------|----------------------|--------------------|----------------------|
| | Units | Value | Units | Value |
| Jan. | 892,385 | \$ 17,016,391 | 40,141,000 | \$ 31,314,000 |
| Feb. | 898,063 | 17,136,695 | 37,754,000 | 30,756,000 |
| March (5 wk) .. | 848,055 | 15,714,365 | 42,525,000 | 34,849,000 |
| April | 830,902 | 15,141,461 | 35,184,000 | 28,616,000 |
| May | 906,732 | 16,123,625 | 33,015,000 | 27,145,000 |
| June (5 wk) .. | 776,601 | 13,663,408 | 39,037,000 | 32,176,000 |
| July | 585,380 | 10,861,634 | 31,400,000 | 24,781,000 |
| TOTAL | 5,738,123 | \$105,657,579 | 259,056,000 | \$209,637,000 |

Emerson followed trend to price hikes, increasing 6 TV models by \$10 each, and sales v.p. Hal Dietz said "it is likely that other models may have to be increased" in Oct. Models affected by increase this week are the Port-O-Rama, 8½-in. portable TV-radio with phono jack, hiked from \$124 to \$134; 21-in. table, \$158 to \$168; three 21-in. consoles & a 24-in. TV-radio-phono combination, all with open lists.

Topics & Trends of TV Trade: Use of premium merchandise as incentives to promote TV-radio-appliance sales is on the increase as result of keener competition, Motorola merchandising mgr. David H. Kutner told Premium Advertising Assn. of America this week—but he warned that the trend can be overdone. “About the most important thing we have learned from our use of premiums,” he said, “is that we are in the business of selling TV and radio sets, and hi-fi and phonographs, and that we are not in the business of moving premiums. Whenever we forget this, the operation may be a well publicized success, but the patient invariably dies.” Motorola’s newest premium is a regulation-size football, autographed by Otto Graham and offered through Motorola dealers at \$1.98 (retail value: \$7.95) . . . Westinghouse, which abandoned fair trading on small electric appliances a year ago, said sales of those appliances have spurred sharply since then, even despite recent strike; S. J. Stephenson, mgr. of portable appliance div., told news conference “there has been a clear realization that our present policy of fair margins as opposed to fair trade is healthier for all, and particularly for the small businessman” . . . Latest entry in fast-growing list of German manufacturers marketing radio-phonos in U. S. (Vol. 12:28-29) is Kuba-Tonnobelund Apparatus, Wolfenbuttel, which showed line of higher-priced radio-phono combinations this week, selling to dealers through Edelmuth & Co., Cleveland, its exclusive U. S. rep . . . Hotpoint’s fall TV ads will stress “all-family enjoyment” because a recent national survey “proved the whole family has something to say about purchasing a TV set,” adv. mgr. Philip L. Crittenden stating: “People aren’t interested in tubes, knobs and guns that shoot electrons; people want results, and the results of TV are enjoyment, family enjoyment” . . . Hoffman Electronics, celebrating 15th anniversary, launches big 60-day sales promotion campaign, offering 3 Buick Rivas as top prizes to distributors . . . Pushing uhf, Buffalo retail outlet Bestway Stores offers up to \$150 trade-in allowance on an all-channel receiver, also promotes complete installation of uhf antennas for \$30 . . . “Be a 2-TV Family for Even Greater Enjoyment” is theme of New Orleans TV-Radio-Appliance Assn. 6-week second-set promotion starting Sept. 19, in cooperation with local utilities . . . Cost-of-doing-business survey, based on 1956 operating experiences, will be conducted shortly by NAMM among its members; field work will be under supervision of E. H. Scull Co., N. Y.

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Canadian TV set sales by distributors to dealers totaled 252,227 in first 7 months, compared to 273,512 in first 7 months of 1955, reports RETMA of Canada. Of the 7-month sales this year, 125,128 were consoles, 121,612 table models, 5487 combinations. July sales were 36,031, compared to 27,137 in June and 27,595 in July 1955. Montreal led in 7-month sales, with 47,197; Toronto, 41,081; other Ontario, 25,323; British Columbia, 19,637; Alberta, 17,487; Quebec City, 15,717; Manitoba, 15,559; Ottawa & eastern Ontario, 15,151; Hamilton-Niagara, 12,506; Nova Scotia, 11,891; New Brunswick & Prince Edward Island, 8116; Windsor, 7602; Saskatchewan, 6975; other Quebec, 4673; Newfoundland, 3312.

Philco’s consumer products advertising will be switched from Hutchins Adv. Jan. 1, new agency to be announced shortly. Hutchins, which had been responsible for all Philco billings for 21 years, will continue to handle only the Philco service and national telephone directory accounts from its main office in Rochester, N. Y. All Philco of Canada divs. continue with Hutchins.

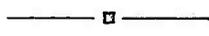
Latest in management aids issued by Small Business Administration is *Profitable Advertising for Small Industrial Goods Producers* available for 35¢ from Govt. Printing Office.

Trade Personals: Raymond W. Saxon, RCA northeast regional mgr., Boston, and formerly national TV sales mgr., promoted to director of all regional operations, headquartering in Camden and succeeding Martin F. Bennett, now corporate merchandising v.p. . . . Raymond B. George, Philco merchandising v.p., named sales promotion v.p.; and Max Enelow, Philco adv. counsel, named adv. mgr., in separation of sales promotion & adv. functions . . . Paul S. Kempf, ex-Pacific Mercury, appointed to new post of industrial relations director, Hoffman Electronics . . . Wm. T. Reedy named Packard-Bell adv. & sales promotion director, succeeding Robert H. Thompson, now sales mgr. . . . Julius Haber, RCA, reappointed chairman of RETMA public relations & adv. committee . . . Robert W. Plunkett promoted by Sylvania tube dept. to supervisor of equipment sales service, Edward T. Westgren to supervisor of renewal sales service, Dean C. Midey to supervisor of private brand sales service . . . James J. Lanigan Jr., recently with U. S. Information Agency in Southeast Asia, named by Sylvania public relations director George W. Griffin Jr. to handle public relations for tube divs.; Robert T. Sheeran handles TV-radio sets, Herbert C. Johnson Jr. corporate matters . . . Dave Gerstein, Olympic Radio director of govt. & industrial sales, promoted to v.p. . . . Charles F. Rork named asst. sales mgr., Tung-Sol international div. . . . George Haydu and Zoltan Haydu, former principals of tube manufacturers Haydu Bros., now a subsidiary of Burroughs Corp., form Haydu Products Inc., Plainfield, N. J., as suppliers of components to tube industry . . . L. F. Waelterman, who headed own manufacturer’s rep firm in St. Louis, appointed Jerrold midwest regional mgr., St. Louis . . . Arthur J. Costigan elected v.p., Radiomarine dept., RCA Communications, having served since 1946 as communications v.p. of Radiomarine Corp. of America, now merged with RCA . . . John F. Zubrod, ex-Servel, appointed product mgr., Whirlpool-Seeger air conditioning div., replacing Thomas Ford, resigned . . . Leo Kepler named Capitol Records merchandising mgr. for classical records . . . Mort L. Nasatir promoted to Decca Records adv. & merchandising director.



Col. Herbert H. Frost, 63, co-founder and first pres. of old RMA, serving in 1924, 1925 & 1928, and inventor of Frost radio headset, died Sept. 10 after 5-month illness. He had been serving most recently as Washington rep of Buda Co., subsidiary of Allis-Chalmers. He is survived by his widow.

Samuel Kagan, 52, pres. of Tel-O-Tube Corp., died Sept. 9 in Fairlawn, N. J. Surviving are his widow, son, daughter, mother.



FTC investigation, to determine why appliance dealers shouldn’t pay same price builders do for comparable quantities of merchandise, is planned by NARDA, managing director Al Bernsohn stated in Atlanta this week. Request to FTC, subject to approval of NARDA regional meeting in Nashville, asserts that NARDA has seriously considered asking withdrawal of appliances from FHA financing.

John F. Rider Publisher Inc., TV-radio-electronics publisher, moves Oct. 5 to 116 W. 14th St., N. Y. Rider offers new TV receiver diagram service, providing all service information for each set on single sheet. Initially, it covers sets made during last 5 years by RCA, Philco, Admiral, GE, Emerson, Motorola, Crosley & Zenith.

Westinghouse increased prices on 12 TV models by \$10 and \$20 this week: 21-in. tables (\$170 to \$180, 2 models \$190 to \$200, \$200 to \$220, \$210 to \$230); 24-in. tables \$230 to \$250, \$240 to \$250, \$250 to \$260); 21-in. consoles (\$280 to \$290); 24-in. consoles (\$300 to \$320, 2 models \$320 to \$340).

Color Trends & Briefs: Accelerating fall color drive, NBC & RCA arranged largest color closed-circuit hookup to date Sept. 11—linking stations in 120 cities for audiences of RCA dealers & distributors, admen, station executives and newsmen for 50-min. show from new color studios in Ziegfield Theatre, N. Y.

NBC pres. Robert W. Sarnoff described extensive schedule of *Saturday Night Spectacular* and *Producers' Showcase* programs to be co-sponsored by RCA and RCA-Whirlpool distributors, termed them "the kind of color programming that will make viewers feel they're missing plenty if they see it only in black-&-white."

RCA pres. Frank M. Folsom asserted: "The right set—at the right price—and plenty of programming to back you up! I say this is your year—color is here! Your only limit is the amount of effort you want to put into it."

Among programs listed by Sarnoff: Mary Martin & Paul Douglas in *Born Yesterday*, Claire Bloom in *Romeo and Juliet*, Lunt & Fontanne in *The Great Sebastians*, Esther Williams' *Aqua Spectacle*, Sonja Henie ice show, Sadler's Wells Ballet presentation of *Cinderella*, Audrey Hepburn & Mel Ferrer in *Mayerling*, Shaw's *Man and Superman*, Wm. Wyler's production of *The Letter*, Sol Hurok's *Festival of Music*, TV Emmy Awards, original musical *Jack and the Beanstalk*, musical *High Button Shoes*.

As special N. Y. area promotion, NBC's WRCA-TV will show 23½ hours of color during National TV Week, Sept. 23-29—including 8½ hours of local live shows and 3½ hours of color feature films. Plans include 4-page supplements Sept. 22 in *N. Y. Times* and *N. Y. Journal American* outlining color & black-&-white program plans, mailing of 100,000 ad reprints to "thought leaders" in N. Y., merchandising promotion with 3000 drug & food stores, Times Square moving sign—"Watch TV more . . . there's more on 4."

* * * *

NBC's first color kine demonstration in Hollywood this week, using new lenticular film, didn't impress *N. Y. Times* reporter who wrote that it "does not show off color TV to its best advantage. Color fidelity is not always consistent or true. Blues have a purplish tint and images tend to be fuzzy. Overlapping, or bleeding of one color into another, also was frequently evident. Network executives stated that this means of color kinescoping is a 'stop-gap' arrangement pending the development of delayed all-electronic color via magnetic tape."

Color-TV engineering course, running 18 successive Wednesdays, began Sept. 12 at U of California at Los Angeles under direction of Wm. Milwitt, engineer-in-charge, RCA Labs, Hollywood.

DISTRIBUTOR NOTES: Philco appoints Legum Distributing Co., 108 Light St., Baltimore (Edgar Legum, pres.) for Baltimore and Washington, replacing Jos. M. Zamoiski Co., now Zenith distributor; Legum is dropping Crosley-Bendix franchise Oct. 15 after 12 years . . . Hoffman Electronics appoints Providence Electric Co., Providence; W. L. Roberts Inc., Memphis; Jones-Cornet Electric Co. Inc., Welch, W. Va. . . . DuMont N. Y. promotes Murray Fink to field sales mgr. . . . Raymond Rosen & Co., Philadelphia (RCA) appoints John B. Hesser sales mgr. for RCA Whirlpool freezers . . . Graybar, Cincinnati (Emerson) promotes Ivan E. Roshon to mgr. of appliance sales . . . Graybar, Wilmington, Del. (Hotpoint) moves to 915 So. Heald St.

Philco will build consolidated 118,000-sq. ft. warehouse in Elizabeth, N. J., due for completion next March, to replace existing warehouse and showroom facilities in E. Orange, N. J. An adjacent office building will also be built.

Network Color Schedules (September 16-29, 1956)

- Sept. 16—CBS: *Lamp Unto My Feet*, 10-10:30 a.m.
- Sept. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, 8-9:30 p.m.
- Sept. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.
- Sept. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- Sept. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Sept. 21—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 22—NBC: *Be a Famous Figure*, 1-2 p.m.; *Perry Como Show*, 8-9 p.m.
- Sept. 23—NBC: One-shot film *Sound of Fear*, 4:30-5:30 p.m.
- Sept. 24—CBS: *Studio One*, 10-11 p.m. NBC: *Matinee Theatre*, 3-4 p.m.; *Golden Touch of Frankie Carle*, 7:30-7:45 p.m.; *News Caravan*, 7:45-8 p.m.
- Sept. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Noah's Ark*, 8:30-9 p.m.
- Sept. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *This Is Your Life*, 10-10:30 p.m.
- Sept. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Sept. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Truth or Consequences*, 8:30-9 p.m.
- Sept. 29—NBC: *Perry Como Show*, 8-9 p.m.; *Spectacular*, "Esther Williams Aqua Spectacle," 9-10:30 p.m.

Promoting color in connection with National TV Week Sept. 23-29, Westinghouse this week issued press release stating, in part: "Color TV, already recognized as one of the 20th century's outstanding scientific and artistic achievements, will make its appearance in thousands of American homes in the near future. That's the prediction today from TV experts across the nation. In fact, they say, the chances are excellent that you—and a number of families in your neighborhood—will own big-screen color sets before next Christmas. Over 200,000 color receivers are expected to be manufactured this year—substantial increase over 1955."

Color conversion of Chicago's WNBQ—at cost originally estimated at \$1,250,000—has been completed, with last of 4 TV studios at NBC headquarters remodelled and available for colorcasting. New film studio is also in operation with one black-&-white and 2 color film camera chains, slide projectors, and switching & control equipment. With conversion complete, NBC Chicago operations are again consolidated in one building, with all production facilities in a new 25,000-sq. ft. penthouse on 19th-floor roof of Merchandise Mart.

"A Bet on Color" titles article in Sept. 15 *Business Week* on Milwaukee's WITI-TV (Ch. 6) independent all-color operation using DuMont Vitascan. Gen. mgr. J. I. Meyerson is quoted: "In TV right now, color is the a la mode on the pie. The color boom is right around the corner—what corner nobody knows—but when it comes, we'll be ready for it."

Quoteworthy quote: "Right now some 10,000,000 to 13,000,000 homes are top prospects for a second set—many of them immediate prospects. For 1956, we estimate that second-set purchases will increase to at least 16% of the total consumer purchase of TV. However, in many of these instances the new set is in reality a replacement set since the new, larger screen set becomes the primary set, and the other operative set gets relegated to a secondary position."—Herbert Riegelman, gen. mgr. of GE's TV receiver dept., to NARDA meeting in Milwaukee Sept. 11.

Two more RETMA lab manuals for TV-radio technicians, "Basic Electronics" (\$1.75) and "Basic Radio & Radio-Receiver Servicing" (\$2.00), by Paul B. Zbar & Sid Schildkraut of RETMA teaching staff, have been published by McGraw-Hill Book Co., N. Y. RETMA also plans courses on basic TV, color, hi-fi repair, PA systems.

Magnavox appoints Rothbardt & Haas Adv., Chicago, for all adv. of its Spartan & Sentinel brands. Magnavox's own brands continue with Foote, Cone & Belding, Chicago.

Electronics Reports: Electronic circuits and components operating at temperatures up to 1500 degrees Fahrenheit were demonstrated this week by GE as "crucial breakthrough of the thermal barrier" with important implications for guided missiles, atom-powered aircraft, etc. Demonstrated in New York were laboratory models of newly designed vacuum tubes, capacitors, resistors, transformers, coils, wires, printed circuit boards and an electric motor—operated in furnaces and in direct flame of blowtorches which would melt ordinary circuits to a puddle of glass and metal. GE also announced successful tests in which electronic assemblies have been operated at high temperature for more than 1000 hours in neutron flux of graphite reactor at Oak Ridge National Lab. To dramatize qualities of the heat-resistant components, GE Research Lab scientists demonstrated "hi-fire" phonograph with amplifier glowing brightly in 1500-degree oven—playing hot jazz, of course.

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New non-metallic permanent magnet material—Ferroxdure—is covered by 2 patents issued this week to North American Philips Co. The ceramic material is electrically non-conductive and is said to retain its magnetic strength under most adverse conditions. It is produced without such critical and costly materials as cobalt and nickel, can be molded into various shapes, is unaffected by external fields and recommended for TV focus yokes and loudspeakers as well as motors, generators, refrigerator door latches, etc. Philips says several U. S. companies have been licensed to manufacture the material.

Scatter transmitter production has been started by Marconi for British Govt., the 20-kw units to be operated in 35-55-mc band for communications between United Kingdom & Malta, eventually to be extended to Cyprus & Middle East. Marconi has also supplied Admiralty with experimental 30-35-kw unit, a modified TV transmitter, for installation at Gibraltar with beam directed at Britain.

A community antenna system's financial details, rarely revealed because virtually all systems are privately owned and not regulated by Govt., came out this week when Barnes Engineering Co. reported that subsidiary Clarksburg (W. Va.) TV Cable Corp., serving about 7000 subscribers, earned \$263,988 in fiscal year ended June 30. Highly profitable venture listed \$255,338 operating income, \$151,851 expenses. Expense breakdown: \$84,310 general & administrative, \$64,399 operating, \$3142 interest. Biggest factor in net income was \$160,502 from "contributions in aid of construction," representing subscribers' initial connection fees. System's total assets as of June 30 were \$616,924, including \$259,354 in pole lines, \$171,936 in tap-off lines, \$116,879 in other electronic equipment. Barnes financial statement noted that Clarksburg operation "is well established and is adding new customers steadily, so that we anticipate a duplication of the above results for the coming year." Note: Importance of Clarksburg subsidiary to parent company is shown in fact that Barnes had net loss of \$99,528 for year, despite dividend income of \$285,599 from Clarksburg. Loss resulted from write-off of lost costs on contracts for subsidiary Multra Corp.

Storer Broadcasting Co. filed registration with SEC this week of 200,000 shares of \$1 par common, all owned by pres. George B. Storer—including 185,360 Class "B" shares to be converted by underwriters. Storer is offering shares to public "upon the recommendation of his estate planning consultants . . . to provide for payment of his estimated inheritance taxes," according to prospectus. After sale, he will hold 1,092,890 "B" and voting rights on 206,250 additional shares of "B" in trust. Outstanding shares will then total 973,610 common and 1,501,140 "B".

ELECTRONICS PERSONALS: Marvin Hobbs, onetime director of Defense Dept.'s old Munitions Board Electronics Div. and holder of other high defense posts, more recently director of marketing, American Machine & Foundry Co., joins Arma div., American Bosch Arma Corp., Garden City, N. Y. as director of new products dept. . . . Clyde C. Randolph elected v.p. in charge of western manufacturing, Western Electric Co., succeeding Reese F. Clifford, retiring; Noble Armstrong elected distribution v.p.; James N. Cost, installation v.p.; Charles D. Dugan, v.p.-controller . . . Col. Willet J. Baird, USA ret., named editor of *Signal Magazine*, published by Armed Forces Communications & Electronics Assn., succeeding late Col. George P. Dixon . . . Stanley J. Godwin promoted to GE district sales mgr. in charge of tube sales to Air Force, Dayton, O., succeeding Wilbur F. McKeehan, now mgr. of tube sales to Navy . . . Emerson S. Norris promoted to mgr. of facilities engineering, Sylvania atomic energy div., Bayside, N. Y. . . . Chester C. Pond promoted to product planning mgr., Philco govt. & industrial div.

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Portable radar speed meter shown by Admiral at International Assn. of Police Chiefs meeting in Chicago this week weighs 26-lbs., costs \$995, runs off 12-volt auto battery. Size of typewriter case, it is said to "spot" speeders up to 200 feet. Available with unit are 16mm camera (\$295) which snaps pictures of speeder and speed indicator, and tape recorder (\$185) which registers high-pitched "beep" corresponding to violator's speed.

DuMont govt. div. opens new sales office at 802 Bugbee St., Jacksonville, under direction of southeast govt. sales mgr. Harry Del Muro, ex-DuMont TV transmitter sales rep for Texas. Office will handle govt. sales in 6 southeastern states.

Circuit Instruments Inc., subsidiary of International Resistance Co., has moved to new 12,500-sq. ft. plant at 2801 Anvil St. North, St. Petersburg, Fla.

Raytheon earned about 11¢ per share in fiscal quarter ended Aug. 31, reflecting continued losses from liquidation of TV-radio div. following its sale to Admiral in latter May (Vol. 12:21-22). Earnings in corresponding quarter of preceding fiscal year were \$764,000 (28¢). Pres. Charles F. Adams Jr. told stockholders meeting Sept. 13 that he anticipated improved earnings in current quarter ending Nov. 30; that company is currently negotiating with Navy to take over management of its missile plant in Bristol, Tenn.; that it currently has govt. backlog of more than \$180,000,000 and expects additional contracts.

Teleprompter Corp. stockholders Sept. 11 approved sale of 20,000 authorized but unissued shares at \$25 to Western Union, plus \$250,000 worth of 4% subordinated debentures over 10 years, convertible into common stock at \$30 a share in first 5 years, \$35 thereafter. Pres. Irving B. Kahn reported net earnings of \$76,422 for first 6 months of 1956, more than double the \$34,081 earned in same 1955 period. Full 1955 net earnings were \$96,743 (81¢) on gross revenue of \$1,215,559. Elected to Teleprompter board were Thomas F. McMains, v.p. & asst. to pres. of Western Union, and Theodore B. Gittings, public relations v.p. of Western Union.

Emerson Radio operations in fiscal quarter ended July 31 "most likely" resulted in a net loss for the period, according to interview with pres. Benjamin Abrams in Sept. 13 *Wall Street Journal*. He said that, at best, earnings were "very poor" compared to net profit of \$472,831 (25¢ per share) in corresponding period of preceding fiscal year. He blames company's bad showing this year on TV liquidation sales; publicity on imminence of color; low profit margins on portables.

Network Television Billings

July 1956 and January-July 1956

(For June report see *Television Digest*, Vol. 12:32)

RECORD TV NETWORK billings of \$18,488,479 were chalked up by CBS during normally light July, gain of 26.3% over same month year ago, according to Publishers Information Bureau monthly report. NBC achieved \$13,584,196, gain of 13.5%; ABC had \$5,532,030, up 69.5%—bringing 3-network total to \$37,604,705 for July, up 25.4%. Networks' total for 7 months of 1956 reached \$272,115,017, an increase of 19.8% over same 1955 period. The complete PIB July report:

| NETWORK TELEVISION | | | | | | |
|--------------------|---------------------|---------------------|--------------|----------------------|----------------------|--------------|
| | July 1956 | July 1955 | % Change | Jan.-July 1956 | Jan.-July 1955 | % Change |
| CBS | \$18,488,479 | \$14,635,011 | +26.3 | \$124,987,904 | \$108,326,852 | +15.4 |
| NBC | 13,584,196 | 11,966,760 | +13.5 | 103,113,928 | 90,777,503 | +13.6 |
| ABC | 5,532,030 | 3,263,803 | +69.5 | 44,013,185 | 25,032,408 | +75.8 |
| DuMont* | — | 131,105 | — | — | 3,035,785 | — |
| Total | \$37,604,705 | \$29,996,679 | +25.4 | \$272,115,017 | \$227,172,548 | +19.8 |

| 1956 NETWORK TELEVISION TOTALS BY MONTHS | | | | |
|--|---------------------|----------------------|----------------------|----------------------|
| | ABC | CBS | NBC | Total |
| Jan. | \$ 6,382,046 | \$ 17,820,455 | \$ 14,695,116 | \$ 38,897,617 |
| Feb. | 6,418,210 | 16,928,361 | 13,845,000 | 37,191,571 |
| March | 6,747,928 | 17,884,976 | 15,955,688 | 40,588,592 |
| April | 6,173,922 | 17,668,950 | 15,136,596 | 38,979,468 |
| May | 6,639,132 | 18,260,894 | 15,710,403 | 40,610,429 |
| June | 6,119,917 | 17,935,789 | 14,186,929 | 38,242,635 |
| July | 5,532,030 | 18,488,479 | 13,584,196 | 37,604,705 |
| Total | \$44,013,185 | \$124,987,904 | \$103,113,928 | \$272,115,017 |

* 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.

FCC Chairman McConnaughey received enthusiastic response to his speech before Radio & TV Executives Society in Hotel Roosevelt, N. Y. Sept. 12 when he stressed these points: (1) Station licenses should be lengthened from 3 to 5 years to "stabilize the industry." (2) Proposals that allocations investigations incorporate "economic and sociological" studies make him "a bit apprehensive." This was obvious reference to Senate Commerce Committee's "Bowles Committee," which has talked about having MIT or other university conduct such studies. "In a field so vital and so rapidly changing . . . I hesitate to rely on long or short term forecasts made by economists and their statistical colleagues." (3) Govt. controls should be kept at a minimum. (4) Duplication of Congressional investigations is much too time-consuming. They've taken up 7432 man-hours of FCC time, including 287 of his own—but "sincere" investigations are welcome. In interview after meeting, McConnaughey said he hopes FCC can take up question of subscription TV, but added he has no idea what will be done with it, whether hearing will be ordered, etc.—but reiterated personal belief experimental operation should be authorized.

Sudden strike at NBC's KRCA, Los Angeles, Sept. 12 forced cancellation of *Matinee Theatre* and cut video of *Tennessee Ernie Ford Show*, as cameramen and engineers walked off jobs for 4 hours in protest of NBC's contention that union did not have jurisdiction over 2 new clerks. Technicians returned to job after network agreed to negotiate issue in N. Y.

Annual outing of Federal Communications Bar Assn. will be held at Washington's Congressional Country Club Tues. Oct. 2, first time at location other than Vienna, Va. farm of late attorney Horace Lohnes. New features will include golf tournament starting at 11 a.m., buffet dinner at 7 p.m. Weekday was picked, varying from customary Saturday, because of Club's availability.

CB'S FIFTH TV STATION, second uhf, will be called WHCT—as CBS takes over WGTH-TV, Hartford (Ch. 18) and changes call letters Sept. 16, following final go-ahead from FCC this week. New gen. mgr. is Harvey J. Struthers, for last 5 years mgr. of CBS's radio WEEI, Boston, where sales mgr. Tom Gorman succeeds him.

Consummation of \$650,000 purchase from RKO Tele-radio Pictures was made possible when protestants WNHC-TV, New Haven (Ch. 8) and WATR-TV, Waterbury (Ch. 53) dropped objections and Commission made sale effective.

Purchase gives CBS following lineup of owned stations in addition to WHCT: WCBS-TV, N. Y. (Ch. 2); WBBM-TV, Chicago (Ch. 2); KNXT, Los Angeles (Ch. 2); WXIX, Milwaukee (Ch. 19).

CBS's plans call for immediately expanded programming schedule of WHCT, starting at 7 a.m., and construction of new studios.

Meanwhile, NBC is still going through hearing in its acquisition of WKNB-TV, New Britain (Ch. 30), which would bring its total to 7 stations, 2 of them uhf. Engineering data was placed in record last week; on Sept. 18, balance of testimony will be given by Charles Denny, operations exec. v.p., and Hugh Beville, v.p. for planning & development. Since opposition to acquisition was dropped by WNHC-TV and WATR-TV, it's presumed there's no obstacle to FCC approval.

Two applications for conventional and 4 for translator stations were filed with FCC this week. Seeking Ch. 7, Amarillo, Tex. is Southwest States Inc., comprising principals of KAMQ (Murry Woroner, pres.). Application for Detroit's Ch. 62 was filed by Plaza Radio & TV Co., owned by N. Y. adman Alex Roseman (50%), Eliot Hyman, principal owner of Ercona Corp. (25%), and David M. Harris, former owner of Associated Films (25%). Translator applications: For Ch. 80, Center-Sargent, Colo., by Eugene Strausser; for Ch. 70 & 76, Lewiston, Ida., by non-profit Orchards Community TV Assn. Inc.; for Ch. 70, Truth or Consequences, N. M., by city itself. Total applications on file: 121 stations (24 uhf), 22 translators. [For details, see *TV Addenda 23-J* herewith.]

Proving again that uhf can be profitable, treas.-gen. mgr. Wm. L. Putnam of WWLP (Ch. 22) in non-intermixed Springfield, Mass., announced that station will do more than \$1,000,000 business this year, having grossed nearly \$500,000 in first half, with earnings of more than \$82,000, or a little over \$2 a share. To the station's approximately 50 stockholders, he announced dividends of 10¢ per share and 5% stock. Station headed by Roger L. Putnam has been on air since March 1954, lost money during its first 2 years. According to FCC's TV station financial analysis, only 2 uhf stations grossed more than \$1,000,000 in 1955—one of them operating at a loss (Vol. 12:30).

Assignment of KMGH-TV call letters to Minneapolis' KEYD-TV (Vol. 12:34) was protested by Loew's Inc., parent of MGM, in letter to FCC this week. Terming use of call letters "unfair trade practice," Loew's said it could "seriously harm Loew's negotiations for the leasing of its films in this and other markets." It also pointed out cryptically that Loew's is in "direct competition" in the Minneapolis area with KMGH-TV.

Negotiations have been terminated for purchase of WMTV, Madison (Ch. 33), according to George R. Stephenson, exec. editor of *Madison Capital Times* (WIBA), which had sought to acquire 2/3 of Gerald A. Bartell's station there (Vol. 12:11). WIBA tried to arrange merger after it lost Ch. 3 decision to WISC-TV.

WROC-TV are new call letters of WHAM-TV, Rochester (Ch. 5), now owned by Transcontinent TV Corp., which sold radio WHAM to Riggs & Greene Inc.; latter retains old call letters.

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

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SUMMARY-INDEX OF THE WEEK'S NEWS — September 22, 1956

ALLOCATIONS JOCKEYING appears as FCC's uhf research project gets off to slow start. RETMA's Baker heads 5-man organizational committee (p. 1).

ALL NETWORK AFFILIATION CONTRACTS to be made public at Celler hearings. ASCAP members urge divorce of networks from BMI and record business (p. 2).

TV SERVES EDUCATION with 23 non-commercial stations, more than 100 closed-circuit systems, variety of special programs. Big equipment market seen (p. 4).

NTA FILM NETWORK'S LEGALITY due to be questioned by station, which will ask FCC whether affiliation constitutes abdication of licensee responsibility (p. 5).

CAPPER PUBLICATIONS SALE to Stauffer, including WIBW-TV & WIBW, Topeka, and KCKN, Kansas City, for \$7,000,000, ends legatee litigation (p. 5).

COURT APPEAL taken by WJHP-TV, Jacksonville, which asks freeze on Ch. 12 CP, seeks deintermixture as in Duluth or New Orleans (p. 7).

FIRST 1,500,000-WATT TV station is Wilkes-Barre's uhf WILK-TV, which turns up power on GE 45-kw transmitter; WNOW-TV, York, Pa. may quit Sept. 30 (p. 8).

PORTABLES GAIN IN IMPORTANCE in improved TV market, accounting for 11% of Sept. output. Philco-Bendix laundry sale nears. TV exports grow (p. 11).

"CAPTIVE" TV SERVICING deplored by Sylvania official, but he warns servicemen to improve merchandising and selling or suffer consequences (p. 12).

WESTINGHOUSE EXPANSION calls for \$750,000,000 worth of consumer products sales annually by end of 1958, though short-term outlook presents problems (p. 13).

BETTER INDUSTRY STATISTICS promised by proposed revision of electronics category of gov't's Standard Industrial Classification, now being tested (p. 13).

LAWRENCE COLOR TUBE production within a year is goal of DuMont, as pres. Schultz states present tubes and receivers are too costly (p. 10).

CONVENTION VIEWING produced greatest audience in "history of mankind," according to TvB, as Nielsen figures contradict early Trendex findings (p. 9).

MANY 2-SET HOMES, little interest in spending \$500 for color, strong influence of TV in consumer purchases revealed in ABC Los Angeles survey (p. 14).

MEAGER PROGRESS IN 'CRASH RESEARCH': Very slow start was achieved by FCC-inspired industry allocations conference in Washington Sept. 20, which was designed by Commission to kick off program of gathering information with which FCC could determine whether a move of all TV to uhf is feasible.

Sole accomplishment of session was appointment of 5-man committee to meet Oct. 2 to draft recommended structure of organization to conduct the study.

The varied groups that made up participants in session immediately demonstrated fear project would go either pro-uhf or pro-vhf, take too long or get over too quickly, get bogged down in detail or become too superficial.

* * * *

Meeting began with all commissioners present save Doerfer. After Chairman McConaughy pointed out need for study and said FCC's suggested organization for project (Vol. 12:35) was only a suggestion, Commission left room. It had appointed as temporary chairman of group ex-Comr. Edward Webster, who had been drafted for the chore at last minute. This was significant in itself, inasmuch as Commission had earlier suggested RETMA pres. W.R.G. Baker hold the position. Blunt fact is that some vhf forces consider Dr. Baker a bit too pro-uhf. Nonetheless, the group did accept Webster's designation of Baker as acting chairman of organizational committee.

Jockeying for position that showed up in meeting was illustrative of background maneuvering which has been going on. Pro-uhf Committee for Hometown TV, headed by Philip Merryman, of WICC-TV, Bridgeport, Conn. (Ch. 43), sought to get equal footing with the 5 organizations originally invited by FCC -- Assn. of Maximum Service Telecasters, Joint Council on Educational TV, Committee for Competitive TV, NARTB, RETMA. However, Webster ruled Hometown group out -- despite assertion of its counsel that it had verbal assurance from Commission that it could participate.

NARTB pres. Harold Fellows took lead in suggesting how things should be organized. He advanced concept of having large budget, paid chairman, 2 unpaid vice chairmen -- one for telecasting end, one for manufacturing. He was among the most strenuous objectors to seating of Hometown group, said that it has only 3 members, that its admission would bring in deluge of groups making basic structure unwieldy. Strongly-vhf AMST group agreed with him, while pro-uhf CCT gave Hometown a hand.

After 5-man organizational committee was named, with alternates, room was cleared and the 5 discussed project further. Dr. Baker proposed that group be set up on same basis as RETMA's successful NTSC which established black-&-white and color standards -- with no paid executives.

Two names mentioned to date, if paid top man is hired, are former FCC Comr. George E. Sterling and ex-Hazeltine research v.p. Arthur V. Loughren.

RCA senior exec. v.p. Dr. Elmer W. Engstrom, a RETMA representative, brought another question into meeting. At start of session, he asked Commission whether group would have immunity from anti-trust prosecution if it pooled technical information, said letter from Attorney General Brownell to that effect would clear air. Comr. Craven said he saw no problem because no information on specific apparatus was sought by the Commission. RCA spokesmen later indicated they still have doubts about participating unless Justice Dept. immunity is given. They called attention to wartime "Madison Hot Oil" case, wherein oil industry pooled information at the request of Navy, was later prosecuted on anti-trust charges anyway.

Members of the 5-man organizational committee are representatives of the 4-man delegations at sessions: Jack DeWitt, WSM-TV, Nashville, AMST; Ralph Steetle, exec. director of JCET; John Johnson, WTOB-TV, Winston-Salem, CCT -- plus RETMA's Baker and NARTB's Fellows.

* * * *

There were allocations overtones, meanwhile, in Rep. Celler's N.Y. hearing (see below). There, Dr. Allen B. DuMont testified that strong deintermixture seems most "intelligent move" now; that move of everything to uhf is less practical. He said that deintermixture such as he proposed in 1949 would be less costly and affect only about 15-20% of stations and population.

As for FCC's uhf research program, DuMont stated: "I think it's the same sort of a stall that Columbia pulled," referring to CBS's efforts to get its color system authorized during freeze. "In other words," he went on, "I think that it is simply something that is going to take 2 or 3 years to go through, and it just stalls the decision...I do not think it is necessary; I think they have ample information right now to go ahead with it."

Testifying in same hearing, ABC pres. Robert Kintner reiterated there's no "monopoly" in TV that FCC can't cure by quickly granting CPs for already-allocated vhf channels in 6 major cities and by substantial deintermixture. The 6 markets, where ABC-TV needs full-time affiliates: Boston, Pittsburgh, St. Louis, Miami, Indianapolis & New Orleans. Kintner noted that they contain 17,000,000 people, over 10% of the nation's population.

CELLER 'DECLASSIFIES' AFFILIATION PACTS: Contracts between the networks and their affiliated stations -- business secrets heretofore locked in the files of FCC and the networks -- are being thrown open to the gaze of the public and competitors by Rep. Celler's TV investigators.

The anti-trust subcommittee, during its questioning this week of ABC pres. Robert E. Kintner at its N.Y. hearings, inserted copies of ABC affiliation contracts in the record, and served notice it would make public all CBS & NBC pacts next week when it questions presidents Frank Stanton and Robert Sarnoff.

Traversing entire TV field in search of possible anti-trust violations, the subcommittee this week looked into ASCAP-BMI feud, allocations, ad agency commissions, network rates, AT&T charges -- with congressmen and subcommittee counsel making it clear that the networks are still the "defendants."

"Divestiture" -- a favorite word in the hearings last week during Justice Dept. testimony (Vol. 12:37) -- came up again this week, as a parade of ASCAP-affil-

iated witnesses appeared before subcommittee to urge that networks be divested of their interest in BMI and that RCA & CBS be parted from phonograph record business. Commenting on testimony of ASCAP-member witnesses regarding networks' interest in BMI and record companies, Rep. Celler made this pronouncement:

"I do hope that before there is any kind of vexatious very costly anti-trust suit filed -- and it is bound to come to filing if the situation does not change -- that the heads of the broadcasting companies and chains, like Gen. Sarnoff and Mr. Stanton and Mr. Goldenson, will see the light and will -- well, I am almost tempted to say, come to their senses."

Subcommittee got best publicity break with appearance of brace of top song-writing and show business names -- including Steve Allen, Oscar Hammerstein II, Billy Rose, Otto Harbach, Allan Jay Lerner -- whose spokesmen accused networks of dominating BMI and using it "for the purpose of depressing the price of music for broadcasting" and lowering public's taste by blocking from TV-radio the music of America's most popular and serious composers.

BMI pres. Carl Haverlin vehemently denied charges -- saying that ASCAP, not BMI, was the monopoly of the music business -- and cited survey showing that ASCAP tunes had 72.7% of all TV-radio performances, BMI only 16.1%.

* * * *

Network affiliation contracts were trotted out after Kintner said ABC was now adopting "standard contract" for its primary affiliates, providing for 22 free hours to network monthly and 30% payment thereafter, based on the "hour unit." He objected to making the individual contracts public on grounds that the network had right to keep "business relationships" confidential. Celler asked whether there wasn't a difference between conventional business relationship and a deal in industry "which partakes of the attributes of that which is very much akin to a public utility."

To show "wide variations" in amounts paid to ABC affiliates, subcommittee counsel cited these compensation rates: KHSL-TV, Chico, Cal. is paid at 15% of gross billing to advertisers; WMAZ-TV, Macon and KSD-TV, St. Louis, get 50%; WATR-TV, Waterbury, Conn. gives 12 hours free time, gets 27.5% for next 33 hours, 30% thereafter; WFIL-TV, Philadelphia, gets 30% for first 4 hours after 23 free hours, then 35%; KTVK, Phoenix, pays network \$6000 monthly in lieu of free time; many stations aren't required to give any free time at all.

Many of these contracts have already been replaced by "standard contract," Kintner noted. He added that others involve CBS & NBC affiliates in 2-station markets, with which ABC had to make best deal it could in order to have any outlet. In some cases, low compensation was to make up for high cable charges to remote areas.

In area of rates, subcommittee hammered away at new theme: That a TV program is a "commodity" and therefore networks are subject to Robinson-Patman Act which bans price discrimination designed to weaken competition. Justice Dept. statement that commodity label "is likely to" apply to TV programming was cited by staff attorneys, who grilled Kintner on variations in ABC-TV rate card for short-time and long-time buys. Kintner denied this constituted "discrimination."

Kintner defended concept of network -- including option time and "minimum buy" rule -- as vital to TV broadcasting, repeating points he made at Senate Commerce Committee's TV hearings. Again he blamed FCC and station shortage for any "monopoly" situation which might exist, and plugged for ABC's top-200-market allocations proposals (see p. 1). During course of questioning he revealed that ABC is "now exploring various cities" with idea of owning 2 uhf outlets.

* * * *

Big ad agencies' role in TV was subject of study inserted in record by subcommittee counsel Leonard Appel on basis of answers to questionnaires by 15 top agencies. He said study showed these 15 agencies handled 54.58% of all network TV advertising in Jan. 1956, or gross of more than \$21,000,000. The 5 ranking agencies, he said, accounted for 31.3% of network TV time. They were identified as Young & Rubicam, J. Walter Thompson, BBDO, McCann-Erickson & Leo Burnett.

Urging that stations be allowed to operate own relay links, 2 telecasters appeared before subcommittee to call AT&T line charges "excessive." Vance L. Eckers-

ley, WGBI-TV, Scranton, (Ch. 22) said his station "has passed the break-even point after more than 2 years of substantial losses," but would go back into red ink if forced to abandon its private microwave link. Pres. W. C. Bridges of WEAU-TV, Eau Claire, Wis. (Ch. 13), gave similar story, said his station would be forced back to the break-even point if required to use common carrier service.

Informed of FCC's 8-year investigation of AT&T's rates, Celler stormed: "I think it is outrageous, and the FCC certainly ought to take it upon itself immediately to render some sort of a decision after a short inquiry. It should not take 8 years to render a decision on a matter of this sort...."

TV'S FAST-GROWING STAKE IN EDUCATION: Opening of school terms this month finds TV solidly entrenched as an increasingly important tool in the educational process -- representing not only a boon to teachers and students in their academic pursuits, but also a growing market for equipment manufacturers. Basically, the contributions of TV to education take 4 major forms:

(1) Regular operations of 23 non-commercial stations on reserved channels, plus prospect of at least 8 more by June 30, 1957. Ralph Steetle, exec. director of Joint Council on Educational TV, estimates that a population of about 40,000,000 is served by these 23 stations now, 56,000,000 by next June. (For list of educational stations now on air and those due by next June, see p. 8.)

(2) Closed-circuit teaching in more than 100 colleges, school systems and other educational agencies. This is by far fastest-growing aspect of educational TV, growing so fast neither education nor industry is able to keep up with the new systems. Many institutions are offering complete courses via closed-circuit.

(3) Educational programs by colleges on commercial stations. No complete list of such programs is available, but among the more publicized are Georgetown U Forum on WTTG, Washington; Western Reserve U's "Telecourses" on WEWS, Cleveland.

(4) Educational-type shows on networks and stations. This category conceivably could take in almost entire range of public service program schedules because, in the view of educational leaders, every program which contributes to public enlightenment and understanding is essentially an educational program.

"Many people have the wrong idea about educational TV," said Steetle. "They think of it only in terms of the educational stations themselves. The concept is much broader than that. We contend that all forms of public instruction by TV, no matter whether they're on commercial or non-commercial channels, are part of it."

That equipment makers foresee a bonanza in any extension of closed-circuit uses, including those for education, is evident. Announcing full-scale entry into field this week, GE estimates that sales of closed-circuit equipment for all uses this year will total \$6,000,000, rising to \$75,000,000 annually in 10 years (p. 14).

* * * *

How fare the 23 educational stations? Generalizations are hazardous. Their records, like those of their commercial brethren, range from very good to very bad. Their program range is from 8 to 45 hours per week for each station, of which about 60% is live and about 25% furnished by Educational TV & Radio Center at Ann Arbor.

Survey conducted by the Center last spring showed that adult programs comprised 75% of schedule, led by programs on science and industry, followed by music and dance, arts and drama, history, national and world affairs, and psychology. Remaining programs were aimed mainly at children, chiefly for in-school instruction.

Methods of financing educational stations vary, and no single formula has proven adaptable to all. Some are financed by state legislatures; others, like WQED in Pittsburgh, are backed by community donations. Construction costs range from \$50,000 for WTHS-TV, Miami, to \$500,000 for WGBH-TV, Boston. Commercial stations have donated \$6,000,000 in equipment to educational groups in their communities.

Recent gathering of educational TV leaders, called by Joint Council to discuss allocations problem, gave several station officials opportunity to review their achievements and ponder future. To a man, they agreed that educational TV concept had been accepted in their communities, however diverse their methods of financing, and things could only go up from here on in.

LEGALITY of NTA Film Network affiliation agreement is being questioned by at least one TV station—which is expected next week to file request with FCC for clarification of whether NTA's contracts violate Commission's rules. The NTA Network announced last week it had signed 102 affiliates for its 1½-hour weekly feature film presentation, beginning week of Oct. 15 (Vol. 12:37).

The petitioning station is expected to call FCC's attention specifically to clauses in contract obligating affiliated stations to "televise such programs as shall be selected and furnished by the network" and giving network "the right to utilize the program time for such commercial sponsorship as the network in its discretion may desire, consistent with standard broadcast procedures." The FCC will be asked:

Are these clauses inconsistent with concept of licensee responsibility? Do they amount to abdication of control of station for 1½ hours a week, since there is no provision for network to give station prior notice of nature of the film and of the commercials? Furthermore, is the requirement that the station must provide program time at fixed day and time too inflexible to permit station to fulfill its statutory obligations?

NTA Film Network actually has 2 affiliation contracts—one providing for cash payments to member stations for time sold, and the other providing for payment in feature and TV film libraries in exchange for time. The former will be used principally in smaller markets, the latter in about 60 larger markets. NTA says its rates to advertisers will be based on stations' spot rates, with affiliates' spot reps getting commissions on the sales. The stations receiving cash compensation will get about 30% of what sponsor pays for the station—which NTA says is considerably better rate of compensation than affiliates get from major networks.

TV & movie blackout of Melbourne Olympics in U. S., Canada & Europe will result from restrictions on game coverage imposed by Australian Olympic Committee, according to this week's joint announcement by virtually all of western world's networks & newsreel agencies. After year of negotiations with committee's N. Y. agent, Paul Talbot of Fremantle Overseas Radio & TV Inc., industry turned down his latest proposal that committee itself film games, providing up to 3-min. of film daily—at cost—to newsreels. Industry objected that "this meant, in effect, [the newsfilm organizations'] handing over entirely their editorial rights and faced them with the possibility of having material which was unsuitable for different audiences and over the cost of which they had no control." They told Talbot, "it is clear that the film news pool will not be able to provide the minimum proper news service to the public." Earlier, said industry spokesman, Talbot had refused their offer to form pool, use only 9-min. of film in newscasts daily, furnish free prints to Olympics committee for commercial exploitation.

Expansion into movie production was announced this week by American Broadcasting-Paramount Theatres, Inc. pres. Leonard H. Goldenson in Sept. 21 address to Theatre Owners of American convention in New York. At same time as company enters field of theatrical film production, he said, it will reduce the number of theatres it owns. Said Goldenson: "In order to protect our major investment in this [theatre] industry, we have decided to go into the business of producing motion pictures. The extent of our participation at the start would be on a relatively small scale. . . . But as a long-range undertaking we would hope to gain the necessary knowledge to understand production so that we can consider approaching the problem on a larger scale."

SALE OF CAPPER PUBLICATIONS publishing-broadcasting interests this week to Stauffer Publications, for approximately \$7,000,000, involves 2 very strong Kansas groups and ends litigation over legacy of late Sen. Capper. Broadcast properties involved, on which no separate price was placed, are WIBW-TV, Topeka (Ch. 13) & WIBW, and radio KCKN, Kansas City. Stauffer already owns radio stations KSEK, Pittsburg, Kan.; KSOK, Arkansas City, Kan.; KGFF, Shawnee, Okla.

Publications sold are: daily newspaper *Topeka Daily Capital* and *Kansas City Kansan*; national magazines *Capper's Farmer* and *Household*; 5 semi-monthly farm papers in Kansas, Michigan, Pennsylvania, Ohio & Missouri. Also included are Capper Printing Co. & Capper Engraving Co.

Stauffer's publications include daily *Topeka State Journal* and 10 smaller daily newspapers—in Kansas, Oklahoma, Nebraska, Missouri & California.

Sen. Capper died Dec. 19, 1951, left entire estate to some 15 key associates, headed by publisher-pres. Henry Blake. Blake's death early this year, after which Philip Zach became pres., started court fight for control which ends with sale. Negotiations were handled by Vincent J. Manno of Howard E. Stark brokerage firm.

Louis R. Draughon is acquiring ⅓ control of WSIX-TV, Nashville, Tenn. (Ch. 8) & WSIX by buying ⅓ held by W. H. Criswell for \$250,000, paying \$50,000 cash and \$200,000 by note, according to application filed with FCC. Draughon family sold stations for \$800,000 in Sept. 1954 (Vol. 12:32) to WSIX Inc., equally owned by Louis Draughon, Criswell and R. D. Stanford Jr. Statement of operations for year ended Dec. 31, 1955 shows ABC affiliate had TV income of \$457,276 (\$214,119 in local time sales, \$77,283 network, \$76,846 national, \$89,026 other), but operating expenses were \$566,896, resulting in \$109,620 loss. For period from Sept. 15, 1954-Dec. 31, 1954, TV income was \$126,851, operating expenses \$147,534, loss was \$20,683.

Philadelphia's WCAU Inc. had net profit of \$1,555,563 in 1955 after state and federal taxes, it's revealed in application filed this week for FCC approval of *Philadelphia Bulletin's* purchase of 75% of WGBI-TV, Scranton (Ch. 22) for \$650,000 (Vol. 12:31). Profit from WCAU-TV, AM & FM in 1954 after taxes was \$1,324,426—and July 14 balance sheet estimates pre-tax profit this year at \$1,021,528. WCAU Inc. also lists additional \$6,226,351 earned surplus, total assets of \$9,610,638. Combined July 1 balance sheet for WGBI-TV & radio shows \$267,087 surplus. TV plant represents \$441,602 of \$760,748 assets.

Holding up transfer of WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11) & radio WMAM to Guild Films, FCC this week stayed its approval of sale last July for \$287,000 cash and assumption of \$350,000 obligations (Vol. 12:36). If transfer has been consummated, Commission said, Guild Films has until Oct. 19 to return stations to M & M Bestg. Co. Action was taken in granting petition for review by WFRV-TV, Green Bay (Ch. 5), which claimed to be party in interest, stating it had already been adversely affected because of greater financial backing under Guild ownership, availability of films and plans to move WMBV-TV to Green Bay.

Albert Zugsmith interests are buying KSHO-TV, Las Vegas (Ch. 13), with radio KBMI, Henderson, Nev., for more than \$350,000 from Moritz Zenoff. Sale cancels application for 50% of KSHO-TV filed by millionaire Wilbur Clarke, operator of Desert Inn (Vol. 12:24). Zenoff properties are being acquired by Television Corp. of America, licensee of KULA-TV, Honolulu (Ch. 4) & KULA, and principals also have interest in California radio stations KRKD, Los Angeles; KITO, San Bernardino; KFOX, Long Beach; KVSM, San Mateo.

Personal Notes: Thomas B. McFadden, NBC v.p. in charge of WRCA-TV & WRCA, N. Y., promoted to v.p. in charge of NBC owned stations and NBC Spot Sales, reporting to Charles R. Denny, new exec. v.p. for operations; Wm. N. Davidson promoted to gen. mgr. of WRCA-TV & WRCA . . . Ted Fetter, veteran TV-radio producer (*Jack Paar Show, Your Hit Parade*), joins ABC-TV as director of program dept., reporting to Robert F. Lewine, v.p. in charge of programming & talent . . . E. D. Leshin promoted to CBS-TV program production mgr., Hollywood . . . George Morris, ex-WGTH-TV, Hartford, Conn., named western sales mgr. of all General Teleradio stations, headquartering in Chicago; Wm. Finkeldey promoted to syndicated sales mgr. of General Teleradio's RKO Television, N. Y. . . . Russell G. Stebbins promoted to sales director of NBC's WNBQ & WMAQ, Chicago, reporting to asst. gen. mgr. Henry T. Sjogren . . . Leslie G. Arries Jr. resigns as gen. mgr. of WTTG, Washington, to join CBS-TV Spot Sales, Chicago . . . Charles Straus resigns as v.p. of Filmcraft Productions to join CBS-TV as asst. to Philip Feldman, director of business affairs . . . Donald H. McGannon, pres. of Westinghouse stations, appointed communications committee chairman for National Bible Week Oct. 15-21 . . . Jesse H. Cripe resigns as asst. operations mgr., WTVJ, Miami, to become gen. mgr. of Florida-Georgia TV Co.'s recently-granted Ch. 12 in Jacksonville, of which he owns 3% . . . Pel Schmidt promoted to commercial mgr., WAAM, Baltimore . . . Wallace M. Bradley named asst. to Wm. L. Putnam, gen. mgr. of WWLP, Springfield, Mass. . . . Pelham E. Mills Jr. promoted to gen. mgr. of KPLC-TV, Lake Charles, La., succeeding late David Wilson, who died Sept. 17 . . . Maurice M. Crain named engineering v.p., WLBC-TV & WLBC, Muncie, Ind.; Patrick S. Finnegan succeeds him as chief engineer . . . Edgar B. Filion promoted to TV div. v.p. of rep Meeker Co.; Louis J. F. Moore, radio div. v.p.; Carl Jewett, midwest operations v.p.; Vic Piano, sales development & promotion director; Chuck Standard, eastern TV sales mgr.;

Norm Cissna, midwest sales development mgr. . . . Frank J. Shea, ex-Pelican Films, appointed eastern operations director, Hal Roach Studios commercial div. . . . J. R. (Bud) DeBow, ex-Screen Gems & CHCH-TV, Hamilton, Ont., named mgr. of new Montreal office of S. W. Caldwell Ltd. . . . Carl M. Lawton, ex-WBZ-TV, Boston, named film mgr., KYW-TV, Cleveland . . . Raymond Falk, ABC Tokyo correspondent, named far eastern sales rep, ABC Film Syndication . . . Al Baccari Jr., ex-Foster & Kleiser Adv., named publicity mgr., KPIX, San Francisco . . . Robert Nystedt, ex-CHCT-TV, Calgary, most recently v.p. of Red Top Milk Co., Troy, Wis., joins news dept. of WISN-TV, Milwaukee . . . John W. McGuire, ex-MPTV, named marketing v.p., George Fotis & Assoc., N. Y., marketing & management consultants . . . Robert C. Brilmayer named v.p. in charge of TV & motion picture operations, Endorsements Inc., N. Y. . . . Thomas Dargan, program operations mgr. of KING-TV, Seattle, named program mgr. of upcoming KGW-TV, Portland, Ore. (Ch. 8), due in Dec., controlled by KING Inc.; Robert Prins promoted to succeed him at KING-TV.

Douglas R. Stringfellow, ex-Utah Congressman who gained national fame by admitting that his own story of being seriously wounded on a wartime OSS mission was a hoax, is new gen. mgr. of radio KMUR, Murray, Utah.

Joseph K. Close, pres. of WKNY-TV & WKNY, Kingston, N. Y., and radio WKNE, Keene, N. H., named special asst. to Theodore Streibert, director of U. S. Information Agency, with special responsibility for TV-radio projects.

Frederick R. Kappel becomes 9th pres. of AT&T, succeeding Cleo F. Craig, who advances to chairman. Kappel has been pres. of AT&T subsidiary Western Electric since Jan. 1954.

Martin Codel, editor & publisher of *Television Digest*, ill since Sept. 10, due to undergo abdominal surgery next week at Emergency Hospital, Washington.

ADVERTISING AGENCIES: Wm. Gibbs promoted to TV-radio production mgr., Young & Rubicam, San Francisco; Christopher A. Eaton, ex-KIEM-TV, Eureka, Cal., joins TV production dept. . . . Wm. Gay joins McCann-Erickson, Hollywood, as production director of Chrysler's *Climax* (CBS-TV) . . . Walter Weir, Donahue & Coe v.p. in charge of client services, promoted to exec. v.p.; Oliver Kingsbury, v.p.-secy., named chairman of management committee; Wm. Schneider, v.p. in charge of creative activities, assumes additional duties of chairman of plans board . . . Hill Blackett Jr., supervisor of Toni account and member of plans board, elected a v.p. of Clinton E. Frank Inc., Chicago . . . Donald Daigh, ex-Pedlar & Ryan, named exec. producer, Wm. Esty TV commercial dept., N. Y.

Henry J. Kaiser this week filed application for radio station in Honolulu, hasn't indicated further plans for TV (Vol. 12:36). Application was for 1040-ke, 5-kw, filed by Kaiser Hawaiian Village Radio Inc., 50% owned by Kaiser, 50% by Hal Lewis, KGU announcer-salesman and owner of ad agency.

WDSU-TV's purchase of 51% of WDAM-TV, Hattiesburg, Miss. (Ch. 9) for \$51,000 (Vol. 12:31) was approved this week by FCC. Remaining 49% is held equally by founding partners D. A. Matison Jr., Harold A. Matison, Milton J. Fine & Alvin H. Fine. Last year, WDSU-TV bought control of WAFB-TV, Baton Rouge (Ch. 28).

Ten \$3500 David Sarnoff fellowships were awarded this week to young RCA employees, who will work on graduate degrees during 1956-57 academic year in electrical or mechanical engineering, physics, applied mathematics, business administration or dramatic arts.

Klaus Landsberg, 42, v.p.-gen. mgr. of Paramount's KTLA, Los Angeles, and one of industry's pioneers in live news coverage, having won more than 40 awards for excellence in news and an international reputation for his personal supervision of networks' coverage of atomic bomb tests in Nev. in 1953, died of cancer Sept. 16 at his Hollywood home. A native of Berlin, he worked in European TV labs as early as 1934. He came to U. S. in 1938, joined NBC the following year and operated control board in TV demonstrations at World's Fair in N. Y. After brief period with DuMont, he went to Los Angeles, organizing KTLA for Paramount in 1941. He is survived by his widow, Mrs. Janice McDonald Landsberg, a son Cleve, and his parents. Lou Arnold, from Paramount N. Y. office, has been named acting gen. mgr. of KTLA.

Peter W. Seward, 78, former FCC asst. examiner, died in Wichita hospital Sept. 18. Once a trial court judge in Ft. Worth, he served with FCC 1934-45, leaving to establish private law practice. He was native of Bellefont, Kan.

Average TV station donated 172 hours of free time plus 1983 announcements & ID's worth total of \$187,774 in time & personnel during first half of 1956, reports Sept. 10 *Television Age*. Magazine says rate indicates average station will donate about \$380,000 to public service programs this year, compared with \$292,346 during 1955.

Don Belding, retiring next Jan. as chairman of Foote, Cone & Belding, will run for mayor of Los Angeles in April election. He's cross-filing as both Democrat and Republican, permitted under California law.

ASSAULT ON ALLOCATIONS policy of FCC was made in Court of Appeals this week when uhf WJHP-TV, Jacksonville (Ch. 36) asked court to rescind FCC's recent grant of Ch. 12 to Florida-Georgia TV Co. Station's argument is that Jacksonville situation is precisely same as Duluth's or New Orleans'—yet Commission has refused to initiate deintermixture as it has in those 2 cities. WJHP-TV has been trying to get FCC either to take Ch. 12 out of town—leaving WMBR-TV (Ch. 4) sole vhf—or to declare educational Ch. 7 available for commercial use, making total of 3 vhfs in city.

Hurried analysis of uhf propagation curves by Assn. of Federal Communications Consulting Engineers, submitted to FCC this week at latter's request, says in essence: Use care in estimating uhf service areas by means of average curves—unless terrain is clearly "average"—and even then supplementary data should be employed. A "conservative" and "approximate" rule-of-thumb in judging uhf service, AFCCE said, is line-of-sight concept.

It concluded that FCC's antenna-gain figures are satisfactory; that 15-db uhf receiver noise figure seems to be more realistic than FCC's 10-db; that specific transmitting antenna heights should be employed in calculations instead of FCC's assumed 1000 ft. AFCCE also recommended that adjacent-channel interference be considered but implied that other uhf mileage "taboos" should be dropped. Many engineers have never considered latter realistic, and they point out that many important low-end uhf channel assignments can be made if the taboos are eliminated.

Three uhf CPs were cancelled, meanwhile, because grantees didn't seek extensions. WOKA, Macon, Ga. (Ch.

47); KTVE, Longview-Tyler, Tex. (Ch. 32); KRSM, Yakima, Wash. (Ch. 23).

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Multiple-ownership debate at Commission has simmered down since Asst. Attorney General Victor R. Hansen told Celler subcommittee last week that rules should be tightened rather than relaxed (Vol. 12:37). Commission still has to make up its mind on what to do about Storer's 2 pending cases—purchase of CP for KSLM-TV, Salem, Ore. (Ch. 3) and WMUR-TV, Manchester, N. H. (Ch. 9).

This week, joint petition seeking hearing on the sales was filed by Portland, Ore. vhfs KFOR, KOIN-TV & KGW-TV, along with Boston vhf WNAC-TV and off-air Cambridge-Boston uhf WTAO-TV. They said sales present question "whether a multiple owner should be allowed to acquire a station allocated in one community only upon the condition that he be allowed to deprive that community of its only medium of self-expression and move it, lock, stock & barrel, into another larger community where existing services are already present."

Similar objection was filed this week against proposed move of KOVR, Stockton, Cal. (Ch. 13) 72-mi. to west, by KCCC-TV, Sacramento (Ch. 40). KCCC-TV said move would put it into "active local competition with a third vhf station," forcing it to lose ABC-TV affiliation.

In celebrated Vail Mills Ch. 10 case, FCC this week accepted Ch. 10 application of WCDA, Albany (Ch. 41) but said it would put channel on ice pending final decision on whether Ch. 10 would be deleted in allocations rule-making.

Commission announced U.S.-Canadian agreement assigning Ch. 5 to Pembroke, Ont., Ch. 7 to New Glasgow, N. S. Canada has agreed not to permit Pembroke transmitter closer than 190-mi. from Lake Placid, N. Y., 170-mi. from Rochester. Assignment of Ch. 19 to Bishop, Cal., was finalized.

Radio station sales reported this week: Bestg. Corp. of America (W. L. Gleason), in bankruptcy since 1952, sold its 4 California AMs—KPRO, Riverside; KROP, Brawley; KYOR, Blythe; KREO, Indio—for \$400,000 to new Imperial Bestg. System. Inc. Imperial principals are Richard L. Rosenthal, chairman (Citizens Utilities Co.); Frank K. Danzig, pres. (Ross-Danzig, Hollywood TV program packagers); A. Bartlett Ross Jr., v.p. (Ross-Danzig); Sherrill C. Corwin, v.p. (theatres & 15% of KAKE-TV, Wichita); Morris Pfaelzer, secy.-treas. (lawyer). KOVO, Provo, Utah by C. A. Tolboe for reported \$100,000 to Ashley Robison, who with partner Harry W. McCart is selling KCCC-TV, Sacramento, Cal. (Ch. 40) to Lincoln Dellar (Vol. 12:37). KRNR, Roseburg, Ore. by *Roseburg News-Review* (Frank Jenkins, pres.), also owner of Klamath Falls radio KFLW, for \$90,000 to James E. Doyle, former gen. mgr. & principal owner of KVWC, Vernon, Tex. WDKD, Kingstree, S. C., 50% owned by M. L. Few for \$70,000 to other partner E. G. Robinson Jr.

Magazine space rates will go up as much as 10% in 1957 because publishers no longer fear driving advertisers to TV and other media, according to Sept. 3 *Value Line*, investment survey published by Arnold Bernhard & Co., 5 E. 44th St., N. Y. TV advertisers, says survey, are finding actual audiences much smaller than potential audiences, while they "can safely assume" that most people who take magazines will see their ads. "It is not surprising, therefore," it continues, "that many advertisers are reviewing their TV commitments with an eye toward the 'effective' cost-per-1000, and comparing that cost with expense of advertising in other media." This is one reason, survey concludes, why magazine ad revenues will show a larger year-to-year dollar gain in 1956 "than in any year since 1939."

Radio station sales and transfers approved this week by FCC: WGOV, Valdosta, Ga. by E. D. Rivers Jr., who once held CP for WGOV-TV (Ch. 37), to Georgia-Florida Radio & TV Co. (W. H. Keller Jr., pres.), for \$100,000. WTSP, St. Petersburg, by Nelson Poynter, publisher of *St. Petersburg Times*, to equal owners Farris E., N. Joe & Sam G. Rahall for \$200,000 (Vol. 12:30). Rahalls own 26% of WCHS-TV, Charleston, W. Va. (Ch. 8) and control CP for WQCY, Allentown, Pa. (Ch. 39). WLCX, La Crosse, Wis. by Roy L. Phillippe to adman Lyle D. Lyons for \$45,000. WHBL, Sheboygan, Wis., 53.1% by Charles E. Broughton and Robert A. Saltzstein for \$39,925 to Paul F. Skinner, gen. mgr., already holding 6% (Vol. 12:34).

Broadcasting sessions Oct. 2 during AIEE fall general meeting in Chicago's Morrison Hotel, Oct. 1-5 include: "Walter Reed Hospital's Closed-Circuit Color TV," by L. E. Anderson, RCA; "Field Experience with A2A Video System," Raymond W. Gast, N. Y. Telephone Co.; "R-F Duplexing in Color TV & Aural Relaying," T. G. Custin, GE; "TV Allocation Trends," Oscar W. B. Reed Jr., Jansky & Bailey; "Systems Aspects of Tropospheric Scatter," Wm. Collins, Page Communications; "TV Antenna & Transmission Line Maintenance," L. O. Krause, GE, presented by S. S. Sabeff; "Zenith Royal 500 All-Transistor Radio," George Moore, Zenith.

Elaborate TV-radio communications system—feeding 7 TV and 10 radio programs to 1100 outlets—will be installed in Hotel Roosevelt, N. Y., by Jerrold Electronics Corp. System includes unique setup whereby hotel employes will carry transistorized microphones and speakers, communicate with supervisors by plugging into jacks in room radios. Jerrold will also install master TV system in Edgewater Beach Hotel, Chicago.

FIRST 1,500,000-WATT TV station is WILK-TV, Wilkes-Barre (Ch. 34), which boosted its power 50% Sept. 17 after receiving special authorization from FCC. The ABC-TV affiliate had been operating at 1-megawatt since Jan. 1955, using GE 45-kw transmitter. Increase was accomplished without addition of equipment—merely by turning up power of transmitter to 60-kw. WILK-TV chief engineer Theodore French, working with GE engineers, adjusted klystron-powered transmitter for the higher power after logging 20 months at 45-kw.

Station credited improvement in GE klystrons for ease with which power boost was accomplished. Wilkes-Barre's other TV station, WBRE-TV (Ch. 28), has also been radiating 1-megawatt since Jan. 1955. WGBI-TV (Ch. 22) in nearby Scranton in Oct. 1955 asked FCC for authorization for experimental operation in 1-2 megawatt range.

With no stations starting or stopping this week, total now operating stands at 487 (96 uhf).

On brink of deciding whether or not to leave air is WNOW-TV, York, Pa. (Ch. 49). Rep. Quigley (D-Pa.) let the cat out of the bag Sept. 19 at New York TV hearings of Celler anti-trust subcommittee (see p. 2), when he announced: "One of the York stations is closing at the end of this month." Sources at WNOW-TV indicated they're considering going dark but that they're also exploring "ways and means of staying on the air."

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

WTWV, Tupelo, Miss. (Ch. 9) plans Oct. 1 test patterns, NBC-TV programming later in month, reports gen. mgr. & 35% owner Frank T. Spain, ex-director of engineering of WHEN-TV, Syracuse, N. Y. Custom-built 5-kw transmitter, constructed in own New York City shop, is being installed in converted Beech Spring School, 2 mi. N. of Tupelo. GE antenna is on hand and 500-ft. Stainless tower is en route. Walter D. Spain will be sales mgr.; Robert D. Gordon, ex-WHEN, program director; Joseph G. Petit, ex-TV development engineer with NBC-TV in N. Y., chief engineer. Base hour will be \$150. Rep not chosen.

KONO-TV, San Antonio (Ch. 12) plans test patterns

These 8 educational TV stations, according to Ralph Steetle, exec. director of Joint Council on Educational TV, are due to go on air by next June 30 (see p. 4): WYES, New Orleans (Ch. 8); WETV, Atlanta (Ch. 30); WHYV-TV, Philadelphia (Ch. 35); WMVS-TV, Milwaukee (Ch. 10); KCTE-TV, Minneapolis-St. Paul (Ch. 2); WIPR-TV, San Juan, P. R. (Ch. 6); WMUB-TV, Oxford, O. (Ch. 14); Athens, Ga. (Ch. 8), no call letters assigned. These 23 stations are already on air: KUHT, Houston (Ch. 8); WKAR-TV, E. Lansing (Ch. 60); WQED, Pittsburgh (Ch. 13); KQED, San Francisco (Ch. 9); WHA-TV, Madison, Wis. (Ch. 21); WCET, Cincinnati (Ch. 48); KETC, St. Louis (Ch. 9); KUON-TV, Lincoln (Ch. 12); KCTS, Seattle (Ch. 9); WTIQ, Munford, Ala. (Ch. 7); WUNC-TV, Chapel Hill, N. C. (Ch. 4) WGBH-TV, Boston (Ch. 2); WBIQ, Birmingham (Ch. 10); WILL-TV, Champaign, Ill. (Ch. 12); WTHS-TV, Miami (Ch. 2); WTVS, Detroit (Ch. 56); WTTW, Chicago (Ch. 11); WOSU-TV, Columbus, O. (Ch. 34); KRMA-TV, Denver (Ch. 6); KETA, Oklahoma City (Ch. 13); WAIQ, Audalusia, Ala. (Ch. 2); WKNO-TV, Memphis (Ch. 10); KLSE, Monroe, La. (Ch. 13) [not yet programming].

Testing closed-circuit TV to help control traffic in Lincoln & Holland Tunnels, N. Y. Port Authority this week completed 30-day trial of GPL system at Lincoln Tunnel entrance. Other systems are to be tested at other tunnel points in city's program of evaluating value of TV in traffic control and merits of various equipment.

next Jan. 15-Feb. 1, reports James M. Brown, v.p. & gen. mgr. RCA 50-kw transmitter is on order, but shipment has been held up by building delay. It will use 574-ft. Ideco tower. Radio KONO (Eugene J. Roth, 94%) owns 50% of TV, with area businessmen holding other 50%. Bob A. Roth will be commercial mgr., also continuing in same capacity for radio; Justin R. Duncan, internal operations mgr.; George W. Ing, director of engineering. Base hour has been tentatively set at \$560. Reps will be H-R Television and Clarke Brown (south & southwest).

KETV, Omaha, Neb. (Ch. 7) plans to start in 1957, reports gen. mgr. Eugene Thomas for CP-holder *Omaha World-Herald*. It has 50-kw RCA transmitter ordered for early 1957 delivery and 12-bay superturnstile antenna is due this fall. Construction has started on studio-transmitter building and footings for 583-ft. Ideco tower. Rep not chosen.

WRLP, Greenfield, Mass. (Ch. 58), semi-satellite of WWLP, Springfield (Ch. 22), is shooting for Jan. 1 start, reports WWLP mgr. Wm. L. Putnam. Expanding original concept, he plans to use 12-kw transmitter (just bought \$183,000 worth of equipment from RCA), shift to Ch. 32, employ site 10-mi. northeast of present location near Shelburne Falls. Station will originate programs with local live-&-film equipment, in addition to carrying WWLP programs.

U of Georgia which got Ch. 8 educational CP for Athens, Ga. on Sept. 5, is negotiating equipment contracts, but hasn't set target, reports O. C. Aderhold, pres. Studio facilities will be ready about first of 1957. Gerard L. Appy, ex-WLWA, Atlanta, will be mgr. and University associate director in charge of communications; Edward Graham Jr., ex-WSM-TV, Nashville, chief engineer.

Sarkes Tarzian's broadcast equipment div. reports order for complete TV studio package from KGVO-TV, Missoula, Mont. (Ch. 13) and shipment of closed-circuit studio package to Toledo U.

Power increases: WTVH, Peoria (Ch. 19) Sept. 19 to 500-kw ERP; WIBW-TV, Topeka (Ch. 13) Sept. 3 to 316-kw; KLTV, Tyler-Longview, Tex. (Ch. 7) Sept. 21 to 316-kw; KIDO-TV, Boise (Ch. 7) Sept. 21 to 166-kw.

First formal opposition to translators from community antenna operator came this week when Paramount Pictures' Palm Springs Community TV Corp., Palm Springs, Cal., asked FCC to hold hearing on applications for 5 translators filed by Palm Springs Translator Station Inc. Community system alleges translator applicant isn't financially qualified, has begun to build before obtaining CPs. For Quincy, Wash., Commission this week granted experimental translator to Adler Communications Labs which seeks to determine capabilities of translator operation on Ch. 78, using signals of KXLY-TV, Spokane (Ch. 4).

Canadian TV microwave expansion, which brings live service to Winnipeg Sept. 30 (Vol. 12:37), has these targets for balance of trans-Canadian chain: St. John-Moncton-Halifax-Sydney, Dec. 1956; Winnipeg-Regina, March 1957; Regina-Saskatoon, May 1957; Regina-Calgary and Edmonton-Calgary-Lethbridge, Sept. 1957; Quebec City-St. John and Sydney-Charlottetown, Dec. 1957; (Ch. 13).

First translator call letters assigned: K70AA & K73AA to James R. Oliver, who holds CPs for Ch. 70 & 73, Bishop, Cal.; K70AB to Mt. Grant TV Booster Service Corp., Hawthorne, Nev. (Ch. 70).

Portuguese TV began regular programming Sept. 4, as RCA-equipped Lisbon station, owned jointly by Govt. and private interests, inaugurated nightly 2-hour evening program.

CONVENTION TV VIEWING exceeded even the viewing level of regular TV programs during week just before political meetings, as well as 2 comparable weeks in 1955, Nielsen measurements revealed this week, indicating convention telecasts were not the "bust" some earlier reports purported them to be. Nielsen reports 9 out of 10 TV homes—32,100,000—viewed one or more sessions of each convention this year, leading TvB to observe that conclaves "were viewed by far more people than have ever witnessed any event in the history of mankind."

Other Nielsen findings: (1) Daily audiences ranging from 23,000,000 to 27,000,000 homes. (2) Gain of 1956 convention audience over 1952's was greater than gain in number of TV homes since 1952. (This finding is reverse of earlier Trendex survey, which found viewing down from 4 years ago, Vol. 12:35.) (4) Average home viewed conventions longer than in 1952, with Democratic averaging 9 hours & 20-min.; Republican, 7 hours & 22-min. (4) President Eisenhower's acceptance speech was viewed by 18,300,000 homes; Stevenson's & Kefauver's by 15,400,000.

Convention TV survey conducted by *South Bend (Ind.) Tribune*, owner of WSBT-TV (Ch. 34), revealed that 70% of 592 men and 73% of 602 women interviewed at home after each day of convention had watched proceedings on TV day before. About 63% watched 1-4 hours, 14.9% more than 4.

Network Accounts: Brown & Williamson Tobacco Co., only cigarette sponsor using daytime network TV, reports that a sales decline in its Raleigh brand has been reversed since buying 15 min. of *Tennessee Ernie Ford Show* on NBC-TV last Jan. Since then, it has bought alt. 15 min. of *It Could Be You* and *Queen for a Day* on NBC-TV, contemplates another unspecified daytime purchase on NBC-TV, thru Russel M. Seeds Adv. . . . Plymouth to sponsor *Ray Anthony Show* on ABC-TV starting Oct. 12, Fri. 10-11 p.m., thru Grant Adv. . . . U. S. Rubber Co. to be alt. sponsor (with American Tobacco) of *Navy Log* on ABC-TV starting Oct. 17, Wed. 8:30-9 p.m., thru Fletcher D. Richards Inc. . . . Hartz Mountain Products buys 10 min. of *Circus* series on ABC-TV starting in Oct., Thu. 8-9 p.m., thru George H. Hartman Adv., Chicago . . . Schick to be alt. sponsor (with Liggett & Myers) of *Dragnet* on NBC-TV starting in Oct., Thu. 8:30-9 p.m., thru Warwick & Legler . . . General Foods to sponsor *West Point Story* on CBS-TV starting Oct. 5, Fri. 8-8:30 p.m., thru Benton & Bowles . . . Sunkist Growers to sponsor alt. Tue. 4:15-4:30 p.m. segment of *Queen for a Day* on NBC-TV starting Oct. 9, Mon.-thru-Fri. 4-4:45 p.m., thru Foote, Cone & Belding, Los Angeles . . . Frigidaire to cancel *Do You Trust Your Wife?* on CBS-TV Tue. 10:30-11 p.m., effective Jan. 1.

Rate increases: WRVA-TV, Richmond, Va. Sept. 15 added new Class AA hour (7-10 p.m. Mon.-Sat., 6-10 p.m. Sun.) at \$700, min. at \$140, Class A going from \$650 to \$525. WINT, Waterloo-Ft. Wayne, Ind. Oct. 1 adds new Class AA hour (7-11 p.m. Mon.-Fri., 6-11 p.m. Sat. & Sun.) at \$400, 20 sec. at \$80, Class A hour going from \$300 to \$350. WABI-TV, Bangor, Me. has raised base hour from \$200 to \$300, min. \$50 to \$60. Spot increase: WHBF-TV, Rock Island, Ill. Nov. 1 raises Class AA 20 sec. from \$170 to \$200. Note: WJIM-TV, Lansing, Mich. has withdrawn Oct. 1 rate card (Vol. 12:36), Nov. 1 will establish new Class AA hour at \$1000, min. at \$200, with Class A hour going from \$800 to \$900.

Acceptance address by Stevenson on Sept. 13, simulcast over 3 TV and 4 radio networks, was seen and/or heard in some 14,000,000 homes, 10,000,000 more than were tuned into any single Stevenson broadcast in 1952, Democrats claim. Broadcast reportedly cost \$199,000, received 23.5 Trendex rating surpassed during week only by \$64,000 *Question*, \$64,000 *Challenge*, *What's My Line*. Following broadcast, Democratic National Committee chairman Paul Butler said party may add \$1,300,000 to planned \$1,500,000 TV-radio expenditures—if he can raise funds, and that will be attempted through closed-circuit TV appeals from Stevenson, Kefauver and others to state rallies and dinners Oct. 20. Republicans, avoiding saturation TV so far, will use all TV networks in election eve finale.

Despite TV's proven ability to reach audiences of unparalleled size, and politicians' heavy reliance on medium this fall, TV's effectiveness in current campaign is still being questioned. In article "TV Still Isn't Everything," Sept. 8 *Business Week*, claimed "TV becomes a less important campaign weapon this year than the old basic technique of going out to woo the voters in person." This week, *N. Y. Times* Washington columnist Arthur Krock wrote: "TV is a marvel . . . but if either Stevenson or Eisenhower had to depend upon it for the public conception of his personality & physical being, he would be at perhaps a fatal disadvantage . . . Video, while it does not compliment Stevenson, does not fail so conspicuously as with Eisenhower."

MOST INTENSE uhf conversion campaign ever launched is underway in Buffalo, where efforts by NBC's WBUF (Ch. 17) have doubled set conversion in 10 months to total of about 50% of all sets in city, NBC exec. v.p. Charles R. Denny testified at FCC hearing this week. Campaign story was offered as evidence in final day of brief hearings on NBC's application to buy WKNB-TV, New Britain-Hartford (Ch. 30), where Denny said same Buffalo "task force" will undertake similar conversion campaign if FCC approves station sale.

Denny said conversion drive will cost NBC \$100,000 by year's end. He outlined these angles: (1) Institutional ads in Buffalo papers to "dramatize" NBC's move of station to new studios, stressing uhf. (2) Intensive work with local set dealers to convince them they should sell & advertise only all-channel sets. (3) "Miss Channel 17" beauty contest, with ballots distributed through local stores and personal appearances by winners at Erie County Fair, attended by 250,000. (4) Labor Day "Safety Spectacular," sponsored by WBUF to create "talk," which drew 75,000 to local park to view fire & police dept. exhibitions, Coast Guard & helicopter rescues, fireworks, etc. (While not televised, it was covered by local non-NBC radio station.) (5) Converter promotions, including small RCA model at \$19.95, plus inexpensive crossover network which plugs into indoor antenna, (6) Full page newspaper ads on return of NBC fall shows; heavy promotion for World Series. (7) Planned door-to-door canvass of set owners as "mopping-up" operation.

New 7-hop \$128,711 Raytheon microwave system, connecting KUMV-TV, Williston, N. D. (Ch. 8) with KFVY-TV, Bismarck (Ch. 5) is proposed in application filed by Meyer Broadcasting Co., owner of both. Application states that Missouri Valley TV Corp., owned by some 7000 Williston area residents, will lend Meyer \$300,000 for construction of station & microwave, plus \$20,000 annual operating costs—with Meyer holding option either to assume ownership at end of 5 years by paying off loans or to turn facilities over to Missouri Valley TV Corp.

Color Trends & Briefs: Unable to spark interest in 1-gun Lawrence color tube among other tube makers, Chromatic TV Labs (50% owned by Paramount Pictures) this week announced agreement whereby DuMont (26% Paramount-owned) would aim for production of tube and receiver containing it within a year.

Though Chromatic had previously licensed Crosley and Thomas Electronics to manufacture the tube, neither ever went into production. Crosley has since sold tube plant.

DuMont pres. David T. Schultz said reason for undertaking job was that present 3-gun shadow-mask tubes are too costly, require high-priced receiver, demand too much servicing. He said it's too early to estimate how much tube might cost to produce or how much receiver might sell for, though Chromatic chairman Paul Raibourn has previously estimated receiver with Lawrence tube could retail for around \$340.

Initial development will be centered on 22-in. rectangular version of tube.

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Color test equipment packages, including keyed signal generators, amplitude linearity testers and high-pass filters, were recently shipped by Foto-Video Labs Inc. to KOIN-TV, Portland, Ore.; WAGA-TV, Atlanta; WHIZ-TV, Zanesville, O.; KIDO-TV, Boise; WTAP-TV, Parkersburg, W. Va. Among other Foto-Video equipment shipments are new model aperture and phase correctors to U of Michigan, Ann Arbor; WTVN-TV, Columbus, O.; WKRC-TV, Cincinnati.

Another prong of RCA-NBC's color drive was thrust forward this week in form of heavy advertising and contribution of articles to special sections of trade publications—8-p. section in Sept. 17 *Radio-TV Daily*, 26-p. in Sept. 22 *Billboard*, 16-p. in Sept. 19 *Variety*.

Description of Philco "apple" color TV set and picture tube is contained in 3 articles by Philco engineers in Sept. *Proceedings of the IRE*, based on papers presented at last March's IRE convention (Vol. 12:12).

Telecasting Notes: MGM's big feature film library of more than 700 movies has already been leased by 17 stations—latest deal coming at week's end and involving Meredith group (KCMO-TV, Kansas City; WHEN-TV, Syracuse; KPHO-TV, Phoenix; WOW-TV, Omaha). Though this one doesn't involve station stock purchase by MGM, the movie maker is known to be carrying on negotiations to acquire part interest in 2 more TV stations, including one in Minneapolis-St. Paul . . . Minneapolis' KEYD-TV, which recently was assigned KMGH-TV call letters, is understood to be ready to withdraw its request and ask for different call letters, following MGM's protest to FCC about unauthorized use of its initials (Vol. 12:34, 37) . . . MGM uncorked ad campaign this week with 4-p. trade press ads plugging its feature library. They stress that stations leasing MGM's "golden treasury of motion pictures" also acquire "full rights to be known as MGM TV affiliates, with all the advantages that such recognition implies [including] the right to use the most famous trademark in the entire field of entertainment—the lion of MGM." Movie company also offers complete promotion kits, including newspaper mats, locally slanted campaign material and trailers . . . Two new movie program packages—from Columbia Pictures' backlog—have been wrapped up into hour-length series and offered to TV through Screen Gems: *Hollywood Mystery Parade*, 52 mystery features made from 1940 to 1948, featuring Boston Blackie, Bulldog Drummond, Ellery Queen, Lone Wolf and Crime Doctor movie series; *Surprise Package*, each made

Network Color Schedules
(Sept. 23 - Oct. 6, 1956)

- Sept. 23—NBC: One-shot film *Starmaster*, 4:30-5:30 p.m.
- Sept. 24—CBS: *Studio One*, 10-11 p.m. NBC: *Matinee Theatre*, 3-4 p.m.; *Golden Touch of Frankie Carle*, 7:30-7:45 p.m.; *News Caravan*, 7:45-8 p.m.
- Sept. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Noah's Ark*, 8:30-9 p.m.
- Sept. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *This Is Your Life*, 10-10:30 p.m.
- Sept. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Sept. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Truth or Consequences*, 8-8:30 p.m.
- Sept. 29—NBC: *Perry Como Show*, 8-9 p.m.; *Spectacular*, "Esther Williams Aqua Spectacle," 9-10:30 p.m.
- Sept. 30—NBC: *Alcoa Hour*, 9-10 p.m.
- Oct. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Golden Touch of Frankie Carle*, 7:30-7:45 p.m.
- Oct. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters Show*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Oct. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Oct. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Oct. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m.; *Chevy Show*, 9-10 p.m.
- Oct. 6—NBC: *Perry Como Show*, 8-9 p.m. CBS: *Ford Star Jubilee*, 9:30-11 p.m.

RCA color-TV caravan begins tour of U. S. Oct. 1, presenting closed-circuit product demonstrations in some 150 key stores, RCA pres. Frank Folsom disclosed this week in address to Philadelphia Fashion Group. First participating group includes Allied Stores & duPont, starts Oct. 1 at Pomeroy's, Harrisburg, Pa., featuring RCA home instruments and goods made of duPont fibers. Four 1-hour presentations will be made daily. Allied tour ends at Jordan Marsh, Boston, Aug. 12, 1957; supervisor will be Samuel H. Cuff, Allied TV-radio advertising director. Caravan's itinerary will cover 40 cities, Folsom said, will present "well-integrated merchandise demonstrations, featuring children's and adult wear, home furnishings, cosmetics and other merchandise of interest to women. . . . There is nothing in fashion that you can create that cannot be sold effectively by color TV—of that I am convinced."

up of one 2-reel comedy, a cartoon and a serial, with specially filmed opening and closing . . . Decision on formula for sale of post-1948 features to TV has been postponed for at least 2 weeks by MPAA . . . Big syndicated film buys announced this week: KEYT, Santa Barbara, Cal. buys 1000 half-hour film programs "to run in place of motion pictures in daytime and evening hours"; WISN-TV, Milwaukee, buys 1246 half-hour & quarter-hour dramas from MCA-TV . . . Noel Coward reportedly negotiating with both CBS-TV & NBC-TV for TV spectacular rights to some of his musical comedies . . . Entering TV film and theatrical feature production is Transfilm Inc., N. Y. TV commercial and industrial film company, which has named writer-producer-director Gary Stevens, former exec. producer & gen. mgr. of Warner Bros. TV div., to develop TV film and feature properties . . . TV show casualties during last season totaled 41 in night network time, Sept. 22 *Billboard* reports in tally of oldtimers and some relative newcomers which won't be seen this fall. Majority of their shows flop, says article, "because of the pressure of their competition whose audience attractiveness is greater" . . . Long runs: Groucho Marx's *You Bet Your Life* Sept. 27 begins 10th continuous year since its start on NBC Radio (now on TV & radio). NAM's Peabody-award-winning *Industry on Parade* Oct. 1 begins 7th year of continuous TV showing; the 15-min. filmed series—now seen on 265 stations—boasts "longest continuous run of any TV series on the air."

PORTABLES' GROWING SHARE OF TV OUTPUT: In current upbeat TV market -- stimulated by such hardy fall perennials as World Series, football season and back-to-school movement, plus such added starters this year as political campaigns and promotion of National TV Week Sept. 23-29 -- portables are accounting for about 11% of Sept. TV production. For year to date, they have accounted for about 10% of TV output and, in view of their popularity as Christmas gifts, are likely to represent about 12% of full 1956 production -- perhaps even more.

About 391,000 14-in.-&-under portables were produced in first 7 months of 1956, most recent period covered by official figures, out of total TV production of 3,752,133. Preliminary data indicates that the 10% rate was maintained in Aug., rising to about 11% in Sept. Projecting for full year, it's estimated portables will account for about 900,000 units in 1956, out of 7,500,000 total output.

Steady growth of portable TV market is indicated by comparison with first 7 months of 1955, when only 2% of all sets produced were portables. At that time, GE had field almost to itself with its highly successful 14-in. receiver. And, though no breakdown by brand name is ever released, one highly-placed industry market man with no axe of his own to grind told us: "I wouldn't be surprised if GE accounted for at least 50% of all portables produced by the industry this year."

Overwhelming majority of all portables are 14-in., of course. Just how many are smaller than 14-in. (i.e., RCA and Emerson 8½-in., GE 9-in., Admiral 10-in.) is not disclosed -- but one authoritative estimate is 10-15% of all portables.

Industry opinions differ on consumer acceptance of these so-called "personal" portables. Charles P. Baxter, v.p.-gen. mgr. of RCA Victor TV div., said company will exceed its original production goal through Sept. on 8½-in. portable (retailing at \$125). Admiral's Ross D. Siragusa also indicates satisfaction with 10-in. sales (at \$90 & \$110); GE says it's too early to assess 9-in. sales (\$100).

Contrary opinions on "personal" portable concept are expressed by some other industry leaders. Philco consumer products v.p. Larry F. Hardy says "we are convinced that our decision not to market portables under 14-in. was absolutely right." Motorola exec. v.p. Robert W. Galvin says "we have come to the rather conventional conclusion that 14-in. is the smallest screen the American consumer will accept."

* * * *

Philco-Bendix Sale Nears: The purchase of Bendix laundry brand name and assets by Philco appears to be imminent, awaiting only final legal settlement of technicalities. Avco chairman Victor Emanuel and Philco pres. James M. Skinner Jr. denied trade reports that the sale already had been concluded, said only that negotiations are in progress for Bendix to produce part of Philco's laundry line at Bendix plant in Nashville (Vol. 12:37). But insiders say that draft of agreement to sell Bendix brand name and assets has been, or shortly will be, tentatively approved. No part of Crosley TV-radio or refrigerator-freezer line is involved in transaction. Meanwhile, rumors persisted that Avco plans to quit TV-radio production shortly, despite Emanuel's denial that any part of Crosley & Bendix divs. was for sale.

TV Exports on Increase: Growing importance of overseas markets for TV receiver makers is manifested in preliminary Commerce Dept. statistics showing 80,434 TV sets exported in first 6 months of 1956, valued at \$9,497,560. They compare with exports of 37,054, valued at \$4,379,048, in first 6 months of 1955. Of exports in first half of 1956, Cuba took 23,079 (\$2,693,768); Venezuela, 13,718 (\$1,876,132); Brazil, 8286 (\$479,109); Colombia, 6309 (\$915,772); Mexico, 6015 (\$449,222); Canada, 3166 (\$276,143); Italy, 3163 (\$372,272); Panama, 2917 (\$384,419); Thailand, 1848 (\$316,103). Data covers only those sets made in U.S. and shipped abroad, does not include receivers made or assembled by overseas subsidiaries of U.S. set makers.

Production: TV output totaled 157,946 week ended Sept. 14, compared to 155,571 in preceding week and 198,874 in corresponding week of 1955. It was 37th week of year and brought production for year to date to about 4,844,387, as compared to 5,384,700 in corresponding 1955 period. Radio production totaled 245,060 (48,177 auto) in week ended Sept. 14, compared to 223,303 (47,275 auto) in week before and 270,207 (127,129 auto) in corresponding week of 1955. Radio output for 37 weeks was 8,955,322 (2,869,935 auto) vs. 9,452,761 (4,722,286 auto) in same period year ago.

Topics & Trends of TV Trade: Sylvania won't enter factory servicing, merchandising mgr. E. P. Atcherly told cheering convention of National Alliance of TV & Electronic Service Assns. this week in Chicago. But in next breath he warned the big gathering of independent servicemen that they must "avoid the twilight sleep of complacency" if they expect to "meet the competition of captive service organizations."

"One thing I can truthfully say about Sylvania is that in no case in any part of the U. S. do we compete with you," he said. "We feel that service is your business, and selling tubes is ours." But he added: "Independent TV service dealers have got to improve their merchandising and selling methods."

NATESA appointed 12-man executive council headed by Frank Moch to deal with problem of factory servicing, intensified by GE's recent announcement of plans to set up factory service branches where needed, and Philco's determination to spread factory servicing to 16 branches by year's end (Vol. 12:34-37). NATESA cited "the need for prompt action" after several leaders from state service organizations ripped into factory servicing plans.

NATESA's bitterness was best expressed in its refusal to vote annual "friends of service management" plaque in set manufacturing field. Executive council explained it was "due to the present unsettled situation regarding servicing business."

* * * *

Quoteworthy quotes: "I see television in 1975 as a built-in entertainment system, much the same as our heating systems are built into today's homes. . . . In 1975, portable TV probably will be used almost exclusively as a portable radio is used today, that is, outdoors—on picnics, at the beach and in boats. In the home, we'll have flat, picture-frame type TV on the wall in every room. The TV signal, from every available channel, will be picked up by one central receiving unit and the viewer can select any channel for any room."—Sylvania chairman-pres. Don G. Mitchell, in statement marking start of National TV Week.

TV shipments to dealers totaled 3,225,180 in first 7 months of 1956, when production was 3,752,133, according to RETMA state-by-state and county-by-county tabulations released this week and available to members on request to RETMA. Totals compared with shipments of 3,549,877, production of 4,173,088, in first 7 months of 1955. July shipments were 450,158, exceeding the 388,914 shipped in 5-week June but below 465,160 in July 1955.

U. A. Sanabria filed Chapter XI bankruptcy schedules in Chicago Federal Court this week, listing liabilities of \$1,568,665, assets of \$268,581 for his American Television Inc. (receivers); liabilities of \$857,733, assets of \$538,985 for American Television Mfg. Corp. (tubes).

National trade association directory, including addresses and names of top executives of more than 2000 groups, has been published by Commerce Dept., available at 40¢ from Govt. Printing Office.

Hotpoint increased prices \$10 this week on 5 TV models—two 21-in. tables, one 24-in. table, two 21-in. consoles. Portables are unchanged.

Trade Personals: Byard M. Pawson promoted to industrial relations mgr., Westinghouse TV-radio div. . . . Harold W. Schaefer, new v.p.-gen. mgr. of Philco appliance div., returned to desk Sept. 20 following removal of kidney stone . . . Maurice G. Paul Jr., who left Philco tax dept. in 1954 to become exec. v.p. of Federal Excise Tax Council, Washington, returns to Philco as asst. treas. . . . Joseph A. Hatchwell, DuMont, appointed RETMA service committee chairman, succeeding J. H. Craft Jr., Stromberg-Carlson; Glen McDaniel, RETMA gen. counsel, re-appointed legal committee chairman . . . Ward A. Weiland named mgr. of Collins Radio Seattle office, succeeding C. L. Pfeiffer . . . Robert A. Miner promoted to marketing mgr., Ampex audio div.; C. D. Dubois, ex-Abco Metal Products gen. sales mgr., succeeds Miner as sales mgr. . . . James J. Spelman, ex-Stromberg-Carlson, named Admiral regional mgr. for electronics products (including TV), headquartering in Rochester, N. Y.; Fred P. Williams, ex-Hotpoint & Crosley, named regional mgr. for Mo.-Kan.-Neb. area, headquartering in Kansas City . . . Daniel S. Whiteley, ex-Thor, named Admiral regional mgr. for appliances in Minn.-Dakotas territory . . . Daniel G. Fantelli, ex-Avco, named Admiral mgr. of built-in appliance sales, replacing Larry Coen, resigned . . . Robert B. Weiss resigns as European rep for Capitol Records to become managing director of Edwin H. Morris Music Co. international d'v.

DISTRIBUTOR NOTES: Hotpoint Appliance Sales Co. is forming branch in Baltimore, handling only TV at outset, taking over GE Supply Co.'s offices at Barclay & Forrest Sts. when latter moves to North Point Rd. & Quad Ave. . . . GE Appliances Co., 530 Foret Ave., Portland, has taken over distribution of TV & appliances for Me. (Joseph J. Sullivan, mgr.) . . . Hoffman Electronics appoints Western Supply Co., Salt Lake City (G. Lamont Richards, pres.) . . . Olympic of Chicago Inc. appoints Arnold F. Perdock as gen. mgr., succeeding Morton M. Schwartz, now consumer product sales v.p. of parent company . . . Westinghouse Appliance Sales Corp., N. Y., names Joseph Raspaolo major appliance sales mgr. . . . Zenith appoints Emery-Waterhouse Co., Portland, Me. (Charles L. Hildreth, pres.) . . . DuMont appoints Shelby-Skipwith Inc., 972 Union Ave., Memphis (E. M. Skipwith, pres.).

RCA moved for continuance to mid-1957 of trial date of \$61,000,000 patent infringement suit brought by Zenith and subsidiary Rauland Corp. against RCA, GE & Western Electric. In supplemental motion filed in Chicago Federal Court this week, RCA requested authority to take depositions from witnesses in Europe, Australia and New Zealand, arguing that testimony is essential to disprove Zenith charges and to "disclose nature & extent of business which Zenith has regularly carried on at various times in the very areas where, according to Zenith's lawyers, Zenith has been excluded."

Scott Radio Labs (Meck TV), sold recently by John Meck to Monogram Mfg. Co., Culver City, Cal., has been placed in receivership by Federal Court in South Bend, Ind.; St. Joseph Bank & Trust Co. of South Bend has been appointed receiver.

RCA raises speaker prices, degree pending on type, attributing rise to increased material and production costs.

Financial & Trade Notes: Westinghouse's plans call for sales of \$750,000,000 worth of consumer products annually by end of 1958, a big jump from last year's estimated \$430,000,000 in consumer products sales. So says brokerage house Goodbody & Co., 115 Broadway, N. Y., in 16-p. research study on Westinghouse's past, present and future. Its summary:

"Westinghouse's troubles are far from over, but it is back on the right road to full recovery. . . . Still ahead are vexing problems, below-normal earnings and the possibility of cash dividend deferment—all of which could cause some weakness in the stock price before any important advance. In time, however, this stock should be restored to considerably higher price levels and the investment stature it deserves. For those investors who have the patience to travel the recovery route with Westinghouse, the rewards could be substantial."

Sales this year, it says, are likely to match last year's \$1.4 billion, despite losses resulting from 156-day strike at 30 consumer products plants which ended March 21. Profits this year are not expected to exceed \$1.25 per share, way down from \$2.46 in 1955, says report. In 1957, however, \$3-\$4 per share earnings are regarded as "minimum expectation," with sales moving to new record high of more than \$1.7 billion.

* * * *

Emerson Radio had net loss of \$271,618 in fiscal quarter ended July 31, compared to profit of \$472,831 in corresponding quarter year ago. This is deduced from its financial report released this week listing profit of \$46,048 (2¢ per share) in 39 weeks ended July 31, compared to \$1,584,012 (81¢) in same period year ago. Emerson had previously reported profit of \$317,666 (16¢) for 26 weeks ended April 28; hence, net loss for quarter ended July 31 is indicated. Only last week, pres. Benjamin Abrams told *Wall Street Journal* that operations in quarter ended July 31 "most likely" were unprofitable (Vol. 12:37). Sales data was not given.

Meredith Publishing Co. reports gross revenues of \$8,881,000 from its 4 TV and 4 AM stations in fiscal year ended June 30, or about 17% of company's total gross revenues of \$48,459,633. Broadcast revenues were up 21% from preceding fiscal year, when they totaled \$7,309,857, or 17% of over-all gross of \$42,753,555. Company earned \$4,047,146 (\$3.14 per share), compared to \$3,623,865 (\$2.81) in preceding fiscal year. Meredith owns WHEN-TV & WHEN, Syracuse; WOW-TV & WOW, Omaha; KPHO-TV & KPHO, Phoenix; KCMO-TV & KCMO, Kansas City.

Dividends: Motorola, 37½¢ payable Oct. 11 to stockholders of record Sept. 28; American Broadcasting-Paramount Theatres, 25¢ Oct. 20 to holders Sept. 28; Packard-Bell, 12½¢ Oct. 25 to holders Oct. 10; Columbia Pictures, 30¢ Oct. 30 to holders Oct. 1; Dynamics Corp. of America, 10¢ Sept. 29 to holders Sept. 19; Amphenol Electronics, 25¢ Oct. 1 to holders Sept. 21; General Instrument, 12½¢ Nov. 9 to holders Oct. 17; Howard W. Sams & Co., 10¢ Oct. 25 to holders Oct. 15; IT&T, 45¢ Oct. 15 to holders Sept. 21; Warner Brothers, 30¢ Nov. 5 to holders Oct. 11; Collins Radio, 50¢ Oct. 1 to holders Sept. 20.

Packard-Bell Co. stockholders will vote Oct. 15 on management-approved proposal for changes of name to Packard-Bell Electronics Corp.; increase in board membership from 5 to 7; stock-option plan for maximum of 35 key employees; profit-sharing stock plan for employees with at least one year of service. Proxy notice gives this explanation of proposed change of name: "Potential investors who are unfamiliar with your corporation's consumer items may not be aware of the type of activities that are being carried on by the corporation."

Electronics Reports: Better govt. statistics on electronics industry and its subdivisions may be in sight as result of current Census Bureau tests of revisions of govt.'s Standard Industrial Classification recommended by Electronics Div. of Commerce Dept.'s Business & Defense Services Administration.

In current industrial classification, set up in 1945, TVs, radios, tubes and components are lumped under Group 366, "Communication equipment & related products," while many other electronic items are grouped under other unrelated headings. New electronics classification, as outlined by Donald S. Parris, acting director of BDSA Electronics Div., to recent Commerce Dept. meeting with Southern California businessmen, would set up 3 new principal groups under the standard "electrical machinery" classification: (1) electronic equipment, (2) electron tubes, and (3) electronic components (other than tubes) and accessories.

Subgroupings under "electronic equipment" would encompass: (a) home TV-radio receivers, (b) TV-radio broadcasting equipment, (c) radio communication equipment, (d) electronic guidance, telemetering, detection, navigation and simulation equipment, including radar, (e) electronic sound recording, amplifying & reproducing equipment, etc., (f) computer & data-processing equipment, (g) electronic test equipment, (h) electronic equipment not elsewhere classified.

Under "electron tubes" would be these separate headings: (a) receiving, (b) cathode ray, (c) power (transmitting & industrial). "Components" category would include these classifications: (a) capacitors, (b) resistors, (c) transformers & inductors, (d) solid state electronic devices, including transistors & crystal diodes, (e) other components, (f) phono records, (g) recording tape, wire & record blanks.

New classification was devised to give more reliable statistics on production in the equipment, tube and components industry. It is now being tested by Census Bureau in connection with results of 1954 Census of Manufacturers and if adopted will be put into effect in time for 1958 Census of Manufacturers.

Standard Industrial Classification is used by all govt. agencies dealing with employment and marketing statistics. A parallel listing of commodity classifications is expected to be revised similarly if change in industrial list goes through. Both classification listings are used widely by industry as well as Govt.

Better statistics on electronic exports and imports, long an industry goal, will depend on a somewhat similar revision in export-import classification—a more complicated process, since tariff groupings as well as commodity groupings are involved.

* * * *

Fierce competition in electronics publication field shapes up as it was disclosed that *Electronics Magazine*, a monthly since its founding in 1930, will publish 3 issues monthly beginning Jan. 1. Regular issue will be supplemented by 2 "executive issues" at 10-day intervals; subscription and advertising rates will be unchanged. Already in the field and aimed at management is *Electronic Week*, published by Hayden Publishing Co., producers of the technical semi-monthly *Electronic Design*—and Fairchild Publications, publisher of many trade papers, including *Retailing Daily*, also plans a weekly starting first of next year.

Horace B. McCoy, veteran govt. career official, now serving as acting administrator of Commerce Dept.'s Business & Defense Services Administration, promoted to administrator, succeeding Charles F. Honeywell, who resigns Oct. 15.

DETAILED INSIGHT into TV set ownership, plans for color purchases and wide range of program and commercial preferences among cross-section of Los Angeles area residents, all employes of Title Insurance & Trust Co., is provided in ABC's second annual survey—described to Hollywood Ad Club Sept. 17 by ABC western v.p. Earl J. Hudson. Major findings:

(1) The 1381 respondents (766 women, 615 men), representing all economic strata, reported total ownership of 2455 TV sets—or amazing average of nearly 2 per home. (Advertising Research Foundation estimates that only about 5% of all TV homes in U.S. have more than one set.)

(2) More than 67% indicated they would not invest \$500 in a "good" color set. In addition, only a handful reported they had seen color TV.

(3) TV led all media in influencing purchases of autos, cosmetics, hard goods, beer, cigarettes, coffee, gasoline, toothpaste. It was second to newspapers in purchases of food and selection of motion pictures.

(4) About 50% said they would appreciate repeats of popular TV shows; other 50% indicated they would prefer to see something new. Overwhelming majority cared little whether program was live, on film or kine.

(5) Cartoons were most popular form of commercials, with Ford, Rheingold, Hamm's Beer, Bank of America and Lucky Strike most popular.

Jumping into closed-circuit TV field with both feet, GE plans all-out sales campaign for its line of "Intratel" monochrome and color closed-circuit systems. To be kicked off Mon. Sept. 24 in Syracuse with first of 3-month series of nationwide sales meetings, sales efforts for remainder of year will be concentrated primarily in manufacturing, transportation, utility and defense areas, expanding next year into commercial and business applications and institutional, educational and municipal fields. GE broadcast equipment gen. mgr. Paul L. Chamberlain estimated present industry-wide closed-circuit sales at \$6,000,000 annually and predicted rate would grow to more than \$75,000,000 within 10 years. Participating jointly in sales campaign will be GE's broadcast equipment section, to service communications areas, and municipal & govt. market (including education, hospitals, banks, stores, etc.), and apparatus sales div., selling in industrial, transportation, utility, aviation and defense areas.

Startling use of radio: In recent game with Detroit Lions, Cleveland Browns coach Paul Brown delivered instructions directly to quarterbacks via transmitter at hand to receiver in player's helmet. Transistorized receiver weighs less than 1 lb., fits inside helmet with speaker near player's ear. Brown predicts that "in a couple of years every pro team in the league" will use system. Developer was George A. Sarles, Cleveland dictating systems salesman who said he experimented some 2½ years before coming up with successful model. Frequencies are 460-470-mc Citizens Band, and Sarles points out there's nothing to stop opponents intercepting or trying to jam. Battle could get as complicated as radar countermeasures.

Nine Notre Dame football games will be televised live this season by Notre Dame's WNDU-TV, South Bend, Ind. (Ch. 46). To be aired in Notre Dame area only, the games include SMU contest at Dallas, Navy at Baltimore, Pittsburgh U at Pittsburgh, Iowa at Iowa City, plus several home games. Approval of the plan was granted by NCAA because games are already sellouts and no other college football games will be played in the Notre Dame area on the 9 Saturdays. WNDU-TV called its project the most ambitious schedule ever undertaken by a single locally operated station.

Five applications for new TV stations, unusually large group for recent weeks, and one for translator were filed with FCC this week. Seeking Ch. 10, Augusta, Me., is Pine Tree Telecasting Corp., owned 100% by Boston trucker Richard S. Robie, with provision for subsequent minority interest to Washington consultant Richard P. Doherty. Application for Ch. 6 in Greenwood, Miss., was filed by Delta TV Corp., whose principals include Wiley P. Harris, ex-pres. of WLBT, Jackson, Miss.; station would be built by Lamar Life Insurance Co. and leased to Delta for 25 years. Seeking Ch. 10 in Elko, Nev., is Elko Bestg. Co., group of local ranchers and hotelmen headed by Chris H. Shearin. Brazos Bestg. Co., owned 50% by KWTX-TV & KWTX, Waco, filed for Ch. 3 in Bryan-College Station, Tex., and Plains TV Corp. filed for Ch. 21 in White Heath, Ill., to be operated as satellite of its WICS, Springfield (Ch. 20). Also filed was translator application for Ch. 80 in Tucumcari, N. M., by Triple (S) TV & Radio Clinic. Total applications on file: 126 stations (25 uhf), 23 translators. [For details, see *TV Appenda 23-K* herewith.]

Strict "hands off programming" policy was advocated by FCC Comr. T. A. M. Craven in his first major speech since he became FCC member for second time, speaking to NARTB regional conference in Minneapolis Sept. 15. "We still hear allegations that the Commission's attitude with respect to programs which have been broadcast, its attitude as to what it considers to be a proper program balance, and its attitude with respect to the broadcasting of horse race news is dangerously close to censorship in fact. Consequently, it is my hope that the Commission will clarify its position and that it will adopt a policy which will remove once and for all any industry fear of Commission reprisal for what is or what is not broadcast." Comr. John C. Doerfer, in Sept. 20 speech at another NARTB regional meeting, in Salt Lake City, took this approach: Give broadcasters licenses of "indeterminate" length instead of present 3 years, let them relax about FCC's scrutiny unless they operate "electronic jukeboxes" or "roulette wheels." He'd jump on latter immediately, give them no 3-years' respite. Question of "program balance" is due to become one of most vital topics on FCC agenda in next few months.

More TV code violators are expected "to fall by the wayside," Mrs. Hugh McClung, pres. of KHSL-TV, Chico, Cal. and member of NARTB Code Review Board, told Region 7 conference in Salt Lake City this week, declaring that "the malpractices of a few, whether by contrivance or carelessness, cannot be allowed to place in jeopardy over 4 years of steady progress under the TV code." Two unidentified stations have already dropped code subscriptions (Vol. 12:37). Code membership now stands at 288 stations, 3 networks. At Region 5 meeting in Minneapolis, NARTB pres. Harold E. Fellows said association will meet obligation to explain motives & methods of broadcasters to public through expanded public relations, but he added broadcasters must be alert to their own community problems. Among Region 5 resolutions approved: (1) Support for 5-year TV station license approval. (2) Request to NARTB to study telephone tariff provisions restricting radio's news coverage.

WRCA's treasure hunts around New York have become "a nuisance of the first order," editorialized the Sept. 21 *N. Y. Times*, complaining that determined fortune seekers "constitute an altogether unwarranted & unjustified intrusion on the rights of others to conduct their business without frivolous interference." Noting that "NBC has been very careful not to hide a prize in one of its own offices or studios," it called on NBC pres. Robert Sarnoff to "start a return to common sense in promotion by ordering a cessation of WRCA's childish behavior."

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SUMMARY-INDEX OF THE WEEK'S NEWS — September 29, 1956

RCA CHAIRMAN SARNOFF takes optimistic look 20 years to future, accepts "presents" at 50th anniversary dinner (pp. 1 & 5).

NEW DATA ON TV HOUSEHOLDS by counties, as of March, released by Advertising Research Foundation, hailed as more reliable than earlier report (p. 1).

STRONG REPORT ON NETWORK practices expected from Celler group (p. 2); CBS & NBC chiefs testify, disagreeing on network licensing principle (p. 7).

ALL-UHF MOVE regarded dubiously by most of industry; uhf-vhf combination generally favored. FCC studying interference-reduction techniques (p. 3).

CLOSED-CIRCUIT TV sales volume due to double this year, but it's still small potatoes in electronics field; most makers see orderly growth pattern (p. 4).

NEW STARTER in "white area" Dickinson, N.D. Uhf WNOW-TV, York, Pa. calls it quits, blaming vhf competition and lack of network programs (p. 8).

PICKUP IN PARTS ORDERS foreshadows substantial increase in TV production for 4th quarter. GE's Dr. Baker sees portables as prime market factor (pp. 11-12).

TRADE'S DROP-OUTS blamed on inadequate finances, fierce competition, inability to meet merchandising tactics, inefficient operations (p. 13).

TOP 100 ADVERTISERS, 88 using network TV, accounted for 85% of total network TV billings in first 6 months of 1956. General Motors tops list (p. 9).

FCC GRANTS 2 CPs plus 3 translators, cleans up minor allocations petitions pending big deintermixture and uhf research studies (p. 10).

PRESIDENT STEPS UP TV schedule. Senate to reopen party spending probe Oct. 8. Solution to "equal time" dilemma on presidential charity appeal (p. 10).

NTA FILM NETWORK contracts being scrutinized by FCC, which is expected to ask all affiliates to file copies; minor revisions seen possible (p. 16).

SARNOFF'S EXCITING 20-YEAR LOOK AHEAD: The man whose name epitomizes "vision" in the vast communications industry, RCA chairman Brig. Gen. David Sarnoff, extends his sight again -- this time 20 years to the future -- and finds a world to be anticipated with optimism and pleasure.

In speech prepared for delivery at dinner celebrating his 50th anniversary in communications, at Waldorf-Astoria Sept. 30, 65-year-old Gen. Sarnoff scans the gamut of human activity -- and finds the prospects good.

Dinner is also occasion for delivery of 3 "presents" he requested from his scientists 5 years ago -- TV tape recorder, electronic air-conditioner, amplifier of light. Report on these was to be made by senior exec. v.p. Dr. E. W. Engstrom, and demonstration for press was scheduled at Princeton, N. J. labs Oct. 1.

Demonstrating recognition Gen. Sarnoff has achieved since Sept. 30, 1906, when he became messenger boy with Marconi Wireless Telegraph Co., was not only the impressive dinner guest list but messages of congratulation from such figures as President Eisenhower, Winston Churchill, Arturo Toscanini, Dr. Lee DeForest.

Tenor of Gen. Sarnoff's address was one of gratitude to the combination of people and circumstances, even "luck," that gave him opportunity to build so brilliantly, to create a billion-dollar company from the ground up.

[For summary of Gen. Sarnoff's address, see p. 5.]

NEW COUNTY-BY-COUNTY DATA ON TV HOUSEHOLDS: The importance of Advertising Research Foundation's new estimates of TV households by counties, as of March, lies primarily in fact that figures are regarded by industry as considerably more reliable than those in preceding projections.

Earlier estimates were based on Census figures plus data from networks, trade publications, RETMA receiver shipments, etc. New estimates released Oct. 1 by ARF are predicated solely on Census' Current Population Survey of Feb. 1956 and new highly-regarded Nielsen Coverage Service No. 2, which represents extensive county-by-county field work on TV-radio ownership.

[The ARF estimates, presented in report titled "U. S. Television Households by Region, State and County -- March 1956," listing total households, number of TV households and their percentage of all homes for each region, state and county, are included herewith in 10-page Special Report to all subscribers. They supersede the earlier ARF estimates as of June 1955, published as Special Report of April 28.]

Data provides further breakdown of 2 earlier reports based on Census survey of last Feb.-March. First report, issued by Census itself, merely stated that about 35,000,000, or 73% of all U. S. households, were TV-equipped then (Vol. 12:20). Second report, issued by ARF on basis of Census data, estimated 37,277,000 sets in these 35,000,000 homes as of Feb.-March, and gave further breakdown by region, family size, urban vs. rural ownership, size of household, etc. (Vol. 12:31).

"The Nielsen field work makes all the difference in the world in the new ARF projections," commented Oliver Treyz, pres. of TvB, which with networks and NARTB underwrote survey. "Instead of using historical data, as was done in the past, we now have the advantage of current, up-to-date information in the counties. Let me emphasize, however, that these are still estimates and because they are estimates must not be regarded as 100% accurate for every county."

Network research spokesmen agreed with Treyz's analysis. They also agreed that, however accurate the ARF data may be, need has not lessened for NARTB's long-aborning continuous county-by-county TV set circulation census. That project, which also seeks to measure average daily and weekly viewing for TV stations, is still in pilot test stage -- and nobody is setting any dates for its start.

New ARF data includes Table of Standard Errors which "gives a measure of precision" of the estimates in terms of percentage points. This table, explains ARF, tells how far the estimates "may deviate from the results of a complete enumeration and what the chances are of their doing so," available from ARF, 11 W. 42nd St., N. Y.

Note: Nielsen Coverage Service No. 2, now being mailed to its subscribers (but not for publication), goes beyond merely estimating number of TV and radio sets in each county. It also forms basis of Nielsen Station Index, which attempts to measure TV-radio set coverage of stations. Index will be released to subscribers later in fall. NCS No. 1 was issued in 1952.

WHAT NEXT FROM CELLER SUBCOMMITTEE? Climaxing 3 weeks of hearings in New York, the presidents of CBS & NBC took the stand this week before Rep. Celler's anti-trust subcommittee to defend the network way of doing business in general and operations of their own networks in particular. Pattern of the questions and answers this week, added to previous weeks' record, begins to give some indication of attitude subcommittee will take when it compiles its report on TV industry.

That the 3 network presidents changed some preconceived notions among the congressmen is unquestioned. At conclusion of CBS pres. Frank Stanton's testimony Rep. Celler himself said: "As far as I am personally concerned, you have corrected a number of illusions that I had concerning this industry." [For highlights of the testimony of Stanton and NBC pres. Robert Sarnoff, see page 7.]

Subcommittee's next step is report on the investigation -- not immediately, probably around Jan. 1. Its staff did monumental research and investigatory job in preparing for the hearings -- and it now faces task of perhaps even greater magnitude in reconciling conflicting testimony and sifting & sorting its facts.

Celler has reputation for getting things done. Though there may well be 2 reports -- majority & minority -- you can bet that Celler's report won't be namby-pamby or pussyfooting. Any prediction is hazardous, but line of questioning followed in hearings indicates that final report will take stand on these issues:

* * * *

(1) Network licensing. Best bet is that subcommittee majority will favor direct control of networks by FCC -- provided there are proper safeguards against any entry by Commission into field of program control.

(2) Affiliation contracts. Probability is that final report will recommend that all network contracts with affiliates be made matter of "public record." It also may suggest that FCC adopt "standard" affiliation contract form.

(3) Multiple ownership. Subcommittee is certain to oppose any liberalizing of current FCC station ownership limits, may ask Commission to explore possibilities of making multiple-ownership rule more restrictive.

(4) Allocations. Since little or no testimony opposing deintermixture concept is in record, report is likely to endorse principle, ask quicker FCC action.

(5) Network discount structure. Subcommittee is toying with idea of legislation to classify programs as "commodity" under Robinson-Patman Act -- if Justice Dept. doesn't rule they're already covered. Such a move would subject telecasting industry to regulation by Federal Trade Commission, in cases where it's suspected that network or station discount structures "discriminate" against some sponsors.

(6) Affiliate relations. It's possible that subcommittee may recommend legislation making it possible for affiliates to sue networks for cancellation or failure to renew affiliation agreements without good cause. This proposal is patterned after Celler-O'Mahoney Act which applies to auto dealer franchises.

Because so many network practices are under investigation by Justice Dept., it's not believed subcommittee will recommend legislation involving such practices as option time, must-buy procedures, network program production, talent contracts, etc. -- but instead await outcome of anti-trust division's probe.

Another Congressional report on network practices is also due this winter -- from Senate Commerce Committee, whose staff is currently correlating findings on "second phase" of its investigation, first having been allocations & uhf problems.

UHF-VHF PLAN STILL FAVORED BY MOST: Little industry support for all-uhf move of TV is expected when comments are filed with FCC on Oct. 1 deadline. Even some of the uhf stations are cautious about it, tending to stress deintermixture for their own markets. Chances are majority of comments will urge use of both vhf & uhf.

Commission itself isn't idle on allocations while waiting for comments and for industry to get uhf research program underway (Vol. 12:38). It's very interested, for example, in possibility of getting more vhf stations by reducing co-channel separations via precise transmitter control described by RCA (Vol. 12:37). Commissioners say it's "promising," are sending engineers to RCA's Princeton Labs next week to see demonstrations with WRCA-TV, New York, and WRC-TV, Washington. Commission is also making study of broader deintermixture plan than it has proposed.

A few stations and groups have already filed comments on the all-uhf concept and several others have indicated what they intend to say. All the Colorado vhf stations, for example, got together in statement saying that uhf can't do the job for sparsely settled areas; that vhf spacings shouldn't be reduced.

RCA-NBC plumps strongly for use of both vhf & uhf, saying that all-uhf plan would jeopardize present service. It says that uhf propagation characteristics make it impossible for uhf to duplicate vhf coverage; that uhf is fine for certain areas; that even 70 uhf channels wouldn't be enough for future growth in crowded areas.

RCA-NBC reiterates its previous contentions that uhf should be encouraged through repeal of excise tax on all-channel sets, broadening of deintermixture, permitting multiple-station owners with know-how to acquire more uhf stations, etc.

Joint Council on Educational TV also says uhf must be strengthened but that vhf mustn't be degraded through shorter co-channel separations. It urges "extreme caution" in considering all-uhf shift, says it's currently neither "feasible nor desirable." More deintermixture is urged, JCET specifically stating that following should be all-uhf: Peoria, Springfield, Hartford, Fresno, Madison, Evansville and Elmira. It also says Ch. 10 should be kept out of Albany area, and it recommends that additional areas should be deintermixed.

To promote greater production and sales of all-channel sets, JCET suggests that FCC appoint representatives to work with Congressional committees and executive agencies to produce specific legislation -- to remove excise tax and/or prohibit manufacture of vhf-only receivers.

Non-broadcast services are eyeing vhf hungrily, hoping FCC eventually does move all TV to uhf. Stressing overcrowding of mobile spectrum, following groups have commended Commission for looking into matter, saying they want to be remembered

if any vhf is passed around: Special Industrial Radio Service Assn., National Assn. of Taxicab Owners, City of Burbank, Cal.

Comr. Robert E. Lee urged that haste be made slowly, meanwhile, telling Oklahoma City NARTB regional meeting this week that any move to uhf, if it comes, should be long-range. He expressed confidence that engineers would eventually overcome technical difficulties experienced by uhf.

Assn. of Maximum Service Telecasters continued plans for uhf-vhf surveys, hiring engineer Don Creswell from WITH, Baltimore, appointed as Washington counsel firm of Covington & Burling, with attorney Ernest W. Jennes concentrating on case.

RETMA held meeting of its allocations committee during sessions at Hot Springs, Va. this week, didn't disclose position it would take at Oct. 2 meeting of 5-man allocations research committee (Vol. 12:38). WISC-TV, Madison (Ch. 3), intimately concerned with deintermixture, urged acting committee chairman Dr. W. R. G. Baker not to encourage expansion of basic organization beyond 5 original groups. stating that "special-interest groups" could pervert organization's efforts.

CLOSED-CIRCUIT TV—SLOW-MOTION BOOM: TV in overalls -- closed-circuit for industry, commerce, govt. & education -- has plenty of growing to do before it catches up with its glamorous show-business brother, but it can do so many jobs so well that some of the largest electronics manufacturers are banking that some day it will.

In a field whose frontiers are limited only by the imagination, closed-circuit's growth has been a slow, steady phenomenon, nursed along principally by the enthusiasm of salesmen and engineers of less than a dozen leading equipment manufacturers. Though it's a natural for hundreds of jobs which require an extension or a multiplication of the human eye, there's no inclination in the closed-circuit industry to predict it will blossom into big business overnight.

But there is a slow boom in industrial TV -- or ITV -- the generic term used to denote nearly all closed-circuit uses of TV. It's a boom to the extent that 1956 may well see a doubling of the number of installations previously existing, with a redoubling possible in 1957. But dollar volume will remain rather small for some time, when compared to other branches of TV-electronics.

There are still no "official" statistics on ITV, and most estimates of sales and installations remain educated guesses, at best. RETMA currently is laying the groundwork for industry-wide ITV production figures, with first estimates due in a few weeks, to be retroactive to Jan. 1, 1956.

* * * *

We have again surveyed major ITV manufacturers, and though some were unable or unwilling to make any estimates or predictions, usable replies showed this trend:

There are 1200-1500 ITV installations now in use, with a dollar value of perhaps \$3,000,000-\$4,000,000 -- probably considerably more if non-electronic accessories are included. At least 200 of these systems, and possibly as many as 600, have been installed in last 12 months. Installations due for remainder of this year will bring 1956 ITV business to at least \$2,000,000, and maybe even as high as \$6,000,000 -- latter figure being the 1956 gross predicted for closed-circuit industry by GE last week as it launched all-out drive to promote ITV (Vol. 12:38).

As to longer-term predictions -- 2 manufacturers were willing to be quoted: \$25,000,000 a year in 5 years, said GPL; \$75,000,000 in 10 years, said GE.

ITV systems generally run about \$2000-\$3000, though some simple camera units are available for as little as \$1000. Built around rugged and simple vidicon pickup tube, closed-circuit installations have built up reputation for long, dependable and trouble-free service.

Guesstimates of rankings of ITV manufacturers vary widely -- but there seems to be substantial agreement that Dage TV div. of Thompson Products has sold greatest number of cameras in last 12 months, though it may be second in overall dollar volume to pioneer Diamond Power Specialty Co., Lancaster, O., which opened up ITV field 8 years ago with its sturdy "Utiliscope" camera, and claims to have installed more than 500 closed-circuit systems to date.

Other manufacturers believed to rank high in the field are (alphabetically): Blonder-Tongue, GE, GPL, Kay Lab, Hallamore Electronics, RCA.

Size-ups of the closed-circuit field by some of its leaders:

Dage gen. sales mgr. John R. Howland: "1956 has had tremendous significance in the growth of industrial TV. The importance of the problems that have been successfully handled eclipses the substantial numbers and dollars of sales."

He outlined these major fields of Dage's ITV activity this year: (1) Use of TV in supervising St. Lawrence Power Dam construction at Massena, N.Y. (2) Assisting police in guarding large stores. (3) Centralizing records in "a dozen additional banks." (4) Use of TV for visiting in half dozen hospitals and for amplifying X-rays in delicate operations. (5) "More than 100 Dage cameras will have been interconnected at the Pennsylvania Station in New York City by the world's largest TV switchboard" by end of this year. (6) "Weather-Vision," storm warning application of TV for military air bases. (7) Expansion of educational closed-circuit.

Diamond electronic sales mgr. W.I. McCord: "I look forward to the next 5 years with great optimism and believe there will be steady growth in the field. However, I do not look for any 'terrific boom'...Diamond had its start in industrial closed-circuit TV through demand for remote viewing equipment in power plants and the major portion of our business has been in that field. In the last year, however, we have moved into other fields. We find that most of our equipment goes into manufacturing plants where it is used for security purposes, remote viewing into hazardous areas and remote control of large machines."

GE broadcast equipment gen. mgr. Paul L. Chamberlain: "The introductory phase of closed-circuit TV has passed and its wide acceptance by industry now calls for more intensive manufacturing and marketing efforts."

RCA CHAIRMAN Brig. Gen. David Sarnoff's "birthday presents," to be tendered during Sept. 30 dinner celebrating his 50th anniversary in the industry (p. 1), include one item not previously mentioned—a home TV tape player, which was to be unveiled at RCA Princeton labs Oct. 1.

The other projects, set as goals by Gen. Sarnoff 5 years ago, were professional TV tape recorder, electronic air conditioner, electronic light amplifier—also to be demonstrated at Princeton.

Discussing the "presents" in speech prepared for the dinner, Gen. Sarnoff says "the deadline has been reached, and I am here to attest that my faith in [the genius of RCA scientists] has been fully justified. . . . Of course, I realize that in part they are still in what engineers call the developmental stage. But the fact remains that in 5 short years they have succeeded in turning what were bold dreams and hopes into proud realities."

Gen. Sarnoff then unleashes his imagination and gives these predictions of things to come within 20 years: Nuclear energy—Used for industry, planes, ships, trains and automobiles; direct conversion to electricity made practical. Solar energy—"Effectively harnessed and in worldwide use." Communications—Global color TV; two-way TV contact between individuals anywhere; beginnings of instantaneous language translation.

Transportation—5000-mph jet & rocket vehicles with nuclear fuels; automatically piloted passenger aircraft; mail and freight delivery via guided missile. Automation—Will increase production, decrease costs, increase employment, free people from arduous and hazardous work. Materials—"A tremendous array of new plastics, ceramics, lubricants and categories of substances that as yet have no name." Electronic light—Cold light almost without shadow, reducing dangers of night driving and flying, making possible larger & brighter TV pictures.

Computers—"Recording and accounting will be taken over by robots, freeing for other work the great majority

of the 9,000,000 Americans now engaged in clerical tasks." Food—"Striking developments" in irrigation, flood control, solar energy, electronic acceleration of germination and growth, ocean "farming" and other discoveries "will enable famine to be eliminated in all parts of the world." Health—"An avalanche of improvements in preventive medicine, diagnosis and treatment of human ills. . . . Man's life span will be further extended, probably within hailing distance of the century mark." The Home—"The housewife's dream of an all-automatic home will be realized—electronic appliances doing all the work—but "fortunately, we shall continue to do our own eating." Climate—"Major steps will have been taken to make and control weather," unfreezing icebound ports, dissipating or diverting hurricanes, etc.

Turning to human relations, Gen. Sarnoff predicts communism "will collapse under the weight of its economic fallacies, its political follies, and the pressures of a restive, discontented population." Living standards, he says, will hit "levels of well-being without past parallel. . . . Man will enter upon a period of universal education. . . . Every form of art and every type of entertainment will be readily accessible in the home."

Speaking of government, Gen. Sarnoff foresees public opinion on any issue quickly ascertained via electronic means, bringing Govt. and people closer together and furthering democratic processes. As for war: "Technological developments in weapons of mass destruction will leave no doubt that the alternative is between survival or annihilation"—and war will be outlawed.

An upsurge of spiritual vitality is envisioned by Gen. Sarnoff: "The gradual elimination of physical hungers will deepen the more elemental hunger for faith and salvation, for age-old values beyond the material and temporal that gnaws at the heart of man. Science begets humility. Its every discovery reveals more clearly the Divine design in nature, the remarkable harmony in all things, from the infinitesimal to the infinite, that surpasses mortal understanding."

Personal Notes: Frank Stanton, CBS pres., and Mrs. Stanton flew to Europe Sept. 27 for extended vacation . . . Ward Quaal, gen. mgr. of WGN-TV & WGN, Chicago, elected v.p. & director of parent WGN Inc. . . . Paul C. Smith, pres. & chief executive officer of Crowell-Collier, which has announced purchase of Bitner stations (but hasn't yet filed application with FCC), also elected chairman . . . Robert D. Levitt, gen. mgr. of California National Productions (ex-Kagran Corp.), elected a v.p. . . . George Glavin, ex-Pacific National Adv., named gen. sales mgr., KTVW, Tacoma . . . Franklin Tooke, gen. mgr. of WBZ-TV, Boston, left this week on European trip awarded him by Westinghouse for outstanding contribution to radio during 1955 . . . Harold D. Cohen promoted to director of business affairs, ABC legal dept. . . . Carl Haverlin, pres. of BMI, appointed TV-radio industry chairman of N. Y. State Citizens Committee for Public Schools . . . J. Roy Dabadie resigns as gen. mgr. of WRBZ, Baton Rouge, La., to become adv. & sales promotion mgr. of Community Coffee Co., Baton Rouge . . . Bert Somson resigns as exec. v.p. of Crosley's WLW Promotions, Cincinnati, to form own TV program package firm; Richard K. Jones resigns as director of WLWT client service dept. . . . Nathan S. Rubin named research mgr. of ABC Film Syndication, replacing Robert E. Galen, now research & promotion director of General Teleradio's RKO Television . . . David M. Davis, ex-WUNC-TV, Chapel Hill, N. C., named production mgr. of educational WGBH-TV, Boston . . . D. Thomas Miller, sales service mgr. of CBS-TV Spot Sales, Chicago, transferred to N. Y. office, succeeding LaMont Thompson, now gen. sales mgr. of CBS-owned WHCT, Hartford (formerly WGTH-TV) . . . Wm. M. Wolfson, ex-NBC Films, serving since May as controller of TPA, elected treas. . . . Robert L. Moore Jr., in charge of Sheraton Closed-Circuit TV Corp., elected a v.p. of parent hotel chain . . . Elliott W. Robbins, ex-Sylvania, named publicity director, A. C. Nielsen broadcast div. . . . Rudy Bretz, TV consultant whose most recent assignment was for Australian Broadcast Commission, appointed to UCLA theatre arts faculty.

Dr. Carroll Vincent Newsom, educational TV pioneer in N. Y. State, member of Joint Council on Educational TV and chairman of Metropolitan Educational TV Assn. of N. Y. City and editor of book, *A Television Policy for Education*, named pres. of New York U, which has held CPs for 8 educational uhf stations since 1952 but has been unable to build because of lack of funds. He succeeds Dr. Henry T. Heald, also an educational TV leader, who becomes pres. of Ford Foundation Oct. 1.

Frank H. McIntosh, Washington consulting engineer, has decided to limit practice to work he can handle personally, increasing his supervision of hi-fi equipment manufacturing (McIntosh Laboratory) and concentrating on his inventions. Following associates are joining Kear & Kennedy: James R. Croy, Ambrose J. Cavegn, Thomas J. Lockett; Elizabeth Dahlberg joins Lohnes & Culver.

Dr. Alfred N. Goldsmith, former RCA v.p. & prominent TV-radio engineer, will receive SMPTE Progress Medal Oct. 9 at Ambassador Hotel, Los Angeles, "for his many contributions to the progress of sound motion picture and TV engineering, particularly his early recognition of the importance of a tri-color kinescope and his concept of the means for its accomplishment."

Robert E. Sherwood Awards nominations, for outstanding programs dealing with freedom and justice appearing on TV between Oct. 1, 1956, and May 31, 1957, are invited by Ford's Fund for the Republic, 60 E. 42nd St., N. Y. Prizes are \$20,000 each for best drama and best documentary on a network, \$15,000 for either drama or documentary on an independent station.

Jack N. Berkman-John J. Laux interests are paying \$760,000 for Austin Harrison's KWSM-TV, Joplin, Mo. (Ch. 12) & KWSM, according to applications filed this week. Actual owner will be WSTV Inc., operator of WSTV-TV, Steubenville, O. (Ch. 9) with WSTV & WSTV-FM. Ownership interlocks with off-air WFPG-TV, Atlantic City; with TV applicant for Ch. 7, Buffalo; radio stations WPIT, Pittsburgh, and WBMS, Boston. WSTV Inc. lists \$45,013 loss in 1954 after Federal income taxes, \$80,405 net profit in 1955. Aug. 13 balance sheet shows pre-tax profit this year of \$113,319 and earned surplus of \$285,108 as of Jan. 1, 1956. WSTV Inc. also lists total assets at \$1,113,529, current assets \$202,500 (\$151,026 accounts receivable), fixed assets \$692,777 (\$574,124 in TV). Aug. 31 combined balance sheet for Joplin stations shows pre-tax profit of \$33,481 for first 8 months of this year. Of total \$329,188 assets, TV represents \$172,128.

Radio station sales reported this week: KFXM, San Bernardino, for \$244,149 by group headed by William R. Hasbrook, which bought it from Eugene W. & Bertha Lee for \$125,000 in 1955. Headed by H. Phillip Dexheimer, account exec. with KBIG, Los Angeles, purchasers are: adman Howard L. Tullis, also 1/3 owner of KAFY, Bakersfield; L. Benton Paschall, 1/3 of KAFY; West Coast attorney John P. Hearne. WLAY, Muscle Shoals, Ala. by M. C. Gregory for \$85,000 to Mr. & Mrs. Michael R. Freeland; Freeland is also half owner of WFWL, Camden, Tenn. KBUN, Bemidji, Minn. by Butler Bestg. Co. (Edward W. Butler) for \$65,000 to Ben H. Potter Jr. family, which also controls WHBF-TV, Rock Island, Ill. (Ch. 4) & WHBF, publishes *Rock Island Argus*.

Chapters by 12 veteran announcers comprise *How to Announce for Radio & Television* (95 pp., \$2.50), edited by NBC-TV's Wm. I. Kaufman, to be published Oct. 15 by Hastings House, 41 E. 50th St., N. Y.

Lawrence H. (Bud) Rogers III, pres. & gen. mgr. of WSAZ-TV & WSAZ, Huntington, W. Va., named chairman of Tri-State Airport Authority's terminal building advisory committee.

Roger Clipp, gen. mgr. of WFIL-TV & WFIL, Philadelphia, appointed chairman of Pa. Heart Assn.

Earl Godwin, 75, dean of Washington radio correspondents, died in his sleep Sept. 24 at his summer home in Rehoboth Beach, Del. His career as a newspaperman and radio correspondent spanned 60 years, starting as a \$3-a-week employe of *Passaic* (N. J.) *Herald*. He returned to Washington, his birthplace, in 1908 as political writer for *Washington Star*, got into radio in 1934 and joined NBC in 1936. He became an internationally-known figure for his informal, chatty commentaries on news events, spiced by personal anecdotes resulting from his close association with national leaders. He retired from NBC last May because of illness. Surviving are his widow, 3 sons, a daughter, 2 brothers, 11 grandchildren.

Alfred Francis Harrison, 72, pioneer in establishing news services for radio stations, died Sept. 26 at home of his daughter in Hickory, N. C., after lengthy illness. In 1930, he sold the first news report to a radio station—WBZ, Boston—for David Lawrence's old Consolidated Press Assn. That service had extended to 14 AM clients when he left in 1933 to return to United Press. He became first radio sales mgr. when UP's radio news wire was established in 1935 with 14 clients. Ten years later it was serving 560 stations; it currently has more than 1500 in U. S. He returned to Washington in 1945 as special representative of UP for consultation with radio and newspaper clients. He retired 2 years ago after suffering stroke.

Telecasting Notes: "Mediocrity" and "sameness" are the words most employed by the professional critics to evaluate network programming thus far this season—in sharp contrast to the widely acclaimed "excitement" of last 2 TV seasons. This, combined with the huge new batch of top feature films now available to stations, has led a number of observers to predict de-emphasis—at least for time being—of networks, and the rise of the independents . . . On behalf of advertisers, this trend—if it is a trend—is hailed in Sept. 24 *Advertising Age*, which sees parallel with decline of networks' importance in radio. "Gleefully the advertisers await the day when the networks will assume the humility that comes only when supply & demand are in balance, thanks to an increasing number of independent stations programming competitively to networks and out-dealing them in pricing," says *Advertising Age* editorially, adding: "Costs of TV continue to rise. For the first time they are rising faster than new TV homes are coming in. A good, healthy, competitive situation is needed to cause a leveling-off. Come on, you independents. Everyone is rooting for you" . . . Big national sponsor Colgate, which bought MGM feature series on Los Angeles' KTTV (Vol. 12:36-37), now reported looking at other similar deals, including sponsorship of Warner features on Chicago's WGN-TV. Its biggest competitor, Lever Bros., is said to be working out plans for spot sponsorship of top features on nationwide group of stations . . . Warner Bros. to expand TV film operations, going wholeheartedly into business of making commercials, film series and even color spectaculars, according to Jack Warner Jr., who announced TV won't be treated as "by-product" . . . U. S. TV is murdering British pictures, said British producer-director John Boulting on his return from trip to America, where he evidently watched a lot of TV. Some British films were cut so badly, he complained, that the plot was lost; he said he'd never let any of his pictures be sold to U. S. TV again unless he retained complete control over presentation . . . Closed-circuit "press conference" to CBS-TV affiliates in 100 cities this week announced big new list of plays for

upcoming *Playhouse 90* for benefit of local TV editors . . . "Ice Capades of 1957"—same version now playing Madison Sq. Garden—has been signed by NBC-TV as June 8 spectacular . . . Another Broadway production backed by TV money: CBS financing Noel Coward's *South Sea Bubble*, getting TV rights after N. Y. run . . . Popular demand brings back a TV show: When CBS-TV cancelled Friday night *Mama* situation comedy, thousands of letters of protest resulted—and network has scheduled return of show, this time on film, beginning early in Jan., Sun. 5-5:30 p.m. . . . "Pitch" and mail-order commercials are being dropped by *Chicago Tribune-N. Y. Daily News'* WGN-TV & WPIX, costing former \$575,000 in billings this year, latter \$75,000-\$100,000; WGN-TV, which plans to step up live programming, recently subscribed to NARTB TV code . . . First televised baptism is claimed by Boston's WNAC-TV, following regularly televised 9:15 a.m. mass. Participants: Archbishop Richard J. Cushing and Richard Cushing Morrissey, 10th child of Francis X. Morrissey, secy. & counsel to Sen. Kennedy (D-Mass.) . . . Study of English language origin, use and misuse, is novel subject of CBS-TV weekly public service series titled *The Last Word*, with Dr. Bergen Evans, expected to make debut in Jan. . . . Timely forum show: Topic for Sept. 29 *Between the Lines* discussion show on New York's WABD is "Broadcast Investigations," featuring Rep. Celler (D-N. Y.), songwriter Arthur Schwartz and N. Y. *Herald Tribune* TV critic John Crosby.

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Ten best bets for TV hits among new 1956-57 programs, ventured by Oct. *Newsweek* in 3-p. roundup on fall network programming: *Adventures of Hiram Holliday*, NBC-TV, starting Oct. 3; *Stanley*, NBC-TV, Sept. 24; *The Brothers*, CBS-TV, Oct. 2; *Washington Square*, NBC-TV, Sept. 23; *Lawrence Welk's Top Tunes & New Faces*, ABC-TV, Oct. 8; *Walter Winchell Show*, NBC-TV, Oct. 5; *Playhouse 90*, CBS-TV, Oct. 4; *Kaiser Aluminum Hour*, NBC-TV, summer holdover; *Air Power*, CBS-TV, Nov. 11; *Odyssey*, CBS-TV, sometime in Jan.

CELLER ANTI-TRUST hearings on TV industry wound up this week after hearing 4 days of testimony by CBS pres. Frank Stanton and NBC pres. Robert Sarnoff, following last week's appearance of ABC pres. Robert Kintner (Vol. 12:38). Much of this week's long testimony by the network chiefs was devoted to exposition of how a network functions, necessity for option time, must-buy lists, advertising agencies, etc.—ground already largely covered in previous congressional hearings.

Questioning by the congressmen and by legal staff under chief counsel Herbert Maletz was sometimes sharp, nearly always specific and to the point, showing intensive preparation. Both Stanton and Sarnoff were open and direct in their answers, relying at times on batteries of legal and administrative experts who surrounded them. Though hearing ran the entire gamut of all charges raised against networks, these were the high spots in questioning and testimony:

FCC regulation of networks—Stanton and Sarnoff differed sharply in their replies when Chairman Celler asked them if they would be "averse" to direct FCC regulation of networks. Stanton surprised industry observers when he replied:

"I have opposed network regulation when it was non-specific, because I feared program control and certain other features that might be introduced into such regulation, but if you are asking me [would] I prefer to have what I have now got, directly as against indirectly, my

answer is in the affirmative. . . . I think it is a less complicated way to live, because we get our regulation now only as it affects our affiliates and company-owned stations, whereas if the same regulations were applied directly to us, I think it would be a more businesslike and systematic way to handle the situation. . . ."

Sarnoff, on other hand, was strongly opposed to direct control. "Because of the nature of the network business, regulation of networks would put the Govt. into the broadcasting business," he said. "I do not believe that govt. regulation should be extended unless there is a clear and demonstrated public need for it. In my opinion, no public need has been demonstrated. . . . I do not see how you can regulate a network in its various aspects, particularly programming, [without] also regulating the other elements which contribute to that programming, such as other sources of programming, advertising, station affiliations, [etc.]."

Multiple ownership—Stanton said he is "perfectly satisfied to live under the present ownership rules," but suggested that a better formula might prevent "undue concentration of control in any geographic area."

Sarnoff said he thought multiple ownership should be decided by FCC on "case-by-case basis," but added that uhf growth would be stimulated if Commission permitted group ownership of more than 2 uhf outlets in addition to 5 V's. He suggested that perhaps rule should be changed to permit single entity to own one uhf outlet—or perhaps even 2—for each vhf station it owns.

Network-BMI connections—Both Sarnoff and Stanton offered figures showing vast majority of musical selections

played on TV & radio networks were ASCAP-licensed. Stanton said CBS owns less than 9% of BMI stock; Sarnoff said NBC's ownership is 6.7%. Both drew praise from Rep. Celler and other subcommittee members when they promised to consider dropping their ownership in BMI after current lawsuit against them by ASCAP members is terminated, on condition that competition is maintained in music licensing field.

Contacts with FCC—Several memos were put into record involving contacts of CBS executives with FCC members. One involved 1952 contest between CBS & Zenith over right to operate station on Ch. 2 in Chicago. Introduced was memo from CBS v.p. Richard Salant to Stanton, which read in part: "Earl Gammons [then CBS Washington representative] reported that he had discussed the WBKB matter with Comr. Hyde yesterday for over an hour and Hyde made the following points: . . . He believes that CBS has as good a chance as anyone in a comparative hearing. . . . Hyde feels that Zenith would be very weak in a competitive hearing because of its position on subscription TV and in fact Hyde does not believe that [Zenith pres. E. F.] McDonald wants the station at all. . . ."

While insisting CBS was merely seeking procedural information in a complicated case, Stanton added: "I think this kind of an examination of our behavior [is] probably a very good thing, because I think it puts into sharp focus the line between what is proper and what is not proper. I do not mean that I think we were improper, but I think that this is one that is in the twilight zone." Celler called this approach "very commendable," adding: "You take the wind out of our sails with this attitude."

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Affiliation contracts—Subcommittee attorneys again placed affiliation contracts in record, questioning Sarnoff and Stanton about differing terms of some of them. Stanton said CBS employs standard contract providing for compensation of 30% of gross time charge, less deductions. The exceptions to standard contract, he explained, were due to strong bargaining position of some affiliates, unusual cable charges, and other special circumstances. Subcommittee counsel specifically pointed out these deviations:

WTAR-TV, Norfolk, is only primary affiliate in CBS lineup without any option time provision; KPIX, San Francisco, and Storer's WAGA-TV, Atlanta, are compensated at 33 1/3%; WBNS-TV, Columbus, receives 10% for first 5 hours, 20% next 5 hours, 30% next 5 hours, 34% next 10 years, 36% thereafter; Storer's WBRC-TV, Birmingham, gets 10% first 5 hours, 20% next 5 and 37 1/2% thereafter; WKZO-TV, Kalamazoo, is compensated at 40%. Stanton protested that "spreading these figures on the record is only going to raise the cost of time to the advertiser. [It] only means that everyone will now say, 'I want the same that Columbus has got!'"

NBC's standard contract, Sarnoff said, provides for 24 hours free time monthly and 30% compensation. These deviations were mentioned by the subcommittee lawyers: KCBD-TV, Lubbock, gets 25%, gives 35 hours free time; WOC-TV, Davenport, Ia., gets 33 1/3%, gives 24 hours; WBAP-TV, Ft. Worth, & WFAA-TV, Dallas, each get 33 1/3%, give 12 hours. Sarnoff pointed out that latter 2 share single schedule of NBC programs, so that together they provide 24 free hours.

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Program control—Both network presidents sharply denied they arbitrarily reject independently produced shows in favor of inferior network-controlled shows, and that they often "insist" on profit participation as price of placing independent package on network.

Talent contracts—After extensive questioning of network presidents on long-term contracts with performers,

TV-HUNGRY Dickinson, N. D. got its own station this week as KDIX-TV (Ch. 2) took to air in town about 100 mi. from Bismarck, nearest other TV community. Another uhf fell by wayside, WNOW-TV, York, Pa. (Ch. 49) leaving air Sept. 30. Throwing of the 2 switches, on and off, brings on-air boxscore to 487 (95 uhf).

KDIX-TV starts programming Oct. 1 with CBS under Extended Market Plan, following Sept. 27 test patterns. It has 5-kw DuMont transmitter, 6-bay RCA antenna on 520-ft. Andrews tower. Owners are 7 local businessmen, headed by dentist P. J. Weir, who holds 17.2%, and Dickinson mayor Frank P. Whitney, also 17.2%. Coming from radio KDIX are Orville F. Burda, gen. mgr. & 7.6% owner; Eugene A. Spear, sales mgr.; Lauren Haacke, program director; Benjamin G. Lockerd, chief engineer. Base hour is \$150. Rep is Hal Holman.

WNOW-TV, York, Pa. (Ch. 49), going dark after nearly 3 years of operation, will retain CP, reports partner-gen. mgr. Lowell W. Williams. It's area's second uhf to go off, following WHUM-TV, Reading (Ch. 61), which quit Sept. 4 (Vol. 12:36). Station has been operating at loss, ascribed troubles to lack of network programs and vhf competition from Lancaster's WGAL-TV (Ch. 8).

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

KGW-TV, Portland, Ore. (Ch. 8) has set Dec. 17 target for debut with ABC-TV programs, but plans test patterns around Oct. 1, reports station mgr. Walter Wagstaff, ex-KIDO-TV, Boise, Ida. First 100-kw RCA transmitter to be built is ready at 6701 N.W. Skyline Dr., where 8-bay custom-built antenna has been installed on 600-ft. Ideco tower, will radiate 316 kw. Majority owner is Mrs. A. Scott Bullitt's KING-TV, Seattle. It will be third vhf in Portland, where uhf KPTV (Ch. 27) pioneered in 1952. Coming from KING-TV are James L. Middlebrooks, engineering v.p.; John H. Pindell, sales mgr.; Thomas Dargan, program mgr. Base hour and rep not reported. KING-TV rep is Blair.

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Canadian TV applications to be considered by CBC at meeting in Ottawa Oct. 26. Ch. 9, Quebec City, by Famous Players, which seeks English-language adjunct to its CFCM-TV, competing with radio CJQC (Howard Wert, pres.); Ch. 6, Medicine Hat, Alta., by CHAT (J. H. Yuill, pres.); Ch. 10, Argentia, Nfld., by CJON-TV, St. John's (G. W. Stirling, pres.), seeking satellite. Two previously deferred applications will be reconsidered: Ch. 4, Kamloops, B. C., by Twin Cities TV Ltd. (Vol. 12:6) and Ch. 4, Rouyn, Que., by Northern Radio-Radio Nord (Vol. 12:26).

Power increases: NBC's WBUF, Buffalo (Ch. 17) Sept. 30 boosts to 500-kw ERP; WRVA-TV, Richmond (Ch. 12) Oct. 1 to 316-kw; KOTA-TV, Rapid City, S. D. (Ch. 3) increased this week to 72.4-kw.

RCA shipped 25-kw amplifier Sept. 28 to KSWM-TV, Joplin, Mo. (Ch. 12); 6-section antenna Sept. 19 to WOW-TV, Omaha (Ch. 6).

Celler instructed staff to ask FCC to "look into the practice of networks acting as talent bureaus." [Both NBC & CBS once owned talent agencies, since dissolved.]

During questioning of Sarnoff, Celler quoted extensively from current *Colliers* article about his father, RCA chairman David Sarnoff, and commented on "the tremendous power inherent in RCA." Then he asked Robert Sarnoff to supply him with list of all NBC affiliates "which have purchased transmitters and other TV equipment from RCA." At another point—despite Robert Sarnoff's protestations that operations were completely independent—Celler said: "You have got a very strong tie-in between the manufacturing end and the TV network."

TOP 100 NATIONAL advertisers spent \$198,954,071 on network TV in first 6 months of 1956—or 85% of total network TV billings of \$234,510,312 in that period. Of the top 100 advertisers, 88 used network TV—same number as in last 6 months of 1955. As tabulated by Publishers Information Bureau, expenditures on network TV by the top 100 advertisers increased 19% over the \$166,672,111 spent in first half of 1955 (Vol. 11:40); combined TV, magazine & Sun. newspaper supplements was up 31½%—or \$378,319,096 vs. \$365,444,667 in same 1955 period. (Network radio billings are no longer tabulated by PIB.)

PIB lists 15 newcomers among top 100 in period. Each advertiser spent at least \$1,000,000 to gain ranking. For list of 100 leading advertisers and their expenditures in full 1955, see Vol. 12:13, p. 10.

PIB figures are based on one-time gross rates, hence are discountable by at least 25%. Also, figures don't include talent, production & other costs, which add an estimated 75% of net cost of time. Here are rankings of top 100 with their total network TV and total combined TV-magazine-Sun. supplement expenditures during first 6 months of 1956:

| Company | Total Expenditure | Network Television |
|------------------------------------|-------------------|--------------------|
| 1. General Motors Corp. | \$31,209,638 | \$10,582,413 |
| 2. Procter & Gamble Co. | 27,297,369 | 20,928,569 |
| 3. Chrysler Corp. | 15,685,500 | 10,288,527 |
| 4. Colgate-Palmolive Co. | 14,608,139 | 10,230,566 |
| 5. General Foods Corp. | 14,322,625 | 7,335,588 |
| 6. General Electric Co. | 11,590,589 | 3,815,734 |
| 7. Ford Motor Co. | 11,377,249 | 5,237,077 |
| 8. American Home Products Corp. | 9,361,636 | 7,797,178 |
| 9. American Tobacco Co. | 8,753,873 | 5,301,102 |
| 10. General Mills Inc. | 8,156,378 | 4,959,287 |
| 11. Gillette Co. | 8,135,299 | 6,941,169 |
| 12. Lever Brothers Co. | 7,880,913 | 5,709,718 |
| 13. R. J. Reynolds Tobacco Co. | 7,850,758 | 6,209,145 |
| 14. Bristol-Myers Co. | 7,000,164 | 4,093,710 |
| 15. Campbell Soup Co. | 6,911,893 | 1,842,908 |
| 16. Liggett & Myers Tobacco Co. | 5,461,193 | 4,117,551 |
| 17. National Dairy Products Corp. | 5,394,979 | 2,767,144 |
| 18. American Tel. & Tel. Co. | 4,604,314 | 682,866 |
| 19. Pillsbury Mills Inc. | 4,384,890 | 2,916,814 |
| 20. Goodyear Tire & Rubber Co. | 4,209,097 | 1,260,493 |
| 21. Kellogg Co. | 4,193,011 | 3,163,491 |
| 22. Distillers Corp.-Seagrams Ltd. | 3,629,099 | 96,540 |
| 23. Quaker Oats Co. | 3,601,703 | 1,399,570 |
| 24. Armour & Co. | 3,421,717 | 1,393,854 |
| 25. E. I. du Pont de Nemours | 3,328,534 | 719,298 |
| 26. P. Lorillard Co. | 3,314,858 | 2,798,454 |
| 27. Coca-Cola Co. | 3,292,662 | 2,139,594 |
| 28. Scott Paper Co. | 3,292,210 | 2,223,930 |

Network Accounts: Trend to alt. sponsorship of network shows was emphasized anew this week with announcement that Toni would become alt. sponsor of Groucho Marx's *You Bet Your Life* on NBC-TV starting in Jan., Thu. 8-8:30 p.m., ending DeSoto's 5 years of full sponsorship. Only last week, L&M relinquished alt. sponsorship of *Dragnet* on NBC-TV to Schick. Only 40% of all network shows currently have a single sponsor . . . Ford plans to cancel its monthly Sat. night *Ford Star Jubilee* series on CBS-TV starting in Jan., following disagreement on format for next season's shows . . . Miller Beer to sponsor alt. 30 min. of *Wire Service* on ABC-TV starting Oct. 4, Thu. 9-10 p.m., thru Mathisson & Assoc., Milwaukee . . . Mentholatum Co. (cold preparations) buys 15 min. each Fri. of *Tic Tac Dough* on NBC-TV starting Nov. 23, Mon.-thru-Fri. noon-12:30 p.m., thru J. Walter Thompson . . . H. J. Heinz plans one-hour variety-musical one-shot to usher in New Year starting at midnight on CBS-TV, thru Maxon Inc., Detroit . . . Shulton Inc. (men's toiletries) takes option on "Cinderella," 2-hour spectacular by Rodgers & Hammerstein on CBS-TV in Feb., thru Wesley Assoc., N. Y. . . Maybelline Co. (eye makeup) to sponsor Presidential Inaugural Ball on CBS-TV Jan. 20, thru Gordon Best Co., Chicago . . . Sealtest cancels sponsorship of *Big Top* on CBS-TV starting in Jan., Sat. noon-1 p.m. . . General Motors to cancel *General Motors Theatre* on CBC-

| Company | Total Expenditure | Network Television |
|--|-------------------|--------------------|
| 29. Johnson & Johnson | 3,183,858 | 767,434 |
| 30. Swift & Co. | 3,169,120 | 1,353,044 |
| 31. Borden Co. | 3,154,219 | 2,016,100 |
| 32. Pharmaceuticals Inc. | 3,119,699 | 2,916,418 |
| 33. Standard Brands Inc. | 3,109,030 | 1,225,370 |
| 34. Sterling Drug Inc. | 3,003,460 | 1,139,500 |
| 35. Westinghouse Electric Corp. | 2,985,936 | 2,050,185 |
| 36. American Motors Corp. | 2,949,309 | 1,356,902 |
| 37. Revlon Inc. | 2,933,917 | 2,138,118 |
| 38. Eastman Kodak Co. | 2,923,185 | 1,215,998 |
| 39. Warner-Lambert Pharm. Co. | 2,774,891 | 1,181,562 |
| 40. Carnation Co. | 2,773,908 | 1,333,749 |
| 41. Radio Corp. of America | 2,684,611 | 976,519 |
| 42. Studebaker-Packard Corp. | 2,668,345 | 904,434 |
| 43. National Biscuit Co. | 2,594,385 | 850,876 |
| 44. S. C. Johnson & Son Inc. | 2,572,032 | 1,886,021 |
| 45. Miles Labs Inc. | 2,536,507 | 2,059,987 |
| 46. Helene Curtis Industries Inc. | 2,443,170 | 1,404,354 |
| 47. Texas Co. | 2,241,384 | 884,304 |
| 48. Brown & Williamson Tobacco | 2,209,140 | 1,852,485 |
| 49. National Distillers Products Corp. | 2,205,991 | |
| 50. Sperry Rand Corp. | 2,204,644 | 1,118,103 |
| 51. Firestone Tire & Rubber Co. | 2,194,741 | 954,548 |
| 52. Phillip Morris Inc. | 2,164,980 | |
| 53. Avco Manufacturing Corp. | 2,119,106 | 800,007 |
| 54. Armstrong Cork Co. | 2,110,898 | 982,720 |
| 55. Prudential Insurance Co. | 2,057,506 | 1,496,211 |
| 56. Nestle Co. Inc. | 1,993,096 | 1,309,254 |
| 57. Aluminum Co. of America | 1,989,421 | 1,176,659 |
| 58. Joseph Schlitz Brewing Co. | 1,909,491 | 1,288,221 |
| 59. B. F. Goodrich Co. | 1,885,903 | 651,180 |
| 60. Hunt Foods Inc. | 1,872,759 | |
| 61. Corn Products Refining Co. | 1,846,664 | 528,355 |
| 62. Monsanto Chemical Co. | 1,829,068 | 520,176 |
| 63. Mennen Co. | 1,712,346 | 1,362,157 |
| 64. Wesson Oil & Snowdrift Co. Inc. | 1,654,236 | 465,982 |
| 65. U. S. Rubber Co. | 1,640,715 | 577,944 |
| 66. Outboard Marine & Mfg. Co. | 1,623,903 | 231,655 |
| 67. U. S. Steel Corp. | 1,621,678 | 984,120 |
| 68. Sylvania Electric Products Inc. | 1,616,403 | 1,164,740 |
| 69. Rexall Drug Co. | 1,615,672 | |
| 70. H. J. Heinz Co. | 1,602,080 | 828,424 |
| 71. Amer. Rad. & Standard Sanitary | 1,561,616 | 601,324 |
| 72. Reynolds Metals Co. | 1,561,107 | 881,148 |
| 73. Kimberly-Clark Corp. | 1,535,438 | 553,443 |
| 74. Schenley Industries Inc. | 1,492,112 | |
| 75. Best Foods Inc. | 1,483,090 | 901,123 |
| 76. American Dairy Assn. | 1,443,352 | 1,070,216 |
| 77. California Packing Corp. | 1,409,106 | 247,006 |
| 78. Pepsi-Cola Co. | 1,386,198 | |
| 79. Andrew Jergens Co. | 1,385,142 | 591,210 |
| 80. Hiram Walker-G. & W. Ltd. | 1,379,702 | |
| 81. Gulf Oil Corp. | 1,357,618 | 1,121,832 |
| 82. Chesebrough-Pond's Inc. | 1,349,164 | 653,022 |
| 83. Hazel Bishop Inc. | 1,270,827 | 1,176,407 |
| 84. Stanley Warner Corp. | 1,252,541 | |
| 85. Sunbeam Corp. | 1,251,042 | 518,924 |
| 86. Whirlpool-Seeger Corp. | 1,233,024 | 518,758 |
| 87. Columbla Bcstg. System Inc. | 1,219,097 | 804,419 |
| 88. Ralston Purina Co. | 1,206,246 | 1,161,378 |
| 89. American Cyanamid Co. | 1,205,077 | |
| 90. Pet Milk Co. | 1,198,602 | 1,192,800 |
| 91. Lehn & Fink Products Corp. | 1,184,154 | 535,731 |
| 92. New York Life Insurance Co. | 1,182,655 | |
| 93. Sweets Co. of America Inc. | 1,157,259 | 1,157,259 |
| 94. Simmons Co. | 1,150,246 | |
| 95. Cluett, Peabody & Co. | 1,140,386 | 155,708 |
| 96. Norwich Pharmacal Co. | 1,124,988 | 217,944 |
| 97. Pan American World Airways Inc. | 1,116,875 | 272,010 |
| 98. Simoniz Co. | 1,115,778 | 633,078 |
| 99. Atlantis Sales Corp. | 1,111,732 | |
| 100. Schick Inc. | 1,083,225 | 1,083,225 |

TV effective Oct. 2 after 3 years in Canada . . . Another radio casualty: AM version of *Arthur Godfrey's Talent Scouts* simulcast on CBS Mon. 8:30-9 p.m. goes off air, continuing on TV under Lipton Tea sponsorship . . . NBC-TV cuts back Steve Allen's *Tonight* in east from 90 to 60-min. (Mon.-thru-Fri. 11:30 p.m.-12:30 a.m.) when standard time resumes in Oct. . . Nestle Co. buys entire CBC-TV network for *Gale Storm Show* starting Sept. 29, Sat. 6-6:30 p.m., thru Cockfield, Brown & Co., Toronto.

Pro and college football telecasts this fall will cost sponsors an aggregate of \$19,300,000 for rights, talents & line charges, estimates Oct. *Television Age*, which gives this breakdown: National Football League's 63 games on 184-station CBS-TV lineup, \$6,000,000; college football program of 24 national and regional games on NBC-TV (176 stations), \$3,800,000; independent coverage of Cleveland Browns' games by Sports Network Inc., \$500,000; local station announcements, post- and pre-game shows, \$9,000,000.

Handy program finder listing network TV shows, sponsors, times and days of each, was distributed this week by *TV Guide* in form of cardboard "wheel" with windows.

Production Center Inc., \$2,000,000 feature and TV film studio at 221 W. 26th St., was dedicated this week by New York's Mayor Wagner.

TV GRANTS for 2 regular stations and 3 for uhf translators were turned out by FCC this week, along with variety of not-too-controversial allocations actions. CPs were for Ch. 32, New Orleans, to WWEZ, and Ch. 10, Riverton, Wyo. to Ernst family, owners of WWOR, Worland, and KRTR, Thermopolis. Translator grants were for Ch. 70, 74 & 82 to Mohave County Board of Supervisors, for Kingman, Ariz.

FCC continued cleaning up minor allocations matters, pending its big overall consideration. For example, this week it denied petition of Albert J. Balusek, San Antonio, requesting that all educational channels be opened to commercial use—stating that it will continue to examine petitions for specific channels on case-to-case basis. Then, petition for assignment of Ch. 8 to Mt. Airy, N. C., sought by Paul E. Johnson, was turned down on grounds separation would be too short.

Commission finalized shift of Ch. 6 from Pierre to Reliance, S. D., made these proposals: (1) Add Ch. 8 to Hay Springs, Neb. (2) Add Ch. 3 to Ainsworth, Neb. (3) Shift Ch. 32 from Lowell to Greenfield, Mass., substituting Ch. 78 in Lowell. Two petitions for shifts were filed: WARD-TV, Johnstown, Pa. (Ch. 56) asked that its channel be switched with Altoona's Ch. 19. KVDO-TV, Corpus Christi (Ch. 22) sought shift of Ch. 3 from Nuevo Laredo, Mex., to be replaced with Ch. 13 from Laredo, Tex.

There were additional legal and procedural moves in several long-fought cases. Uhf KVDO-TV, Corpus Christi (Ch. 22) asked Commission to block KSIX-TV (Ch. 10) from going on air pending conclusion of deintermixture consideration. FCC granted National Community TV Assn. permission to become a party in case involving sale of CP for WBLK-TV, Clarksburg, W. Va. (Ch. 12) to owners of WSTV-TV, Steubenville (Ch. 9). Question of Clarksburg community antenna system's role in "overlap" is involved. Petition for stay of CP to WRAL-TV, Raleigh (Ch. 5), filed by uhf WNAO-TV (Ch. 28), was denied.

Construction of WRAK-TV, Williamsport, Pa. (Ch. 36) is planned, reports Clair R. McCollough, topkick of Steinman stations, announcing \$125,000 purchase of the uhf CP plus radio WRAK & WRAK-FM from George E. Joy-Margaretta T. Steele group. Steinman organization owns WGAL-TV, Lancaster, Pa. (Ch. 8); WLEV-TV, Bethlehem (Ch. 51), having sold WDEL-TV (now WPFH), Wilmington, Del. (Ch. 12) to Paul F. Harron for \$3,720,500 in 1955 (Vol. 11:13). Steinmans also own radio WGAL-Lancaster; WORK, York; WKBO, Harrisburg; WEST, Easton; WRAW, Reading; WDEL, Wilmington—and publish *Lancaster New Era* and *Intelligencer-Journal*. Application for transfer of WRAK discloses that WGAL Inc. has \$472,656 working capital (\$869,710 current assets less \$397,054 current liabilities). Its net income after taxes was \$288,423 in 1954, \$337,086 in 1955. July 31 combined balance sheet lists \$874,225 earned surplus, \$1,867,129 total assets.

TV relay 22,000 miles up, mounted in satellite equipped with solar battery or nuclear power plant, was proposed this week by Asst. Defense Secy. C. C. Furnas, who added that he is "serious" about the idea. He told an American Rocket Society meeting in Buffalo that relay would stay in one spot relative to earth's movement, "offer a fine vantage point, both economically & performance-wise, as a retransmitting station for TV or any other kind of signal," covering about half earth's surface.

New slide projector, holding 36 two-by-two transparencies, has been developed by RCA, will be available in Jan. at \$2450.

NARTB has mailed new promotional kit to stations, suggesting projects for get-out-the-vote campaign.

STEPPED-UP TV SCHEDULE was affirmed this week by President Eisenhower, who said he will add "2 or 3" speeches to 6 already scheduled, indicating GOP is satisfied with effectiveness of medium so far. Trendex ratings on his first 3 TV campaign appearances haven't been released by Republican National Committee, whose spokesmen say only that they wish "to make some comparisons" before disclosing them. Other political broadcast developments this week:

(1) Sen. Gore (D-Tenn.) said his elections subcommittee will hold further public hearings Oct. 8-10, with national chairmen Paul M. Butler & Leonard W. Hall testifying final day on spending during Sept. Network executives probably will not reappear, but will file written reports on political broadcast contracts (Vol. 12:37).

(2) Nielsen reports that Democratic convention radio broadcasts were heard by 21,000,000 U. S. families for average of 6 hours, shorter Republican meeting by 15,600,000 for 3 hours & 23-min., compared with 32,100,000 homes which viewed each conclave on TV (Vol. 12:38).

(3) Vice President Nixon, Adlai Stevenson and Sen. Kefauver (D-Tenn.) have agreed to make get-out-the-vote appeals on NBC's *Wide Wide World* Oct. 28, and President Eisenhower is reportedly considering joining in.

(4) CBS changed mind about earlier refusal to grant 3-min. at end of *Ed Sullivan Show* Sept. 30 for filmed appeal by President Eisenhower on behalf of United Community Funds, only after it asked all presidential candidates if they would waive "equal time" rights. After all agreed except Henry Krajewski, Poor Man's Party candidate, CBS granted time, as have NBC, ABC and MBS. Earlier in week, CBS asked FCC whether it would have to grant other presidential candidates equal time. Commission answered affirmatively, whereupon CBS said it couldn't carry the Eisenhower appeal. However, Adlai Stevenson then waived any rights to such time, resolving the problem.

Automatic TV station operation, using pre-production models of 2 new machines, was demonstrated at NARTB Region 8 meeting this week by Mechron Inc., subsidiary of Chronicle Publishing Co., owner of KRON-TV, San Francisco. Automatic Broadcast Program System operates from pre-punched tabulating cards, performs all TV switching—from live camera to film chain to network, etc.—for any predetermined time period during whole telecasting day. Automatic Sequential Program Switcher performs similar functions for pre-set period of up to 99 seconds, is aimed at smaller TV stations. KRON-TV gen. mgr. Harold P. See says that units "take the panic out of the frantic period—that short period at station break time when an operator must make as many as 10 different switching operations." He said quantity production is planned.

Venerable magazine of adv.-marketing fields, *Printers' Ink* is being sold for undisclosed price to new non-profit foundation being set up as a memorial to John Irving Romer, editor from 1908-1933, and to his partner, Richard W. Lawrence Sr., who carried on after Romer's death. Richard W. Lawrence Jr., pres. of Printers' Ink Publishing Co., said there would be no change in magazine's operations or policies. Note: Robert E. Kenyon, publisher of *Printers' Ink*, this week resigned, effective Dec. 31, to become pres. of Magazine Publishers Assn., succeeding Arch Crawford, who continues as adviser.

Political broadcast primer, "How to Utilize Radio & TV Effectively," has been published for candidates by Republican National Committee, tells office aspirants how to speak, read, move, dress and make up before TV cameras. Among tips: (1) Few people can interest audience for more than 15-min.; never for more than 30-min. (2) Skip flowery oratory; keep your speech simple. (3) Movement is good, but don't wander.

MORE SIGNS AND PORTENTS OF TV UPSWING: The parts manufacturers, those reliable harbingers of TV merchandising trends, are reporting brisk increases in orders from their TV set customers, thus foreshadowing substantial TV production boosts in 4th quarter of 1956 and extending perhaps into first 3 months next year.

Their optimism was manifest at RETMA quarterly meetings this week at The Homestead, Hot Springs, Va. So strong was their talk-TV-up attitude that one set maker commented: "These guys are nuts. In the spring they come around singing the blues because their TV orders are so low, and in the fall they get happy again."

Russell E. Cramer, pres. of Radio Condenser Co. and chairman of RETMA parts div., said that, like many other components manufacturers, he had experienced sizeable pickup in orders recently from TV manufacturers. And while he said he was grateful for it, he too wished something could be done to eliminate seasonal "peaks and valleys" in business of parts manufacturers.

Recent mergers and consolidations among parts manufacturers, said Cramer, should stabilize parts industry somewhat by weeding out inefficient producers and give opportunity for real growth among the best-qualified.

Other parts makers shared Cramer's view, though they preferred not to be publicly identified. Commented one: "With a lot of cut-price operators and weak sisters gone from our midst, I really anticipate the possibility of improving our profit structure and, strange as this may sound, actually make a buck or two on components. Lord knows, we haven't made much so far."

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GE's Dr. W. R. G. Baker, addressing his first RETMA quarterly meeting since his election to RETMA presidency in June, told symposium of U. S. and Canadian manufacturers Sept. 28 that he foresaw strong TV set business rest of year and that portables were the biggest reason. Baker, whose company marketed first highly successful 14-in. portable and is said to account for up to 50% of current industry production of portables, said he visualized the day when portables would command as much of the TV market as do 21-in. sets currently (about 75%). He did not estimate when.

Baker also stressed need for consumer research surveys before introducing new products. Far too often, he said, new products are devised by engineers and brought to market without adequate consumer preparation or without regard to consumer desires. Baker has previously spoken of color in those terms.

GE's consumer research tests on portables have been going on for some time in various sections of country -- and sometimes the results haven't flattered GE. For example, a GE-sponsored survey among several thousand visitors to Corning Glass Works recently resulted in greater preference expressed for 10-in. (currently made by Admiral) than for any other size. GE spokesman commented:

"No conclusion of any kind can be drawn from a research project at Corning. The project was only a small segment of GE's continuing market research program on portable TV and only by integrating the Corning result with information gathered in other parts of the country can accurate conclusions be drawn."

There's considerable confusion in industry on how much of the TV market is accounted for by portables -- and much of it stems from lack of agreement on what constitutes a portable set. Some consider any set with a handle to be a portable. Others regard weight as a criterion. Some contend that all 17-in. sets now being produced should be counted as portables because number being made without handles is insignificant. Others say no 17-in. receivers should be called portables, that the only true portables are the 8½, 9, 10 & 14-in. sizes. Corning Glass, for example designates 8½, 9 & 10-in. sets as "portables," 14 & 17-in. as "trans-portables."

Admiral sales v.p. W. C. Johnson, in address to St. Louis Appliance Dealers Assn. Sept. 30, indicates that portables of all sizes currently account for about

20% of total TV shipments from factories. He says Admiral alone made and shipped more than 50,000 portables in Sept., most of them 10-in. From another source, it was learned that Admiral's 10-in. is strongly outselling its 14 & 17-in. portables.

Motorola v.p. Edward R. Taylor, addressing Broadcasting Executives Club of Boston, said industry estimates that 14-in.-&-under portables accounted for only 10% of TV output in first 7 months (Vol. 12:38) have disproven claims of some that portables would account for 50-75% of TV market this year. Taylor has previously expressed hope that portables would not exceed 15-17% of total TV sales this year.

* * * *

Factory Servicing: Battle of independent servicemen against factory servicing may be carried next to Capitol Hill. Big Federation of Radio Servicemen's Assn. of Pa., after adopting resolution bitterly critical of GE for its announced plans to enter factory servicing (Vol. 12:34-38), received report that several local chapters had requested that Pa. delegation in Congress be urged to request investigation with view to possible violation of anti-trust laws. Its resolution criticizing GE said company had broken earlier pledge that it would not enter factory servicing. Commented GE: "We do not want to undermine the existence of independent service people. In fact, we hope they will be with us now and in the future...We expect to continue and even augment our assistance to independent servicemen with technical information on our products and an efficient parts supply."

Hope that agreement can be reached with manufacturers was expressed, meanwhile, by Frank Moch, exec. director of National Alliance of TV & Electronic Service Assns. (NATESA), who has been one of most persistent critics of "captive service." "I think," he said, "that conditions exist for an amicable solution as far as the independent service people are concerned. We believe in a policy of live and let live. From all indications we have done our job of servicing sets very well. Surveys prove that the customers are satisfied with the quality, cost and speed of service. We believe that the old status whereby the independent service people supplemented the manufacturers' activity is the best for the industry and the public." Moch made public an exchange of correspondence with GE and RCA, dating back several months, to support view that a compromise can be reached.

Production: TV output jumped to 187,852 week ended Sept. 21, compared to 157,946 in preceding week and 189,899 in corresponding week of 1955. It was 38th week of year and brought production for year to date to about 5,040,522, compared to 5,572,603 in corresponding 1955 period. Radio production totaled 285,798 (74,178 auto) in week ended Sept. 21, compared to 245,060 (48,177 auto) in preceding week and 267,994 (109,420 auto) in corresponding 1955 week. Radio output for 38 weeks was 9,228,683 (2,942,273 auto) vs. 9,701,189 (4,812,500) in same 1955 period.

RCA's 4 new radios, introduced this week, include newly-designed clock radio on swivel base (at \$43), which James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & "Victrola" div., called "the most convenient clock radio on the market." Another new clock radio, without swivel base, retails at \$40. The 2 table radios are priced at \$30 & \$40. Toney also said RCA would later introduce portable phonos at \$50 & \$80.

Radio shipments to dealers, excluding auto sets, totaled 3,912,693 in first 7 months of 1956, compared to 2,991,307 in corresponding period of 1955, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. July shipments were 641,884, compared to 798,414 in June, 475,500 in July 1955.

Appliance layoffs: Crosley furloughs about 800 production workers, effective Oct. 7, at its refrigerator plant in Richmond, Ind. due to model changeovers; Westinghouse lays off about 500 workers at Mansfield, O. appliance plant, or 4% of work force there, as result of "balancing of inventories."

More radio upbeats: Motorola reports Aug. radio sales were highest in its history for that month, up 27.5% from Aug. 1955, with clock radio sales up 125%.

Average family income in U. S. last year rose to \$4400, up about 6% from 1954, with non-farm families gaining average 7%, reports Census Bureau in Current Population Reports (Series P-60, No. 22), available for 10¢ from Supt. of Documents, Govt. Printing Office, Washington, or we'll get one for you.

Muntz TV set sales for year ended Aug. 31 were valued at more than \$11,000,000, resulting in net profit of about \$700,000, announced pres. Earl W. Muntz. Still operating under court-appointed trustees following Chapter X reorganization, Muntz plans Oct. marketing of a \$399 color table model, \$499 console.

Dun & Bradstreet reports decline in business failures among TV-radio-appliance retailers in Aug. from preceding month and Aug. 1955. Latest report showed 14 failures in Aug., with liabilities of \$417,000, compared to 25 failures and \$630,000 in July and 25 failures, \$720,000 liabilities in Aug. 1955.

RETMA quarterly meetings this week at The Homestead, Hot Springs, Va., adopted resolution defining a transistorized radio as one entirely without tubes. Definition will be forwarded to Federal Trade Commission for aid in setting standards and investigating complaints.

Trade Personals: Patrick J. Casella, consumer products v.p. of RCA Victor Co. Ltd. (Canada), elected pres. & chief executive officer, succeeding Frank R. Deakins, who moves up to chairman . . . Carl Harshberger named Westinghouse southeast district mgr., Atlanta . . . Guy E. Coulthard, ex-Magnavox, named supervisor of systems & procedures, Sylvania TV-radio div. . . . Peter Leeb, ex-Norge, named Sylvania TV-radio district sales mgr., Washington . . . B. E. Hogan promoted to TV-radio merchandise mgr. of Firestone stores, now handling Philco line in addition to own brands; he succeeds H. F. McDaniel, now operating mgr. of home & auto supply dept. . . . Walter H. Beers named mgr. of camera & storage tube manufacturing, GE power tube dept., Schenectady; Bruce E. Belnap named mgr. of metal tube, tank rectifier & tube parts; John H. Goodrich, mgr. of quality control; Arthur A. Kehrer, mgr. of power rectifier equipment; Robert E. Steward, mgr. of equipment engineering & facilities; Hugh E. Thomson, mgr. of klystron & traveling wave tubes . . . R. E. Cheshire, DuMont eastern regional mgr., assigned to mgr. of new eastern zone territory, E. Paterson, N. J., in realignment and expansion of field sales duties; John Frawley promoted to midwest zone mgr., Chicago; James W. Shackelford to southern zone mgr., Atlanta; George M. Hakim to western zone mgr., Los Angeles . . . Henry N. Muller Jr. promoted to asst. service mgr. for Magnavox's Sentinel Radio div. . . . Ralph E. Endersby named export mgr. of Ampex audio div., succeeded as Toronto office mgr. by James Detlor . . . Walter Jablon, ex-Presto Recording, joins DeJur-Amsco Corp. as sales mgr. of tape recorder div., replacing Ed Cornfield, now a manufacturers rep . . . Arnold G. Klein named European record sales & merchandising mgr., RCA International, headquartering in Geneva . . . Lawrence LeKashman, sales v.p. of Olympic Radio subsidiary David Bogen Co., also assumes sales supervision of affiliate Presto Recording Corp.; David Pear promoted to adv. & sales promotion mgr. of Bogen and Presto; Lloyd Loring named asst. sales mgr. of Presto, Alfred Zrike mgr. of customer services.

DISTRIBUTOR NOTES: RCA Victor Distributing Corp. elects James A. Curl v.p.-operations control, responsible for administrative activities of all branches, continuing as secy.-treas. with headquarters in Chicago; Clarence Malin, v.p.-gen. mgr. of Detroit branch, shifted to Chicago as v.p.-gen. mgr., succeeding Ned Corbett, who takes Malin's post at Detroit . . . Philco appoints C. B. Cole Co., Portland, Me., ex-Zenith distributor . . . Hotpoint Appliance Sales Co. will establish branches in N. Y. and N. J. by Jan. 1; C. J. Schlaick, regional mgr. for GE Supply Co., has been named acting gen. mgr. of new branches . . . Hoffman Electronics appoints Brown & Lawson Inc., Dallas . . . Westinghouse appoints Southern Furniture Sales Co., Chattanooga, Tenn. (Calvin Fowler, pres.) . . . DuMont appoints Hopkins Equipment Co., 418 W. Peachtree St., Atlanta (Allen H. Crook, pres.) . . . Onthank-Harrison Co., Omaha (Admiral) appoints John F. Conger as gen. mgr., replacing Robert J. Harrison, resigned . . . Zenith Chicago appoints Edward Meehan, ex-CBS-Columbia, as service mgr., replacing Harry Marnen, resigned . . . N. Pickens, 31 E. 14th St., N. Y., exclusive U.S. agent for German Blaupunkt radios, appoints distributors Lynn Stewart Co., 142 E. Ontario St., Chicago, and J. N. Ceazan Co., 3535 S. Broadway, Los Angeles . . . Hoffman Sales of San Francisco appoints Tom E. Mumford gen. mgr., succeeded by Wm. J. Merrill as mgr. of Hoffman Sales of Oregon; Wm. J. McCluney succeeds Merrill as southwest district mgr.

F. P. (Fritz) Rice, mgr. of DuMont TV receiver div., elected to exec. committee of RETMA set div., replacing Wm. H. Kelley, resigned.

Topics & Trends of TV Trade: "Who's out of business today?" That, writes business specialist Alfred R. Zipser in *New York Times*, is standard greeting these days at all levels of TV-radio-appliance trade. After reviewing drop-outs among manufacturers in last 18 months, Zipser gives this analysis:

"There are many reasons for the growing mortality. Inadequate financial resources eliminate many. RCA can sit with warehouses full of TV sets for 6 months if it must. Money from other products keeps flowing into corporate coffers.

"But a small producer can't last long when there is a slump in this fiercely competitive market. He may try to meet pressing bank loans by offering his goods at cut prices. Bigger manufacturers, also affected by the slump, slash their prices lower. Soon the little fellow goes out of business. This also applies to the storekeeper. . . . The small store soon sadly padlocks the door.

"Another reason for failure or willingness to be absorbed by other companies is not financial. It is the inability or lack of inclination to meet intensive merchandising tactics or competition. The appliance industry is no Sunday School, as most of its members will admit readily.

"A third factor is simply inefficiency. After the war, any number of manufacturers and retailers got into the business. Those who failed to grasp the essentials of successful operation were weeded out. The weeding was slow until the spring of 1955. At that time the edge of public demand was off. Only efficient producers and retailers still sold their products. The misfits fell at an accelerating pace. They are still falling."

* * * *

Suit against Titus Haffa, pres. of Webcor, was filed this week, charging he violated SEC rules by trading in Webcor stock for personal profit, which suit contends should legally have gone to company. Filed in Chicago Federal Court Sept. 26, suit by stockholder Wm. G. Wells, now serving in armed forces, alleges that Haffa purchased 35,505 shares of Webcor stock and sold 8905 from Dec. 1955 to April 25, 1956.

Philco started TV production, 14-in. portables, this week at Sandusky, O. radio-phono plant, augmenting TV output at main Philadelphia factory.

Crescent Industries reports biggest single order in its history from one distributor—4 carloads of phonos and tape recorders from Del Padre Supply, Springfield, Mass.

O. B. Hanson, RCA engineering services v.p., this week received John Potts Memorial award for "outstanding services to broadcasting" from Audio Engineering Society, which elected these officers: pres., Walter O. Stanton, Pickering & Co.; exec. v.p., Sherman M. Fairchild, Fairchild Recording Equipment; western v.p., Ross H. Snyder, Ampex; central v.p., Henry J. Shroeder, Shroeder Sales Co.

First AIEE Member-for-Life Fund Medal will be presented to Dr. Frederick E. Terman, provost & dean of Stanford U school of engineering, at Institute's fall meeting in Chicago Oct. 2. Medal is to be awarded annually to outstanding teacher of electrical engineering.

Douglas J. Roesch, 50, founder-pres. of Douglas Roesch Inc., Los Angeles, manufacturers of Douglas chairside control TV sets & chassis, and other electronic products, drowned last week end in vain effort to save his 9-year-old son when 40-ft. waves overturned their fishing boat in Morro Bay. Since sale of his firm several months ago, he had been serving as v.p.-gen. mgr. of new owners Hall-Scott Mfg. Co.

Financial & Trade Notes: Officers-&directors stock transactions reported to SEC for Aug.: Clarostat Mfg. Co.—Irvin Lavine bought 500, holds 500. DuMont Labs—Armand G. Erpf bought 500, holds 3000. Electronics Corp. of America—John F. Rich sold 200, holds 500; Jack F. Chrysler sold 200, holds 300. General Electric—Henry V. Erben amended report to show he exercised option to buy 3255 in July, sold 1725, holds 13,065; George L. Irvine exercised option to buy 1800, sold 800, holds 2048; Wm. A. Mann bought 270, holds 710. General Precision Equipment—Edwin A. Link sold 10,000, holds 39,491. Globe-Union—Walter E. Anderson bought 800, holds 2400; Wm. B. Fyffe sold 100, holds 4600. International Resistance—Charles H. Griffith bought 400, holds 5700. Magnavox—Frank Freimann bought 200, holds 51,930 personally, 26,758 in trust; Stanley S. Sondles exercised option to buy 551, holds 3254. Philco—Leslie J. Woods sold 100, holds 7273. RCA—Elmer W. Engstrom bought 100, holds 983. Sperry Rand—S. H. Ensinger bought 600, holds 6600; Arnold F. Facius exercised rights to buy 200, holds 2200; Harry Landsiedel joint account sold 600, holds 35,000, 13,904 more personally; Bert T. Oakley bought 260, holds 2860. Standard Coil Products—James O. Burke bought 210,790, holds 422,700, bought 8000 more through Tripp Bldg. Corp., which holds 26,000; Glen E. Swanson sold 242,660, holds 50,000. Storer Broadcasting Co.—Glen W. Harker sold 7600, holds 400. Sylvania—B. K. Wickstrum exercised option to buy 244, holds 830. Texas Instruments—P. E. Haggerty sold 5200, holds 144,659; J. E. Jonsson sold 51,000, holds 452,704; Eugene McDermott sold 51,000, holds 376,263; Cecil H. Green sold 51,000, holds 355,024; Bryan F. Smith sold 2300, holds 14,443. Tung-Sol Electric—Jean E. Witbeck bought 100, holds 3651. Westinghouse—Bruce D. Henderson bought 432, holds 450. Additional transactions reported to N. Y. Stock Exchange this month: CBS—Samuel Paley donated 417 "A," holds 20,000, donated 2796 "B," holds 34,000. Guild Films—Reuben R. Kaufman bought 500, holds 2926 personally, 55,754 in beneficial trust. Unitronics—Wm. H. Husted sold 1500, holds 19,500.

* * * *

Emerson Radio has omitted its regular dividend, normally payable in Oct., "because results of operations thus far this year did not justify this dividend." Emerson last week reported net profit of \$46,048 (2¢ per share) in 39 weeks ended July 31, compared to \$1,584,012 (81¢) in same period of preceding fiscal year. So far this year, company paid 10¢ quarterly plus 5¢ extra dividends on Jan. 16 and April 16, and 1% stock dividend Aug. 1. Last year, it paid 4 quarterly dividends of 10¢, plus extras of 5¢ each quarter.

Cornell-Dubilier has taken option to purchase controlling interest in Tobe-Deutschmann Corp., Norwood, Mass., manufacturers of specialty capacitors. Pending acquisition, Cornell-Dubilier this week announced interim loan to Tobe-Deutschmann, said latter's operations are being conducted "in consultation" with Cornell-Dubilier management.

Penn-Texas Corp., giant industrial parent of Hallcrafters, proposes to double authorized common stock from 5,000,000 to 10,000,000 shares (\$10 par) to take advantage of any future opportunities to diversify further. Stockholders will vote on proposal at special meeting Dec. 3 at Cresson, Pa.

Sale of Utah Radio Products Co., manufacturers of TV-radio cabinets & speakers, to group of employes last summer, resulted in aggregate loss of \$443,490 to parent Newport Steel Corp., part of industrial empire controlled by financier Louis Wolfson.

Famous Players (Canada) earned \$1,321,106 (76¢ per share) for 26 weeks ended June 30, compared to \$1,438,793 (83¢) in same 1955 period.

Magnavox earned \$3,100,442 (\$3.54 a share on 841,234 common shares) on sales of \$70,529,646 in fiscal year ended June 30, compared to \$2,426,087 (\$2.88 on 796,614 shares) on sales of \$55,071,765 in preceding fiscal year. Pres. Frank Freimann told stockholders: "There is every indication the company's volume of business will continue to expand during the current year. Orders received for high-fidelity phonographs since July 1 are more than double those received in the period last year, and orders for TV sets are substantially ahead of last year. Shipments of all products for the 3 months should be more than 25% ahead of last year, with shipments of TV and hi-fi phonographs accounting for the increase."

Sylvania plans further diversification into the camera business through purchase of Argus Cameras Inc., Ann Arbor, Mich., according to announcement this week by both companies, subject to approval of Argus shareholders at annual meeting Nov. 21. Under terms of sale, each Argus stockholder would receive one share of Sylvania for each 2.1 Argus shares (451,628 outstanding). One of principal manufacturers of photoflash bulbs, Sylvania will become "one of the major diversified competitors in the photographic industry" through the acquisition, according to chairman-pres. Don G. Mitchell. Argus net sales for fiscal year ended July 31 totaled \$20,860,000.

ITT & subsidiaries report consolidated net income of \$12,487,250 (\$1.74 a share) on sales & revenues of \$251,662,490 for first 6 months of 1956, compared with income of \$11,411,701 (\$1.59) on sales of \$227,975,928 in same 1955 period. Interim report stated that subsidiary Farnsworth Electronics has acquired all capital stock of Bennett Products Mfg. Co., Palo Alto, Cal., renaming it Farnsworth Electronics Co.—Pacific div. In addition, subsidiary Federal Telephone & Radio has purchased certain assets of Electronics Specialty Co.

Stromberg-Carlson this week acquired Bond Stores' 800,000-sq. ft. Style Manor clothing plant in Rochester, N. Y., for conversion into electronics research, engineering & manufacturing center. Robert C. Tait, pres. of Stromberg-Carlson, said new facility would house research-advanced development & electronics engineering depts., automation engineering, govt. contract administration, TV service dept. and some warehousing operations.

Raytheon earned \$313,000 (11¢ per share) on sales of \$45,731,000 in fiscal quarter ended Aug. 31, compared to \$764,000 (27¢) on \$39,184,000 in same period year ago. Pres. Charles F. Adams Jr. reiterated to stockholders his earlier statement to *Wall Street Journal* that earnings decline reflected continued losses from liquidation of TV-radio div. following sale to Admiral in latter May.

Airborne Instruments Laboratory Inc., Mineola, L. I. (Hector R. Skifter, pres.), electronics research firm which also manufactures special purpose tubes, this week acquired Mountain Systems Inc., Thornwood, N. Y., manufacturer of business data equipment (Joseph D. Mountain, pres.) in deal whereby 1660 shares of Airborne were exchanged for all outstanding Mountain Systems stock.

Pyramid Productions, organized in 1952 as program packager Prockter TV Enterprises, this week filed registration statement with SEC for 220,000 shares of \$1 par common, proposing to offer 200,000 shares at \$5 per share to retire \$125,000 of outstanding debentures and \$173,179 debt to affiliate Trans-Union Productions Inc. Balance will be used for working capital.

Varian Associates reports private sale of 94,750 shares of common at \$12.75 per share to small group of investment trusts and private investors as third step in major financing program. Firm marketed \$2,000,000 in convertible debentures last Dec., recently borrowed \$2,000,000 from N. Y. Life Insurance Co.

Census, Nielsen Data Projected

TV Households by Regions, States & Counties

Estimates as of March 1956 Compiled by Advertising Research Foundation Inc.

Derived from Bureau of Census Data and Second Nielsen Coverage Service Report

Underwritten by ABC, CBS, NBC, NARTB and TvB, Released Oct. 1, 1956

This Compilation Supersedes Previous ARF Projections, Published by *Television Digest* as Special Report, April 28, 1956

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ARF Definitions

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 February 1956, 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.

SUMMARY FOR GEOGRAPHIC REGIONS BY STATES

| Region and State | Total Households | TV Households Percent | Number | Region and State | Total Households | TV Households Percent | Number | Region and State | Total Households | TV Households Percent | Number |
|------------------|------------------|-----------------------|------------|------------------|------------------|-----------------------|-----------|------------------|------------------|-----------------------|-----------|
| Northeast | 12,859,800 | 82 | 10,548,160 | Missouri | 1,332,500 | 73 | 973,720 | Oklahoma | 688,500 | 67 | 444,930 |
| Connecticut | 688,800 | 82 | 565,490 | Nebraska | 433,100 | 67 | 290,390 | South Carolina | 559,500 | 55 | 308,190 |
| Maine | 263,200 | 72 | 188,510 | North Dakota | 169,900 | 50 | 84,400 | Tennessee | 899,000 | 60 | 536,000 |
| Massachusetts | 1,474,200 | 82 | 1,212,460 | Ohio | 2,670,500 | 87 | 2,328,000 | Texas | 2,488,000 | 64 | 1,586,210 |
| New Hampshire | 164,200 | 76 | 124,510 | South Dakota | 199,400 | 43 | 86,550 | Virginia | 927,900 | 66 | 614,850 |
| New Jersey | 1,672,100 | 84 | 1,404,970 | Wisconsin | 1,082,700 | 75 | 812,110 | West Virginia | 502,400 | 61 | 304,030 |
| New York | 5,011,400 | 83 | 4,139,470 | South | 13,723,000 | 62 | 8,440,010 | West | 7,385,700 | 66 | 4,876,400 |
| Pennsylvania | 3,226,500 | 82 | 2,629,320 | Alabama | 803,200 | 55 | 444,070 | Arizona | 292,200 | 58 | 168,460 |
| Rhode Island | 249,800 | 85 | 213,390 | Arkansas | 509,600 | 46 | 234,610 | California | 4,312,300 | 74 | 3,177,350 |
| Vermont | 109,600 | 64 | 70,040 | Delaware | 108,300 | 86 | 92,960 | Colorado | 465,900 | 58 | 271,050 |
| North Central | 14,816,100 | 79 | 11,630,760 | Dis. of Columbia | 253,000 | 83 | 209,990 | Idaho | 173,800 | 50 | 87,570 |
| Illinois | 2,983,300 | 82 | 2,445,000 | Florida | 1,089,900 | 63 | 687,440 | Montana | 200,400 | 32 | 63,260 |
| Indiana | 1,348,000 | 80 | 1,073,630 | Georgia | 948,900 | 62 | 584,880 | Nevada | 71,200 | 46 | 33,010 |
| Iowa | 830,600 | 77 | 635,180 | Kentucky | 811,900 | 57 | 463,810 | New Mexico | 210,100 | 43 | 89,830 |
| Kansas | 688,900 | 63 | 435,330 | Louisiana | 804,400 | 61 | 488,110 | Oregon | 537,700 | 53 | 285,550 |
| Michigan | 2,148,000 | 84 | 1,805,000 | Maryland | 748,700 | 81 | 607,820 | Utah | 209,400 | 70 | 145,630 |
| Minnesota | 929,200 | 71 | 661,450 | Mississippi | 558,600 | 38 | 211,820 | Washington | 820,600 | 65 | 530,940 |
| | | | | North Carolina | 1,041,200 | 60 | 620,290 | Wyoming | 92,100 | 26 | 23,750 |

SUMMARY OF TELEVISION HOUSEHOLDS BY STATES

| State | Total Households | TV Households Percent | Number | State | Total Households | TV Households Percent | Number | State | Total Households | TV Households Percent | Number |
|------------------|------------------|-----------------------|------------|----------------|------------------|-----------------------|-----------|----------------|------------------|-----------------------|-----------|
| U. S. Total | 48,784,600 | 73 | 35,495,330 | Louisiana | 804,440 | 61 | 488,110 | Ohio | 2,670,500 | 87 | 2,328,000 |
| Alabama | 803,200 | 55 | 444,070 | Maine | 263,200 | 72 | 188,510 | Oklahoma | 688,500 | 67 | 444,930 |
| Arizona | 292,200 | 58 | 168,460 | Maryland | 748,700 | 81 | 607,820 | Oregon | 537,700 | 53 | 285,550 |
| Arkansas | 509,600 | 46 | 234,610 | Massachusetts | 1,474,200 | 82 | 1,212,460 | Pennsylvania | 3,226,500 | 82 | 2,629,320 |
| California | 4,312,300 | 74 | 3,177,350 | Michigan | 2,148,000 | 84 | 1,805,000 | Rhode Island | 249,800 | 85 | 213,390 |
| Colorado | 465,900 | 58 | 271,050 | Minnesota | 929,200 | 71 | 661,450 | South Carolina | 559,500 | 55 | 308,190 |
| Connecticut | 688,800 | 82 | 565,490 | Mississippi | 558,600 | 38 | 211,820 | South Dakota | 199,400 | 43 | 86,550 |
| Delaware | 108,300 | 86 | 92,960 | Missouri | 1,332,500 | 73 | 973,720 | Tennessee | 899,000 | 60 | 536,000 |
| Dis. of Columbia | 253,000 | 83 | 209,990 | Montana | 200,400 | 32 | 63,260 | Texas | 2,488,000 | 64 | 1,586,210 |
| Florida | 1,089,900 | 63 | 687,440 | Nebraska | 433,100 | 67 | 290,390 | Utah | 209,400 | 70 | 145,630 |
| Georgia | 948,900 | 62 | 584,880 | Nevada | 71,200 | 46 | 33,010 | Vermont | 109,600 | 64 | 70,040 |
| Idaho | 173,800 | 50 | 87,570 | New Hampshire | 164,200 | 76 | 124,510 | Virginia | 927,900 | 66 | 614,850 |
| Illinois | 2,983,300 | 82 | 2,445,000 | New Jersey | 1,672,100 | 84 | 1,404,970 | Washington | 820,600 | 65 | 530,940 |
| Indiana | 1,348,000 | 80 | 1,073,630 | New Mexico | 210,100 | 43 | 89,830 | West Virginia | 502,400 | 61 | 304,030 |
| Iowa | 830,600 | 77 | 635,180 | New York | 5,011,400 | 83 | 4,139,470 | Wisconsin | 1,082,700 | 75 | 812,110 |
| Kansas | 688,900 | 63 | 435,330 | North Carolina | 1,041,200 | 60 | 620,290 | Wyoming | 92,100 | 26 | 23,750 |
| Kentucky | 811,900 | 57 | 463,810 | North Dakota | 169,900 | 50 | 84,400 | | | | |

TELEVISION HOUSEHOLDS BY STATES AND COUNTIES

| 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 |
|------------------|------------------|-----------------------|---------|------------------|------------------|-----------------------|--------|------------------|------------------|-----------------------|--------|
| ALABAMA | 803,200 | 55 | 444,070 | Chambers | 9,400 | 46 | 4,300 | Conecuh | 4,400 | 28 | 1,250 |
| Autauga | 4,100 | 35 | 1,420 | Cherokee | 3,800 | 51 | 1,920 | Coosa | 2,500 | 42 | 1,060 |
| Baldwin | 11,500 | 62 | 7,120 | Chilton | 6,400 | 48 | 3,070 | Covington | 9,900 | 30 | 2,960 |
| Barbour | 6,400 | 32 | 2,050 | Choctaw | 4,200 | 31 | 1,320 | Crenshaw | 4,400 | 39 | 1,720 |
| Bibb | 3,800 | 46 | 1,740 | Clarke | 6,200 | 34 | 2,120 | Cullman | 11,600 | 73 | 8,490 |
| Blount | 6,700 | 58 | 3,910 | Clay | 2,900 | 42 | 1,220 | Dale | 4,700 | 36 | 1,680 |
| Bulloch | 3,500 | 39 | 1,350 | Cleburne | 2,600 | 51 | 1,320 | Dallas | 14,200 | 40 | 5,680 |
| Butler | 6,400 | 35 | 2,240 | Coffee | 7,100 | 30 | 2,120 | De Kalb | 11,000 | 37 | 4,040 |
| Calhoun | 22,600 | 58 | 13,140 | Colbert | 11,300 | 26 | 2,920 | Elmore | 7,100 | 45 | 3,170 |

| 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 |
|--------------------------|------------------|-----------------------|---------|-------------------|------------------|-----------------------|-----------|-------------------------|------------------|-----------------------|---------|
| ALABAMA—Continued | | | | Pope | 5,400 | 28 | 1,520 | Logan | 5,300 | 48 | 2,550 |
| Escambia | 7,300 | 45 | 3,260 | Prairie | 3,100 | 52 | 1,620 | Mesa | 13,800 | 45 | 6,180 |
| Etowah | 27,700 | 57 | 15,830 | Pulaski | 71,300 | 64 | 45,550 | Mineral | 200 | 20 | 40 |
| Fayette | 4,300 | 43 | 1,860 | Randolph | 3,100 | 28 | 880 | Moffat | 1,700 | 13 | 220 |
| Franklin | 6,000 | 38 | 2,290 | St. Francis | 8,700 | 48 | 4,180 | Montezuma | 2,900 | 13 | 370 |
| Geneva | 5,900 | 24 | 1,390 | Saline | 6,700 | 49 | 3,310 | Montrose | 4,400 | 21 | 940 |
| Greene | 3,400 | 29 | 990 | Scott | 1,800 | 26 | 480 | Morgan | 5,300 | 53 | 2,780 |
| Hale | 4,500 | 29 | 1,300 | Searcy | 2,500 | 23 | 580 | Otero | 7,600 | 46 | 3,470 |
| Henry | 3,700 | 36 | 1,330 | Sebastlan | 21,900 | 71 | 15,530 | Ouray | 600 | 21 | 130 |
| Houston | 12,300 | 47 | 5,820 | Sevier | 2,300 | 48 | 1,110 | Park | 500 | 34 | 170 |
| Jackson | 8,500 | 39 | 3,320 | Sharp | 1,900 | 17 | 320 | Phillips | 1,500 | 19 | 290 |
| Jefferson | 170,500 | 78 | 133,390 | Stone | 1,500 | 17 | 260 | Pitkin | 500 | 13 | 70 |
| Lamar | 3,500 | 43 | 1,520 | Union | 15,500 | 47 | 7,250 | Prowers | 5,000 | 18 | 920 |
| Lauderdale | 15,000 | 27 | 4,070 | Van Buren | 2,100 | 41 | 850 | Pueblo | 29,200 | 55 | 16,120 |
| Lawrence | 6,100 | 41 | 2,510 | Washington | 15,500 | 35 | 5,410 | Rio Blanco | 1,700 | 9 | 160 |
| Lee | 11,000 | 44 | 4,800 | White | 9,800 | 39 | 3,790 | Rio Grande | 3,500 | 13 | 460 |
| Limestone | 8,200 | 40 | 3,300 | Woodruff | 3,900 | 47 | 1,850 | Routt | 2,600 | 13 | 340 |
| Lowndes | 3,500 | 35 | 1,210 | Yell | 3,200 | 26 | 840 | Saguache | 1,400 | 13 | 180 |
| Macon | 6,600 | 34 | 2,240 | CALIFORNIA | | | | San Juan | 400 | 13 | 50 |
| Madison | 20,700 | 42 | 8,590 | Alameda | 4,312,300 | 74 | 3,177,350 | San Miguel | 700 | 21 | 150 |
| Marengo | 6,700 | 36 | 2,430 | Alamada | 284,800 | 76 | 215,730 | Sedgwick | 1,500 | 19 | 290 |
| Marion | 6,400 | 38 | 2,450 | Alpine | 200 | 46 | 90 | Summit | 400 | 28 | 110 |
| Marshall | 11,500 | 47 | 5,350 | Amador | 2,500 | 47 | 1,160 | Teller | 600 | 34 | 210 |
| Mobile | 72,700 | 61 | 44,570 | Butte | 22,000 | 53 | 11,610 | Washington | 2,400 | 48 | 1,150 |
| Monroe | 5,300 | 31 | 1,650 | Calaveras | 2,900 | 47 | 1,350 | Weld | 20,000 | 71 | 14,240 |
| Montgomery | 42,900 | 72 | 30,830 | Colusa | 3,500 | 47 | 1,650 | Yuma | 3,100 | 19 | 590 |
| Morgan | 14,300 | 56 | 7,950 | Contra Costa | 99,300 | 72 | 71,870 | CONNECTICUT | | | |
| Perry | 4,000 | 46 | 1,840 | Del Norte | 6,400 | 29 | 1,880 | Fairfield | 688,800 | 82 | 565,490 |
| Pickens | 5,000 | 31 | 1,530 | Eldorado | 5,700 | 47 | 2,650 | Hartford | 178,100 | 83 | 147,290 |
| Pike | 7,200 | 35 | 2,500 | Fresno | 94,100 | 66 | 62,490 | Hartford | 185,800 | 82 | 152,270 |
| Randolph | 4,900 | 46 | 2,230 | Glenn | 4,700 | 47 | 2,210 | Litchfield | 34,400 | 83 | 28,480 |
| Russell | 10,500 | 46 | 4,790 | Humboldt | 30,600 | 61 | 18,570 | Middlesex | 21,800 | 83 | 17,990 |
| Saint Clair | 6,300 | 58 | 3,680 | Imperial | 18,000 | 45 | 8,100 | New Haven | 183,000 | 83 | 152,620 |
| Shelby | 7,500 | 71 | 5,320 | Inyo | 3,900 | 20 | 790 | New London | 49,200 | 76 | 37,170 |
| Sumter | 5,100 | 36 | 1,850 | Kern | 75,700 | 70 | 52,620 | Tolland | 15,100 | 81 | 12,240 |
| Talladega | 16,100 | 60 | 9,660 | Kings | 13,700 | 73 | 10,050 | Windham | 21,400 | 81 | 17,430 |
| Tallapoosa | 8,700 | 45 | 3,920 | Lake | 3,800 | 47 | 1,790 | DELAWARE | | | |
| Tuscaloosa | 23,700 | 58 | 13,800 | Lassen | 5,400 | 14 | 730 | Kent | 108,300 | 86 | 92,960 |
| Walker | 15,200 | 74 | 11,280 | Los Angeles | 1,799,600 | 79 | 1,421,680 | New Castle | 13,100 | 83 | 10,900 |
| Washington | 3,300 | 31 | 1,040 | Madera | 10,600 | 71 | 7,540 | Sussex | 73,100 | 87 | 63,540 |
| Wilcox | 4,600 | 31 | 1,440 | Marin | 34,900 | 73 | 25,300 | DIS. OF COLUMBIA | | | |
| Winston | 3,900 | 41 | 1,610 | Mariposa | 1,300 | 46 | 600 | Dis. of Columbia | 253,000 | 83 | 209,990 |
| ARIZONA | | | | Mendocino | 17,200 | 27 | 4,600 | FLORIDA | | | |
| Apache | 292,200 | 58 | 168,460 | Merced | 24,100 | 58 | 13,980 | Alachua | 1,089,900 | 63 | 687,440 |
| Cochise | 5,900 | 11 | 630 | Modoc | 3,000 | 14 | 400 | Baker | 15,600 | 42 | 6,520 |
| Coconino | 12,300 | 21 | 2,560 | Mono | 800 | 46 | 370 | Bay | 1,300 | 65 | 850 |
| Gila | 7,800 | 20 | 1,580 | Monterey | 48,900 | 63 | 30,920 | Bradford | 15,000 | 51 | 7,580 |
| Graham | 7,600 | 38 | 2,920 | Napa | 16,100 | 39 | 6,350 | Brevard | 2,600 | 65 | 1,680 |
| Graham | 3,600 | 27 | 960 | Nevada | 6,200 | 41 | 2,520 | Broward | 14,200 | 50 | 7,040 |
| Greenlee | 4,100 | 27 | 1,100 | Orange | 121,700 | 76 | 91,980 | Broward | 53,700 | 81 | 43,540 |
| Maricopa | 143,800 | 71 | 101,840 | Placer | 13,800 | 57 | 7,870 | Calhoun | 1,900 | 39 | 740 |
| Mohave | 2,200 | 11 | 240 | Plumas | 3,800 | 41 | 1,550 | Charlotte | 1,800 | 51 | 910 |
| Navajo | 7,500 | 12 | 880 | Riverside | 71,400 | 66 | 47,170 | Clatsop | 1,600 | 33 | 530 |
| Pima | 61,400 | 63 | 38,610 | Sacramento | 119,400 | 73 | 87,460 | Clay | 4,700 | 61 | 2,850 |
| Pinal | 15,000 | 61 | 9,140 | San Benito | 4,300 | 52 | 2,250 | Collier | 3,200 | 51 | 1,640 |
| Santa Cruz | 2,600 | 31 | 810 | San Bernardino | 121,600 | 72 | 87,120 | Columbia | 5,100 | 43 | 2,180 |
| Yavapai | 6,800 | 21 | 1,440 | San Diego | 266,200 | 78 | 207,640 | Dade | 228,200 | 80 | 182,160 |
| Yuma | 11,600 | 50 | 5,750 | San Francisco | 277,800 | 77 | 213,910 | De Soto | 2,300 | 33 | 770 |
| ARKANSAS | | | | San Joaquin | 67,400 | 71 | 47,730 | Dixie | 900 | 39 | 350 |
| Arkansas | 509,600 | 46 | 234,610 | San Luis Obispo | 20,100 | 50 | 9,980 | Duval | 111,000 | 72 | 79,810 |
| Arkansas | 6,800 | 52 | 3,540 | San Mateo | 109,600 | 76 | 82,840 | Escambia | 43,100 | 63 | 27,230 |
| Ashley | 5,400 | 40 | 2,160 | Santa Barbara | 35,000 | 66 | 23,120 | Flagler | 1,200 | 52 | 630 |
| Baxter | 2,400 | 23 | 550 | Santa Clara | 133,800 | 74 | 98,610 | Franklin | 1,400 | 17 | 240 |
| Benton | 10,800 | 24 | 2,580 | Santa Cruz | 24,500 | 64 | 15,610 | Gadsden | 7,600 | 24 | 1,810 |
| Boone | 4,100 | 34 | 1,400 | Shasta | 13,800 | 34 | 4,680 | Gilchrist | 600 | 39 | 230 |
| Bradley | 3,500 | 33 | 1,170 | Sierra | 800 | 41 | 330 | Glades | 700 | 40 | 280 |
| Calhoun | 1,500 | 33 | 500 | Siskiyou | 10,200 | 22 | 2,230 | Gulf | 2,500 | 39 | 980 |
| Carroll | 3,400 | 26 | 890 | Solano | 38,000 | 72 | 27,360 | Hamilton | 2,200 | 43 | 940 |
| Chicot | 5,600 | 40 | 2,240 | Sonoma | 41,900 | 65 | 27,400 | Hardee | 3,100 | 33 | 1,030 |
| Clark | 5,800 | 41 | 2,400 | Stanislaus | 42,800 | 60 | 25,570 | Hendry | 1,800 | 40 | 730 |
| Clay | 6,200 | 35 | 2,150 | Sutter | 8,700 | 49 | 4,290 | Hernando | 2,200 | 33 | 730 |
| Cleburne | 2,300 | 17 | 390 | Tehama | 6,200 | 49 | 3,040 | Highlands | 4,500 | 40 | 1,820 |
| Cleveland | 1,900 | 33 | 630 | Trinity | 2,400 | 49 | 1,180 | Hillsborough | 95,100 | 76 | 72,240 |
| Columbia | 6,900 | 40 | 2,740 | Tulare | 42,000 | 69 | 28,770 | Holmes | 2,800 | 24 | 680 |
| Conway | 3,900 | 41 | 1,590 | Tuolumne | 4,600 | 46 | 2,120 | Indian River | 4,400 | 38 | 1,660 |
| Craighead | 13,400 | 61 | 8,170 | Ventura | 44,400 | 77 | 34,190 | Jackson | 8,200 | 21 | 1,730 |
| Crawford | 6,100 | 30 | 1,850 | Yolo | 16,200 | 46 | 7,450 | Jefferson | 2,400 | 31 | 740 |
| Crittenden | 13,600 | 51 | 6,870 | Yuba | 10,000 | 43 | 4,300 | Lafayette | 2,400 | 31 | 740 |
| Cross | 5,900 | 47 | 2,790 | COLORADO | | | | Lake | 700 | 39 | 270 |
| Dallas | 3,000 | 41 | 1,240 | Adams | 465,900 | 58 | 271,050 | Lee | 13,000 | 50 | 6,440 |
| Desha | 6,300 | 31 | 1,960 | Alamosa | 17,000 | 78 | 13,280 | Leon | 9,700 | 51 | 4,910 |
| Drew | 4,100 | 37 | 1,510 | Arapahoe | 2,700 | 13 | 360 | Levy | 14,700 | 17 | 2,510 |
| Faulkner | 5,800 | 45 | 2,600 | Archuleta | 22,300 | 68 | 15,130 | Liberty | 2,600 | 33 | 860 |
| Franklin | 2,700 | 26 | 710 | Baca | 700 | 20 | 140 | Madison | 700 | 17 | 120 |
| Fulton | 2,000 | 28 | 570 | Bent | 2,500 | 18 | 460 | Manatee | 3,200 | 31 | 980 |
| Garland | 15,800 | 51 | 8,120 | Boulder | 2,100 | 18 | 390 | Marion | 13,900 | 58 | 8,100 |
| Grant | 2,400 | 38 | 900 | Chaffee | 15,900 | 69 | 11,030 | Martin | 12,800 | 37 | 4,740 |
| Greene | 7,000 | 35 | 2,420 | Cheyenne | 2,100 | 34 | 720 | Monroe | 3,000 | 38 | 1,130 |
| Hempstead | 5,600 | 31 | 1,740 | Clear Creek | 1,100 | 17 | 190 | Nassau | 14,300 | 51 | 7,310 |
| Hot Spring | 7,200 | 38 | 2,700 | Conejos | 1,200 | 44 | 530 | Okaloosa | 3,600 | 67 | 2,410 |
| Howard | 2,700 | 48 | 1,290 | Costilla | 2,300 | 13 | 310 | Okeechobee | 9,100 | 46 | 4,200 |
| Independence | 5,500 | 41 | 2,250 | Crowley | 1,200 | 23 | 270 | Orange | 1,100 | 49 | 540 |
| Izard | 1,800 | 17 | 310 | Custer | 1,400 | 46 | 640 | Osceola | 53,700 | 61 | 32,810 |
| Jackson | 7,100 | 41 | 2,900 | Delta | 600 | 39 | 240 | Palm Beach | 4,300 | 49 | 2,120 |
| Jefferson | 23,300 | 48 | 11,280 | Denver | 5,400 | 24 | 1,320 | Pasco | 51,900 | 71 | 36,920 |
| Johnson | 3,900 | 28 | 1,100 | Dolores | 159,100 | 75 | 118,800 | Pinellas | 7,400 | 38 | 2,820 |
| Lafayette | 3,100 | 31 | 970 | Douglas | 600 | 13 | 80 | Polk | 78,400 | 64 | 50,470 |
| Lawrence | 4,800 | 46 | 2,180 | Eagle | 1,200 | 37 | 450 | Putnam | 45,000 | 54 | 24,490 |
| Lee | 6,300 | 45 | 2,820 | Elbert | 1,100 | 28 | 310 | St. Johns | 7,600 | 52 | 3,960 |
| Lincoln | 3,200 | 37 | 1,180 | El Paso | 1,100 | 37 | 410 | St. Lucie | 8,400 | 61 | 5,100 |
| Little River | 2,700 | 48 | 1,300 | Fremont | 33,800 | 54 | 18,250 | Santa Rosa | 7,500 | 38 | 2,830 |
| Logan | 4,400 | 26 | 1,160 | Garfield | 5,400 | 39 | 2,110 | Sarasota | 5,300 | 46 | 2,450 |
| Lonoke | 6,300 | 53 | 3,320 | Gilpin | 3,700 | 9 | 340 | Seminole | 12,600 | | |

| 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 |
|--------------------------|------------------|-----------------------|-------------------|------------------|------------------|-----------------------|-------------------|------------------|------------------|-----------------------|-------------------|
| GEORGIA—Continued | | | | Rabun | 1,700 | 51 | 860 | Fulton | 14,600 | 78 | 11,400 |
| Bacon | 2,200 | 54 | 1,190 | Randolph | 2,900 | 40 | 1,170 | Gallatin | 2,700 | 38 | 1,030 |
| Baker | 1,100 | 31 | 340 | Richmond | 44,200 | 66 | 29,270 | Greene | 6,000 | 76 | 4,530 |
| Baldwin | 5,000 | 39 | 1,960 | Rockdale | 2,200 | 78 | 1,710 | Grundy | 6,200 | 84 | 5,230 |
| Banks | 1,500 | 56 | 840 | Screven | 800 | 47 | 380 | Hamilton | 3,800 | 38 | 1,450 |
| Barrow | 3,400 | 58 | 1,980 | Seminole | 4,100 | 36 | 1,480 | Hancock | 8,400 | 69 | 5,770 |
| Bartow | 7,000 | 82 | 5,730 | Spalding | 1,900 | 25 | 480 | Hardin | 2,100 | 42 | 890 |
| Ben Hill | 3,800 | 30 | 1,150 | Stephens | 8,600 | 85 | 7,280 | Henderson | 2,500 | 81 | 2,020 |
| Berrien | 3,000 | 31 | 940 | Stewart | 4,700 | 51 | 2,380 | Henry | 16,200 | 89 | 14,370 |
| Bibb | 36,300 | 56 | 20,440 | Sumter | 2,000 | 47 | 940 | Iroquois | 10,600 | 59 | 6,220 |
| Bleckley | 2,200 | 46 | 1,020 | Talbot | 6,200 | 43 | 2,680 | Jackson | 13,000 | 64 | 8,280 |
| Brantley | 1,500 | 33 | 490 | Taliaferro | 1,800 | 51 | 920 | Jasper | 3,800 | 63 | 2,380 |
| Brooks | 3,800 | 20 | 750 | Tattnall | 900 | 53 | 480 | Jefferson | 12,300 | 51 | 6,220 |
| Bryan | 1,400 | 43 | 600 | Taylor | 3,400 | 35 | 1,170 | Jersey | 4,900 | 76 | 3,700 |
| Bulloch | 5,600 | 37 | 2,050 | Telfair | 2,200 | 47 | 1,030 | Jo Daviess | 4,900 | 72 | 3,700 |
| Burke | 5,500 | 36 | 1,990 | Terrell | 2,700 | 30 | 810 | Johnson | 2,400 | 42 | 1,020 |
| Butts | 2,200 | 67 | 1,480 | Thomas | 3,000 | 43 | 1,290 | Kane | 49,800 | 91 | 45,420 |
| Calhoun | 2,000 | 31 | 610 | Tift | 9,100 | 34 | 3,100 | Kankakee | 21,200 | 85 | 18,040 |
| Camden | 2,300 | 52 | 1,200 | Toombs | 6,200 | 32 | 1,950 | Kendall | 3,800 | 84 | 3,210 |
| Candler | 1,800 | 35 | 620 | Townsend | 4,100 | 35 | 1,420 | Knox | 18,500 | 84 | 15,500 |
| Carroll | 8,600 | 75 | 6,420 | Treutlen | 1,000 | 40 | 400 | Lake | 73,000 | 93 | 67,500 |
| Caroosa | 4,300 | 67 | 2,870 | Troup | 1,400 | 27 | 380 | La Salle | 32,800 | 57 | 18,560 |
| Charlton | 1,100 | 52 | 570 | Turner | 13,900 | 61 | 8,480 | Lawrence | 6,600 | 51 | 3,350 |
| Chatham | 47,600 | 68 | 32,300 | Twiggs | 2,500 | 32 | 790 | Lee | 10,400 | 63 | 6,520 |
| Chattahoochee | 1,600 | 47 | 750 | Union | 1,700 | 33 | 560 | Livingston | 11,100 | 60 | 6,680 |
| Chattooga | 5,400 | 64 | 3,450 | Upson | 1,700 | 41 | 700 | Logan | 8,900 | 81 | 7,200 |
| Cherokee | 5,200 | 72 | 3,730 | Walker | 6,500 | 51 | 3,340 | McDonough | 9,400 | 69 | 6,460 |
| Clarke | 10,700 | 52 | 5,540 | Walton | 11,300 | 57 | 6,440 | McHenry | 18,200 | 86 | 15,600 |
| Clay | 1,300 | 40 | 520 | Ware | 4,900 | 54 | 2,660 | McLean | 27,300 | 62 | 16,930 |
| Clayton | 7,500 | 85 | 6,370 | Warren | 8,500 | 54 | 4,620 | Macon | 36,200 | 66 | 23,960 |
| Clinch | 1,400 | 37 | 520 | Washington | 2,100 | 51 | 1,060 | Macoupin | 14,200 | 78 | 11,080 |
| Cobb | 21,200 | 86 | 18,190 | Wayne | 4,600 | 33 | 1,530 | Madison | 64,400 | 83 | 53,390 |
| Coffee | 5,500 | 31 | 1,720 | Webster | 3,500 | 30 | 1,060 | Marion | 13,100 | 75 | 9,770 |
| Colquitt | 9,000 | 34 | 3,060 | Wheeler | 800 | 47 | 380 | Marshall | 4,100 | 65 | 2,660 |
| Columbia | 2,300 | 64 | 1,480 | White | 1,400 | 30 | 420 | Mason | 5,100 | 57 | 2,920 |
| Cook | 2,900 | 20 | 570 | Whitfield | 1,400 | 40 | 560 | Massac | 4,900 | 42 | 2,070 |
| Coweta | 7,100 | 60 | 4,260 | Wilcox | 9,900 | 79 | 7,850 | Menard | 2,900 | 57 | 1,660 |
| Crawford | 1,200 | 47 | 560 | Wilkes | 2,300 | 46 | 1,070 | Mercer | 5,400 | 81 | 4,370 |
| Crisp | 4,700 | 46 | 2,170 | Wilkinson | 2,700 | 53 | 1,440 | Monroe | 4,100 | 84 | 3,430 |
| Dade | 1,700 | 64 | 1,090 | Worth | 2,200 | 33 | 730 | Montgomery | 10,600 | 61 | 6,410 |
| Dawson | 700 | 72 | 500 | IDAHO | 173,800 | 50 | 87,570 | Morgan | 10,200 | 66 | 6,680 |
| Decatur | 6,200 | 25 | 1,570 | Ada | 24,300 | 68 | 16,430 | Moultrie | 4,100 | 66 | 2,700 |
| De Kalb | 48,700 | 84 | 40,800 | Adams | 900 | 36 | 320 | Ogle | 11,000 | 61 | 6,730 |
| Dodge | 3,800 | 46 | 1,760 | Bannock | 12,300 | 51 | 6,270 | Peoria | 59,100 | 85 | 50,000 |
| Dooly | 3,100 | 46 | 1,430 | Bear Lake | 1,800 | 41 | 740 | Perry | 6,800 | 66 | 4,460 |
| Dougherty | 14,900 | 54 | 7,970 | Benewah | 1,500 | 66 | 980 | Piatt | 4,300 | 68 | 2,900 |
| Douglas | 3,100 | 80 | 2,470 | Bingham | 1,500 | 66 | 980 | Pike | 7,000 | 75 | 5,220 |
| Early | 3,900 | 25 | 990 | Blaine | 6,600 | 56 | 3,660 | Pope | 1,500 | 42 | 640 |
| Echols | 500 | 37 | 180 | Boise | 1,300 | 38 | 490 | Pulaski | 4,500 | 51 | 2,289 |
| Effingham | 2,200 | 37 | 800 | Bonner | 600 | 43 | 260 | Putnam | 1,300 | 65 | 840 |
| Elbert | 4,400 | 57 | 2,510 | Bonhomme | 4,400 | 62 | 2,720 | Randolph | 8,400 | 83 | 6,960 |
| Emanuel | 4,300 | 27 | 1,170 | Boundary | 9,700 | 69 | 6,690 | Richland | 6,300 | 43 | 2,700 |
| Evans | 1,500 | 43 | 640 | Butte | 1,500 | 62 | 930 | Rock Island | 45,000 | 89 | 40,540 |
| Fannin | 3,500 | 41 | 1,440 | Camas | 800 | 38 | 300 | St. Clair | 69,300 | 87 | 60,430 |
| Fayette | 1,900 | 85 | 1,610 | Canyon | 300 | 38 | 110 | Saline | 10,990 | 61 | 6,590 |
| Floyd | 17,700 | 63 | 11,200 | Caribou | 16,600 | 48 | 7,950 | Sangamon | 46,100 | 69 | 31,720 |
| Forsyth | 2,600 | 72 | 1,860 | Cassia | 1,900 | 41 | 780 | Schuyler | 3,100 | 75 | 2,330 |
| Franklin | 3,300 | 56 | 1,850 | Clark | 3,800 | 41 | 1,540 | Scott | 2,300 | 75 | 1,720 |
| Fulton | 150,400 | 83 | 124,730 | Clearwater | 200 | 61 | 120 | Shelby | 7,700 | 66 | 5,070 |
| Gilmer | 2,400 | 67 | 1,600 | Custer | 2,100 | 49 | 1,020 | Stark | 2,600 | 65 | 1,690 |
| Glascok | 700 | 51 | 350 | Elmore | 1,000 | 19 | 190 | Stephenson | 14,400 | 82 | 11,740 |
| Glynn | 9,300 | 52 | 4,850 | Franklin | 2,900 | 52 | 1,510 | Tazewell | 27,600 | 88 | 24,360 |
| Gordon | 4,600 | 67 | 3,060 | Fremont | 2,500 | 41 | 1,020 | Union | 5,500 | 51 | 2,780 |
| Grady | 4,600 | 25 | 1,160 | Gem | 2,300 | 61 | 1,400 | Vermilion | 29,300 | 65 | 18,960 |
| Greene | 2,800 | 43 | 1,200 | Gooding | 2,200 | 43 | 940 | Wabash | 4,700 | 51 | 2,390 |
| Gwinnett | 8,400 | 60 | 5,040 | Idaho | 3,200 | 40 | 1,270 | Warren | 8,000 | 81 | 6,470 |
| Habersham | 4,100 | 51 | 2,070 | Jefferson | 3,100 | 22 | 680 | Washington | 4,600 | 66 | 3,010 |
| Hall | 11,100 | 83 | 9,200 | Jerome | 2,700 | 61 | 1,650 | Wayne | 7,600 | 39 | 2,960 |
| Hancock | 2,200 | 39 | 870 | Kootenai | 3,300 | 40 | 1,310 | White | 6,800 | 38 | 2,590 |
| Haralson | 3,600 | 80 | 2,880 | Latah | 7,600 | 66 | 4,990 | Whiteside | 16,800 | 87 | 14,650 |
| Harris | 2,600 | 51 | 1,340 | Lemhi | 5,900 | 39 | 2,280 | Will | 44,700 | 87 | 38,670 |
| Hart | 3,200 | 57 | 1,830 | Lewis | 1,700 | 19 | 320 | Williamson | 16,800 | 55 | 9,240 |
| Heard | 1,500 | 60 | 900 | Lincoln | 1,200 | 39 | 460 | Winnebago | 55,100 | 79 | 43,750 |
| Henry | 3,700 | 78 | 2,880 | Madison | 1,100 | 40 | 440 | Woodford | 6,800 | 65 | 4,420 |
| Houston | 7,000 | 54 | 3,780 | Minidoka | 2,400 | 61 | 1,460 | INDIANA | 1,348,000 | 80 | 1,073,630 |
| Irwin | 2,400 | 31 | 750 | Nez Perce | 2,300 | 40 | 920 | Adams | 6,800 | 73 | 4,980 |
| Jackson | 4,400 | 58 | 2,560 | Oneyda | 7,200 | 39 | 2,780 | Allen | 65,100 | 85 | 55,070 |
| Jasper | 1,600 | 54 | 870 | Owyhee | 1,000 | 41 | 410 | Bartholomew | 13,400 | 87 | 11,630 |
| Jeff Davis | 2,400 | 30 | 720 | Payette | 1,600 | 52 | 830 | Benton | 3,200 | 78 | 2,490 |
| Jefferson | 4,200 | 51 | 2,130 | Power | 3,500 | 43 | 1,490 | Blackford | 4,200 | 58 | 2,450 |
| Jenkins | 2,300 | 36 | 830 | Shoshone | 900 | 41 | 360 | Boone | 8,300 | 88 | 7,300 |
| Johnson | 2,400 | 33 | 800 | Teton | 6,600 | 49 | 3,200 | Brown | 1,500 | 65 | 970 |
| Jones | 1,600 | 39 | 630 | Twin Falls | 700 | 61 | 430 | Carroll | 5,300 | 65 | 3,430 |
| Lamar | 2,400 | 67 | 1,620 | Valley | 12,900 | 35 | 4,540 | Cass | 12,300 | 82 | 10,140 |
| Lanier | 1,300 | 37 | 480 | Washington | 1,100 | 36 | 400 | Clark | 17,300 | 84 | 14,510 |
| Laurens | 7,500 | 50 | 3,720 | ILLINOIS | 2,983,300 | 82 | 2,445,000 | Clay | 7,800 | 61 | 4,730 |
| Lee | 1,400 | 43 | 600 | Adams | 22,100 | 84 | 18,530 | Clinton | 10,200 | 83 | 8,490 |
| Liberty | 2,100 | 43 | 900 | Alexander | 7,300 | 51 | 3,690 | Crawford | 2,600 | 58 | 1,520 |
| Lincoln | 1,300 | 53 | 700 | Bond | 4,600 | 81 | 3,740 | Daviess | 8,400 | 63 | 5,300 |
| Long | 900 | 30 | 270 | Boone | 5,600 | 61 | 3,430 | Dearborn | 8,000 | 89 | 7,130 |
| Lowndes | 11,800 | 29 | 3,410 | Brown | 2,200 | 75 | 1,660 | Decatur | 5,700 | 78 | 4,440 |
| Lumpkin | 1,500 | 41 | 620 | Bureau | 12,000 | 78 | 9,340 | Dekalb | 8,600 | 84 | 7,220 |
| McDuffie | 2,900 | 64 | 1,860 | Calhoun | 1,700 | 76 | 1,280 | Delaware | 33,500 | 82 | 27,500 |
| McIntosh | 1,600 | 43 | 690 | Carroll | 6,300 | 72 | 4,530 | Dubois | 6,900 | 55 | 3,790 |
| Macon | 3,100 | 47 | 1,450 | Cass | 4,700 | 75 | 3,540 | Eikhart | 29,900 | 65 | 19,290 |
| Madison | 2,600 | 56 | 1,450 | Champaign | 33,200 | 78 | 25,960 | Fayette | 7,800 | 75 | 5,880 |
| Marion | 1,400 | 47 | 660 | Christian | 12,700 | 73 | 9,250 | Floyd | 15,800 | 87 | 13,730 |
| Meriwether | 5,100 | 55 | 2,790 | Clark | 5,500 | 62 | 3,410 | Fountain | 5,900 | 74 | 4,360 |
| Miller | 2,100 | 25 | 530 | Clay | 5,500 | 39 | 2,150 | Franklin | 4,600 | 75 | 3,470 |
| Mitchell | 5,200 | 25 | 1,320 | Clinton | 6,800 | 81 | 5,530 | Fulton | 5,400 | 75 | 4,070 |
| Monroe | 2,400 | 67 | 1,610 | Coles | 13,700 | 62 | 8,510 | Gibson | 9,700 | 56 | 5,460 |
| Montgomery | 1,600 | 27 | 440 | Cook | 1,554,200 | 88 | 1,365,000 | Grant | 20,800 | 82 | 17,10 |

| State and County | Total Households | TV Households Percent | Household Number | State and County | Total Households | TV Households Percent | Household Number | State and County | Total Households | TV Households Percent | Household Number |
|--------------------------|------------------|-----------------------|------------------|------------------|------------------|-----------------------|------------------|------------------|------------------|-----------------------|------------------|
| INDIANA—Continued | | | | Mills | 3,500 | 81 | 2,840 | Riley | 7,800 | 38 | 2,970 |
| Kosciusko | 11,200 | 64 | 7,160 | Mitchell | 4,100 | 70 | 2,860 | Rooks | 3,200 | 42 | 1,340 |
| Lagrange | 4,500 | 62 | 2,790 | Monona | 4,900 | 88 | 4,320 | Rush | 2,200 | 53 | 1,160 |
| Lake | 136,900 | 88 | 120,470 | Monroe | 3,100 | 53 | 1,630 | Russell | 4,100 | 53 | 2,150 |
| La Porte | 26,600 | 85 | 22,530 | Montgomery | 5,100 | 81 | 4,130 | Salline | 13,700 | 51 | 7,040 |
| Lawrence | 11,000 | 82 | 9,060 | Muscatine | 10,800 | 88 | 9,460 | Scott | 1,300 | 29 | 380 |
| Madison | 36,900 | 89 | 32,880 | Osceola | 6,000 | 63 | 3,790 | Sedgwick | 106,500 | 78 | 83,500 |
| Marion | 197,600 | 87 | 172,310 | Page | 2,900 | 63 | 1,830 | Seward | 3,700 | 16 | 590 |
| Marshall | 9,900 | 75 | 7,450 | Palo Alto | 7,200 | 84 | 6,030 | Shawnee | 42,300 | 82 | 34,770 |
| Martin | 3,100 | 63 | 1,950 | Plymouth | 4,300 | 48 | 2,070 | Sheridan | 1,100 | 37 | 400 |
| Miami | 9,500 | 58 | 5,510 | Pocahontas | 6,700 | 82 | 5,470 | Sherman | 2,200 | 22 | 480 |
| Monroe | 14,700 | 83 | 12,130 | Polk | 4,400 | 52 | 2,270 | Smith | 2,800 | 42 | 1,180 |
| Montgomery | 9,800 | 87 | 8,480 | Pottawattamie | 82,000 | 86 | 70,110 | Stafford | 2,800 | 64 | 1,790 |
| Morgan | 9,800 | 88 | 8,580 | Poweshiek | 21,800 | 83 | 18,140 | Stanton | 500 | 14 | 70 |
| Newton | 3,500 | 78 | 2,730 | Ringgold | 5,700 | 60 | 3,420 | Stevens | 1,200 | 14 | 170 |
| Noble | 8,100 | 84 | 6,810 | Sac | 3,000 | 62 | 1,870 | Sumner | 9,000 | 56 | 5,010 |
| Ohio | 1,200 | 89 | 1,070 | Scott | 5,400 | 62 | 3,340 | Thomas | 2,400 | 20 | 470 |
| Orange | 5,000 | 58 | 2,910 | Shelby | 33,800 | 90 | 30,520 | Irege | 1,600 | 31 | 490 |
| Owen | 3,600 | 83 | 2,930 | Sioux | 4,400 | 85 | 3,740 | Wabunsee | 2,200 | 47 | 1,040 |
| Parke | 4,800 | 72 | 3,430 | Story | 7,300 | 82 | 5,970 | Wallace | 700 | 22 | 150 |
| Perry | 5,100 | 58 | 2,970 | Tama | 13,400 | 83 | 11,140 | Washington | 4,100 | 45 | 1,840 |
| Pike | 4,500 | 56 | 2,500 | Taylor | 6,900 | 78 | 5,360 | Wichita | 800 | 20 | 160 |
| Porter | 13,800 | 89 | 12,290 | Union | 3,900 | 62 | 2,430 | Wilson | 5,100 | 54 | 2,730 |
| Posey | 6,100 | 77 | 4,700 | Van Buren | 5,600 | 60 | 3,350 | Woodson | 2,000 | 45 | 910 |
| Pulaski | 4,000 | 75 | 2,990 | Wapello | 3,600 | 63 | 2,270 | Wyandotte | 61,600 | 85 | 52,180 |
| Putnam | 6,900 | 61 | 4,180 | Warren | 15,200 | 57 | 8,660 | KENTUCKY | | | |
| Randolph | 9,100 | 82 | 7,470 | Washington | 5,300 | 79 | 4,180 | Adair | 811,900 | 57 | 463,810 |
| Ripley | 6,000 | 80 | 4,770 | Wayne | 6,300 | 68 | 4,270 | Allen | 3,600 | 44 | 1,580 |
| Rush | 6,200 | 78 | 4,830 | Webster | 3,700 | 51 | 1,870 | Anderson | 3,800 | 41 | 1,540 |
| St. Joseph | 72,300 | 86 | 61,820 | Winnebago | 13,900 | 86 | 11,930 | Ballard | 2,200 | 56 | 1,220 |
| Scott | 4,300 | 82 | 3,510 | Winneshiek | 3,900 | 67 | 2,610 | Barren | 3,500 | 37 | 1,280 |
| Shelby | 9,800 | 85 | 8,360 | Woodbury | 6,500 | 51 | 3,280 | Bath | 8,600 | 41 | 3,480 |
| Spencer | 3,900 | 55 | 2,140 | Worth | 36,400 | 86 | 31,450 | Bell | 2,500 | 32 | 790 |
| Starke | 5,200 | 75 | 3,890 | Wright | 3,200 | 70 | 2,240 | Boone | 8,500 | 38 | 3,230 |
| Steuben | 4,900 | 62 | 3,040 | KANSAS | | | | Bourbon | 4,700 | 83 | 3,880 |
| Sullivan | 6,400 | 69 | 4,410 | Allen | 688,900 | 63 | 435,330 | Boyd | 5,000 | 50 | 2,490 |
| Switzerland | 2,000 | 89 | 1,780 | Anderson | 6,000 | 50 | 3,020 | Boyle | 15,400 | 85 | 13,060 |
| Tippecanoe | 23,900 | 66 | 15,650 | Atchison | 3,300 | 45 | 1,490 | Bracken | 5,600 | 47 | 2,650 |
| Tipton | 4,800 | 71 | 3,420 | Barber | 6,600 | 74 | 4,900 | Breathitt | 2,800 | 72 | 2,020 |
| Union | 1,600 | 75 | 1,210 | Barton | 3,000 | 56 | 1,680 | Breckenridge | 3,500 | 29 | 1,010 |
| Vanderburgh | 56,800 | 64 | 36,070 | Bourbon | 11,200 | 84 | 9,390 | Bullitt | 3,900 | 64 | 2,480 |
| Vermillion | 6,600 | 72 | 4,720 | Brown | 6,200 | 50 | 3,120 | Butler | 3,800 | 84 | 3,190 |
| Vigo | 35,400 | 87 | 30,620 | Butler | 6,000 | 60 | 3,010 | Caldwell | 2,300 | 36 | 830 |
| Wabash | 9,700 | 58 | 5,630 | Butler | 5,000 | 62 | 3,010 | Calloway | 4,200 | 29 | 1,200 |
| Warren | 2,500 | 74 | 1,850 | Chase | 12,400 | 62 | 7,710 | Campbell | 4,700 | 37 | 1,730 |
| Warrick | 7,100 | 56 | 3,950 | Chautauqua | 1,600 | 55 | 870 | Carlisle | 25,800 | 87 | 22,360 |
| Washington | 5,100 | 66 | 3,340 | Cherokee | 2,200 | 44 | 960 | Carroll | 1,800 | 37 | 660 |
| Wayne | 23,500 | 74 | 17,440 | Cheyenne | 8,100 | 54 | 4,340 | Carter | 2,500 | 83 | 2,070 |
| Wells | 6,300 | 73 | 4,610 | Clark | 1,500 | 22 | 330 | Casey | 5,700 | 71 | 4,050 |
| White | 6,000 | 65 | 3,890 | Clay | 1,100 | 34 | 380 | Christman | 3,300 | 39 | 1,290 |
| Whitley | 6,400 | 84 | 5,380 | Cloud | 3,800 | 45 | 1,710 | Clark | 16,600 | 48 | 7,900 |
| IOWA | | | | Coffey | 5,300 | 37 | 1,940 | Clay | 6,000 | 32 | 1,910 |
| Adair | 830,600 | 77 | 635,180 | Comanche | 2,700 | 45 | 1,220 | Clinton | 3,900 | 21 | 810 |
| Adams | 3,900 | 60 | 2,340 | Cowley | 1,200 | 56 | 670 | Crittenden | 1,900 | 21 | 390 |
| Allamakee | 2,600 | 60 | 1,560 | Crawford | 12,200 | 55 | 6,710 | Cumberland | 2,500 | 29 | 720 |
| Appanoose | 4,600 | 55 | 2,510 | Decatur | 15,200 | 55 | 8,360 | Daviess | 2,100 | 37 | 770 |
| Audubon | 6,000 | 53 | 3,150 | Dickinson | 2,300 | 37 | 840 | Edmonson | 17,000 | 57 | 9,720 |
| Benton | 3,500 | 85 | 2,970 | Doniphan | 7,400 | 37 | 2,750 | Elliott | 1,900 | 40 | 770 |
| Black Hawk | 7,100 | 85 | 6,000 | Douglas | 3,400 | 74 | 2,530 | Estill | 1,400 | 71 | 1,000 |
| Boone | 34,500 | 85 | 29,260 | Elk | 11,000 | 58 | 6,340 | Fayette | 2,700 | 22 | 590 |
| Bremer | 8,200 | 80 | 6,530 | Ellsworth | 2,000 | 64 | 1,280 | Fleming | 33,400 | 45 | 14,900 |
| Buchanan | 5,700 | 71 | 4,060 | Flint | 2,000 | 44 | 870 | Floyd | 2,900 | 46 | 1,330 |
| Buena Vista | 6,000 | 87 | 5,240 | Ford | 5,300 | 53 | 2,780 | Franklin | 9,200 | 59 | 5,390 |
| Butler | 6,000 | 87 | 5,240 | Franklin | 3,000 | 49 | 1,480 | Fulton | 7,700 | 57 | 4,390 |
| Calhoun | 7,100 | 62 | 4,400 | Garrard | 4,200 | 29 | 1,210 | Gallatin | 3,500 | 37 | 1,280 |
| Cass | 5,400 | 71 | 3,840 | Geary | 6,400 | 34 | 2,180 | Garrard | 1,100 | 83 | 910 |
| Cedar | 6,500 | 82 | 5,340 | Gove | 6,700 | 66 | 4,430 | Grant | 3,200 | 47 | 1,510 |
| Cerro Gordo | 6,200 | 84 | 5,230 | Graham | 6,200 | 37 | 2,300 | Graves | 3,100 | 83 | 2,560 |
| Cherokee | 5,500 | 88 | 4,860 | Grant | 1,000 | 31 | 310 | Grayson | 10,400 | 27 | 2,830 |
| Chickasaw | 14,700 | 84 | 12,390 | Gray | 1,600 | 37 | 590 | Green | 4,400 | 40 | 1,770 |
| Clarke | 5,200 | 83 | 4,290 | Greeley | 1,500 | 16 | 240 | Greenup | 2,500 | 44 | 1,100 |
| Clay | 4,400 | 60 | 2,630 | Greenwood | 1,300 | 34 | 440 | Hancock | 7,000 | 71 | 4,980 |
| Clayton | 3,000 | 49 | 1,480 | Hamilton | 600 | 22 | 130 | Hardin | 1,500 | 64 | 950 |
| Clinton | 6,100 | 55 | 3,330 | Harlan | 4,300 | 44 | 1,870 | Harlan | 11,100 | 68 | 7,580 |
| Crawford | 6,500 | 55 | 3,540 | Harrison | 800 | 14 | 120 | Harrison | 15,600 | 44 | 6,930 |
| Dallas | 16,200 | 90 | 14,610 | Hart | 3,500 | 56 | 1,950 | Harrison | 4,900 | 58 | 2,840 |
| Davis | 5,500 | 82 | 4,510 | Haskell | 7,700 | 65 | 4,990 | Hart | 3,600 | 40 | 1,450 |
| Davies | 7,700 | 81 | 6,200 | Hodgeman | 800 | 16 | 130 | Henderson | 10,200 | 52 | 5,260 |
| Decatur | 2,900 | 63 | 1,830 | Hopkins | 900 | 64 | 580 | Henry | 3,200 | 61 | 1,950 |
| Delaware | 3,700 | 51 | 1,880 | Jackson | 3,500 | 60 | 2,110 | Hickman | 2,100 | 37 | 770 |
| Des Moines | 5,100 | 87 | 4,460 | Jefferson | 3,700 | 60 | 2,220 | Hopkins | 12,200 | 33 | 4,000 |
| Dickinson | 14,500 | 84 | 12,220 | Jewell | 2,900 | 37 | 1,060 | Jackson | 2,500 | 20 | 490 |
| Dubuque | 4,000 | 55 | 2,180 | Johnson | 38,600 | 84 | 32,310 | Jefferson | 168,100 | 85 | 142,890 |
| Emmet | 20,600 | 79 | 16,230 | Kearny | 900 | 16 | 140 | Jessamine | 4,000 | 47 | 1,890 |
| Fayette | 4,200 | 48 | 2,020 | Klingman | 3,500 | 56 | 1,950 | Johnson | 4,400 | 55 | 2,410 |
| Floyd | 8,100 | 56 | 4,570 | Kiowa | 1,950 | 56 | 790 | Kenton | 35,500 | 90 | 31,900 |
| Franklin | 7,000 | 60 | 4,190 | Labette | 1,400 | 56 | 5,220 | Knott | 3,200 | 29 | 920 |
| Franklin | 5,100 | 74 | 3,790 | Lane | 10,500 | 50 | 290 | Knox | 6,200 | 22 | 1,360 |
| Fremont | 3,500 | 84 | 2,930 | Leavenworth | 1,000 | 29 | 9170 | Larue | 2,900 | 44 | 1,270 |
| Greene | 4,800 | 80 | 3,820 | Lincoln | 10,900 | 84 | 9,170 | Laurel | 6,000 | 20 | 1,180 |
| Grundy | 4,300 | 78 | 3,340 | Linn | 2,000 | 49 | 990 | Lawrence | 3,700 | 55 | 2,040 |
| Guthrie | 4,400 | 81 | 3,540 | Logan | 3,200 | 63 | 2,030 | Lee | 1,800 | 25 | 440 |
| Hamilton | 4,400 | 81 | 3,540 | Lyon | 1,200 | 20 | 240 | Leslie | 1,800 | 25 | 440 |
| Hancock | 6,300 | 86 | 5,430 | McPherson | 8,000 | 47 | 3,760 | Letcher | 3,000 | 21 | 630 |
| Hardin | 4,300 | 67 | 2,870 | Marion | 7,600 | 62 | 4,720 | Lewis | 6,700 | 27 | 1,790 |
| Hardin | 7,400 | 86 | 6,380 | Marshall | 5,300 | 55 | 2,900 | Lincoln | 3,100 | 46 | 1,410 |
| Harrison | 5,600 | 88 | 4,940 | Meade | 5,900 | 42 | 2,470 | Livingston | 5,000 | 39 | 1,950 |
| Henry | 5,600 | 65 | 3,630 | Miami | 1,500 | 34 | 510 | Logan | 2,100 | 29 | 600 |
| Howard | 3,900 | 51 | 1,970 | Mitchell | 6,400 | 63 | 4,060 | Lyon | 6,800 | 52 | 3,520 |
| Humbolt | 4,000 | 52 | 2,070 | Montgomery | 3,000 | 37 | 1,100 | McCacken | 1,900 | 37 | 700 |
| Ida | 3,200 | 83 | 2,640 | Morrison | 16,900 | 53 | 8,940 | McCreary | 23,400 | 40 | 9,350 |
| Iowa | 4,800 | 68 | 3,240 | Morton | 2,500 | 55 | 1,370 | McCreary | 2,800 | 32 | 890 |
| Jackson | 5,600 | 81 | 4,530 | | | | | | | | |

| 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 |
|---------------------------|------------------|-----------------------|----------------------|----------------------|------------------|-----------------------|----------------------|--------------------|------------------|-----------------------|----------------------|
| KENTUCKY—Continued | | | | MARYLAND | | | | MINNESOTA | | | |
| Nicholas | 2,100 | 50 | 1,050 | Allegany | 748,700 | 81 | 607,820 | Schoolcraft | 2,500 | 36 | 900 |
| Ohio | 4,800 | 36 | 1,720 | Anne Arundel | 26,500 | 51 | 13,590 | Shlawassee | 15,100 | 85 | 12,850 |
| Oldham | 2,700 | 61 | 1,640 | Baltimore | 40,000 | 85 | 34,080 | Tuscola | 11,800 | 80 | 9,400 |
| Owen | 2,500 | 57 | 1,640 | Calvert | 371,300 | 84 | 311,620 | Van Buren | 14,100 | 83 | 11,750 |
| Owsley | 1,400 | 21 | 290 | Caroline | 3,100 | 77 | 2,400 | Washtenaw | 42,300 | 85 | 35,870 |
| Pendleton | 1,400 | 21 | 290 | Carroll | 5,400 | 82 | 4,410 | Wayne | 799,300 | 92 | 732,000 |
| Perry | 2,900 | 72 | 2,090 | Cecil | 12,000 | 85 | 10,200 | Wexford | 5,900 | 57 | 3,360 |
| Pike | 7,600 | 28 | 2,150 | Charles | 9,800 | 78 | 7,600 | MISSISSIPPI | | | |
| Powell | 15,100 | 46 | 7,010 | Dorchester | 6,100 | 77 | 4,720 | Adams | 929,200 | 71 | 661,450 |
| Pulaski | 3,800 | 22 | 350 | Frederick | 4,720 | 79 | 6,330 | Aitken | 3,800 | 57 | 2,160 |
| Robertson | 8,600 | 23 | 2,000 | Garrett | 8,000 | 79 | 6,330 | Anoka | 14,400 | 88 | 12,640 |
| Rockcastle | 700 | 72 | 500 | Harford | 18,500 | 79 | 14,540 | Becker | 6,800 | 49 | 3,320 |
| Rowan | 2,800 | 20 | 510 | Howard | 5,100 | 42 | 2,140 | Beltrami | 7,100 | 21 | 1,510 |
| Russell | 2,700 | 46 | 1,240 | Kent | 16,600 | 83 | 13,780 | Benton | 4,100 | 45 | 1,850 |
| Scott | 2,600 | 39 | 1,020 | Montgomery | 6,800 | 81 | 5,470 | Big Stone | 2,500 | 35 | 880 |
| Shelby | 4,300 | 58 | 2,490 | Prince Georges | 3,900 | 82 | 3,180 | Blue Earth | 11,600 | 88 | 10,160 |
| Simpson | 4,300 | 61 | 3,650 | Queen Annes | 71,800 | 88 | 62,940 | Brown | 7,600 | 68 | 5,190 |
| Spencer | 6,000 | 52 | 3,120 | St. Marys | 75,200 | 87 | 65,350 | Carlton | 6,800 | 56 | 3,800 |
| Taylor | 1,400 | 84 | 1,180 | Somerset | 4,100 | 82 | 3,340 | Carver | 5,100 | 84 | 4,300 |
| Todd | 3,900 | 44 | 1,700 | Talbot | 8,600 | 77 | 6,640 | Cass | 5,100 | 24 | 1,300 |
| Trigg | 3,400 | 52 | 1,760 | Washington | 5,800 | 37 | 2,160 | Chippewa | 4,800 | 37 | 1,770 |
| Trimble | 2,000 | 37 | 740 | Wicomico | 6,000 | 79 | 4,740 | Chisago | 3,900 | 83 | 3,230 |
| Union | 1,700 | 61 | 1,030 | Worcester | 23,900 | 68 | 16,250 | Clay | 9,900 | 78 | 7,730 |
| Warren | 3,500 | 34 | 1,170 | MASSACHUSETTS | | | | Clearwater | 2,600 | 21 | 550 |
| Washington | 12,900 | 46 | 5,880 | Barnstable | 1,474,200 | 82 | 1,212,460 | Cook | 900 | 51 | 460 |
| Wayne | 2,800 | 56 | 1,560 | Berkshire | 17,700 | 81 | 14,300 | Cottonwood | 4,600 | 52 | 2,400 |
| Webster | 3,400 | 21 | 710 | Bristol | 42,500 | 82 | 34,850 | Crow Wing | 9,500 | 35 | 3,280 |
| Whitley | 4,400 | 34 | 1,480 | Dukes | 124,800 | 82 | 102,340 | Dakota | 15,800 | 86 | 13,600 |
| Woodford | 6,400 | 32 | 2,040 | Essex | 1,900 | 78 | 1,480 | Dodge | 3,600 | 68 | 2,460 |
| | 1,300 | 25 | 320 | Franklin | 171,900 | 84 | 144,150 | Douglas | 6,300 | 30 | 1,900 |
| | 3,300 | 58 | 1,910 | Hampden | 17,800 | 70 | 12,470 | Faribault | 7,100 | 53 | 3,760 |
| LOUISIANA | | | | Hampshire | 120,500 | 80 | 96,400 | Fillmore | 7,300 | 56 | 4,080 |
| Acadia | 804,400 | 61 | 488,110 | Middlesex | 25,600 | 72 | 18,410 | Freeborn | 10,600 | 76 | 8,000 |
| Allen | 12,700 | 31 | 3,920 | Nantucket | 329,700 | 82 | 270,350 | Goodhue | 10,100 | 83 | 8,390 |
| Ascension | 5,300 | 39 | 2,090 | Norfolk | 1,100 | 78 | 850 | Grant | 2,700 | 35 | 950 |
| Assumption | 6,000 | 46 | 2,770 | Plymouth | 132,700 | 83 | 109,740 | Hennepin | 234,200 | 88 | 205,100 |
| Avoyelles | 4,000 | 34 | 1,360 | Suffolk | 65,400 | 85 | 55,590 | Houston | 4,200 | 56 | 2,340 |
| Beauregard | 10,300 | 34 | 3,480 | Worcester | 249,900 | 84 | 209,920 | Hubbard | 3,200 | 24 | 760 |
| Blenville | 5,400 | 39 | 2,120 | Alcona | 172,700 | 82 | 141,610 | Isanti | 2,700 | 83 | 2,230 |
| Bossier | 4,400 | 36 | 1,570 | Alpena | 2,148,000 | 84 | 1,805,000 | Itasca | 11,900 | 50 | 5,950 |
| Caddo | 12,700 | 61 | 7,750 | Antrim | 1,600 | 61 | 970 | Jackson | 4,600 | 70 | 3,210 |
| Calcasieu | 58,900 | 76 | 44,850 | Arenac | 2,800 | 36 | 1,000 | Kanabec | 2,400 | 57 | 1,360 |
| Caldwell | 33,300 | 51 | 17,120 | Baraga | 15,700 | 83 | 13,080 | Kandiyohi | 8,300 | 63 | 5,260 |
| Cameron | 2,600 | 45 | 1,160 | Bay | 6,800 | 28 | 1,910 | Kittson | 2,500 | 33 | 830 |
| Catahoula | 1,300 | 40 | 520 | Benzie | 3,500 | 52 | 1,830 | Koochiching | 5,000 | 24 | 1,190 |
| Claborne | 2,700 | 36 | 960 | Berrien | 2,800 | 69 | 1,930 | Lac Qui Parle | 3,900 | 37 | 1,440 |
| Clayborne | 6,200 | 36 | 2,220 | Branch | 2,300 | 40 | 910 | Lake | 3,900 | 51 | 1,980 |
| Concordia | 3,800 | 36 | 1,350 | Calhoun | 9,100 | 83 | 7,550 | Lake of Woods | 1,200 | 24 | 290 |
| De Soto | 5,800 | 54 | 3,130 | Cass | 28,700 | 85 | 24,370 | Le Seuer | 5,900 | 65 | 3,860 |
| E. Baton Rouge | 58,700 | 64 | 37,710 | Charlevoix | 2,500 | 54 | 1,360 | Lincoln | 2,900 | 44 | 1,270 |
| East Carroll | 3,900 | 47 | 1,850 | Cheboygan | 43,100 | 86 | 36,850 | Lyon | 6,600 | 44 | 2,890 |
| E. Feliciana | 3,300 | 33 | 1,080 | Chippewa | 10,100 | 64 | 6,450 | McLeod | 7,000 | 76 | 5,310 |
| Evangeline | 8,700 | 27 | 2,380 | Clare | 41,400 | 85 | 35,190 | Mahnomen | 1,500 | 49 | 730 |
| Franklin | 7,100 | 42 | 3,010 | Clinton | 10,700 | 80 | 8,530 | Marshall | 4,200 | 33 | 1,380 |
| Grant | 3,400 | 49 | 1,670 | Crawford | 4,000 | 43 | 1,700 | Martin | 7,900 | 53 | 4,180 |
| Iberia | 11,100 | 44 | 4,840 | Delta | 3,800 | 43 | 1,620 | Meeker | 5,400 | 63 | 3,430 |
| Iberville | 7,100 | 38 | 2,670 | Dickinson | 8,800 | 42 | 3,720 | Mille Lacs | 4,900 | 45 | 2,210 |
| Jackson | 3,600 | 49 | 1,770 | Eaton | 3,500 | 76 | 2,660 | Morrison | 6,900 | 36 | 2,480 |
| Jefferson | 42,500 | 81 | 34,420 | Emmet | 9,700 | 85 | 8,220 | Mower | 12,800 | 76 | 9,730 |
| Jeff Davis | 7,200 | 40 | 2,910 | Genesee | 9,700 | 60 | 780 | Murray | 4,500 | 61 | 2,730 |
| Lafayette | 17,700 | 49 | 8,580 | Gladwin | 1,300 | 60 | 780 | Nicollet | 5,500 | 68 | 3,760 |
| Lafourche | 11,100 | 64 | 7,140 | Gebeic | 9,500 | 49 | 4,690 | Nobles | 6,600 | 70 | 4,610 |
| La Salle | 3,800 | 45 | 1,700 | Gr. Traverse | 7,600 | 62 | 4,710 | Norman | 3,200 | 49 | 1,560 |
| Lincoln | 6,700 | 42 | 2,780 | Gratiot | 13,700 | 77 | 10,550 | Olmsted | 13,800 | 84 | 11,620 |
| Livingston | 5,500 | 46 | 2,540 | Hillsdale | 4,800 | 43 | 2,040 | Otter Tail | 13,500 | 39 | 5,210 |
| Madison | 4,500 | 47 | 2,130 | Houghton | 99,100 | 79 | 78,590 | Pennington | 3,700 | 43 | 1,580 |
| Morehouse | 8,900 | 37 | 3,320 | Huron | 2,500 | 76 | 1,900 | Pine | 4,900 | 56 | 2,730 |
| Natchitoches | 9,300 | 36 | 3,350 | Ingham | 8,200 | 45 | 3,720 | Pipestone | 4,300 | 61 | 2,600 |
| Orleans | 183,700 | 82 | 150,540 | Ionia | 8,700 | 54 | 4,730 | Polk | 10,400 | 40 | 4,150 |
| Ouachita | 24,500 | 60 | 14,750 | Iosco | 10,300 | 83 | 8,560 | Pope | 3,500 | 30 | 1,050 |
| Plaquemines | 3,800 | 73 | 2,640 | Isabella | 12,200 | 56 | 6,840 | Ramsey | 119,400 | 86 | 103,160 |
| Pointe Coupee | 5,200 | 33 | 1,700 | Jackson | 11,300 | 20 | 2,240 | Red Lake | 1,600 | 43 | 690 |
| Rapides | 28,100 | 54 | 15,300 | Kalamazoo | 9,400 | 82 | 7,740 | Redwood | 6,400 | 58 | 3,700 |
| Red River | 2,700 | 54 | 1,450 | Kalkaska | 60,800 | 86 | 52,040 | Renville | 6,800 | 58 | 3,930 |
| Richland | 6,400 | 64 | 4,090 | Kent | 11,500 | 82 | 9,480 | Rice | 9,600 | 83 | 7,970 |
| Sabine | 5,100 | 28 | 1,430 | Keweenaw | 3,900 | 69 | 2,690 | Rock | 2,800 | 61 | 1,690 |
| St. Bernard | 3,500 | 80 | 2,790 | Lake | 5,600 | 40 | 2,220 | Roseau | 3,900 | 33 | 1,290 |
| St. Charles | 3,600 | 61 | 2,190 | Lapeer | 8,200 | 76 | 6,230 | St. Louis | 68,200 | 75 | 51,150 |
| St. Helena | 2,400 | 33 | 789 | Leelanau | 35,900 | 85 | 30,440 | Scott | 4,500 | 84 | 3,800 |
| St. James | 3,500 | 61 | 2,130 | Lenawee | 44,600 | 88 | 39,290 | Sherburne | 2,400 | 75 | 1,790 |
| St. John Baptist | 3,400 | 61 | 2,070 | Livingston | 1,400 | 52 | 730 | Sibley | 3,900 | 76 | 2,960 |
| St. Landry | 20,000 | 30 | 5,980 | Luce | 100,700 | 86 | 86,100 | Stearns | 18,900 | 72 | 13,680 |
| St. Martin | 6,100 | 34 | 2,080 | Mackinac | 700 | 40 | 280 | Steele | 5,900 | 68 | 4,030 |
| St. Mary | 10,100 | 44 | 4,400 | Macomb | 1,800 | 75 | 1,360 | Stevens | 3,100 | 35 | 1,080 |
| St. Tammany | 8,000 | 61 | 4,860 | Manistee | 10,600 | 82 | 8,720 | Swift | 4,400 | 37 | 1,620 |
| Tangipahoa | 15,800 | 74 | 11,690 | Marquette | 2,500 | 54 | 1,360 | Todd | 6,800 | 36 | 2,450 |
| Tensas | 3,200 | 47 | 1,510 | Mason | 22,200 | 84 | 18,670 | Traverse | 2,100 | 35 | 740 |
| Terrebonne | 11,600 | 72 | 8,390 | Mecosta | 9,100 | 85 | 7,720 | Wabasha | 4,900 | 75 | 3,670 |
| Union | 4,700 | 42 | 1,950 | Menominee | 2,600 | 42 | 1,100 | Wadena | 3,500 | 24 | 830 |
| Vermillion | 10,000 | 28 | 2,830 | Midland | 1,600 | 36 | 580 | Waseca | 4,900 | 65 | 3,200 |
| Vernon | 5,900 | 28 | 1,650 | Missaukee | 2,600 | 42 | 1,100 | Washington | 11,300 | 85 | 9,610 |
| Washington | 10,800 | 65 | 7,020 | Monroe | 71,800 | 92 | 66,060 | Watsonwan | 4,100 | 52 | 2,130 |
| Webster | 10,100 | 54 | 5,420 | Montcalm | 6,400 | 57 | 3,640 | Wilkin | 2,400 | 78 | 1,880 |
| W. Baton Rouge | 6,100 | 34 | 2,080 | Montmorency | 15,000 | 34 | 5,120 | Winona | 11,800 | 48 | 5,690 |
| West Carroll | 3,200 | 38 | 1,210 | Muskegon | 6,600 | 54 | 3,550 | Wright | 8,000 | 75 | 5,970 |
| West Feliciana | 3,700 | 64 | 2,370 | Newaygo | 5,600 | 82 | 4,570 | Yellow Medicine | 4,700 | 44 | 2,060 |
| Winn | 1,600 | 33 | 520 | Oakland | 7,700 | 89 | 6,810 | MISSISSIPPI | | | |
| | 4,400 | 49 | 2,150 | Oceana | 42,100 | 89 | 37,550 | Adams | 558,600 | 38 | 211,820 |
| MAINE | | | | Ontonagon | 7,000 | 75 | 5,270 | Alcorn | 9,400 | 30 | 2,850 |
| Androscoggin | 263,200 | 72 | 188,510 | Oscoda | 7,000 | 75 | 5,270 | Amite | 7,500 | 34 | 2,530 |
| Aroostook | 24,900 | 84 | 20,970 | Otsego | 7,000 | 75 | 5,270 | Attala | 4,300 | 25 | 1,080 |
| Cumberland | 24,400 | 37 | 9,120 | Ottawa | 158,400 | 89 | 140,400 | Benton | 6,000 | 37 | 2,220 |
| Cumberland | 51,800 | 77 | 39,890 | Presque Isle | 2,800 | 61 | 1,700 | Bolivar | 2,000 | 35 | 690 |
| Franklin | 5,700 | 63 | 3,600 | Roscommon | 2,900 | 45 | 1,310 | Calhoun | 15,600 | 24 | 3,730 |
| Hancock | 10,100 | 61 | 6,150 | Saginaw | 4,200 | 82 | 3,420 | Carroll | 4,100 | 18 | 730 |
| Kennebec | 23,800 | 81 | 19,370 | St. Clair | 1,000 | 61 | 610 | Chickasaw | 3,100 | 27 | 820 |
| Knox | 8,600 | 71 | 6,090 | St. Joseph | 1,700 | 60 | 1,020 | Choctaw | 4,300 | 18 | 770 |
| Lincoln | 5,300 | 81 | 4,270 | Sanilac | 25,300 | 83 | 21,000 | Claborne | 2,500 | 22 | 5 |

| 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 | | | |
|------------------------------|------------------|-----------------------|----------------------|------------------|------------------|-----------------------|----------------------|------------------|------------------|-----------------------|----------------------|-------|----|-------|
| MISSISSIPPI—Continued | | | | Lawrence | 7,800 | 47 | 3,700 | NEBRASKA | 433,100 | 67 | 290,390 | | | |
| Grenada | 4,600 | 27 | 1,250 | Lewis | 3,600 | 61 | 2,200 | Adams | 9,500 | 72 | 6,810 | | | |
| Hancock | 2,900 | 65 | 1,870 | Lincoln | 4,900 | 73 | 3,560 | Antelope | 3,400 | 49 | 1,650 | | | |
| Harrison | 30,400 | 50 | 15,200 | Linn | 6,600 | 40 | 2,650 | Arthur | 200 | 20 | 40 | | | |
| Hinds | 44,000 | 63 | 27,760 | Livingston | 5,300 | 61 | 3,220 | Banner | 500 | 34 | 170 | | | |
| Holmes | 7,300 | 34 | 2,490 | McDonald | 4,300 | 53 | 2,300 | Blaine | 200 | 33 | 70 | | | |
| Humphreys | 5,000 | 40 | 2,020 | Macon | 6,000 | 56 | 3,370 | Boone | 3,200 | 42 | 1,330 | | | |
| Issaquena | 1,100 | 40 | 440 | Madison | 3,200 | 53 | 1,700 | Box Butte | 3,900 | 17 | 670 | | | |
| Itawamba | 4,000 | 32 | 1,260 | Maries | 2,000 | 53 | 1,050 | Boyd | 1,500 | 21 | 320 | | | |
| Jackson | 10,900 | 71 | 7,730 | Marion | 10,300 | 84 | 8,650 | Brown | 1,400 | 21 | 300 | | | |
| Jasper | 4,100 | 49 | 2,000 | Mercer | 2,400 | 54 | 1,290 | Buffalo | 8,300 | 64 | 5,310 | | | |
| Jefferson | 2,500 | 39 | 970 | Miller | 4,200 | 53 | 2,210 | Burt | 3,400 | 72 | 2,460 | | | |
| Jeff Davis | 3,600 | 36 | 1,310 | Mississippi | 6,200 | 45 | 2,760 | Butler | 3,900 | 64 | 2,500 | | | |
| Jones | 16,900 | 43 | 7,200 | Moniteau | 3,500 | 53 | 1,850 | Cass | 5,600 | 84 | 4,700 | | | |
| Kemper | 3,000 | 38 | 1,070 | Monroe | 3,800 | 65 | 2,490 | Cedar | 3,700 | 84 | 3,110 | | | |
| Lafayette | 5,100 | 27 | 1,390 | Montgomery | 3,900 | 73 | 2,830 | Chase | 1,500 | 23 | 350 | | | |
| Lamar | 3,300 | 32 | 1,040 | Morgan | 3,000 | 53 | 1,590 | Cherry | 2,900 | 16 | 450 | | | |
| Lauderdale | 19,400 | 54 | 10,530 | New Madrid | 10,600 | 46 | 4,830 | Cheyenne | 5,000 | 28 | 1,420 | | | |
| Lawrence | 2,700 | 36 | 980 | Newton | 9,100 | 53 | 4,860 | Clay | 3,100 | 56 | 1,720 | | | |
| Leake | 4,900 | 37 | 1,810 | Nodaway | 7,600 | 50 | 3,760 | Clay | 3,400 | 64 | 2,180 | | | |
| Lee | 10,900 | 45 | 4,870 | Oregon | 3,400 | 23 | 780 | Colfax | 3,700 | 72 | 2,680 | | | |
| Leflore | 12,800 | 22 | 2,830 | Osage | 2,900 | 53 | 1,520 | Cuming | 5,900 | 41 | 2,420 | | | |
| Lincoln | 7,400 | 38 | 2,780 | Ozark | 2,300 | 44 | 1,020 | Dakota | 3,400 | 84 | 2,860 | | | |
| Lowndes | 10,300 | 13 | 1,360 | Pemiscot | 12,500 | 52 | 6,530 | Dawes | 2,700 | 17 | 460 | | | |
| Madison | 7,300 | 38 | 2,790 | Perry | 4,200 | 64 | 2,690 | Dawson | 6,600 | 64 | 4,230 | | | |
| Marion | 6,000 | 32 | 1,890 | Pettis | 11,900 | 59 | 6,960 | Deuel | 1,000 | 28 | 280 | | | |
| Marshall | 5,400 | 35 | 1,870 | Phelps | 7,400 | 50 | 3,680 | Dixon | 2,800 | 84 | 2,350 | | | |
| Monroe | 9,300 | 26 | 2,430 | Pike | 5,900 | 65 | 3,850 | Dodge | 9,400 | 87 | 8,190 | | | |
| Montgomery | 3,500 | 27 | 930 | Platte | 5,200 | 78 | 4,070 | Douglas | 96,500 | 87 | 84,150 | | | |
| Neshoba | 6,000 | 36 | 2,130 | Polk | 5,200 | 54 | 2,810 | Dundy | 1,200 | 23 | 280 | | | |
| Newton | 5,300 | 49 | 2,580 | Pulaski | 3,200 | 54 | 1,740 | Fillmore | 3,000 | 56 | 1,660 | | | |
| Noxubee | 4,000 | 30 | 1,220 | Putnam | 2,800 | 45 | 1,270 | Franklin | 2,300 | 67 | 1,550 | | | |
| Oktibbeha | 6,000 | 22 | 1,340 | Rails | 2,500 | 65 | 1,640 | Frontier | 1,400 | 35 | 480 | | | |
| Panola | 7,100 | 50 | 3,520 | Randolph | 8,200 | 51 | 4,210 | Furnas | 3,400 | 67 | 2,280 | | | |
| Pearl River | 5,500 | 65 | 3,560 | Ray | 5,500 | 68 | 3,740 | Gage | 8,400 | 73 | 6,090 | | | |
| Perry | 2,100 | 28 | 590 | Reynolds | 1,600 | 32 | 510 | Garden | 1,000 | 28 | 280 | | | |
| Pike | 9,100 | 32 | 2,890 | Ripley | 3,600 | 32 | 1,150 | Garfield | 800 | 33 | 260 | | | |
| Pontotoc | 4,800 | 29 | 1,370 | St. Charles | 9,800 | 82 | 8,020 | Gosper | 800 | 67 | 540 | | | |
| Prentiss | 4,800 | 32 | 1,520 | St. Clair | 3,400 | 59 | 2,010 | Grant | 200 | 20 | 40 | | | |
| Quitman | 6,000 | 40 | 2,390 | St. Francois | 10,700 | 65 | 6,960 | Greeley | 1,600 | 45 | 710 | | | |
| Rankin | 5,800 | 37 | 2,120 | St. Louis | 436,500 | 88 | 382,120 | Hall | 11,800 | 70 | 8,280 | | | |
| Scott | 5,000 | 37 | 1,830 | Ste. Genevieve | 3,000 | 64 | 1,930 | Hamilton | 2,900 | 68 | 1,970 | | | |
| Sharkey | 2,700 | 40 | 1,090 | Saline | 8,300 | 55 | 4,560 | Harlan | 1,900 | 67 | 1,280 | | | |
| Simpson | 5,100 | 37 | 1,870 | Schuyler | 1,800 | 45 | 820 | Hayes | 700 | 35 | 240 | | | |
| Smith | 3,500 | 37 | 1,280 | Scotland | 2,400 | 61 | 1,460 | Hitchcock | 1,800 | 23 | 410 | | | |
| Stone | 1,500 | 28 | 420 | Scott | 10,300 | 52 | 5,300 | Holt | 4,300 | 21 | 910 | | | |
| Sunflower | 12,600 | 14 | 1,760 | Shannon | 2,100 | 23 | 480 | Hooker | 300 | 20 | 60 | | | |
| Tallahatchie | 7,000 | 29 | 2,000 | Shelby | 3,600 | 56 | 2,020 | Howard | 2,300 | 45 | 1,030 | | | |
| Tate | 4,000 | 50 | 2,010 | Stoddard | 9,500 | 52 | 4,960 | Jefferson | 4,200 | 60 | 2,510 | | | |
| Tippah | 3,900 | 35 | 1,350 | Stone | 2,700 | 50 | 1,360 | Johnson | 2,200 | 73 | 1,600 | | | |
| Tishomingo | 3,800 | 34 | 1,280 | Sullivan | 3,500 | 45 | 1,590 | Kearney | 2,000 | 67 | 1,350 | | | |
| Tunica | 5,100 | 40 | 2,040 | Taney | 3,000 | 50 | 1,510 | Keith | 2,600 | 34 | 880 | | | |
| Union | 5,300 | 29 | 1,520 | Texas | 5,900 | 27 | 1,580 | Keya Paha | 400 | 21 | 90 | | | |
| Walthall | 3,200 | 32 | 1,010 | Vernon | 6,900 | 51 | 3,540 | Kimball | 1,300 | 34 | 440 | | | |
| Warren | 12,700 | 45 | 5,680 | Warren | 2,500 | 73 | 1,810 | Knox | 4,300 | 49 | 2,090 | | | |
| Washington | 20,600 | 30 | 6,140 | Washington | 4,100 | 41 | 1,660 | Lancaster | 43,500 | 81 | 35,410 | | | |
| Wayne | 3,600 | 39 | 1,400 | Wayne | 2,700 | 53 | 1,440 | Lincoln | 9,200 | 34 | 3,090 | | | |
| Webster | 2,500 | 27 | 670 | Webster | 4,600 | 54 | 2,490 | Logan | 400 | 20 | 80 | | | |
| Wilkinson | 3,000 | 25 | 750 | Worth | 1,600 | 54 | 860 | Loup | 400 | 33 | 130 | | | |
| Winston | 5,100 | 30 | 1,550 | Wright | 4,900 | 44 | 2,160 | McPherson | 200 | 20 | 40 | | | |
| Yalobusha | 3,500 | 27 | 950 | MONTANA | | | | 200,400 | 32 | 63,260 | Madison | 7,600 | 79 | 6,140 |
| Yazoo | 8,500 | 40 | 3,380 | Beaverhead | 2,400 | 23 | 550 | Merrick | 2,700 | 42 | 1,130 | | | |
| MISSOURI | | | | Big Horn | 2,500 | 18 | 450 | Morrill | 2,300 | 34 | 790 | | | |
| Adair | 1,332,500 | 73 | 973,720 | Blaine | 2,400 | 18 | 430 | Nance | 1,900 | 42 | 790 | | | |
| Andrew | 6,800 | 45 | 3,070 | Broadwater | 900 | 23 | 200 | Nemaha | 3,600 | 64 | 2,290 | | | |
| Atchison | 3,900 | 65 | 2,520 | Carbon | 3,200 | 28 | 900 | Nuckolls | 2,900 | 56 | 1,610 | | | |
| Audrain | 3,400 | 50 | 1,680 | Carter | 600 | 8 | 50 | Otoe | 5,400 | 84 | 4,530 | | | |
| Barry | 8,400 | 56 | 4,680 | Cascade | 20,000 | 49 | 9,750 | Pawnee | 2,000 | 64 | 1,270 | | | |
| Barton | 6,600 | 47 | 3,130 | Chouteau | 2,300 | 39 | 890 | Perkins | 1,300 | 34 | 440 | | | |
| Bates | 4,300 | 47 | 2,010 | Custer | 4,000 | 8 | 330 | Phelps | 3,200 | 67 | 2,150 | | | |
| Benton | 6,200 | 51 | 3,180 | Daniels | 1,000 | 9 | 90 | Pierce | 2,700 | 49 | 1,310 | | | |
| Bollinger | 2,500 | 59 | 1,480 | Dawson | 2,900 | 9 | 270 | Platte | 6,300 | 79 | 4,960 | | | |
| Boone | 3,000 | 53 | 1,600 | Deer Lodge | 5,100 | 22 | 1,100 | Polk | 2,600 | 68 | 1,760 | | | |
| Boone | 14,400 | 58 | 8,310 | Fallon | 1,000 | 8 | 80 | Redwillow | 4,100 | 35 | 1,420 | | | |
| Buchanan | 32,700 | 78 | 25,380 | Fergus | 4,600 | 22 | 1,010 | Richardson | 5,000 | 64 | 3,180 | | | |
| Butler | 12,000 | 42 | 5,020 | Flathead | 10,800 | 32 | 3,410 | Rock | 900 | 21 | 190 | | | |
| Caldwell | 3,500 | 65 | 2,260 | Gallatin | 7,300 | 17 | 1,220 | Saline | 4,500 | 60 | 2,690 | | | |
| Callaway | 6,500 | 56 | 3,620 | Garfield | 700 | 9 | 60 | Sarpy | 6,300 | 85 | 5,340 | | | |
| Camden | 2,400 | 54 | 1,300 | Glacier | 2,800 | 19 | 540 | Saunders | 5,600 | 90 | 5,030 | | | |
| Cape Girardeau | 12,300 | 60 | 7,390 | Golden Valley | 400 | 23 | 90 | Scotts Bluff | 10,300 | 35 | 3,620 | | | |
| Carroll | 5,100 | 55 | 2,810 | Granite | 1,000 | 22 | 220 | Seward | 4,200 | 60 | 2,510 | | | |
| Carter | 1,400 | 32 | 450 | Hill | 5,000 | 18 | 890 | Sheridan | 2,800 | 17 | 480 | | | |
| Cass | 6,600 | 61 | 4,050 | Jefferson | 1,000 | 17 | 170 | Sherman | 1,800 | 41 | 740 | | | |
| Cedar | 3,700 | 47 | 1,720 | Judith Basin | 900 | 22 | 200 | Sioux | 900 | 17 | 150 | | | |
| Chariton | 4,800 | 40 | 1,930 | Lake | 3,700 | 25 | 940 | Stanton | 1,800 | 64 | 1,160 | | | |
| Christian | 3,900 | 50 | 1,960 | Lewis & Clark | 8,800 | 23 | 1,980 | Thayer | 3,400 | 56 | 1,890 | | | |
| Clark | 2,800 | 61 | 1,700 | Liberty | 400 | 18 | 70 | Thomas | 400 | 20 | 80 | | | |
| Clay | 19,700 | 89 | 17,590 | Lincoln | 3,100 | 22 | 680 | Thurston | 2,500 | 72 | 1,810 | | | |
| Clinton | 3,900 | 78 | 3,060 | McCone | 2,100 | 9 | 190 | Valley | 2,300 | 41 | 950 | | | |
| Cole | 10,300 | 69 | 7,110 | Madison | 1,400 | 17 | 240 | Washington | 3,700 | 87 | 3,230 | | | |
| Cooper | 5,200 | 53 | 2,750 | Meagher | 800 | 23 | 180 | Wayne | 2,900 | 84 | 2,440 | | | |
| Crawford | 3,500 | 41 | 1,420 | Mineral | 600 | 22 | 130 | Webster | 2,300 | 72 | 1,650 | | | |
| Dade | 2,900 | 47 | 1,350 | Missoula | 13,200 | 35 | 4,640 | Wheeler | 500 | 33 | 170 | | | |
| Dallas | 3,100 | 54 | 1,670 | Musselshell | 1,800 | 23 | 410 | York | 4,800 | 68 | 3,250 | | | |
| Davless | 3,700 | 65 | 2,390 | Park | 4,100 | 28 | 1,150 | NEVADA | 71,200 | 46 | 33,010 | | | |
| De Kalb | 2,800 | 65 | 1,810 | Petroleum | 300 | 23 | 70 | Churchill | 1,700 | 8 | 140 | | | |
| Dent | 3,200 | 50 | 1,590 | Phillips | 2,000 | 9 | 180 | Clark | 30,000 | 53 | 16,030 | | | |
| Douglas | 3,600 | 44 | 1,590 | Pondera | 1,700 | 38 | 640 | Douglas | 500 | 31 | 150 | | | |
| Dunklin | 13,000 | 50 | 6,490 | Powder River | 1,000 | 8 | 80 | Elko | 3,700 | 13 | 490 | | | |
| Franklin | 11,800 | 59 | 7,000 | Powell | 1,700 | 22 | 370 | Emeralda | 200 | 14 | 30 | | | |
| Gasconade | 4,100 | 53 | 2,160 | Prairie | 800 | 9 | 70 | Eureka | 300 | 11 | 30 | | | |
| Gentry | 3,400 | 54 | 1,830 | Ravalli | 4,200 | 23 | 950 | Humboldt | 1,200 | 11 | 130 | | | |
| Greene | 39,800 | 83 | 32,990 | Richland | 3,100 | 11 | 350 | Lander | 400 | 11 | 40 | | | |
| Grundy | 4,500 | 61 | 2,73 | | | | | | | | | | | |

| 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 HAMPSHIRE—Continued | | | | Steuben | 28,800 | 69 | 19,980 | Benson | 2,400 | 45 | 1,070 | |
| Coccs | 10,300 | 67 | 6,930 | Suffolk | 126,400 | 82 | 103,520 | Billings | 500 | 16 | 80 | |
| Grafton | 13,100 | 57 | 7,400 | Sullivan | 13,500 | 81 | 10,930 | Bottineau | 3,100 | 43 | 1,330 | |
| Hillsboro | 48,900 | 81 | 39,400 | Tioga | 9,900 | 81 | 7,970 | Bowman | 1,000 | 16 | 160 | |
| Merrimack | 18,700 | 76 | 14,170 | Tompkins | 19,100 | 74 | 14,090 | Burke | 1,800 | 43 | 770 | |
| Rockingham | 23,800 | 82 | 19,560 | Ulster | 30,900 | 81 | 24,930 | Burleigh | 9,000 | 58 | 5,190 | |
| Strafford | 14,900 | 79 | 11,750 | Warren | 13,000 | 81 | 10,520 | Cass | 18,600 | 77 | 14,250 | |
| Sullivan | 8,700 | 70 | 6,050 | Washington | 14,000 | 81 | 11,340 | Cavaller | 2,600 | 32 | 830 | |
| NEW JERSEY | | | | Wayne | 18,400 | 82 | 15,090 | Dickey | 2,600 | 49 | 1,270 | |
| Atlantic | 1,672,100 | 84 | 1,404,970 | Westchester | 219,300 | 83 | 182,900 | Divide | 1,400 | 15 | 210 | |
| Bergen | 45,600 | 85 | 38,760 | Wyoming | 9,400 | 81 | 7,620 | Dunn | 1,600 | 36 | 570 | |
| Burlington | 217,100 | 83 | 181,100 | Yates | 5,900 | 82 | 4,830 | Eddy | 1,200 | 45 | 530 | |
| Camden | 42,000 | 84 | 35,410 | NORTH CAROLINA | | | | 620,290 | Foster | 2,100 | 58 | 1,210 |
| Cape May | 101,800 | 84 | 85,510 | Alamance | 1,041,200 | 60 | 620,290 | Golden Valley | 1,500 | 45 | 670 | |
| Cumberland | 13,900 | 83 | 11,540 | Alexander | 20,200 | 83 | 16,710 | Grand Forks | 900 | 16 | 140 | |
| Essex | 31,000 | 83 | 25,670 | Alleghany | 3,400 | 79 | 2,680 | Grant | 12,300 | 54 | 6,670 | |
| Gloucester | 13,900 | 83 | 11,540 | Anson | 2,100 | 49 | 1,040 | Grigg | 1,600 | 72 | 1,150 | |
| Hudson | 299,000 | 83 | 248,170 | Ashe | 5,900 | 55 | 3,230 | Hettinger | 1,300 | 76 | 980 | |
| Mercer | 33,000 | 84 | 27,590 | Beaufort | 4,900 | 49 | 2,410 | Kidder | 1,800 | 25 | 450 | |
| Middlesex | 199,500 | 86 | 170,770 | Bertie | 8,800 | 75 | 6,590 | La Moure | 1,500 | 58 | 870 | |
| Morris | 14,600 | 84 | 12,260 | Bladen | 5,800 | 51 | 2,960 | Logan | 2,300 | 49 | 1,120 | |
| Ocean | 71,900 | 84 | 60,540 | Brunswick | 6,500 | 30 | 1,920 | McHenry | 1,300 | 49 | 640 | |
| Passaic | 96,800 | 84 | 80,830 | Buncombe | 4,400 | 38 | 1,880 | McIntosh | 3,000 | 43 | 1,280 | |
| Somerset | 85,900 | 86 | 73,620 | Burke | 4,400 | 38 | 1,880 | McKenzie | 1,700 | 49 | 830 | |
| Sussex | 58,700 | 84 | 49,310 | Cabarrus | 34,900 | 51 | 17,640 | Mercer | 1,800 | 15 | 260 | |
| Union | 23,400 | 84 | 19,560 | Caldwell | 11,200 | 63 | 7,060 | Morton | 5,300 | 36 | 1,880 | |
| Warren | 116,800 | 84 | 98,350 | Camden | 17,000 | 83 | 14,030 | Montrall | 2,100 | 36 | 740 | |
| NEW MEXICO | | | | Carteret | 10,900 | 58 | 6,270 | Nelson | 5,400 | 72 | 3,880 | |
| Bernalillo | 210,100 | 43 | 89,830 | Caswell | 1,400 | 59 | 830 | Oliver | 2,500 | 15 | 370 | |
| Catron | 57,100 | 62 | 35,400 | Catawba | 6,400 | 43 | 2,720 | Pembina | 1,700 | 65 | 1,100 | |
| Chaves | 500 | 35 | 170 | Chatham | 4,200 | 54 | 2,290 | Pierce | 500 | 36 | 180 | |
| Colfax | 15,200 | 50 | 7,650 | Cherokee | 17,400 | 82 | 14,230 | Ramsey | 3,600 | 39 | 1,400 | |
| Curry | 3,400 | 14 | 490 | Chowan | 6,000 | 50 | 3,000 | Ransom | 2,100 | 44 | 920 | |
| De Baca | 7,500 | 27 | 2,050 | Clay | 4,000 | 24 | 970 | Renville | 3,500 | 32 | 1,110 | |
| Dona Ana | 800 | 22 | 180 | Cleveland | 2,800 | 44 | 1,230 | Richland | 2,200 | 59 | 1,290 | |
| Eddy | 15,200 | 50 | 7,650 | Columbus | 1,300 | 24 | 310 | Rolette | 1,500 | 43 | 640 | |
| Grant | 7,500 | 27 | 2,050 | Craven | 16,100 | 59 | 9,420 | Sargent | 5,200 | 59 | 3,050 | |
| Guadalupe | 3,400 | 14 | 490 | Cumberland | 11,700 | 24 | 2,830 | Sheridan | 2,300 | 32 | 730 | |
| Harding | 7,500 | 27 | 2,050 | Dare | 13,200 | 64 | 8,450 | Sioux | 1,800 | 59 | 1,060 | |
| Hidalgo | 800 | 22 | 180 | Davidson | 25,300 | 31 | 7,740 | Stoep | 1,200 | 44 | 520 | |
| Lea | 10,900 | 62 | 6,740 | Davie | 1,800 | 59 | 1,070 | Stark | 600 | 72 | 430 | |
| Lincoln | 13,800 | 45 | 6,150 | Duplin | 1,300 | 44 | 570 | Steele | 500 | 16 | 80 | |
| Los Alamos | 5,300 | 33 | 1,740 | Durham | 17,300 | 78 | 13,440 | Stutsman | 4,100 | 25 | 1,030 | |
| Luna | 1,300 | 41 | 530 | Edgecombe | 3,800 | 66 | 2,530 | Towner | 1,200 | 76 | 910 | |
| McKinley | 1,500 | 21 | 320 | Forayth | 9,400 | 33 | 3,140 | Trall | 6,700 | 55 | 3,660 | |
| Mora | 15,800 | 27 | 4,210 | Franklin | 28,500 | 71 | 20,320 | Walsh | 1,300 | 32 | 410 | |
| Otero | 1,800 | 37 | 670 | Gaston | 11,600 | 59 | 6,890 | Ward | 2,900 | 76 | 2,200 | |
| Quay | 3,500 | 27 | 950 | Gates | 45,700 | 79 | 36,070 | Wells | 4,600 | 39 | 1,780 | |
| Rio Arriba | 6,900 | 37 | 2,550 | Graham | 6,900 | 36 | 2,510 | Williams | 11,600 | 56 | 6,470 | |
| Roosevelt | 3,500 | 27 | 950 | Granville | 30,500 | 65 | 19,860 | | 2,700 | 44 | 1,180 | |
| Sandoval | 5,700 | 28 | 1,580 | Greene | 2,300 | 57 | 1,310 | | 8,300 | 15 | 1,220 | |
| San Juan | 4,100 | 22 | 920 | Guilford | 1,700 | 24 | 410 | OHIO | 2,670,500 | 87 | 2,328,000 | |
| San Miguel | 2,300 | 35 | 790 | Halifax | 3,500 | 50 | 1,760 | Adams | 6,700 | 80 | 5,330 | |
| Santa Fe | 8,600 | 19 | 1,660 | Harnett | 55,600 | 81 | 45,090 | Allen | 30,000 | 80 | 24,060 | |
| Sierra | 5,100 | 21 | 1,070 | Haywood | 12,500 | 46 | 5,730 | Ashland | 11,300 | 85 | 9,610 | |
| Socorro | 9,500 | 45 | 4,240 | Henderson | 11,300 | 28 | 3,160 | Ashtabula | 26,600 | 86 | 22,800 | |
| Taos | 1,700 | 41 | 700 | Hertford | 9,600 | 42 | 3,990 | Athens | 12,700 | 72 | 9,130 | |
| Torrance | 2,100 | 35 | 730 | Hoke | 9,000 | 42 | 3,770 | Auglaze | 10,200 | 84 | 8,560 | |
| Union | 2,900 | 28 | 810 | Hyde | 4,700 | 57 | 2,680 | Belmont | 27,100 | 84 | 22,740 | |
| Valencia | 1,400 | 41 | 570 | Iredell | 3,200 | 37 | 1,190 | Brown | 7,300 | 80 | 5,800 | |
| | 1,500 | 14 | 210 | Jackson | 1,400 | 44 | 620 | Butler | 48,700 | 88 | 43,000 | |
| | 4,600 | 49 | 2,240 | Johnston | 14,800 | 63 | 9,370 | Carroll | 5,900 | 82 | 4,850 | |
| | | | | Jones | 4,300 | 40 | 1,700 | Champaign | 8,800 | 87 | 7,690 | |
| | | | | Lee | 15,400 | 41 | 6,280 | Clark | 37,800 | 87 | 32,700 | |
| | | | | Lenoir | 2,500 | 43 | 1,070 | Clermont | 13,700 | 87 | 11,920 | |
| | | | | Lincoln | 6,200 | 50 | 3,090 | Clinton | 13,700 | 87 | 11,920 | |
| | | | | McDowell | 11,200 | 51 | 5,660 | Columbiana | 8,600 | 83 | 7,140 | |
| | | | | Macon | 6,800 | 59 | 4,040 | Coshocton | 32,800 | 85 | 27,810 | |
| | | | | Madison | 6,500 | 53 | 3,430 | Crawford | 10,500 | 66 | 6,900 | |
| | | | | Martin | 3,800 | 40 | 1,500 | Cuyahoga | 13,200 | 81 | 10,640 | |
| | | | | Mecklenberg | 4,200 | 35 | 1,480 | Darke | 468,100 | 91 | 423,570 | |
| | | | | Mitchell | 6,000 | 51 | 3,060 | Defiance | 13,700 | 83 | 11,370 | |
| | | | | Montgomery | 60,600 | 76 | 46,240 | Delaware | 8,500 | 85 | 7,210 | |
| | | | | Moore | 3,300 | 42 | 1,390 | Delaware | 9,200 | 89 | 8,210 | |
| | | | | Nash | 4,200 | 57 | 2,380 | Erle | 18,000 | 81 | 14,580 | |
| | | | | New Hanover | 8,000 | 44 | 3,540 | Fairfield | 18,000 | 81 | 14,580 | |
| | | | | Northampton | 13,900 | 45 | 6,210 | Fayette | 17,300 | 89 | 15,380 | |
| | | | | Onslow | 20,000 | 51 | 10,280 | Franklin | 7,700 | 78 | 6,000 | |
| | | | | Orange | 5,700 | 57 | 3,260 | Fulton | 10,280 | 92 | 162,720 | |
| | | | | Pamlico | 10,400 | 45 | 4,650 | Gallia | 8,300 | 81 | 6,730 | |
| | | | | Pasquotank | 8,500 | 67 | 5,670 | Geauga | 6,800 | 76 | 5,170 | |
| | | | | Pender | 2,500 | 43 | 1,070 | Greene | 8,400 | 78 | 6,530 | |
| | | | | Perquimans | 6,700 | 59 | 3,960 | Guernsey | 20,600 | 89 | 18,400 | |
| | | | | Person | 4,200 | 38 | 1,600 | Hamilton | 11,800 | 68 | 8,060 | |
| | | | | Pitt | 2,500 | 59 | 1,270 | Hancock | 258,100 | 88 | 226,390 | |
| | | | | Polk | 6,700 | 59 | 3,960 | Hardin | 15,700 | 81 | 12,670 | |
| | | | | Randolph | 4,200 | 38 | 1,600 | Harrison | 9,300 | 86 | 7,970 | |
| | | | | Richmond | 2,500 | 59 | 1,480 | Henry | 5,900 | 82 | 4,860 | |
| | | | | Robeson | 5,100 | 54 | 2,770 | Hocking | 7,100 | 85 | 6,020 | |
| | | | | Rockingham | 14,400 | 83 | 11,980 | Holland | 9,600 | 78 | 7,460 | |
| | | | | Rowan | 2,900 | 74 | 2,150 | Hocking | 9,600 | 78 | 7,460 | |
| | | | | Rutherford | 13,500 | 70 | 9,400 | Holmes | 5,700 | 85 | 4,830 | |
| | | | | Sampson | 8,900 | 67 | 6,610 | Huron | 5,500 | 80 | 4,370 | |
| | | | | Scotland | 19,800 | 44 | 8,650 | Jackson | 13,100 | 85 | 11,150 | |
| | | | | Stanly | 17,400 | 74 | 12,850 | Jefferson | 8,600 | 81 | 6,970 | |
| | | | | Stokes | 20,900 | 75 | 15,600 | Knox | 28,500 | 84 | 23,940 | |
| | | | | Surry | 11,300 | 65 | 7,290 | Lake | 11,800 | 85 | 10,040 | |
| | | | | Swain | 6,100 | 37 | 2,280 | Lawrence | 27,700 | 90 | 24,960 | |
| | | | | Transylvania | 10,500 | 86 | 9,020 | Licking | 14,900 | 85 | 12,680 | |
| | | | | Tyrrell | 4,700 | 65 | 3,040 | Licking | 24,200 | 81 | 19,650 | |
| | | | | Union | 11,500 | 69 | 7,880 | Logan | 24,200 | 81 | 19,650 | |
| | | | | Vance | 2,300 | 24 | 550 | Lorain | 10,800 | 83 | 8,990 | |
| | | | | Wake | 3,700 | 40 | 1,460 | Lucas | 52,600 | 89 | 46,870 | |
| | | | | Warren | 3,000 | 40 | 1,200 | Madison | 133,300 | 89 | 118,840 | |
| | | | | Washington | 1,200 | 44 | 530 | Mahoning | 6,500 | 83 | 5,380 | |
| | | | | Watauga | 10,400 | 55 | 5,720 | Marion | 79,300 | 88 | 69,860 | |
| | | | | Wayne | 7,600 | 52 | 3,980 | Medina | 17,600 | 86 | 15,100 | |
| | | | | Wilkes | 37,800 | 60 | 22,480 | Mercer | 13,900 | 91 | 12,69 | |

| 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 |
|-----------------------|------------------|-----------------------|-------------------|-----------------------|------------------|-----------------------|-------------------|---------------------|------------------|-----------------------|-------------------|
| OHIO—Continued | | | | | | | | | | | |
| Pickaway | 8,000 | 88 | 7,060 | Grant | 2,600 | 18 | 470 | Dillon | 6,600 | 50 | 3,280 |
| Pike | 7,100 | 81 | 5,760 | Harney | 2,000 | 14 | 280 | Dorchester | 5,500 | 56 | 3,070 |
| Portage | 20,500 | 84 | 17,240 | Hood River | 3,800 | 34 | 1,280 | Edgefield | 3,700 | 46 | 1,690 |
| Preble | 8,900 | 89 | 7,940 | Jackson | 21,500 | 50 | 10,750 | Fairfield | 4,700 | 54 | 2,540 |
| Putnam | 7,700 | 79 | 6,070 | Jefferson | 2,100 | 34 | 710 | Florence | 19,900 | 60 | 12,000 |
| Richland | 30,900 | 85 | 26,170 | Josephine | 10,300 | 38 | 3,910 | Georgetown | 7,700 | 53 | 4,100 |
| Ross | 16,800 | 87 | 14,530 | Klamath | 13,200 | 31 | 4,020 | Greenville | 50,000 | 68 | 34,100 |
| Sandusky | 16,000 | 86 | 13,780 | Lake | 1,900 | 14 | 270 | Greenwood | 11,600 | 57 | 6,570 |
| Scioto | 30,700 | 85 | 26,000 | Lane | 47,400 | 62 | 29,430 | Hampton | 4,300 | 54 | 2,300 |
| Seneca | 17,200 | 80 | 13,760 | Lincoln | 7,900 | 33 | 2,580 | Horry | 13,900 | 21 | 2,930 |
| Shelby | 9,000 | 85 | 7,640 | Linn | 18,900 | 38 | 7,140 | Jasper | 2,500 | 54 | 1,340 |
| Stark | 94,800 | 86 | 81,910 | Malheur | 6,300 | 48 | 3,030 | Kershaw | 7,400 | 55 | 4,080 |
| Summit | 140,300 | 91 | 127,310 | Marion | 30,900 | 54 | 16,750 | Lancaster | 8,800 | 54 | 4,740 |
| Trumbull | 51,500 | 85 | 43,780 | Morrow | 1,300 | 37 | 480 | Laurens | 11,500 | 36 | 4,120 |
| Tuscarawas | 23,200 | 81 | 18,790 | Multnomah | 177,300 | 70 | 124,570 | Lee | 4,600 | 59 | 2,710 |
| Union | 6,700 | 83 | 5,540 | Polk | 7,200 | 49 | 3,560 | Lexington | 12,400 | 52 | 6,390 |
| Van Wert | 9,300 | 82 | 7,650 | Sherman | 700 | 37 | 260 | McCormick | 2,100 | 56 | 1,180 |
| Vinton | 2,800 | 85 | 2,370 | Tillamook | 6,400 | 39 | 2,480 | Marion | 7,600 | 53 | 4,040 |
| Warren | 13,900 | 86 | 11,940 | Umatilla | 13,500 | 32 | 4,330 | Marlboro | 7,100 | 49 | 3,460 |
| Washington | 14,500 | 75 | 10,930 | Union | 5,800 | 27 | 1,590 | Newberry | 8,000 | 47 | 3,780 |
| Wayne | 18,400 | 81 | 14,960 | Wallowa | 2,000 | 27 | 550 | Oconee | 9,200 | 37 | 3,420 |
| Williams | 9,000 | 83 | 7,470 | Wasco | 7,300 | 34 | 2,470 | Orangeburg | 16,100 | 47 | 7,490 |
| Wood | 18,900 | 88 | 16,710 | Washington | 23,000 | 70 | 16,000 | Pickens | 10,100 | 41 | 4,130 |
| Wyandot | 6,500 | 79 | 5,140 | Wheeler | 1,100 | 18 | 200 | Richland | 42,200 | 70 | 29,480 |
| PENNSYLVANIA | | | | | | | | | | | |
| Adair | 3,200 | 40 | 1,280 | Yamhill | 9,500 | 36 | 3,450 | Spartanburg | 40,800 | 55 | 22,520 |
| Alfalfa | 3,000 | 55 | 1,640 | Adams | 13,100 | 73 | 9,560 | Sumter | 14,200 | 48 | 6,770 |
| Atoka | 3,200 | 51 | 1,630 | Allegheny | 466,900 | 86 | 399,810 | Union | 7,500 | 53 | 3,980 |
| Beaver | 2,100 | 19 | 400 | Armstrong | 23,800 | 83 | 19,740 | Williamsburg | 8,900 | 55 | 4,870 |
| Beckham | 6,800 | 33 | 2,270 | Beaver | 52,600 | 86 | 45,010 | York | 20,200 | 53 | 10,770 |
| Blaine | 4,100 | 67 | 2,750 | Bedford | 11,400 | 83 | 9,460 | SOUTH DAKOTA | | | |
| Bryan | 7,200 | 49 | 3,520 | Berks | 79,300 | 81 | 64,470 | Aurora | 1,300 | 24 | 310 |
| Caddo | 8,300 | 59 | 4,870 | Blair | 41,300 | 82 | 33,910 | Beadle | 6,800 | 25 | 1,680 |
| Canadian | 7,100 | 79 | 5,590 | Bradford | 15,900 | 79 | 12,500 | Bennett | 800 | 20 | 160 |
| Carter | 12,800 | 49 | 6,270 | Butler | 69,800 | 86 | 59,820 | Bon Homme | 2,500 | 56 | 1,410 |
| Cherokee | 3,400 | 50 | 1,710 | Cambridge | 29,100 | 85 | 24,760 | Brookings | 5,300 | 49 | 2,600 |
| Choctaw | 4,200 | 18 | 750 | Cambria | 58,200 | 83 | 48,190 | Brown | 10,500 | 37 | 3,920 |
| Cimarron | 1,300 | 19 | 250 | Cameron | 1,900 | 60 | 1,140 | Brule | 1,700 | 24 | 400 |
| Cleveland | 10,600 | 80 | 8,500 | Carbon | 16,200 | 79 | 12,840 | Buffalo | 400 | 31 | 120 |
| Coal | 1,600 | 51 | 810 | Centre | 17,500 | 79 | 13,780 | Butte | 2,600 | 21 | 540 |
| Comanche | 22,000 | 75 | 16,380 | Chester | 45,900 | 85 | 39,020 | Campbell | 900 | 21 | 190 |
| Cotton | 3,100 | 58 | 1,790 | Clarion | 10,700 | 81 | 8,700 | Charles Mix | 4,800 | 24 | 1,130 |
| Craig | 4,200 | 59 | 2,460 | Clearfield | 23,800 | 84 | 19,920 | Clark | 2,500 | 40 | 1,000 |
| Creek | 12,400 | 79 | 9,780 | Ciitnton | 10,800 | 62 | 6,680 | Clay | 3,600 | 75 | 2,630 |
| Custer | 5,600 | 47 | 2,610 | Columbia | 16,100 | 66 | 10,670 | Codington | 6,200 | 40 | 2,470 |
| Delaware | 3,000 | 59 | 1,760 | Crawford | 24,200 | 76 | 18,500 | Corson | 1,500 | 21 | 310 |
| Dewey | 2,200 | 47 | 1,030 | Cumberland | 31,500 | 74 | 23,400 | Custer | 1,600 | 21 | 330 |
| Ellis | 2,700 | 36 | 970 | Dauphin | 63,600 | 81 | 51,710 | Davison | 5,300 | 43 | 2,260 |
| Garfield | 16,100 | 66 | 10,670 | Delaware | 146,000 | 85 | 123,950 | Day | 3,400 | 42 | 1,440 |
| Garvin | 9,100 | 60 | 5,480 | Elk | 9,800 | 56 | 5,440 | Deuel | 1,700 | 40 | 630 |
| Grady | 9,400 | 75 | 7,000 | Erie | 70,600 | 84 | 59,300 | Dewey | 1,200 | 21 | 250 |
| Grant | 2,500 | 55 | 1,360 | Fayette | 52,900 | 84 | 44,550 | Douglas | 1,200 | 24 | 280 |
| Greer | 2,600 | 35 | 910 | Forest | 1,300 | 59 | 770 | Edmunds | 1,800 | 21 | 380 |
| Harmon | 2,100 | 35 | 740 | Franklin | 23,100 | 77 | 17,810 | Fall River | 3,300 | 21 | 680 |
| Harper | 1,500 | 36 | 540 | Fulton | 2,900 | 68 | 1,930 | Faulk | 1,500 | 31 | 460 |
| Haskell | 2,800 | 28 | 770 | Greene | 12,600 | 72 | 9,090 | Grant | 2,700 | 42 | 1,140 |
| Hughes | 4,700 | 47 | 2,230 | Huntingdon | 11,500 | 80 | 9,200 | Gregory | 2,600 | 18 | 460 |
| Jackson | 7,100 | 35 | 2,490 | Indiana | 21,300 | 82 | 17,350 | Haakon | 700 | 16 | 110 |
| Jefferson | 2,700 | 58 | 1,560 | Jefferson | 14,200 | 82 | 11,590 | Hamlin | 2,100 | 40 | 840 |
| Johnston | 2,500 | 51 | 1,270 | Juniata | 4,400 | 57 | 2,500 | Hand | 1,900 | 31 | 580 |
| Kay | 15,900 | 69 | 11,020 | Lackawanna | 75,400 | 81 | 60,700 | Hanson | 1,300 | 43 | 560 |
| Kingfisher | 3,300 | 67 | 2,210 | Lancaster | 71,500 | 83 | 59,350 | Harding | 700 | 21 | 150 |
| Kiowa | 4,800 | 55 | 2,620 | Lawrence | 32,000 | 82 | 26,300 | Hughes | 2,500 | 20 | 500 |
| Latimer | 2,100 | 28 | 580 | Lebanon | 27,000 | 82 | 22,140 | Hutchinson | 3,200 | 56 | 1,800 |
| Le Flore | 7,800 | 25 | 1,920 | Lehigh | 60,600 | 83 | 51,510 | Hyde | 700 | 31 | 210 |
| Lincoln | 5,900 | 73 | 4,300 | Luzerne | 103,800 | 79 | 86,060 | Jackson | 500 | 16 | 80 |
| Logan | 6,100 | 56 | 3,420 | Lycoming | 32,200 | 57 | 18,440 | Jerauld | 1,200 | 31 | 370 |
| Love | 1,700 | 49 | 830 | McKean | 17,200 | 64 | 10,990 | Jones | 800 | 20 | 160 |
| McClain | 4,400 | 60 | 2,650 | Mercer | 34,200 | 81 | 27,830 | Kingsbury | 2,800 | 49 | 1,370 |
| McCurtain | 5,800 | 20 | 1,760 | Mifflin | 12,800 | 81 | 10,340 | Lake | 3,100 | 65 | 2,010 |
| McIntosh | 3,600 | 47 | 1,700 | Monroe | 10,700 | 80 | 8,550 | Lawrence | 5,800 | 19 | 1,090 |
| Major | 2,900 | 55 | 1,580 | Montgomery | 114,900 | 86 | 98,810 | Lincoln | 3,700 | 75 | 2,760 |
| Marshall | 2,000 | 49 | 980 | Montour | 3,700 | 75 | 2,790 | Lyman | 1,100 | 18 | 200 |
| Mayes | 5,100 | 59 | 2,990 | Northampton | 55,100 | 85 | 46,840 | McCook | 2,500 | 65 | 1,610 |
| Murray | 2,900 | 51 | 1,480 | Northumberland | 34,000 | 58 | 19,610 | McPherson | 1,700 | 21 | 360 |
| Muskogee | 16,600 | 77 | 12,800 | Perry | 7,400 | 57 | 4,210 | Marshall | 2,100 | 42 | 890 |
| Noble | 3,000 | 66 | 1,970 | Pike | 649,000 | 82 | 531,530 | Meade | 3,100 | 19 | 580 |
| Nowata | 3,500 | 73 | 2,560 | Pike | 3,100 | 69 | 2,150 | Mellette | 800 | 20 | 160 |
| Okfuskee | 3,900 | 50 | 1,970 | Potter | 4,800 | 60 | 2,870 | Minnehaha | 1,700 | 43 | 730 |
| Oklahoma | 124,500 | 82 | 102,140 | Schuykill | 56,700 | 78 | 44,230 | Minnehaha | 25,700 | 82 | 21,070 |
| Okmulgee | 11,600 | 60 | 6,990 | Snyder | 6,500 | 58 | 3,760 | Moody | 2,500 | 65 | 1,610 |
| Ocage | 10,300 | 79 | 8,170 | Somerset | 22,800 | 71 | 16,100 | Pennington | 17,300 | 36 | 6,300 |
| Ottawa | 8,300 | 58 | 4,810 | Sullivan | 1,700 | 77 | 1,300 | Perkins | 1,800 | 21 | 380 |
| Pawnee | 4,200 | 66 | 2,760 | Susquehanna | 8,900 | 79 | 7,010 | Potter | 1,300 | 20 | 260 |
| Payne | 13,000 | 51 | 6,600 | Tioga | 10,800 | 69 | 7,460 | Roberts | 3,700 | 42 | 1,570 |
| Pittsburg | 10,100 | 49 | 4,910 | Union | 6,100 | 58 | 3,530 | Sanborn | 1,400 | 43 | 600 |
| Pontotoc | 8,900 | 66 | 5,840 | Venango | 18,900 | 63 | 11,900 | Shannon | 1,100 | 21 | 230 |
| Pottawatomie | 13,200 | 54 | 7,130 | Warren | 12,400 | 67 | 8,340 | Spink | 3,400 | 25 | 840 |
| Pushmataha | 2,800 | 18 | 500 | Washington | 62,000 | 86 | 53,490 | Stanley | 400 | 16 | 60 |
| Roger Mills | 1,900 | 47 | 890 | Wayne | 7,900 | 69 | 5,480 | Sully | 800 | 20 | 160 |
| Rogers | 5,400 | 73 | 3,950 | Westmoreland | 92,400 | 87 | 80,450 | Todd | 1,100 | 20 | 220 |
| Seminole | 11,600 | 58 | 6,730 | Wyoming | 4,900 | 77 | 3,750 | Tripp | 2,400 | 18 | 430 |
| Sequoyah | 4,400 | 40 | 1,750 | York | 65,800 | 83 | 54,420 | Turner | 3,500 | 75 | 2,610 |
| Stephens | 11,100 | 61 | 6,800 | RHODE ISLAND | | | | Union | 3,200 | 75 | 2,380 |
| Texas | 3,600 | 19 | 690 | Eristol | 8,900 | 86 | 7,670 | Walworth | 2,300 | 21 | 480 |
| Tillman | 4,800 | 52 | 2,770 | Kent | 27,800 | 86 | 23,880 | Washabaugh | 200 | 20 | 40 |
| Tulsa | 93,000 | 89 | 82,330 | Newport | 18,300 | 85 | 15,460 | Yankton | 4,900 | 56 | 2,760 |
| Wagoner | 4,100 | 50 | 2,060 | Providence | 170,300 | 86 | 153,480 | Ziebach | 700 | 21 | 150 |
| Washington | 11,300 | 76 | 8,530 | Washington | 15,500 | 83 | 12,900 | TENNESSEE | | | |
| Washita | 4,600 | 55 | 2,510 | SOUTH CAROLINA | | | | Anderson | 899,000 | 60 | 536,000 |
| Woods | 4,000 | 36 | 1,450 | Abbeville | 5,500 | 56 | 3,080 | Anderson | 14,900 | 58 | 8,640 |
| Woodward | 3,300 | 36 | 1,190 | Alken | 26,100 | 47 | 12,150 | Bedford | 6,600 | 57 | 3,750 |
| OREGON | | | | | | | | | | | |
| Baker | 537,700 | 53 | 285,550 | Allendale | 3,200 | 36 | 1,140 | Benton | 2,900 | 33 | 960 |
| Benton | 4,900 | 27 | 1,340 | Anderson | 23,400 | 54 | 12,730 | Bledsoe | 1,700 | 52 | 890 |
| Blackamas | 10,400 | 37 | 3,820 | Bamber | 3,900 | 36 | 1,390 | Blount | 15,200 | 71 | 10,810 |
| Clatsop | 29,200 | 65 | 19,050 | Barnwell | 7,000 | 36 | 2,500 | Bradley | 8,600 | 53 | 4,540 |
| Columbia | 10,900 | 39 | 4,230 | Beaufort | 6,700 | 54 | 3,590 | Campbell | 8,000 | 41 | 3,300 |
| Coos | 7,000 | 42 | 2,920 | Berkeley | 6,800 | 55 | 3,730 | Cannon | 2,100 | 58 | 1,220 |
| Crook | 17,900 | 20 | 3,610 | Calhoun | 3,200 | 42 | 1,330 | Carroll | 7,400 | 39 | 2,860 |
| Curry | 2,500 | 23 | 570 | Charleston | 50,900 | 74 | 37,620 | Carter | 10,900 | 52 | |

| State and County | Total Households | TV Households Percent | Household Number | State and County | Total Households | TV Households Percent | Household Number | State and County | Total Households | TV Households Percent | Household Number |
|----------------------------|------------------|-----------------------|------------------|------------------|------------------|-----------------------|------------------|------------------|------------------|-----------------------|------------------|
| TENNESSEE—Continued | | | | Cherokee | 9,300 | 31 | 2,920 | McCulloch | 3,000 | 32 | 970 |
| Cumberland | 4,500 | 30 | 1,350 | Childress | 3,300 | 27 | 880 | McLennan | 40,900 | 75 | 30,540 |
| Davidson | 98,800 | 78 | 76,960 | Clay | 2,500 | 71 | 1,760 | McMullen | 500 | 38 | 190 |
| Decatur | 2,400 | 33 | 790 | Cochran | 1,700 | 69 | 1,170 | Madison | 1,900 | 32 | 600 |
| De Kalb | 2,500 | 51 | 1,270 | Coke | 1,200 | 50 | 600 | Marion | 2,400 | 54 | 1,290 |
| Dickson | 5,000 | 51 | 2,530 | Coleman | 3,800 | 49 | 1,870 | Martin | 1,400 | 47 | 660 |
| Dyer | 8,800 | 57 | 5,020 | Collin | 12,500 | 74 | 9,210 | Mason | 1,600 | 25 | 400 |
| Fayette | 5,800 | 56 | 3,250 | Collingsworth | 2,200 | 27 | 580 | Matagorda | 6,400 | 47 | 3,010 |
| Fentress | 3,200 | 32 | 1,020 | Colorado | 5,000 | 41 | 2,070 | Maverick | 2,900 | 27 | 780 |
| Franklin | 6,100 | 27 | 1,610 | Comal | 5,200 | 54 | 2,830 | Medina | 4,500 | 65 | 2,910 |
| Gibson | 13,800 | 43 | 5,890 | Comanche | 3,900 | 29 | 1,150 | Menard | 1,100 | 32 | 350 |
| Giles | 6,800 | 32 | 2,200 | Concho | 1,400 | 32 | 450 | Midland | 13,600 | 70 | 9,470 |
| Grainger | 2,800 | 32 | 890 | Coryell | 7,100 | 71 | 5,010 | Milam | 5,700 | 36 | 2,060 |
| Greene | 10,400 | 35 | 3,630 | Cottle | 4,400 | 55 | 2,420 | Mills | 1,500 | 55 | 820 |
| Grundy | 2,800 | 41 | 1,160 | Crane | 1,300 | 26 | 340 | Mitchell | 4,000 | 53 | 2,110 |
| Hambly | 6,900 | 37 | 2,550 | Crockett | 1,400 | 37 | 510 | Montague | 4,600 | 71 | 3,240 |
| Hamilton | 63,700 | 60 | 38,420 | Crosby | 1,100 | 22 | 240 | Montgomery | 7,000 | 64 | 4,500 |
| Hancock | 2,000 | 32 | 640 | Culberson | 2,500 | 62 | 1,540 | Moore | 6,300 | 73 | 4,620 |
| Hardeman | 4,900 | 49 | 2,420 | Dallam | 500 | 40 | 200 | Morris | 2,500 | 54 | 1,340 |
| Hardin | 4,000 | 39 | 1,560 | Dallas | 2,400 | 73 | 1,760 | Motley | 1,000 | 26 | 260 |
| Hawkins | 7,400 | 26 | 1,930 | Dawson | 240,300 | 81 | 194,830 | Nacogdoches | 7,500 | 27 | 2,050 |
| Haywood | 5,900 | 51 | 3,010 | Deaf Smith | 5,800 | 47 | 2,740 | Navarro | 10,600 | 69 | 7,360 |
| Henderson | 4,100 | 33 | 1,360 | Delta | 3,100 | 43 | 1,340 | Newton | 2,400 | 34 | 820 |
| Henry | 6,500 | 36 | 2,320 | Denton | 2,000 | 36 | 720 | Nolan | 5,900 | 50 | 2,970 |
| Hickman | 3,000 | 51 | 1,520 | De Witt | 12,100 | 75 | 9,100 | Neuces | 61,800 | 59 | 36,380 |
| Houston | 1,200 | 55 | 670 | Dickens | 2,000 | 44 | 2,730 | Ochiltree | 1,900 | 32 | 600 |
| Humphreys | 2,700 | 55 | 1,490 | Dimmit | 1,700 | 36 | 610 | Oldham | 400 | 43 | 170 |
| Jackson | 2,500 | 39 | 960 | Donley | 2,400 | 27 | 650 | Orange | 16,300 | 56 | 9,190 |
| Jefferson | 4,800 | 38 | 1,830 | Duval | 1,500 | 56 | 840 | Palo Pinto | 8,400 | 69 | 5,780 |
| Johnson | 2,600 | 39 | 1,020 | Eastland | 3,200 | 38 | 1,200 | Panola | 4,300 | 22 | 930 |
| Knox | 64,900 | 79 | 51,090 | Ector | 6,700 | 43 | 2,880 | Parker | 7,500 | 69 | 5,150 |
| Lake | 2,700 | 41 | 1,100 | Edwards | 19,500 | 58 | 11,210 | Parmer | 1,800 | 43 | 780 |
| Lauderdale | 6,400 | 57 | 3,620 | Ellis | 800 | 17 | 130 | Pecos | 2,600 | 21 | 540 |
| Lawrence | 6,900 | 32 | 2,230 | El Paso | 12,400 | 67 | 8,320 | Polk | 2,600 | 49 | 1,800 |
| Lewis | 1,500 | 51 | 760 | Erath | 62,900 | 81 | 50,890 | Potter | 34,400 | 84 | 28,910 |
| Lincoln | 6,300 | 27 | 1,670 | Falls | 5,100 | 47 | 2,390 | Presidio | 1,500 | 14 | 200 |
| Loudon | 6,200 | 54 | 3,340 | Fannin | 6,500 | 45 | 2,920 | Rains | 800 | 71 | 570 |
| McMinn | 8,100 | 43 | 3,450 | Fayette | 7,700 | 34 | 2,590 | Randall | 6,400 | 70 | 4,460 |
| McNairy | 5,000 | 39 | 1,950 | Fisher | 6,000 | 41 | 2,480 | Reagan | 900 | 44 | 400 |
| Macon | 3,400 | 51 | 1,720 | Floyd | 2,500 | 50 | 1,260 | Real | 700 | 33 | 230 |
| Madison | 17,300 | 47 | 8,200 | Foard | 2,900 | 62 | 1,780 | Red River | 5,300 | 28 | 1,500 |
| Marion | 4,800 | 52 | 2,510 | Fort Bend | 1,100 | 46 | 510 | Reeves | 4,100 | 21 | 860 |
| Marshall | 5,000 | 57 | 2,840 | Franklin | 7,300 | 69 | 5,000 | Refugio | 2,500 | 31 | 780 |
| Mauri | 10,800 | 51 | 5,450 | Freestone | 1,500 | 36 | 540 | Roberts | 300 | 32 | 100 |
| Meigs | 1,300 | 43 | 550 | Frio | 3,800 | 34 | 1,290 | Robertson | 4,800 | 36 | 1,740 |
| Monroe | 5,500 | 56 | 3,060 | Galnes | 2,600 | 62 | 1,610 | Rockwall | 1,400 | 64 | 900 |
| Montgomery | 12,100 | 64 | 7,760 | Galveston | 2,400 | 47 | 1,310 | Runnels | 4,400 | 49 | 2,160 |
| Moore | 1,200 | 27 | 320 | Garza | 38,500 | 74 | 28,610 | Rusk | 11,700 | 41 | 4,800 |
| Morgan | 3,100 | 32 | 990 | Gillespie | 1,800 | 56 | 1,010 | Sabine | 1,900 | 34 | 650 |
| Obion | 8,000 | 41 | 3,270 | Glasscock | 3,000 | 34 | 1,030 | San Augustine | 1,900 | 27 | 520 |
| Overton | 3,900 | 39 | 1,510 | Goliad | 200 | 44 | 90 | San Jacinto | 1,600 | 49 | 780 |
| Perry | 1,500 | 21 | 310 | Gonzales | 1,300 | 46 | 600 | San Patricio | 9,500 | 50 | 4,730 |
| Pickett | 1,000 | 32 | 320 | Gray | 5,200 | 53 | 2,760 | San Saba | 2,200 | 25 | 540 |
| Polk | 3,000 | 56 | 1,670 | Grayson | 7,400 | 56 | 4,160 | Schleicher | 700 | 22 | 150 |
| Putnam | 7,900 | 45 | 3,520 | Gregg | 22,400 | 58 | 13,060 | Scurry | 9,900 | 48 | 4,720 |
| Rhea | 3,800 | 43 | 1,620 | Grimes | 21,300 | 51 | 10,950 | Shackelford | 1,100 | 43 | 480 |
| Roane | 8,200 | 58 | 4,770 | Guadalupe | 3,600 | 53 | 1,910 | Shelby | 5,700 | 22 | 1,240 |
| Robertson | 6,800 | 64 | 4,320 | Hale | 7,000 | 68 | 4,740 | Sherman | 700 | 73 | 510 |
| Rutherford | 11,100 | 63 | 7,040 | Hall | 9,400 | 62 | 5,780 | Smith | 22,400 | 51 | 11,490 |
| Scott | 4,000 | 32 | 1,270 | Hall | 2,700 | 33 | 880 | Somervell | 800 | 47 | 370 |
| Sequatchie | 1,300 | 52 | 680 | Hamilton | 2,900 | 47 | 1,360 | Starr | 3,000 | 24 | 730 |
| Shelby | 5,400 | 38 | 2,050 | Hansford | 1,200 | 78 | 940 | Stephens | 3,300 | 43 | 1,430 |
| Smith | 149,900 | 80 | 119,770 | Hardeman | 3,000 | 46 | 1,370 | Sterling | 400 | 44 | 180 |
| Stewart | 3,600 | 51 | 1,830 | Hardin | 1,200 | 78 | 940 | Stonewall | 900 | 50 | 450 |
| Sullivan | 2,000 | 55 | 1,110 | Harris | 3,000 | 46 | 1,370 | Sutson | 1,000 | 22 | 220 |
| Sullivan | 28,700 | 51 | 14,490 | Harrison | 5,600 | 40 | 2,260 | Swisher | 2,300 | 50 | 1,140 |
| Sumner | 8,700 | 77 | 6,680 | Haskell | 317,800 | 80 | 254,280 | Tarrant | 153,300 | 77 | 117,910 |
| Tipton | 7,400 | 59 | 4,390 | Hartley | 12,300 | 47 | 5,760 | Taylor | 21,200 | 61 | 12,970 |
| Trousdale | 1,600 | 51 | 810 | Haskell | 500 | 73 | 370 | Terrell | 900 | 21 | 190 |
| Unicoi | 3,800 | 38 | 1,430 | Hays | 3,500 | 53 | 1,860 | Terry | 4,100 | 61 | 2,510 |
| Union | 1,900 | 32 | 600 | Hemphill | 4,400 | 54 | 2,390 | Throckmorton | 900 | 53 | 480 |
| Van Buren | 800 | 52 | 420 | Henderson | 1,300 | 32 | 410 | Titus | 4,600 | 28 | 1,310 |
| Warren | 6,300 | 41 | 2,600 | Hidalgo | 5,600 | 31 | 1,760 | Tom Green | 21,300 | 53 | 11,350 |
| Washington | 15,500 | 60 | 9,330 | Hill | 46,000 | 42 | 19,100 | Travis | 49,700 | 66 | 32,600 |
| Wayne | 3,200 | 21 | 660 | Hockley | 8,300 | 82 | 6,840 | Trinity | 2,500 | 49 | 1,210 |
| Weakley | 7,600 | 34 | 2,580 | Hood | 7,100 | 69 | 4,890 | Tyler | 2,800 | 40 | 1,130 |
| White | 3,900 | 30 | 1,170 | Hopkins | 1,300 | 69 | 890 | Upshur | 2,800 | 40 | 1,970 |
| Williamson | 5,800 | 75 | 4,360 | Houston | 5,900 | 36 | 2,110 | Upton | 4,900 | 40 | 660 |
| Wilson | 7,500 | 55 | 4,100 | Howard | 5,400 | 32 | 1,720 | Uvalde | 1,500 | 44 | 660 |
| | | | | Hudspeth | 8,600 | 53 | 4,540 | Val Verde | 4,600 | 33 | 1,510 |
| | | | | Hunt | 1,200 | 40 | 480 | Van Zandt | 4,300 | 17 | 720 |
| | | | | Hutchinson | 11,300 | 75 | 8,520 | Victoria | 5,500 | 71 | 3,880 |
| | | | | Irion | 9,900 | 88 | 8,660 | Walker | 10,000 | 28 | 2,800 |
| | | | | Jack | 500 | 44 | 220 | Waller | 4,200 | 53 | 2,230 |
| | | | | Jack | 2,100 | 67 | 1,400 | Waller | 2,900 | 64 | 1,860 |
| | | | | Jackson | 3,500 | 47 | 1,650 | Ward | 4,300 | 37 | 1,570 |
| | | | | Jasper | 5,100 | 34 | 1,750 | Washington | 5,100 | 48 | 2,450 |
| | | | | Jeff Davis | 500 | 40 | 200 | Webb | 14,400 | 24 | 3,470 |
| | | | | Jefferson | 64,700 | 72 | 46,410 | Wharton | 9,700 | 52 | 5,000 |
| | | | | Jim Hogg | 1,300 | 24 | 320 | Wheeler | 2,500 | 27 | 660 |
| | | | | Jim Wells | 7,600 | 28 | 2,150 | Wichita | 33,400 | 70 | 23,380 |
| | | | | Johnson | 9,700 | 79 | 7,620 | Wilbarger | 5,700 | 55 | 3,120 |
| | | | | Jones | 6,300 | 50 | 3,170 | Willacy | 6,000 | 35 | 2,090 |
| | | | | Karnes | 3,800 | 46 | 1,760 | Williamson | 10,200 | 58 | 5,890 |
| | | | | Kaufman | 7,300 | 64 | 4,670 | Wilson | 3,200 | 68 | 2,170 |
| | | | | Kendall | 1,600 | 65 | 1,030 | Winkler | 3,800 | 37 | 1,390 |
| | | | | Kenedy | 100 | 35 | 30 | Wise | 4,300 | 67 | 2,860 |
| | | | | Kent | 500 | 36 | 180 | Wood | 5,200 | 40 | 2,090 |
| | | | | Kerr | 4,200 | 34 | 1,430 | Yoakum | 1,100 | 61 | 670 |
| | | | | Kimble | 1,200 | 34 | 410 | Young | 4,600 | 53 | 2,440 |
| | | | | King | 200 | 26 | 50 | Zapata | 1,000 | 24 | 240 |
| | | | | Kinney | 500 | 27 | 130 | Zavala | 2,600 | 33 | 850 |
| | | | | Kleberg | 6,400 | 28 | 1,810 | | | | |
| | | | | Knox | 2,500 | 46 | 1,150 | UTAH | 209,400 | 70 | 145,630 |
| | | | | Lamar | 12,600 | 18 | 2,320 | Beaver | 1,300 | 9 | 120 |
| | | | | Lamb | 5,800 | 69 | 4,000 | Box Elder | 5,500 | 78 | 4,270 |
| | | | | Lampasas | 2,800 | 55 | 1,540 | Cache | 9,400 | 69 | 6,440 |
| | | | | | | | | | | | |

| 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 | | |
|-----------------------|------------------|-----------------------|-------------------|----------------------|------------------|-----------------------|-------------------|------------------|------------------|-----------------------|-------------------|----|--------|
| UTAH—Continued | | | | Princess Anne | 14,500 | 70 | 10,210 | Roane | 3,800 | 45 | 1,710 | | |
| Plute | 500 | 9 | 50 | Prince William | 5,200 | 82 | 4,260 | Summers | 4,400 | 46 | 2,030 | | |
| Rich | 500 | 61 | 300 | Pulaski | 7,600 | 62 | 4,690 | Taylor | 4,400 | 46 | 2,030 | | |
| Salt Lake | 88,100 | 81 | 71,360 | Rappahannock | 1,400 | 46 | 640 | Tucker | 2,200 | 36 | 780 | | |
| San Juan | 1,000 | 9 | 90 | Richmond | 1,400 | 59 | 820 | Tyler | 2,500 | 54 | 1,340 | | |
| Sanpete | 3,700 | 40 | 1,430 | Roanoke | 39,100 | 81 | 31,480 | Upshur | 4,800 | 32 | 1,540 | | |
| Sevier | 3,200 | 40 | 1,280 | Rockbridge | 7,100 | 40 | 2,840 | Wayne | 8,200 | 64 | 5,250 | | |
| Summit | 1,700 | 61 | 1,040 | Rockingham | 12,600 | 55 | 6,870 | Webster | 4,000 | 36 | 1,440 | | |
| Tooele | 5,500 | 68 | 3,740 | Russell | 6,100 | 29 | 1,790 | Wetzel | 4,700 | 54 | 2,520 | | |
| Uintah | 2,700 | 19 | 510 | Scott | 6,600 | 38 | 2,530 | Wirt | 1,200 | 45 | 540 | | |
| Utah | 23,700 | 77 | 18,250 | Shenandoah | 5,600 | 50 | 2,810 | Wood | 20,100 | 46 | 9,170 | | |
| Wasatch | 1,300 | 61 | 790 | Smyth | 7,100 | 40 | 2,820 | Wyoming | 8,800 | 49 | 4,290 | | |
| Washington | 2,700 | 9 | 240 | Southampton | 6,300 | 49 | 3,060 | WISCONSIN | | | | | |
| Wayne | 300 | 9 | 30 | Spotsylvania | 6,500 | 62 | 4,020 | Adams | 2,500 | 33 | 830 | | |
| Weber | 28,000 | 78 | 21,840 | Stafford | 3,100 | 62 | 1,920 | Ashland | 5,600 | 52 | 2,900 | | |
| VERMONT | | | | Surry | 1,500 | 67 | 1,000 | Barron | 10,800 | 53 | 5,720 | | |
| Addison | 5,100 | 62 | 3,150 | Sussex | 2,700 | 51 | 1,380 | Bayfield | 3,900 | 43 | 1,690 | | |
| Bennington | 7,700 | 74 | 5,680 | Tazewell | 11,600 | 34 | 3,920 | Brown | 30,000 | 85 | 25,620 | | |
| Caledonia | 7,200 | 53 | 3,830 | Warren | 4,400 | 64 | 2,830 | Buffalo | 4,400 | 63 | 2,790 | | |
| Chittenden | 18,600 | 82 | 15,170 | Washington | 13,200 | 31 | 4,070 | Burnett | 2,900 | 48 | 1,380 | | |
| Essex | 1,800 | 73 | 1,310 | Westmoreland | 2,600 | 59 | 1,530 | Burnett | 2,900 | 48 | 1,380 | | |
| Franklin | 8,300 | 67 | 5,540 | Wise | 13,600 | 36 | 4,870 | Calumet | 5,500 | 81 | 4,480 | | |
| Grand Isle | 800 | 67 | 530 | Wythe | 5,800 | 42 | 2,430 | Chippewa | 12,000 | 57 | 6,830 | | |
| Lamoille | 3,000 | 67 | 2,000 | York | 3,700 | 67 | 2,460 | Clark | 9,100 | 45 | 4,070 | | |
| Orange | 4,700 | 53 | 2,500 | WASHINGTON | | | 820,600 | 65 | 530,940 | Columbia | 10,800 | 52 | 5,650 |
| Orleans | 5,800 | 73 | 4,210 | Adams | 3,000 | 62 | 1,850 | Crawford | 5,000 | 45 | 2,230 | | |
| Rutland | 13,300 | 64 | 8,480 | Asotin | 3,800 | 44 | 1,660 | Dane | 53,100 | 67 | 35,580 | | |
| Washington | 12,100 | 70 | 8,470 | Benton | 19,600 | 36 | 7,040 | Dodge | 17,500 | 84 | 14,670 | | |
| Windham | 8,500 | 39 | 3,300 | Chelan | 13,600 | 38 | 5,110 | Door | 6,600 | 82 | 5,430 | | |
| Windsor | 12,700 | 46 | 5,870 | Clallam | 8,600 | 67 | 5,720 | Douglas | 14,300 | 62 | 8,870 | | |
| VIRGINIA | | | | Clark | 27,900 | 69 | 19,140 | Dunn | 7,800 | 65 | 5,030 | | |
| Accomack | 10,100 | 41 | 4,130 | Columbia | 1,500 | 44 | 660 | Eau Claire | 17,500 | 80 | 13,910 | | |
| Albemarle | 13,700 | 41 | 5,590 | Cowlitz | 18,000 | 45 | 8,170 | Florence | 1,200 | 44 | 530 | | |
| Alleghany | 7,700 | 64 | 4,900 | Douglas | 3,800 | 27 | 1,010 | Fond du Lac | 20,700 | 77 | 15,940 | | |
| Amelia | 1,700 | 51 | 870 | Ferry | 1,100 | 47 | 520 | Forest | 2,400 | 44 | 1,060 | | |
| Amherst | 4,300 | 56 | 2,410 | Franklin | 6,600 | 47 | 3,110 | Grant | 12,600 | 51 | 6,390 | | |
| Appomattox | 1,900 | 56 | 1,070 | Garfield | 900 | 44 | 390 | Green | 7,600 | 57 | 4,300 | | |
| Arlington | 71,500 | 84 | 60,090 | Grant | 11,700 | 41 | 4,810 | Green Lake | 4,700 | 47 | 2,190 | | |
| Augusta | 17,800 | 42 | 7,390 | Grays Harbor | 18,100 | 43 | 7,840 | Iowa | 5,700 | 44 | 2,500 | | |
| Bath | 1,500 | 40 | 600 | Island | 3,900 | 72 | 2,800 | Iron | 2,500 | 52 | 1,290 | | |
| Bedford | 7,400 | 49 | 3,600 | Jefferson | 2,600 | 69 | 1,780 | Jackson | 4,900 | 55 | 2,700 | | |
| Bland | 1,400 | 42 | 590 | King | 256,400 | 74 | 188,560 | Jefferson | 13,600 | 84 | 11,420 | | |
| Botetourt | 3,900 | 64 | 2,480 | Kitsap | 27,300 | 77 | 21,050 | Juneau | 5,500 | 33 | 1,830 | | |
| Brunswick | 4,300 | 41 | 1,760 | Kittitas | 6,300 | 31 | 1,980 | Kenosha | 25,600 | 87 | 22,140 | | |
| Buchanan | 7,900 | 28 | 2,240 | Klickitat | 4,100 | 36 | 1,470 | Kewaunee | 4,800 | 82 | 3,950 | | |
| Buckingham | 2,600 | 46 | 1,200 | Lewis | 13,900 | 50 | 6,880 | La Crosse | 21,300 | 61 | 13,040 | | |
| Campbell | 21,500 | 62 | 13,330 | Lincoln | 3,400 | 62 | 2,090 | Lafayette | 5,300 | 57 | 3,000 | | |
| Caroline | 2,600 | 65 | 1,680 | Mason | 4,800 | 69 | 3,300 | Langlade | 6,100 | 53 | 3,240 | | |
| Carroll | 6,800 | 37 | 2,540 | Okanogan | 8,700 | 33 | 2,900 | Lincoln | 6,600 | 53 | 3,500 | | |
| Charlotte | 3,100 | 51 | 1,590 | Pacific | 5,600 | 39 | 2,190 | Manitowoc | 20,700 | 85 | 17,550 | | |
| Charles City | 900 | 64 | 580 | Pend Oreille | 2,500 | 47 | 1,180 | Marathon | 23,300 | 58 | 13,400 | | |
| Chesterfield | 10,500 | 78 | 8,230 | Pierce | 88,200 | 73 | 63,920 | Marquette | 10,600 | 62 | 6,570 | | |
| Clarke | 1,800 | 64 | 1,160 | San Juan | 1,200 | 72 | 860 | Marquette | 2,700 | 47 | 1,260 | | |
| Craig | 800 | 64 | 510 | Skagit | 14,300 | 54 | 7,660 | Milwaukee | 293,100 | 91 | 266,090 | | |
| Culpeper | 3,300 | 55 | 1,820 | Skamania | 1,700 | 54 | 910 | Monroe | 8,800 | 53 | 4,650 | | |
| Cumberland | 1,600 | 46 | 730 | Snohomish | 43,400 | 75 | 32,470 | Oconto | 7,400 | 81 | 5,990 | | |
| Dickenson | 5,100 | 29 | 1,490 | Spokane | 82,900 | 75 | 62,510 | Oneida | 6,600 | 41 | 2,710 | | |
| Dinwiddie | 13,900 | 81 | 11,290 | Stevens | 6,000 | 47 | 2,840 | Outagamie | 25,300 | 85 | 21,450 | | |
| Essex | 1,400 | 65 | 910 | Thurston | 15,500 | 65 | 10,090 | Ozaukee | 7,600 | 88 | 6,700 | | |
| Fairfax | 33,200 | 89 | 29,510 | Wahkiakum | 1,000 | 39 | 390 | Pepin | 2,100 | 63 | 1,330 | | |
| Fauquier | 5,400 | 64 | 3,460 | Walla Walla | 12,300 | 36 | 4,420 | Pierce | 6,300 | 63 | 3,990 | | |
| Floyd | 2,600 | 37 | 970 | Whatcom | 22,900 | 48 | 10,970 | Polk | 7,500 | 82 | 6,170 | | |
| Fluvanna | 1,700 | 46 | 780 | Whitman | 9,000 | 46 | 4,100 | Portage | 9,300 | 55 | 5,090 | | |
| Franklin | 5,700 | 49 | 2,770 | Yakima | 44,500 | 60 | 26,590 | Price | 4,700 | 42 | 1,990 | | |
| Frederick | 9,200 | 75 | 6,880 | WEST VIRGINIA | | | 502,400 | 61 | 304,030 | Racine | 36,300 | 88 | 31,940 |
| Giles | 5,000 | 62 | 3,080 | Barbour | 4,600 | 32 | 1,470 | Richland | 5,500 | 44 | 2,410 | | |
| Gloucester | 2,900 | 67 | 1,930 | Berkeley | 8,000 | 65 | 5,210 | Rock | 31,200 | 67 | 20,940 | | |
| Goochland | 1,700 | 62 | 1,060 | Boone | 7,600 | 57 | 4,290 | Rusk | 4,600 | 42 | 1,950 | | |
| Grayson | 5,600 | 40 | 2,220 | Braxton | 3,700 | 31 | 1,160 | St. Croix | 7,800 | 84 | 6,540 | | |
| Greene | 1,100 | 46 | 510 | Brooke | 6,900 | 90 | 6,200 | Sauk | 12,100 | 60 | 7,240 | | |
| Greensville | 3,900 | 51 | 1,990 | Cabell | 33,100 | 87 | 28,760 | Sawyer | 2,900 | 43 | 1,260 | | |
| Halfax | 9,200 | 56 | 5,150 | Calhoun | 2,200 | 45 | 990 | Shawano | 9,700 | 63 | 6,080 | | |
| Hanover | 5,600 | 62 | 3,490 | Clay | 3,200 | 48 | 1,530 | Sheboygan | 25,700 | 84 | 21,540 | | |
| Henrico | 88,100 | 81 | 71,180 | Doddridge | 2,100 | 27 | 570 | Taylor | 4,700 | 42 | 1,990 | | |
| Henry | 12,700 | 58 | 7,400 | Fayette | 19,900 | 52 | 10,290 | Trempealeau | 6,900 | 55 | 3,790 | | |
| Highland | 800 | 40 | 320 | Gilmcr | 2,100 | 27 | 570 | Vernon | 7,800 | 45 | 3,470 | | |
| Isle of Wight | 3,500 | 49 | 1,700 | Grant | 2,200 | 36 | 790 | Vilas | 2,900 | 41 | 1,190 | | |
| James City | 2,600 | 67 | 1,730 | Greenbrier | 9,200 | 51 | 4,720 | Walworth | 14,700 | 83 | 12,250 | | |
| King & Queen | 1,400 | 65 | 910 | Hampshire | 2,900 | 38 | 1,110 | Washburn | 3,300 | 48 | 1,570 | | |
| King George | 1,800 | 59 | 1,050 | Hancock | 8,800 | 86 | 7,600 | Washington | 10,900 | 89 | 9,650 | | |
| King William | 1,900 | 65 | 1,230 | Hardy | 2,200 | 36 | 790 | Waukesha | 29,500 | 86 | 25,310 | | |
| Lancaster | 2,300 | 59 | 1,350 | Harrison | 22,500 | 36 | 8,030 | Waupaca | 10,700 | 82 | 8,730 | | |
| Lee | 8,000 | 33 | 2,620 | Jackson | 3,500 | 45 | 1,580 | Waushara | 4,300 | 47 | 2,000 | | |
| Loudoun | 5,100 | 82 | 4,180 | Jefferson | 4,300 | 79 | 3,140 | Winnebago | 29,500 | 76 | 22,450 | | |
| Louisa | 3,000 | 62 | 1,870 | Kanawha | 65,300 | 80 | 52,300 | Wood | 15,300 | 53 | 8,170 | | |
| Lunenburg | 3,400 | 41 | 1,390 | Lewis | 4,600 | 31 | 1,440 | WYOMING | | | | | |
| Madison | 2,000 | 46 | 920 | Lincoln | 4,700 | 77 | 3,600 | Albany | 6,500 | 27 | 1,760 | | |
| Mathews | 1,700 | 67 | 1,130 | Logan | 17,700 | 63 | 11,200 | Big Horn | 3,600 | 16 | 590 | | |
| Mccklenburg | 8,000 | 48 | 3,850 | McDowell | 20,700 | 54 | 11,260 | Campbell | 1,400 | 11 | 150 | | |
| Middlesex | 1,900 | 67 | 1,260 | Marion | 19,500 | 63 | 12,340 | Carbon | 4,900 | 27 | 1,320 | | |
| Montgomery | 10,400 | 77 | 8,020 | Marshall | 9,000 | 81 | 7,250 | Converse | 1,600 | 22 | 340 | | |
| Nansemond | 10,000 | 62 | 6,220 | Mason | 6,000 | 77 | 4,600 | Crook | 1,200 | 11 | 130 | | |
| Nelson | 3,200 | 56 | 1,800 | Mercer | 18,400 | 53 | 9,700 | Fremont | 5,900 | 10 | 590 | | |
| New Kent | 1,000 | 64 | 640 | Mineral | 5,700 | 38 | 2,180 | Goshen | 3,600 | 22 | 780 | | |
| Newport News | 48,400 | 82 | 39,680 | Mingo | 10,900 | 64 | 6,930 | Hot Springs | 1,700 | 10 | 170 | | |
| Norfolk | 130,500 | 83 | 108,100 | Monongalia | 15,800 | 69 | 10,930 | Johnson | 1,400 | 16 | 230 | | |
| Northampton | 4,500 | 48 | 2,170 | Monroe | 2,900 | 46 | 1,340 | Laramie | 16,100 | 59 | 9,530 | | |
| Northumberland | 2,500 | 59 | 1,460 | Morgan | 2,300 | 38 | 880 | Lincoln | 2,400 | 27 | 650 | | |
| Nottoway | 4,300 | 51 | 2,200 | Nicholas | 6,500 | 48 | 3,100 | Natrona | 12,800 | 20 | 2,590 | | |
| Orange | 3,100 | 55 | 1,710 | Ohio | 22,600 | 88 | 19,820 | Niobrara | 1,200 | 22 | 260 | | |
| Page | 3,800 | 50 | 1,900 | Pendleton | 2,000 | 36 | 720 | Park | 5,600 | 23 | 1,300 | | |
| Patrick | 3,600 | 37 | 1,340 | Pleasant | | | | | | | | | |

Network Color Schedules

(Sept. 30 - Oct. 13, 1956)

Sept. 30—NBC: *Alcoa Hour*, 9-10 p.m.
 Oct. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Golden Touch of Frankie Carle*, 7:30-7:45 p.m.
 Oct. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Oct. 3—NBC: *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Oct. 4—NBC: *Lux Video Theatre*, 10-11 p.m.
 Oct. 5—NBC: *Walter Winchell Show*, 8:30-9 p.m.; *Chevy Show*, 9-10 p.m.
 Oct. 6—NBC: *Perry Como Show*, 8-9 p.m. CBS: *Ford Star Jubilee*, 9:30-11 p.m.
 Oct. 7—NBC: *Goodyear TV Playhouse*, 9-10 p.m.
 Oct. 8—NBC: *Robert Montgomery Presents*, 9:30-10:30 p.m.
 Oct. 9—NBC: *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Oct. 10—NBC: *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Oct. 11—NBC: *Lux Video Theatre*, 10-11 p.m.
 Oct. 12—NBC: *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Oct. 13—NBC: *Perry Como Show*, 8-9 p.m.

On-the-job color service reference book, *The 700 Series Color TV Receivers*, illustrated with 148 photos & diagrams, has been published by RCA Service Co., Camden, N. J., available there or at local RCA distributors.

GPL ships 3-vidicon color film chain and associated equipment to DuMont's WABD, New York.

ELECTRONIC PERSONALS: Arthur B. Goetze, with AT&T for 39 years, most recently as manufacturing v.p. & director of Western Electric, elected pres. of Western Electric, succeeding Frederick R. Kappel, now pres. of AT&T; Paul A. Gorman, Western Electric finance v.p., succeeds Goetze, with manufacturing controller Paul R. Brousse succeeding Gorman . . . Lawrence G. Haggerty, ex-Capehart-Farnsworth pres., elected pres. of IT&T's Farnsworth Electronics Co., succeeding Dr. Harvard L. Hull, now Litton Industries v.p. . . . Dr. E. R. Piore named v.p. & research director of International Business Machines, relinquishing posts as Avco v.p. & research director but continuing as scientific consultant to Avco . . . Charles W. Sanford, ex-Jack & Heintz and Whirlpool, appointed Avco Pacific operations mgr. . . . Richard C. Hess promoted to sales mgr., instrument div., Federal Telephone & Radio . . . Anthony L. Conrad elected v.p., RCA Service Co. missile test project . . . Dr. Earl L. Steele appointed chief development engineer, device development dept., Motorola semiconductor div., Phoenix . . . G. Emerson Pray, ex-General Radio Sonic Corp. pres., named gen. mgr., Aerovox Corp. special products div. (printed circuits, subassemblies) . . . Richard P. Thornton, ex-P. R. Mallory & Westinghouse, appointed marketing mgr. of Amphenol Electronics for aircraft & guided missile industries . . . Richard K. Mosher appointed director of customer relations, Laboratory for Electronics Inc., Boston.

Industrial Reactor Labs Inc. has been formed by 10 big U. S. corporations to build & operate a privately-owned nuclear reactor for industrial atomic energy research at Plainsboro, N. Y. Pres. of firm is Gen. Walter Bedell Smith, chairman and pres. of AMF Atomics Inc.; v.p. is H. L. Hilyard, American Tobacco Co. treas. Other participating firms: RCA, Atlas Powder, Continental Can, Corning Glass Works, National Distillers Products, National Lead, Socony Mobil Oil & U. S. Rubber.

Closed-circuit TV is being used to provide waiting passengers with information of plane arrivals and departures in American Airlines' passenger concourse at New York's La Guardia airport. The 3-monitor system was developed by airline's advanced process research div. in cooperation with Telecom Systems Inc., New York.

Former FCC Comr. George E. Sterling's views on NTSC color got garbled by someone, he tells us, by the time they appeared in memo in printed record of Evins subcommittee hearing (Vol. 12:35). Memo was from CBS v.p. Richard Salant to pres. Frank Stanton. It said that CBS Washington representative Earl Gammons reported Comr. Sterling said he "had very little faith in the new WTSC-RCA (sic) system and didn't believe that it would prove out." Sterling says he's at a loss to see how such a statement could be attributed to him, since he had vigorously dissented in 1950 from adoption of CBS color system and plumped for development of compatible system, such as NTSC's.

Bruno-New York's weekly color sales "often exceed" 50% of its total TV volume, according to the RCA distributor's ad in N. Y. newspapers this week proclaiming that "94% of N. Y.'s leading TV dealers purchased new 1957 21-in. color TV for their own homes." Ad stresses ease of operation, 3-year purchase terms for as low as \$3 a week, increase in color programming, compatibility.

All local programs in color by Oct. 28—for average of 15 hours a week—is goal of Milwaukee's WTMJ-TV, now adding second color studio and 2 more color cameras to permit tripling of color schedule. In addition to carrying NBC-TV's color originations, station plans to colorcast feature films and is urging all sponsors to use all balop material in color.

Transistors in consumer equipment may never have to be replaced if properly used, GE engineer C. H. Zierdt Jr. suggested last week at Defense Dept. transistor reliability symposium in New York. He described these tests conducted by GE, using regular production transistors designed for consumer use: (1) Life tests started in 1954 showed no failures after 18,000 working hours at full power; the same transistors still look and act like new ones. (2) Tests of 2050 transistors picked at random from different manufacturing lots showed that only ¼ of 1% could not be operated at peak ratings after 1000 hours at full power; all were still usable in portable radios. (3) Several lots of transistors were shot from a mortar; 60-75% were still capable of operating at full power. Minor structural modifications are now being made to give better shock-resistance. (4) Transistors have been found capable of withstanding "substantial doses" of nuclear radiation, and germanium transistors can be operated at 212 degrees F. and stored at 275 degrees.

"Electronic carburetor" is now ready for use by auto industry, Bendix Aviation officials announced last week at Detroit press conference and demonstration. The Bendix device is transistorized "electronic brain" fuel-injection system, which portions gas by electrical impulses rather than by mechanical metering device. Described as cheapest fuel-injection device, it is smaller than conventional carburetor and air cleaner, can be produced "for the cost of two 4-barreled carburetors," is claimed to be capable of providing additional 10-20 horsepower to high-compression V-8 engines. Auto makers were described as "interested," but signing no deals.

First "atomic beam clock" for commercial use, "Atomichron," will be shown Oct. 3 at Overseas Press Club in New York by National Co. officials, who claim "world's most accurate clock" will make possible better control of frequency of transmitters and receivers.

Medical diagnosis through use of tiny TV camera introduced into alimentary canal is objective of device patented this week by Dr. E. E. Sheldon, 509 Fifth Ave., N. Y.

Sprague Electric, North Adams, Mass. buys controlling interest in CREAS, small Milan, Italy, capacitor manufacturer, for undisclosed amount.

FILM NETWORK contracts signed by more than 100 TV stations with NTA (Vol. 12:37-38) have been undergoing FCC scrutiny for last week or so—even before Commission's receipt this week of request for clarification of legality of affiliation pact. Request came from KGEO-TV, Enid, Okla. (Ch. 5), which has already signed as NTA Film Network affiliate.

FCC attorneys say that it appears almost certain that all NTA affiliates must file copies of affiliation agreement with Commission under rule 1.342, but they point out that they've received only about a dozen to date. Quite possibly, Commission's first action will be to inform NTA affiliates that contracts must be filed. After filing, detailed study will be made of the agreements to determine whether they conform with FCC rules.

Questions raised by KGEO-TV and being scrutinized by FCC: Does agreement cause station to relinquish control over programming and rates? Does NTA Film Network constitute "time brokerage"? Does contract constitute violation of FCC's option time rule when entered into by a station which is already an affiliate of a major network?

NTA officials would not comment on these questions, but it's understood that they believe that if there is any doubt about contract's conformity with the rules, easily-made revisions could bring it into line.

Note: NTA still has inside track on at least another batch—and perhaps all—of 20th Century-Fox's backlog features. Best guess now is that these films will be doled out to TV at rate of 50-80 a year. Speculation at week's end was that NTA would offer these "new" 20th Century oldies as first year's programming for its film network, which begins operation week of Oct. 15.

One tax break for stations goes out the window Oct. 15, when FCC puts into effect the policy governing issuance of "tax certificates" in connection with sales of stations under certain circumstances. Licensees frequently obtained substantial tax benefits on sale of station which was disposed of because acquisition of another would have meant violation of multiple ownership rules. Commission said that nothing in legislative history of Sec. 1071 of Internal Revenue Code "indicates that it was intended to apply to situations where a licensee voluntarily chose to dispose of one broadcast facility in order to obtain another facility and disposition of the first facility was necessary because of the Commission's multiple ownership or duopoly rules or policies." Commission said it would continue to issue tax certificates when sale of station is involuntary, forced by new FCC rules or policies.

NARTB's TV code review board meets Oct. 3-4 at The Tides, Irvington, Va., to consider possible action against "certain" stations which haven't conformed to code. A few unidentified stations have already resigned from code subscription as result of NARTB's campaign to remove offenders (Vol. 12:37)—and this week code chairman G. Richard Shafto, WIS-TV, Columbia, S. C., said "We should encourage others to quit if they can't conform." Meeting will also consider extending affiliate code subscription to TV film producers and distributors, following voluntary adoption of code this week by Alliance of TV Film Producers, representing 18 leading production firms.

Ranks of "tallest towers" will be joined next week by KGEO-TV, Enid, Okla. (Ch. 5), when it moves to 1356-ft. structure 31-mi. southeast of Enid. Station won right to build structure after long fight before FCC, which overruled opposition by military, air transport industry and off-air KTVQ, Oklahoma City (Ch. 25) (Vol. 11:27, 31, 33; 12:18).

Creation of NBC International Operations as means of expanding NBC's "program and station services" overseas, was announced Sept. 28 by pres. Robert Sarnoff with this comment: "TV is approaching a time of great growth in Europe, South America and elsewhere. Because of NBC's long association with the broadcasting services of foreign countries dating back from the first days of radio and because we believe that international broadcasting will develop rapidly in the next few years, NBC International Operations will have a place of real importance." He explained further that teams of programming, sales & technical personnel trained in network and local station operations will be made available to assist foreign stations. It was added that NBC already has affiliations with numerous stations outside U. S. Alfred R. Stern, theatrical div. v.p. of NBC subsidiary California National Productions, has been named director of new operation, reporting to Charles R. Denny, exec. v.p. for NBC operations. Romney Wheeler, NBC London Director, has been named director of European operations, reporting to Stern.

Five applications for new TV stations and 2 for translators were filed with FCC this week, bringing total pending to 131 for stations (28 uhf) and 22 for translators. Week's station applications: (1) For St. Louis, Ch. 30, by N. Y. group consisting of advertising executive Alex Rosenman, Associated Artists pres. Eliot Hyman, camera & hi-fi importer David Harris. (2) For Yakima, Wash., Ch. 23, by Robert S. McCaw, pres. & 1/3 owner of KYAK, Yakima & KALE, Richland, Wash., seeking reinstatement of CP cancelled earlier this month by FCC. (3) For Florence, Ala., Ch. 41, by local businessmen, including owners of local WOWL & WGAD, Gadsden, Ala. (4) For Alliance, Neb., Ch. 13, by local radio KCOW and L. L. Hilliard, owner of KOLT, Scottsbluff. (5) For Reliance, S. D., Ch. 6, by owners of KELO & KELO-TV (CP), Sioux Falls. Translator applications were for Trinidad, Colo., Ch. 70 & 76, by H. L. Corley. [For details, see *TV Addenda 23-L* herewith.]

Multiple-ownership issue has been shelved by FCC until January, while commissioners continue to weigh question individually. Comr. Rosel H. Hyde gave his ideas this week, in speech at NARTB regional meeting in San Francisco Sept. 24: "I can think of no more serious blunder the Commission could make than to permit large financial aggregates to acquire a dominant role in the TV medium. It would not be in the interest of the public. Typically, the multiple owner does not add to the number of TV stations; rather he acquires an existing station. It would not be in the interest of the industry itself, for inevitably the day of reckoning would come. I suspect it would come rapidly, for the legislature is very keenly aware of developments in the TV medium. A competitive TV system is a bulwark against undue governmental interference."

Nov. 1 is VTR Day at CBS-TV—meaning that is the date when the network plans to have its Ampex video tape recorders in use for west coast repeats of network shows. CBS-TV, which has 12 of the machines on order, plans to begin "checking out" the first 2 or 3 Oct. 8 or 9 at Ampex's Redwood City, Cal. plant. Engineering team from CBS N. Y. & Hollywood studios will check the machines against specifications, familiarize themselves with the recorders and prepare them for shipment. First 2 or 3 units will go to CBS TV City in Hollywood, with a couple more going to New York shortly thereafter. CBS hopes to put the recorders into use with day or so of installation.

TV may help eyesight, rather than hurt, in opinion of Dr. Theodore F. Schlaegel, Indianapolis eye specialist. Speaking this week before Michigan State Medical Society in Detroit, he said: "Eyes, like legs, are meant to be used. People are overanxious about eyes—that's the difference."